

# HR JOURNAL

## ACCESSIBLE AND ATTRACTIVE WORKPLACE

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

### Transport can become a deal breaker for your employees

"How will you get to work?" You almost immediately get that question when you tell someone you have a new job.

Accessibility to the workplace is of great importance to the employees – which is apparent to any HR consultant. But do companies use facilities such as bicycle parking, bath- and changing rooms and video meetings as a visible asset? And do they use the facilities purposefully to give employees good transport possibilities?

We address this agenda in this journal.

### Biking employees are happy employees

The HR area often take an interest in the well-being and good health of employees - because it affects the bottom line. Diseases because of lifestyles, overweight and stress cost a lot of money for companies. Therefore, it is interesting to take a closer look at more active transport such as cycling. At the same time, we know that 78 percent of those who bike to work are satisfied with their transportation towards 58 percent of those driving their car.

Investments in cycling through encouraging the employees to bike more, creating a culture around cycling and providing good facilities for cyclists, can create multiple gains.

Read more about health and cycling in this journal.

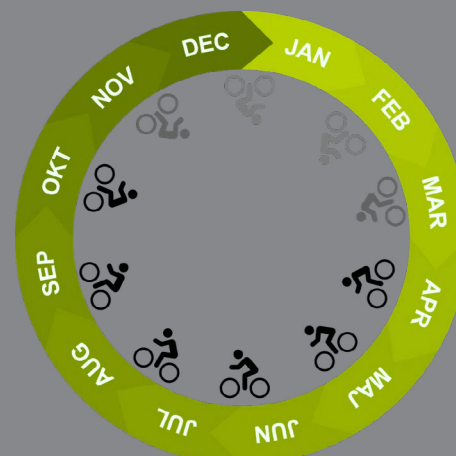
## MOVING PEOPLE WILL MAKE 2020 A BIKE YEAR

Join a new corporate network and help focus on cycling in your company for a whole year in 2020. In the autumn of 2019 we develop the concept.

The idea is to develop a program with biking initiatives adapted to the season, as cycling in Denmark is highly dependent on season and wind and weather. The purpose of an annual cycling effort is that companies can launch initiatives that are relevant to their employees at the times when it fits the company's annual plan. In order to extend the period of cycling for many employees initiatives can be launched a little earlier than usual in the spring and reach several employees over the summer, and then kick-started again in August and maybe extend far into October and November.

Cycling is both of interest on an individual level, at company level and at community level. Therefore, we invite companies, municipalities and regions to join Cykelpartnerskabet 2020 - a joint effort that makes 2020 a cycling year.

Behind Cykelpartnerskabet 2020 is Moving People, Gate 21, Cyklistforbundet and Supercykelstier.



*Circular annual bike plan*

## CASE:

# CONSTRUCTION OF THE LIGHT RAIL LAUNCHES MOBILITY ACTIVITIES

With the prospect of the construction of the light rail along Ring 3 in the outskirts of Copenhagen, the company Agilent Technologies also must face that their employees will be stuck in traffic due to road construction. A burning platform for the company which is now working actively with a combined HR and mobility effort.

Money in the hand and exercise on the bike. These are "In Agilent Technologies, we have the HR goal to attract, engage, develop and reward the best talent - and for that sole reason, we are interested in mobility and congestion. Our employees' transport must not be a show-stopper for the company's operations," says Lene Klejs Stuhr, HR Director at Agilent Technologies.

The company employs 700 employees in Denmark, of whom 600 are employed in Glostrup, which will be affected by the construction of the light rail in the period 2018-2025. Through the Smart Mobility network in LOOP CITY, Agilent Technologies has examined employee transport habits:

"Many of our employees drive in their car to work. So, the construction of the light rail will be both amazing and also a little terrifying for a while - but in seven years the light rail will stop close to our company," says Lene Klejs Stuhr about the burning platform.

### Management supports initiatives

The numbers from the transport survey gave the HR department at Agilent Technologies managerial support to put employee mobility on the agenda as part of the HR work. Furthermore, the cooperation committee supports the initiatives.

"As an HR department, we have the opportunity to mobilize both internal and external stakeholders and we can take ownership of solutions that can alleviate the traffic challenges we and our employees face. The transport survey emphasizes how important it is for our employees," says Lene Klejs Stuhr.

### Visible focus with new initiatives

"To us it's about making it easy for our employees to get to and from work. We haven't reinvented the wheel, but we are working to create a better framework for cycling through better bicycle parking, bathing facilities and several changing cabinets. We have also implemented DSB Business Cards (Erhvervskort) and have flexible working hours - also for our production employees, virtual meetings and the opportunity to work from home are some of our tools," says Lene Klejs Stuhr.

At the same time, Agilent Technologies in collaboration with Gate 21 has been approved for a project with the aim of getting more employees to ride the bike to and from work. This project [biking@Agilent](mailto:biking@Agilent) runs through 2018-2019 and focuses on activities and events such as a motivational talk by Olympic rower Eskild Ebbesen, how to prepare you and your bike for winter, testing e-bikes and the company being certified as a bike-friendly workplace.

### Healthy and happy employees

Efforts to get the employees to skip the car, jump on the bicycle or take public transport sometimes have other HR benefits:

"An important side effect by working intensively to help employees to use the car a bit less and bike a little more is that all studies indicate that cyclists are both healthier and happier employees," says Lene Klejs Stuhr, and continues:

"It's a journey we've begun - and we believe it's the right one."

## Strategic HR and Mobility Efforts at Agilent Technologies:

### Strategy:

- Discuss CSR / transport in DK Leadership team

### Initiatives:

- More lockers
- Bike parking (locked)
- Promote biking
  - Bike battle
  - Bike service
- DSB Business cards and information about public transportation
- Promote Car Pools
- Promote relevant apps
- Commuter bikes

### Information:

- Information to employees about transport patterns in LOOP CITY

# STUDY: JUMP ON THE BIKE FOR WORK AND SKIP THE GYM

Does your company lack the arguments to get the employees to cycle? Then a new Danish study might help. It shows that cycling to and from work is just as good as going to the gym.

In better shape and fewer kilos. These are some of the results of the GO-ACTIVE study, where the conclusion is that cycling to and from work was as effective in losing weight as moderate and high-intensity exercise in the spare time. And the advantage is that the test participants retained muscle mass, which is often not the case when losing weight by cutting back on calories.

The study has examined 130 obese people who were inactive at the start of the trial in 2013. The participants were divided into four groups. A group had to cycle to and from work (about seven kilometers per trip). Two other groups had to exercise five times a week at moderate and high intensity respectively. The last group was a control group.

## Lost an average of 4.2 kilos when cycling

After six months, all the people in the three exercise groups had lost weight compared to the control group. The cycling group had lost on average 4.2 kilos, while the group with high training intensity had lost 4.5 kilos compared to the control group. For moderate intensity it was 2.6 kilos.

The University of Copenhagen has conducted the study GO-ACTIVE, which involves researchers from public health science, medicine, human physiology and nutrition, ethnology and computer science.

## Even the E-bike gives health results

A Norwegian survey has shown that people on the electric bike, they were on average 8.5 times more active than at rest, while on an ordinary bike they were 10.9 times more active.

All participants in the study were in moderate or intensive physical activity 95 percent of the time on the e-bike. One can therefore say that electric cycling is a nice exercise, according to this research.

*Sveinung Berntsen et al*

*"Physical activity when riding an electric assisted bicycle"*

## FIND INSPIRATION FOR BIKE CAMPAIGNS

Two guides inspire you to campaigns at your workplace

- Guide for testing e-bikes at the workplace (in Danish)
- Guide for creating a campaign for a week focusing on biking (in Danish)

Find the guides here:  
[movingpeople-greatercph.dk/cykelguides](http://movingpeople-greatercph.dk/cykelguides)



# CYCLING SAVES SICK DAYS

The citizens of the Capital Region of Denmark cycled a total of 60 million kilometers more in 2016 compared to 2012. And every time we cycle 1,200 kilometers, the average number of sick days is reduced by one day. The citizens of the Capital Region therefore saved 50,000 sick days extra in 2016 compared to 2012 by cycling.

Region Hovedstadens Cykelregnskab  
2016

## Companies in the Moving 30 network offers:

- Good bathing and changing facilities
- Locked bicycle sheds
- Bicycle service during working hours
- Available company bicycles
- Access to company cars - makes it easier to cycle to work
- Participation in nationwide campaign Vi Cykler til Arbejde
- Lending electric bikes for commuting for shorter periods
- Cycling for a cause such as e.g. Denmark Indsamlingen

## 'Moving People' because it's about people and not about cars, bikes and buses.

If transport becomes a show stopper for the employee to get to work, then the topic becomes interesting for HR in terms of being able to attract and retain talented employees. Several HR managers investigate transport issues if there is increased congestion and delays for the employees during e.g. major construction work or track closures. Here it is relevant for companies to be able to propose alternative transport options.

But transport can also at a personal level contribute to a healthy and active everyday life. More than half of the Danish population today are overweight. We face greater challenges with lifestyle diseases and lost productivity in companies than we have seen before. In Denmark we are known for having a widespread cycling culture, but it is under pressure. Therefore, there are good reasons why HR managers should create great facilities and incentives for a healthy and active transport culture, where the bike becomes the easy choice.

The motivation to look into active transport for employees for the HR area is obvious. But other areas of the company's business also have incentives to engage in employee transport. With both the CSR and Facility Management Departments transport can become a joint effort across the organization and benefit the bottom line. Use the other two journals to engage your colleagues!

## About Moving People and Moving 30

Moving People gathers more than 80 companies in local networks and a regional network - Moving 30 - to strengthen smart mobility on their business agenda. Together with municipalities, universities and transport operators the companies will explore how to change travel habits while testing new and existing mobility solutions.

Moving People is supported by the Capital Region of Denmark in the period 2016 – 2019.

## Moving 30 partnership 2018

ALD Automotive  
Coloplast  
COWI  
DR  
DTU  
Frederiksberg Forsyning  
IKEA  
ISS  
Københavns Kommune  
Københavns Lufthavn  
Lantmännen Unibake Danmark

MOE  
NCC  
Nordea  
Nybolig Erhverv  
Rambøll  
Region Hovedstaden  
Siemens  
Sweco  
Widex

## Moving 30 partnership and journals

In 2018 the regional Moving 30 forum held three roundtables focusing on Mobility Management in the perspective of different business units. The three roundtables were held for Facility Managers, CSR Managers and HR Managers. These journals summarize the presentations and debates among participants. The aim is that the journals can inspire to internal cooperation across business units, as well as external cross-sectoral cooperation.

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