

Beat: Technology

## WayzUp NEO-NOMADE and Green On join forces for the success of Mobility Plans

### Three Actions adopted for the Environment

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**USPA NEWS** - From January 1, 2018, the energy transition law will come into force making mandatory the mobility plan (formerly Business Travel Plan) for companies with more than 100 employees on the same site. Companies will have to adopt 3 actions for the environment and wellbeing before the end of 2018. According to a recent survey of the Federation of Actors Mobility Plans (FAPM) more than 80% of companies have never heard of this legal obligation and therefore have not yet proposed a plan of action or even carried out a diagnosis. Faced with the urgency, three mobility startups are joining forces to bring their expertise and solutions.

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**MORE THAN A LEGAL OBLIGATION IT IS AN OPPORTUNITY FOR COMPANIES**-----

WayzUp, the French leader in car-to-work carpooling, NEO-NOMADE, the first platform for managing mobility and booking coworking spaces, and Green On, a pioneer in employee electric bicycle sharing, are three startups that are successfully daily mobility in companies for several years. Faced with the legal obligation imposed by the Mobility Plans - the sanction that can go as far as a deprivation of the technical and financial assistance of the Ademe, we talk about tens of millions of euros on certain files - companies must provide effective responses to the many challenges of mobility and concrete solutions for employees. The Mobility Plan enables a company to provide innovative and concrete services to improve the quality of life and productivity of its employees by:

“☒ Significant decrease in travel time to work,

“☒ Reduce travel costs,

“☒ Reduce absenteeism (important cost for the employer).

The Mobility Plan also makes it possible to propose solutions to better accept major changes such as a move.

The gains are also very strong for the employers: a better attractiveness and an optimized accessibility but also the possibility of freeing space: saturated car parks, unoccupied land. Finally, the environmental dimension enables companies to make their sustainable development approach a reality by uniting their employees around a common and positive project.

**A UNIQUE PROJECT TEAM FOR ALL MOBILITY SOLUTIONS**-----

While there is only one month left for companies to carry out their diagnosis of the existing transport offer and the travel of their employees, three startups are joining forces to offer a turnkey mobility offer that meets the challenges of the plans. Mobility. Concretely, the WayzUp / NEO-NOMADE / Green On consortium proposes to create a unique project team to support companies in the realization of their mobility plan, linked if they wish with specialized consulting firms. The company will be able to work more effectively with a project team covering all mobility solutions and coordinate actions with employees for maximum efficiency. Tariff advantages will also be offered to companies that decide to implement several of the proposed solutions.

**WHAT GAINS FOR BUSINESSES ?**-----

In WayzUp's partner companies, up to 33% of employees who use the app are used to carpool regularly. The most significant impact is reflected in the savings of the HR position achieved by companies implementing a carpooling solution. A painful and longer journey may encourage a collaborator to resign more quickly, as OpinionWay's Tissot Editions study shows: 51% of employees would be willing to change companies and 20% of them to reduce their journey home and work.

Better still, there is a strong economy for companies facing missing parking spaces and where new spaces should have been created. Indeed, the cost of a parking space is 1500 to 2500 € on the surface, 15 to 30.000 € in the structure (covered underground) 3. Finally, purchasing power is significantly increased for drivers. For example, a driver will reimburse his expenses up to € 100 per month if he carts every day with a passenger over a distance of 25km round trip. At Neo-Nomade, the results are also geared towards success. Indeed, in its client businesses, 93% of employees feel that their sense of belonging to their company has increased. In addition, 65% of employees say that their overall well-being has increased thanks to coworking work and 64% have reduced their travel time. Lastly, self-employed, responsible employees who optimize their working hours, also achieve productivity gains of nearly 15%. And for businesses, the savings are also very visible: taking advantage of flexible and "on demand" m2 whose use is optimized, they generate substantial savings on their real estate footprint. As Julien Honnart, co-founder and CEO of WayzUp, points out: "The mobility plan is

often seen by companies as an additional legal obligation. We propose to transform this obligation into an opportunity for the company, with a financial return on investment. Carpooling is one of the easiest and quickest actions to set up and the least expensive to achieve your mobility plan. " Source : Wayze Up

**Article online:**

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