

Get valuable results and take the next step to sustainable development

The Commute Greener Story

Commute Greener started out in 2009 as an idea from a small group of passionate individuals. Their vision was to develop a solution that would motivate people to do something good for the environment, save time and money as well as to improve health. A smart application was developed to enable direct measurements and positive feedback through their mobile phones. Along the way, the small idea has developed into an innovative solution with a growing community and support from key partners.

We have helped cities like Gothenburg and New York organizations like WWF and EU, companies such as If and Volvo, and individuals around the world do improve their understanding for how to commute in smarter ways. As more and more people and organizations join in the initiative, the bigger the impact we can have on the environment. Today we are working with Commute Greener as an open innovation initiative and taking further steps with universities like Chalmers and Stanford. Together, we can make a big leap towards sustainable development.

Commute Greener promote improvements into everyday travel, in ways that allow individuals to take on individual challenges. An example is innovative Ride Share - it's now possible to find better ways to share rides with users in your area. This can mean sharing a car, but can also mean to find a bicycle friend or to join someone for a bus ride. Better than any carpool, and in an innovative and trusted way!

Small steps to get a big effect, gain money, time and health

Commute Greener provides a strong foundation to help you reach environmental, business and social targets. Data extracted from the Commute Greener solution can be utilized in annual reports, GRI, sustainability reporting as well as environmental management systems or certifications, such as ISO14001. Internally, your organization can benefit from better health and of course the ability to reduce fuel costs, parking, and congestion fees for employees, as well as to handle carbon trading schemas, optimize the company car fleet usage, and make recommendations regarding greener business travel. With healthier employees comes lower cost for absenteeism and positive energy.

Key achievement equals on three month basis	3.000 participants	50.000 participants
Saved CO2 (kg)	43.200	720.000
Saved fuel money (\$)	100.000	2.000.000
Reduced cases heart disease	>1	>20
Zero Emission Miles (km)	800.000	14.000.000
Public Transportation Km	2.000.000	37.000.000

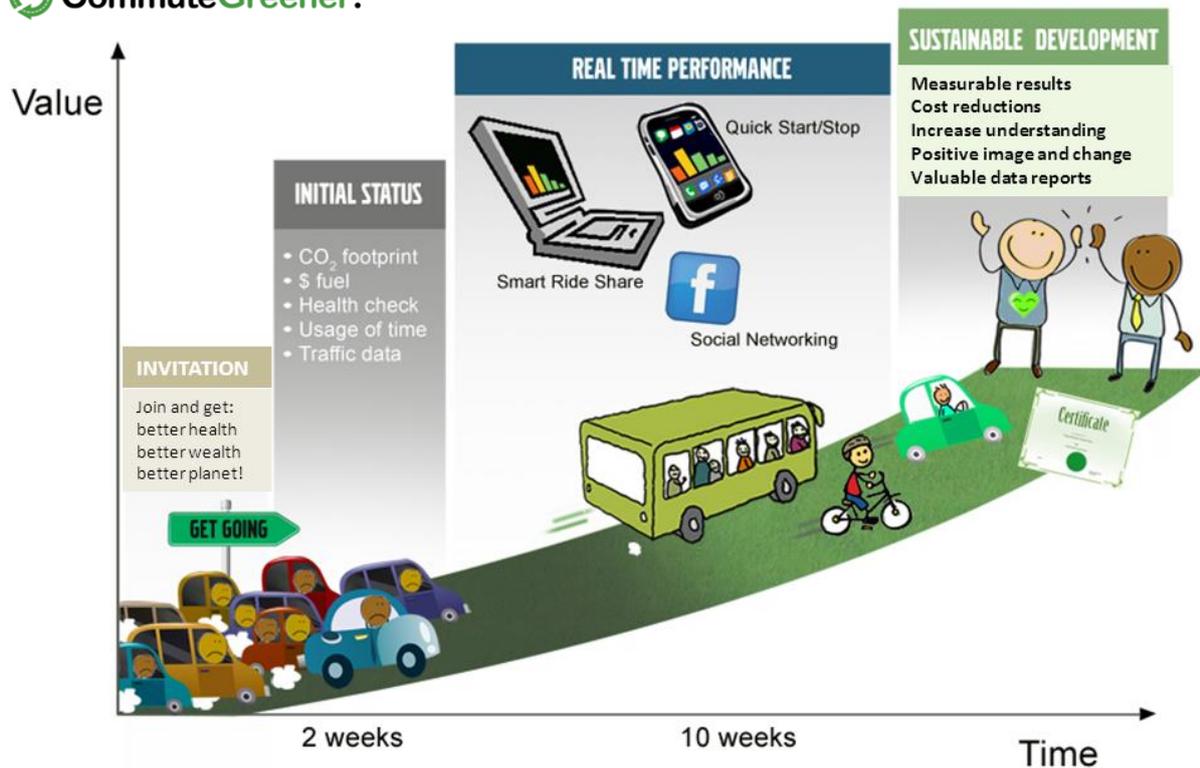


Commute Greener can also help you get closer to your customer base or loyalty clubs by providing a way to interact and market based on commuting behavior. You can facilitate competitions targeting your key customers, as well as offer attractive incentives. This enables your organization to enhance your brand image, capture new customer data, and establish new channels for increasing your customer and stakeholder dialogue.

An Easy-to-Implement Climate Campaign

The Commute Greener solution provides an easy way for your company or organization to set-up a climate-smart campaign, which is designed to reduce CO2 emissions from daily commuting, help save money, and also ensure positive health effects - for your employees and customers.

Welcome to: www.CommuteGreener.com



Through a web-based community and mobile application, your employees or customers can engage in an interactive way to help them achieve valuable results. Commute Greener combines the fun aspects of a social networking, with the possibility to measure progress. With an easy Get-Going-Wizard and a simple Start/Stop function - the users begin to take the first steps towards sustainable development!

Depending on what your organization wants to achieve, there are several ways to utilize Commute Greener. To visualize possible ways of contributing to your goals, three packages are available based on your ambition level.

- **Commute Greener Basic** *Get started & Get aware*
- **Commute Greener Premium** *Walk the talk visualize your CSR objectives*
- **Commute Greener Premium Plus** *Fully understand behaviours and increase interaction*

Commute Greener Basic

Get started & Get Aware: The Basic package can be used as a pilot campaign to increase awareness for your target group.

The Commute Greener Basic package is a standardized offer, delivering the power of an off-the-shelf concept. The campaign is executed in a well-proven format, including basic functionality and reporting.

The behavior of your employees or target group will be in focus and the pilot will aim to deliver concrete results against your business objectives. To help you analyze the results, you will receive a detailed report of your organization's performance. You will also receive a certificate if the target is reached. The pilot will be executed in three easy steps:

1. Launch and Set-up
2. Campaign Execution
3. Analysis and follow-up report

Since all access to Commute Greener is available online, it is easy to get started with your campaign. Additionally, joint collaboration sessions are conducted to ensure your success in the set-up, execution, and analysis phases of your campaign, including:

- Current CO2 footprint at campaign start
- Campaign result and standard analysis of the result compared to the pre-set CO2 reduction target and participation rate. This includes time, financial, and health-related dimensions.
- Basic Commute Greener certificate - if reduction and participation rate targets are achieved.

For the Commute Greener Basic package, the implementation and execution phases are carried out through the following, well-proven activity list:

Activity	Week												
	1	2	3	4	5	6	7	8	9	10	11	12	
Launch and setup Collaboration Session 1 - Target group - Verify contact information - Send out invitations Collaboration Session 2 - Current Co2 Footprint statement	■												
Campaign - Execute Online Campaign - Monitor progress - User feedback (samples)			■										
Follow-up and report - 1st analyses of result - Collaboration session about the result - 2nd analyses and final reporting												■	
Commute greener Certification award													■

◆ Joint session with customer

◆ Commute greener activities

Commute Greener Premium

Walk the talk internally and visualize your CSR objectives: Run an internal campaign for your organization and get measurable results on commuting and travel patterns.

Our premium package delivers a solution customized to the needs of your company or organization. Are you interested in integration with your Environmental Management System or targeted branding to reflect your identity?

Using the power of the simple and valuable data collection phase, the Commute Greener solution includes specific recommendations and real-time, follow-up to secure results for your organization. Help to motivate your organization by rewarding employees that perform well. You can choose from a wide range of offerings and awards. You can also use metrics for each team or department to help serve as a statistical instrument for decision making in the company.

When you have reached your targeted results, you will be awarded a Commute Greener Premium certification that can be used in marketing and environmental- related reporting.

Commute Greener Premium Plus

Understand your customers' behaviour, increase interaction with them, and create a positive climate change. Run an external campaign for your customers, where you can deliver direct and indirect messages to your customers, as well as, a positive impact on the environment.

Commute Greener Premium Plus provides all the benefits of the Premium package, extend to your larger target audience. The Premium Plus package gives you the opportunity to take advantage of a fully-customized solution. In addition, the Commute Greener team can help you run and host the campaign directly with your extended audience, such as customers or loyalty club members. Like the Premium option, the Premium Plus package also includes a fully-branded solution adapted to your company's specific identity.

This gives you a state-of-the-art platform for communicating frequently with your customer base, loyalty clubs, or other external target groups. You can utilize the capabilities of location-based services to gain knowledge of your target group's behaviour. The ability to track and target the behavior of your customers provides a win-win concept. With Commute Greener, you receive a triple benefit – understand your customers' behaviour, interact with them, and together, work to create a positive climate change.



Unlimited opportunities for your organization

The Commute Greener solution offers direct benefits for your organization, such as:

- Increased efficiency in business traveling
- Analysis of employee or customer commuting patterns
- Geo-marketing and Location Based Services
- Long-term tracking and follow-up
- Deviation action points
- Possibility to measure and report
- Improve awareness and carbon trading readiness
- Collect data for CSR reporting
- Reports for Environmental Management Systems

Key motivational aspects for participant usage include:

- **Health** (walking/bicycling, heart, calories)
- **Wealth** (save fuel money, quality time)
- **Better planet** (save CO2, save trees)

See inspirational videos at www.youtube.com/CommuteGreener

Try a free version at www.facebook.com/appcenter/CommuteGreener

Proven in action

Go to www.CommutGreener.com to learn more about how Commute Greener has been used in cases such as for Mexico City, the city of Gothenburg, WWF, the Volvo Group, Lindholmen Science Park, Enfo and the IT-University.



Contact us

Together with engaged cities, corporations, and individuals, we are welcoming more organizations to join us in a growing track record of sustainable development.

Want to know more about how Commute Greener can deliver a return on investment for your company or organization? For more information contact us at: info@CommuteGreener.com

Welcome to: www.CommutGreener.com