

Bring Sustainable Mobility Into Your Workplace



atlas **GO**[®]

EUROPEAN MOBILITY WEEK

Following the successful organization of car-free days throughout Europe, the 2000s marked the beginning of a new initiative: the European Mobility Week!

🍃 **From Car Free Day...**

Car Free Day is a European initiative that allows participating cities to show how environmental issues concern them. For one day, local authorities can showcase their city centers differently and implement key actions to restrict motorized traffic and encourage the use of sustainable modes of transport.

🍃 **... to European Mobility Week**

European Mobility Week, held from September 16 to 22 each year, is dedicated to sustainable mobility. It is an opportunity for local authorities, organizations, and associations to launch a wide range of activities such as planning innovative measures, promoting new infrastructure and technologies, raising awareness of the environmental impact of urban mobility, participating in a mobility action, and much more.



THEME 2022

The **EUROPEANMOBILITYWEEK** 2022 annual theme, 'Better connections,' seeks to highlight and foster synergies between people and places that are offering their expertise, creativity, and dedication to raising awareness and promoting behavioral change in favor of active mobility, in addition to reaching out and making connections between existing groups and new audiences.

The five pillars of 'Better connections' are:

- People
- Places
- Public transport
- Planning
- Policy



You can find all the information you need on the official website of the **EUROPEANMOBILITYWEEK** :

👉 <https://mobilityweek.eu/home/>

WHY SHOULD THIS MATTER FOR COMPANIES?

Companies have a crucial role to play in this initiative. They can be the stimulator of changes in employees' habits.

INITIATIVES FOR COMPANIES

Encourage new sustainable mobility

- Encourage the use of sustainable transportation to get to work.
 - *Bike*
 - *Walk*
 - *Public Transport*

You can do this with the atlasGO app. The sustainable activities done by your employees will be automatically converted into planted trees.

TAPI🌱

- Thanks to our partner Tapio, measure the impact, in CO2 avoided, when your employees use alternative means of transportation.



- Adapt your mobility plan
 - *Implement measures that financially encourage the use of sustainable transport*
 - *Create or improve your remote work policies*
- Organize activities around mobility, sustainability & green initiatives.
 - *Strava Best Artwork Contest*
 - *Contest for doing the most sustainable activities during the month.*

Go one step further

Be innovative. Make sustainable mobility a team effort by organizing a **team-building campaign around mobility.**

Offer an inclusive solution, raise awareness, and empower your employees to take action around mobility and durability through gamified activities, personalized challenges, friendly competition and more.

**Discover more about
this initiative**



The atlasGO team wishes you a wonderful Mobility Month.



For more ideas:
<https://atlasgo.org/employee-engagement/>

For more information/questions:
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