

Moving 30

THE EXCLUSIVE FORUM FOR BUSINESSES ON ACCESSIBILITY AND GREEN MOBILITY

**m oving
p eople**
your smarter
way to work

Gate 21 invites the largest and most progressive employers to join the newly established forum - Moving 30.

The Moving 30 forum is your chance to engage and participate in a large strategic network seeking to ease and optimize green mobility solutions and improve accessibility for employees.

The forum is valuable for businesses focused on

- attracting the right candidates to the company jobs,
- strive to be an attractive workplace and
- holds a strong position concerning Cooperate Social Responsibility and the United Nations Global Compact.

The Moving 30 forum will serve as a co-operation platform helping businesses moving forward on mobility planning and strategies.

Four times a year the forum will offer roundtables on different themes sharing good practices and serve as inspiration to develop new transport solutions.

The forum will meet at an annual event to raise and discuss the hottest topics and strategic issues on mobility on a regional level. This will be coordinated with a political meeting on mobility planning within the Greater Copenhagen region.

What can the Moving 30 forum do for you?

- Travel survey and company report in 2017 and 2019.
- Roundtables on issues concerning transport and green mobility in a business perspective.
- One yearly political high level event on strategic mobility issues.
- Branding and international communication.

Moving 30 membership

Moving 30 is for 30 private businesses and public institutions located on more than one address within Greater Copenhagen and who are committed to contribute to the climate agenda.

Businesses also involved in mobility networks on a local level are most welcome to join the regional Moving 30 forum. In this way knowledge and ideas worth spreading can be shared. The forum's primary focus is centered around strategic issues in businesses and mobility on a regional level.

A membership of Moving 30 must be endorsed by the CEO of your business or the like. The roundtable discussion and actions taken can be anchored in CSR Management, Facility Management, Human Resource Management or other relevant management level. The membership is free of charge.

Moving 30 - key drivers

Attractive workplace for employees

A travel survey conducted by Loop City covering 21 businesses illustrates that cyclists and multimodal commuters are more satisfied with their daily commute. This indicates that a flexible transportation system is regarded highly valuable.

10% reduction in CO₂ from transport

Results from 25 companies in Denmark show a 10% reduction in CO₂-emissions from daily commuting. In Stockholm mobility plans covering both business trips and commuting present savings up to 24% on CO₂-emissions. These achievements can help your business deliver on the UN Global Compact-principles and Sustainable Development Goals.

Business driven actions

Employees who cycle to work have less sick days. If fewer employees are dependent on their car this will reduce the demand for company parking spaces. Less time spent in traffic will improve productivity. Flexible mobility thereby also improves the business' bottom line.

Regional challenges



18 million hours
lost in traffic in 2025



3,8 million people
live in Greater
Copenhagen



60% of businesses
experience their
employees waste time
in traffic

Moving 30 goals



**2 million less
car trips**
per year



**100 businesses
and their employees**
involved in
mobility actions



**6-10%
CO₂-reductions**
in transport
to and from work

About Moving People and Moving 30

Moving People is a project supported by the Capital Region of Denmark for the period 2016 – 2019. Moving People gathers 70 companies in local networks and 30 large companies in a strategic regional forum - Moving 30 - seeking to engage them to put smart mobility on their business agenda. Gate 21 facilitates the Moving 30 forum.

Together with municipalities, universities and transport operators, companies will explore how to change travel habits while testing new and existing mobility solutions. This is a smart way to work for improved mobility in Greater Copenhagen.

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The Capital Region
of Denmark

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