

Supporting the transition to sustainable transports



Edenred develops solutions to encourage employees to opt for a clever mobility with a lower impact on the environment. With its specific mobility solutions, Edenred optimizes employees commutes by facilitating access to transportation alternatives other than the car.

Project starting date	2018	
Project Location Places of implementation of the project at this stage and targeted geography if replicable.	To date: the United-States, the United Kingdom, Finland, Belgium and France. Objective: International expansion.	
Project objectives Type of climate innovation of the project with a description of the problem/issue addressed	Reducing greenhouse gas emissions of customers and users of Edenred solutions.	
Detailed project description	Among the various solutions, the commuter Benefits card offered by Edenred USA lets corporate clients help their employees cover transportation costs through a subsidy or tax-free salary contribution. Employee users who benefit from subsidies can qualify for an income tax exemption by replacing the use of their private car with other forms of transportation, such as bus, subway, bicycle, scooter, etc. By the end of 2020, close to 6,000 corporate clients and 300,000 employee users had opted for this solution. In 2020, nearly 26,000 bicycle vouchers were issued to encourage to use bicycle for business travel. It is estimated that each participant saves around 7 litres of petrol a day by using the Edenred solution.	
Main project's drivers for reducing the greenhouse gas emissions	Reduction drivers	Further details on aspects of the project
	<input checked="" type="checkbox"/> Energy and resource efficiency (including behaviour)	Promote the use of alternative mobility solutions instead of private car
	<input type="checkbox"/> Energy Decarbonisation	
	<input type="checkbox"/> Energy efficiency improvements	
	<input type="checkbox"/> Improving efficiency in non-energy resources	
	<input type="checkbox"/> Emissions absorption: creation of carbon sinks, negative emissions (BECCS, CCU/S, ...)	
	<input type="checkbox"/> Financing low-carbon producers or disinvestment from carbon assets	
	<input type="checkbox"/> Reduction of other greenhouse gases emission	
Emission scope(s) on which the project has a significant impact and quantification of GHG emission reductions per emission scope		Aspects of the project contributing to reducing emissions by emission category
		Quantification of associated GHG emissions by emission category Please follow the quantification methodology used in the Afep guidelines .
	Reducing the company's carbon dependency	
	Scope 1 <i>Direct emissions generated by the company's activity.</i>	
	Scope 2 <i>Indirect emissions associated with the company's electricity and heat consumption.</i>	
Scope 3 <i>Emissions induced (upstream or downstream) by the company's activities, products</i>		

	<p><i>and/or services in its value chain.</i></p> <p>Increase of carbon sinks</p> <p>Emissions Absorption <i>Carbon sinks creation, (BECCS, CCU/S, ...)</i></p> <p>GHG emissions avoided by the company at third parties</p> <p>Avoided Emissions <i>Emissions avoided by the activities, products and/or services in charge of the project, or by the financing of emission reduction projects.</i></p> <p>Avoided fuel consumption. As an example, based on an impact measurement with 2019 data, from the US department of transportation and the environmental protection agency (EPA), we estimate that 500,000 tCO₂eq have been avoided using commuter benefits cards. Taking into account this calculation, we can estimate that close to 2 million tons of GHG are avoided each year with Edenred's mobility solutions worldwide.</p> <p>2,000,000 tCO₂eq</p>
	<p>Clarification on the calculation or other remarks: the calculation is based on an estimation of avoided GHG emissions from US EPA, 7 liters of gas per day avoided per user of the service in the United States. Edenred has close to 350,000 employee users in 2020 using commuter cards. Based on its total employee users and taking into account an emission factor from the French standard "Base Carbone" (Diesel B7, 2.49 KgCO₂eq/L), Edenred estimates that nearly 2 million tons of CO₂eq are avoided each year. As the source of the impact data is based on US EPA publications, the company does not have the possibility to verify them. Edenred is committed to replicating its initiatives across all geographies where the Group operates, its annual performance is based on the number of existing services for sustainable mobility and to fight food waste.</p>
Modality of verification of the quantification.	<p>Calculation standard used (ADEME base, GHG protocol, etc.): external publication from US EPA and Bilan Carbone ADEME base.</p> <p>Verification of the calculation (internal or external): External verification.</p>
Other environmental and social benefits of the project	<p>By encouraging intelligent and sustainable mobility, Edenred's solutions contribute to the SDG12 "Responsible consumption and production" and SDG13 "Fight against climate change".</p> <p>With specific mobility solutions, the Group also offers companies the opportunity to allocate funds to their employees for use in public transport and contributes to SDG11 "Sustainable Cities and Communities".</p>
Project maturity level	<p><input type="checkbox"/> Prototype laboratory test (TRL 7)</p> <p><input type="checkbox"/> Real life testing (TRL 7-8)</p> <p><input type="checkbox"/> Pre-commercial prototype (TRL 9)</p> <p><input checked="" type="checkbox"/> Small-scale implementation</p> <p><input type="checkbox"/> Medium to large scale implementation</p> <p>Remarks: click here to enter the level of maturity of the project</p>
Capacity and conditions of the project reproducibility, with associated climate impact mitigation potential	<p>Replicable to any regulatory environment.</p>
Amount invested (in €)	<p>Not communicated</p>
Economic profitability of the project (ROI)	<p><input checked="" type="checkbox"/> ST (0-3 years)</p> <p><input type="checkbox"/> MT (4-10 years)</p> <p><input type="checkbox"/> LT (> 10 years)</p> <p>Remarks: click here to enter the information</p>
Engaged partnerships	<p>Edenred has tied local partnerships to build a strong network of partners and make it a strong ecosystem catering for employees' daily travel needs and supporting the transition to soft modes of transport. In France, these partners include car-sharing platforms such as Blablacar Daily, car-sharing companies and bicycle, car and scooter rental companies such as Lime and Ubeeqo.</p>
Open comments from the project owner	<p>/</p>

More about the project	
Contact the company carrying the project	Victor Genin-Gerbet – Directeur RSE Groupe Edenred – victor.genin@edenred.com
Project URL links	/
Illustrations of the project	