Biking to Thailand

A fun way to motivate biking

Anneke Claes, Roche, January 20, 2015
Situation
At start, biking to work was no standard option

- Roche has ±150 employees
  - 100 office based
  - 50 in the field
- Executive staff is equipped with company cars
- 10 Bikes are at disposal to the employees, mostly to cover the distance between railway station and Roche
- 5 years ago hardly any employee came to work by bike
- Roche is a pharmaceutical company: health is an important focus
Roche has a central location

Close to the Ring, Midi station & canal
Some history

Small changes over the years

• I bought an electric bike in 2011 and decided
  – to “bike to work” once a week
  – during the period of ‘summer time’ (March-October)

• To motivate myself, I put a paper on my door with my objectives & my achievements and the green project ‘Ibi Village’
Results

*Sensibilisation via humor*

The debate started…

- People followed my achievements and motivated me to reach my goals
- I received positive feedback, but also criticism for using an electric bike
- I received a lot of questions about the carbon sink Ibi Village

- After the first year, my initiative started to get followers!
2013
*Start of “Mobility @ Roche”*

- Mobility ambassador was appointed
- Working group around mobility
- One of the first initiatives was the Bike project
  - Objective: make employees use their bike come to work
  - 3 main axes:
    - Fun
    - Motivation
    - Visibility
- A virtual bike tour from Brussels to Thailand
Biking to Thailand
*From Brussels to Chiang Mai*

Map with route installed in entrance hall

Visibility of participants

Regular follow-up of covered distance
Kick-off

• With start of summer time
• Right ambiance: apero Thai
• > 30 employees signed up!
Weekly evolution

*Show progress & reward the participants!*

- Progression sheet to put on participants’ door

![Map of Europe and Asia with a route marked from Europe to Thailand](image_url)

<table>
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<td>13/10/14 - 26/10/14</td>
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Weekly evolution

*Show progress & reward the participants!*

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | T |
| 1 | Met de Fiets naar Thailand | | | | | | | | | | | | | | | | | | |
| 2 | Fietser | Committed km | 31/3-11/4 | 14/4-25/4 | 28/4-9/5 | 1/9-12/9 | 15/9-26/9 | 29/9-10/10 | 13/10-22/10 | 23/10-31/10 | totaal |
| 3 | Anne F | 150 | 10.5 | 28 | | | | | | | 137 |
| 4 | Anneke | 0 | 0 | | | | | | | | 21 |
| 5 | Anneleen | 72 | 0 | | | | | | | | 286 |
| 6 | Annie G | 150 | 0 | 0 | | | | | | | 87.5 |
| 7 | Beatrice | 20 | 25 | 30 | 40 | 40 | 40 | 40 | 40 | 462.5 |
| 8 | Bert De | 50 | 50 | 100 | | | | | | | 310 |
| 9 | Brecht | 60 | 30 | 0 | 45 | 45 | 15 | | | 345 |
| 10 | Bruno | 48 | 0 | 54 | 135 | 152 | | | | 501 |
| 11 | Chloé | 48 | 0 | | | | | | | | 40 |
| 12 | Christi | 150 | 9.5 | 13.5 | 5.5 | 34 | 15 | 5,5 | | | 158 |
| 13 | Christoffer | 24 | 20 | | | | | | | | 308 |
| 14 | Claudine | 0 | 18 | 0 | 100 | 20 | | | | 402 |
| 15 | Evelien | 1000 | 36 | 82 | 50 | 18 | 18 | 32 | | | 562 |
| 16 | Frederik | 1000 | 196 | 98 | | | | | | | 882 |
| 17 | Gerlinde | | | | | | | | | | | |
| 18 | Gino | 33 | 32 | 0 | | | | | | | 30 |
| 19 | Hajar L | 47 | 0 | | | | | | | | 65 |
| 20 | Hilde S | 75 | 30 | 0 | 0 | | | | 45 | 45 | 488 |
| 21 | Ingrid L | | | | | | | | | | 168 |
| 22 | Isabelle | 30 | 0 | 30 | 30 | | | | | 90 |
| 23 | Johan | 0 | 0 | 70 | | | | | | | 180 |

*Participants put their km’s on the Google drive*
Weekly evolution
*Show progress & reward the participants!*

Progress via postcards

Exact progress at the bottom
Motivation is key

*Show progress & reward the participants!*

- Concept of holiday postcards ➔ fun caricatures
- Showing the participants & the location
Constant feedback

Keep participants motivated & recruit others

- Mobility ambassador sends regularly emails with the progress and some incentives to reach the goal
  - Organisation of picnic in the park
  - Thai massage incentive for participants to increase bike usage during holidays
Reward participants

Celebrate the achievement & motivate for next year

• End of tour: organisation of Thai lunch
  – PPT presentation of biking tour to whole company
  – Free lunch for participants with decorated, separate table
  – Small present for participants: coffee mug with caricature
Results

Project was a big success!

- 13,189 km: 104% of objective
- 40 participants: ±40% of all employees
- 11 new participants vs 2013
Results

Project was a big success!

I don't have to train in the evening anymore.

The morning biking trip gives me an energy boost for the rest of the day.

No traffic jams!

Now I also consider to take my bike in the weekend.

Everybody should try this!
Doing now what patients need next
Budget

Package for 20 participants

- Use of map Brussels-Chiang Mai*
- Progression sheet per participant
- Drawing of 3 different bikes
- Caricature per participant
- Postcard (2 persons/card)
- Coffee mug with print of caricature on bike
- Account management & coordination
- “Green fee”:
  - donation to Ibi Village project ([www.ibi-village.cd](http://www.ibi-village.cd)) which will be used to plant trees
  - Ibi logo can be used for internal promotion campaign
  - NB: Possibility to extend project around Ibi Village

*printing on foam not included

All-in package 1,700€
Budget estimation

Company Comics

- Extra participants
  - 37,50€ (caricature & coffee mug)
  - 70€ for complete caricature (eg at start or finish)
  - 40€ postcard
  - 150€ map (in case of other destination)

- Remark
  - Printing cost for map not included
  - Use of photos for postcard: copyrights are charged at cost price
  - It is possible to replace coffee mugs by other gadgets: new price estimate
  - Transport costs are not included

Contact Company Comics: info@karikatuur.nl
Doing now what patients need next