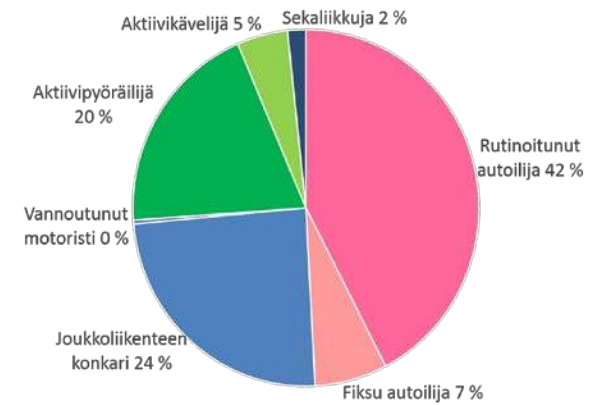




# Money makes the world go round

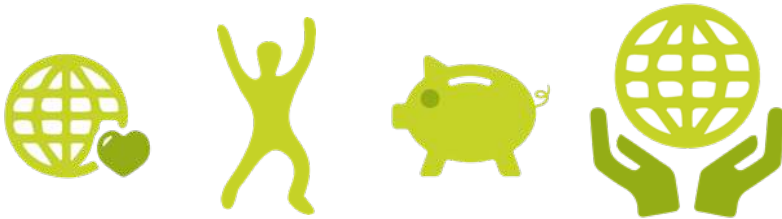
How to convince workplaces that mobility management is worth the effort?

# valpastin



# Selling mobility management services to workplaces

Smart mobility is great for your workplace!



Cool, we want that!



CONSULTANT

CUSTOMER

# Selling mobility management services to workplaces

Great, here is our offer: € £ \$



What, do we have to pay something?!



CONSULTANT

CUSTOMER

# Mobility management = savings for the workplace

- Increased mobility  
→ improved health  
→ decrease in sick leaves.
- Reduction in mileage allowances.
- Reduced need for parking space.



How to convince  
workplaces that  
promoting  
smart mobility is  
good for business?

# Project: *The Benefits of Mobility Management in Euros*

- Elisa Corporation
  - Finnish telecommunications and ICT company
  - 4 000 employees in Finland
- Kangasala Municipality
  - Finnish municipality close to Tampere (31 000 inhab.)
  - 2 000 employees



# The aim of the project

To find out how much money can be saved at a workplace by mobility management.

- + Happy and healthy employees
  - + Less sick leaves
  - + Smaller demand for car parking
  - + Smaller travel expenses
- 

= ????? €



# First steps at the workplaces

- Commuting surveys
  - Workshops
- Selecting mobility management actions
- Collecting data



# Eye-opening workshop exercise

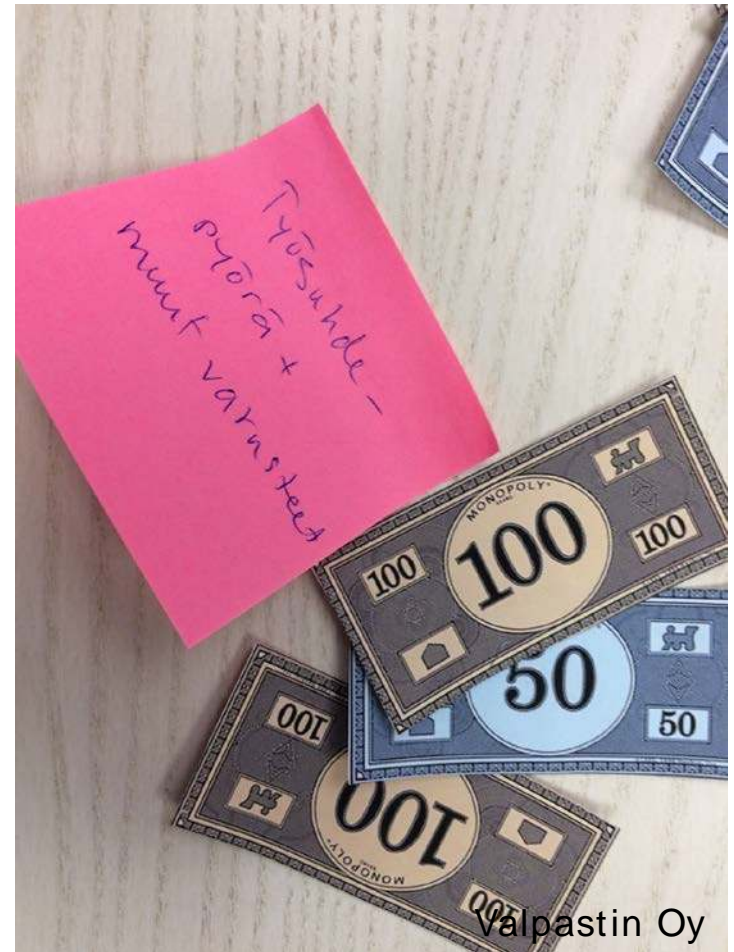
*“Your workplace is currently spending **1 million euros** on parking expenses.*

*If this sum were to be redistributed to support commuting, how would you use it?”*



# This is how the key personnel wanted to support commuting

- 25-35 % for parking
- 25-45 % for employer-subsidized commuter tickets
- 20-25 % for supporting cycling and walking
- 5 % for campaigns and communications



# Next step: the calculations

Commuting  
survey

Workplace  
data

National  
averages/rates

Modal split

Mileage  
allowances

Potential for  
change

Sick leaves

Cost of sick  
leaves

Amount of  
exercise

Parking costs

Rates for  
mileage  
allowances

Parking habits

# Example: No more free parking

## Costs and savings/year:


- Costs -10 000 €
  - Direct savings (parking fees) + 47 444 €
  - Indirect savings  
(reduced sick leaves): + 92 925 €
- 130 369 €**



# Example: No more free parking

## Costs and savings/year:

|  |                   |
|--|-------------------|
| • Costs                                      | -10 000 €         |
| • Direct savings (parking fees)              | +47 444 €         |
| • Indirect savings<br>(reduced sick leaves): | + <u>92 925 €</u> |
|  | 130 369 €         |



59 people start getting more exercise  
x 4,5 fewer days of sick leave/person/year  
x 350 €/day off  
= 92 925 €/year



# Money, money, money...

## Does it really matter?

Survey for key personnel at workplaces:

- The **most important benefit** of MM: happy and healthy employees.
- The amount of potential savings has **some effect** on which MM actions are chosen.
- Indicating concrete savings would make it **much easier** to initiate mobility planning at the workplace.



# Money talks!

But you can save €€€  
£££ \$\$\$!



All right! We have a deal!





# Thank you!

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