

Migros Support Programme: Incentives for Climate-friendly Routes to Work



Create a car pool? Or use the bus or bike to get to work? The M-climate fund would like to promote such climate-friendly ways to get to work amongst employees of Migros companies. Therefore, an initial pilot project was developed in collaboration with myclimate. Goal: fewer kilometres driven by car and thus fewer CO2 emissions.

Micarna Courtepin, with around 1,500 employees, launched a pilot project for the new mobility programme. The Migros company is located in a rural region of Freiburg, and currently the majority of employees travel to work on their own, by car. In order to promote a holistic, sustainable approach for commuting, project managers are using a broad package of technical and communicative measures, as well as financial incentives. The key element of this is a smart parking barrier and IT software for simplified car-pooling.

For some time now, we've been reducing greenhouse gas emissions from the Courtepin site by saving heat and electricity and, wherever possible, using renewable energies. With our new mobility concept we are now taking a great innovative step forward.

Raphaela Brand, Head of Sustainability, Micarna

The main goal of this climate protection programme is to reduce the total number of kilometres travelled by employees by car on their way to work. This is to be achieved by creating more employee car-pools for commuting to work, or by using public transport, bicycles and e-bikes. In addition to reducing fuel emissions, the project has other positive effects: relieving traffic in the Courtepin region, and further emissions reductions, in situations where cars stay at home during people's leisure time thanks to the use of e-bikes or public transport season tickets.

In 2020 the pilot project will be evaluated to see if it has proven effective.

Project type:

Energy Efficiency

Project location:

Switzerland

Project status:

In operation, exclusive

Annual CO₂ reduction:

200 t CO₂e for the first project

Situation without project

The majority of employees drive to work on their own

Project standard

VER

Partner

MIGROS

If the pilot programme is a success, the programme will be rolled out in other Migros companies. The original idea came from a female apprentice, who developed a mobility project as part of the myclimate Energy & Climate Workshop !

Contact

Do you have any questions? Do not hesitate to contact us by e-mail: my-M@myclimate.org, Tel. 044 500 43 50

This project contributes to 2 SDGs:



Promotion of public transport and non-motorized traffic.



200 t CO₂ are saved annually.