Context

1. Situation Brussels office

2. Implications
   - Impact of travel time on colleagues
   - Parking slots
Where we are

• Support in place for a better mobility
  – **Agility**
    • Flexible hours
    • Up to 2 days teleworking per week
    • Flex95
    • Part time
  – **Technology**
    • Laptop, smartphone, webex technology…
  – **Fleet**: green focus (CO2 caps, green drivers…)
  – 100% reimbursement of travel (home-work / work-home)
  – Infrastructure: (limited) showers & lockers, (limited) bike parking
What we want to achieve

Optimize colleagues’ access to work

Change mindset

Criteria:
- Maintain social connection
- Limit budget impact
Pfizer Mobility Month  Aug 29 – Sept 29

KICK OFF EVENT: 29 August
FREE BREAKFAST at cafeteria!
For all colleagues coming to work that day with “Alternative Transportation”.
(film crew will be present) 08.30-09.30 at Cafetaria -3

WEEK 1:
5 September: MOBILITY SALON at Cafetaria DURING LUNCH “Meet DE LIJN, TEC, NMBS, VILLO and commuting colleagues” for BEST PRACTICES
8 September: 12.00-15.00 BIKE COACHING (Pro-Vélo):
1 hour coaching and 2 hours biking with a “PRO”
(bikes will be available for those without)

WEEK 2: 12-16 September
CONTEST 1: PICTURE CONTEST!
Most creative picture
#Pfizermobilitymonth
Take a selfie of your trip to work using alternative transport and show your creative side!
Winner announced by Brussels Minister of Mobility Pascal Smet on 28 September!
(Contest from 12-25 Sept)

Week 3: European Mobility Week!
CONTEST 2: MAESTROMOBILE
A team of 4 can join the MaestroMobile challenge, organized by Brussels Mobility.
Objective: go from A to B using as many different transports as possible!
(very interesting prices to win!)
www.maestromobile.eu

CONTEST 3: MOBILITY CHALLENGE
Register online and get a free Pfizer mobility branded bottle + TOP 3 PRICES TO WIN:
MOST ECOLOGICAL (total distance) – BEST FIT (total distance cycling or running) – BIGGEST EFFORT (number of total home-work commute using alternative transportation compared to your standard)
+ WIN FREE TICKETS for train, tram, bus or Villo on the Brussels Mobility Pfizer website

Week 4:
23 September: BIKE PICNIC
in Brussels park (bikes available for those without)
28 September: CLOSING EVENT
with Brussels Minister of Mobility Mr Pascal Smet (from 12h30-13h30)
Overview of our activities

C:\Users\coremansv\Desktop\Pfizer_teaser_mobilitymonth.mp4
Key learnings

Step by Step
2 main factors for more drastic changes:
- No parking
- Move

Repeat, repeat, repeat…
Continuous support & communication to change MINDSET

Let’s try! - Facilitate & encourage testing (what’s in it for me?)
Solutions depend on your location & population

Positionnement / KPI
Next steps

- SNCB/NMBS Pilot
- Raillease

- Mobility Budget

- Sustainability
  - Survey: targeted solutions
Thank you!