

## Best practice example - Czech Republic

### **Vodafone has its own e-bikes fleet**

Since July 19, 2011 each of the 1,100 employees of Vodafone Czech Republic (one of three Czech mobile operator) at the company headquarter in Prague has an opportunity to travel around the city faster than a car, more comfortably and without sweat.

Vodafone presents itself as a company conscious of the environment. At the beginning of 2011 the firm started to run the campaign "First Green Network" - usage of energy sources to the maximum extent possible from renewable energy. To follow the company's internal strategy to be part of Corporate Social Responsibility (CRS) in April 2011 the company leased in the long term the electrical vehicle *smart ed* for Vodafone's employees free disposal. This act was soon followed up by the idea to enlarge the Vodafone fleet about the electrical bikes. The company ekolo.cz was one of the addressed companies and promptly provided lease of three electric bicycles, popular model of folding pedelec - AGOGS SilverGo. The technical maintenance of all e-bikes is fully covered by the provider of pedelec fleet.



The current project of lease the bicycles started in the middle of July, and will last for three months. Vodafone's employees have now the possibility to pick up the e-bike at headquarter and easily move from "point A to point B". As Mrs. Kateřina Husová, project coordinator representing Vodafone says: „Our company presents as one of the leaders in term of CRS, innovation and modern, green lifestyle.

We now offer our employees free e-bikes for their disposal to use them for their transportation to home or business meetings. It is the next step towards sustainable transportation of 21 century after the pilot electrical vehicle in our fleet". The interest to use bikes is notable, 4 employees take a bike per day in average and they take them for a week-end, in this case they usually take 2 of them, for one of the relatives (even family relatives are allowed to use the pedelec).

Mostly the bikes take place in daily working routine - the employees use them for the transport within their job. To active usage of pedelecs precedes getting familiar with the Rent conditions and Instructions for use. These are available both electronically and on paper. And Mrs. Husová adds: "We really appreciate the possibility of this kind of pedelec testing. It seems like our employee like to use pedelec during their working to have much pleasant ride. Thanks to the direct personal experience of electric bike there is fall

off prejudice linked to traffic hazards, slow ride on a bike or sweating. Our company of whole test project is profiting as well – no customer cannot overlook an interesting bikes parked at the reception. The company is realizing its green-life style, plus our employees come to work refreshed and rested and less reliant on cars. I do believe that our fleet of electric bikes will gradually expand."

Today, three months since the start up of project, the testing is evaluated. Based on the gained data and success within the employees, Vodafone will took the decision to buy a standard electric bicycle fleet, not only for its headquarter but also for its branches – Callcenter in Teplice and IT dataroom in Ricany, outside Prague.

#### **BOX OF ADVICE**

- + Bond with large corporation, one of the biggest leaders in CRS on the local market – close cooperation between the company and municipality. To make visible and known aware the companies in municipality follow the ecological way of transportation.
- + New type of benefit for the employees from the employer's side and offering better working (out of work as well) conditions – could be used as a benefit for municipality employees as well.
- + Highlighted actions taken under CSR – very good opportunity of presentation company/municipality taking part in "green" policy of transport.
- + To sent municipality representatives to one of the workshops focused on e-mobility to be aware of an info and to collect or needed details in aim to submit a

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