



Benchmark 2018

Business mobility.
Every day is unique.
Choose the journey
that suits your needs.

2nd National Business Mobility Benchmark

600 organisations show how they travel

Employers explain how they arrange their mobility

Including Arcadis, City of Meierijstad, Nuon,
Antoni van Leeuwenhoek Hospital, and ABN Amro

What you can do yourself

Special on automobility awareness





Introduction

How do other employers arrange their employees' commute or business travel: their business mobility? For the second time, the NS Zakelijk National Business Mobility Benchmark offers a glimpse behind the scenes at hundreds of private and public organisations in the Netherlands.

This publication is a summary of the Dutch version of the report, and provides some of the most important and interesting results from the benchmark survey, so you can compare your own situation with that of other organisations. This benchmark shows what they offer in terms of mobility schemes and compensation, and how they organise their current mobility situation. Once again this year, more than half (52%) of the employees of the companies surveyed travelled to and from work by car. This percentage is almost unchanged since the last benchmark survey (53%).

The previous edition (available in Dutch only at: ns.nl/benchmark) showed that mobility often does not receive the attention it deserves, even though mobility costs more than you think, and is responsible for a large portion of your organisation's CO2 emissions. Taking a closer look at your mobility can therefore provide many advantages. In the last edition, we described what you can do to make mobility work for you by encouraging employees to travel less, travel differently, travel more sustainably, or not travel at all. Many employers are encouraging their employees to leave the car at home in view of business objectives such as sustainability, cost savings, being a good employer, and vitality.

So this year, we published a special issue about automotive awareness. A summary of this issue is included on page 3, with suggestions, tips and handy facts you can use to encourage your employees to travel less often or differently by car, and to make more conscious choices. After all, every workdays are different, so it is only logical that your employees should be able to choose how to travel on a day-to-day basis.

The National Business Mobility Benchmark was conducted in the form of a survey conducted among 651 employees of 601 organisations in the autumn of 2017. The respondents work in a variety of sectors, at organisations that employ more than 50 people.

1 Highlights from the benchmark results

The most important motivations when implementing mobility measures were:

- ✓ 82%: be a more attractive employer
- ✓ 66%: lower CO2 emissions
- ✓ 62%: vitality

Most popular mobility schemes:

- ✓ Travel expense compensation (48%)
- ✓ Lease car (17%)
- ✓ Public transport scheme (11%)

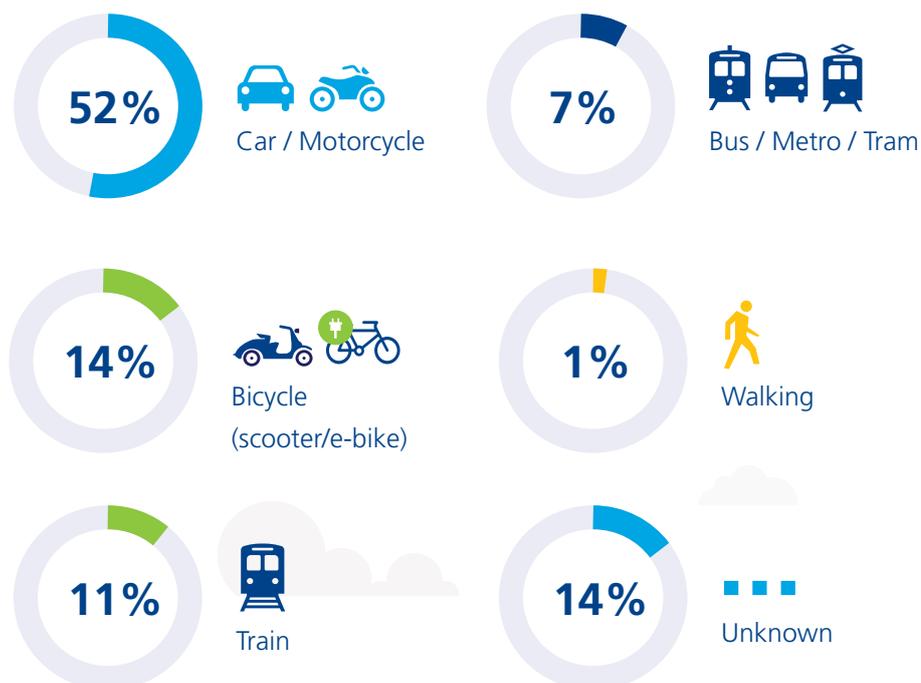
Interesting automotive statistics:

- ✓ Most-used mode of transportation: 52% of the employees take the car to work.
- ✓ 32%: 'we actively discourage travelling by car
- ✓ 34%: 'we have a pool car
- ✓ 5%: 'we use a parking policy to limit car use

1.1 How employees travel

Commuting

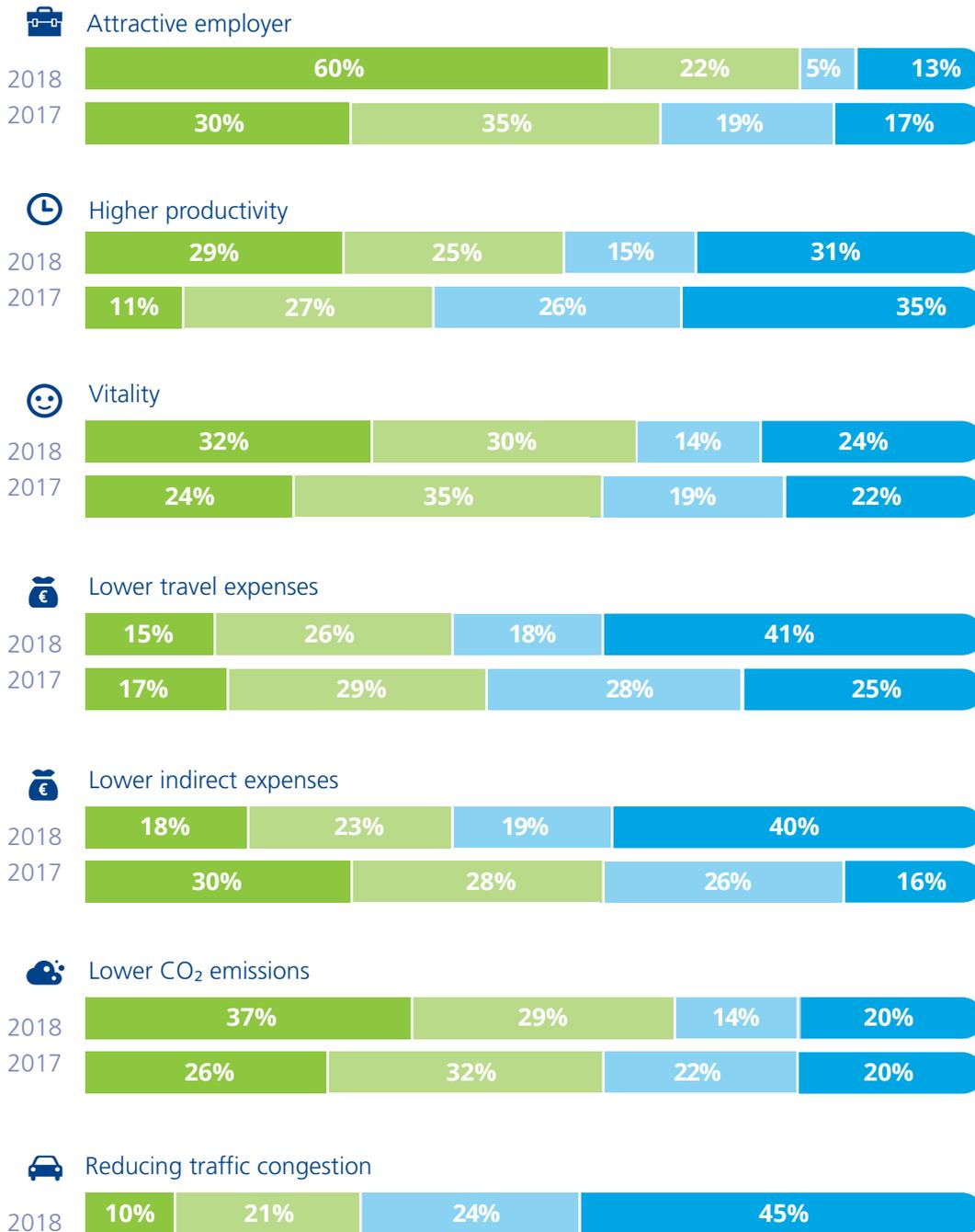
What percentage of employees usually uses the following modes of transportation for commuting to and from work?



1.2 What do employers consider to be important?

Employers consider the following objectives to be important when implementing mobility measures or drawing up mobility policy:

■ **very important**
 ■ **important**
 ■ **unimportant**
 ■ **very unimportant**



The 2017 edition of the benchmark did not ask about the importance of this objective.

2 Highlights from the automotive special

For many people, cars still symbolise freedom, individuality, convenience and flexibility. It waits just outside the door, and you can be completely yourself inside. Many employees with a lease car see the car as an employment benefit, an earned right, and their own property, because they pay their lease



taxes. Employees who use their own car often consider it only natural for the employer to provide free parking and generous kilometre compensation.

The car is often the figurative elephant in the room: many employers find it difficult to bring the subject of car use up for discussion, due to all of the emotions with which it is associated. However, as the statistics in the graph and the actual costs show, we cannot afford to continue to ignore the problem.

So how can we encourage employees to choose other forms of transportation more often? This special features more information and useful tips. Because there's no need for you and your employees to get rid of your cars entirely. There are all sorts of options for more conscious car use: from facilitating and combining other modes of transportation, to car sharing and updating policies.

2.1 How to encourage conscious car use



Mobility Card / Mobility Budget

Make it easier to combine modes of transportation by offering a mobility card or a mobility budget.

Did you know that: Of all possible mobility budgets, the bonus-malus mobility budget offers the most opportunities to use financial stimuli to steer employee behaviour towards the realisation of the company's objectives?



Alternative travel

Encourage alternative travel: in order to break through old habits, it helps to offer a 'push' in the form of an OV tryout card, an e-bike test, and challenges.



Flexible work

Facilitating flexible work (at home, on the road in public transport, or at other locations) also helps employees choose to leave the car at home more often.

Did you know that: Flexible work seems to have become embedded in Dutch office culture, but only 33% of employers facilitate employees working somewhere other than at home or at the office?



Car sharing

Car sharing can save you a lot of money: by offering car sharing, it is easier for employees to leave the car at home and ride their bicycle or use public transport to get to work. You can also turn your lease cars into shared cars, choose car sharing services from commercial providers, or encourage carpooling/ride sharing.

Did you know that: Greenwheels Company Cars are shared cars that can be reserved by your own company exclusively?



Less car use

You can encourage less car use by:

- ✓ Drawing up a parking policy (with a positive approach, for example by offering parking credits and rewarding employees who do not use parking facilities).
- ✓ Updating travel expense compensation (for example, offer a fixed kilometre rate, regardless of the mode of transport chosen).
- ✓ Relocating.

3 Employee travel: how much do you really pay?

The average annual costs per mode of transport



*Lease/fuel cards/public transport season tickets, etc., and service desk employees (travel-related questions).

Source: MT/ Workaway

4 Featured quotes by organisations



Jos Doornenbal

Reward Consultant, ABN AMRO

'Every new employee gets a public transport season ticket instead of travel expense compensation now. That increased the number of employees travelling by public transport from 25% to 33%.'



Niels van Geenhuizen

Sustainability Programme Manager, Arcadis

'A hundred lease drivers participated in the MEE! Programme, which challenged them to leave their car at home. That resulted in a 30% reduction of CO2 emissions.'



Arjen Juurlink

Compensation & Benefits specialist, FrieslandCampina

'Introducing a mobility budget increased the number of kilometres travelled by train by 16% over car kilometres.'

5 Highlights from the expert view



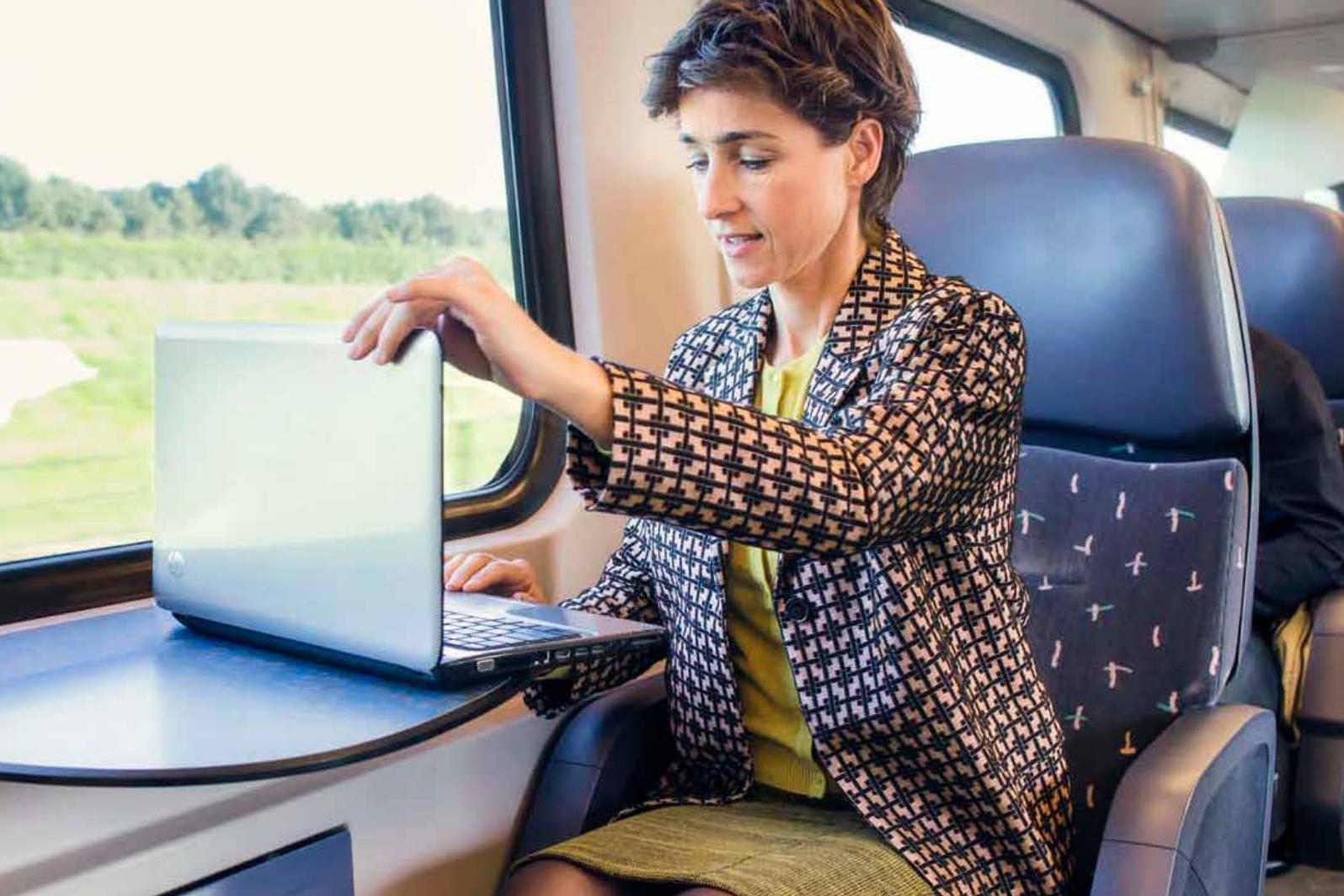
Urbanisation: 'In order to remain accessible, public transport locations are the latest hotspots, replacing rush-hour traffic jams at industrial parks.'

MaaS: 'MaaS, means paying for the use of transportation, instead of ownership of modes of transport, and it facilitates more conscious travel.'



Digitalisation: 'Digitalisation makes your travel time more predictable, and eventually people will stop accepting 'I got stuck in traffic' as an excuse for being late.'

Sharing economy: 'In a few years, over half of the company's fleet will consist of shared cars.'



Questions?

Contact our NS Zakelijk advisors for:

- * information, advice and support
- * assistance when implementing mobility measures
- * mobility scan
- * insight into your options
- * supervising change processes
- * contacting suitable suppliers

 [ns.nl/zakelijk](https://www.ns.nl/zakelijk)

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