

# A MaaS Movement?

Get on board! ...ways to bring everyone along for the ride

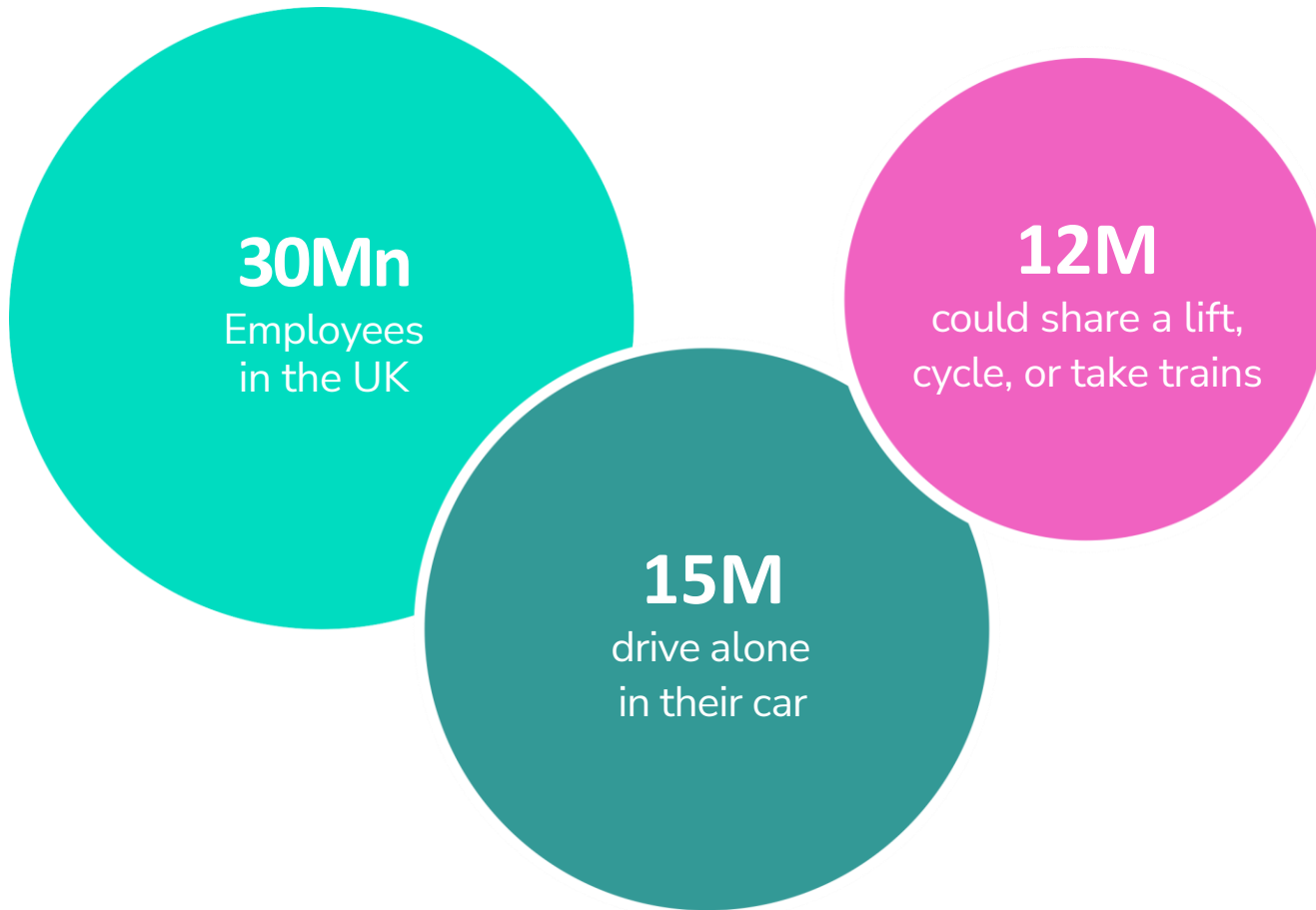
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# Mission Driven Data

- What % does commuting make up of all UK emissions?
- Higher or lower than 10%? (5%)
- Empty seats?
- Higher or lower than 35 million ? (30m)
- ( 30m commuters £50bn costs )
- Higher or lower than 14 million drive to work alone each day?(15m)
- How many people could walk or cycle each day but don't?  
Higher or lower than 1m? (2m)
- ... and PT ? Higher or lower than 7m? (5m)

The point being of all this data/stats? Behaviour change is feasible, how can we help you drive it? ...

# The urgent need for Zero Carbon Commuting

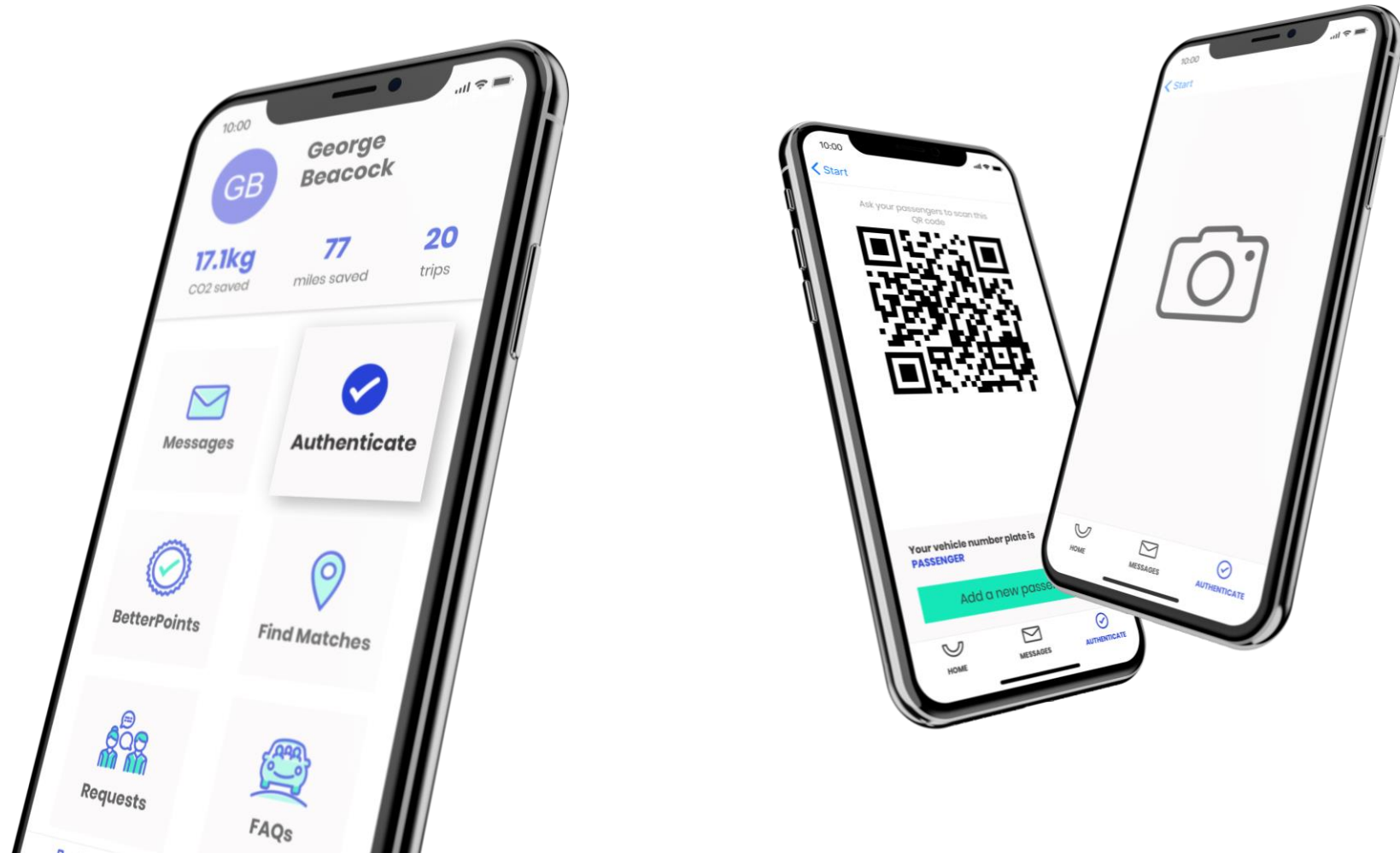


This accounts for up to **20% of the total CO2e** produced by large employers

And costs UK businesses **£6 billion in CO2e** per annum

*Department for Business prices CO2e at £245/kg*

# LIFTSHARE : UK's leading car share ... saved 1 billion miles



# Mobilityways Services

Ground-breaking employer climate tech, empowering you to **measure**, **reduce** & **report** commuter emissions in one place.

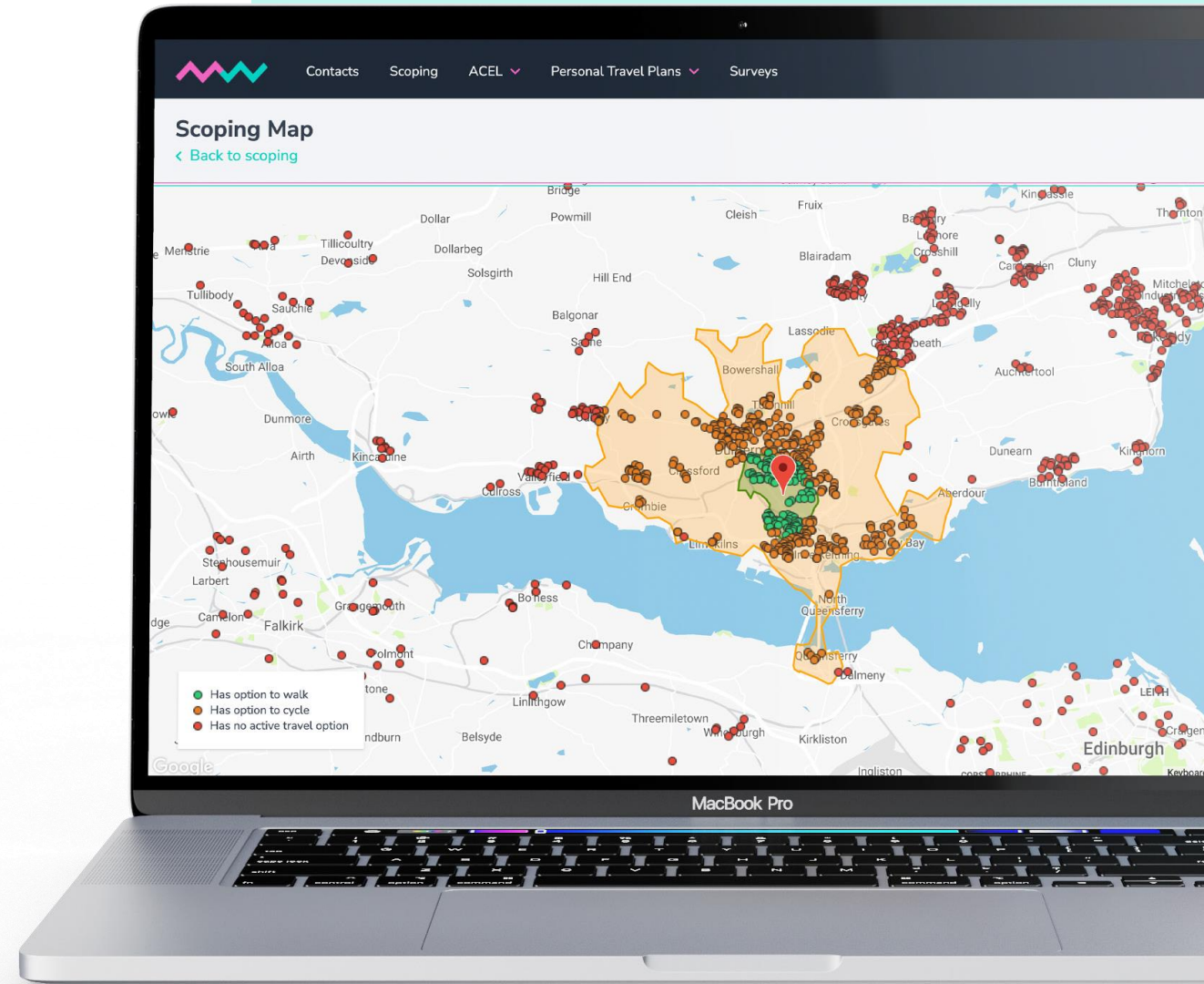
<p><b>Measure</b></p> <p>Measure your commuter emissions &amp; scope the potential for change</p>	<p>Travel Survey</p> <p>ACEL Rating</p> <p>Scoping</p>	<p>Build, send and review employee travel surveys with ease</p> <p>Calculate your current employee commuter emissions</p> <p>Identify real-world sustainable commuting potential for your team</p>
<p><b>Reduce</b></p> <p>Reduce employee commuter emissions via our proven approaches</p>	<p>ACEL Target</p> <p>Personal Travel Plans</p> <p>Liftshare</p>	<p>Set targets for your team's commuter emission reductions</p> <p>Deliver sustainable commuting plans to each employee</p> <p>Help employees find a lift - saving money &amp; parking demand</p>
<p><b>Report</b></p> <p>Report accurately to your organisation on emissions reductions via our platform, reports and support</p>	<p>Mobilityways Dashboard</p> <p>ACEL Certification</p> <p>Commutologist© Support</p>	<p>Access all your commuter emissions data in one place</p> <p>Demonstrate your progress towards net zero targets</p> <p>Get expert advice and support to accelerate your progress</p>

# Measure Scoping Smart Mobility

Interactive maps and comprehensive reports highlight the real-world sustainable commuting potential for your team.

## THE BENEFITS

- Real-world analysis of viable transport routes based on employee postcode and workplace locations
- Analyses active travel, public transport, Liftshare and single occupancy vehicle options
- Identifies gaps in provision, enabling data-driven conversations about the development of sustainable commuting options with local travel providers
- Forecasts potential employee health, wellbeing & financial benefits

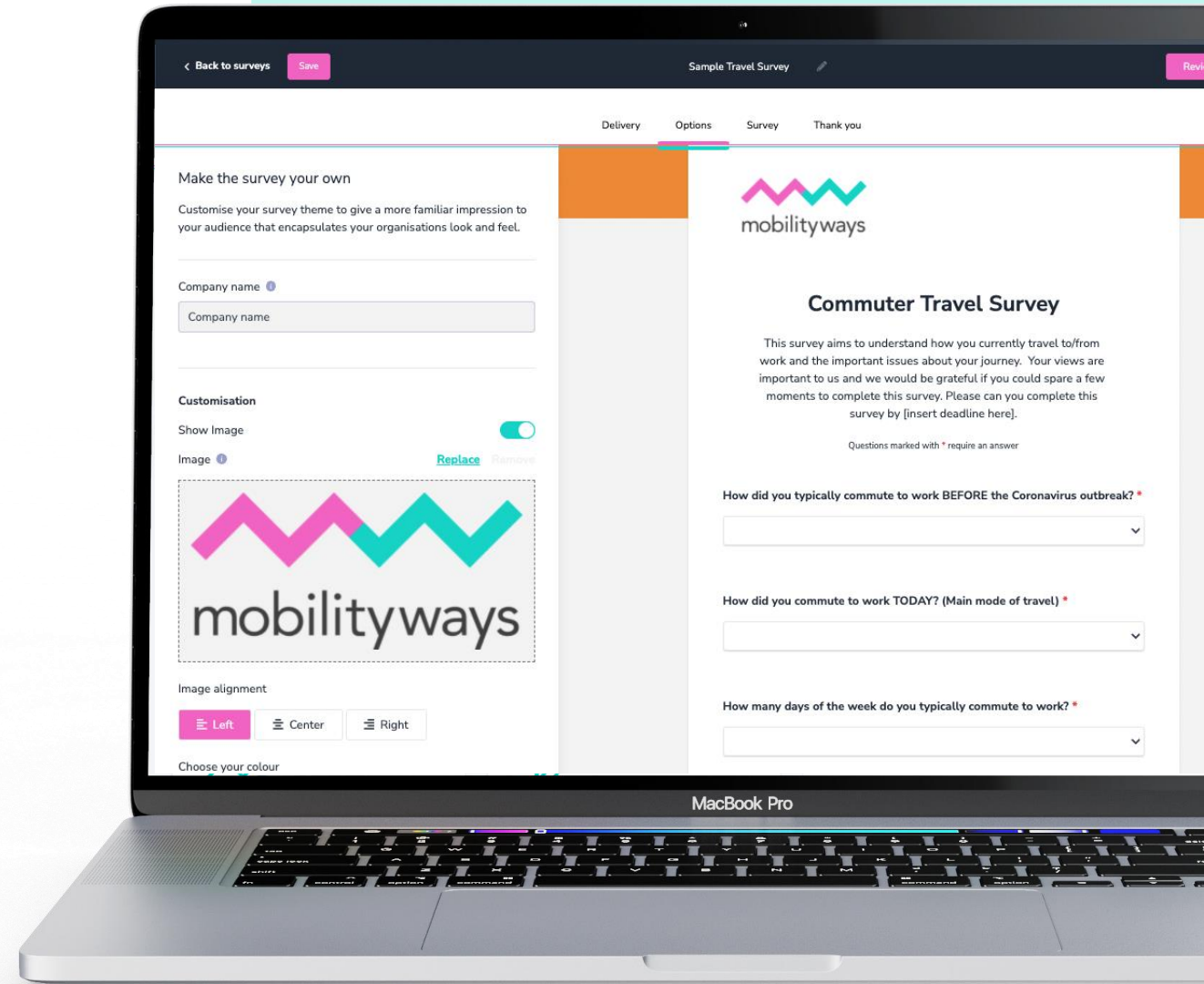


# Measure Travel Surveys

Build, send and review employee travel surveys for your entire workforce – from one central dashboard

## THE BENEFITS

- Fast, efficient way to conduct your travel surveys
- Understand how your team gets to work
- Make informed, data-driven decisions on planning and engagement with your local authorities
- Track results in real-time, incentivise and improve response rates
- Fully customisable to your needs
- Results power your unique ACEL© rating



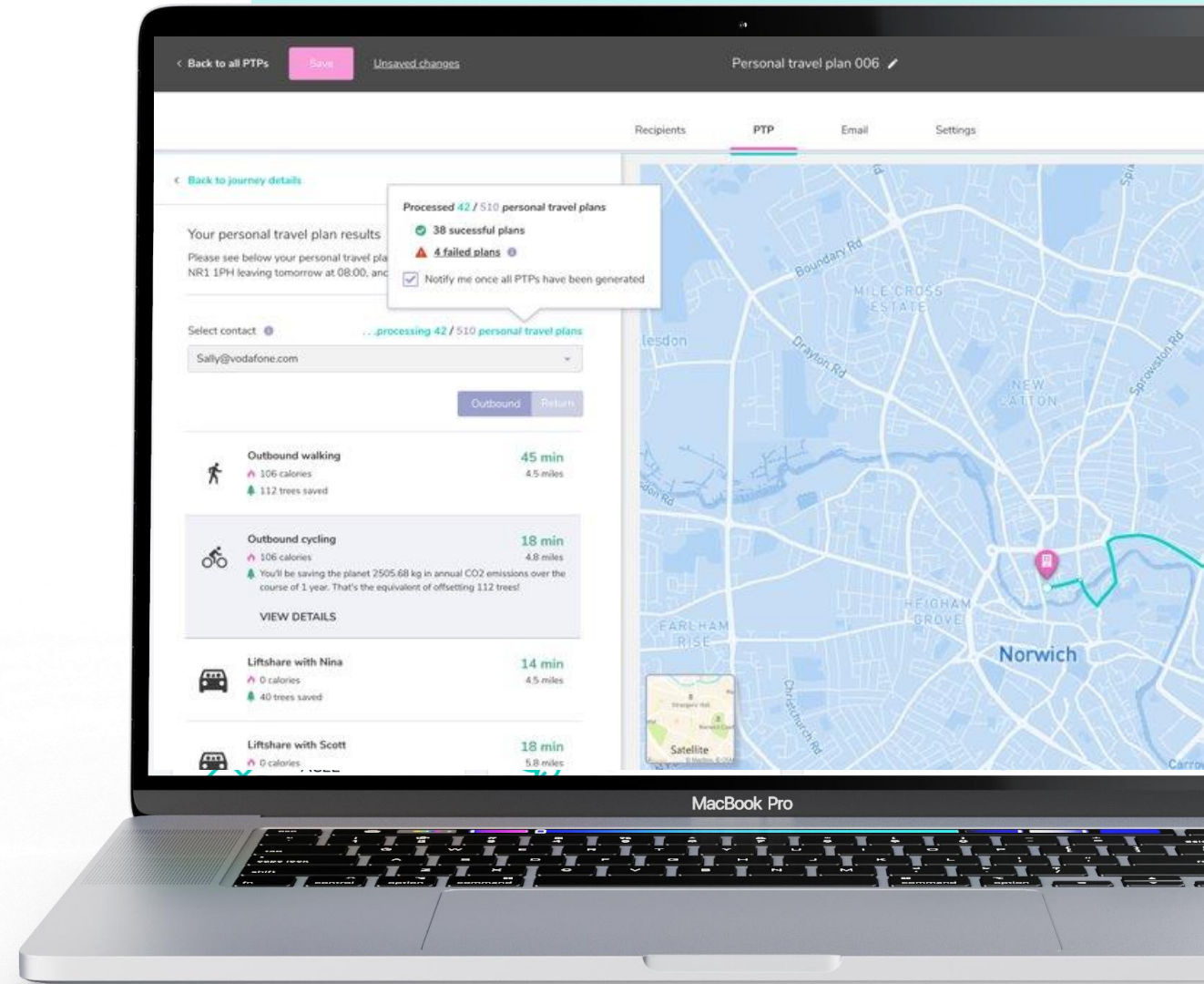
# Reduce

## Personal Travel Plans

Automatically generate viable and sustainable commuting options for each member of your team

### THE BENEFITS

- Employees are sent personalised travel options in bulk or on-demand
- Including direct and multi-modal journeys to work
- Showing real-world travel time and CO2e benefits
- PTP is the only tool that provides active travel, public transport and liftsharing options





## Reduce Case Studies



<b>Product</b> Personal Travel Plan			<b>Client</b> UCLAN		
<b>Targets</b>			<b>Results</b>		
<b>48%</b> Commitment to reduce GHG by 2020	<b>10%</b> Car sharing target for 2023/24	<b>9%</b> Active travel target for 2023/24	<b>1,586</b> Personal travel plans have been delivered.	<b>44%</b> considered changing to a sustainable options	<b>26%</b> Changed to a sustainable option

“ PTPs have been an essential tool to promote more sustainable transport methods. Being able to educate staff and students on their sustainable travel options has ensured we are moving forward with our sustainability goals ”

Jo Talbot, University of Central Lancashire