

Carbon Commuting Challenge – W.C 11.09.23 – Case Study

Overview

In September 2023, we decided to implement a trial to challenge our staff at Head Office – *Can you change the way you commute to work to reduce your carbon emissions?* – The trial lasted for one week and encouraged our employees to think green and make changes, big or small, to improve their commute.

It’s important to us that we are striving to reduce CO2 emissions across all areas of the business, where possible, so we were keen to find out if commuting to and from work was an area we could improve.

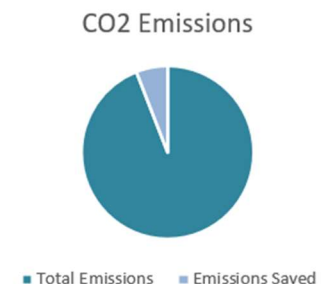
We recognise that changing a daily routine will have been difficult and inconvenient for a lot of our staff, so we wanted to offer an incentive to motivate people to get involved. We decided to offer a £200 voucher towards something environmentally friendly for the person who could improve their carbon emissions the most throughout the week. We also gave £25 vouchers for everyone who made the effort to get involved.

Expectations

Initially we went into the trial with relatively high expectations, however, after gathering and reviewing the information from our employees about how they travel to work, it became clear that the results weren’t going to be as impactful as we had originally hoped. However, positive changes were made nonetheless!

Results

| | |
|---------------------------------------|---------------|
| Number of Employees Taking Part | 59 |
| Number of Employees Who Made a Change | 8 |
| % of Employees Who Made a Change | 14% |
| Emissions Saved (kg) | 5.16kg |
| Emissions Saved (%) | 6% |



It’s interesting to note how far our employees travel to work. Over 1/3 of people who took part in the trial travel more than 30 miles a day, these statistics have had a large impact on the results we’ve seen.

| Miles Travelled Daily | % of Employees |
|-----------------------|----------------|
| Less than 10 miles | 31 |
| 10-30 miles | 31 |
| Over 30 miles | 37 |



Further Analysis

Further analysis of the results shows majority of employees drive to work on a daily basis, with only 10% adopting another mode of transport.

| <u>Mode of Transport</u> | <u>% of Employees</u> |
|--------------------------|-----------------------|
| Car | 90 |
| Walk | 2 |
| Cycle | 3 |
| Public Transport | 5 |

Summary

Although the trial wasn't overly successful, we still believe that motivating and encouraging our staff to upgrade their daily commutes is a step in the right direction.

We will be using the results of this trial to guide us towards some more realistic and convenient carbon friendly options for our employees. More flexibility around trials like this will increase employee's willingness to get involved and do their bit.

Moving forward, we'll be looking into promoting schemes throughout the year, like 'cycle to work' and 'get active' to make sure our staff know that CO2 reduction will continue to be one of our company-wide objectives.