

## Commute tech provider Mobilityways enables access to talent

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A data-driven approach to sustainable commuting has reduced environmental impact and improved talent acquisition for Prologis customers.

Commuter emissions reduction specialist [Mobilityways](#) worked with industrial logistics buildings provider Prologis to help occupier's employees commute more sustainably. Utilising Mobilityways travel survey and employee postcode analysis tools, Prologis were able to identify opportunities to decarbonise the commute, save employees money and minimise the site's environmental impact.

Mobilityways worked with Prologis' customers to provide solutions to commuting issues impacting their businesses. This included a need to reduce emissions in line with ambitious net zero goals; the need to access a broader talent pool in a difficult labour market; and a desire to engage their workforce with valuable employee benefits.

David Mellor, Director of Project Management at Prologis comments "The data collection piece is absolutely at the forefront of Zero Carbon Commuting. Without that data we can't make meaningful choices and we can't invest in the right places and get the most for our money."

The data obtained through Mobilityways' measurement products showed that 55% of staff would car share if priority parking was made available and they could find someone to car share with. Therefore, Mobilityways recommended the use of its platform, Liftshare, to facilitate this.

Mobilityways partner – smart bus platform, Zeelo – and bus operator, Stagecoach, also provided solutions to address gaps in transport provision for employees and potential recruits. This was particularly important as the Prologis DIRFT site has limited public transport provision due to its location.

On a visit to the DIRFT site, the Decarbonisation & Technology Minister from the Department for Transport, Jesse Norman, backed Prologis' progress and said:

"When people commute, the number of people in a vehicle is tending more and more towards one. We need to get that way up from where it is because every time it goes down that's more carbon miles going into the atmosphere.

The message to employers is promote ride-sharing, promote use of buses and other public services of zero carbon emissions and hopefully we can get that way back heading in the right direction."

To find out more, meet Mobilityways Director, Mark Hand, on 1<sup>st</sup> May at the Workplace Event, stand 3a/J20.

Or contact Mobilityways on: [team@mobilityways.com](mailto:team@mobilityways.com)