-- Case Study --

Driving Sustainability Transformation Through Employee Commuting

Unlocking the Benefits of Sustainable Commuting

The advantages of sustainable commuting are widely recognised. Green transportation modes such as carpooling, walking, or cycling not only reduce traffic congestion and lower CO₂ emissions but also have a positive impact on costs, productivity, and employee health.





Quantifying Savings: A Necessity for Workplace Sustainable Commuting

For numerous companies, understanding the tangible savings of implementing a sustainable commuting program is crucial. It's important to realize that these outcomes are influenced by diverse factors, including company location, employee distribution, current commuting behaviors, and the accessibility of public transportation and cycling infrastructure. While there's no one-size-fits-all solution, our client case study sheds light on potential savings.

The Road to Transformation — Client Case Study



We partnered with a client, a company located on the outskirts of a European capital, with a workforce of 950 employees, to measure the potential savings achievable through the KINTO Join sustainable commuting scheme.



To gain insights into our client's initial commuting patterns and areas for improvement, we conducted a mobility audit by leveraging precise company and employee location data.



Mobility Audit: Initial Mobility Status

Mapping out the employees' location and commuting habits uncovered vital information:

- Average distance traveled per employee daily: 47.81 km.
- Commuting modes: 71% drive, 25% use public transportation, and only 4% carpool.



Understanding Implications

High reliance on car travel results in a significant environmental and financial impact, with car commutes accounting for 87.46% of costs and 81.82% of CO_2 emissions.





Optimising the commuting landscape

We evaluated the accessibility of various transport modes, including public transport, cycling, walking, and carpooling. Due to the client's location, walking was not a viable option, and cycling and public transport had limitations. Car travel remained the primary choice for the majority of employees, making carpooling an attractive solution to reduce solo driving and associated costs and emissions.

Carpooling for Transformation

By implementing the KINTO Join carpooling scheme, the client could increase the number of carpoolers from 36 to 110, leading to substantial savings in time, distance, costs, and emissions.

A 9% increase in carpoolers resulted in a remarkable 242% decrease in costs and emissions.

CO₂ savings: 729 kg daily and 163 t yearly savings.

Employee costs: 2.3k € saved every day, amounting to 514k € yearly savings.

Carpooling alone can help in reducing 242% of CO₂

Carpooling

KPI	annual	per day
No. of Carpools	58k	259
+537.14%	9k	41
CO ₂ emissions saved	163.03 t	729.12 kg
+537.14%	47.61 t	212.92 kg
Time Saved	913 d 11 h 44 min	4 d 2 h 3 min
+229.14 %	277 d 12 h 59 min	1 d 5 h 47 min
Distance Saved	1.22m <mark>km</mark>	5.47k km
+242.44 %	357.38k km	1.6k km
Costs Saved	514.01k €	2.3k €
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Cycling - a sustainable alternative

Although cycling was not feasible for most employees, the benefits of a bike-to-work scheme were evident. Our analysis indicated that 9% of employees (86 individuals) could easily transition to cycling. Transitioning them from driving to cycling had the potential to yield significant savings when comparing per-employee costs and emissions for both modes of commuting.

Costs Per Employee		
KPI	annual	per day
• Bike	240.59 € 0 €	92.53 cent 0 €
• Car Driver	4.81k € 4.32k €	18.51 € 16.61 €

CO ₂ Per Employee		
annual	per day	
0 t	0 t	
0€	0 t	
1.53 t	5.87 kg	
1.37 t	5.27 kg	
	annual 0 t 0 € 1.53 t 1.37 t	

Concluding the Transformation

The impact of implementing a sustainable commuting program depends on a company's specific circumstances. However, for companies with a predominant reliance on car commuting, switching to carpooling, walking, or cycling can lead to significant cost savings, reduced environmental impact, and an enhanced commuting experience for employees.



A Sustainable Commuting Platform

KINTO Join is a pioneering sustainable commuting platform designed to address employee commuting challenges innovatively. By incentivizing commuters to adopt eco-friendly alternatives to driving, companies can achieve substantial environmental and cost savings.

Key Features



Corporate Carpooling: KINTO Join offers a unique verification technology that enables organisations to seamlessly incentivise carpooling, ensuring authenticity and promptly rewarding participants upon arrival.



Walking and Cycling: KINTO Join extends its support to validate walking and cycling journeys, allowing organisations to reward individuals embracing sustainable travel methods and further reducing costs and emissions.



ESG Reporting: KINTO Join offers the advantage of quantifying GHG emission savings, with an Admin Panel for real-time monitoring of sustainable commutes. This streamlines ESG reporting, facilitating documentation of environmental contributions.

Ready to learn more about the transformative power of sustainable commuting with KINTO Join?

BOOK A DEMO TODAY

