

# roundtable 1

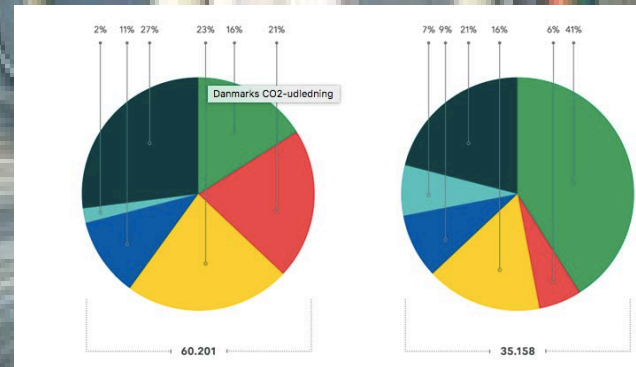
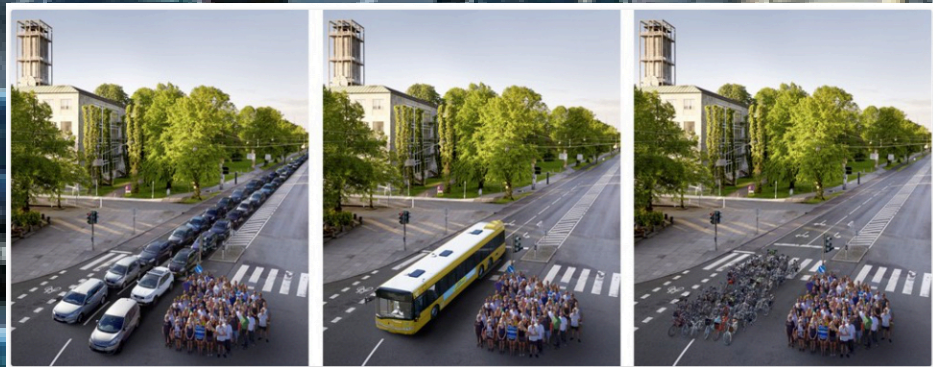
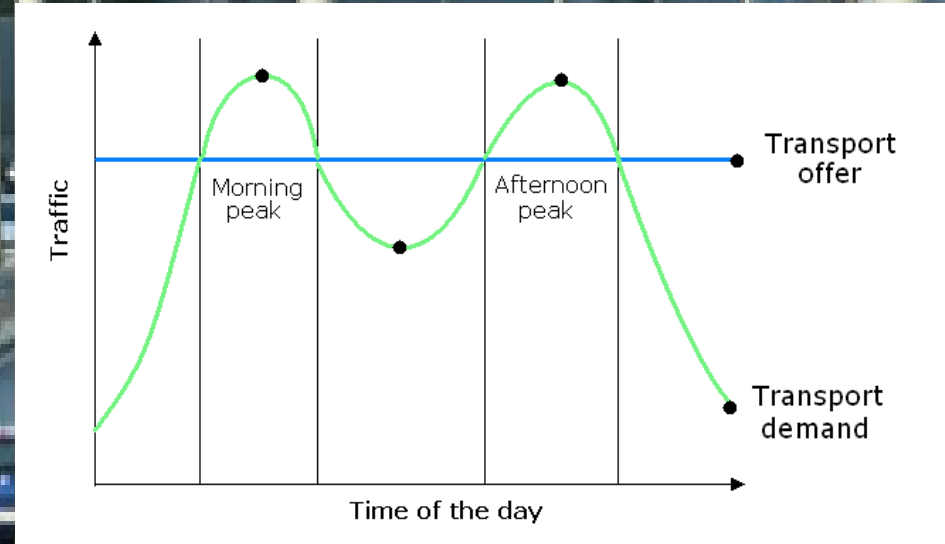
Facilities supporting flexible mobility



**m**oving  
**p**eople

your smarter  
way to work

# Forum for fremkommelighed og grøn mobilitet



# Vi bliver nødt til at gøre noget nyt!

m oving  
p eople

- Mobility Management handler om at påvirke transportvalget i en retning vi ønsker.
- Strategien er bredere end infrastruktur:  
Undgå unødigt transport  
Overflytte til alternativer til alene kørsel i bil  
Optimere den nødvendige transport
- Det handler om at tænke "både-og"  
(bil og cykel og kollektiv transport)  
Altså planlægge for mobilisten

# Målet med Moving 30 er at

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- Virksomheder går foran og fremmer fleksibel mobilitet
- Virksomheder skaber samarbejde på tværs om fremtidens transportservices og løsninger
- Virksomheder indgår i partnerskab med samfundet

Vi har over 150.000 pendlere ...

og andre virksomheder kan følge efter...

# Mobility Management

## - at træffe et valg om transport

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### HR

Tiltrækning og fastholdelse af medarbejdere, sundhed rejseudgifter og -godtgørelse, bruttolønsordninger

### Facilities

Parkering, delebiler, cykelparkering, ladestandere, adgang til kollektiv trafik



### CSR

Miljøansvar, klimaregnskab, involvering af medarbejdere, samfundsansvar

### Kommunikation og Public affairs

Interne kanaler, CEO, og ekstern branding

### Fleet management

Indkøb, leasing, bookning, service

### Decentral Afdeling

Arbejdsforhold, videofaciliteter, hjemmearbejde, arbejdstider

# TENTATIVE PROGRAM FOR MOVING 30

More activities to come in 2018/19

## SUGGESTED COMPANY ACTIVITIES

2017



SEPTEMBER  
Travel survey



NOVEMBER  
Travel survey



JANUARY / FEBRUARY  
Corporate meeting on mobility plan across departments

2018



SPRING  
Mobility  
Action Plan

## FORUM ACTIVITIES

2017



SEPTEMBER 27<sup>TH</sup>  
FM Roundtable I



OCTOBER 27<sup>TH</sup>  
Mobility Bazar



NOVEMBER 27<sup>TH</sup>  
CSR Roundtable II



JANUARY 29<sup>TH</sup>  
HR Roundtable III



FEBRUARY 27<sup>TH</sup>  
Public Affairs  
Roundtable IV



APRIL/MAY  
Mobility  
Summit

2018

### Facilities supporting flexible mobility

#### Who

Facility Managers, Senior Project Managers and key contacts

#### What

The roundtable features:

*Nudgingexpert Pelle Guldborg, iNudgeyou, presents a view on how companies can nudge employee transport behavior.*

*Case: Effective mobility policy for Maastricht University Medical Center+. Results of soft and hard initiatives to reduce the number of employees arriving by car and thus reduce the need for parking spaces Rick Miltenburg MFM, Manager Process Group Services, Maastricht UMC+*

*Case: Rambøll's travel analysis*

### Mobility Solutions Bazar

#### Who

Open for all, Businesses, Public Authorities, Consultants, NGO's and users

#### What

A bazar presenting mobility solutions within the areas:

- Bicycles
- Car sharing
- Carpooling
- Public transportation
- Fleet strategy and management
- Municipal mobility offers
- Taxes and employee benefits
- Nudging

Furthermore the bazar will feature company cases. If you have a case enhancing greener and more

### Making sense of sustainable transport

#### Who

CSR Managers, Sustainability Managers, Senior Project Managers and key contacts

#### What

The roundtable features:

*Henrik Gudmundsson, Chief Consultant, Concito UN Sustainable Development Goals and the importance and possible impact of a partnership on transport.*

*Case: Hard results and impact on CO<sub>2</sub>-reductions, health and savings from a newly evaluated mobility plan. Dorte Hansen, Project Manager, The Technical and Environmental Administration, Copenhagen City.*

*Case: Making sense of mobility*

### Accessible and attractive Workplace

#### Who

HR Managers, Senior Project Managers and key contacts

#### What

The focus will be on accessibility to attract and retain qualified employees. We also look into the benefits of supporting an active transport policy.

The roundtable features by now:

*Case: How can Mobility Management become an issue to HR Management? Lene Stuhr, HR Manager, Agilent.*

#### Accessibility

*Point of view: How important is accessibility with different modes of transport when attracting the right employees? Charlotte Sthaalros, Head of*

*Transportation, Agilent*

### Public Private Cooperation

#### Who

Key contacts, Public Affairs Managers, Public officers, Dansk Industri

#### What

Prepare issues and key notes for a regional mobility agenda.

#### Roundtable discussions

How to influence regional mobility

### Executive Mobility Summit

#### Who

CEOs, Mayors, Directors, Traffic planners

#### What

Address the mobility and accessibility agenda in regional traffic.

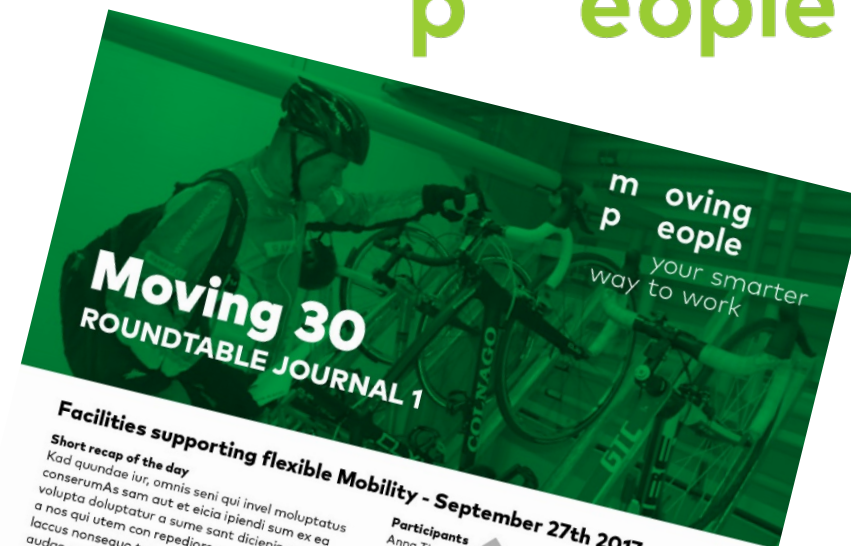
#### Value

Joint mobility forum for executives and politicians putting mobility on the regional agenda

# Output: Roundtable journals

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p eople

- Formidler og fastholder viden og inspiration til det videre arbejde.
- Argumenter og perspektiver for indsatsen
- Emner I har interesse i
- Hvad tager vi videre i Moving 30
- Liste over deltagere
- Citater godkendes



## Facilities supporting flexible Mobility - September 27th 2017

### Short recap of the day

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### Participants

Anna Thormann Boesen, programleder, Gate 21  
Charlotte Haugaard, projektleder, Gate 21  
Emma Lisberg, projektleder, Gate 21  
Lene Ulsted Carlsen, projektleder, Gate 21  
Anna Thormann Boesen, kommunikationskonsulent, Gate 21  
Charlotte Haugaard, projektleder, Gate 21  
Emma Lisberg, projektleder, Gate 21  
Lene Ulsted Carlsen, kommunikationskonsulent, Gate 21  
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Emma Lisberg, projektleder, Gate 21  
Lene Ulsted Carlsen, kommunikationskonsulent, Gate 21

## STRATEGIC LEARNINGS OF THE DAY

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# Formål med roundtable #1

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p eople

- Inspiration og viden som I kan tage med hjem og bruge.
- Rundbordsdiskussion:  
Hvad er perspektiverne ved at bruge Facility Management strategisk til at fremme en fleksibel mobilitet nu og i fremtiden?



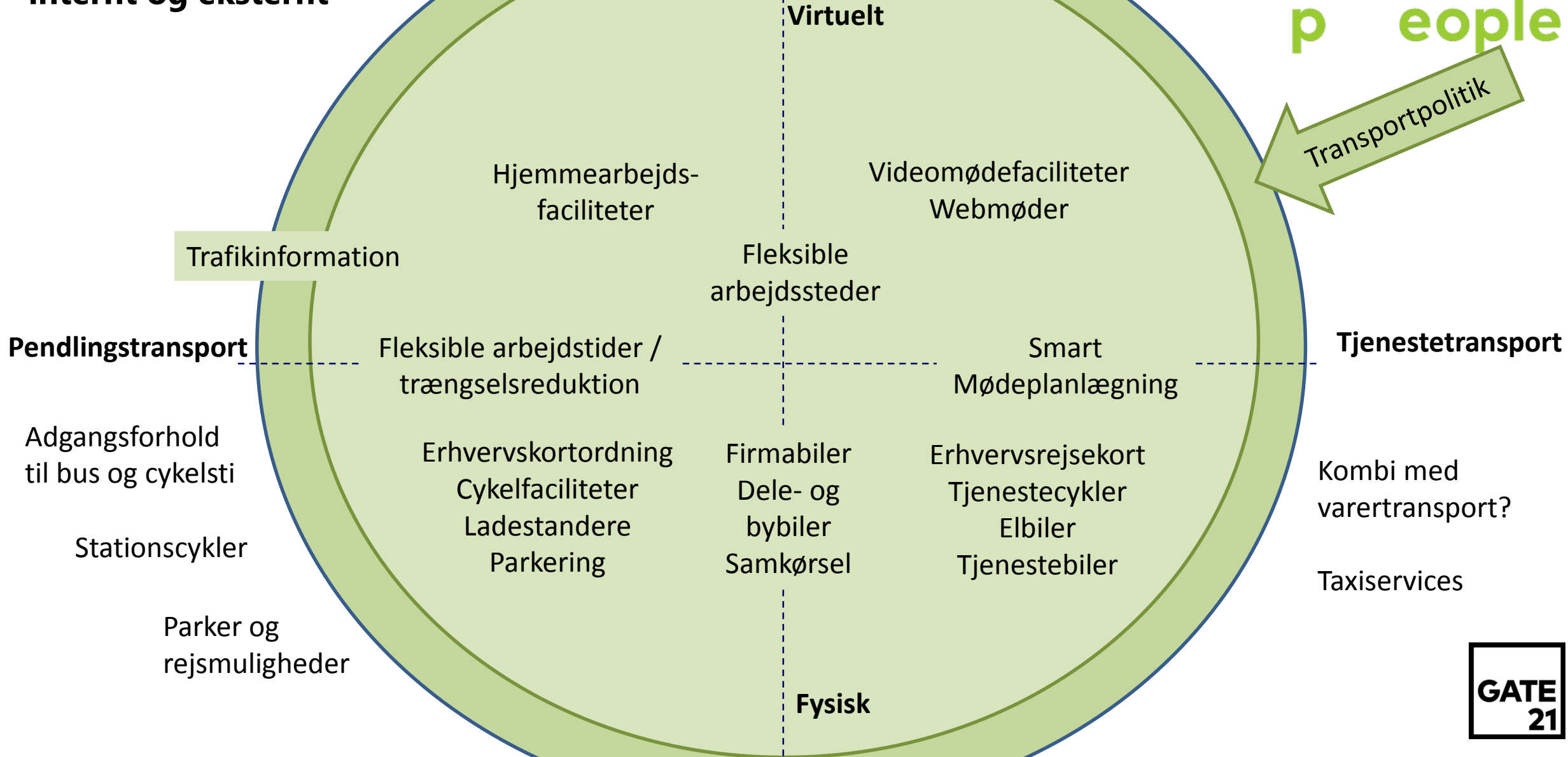
# Program

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p eople

- Velkommen til Moving 30 og intro til roundtable v. Anna Thormann Boesen, Gate 21
- Hvordan kan vi bruge faciliteter til at nudge mere fleksible transportvalg?  
v. Pelle Guldborg, iNudgeyou  
Workshop: Hvordan nudger vi medarbejdere til andre transportvalg?
- Case: Effective mobility policy for Maastricht University Medical Center+.  
v. Rick Miltenburg MFM, Manager, Process Group Services, Maastricht UMC+
- Case: Rambøll's analyse af medarbejdernes rejsemuligheder til ny lokalitet og understøttende faciliteter og parkeringsstrategi. v. Morten Agerlin, Rambøll
- Roundtable diskussion: Hvad er perspektiverne ved at bruge Facility Management strategisk til at fremme en fleksibel mobilitet nu og i fremtiden?

# Eksempler på faciliteter internt og eksternt

moving people



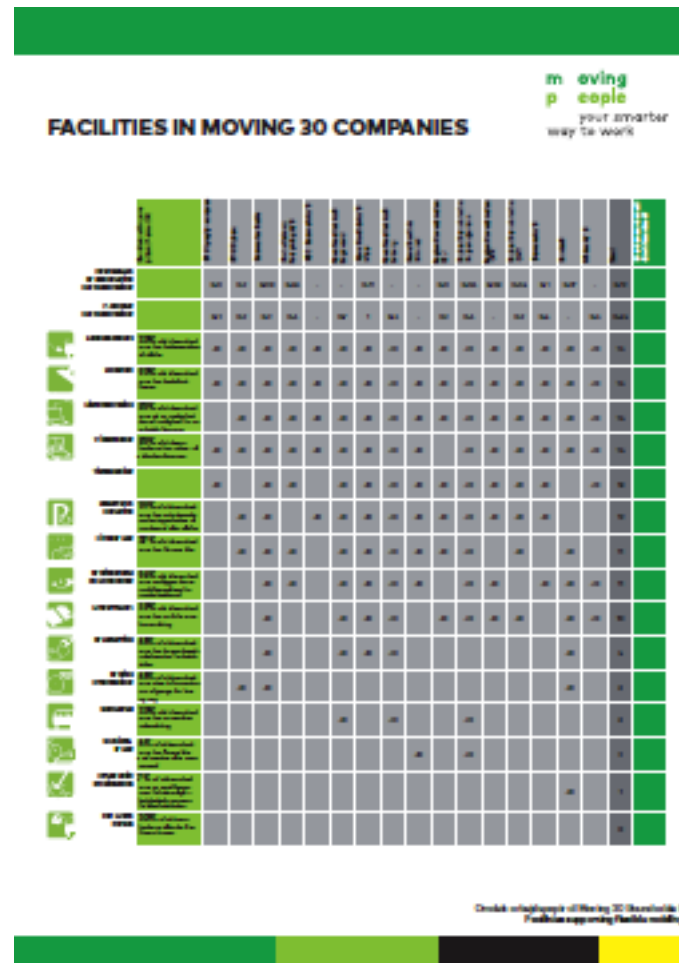
# Hvad gør virksomheder i dag?

Top fire:

- Elladestandere
- Baderum
- Mulighed for hjemmearbejde
- Videomødefaciliteter

Hvorfor tænker I, at vi allerede gør dette i dag?

Er det en del af jeres politik?



# Moving 30

Coloplast

COWI

Danmarks Radio

Danmarks Tekniske  
Universitet

Frederiksberg Forsyning

IKEA

Københavns Kommune

Københavns Lufthavn

NCC

Nordea

Novo Nordisk

Nybolig Erhverv

Rambøll

Region Hovedstaden

Siemens

Sweco

Widex

Præsentationsrunde:  
Navn, virksomhed,  
Nævn den facilitet du synes er  
mest brugt hos jer.



# Pause

m oving  
p eople

## Roundtable discussion:

# Hvad er perspektiverne ved at bruge facility management strategisk til at fremme en fleksibel mobilitet nu og i fremtiden?

- Hvad er I blevet inspireret af i dag?
- Hvad er den største gevinst for virksomheden ved at understøtte fleksible transportvalg?
- Hvordan vil FM opgaven se ud i fremtiden og vil den indeholde mobilitet?
- Hvordan kan virksomheder være en strategisk partner for offentlige myndigheder?