

How do we get there?

Process and outcomes from our workshop with students and companies in Lund



1 FUTURES

Students brainstormed on the question: What does the desired future of sustainable commuting look like for you?

In the future...

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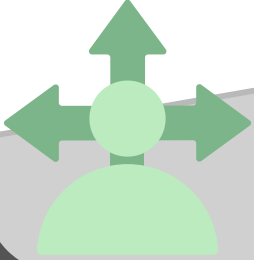
...(almost) no employee would commute with the car, and if so, only as a shared ride



...the decision to commute sustainably is not tied to a decision of investing free time

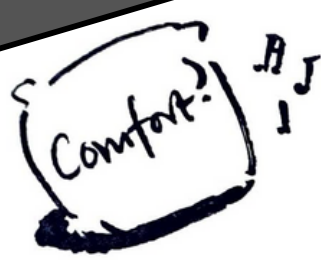


...companies offer a communication channel focusing on sustainable commuting



2 BARRIERS

Students and companies discussed which barriers are to be overcome for these futures.

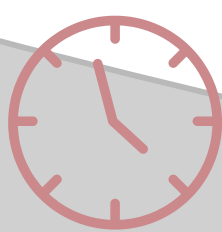


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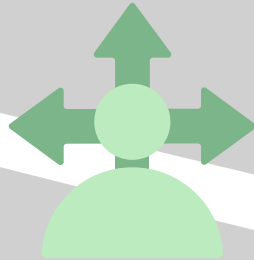
The car offers comfort, flexibility and independence, and it is hard to change habits



It is difficult to calculate the value of commuting time in order to compensate it



It takes time to facilitate this channel and it could require a new position of an eco-coordinator



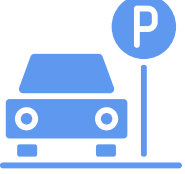
3 SOLUTIONS

Students and companies developed solutions and next steps. They reflected on what responsibilities companies can take.



LESS CARS MORE ALTERNATIVES

- Reduce parking space available for cars
- Prioritize parking space for shared cars and establish a culture of car sharing by providing a car-pooling platform for employees
- Incentivize employees to choose other means of transport by redirecting the expenditures on car facilities to subsidize sustainable transportation



COUNT COMMUTING AS WORKING TIME

- Establish a dialogue between employers and employees to clarify conditions for compensating commuting time as working hours
- Reach out to other local companies to learn about how they might compensate for commuting time



ESTABLISH AN ECO-COORDINATOR

- Host internal discussions about commuting policies in the company and continuously collecting inputs from employees
- Distribute information and inspiration on sustainable transportation
- For example, organizing car-pooling for employees

