

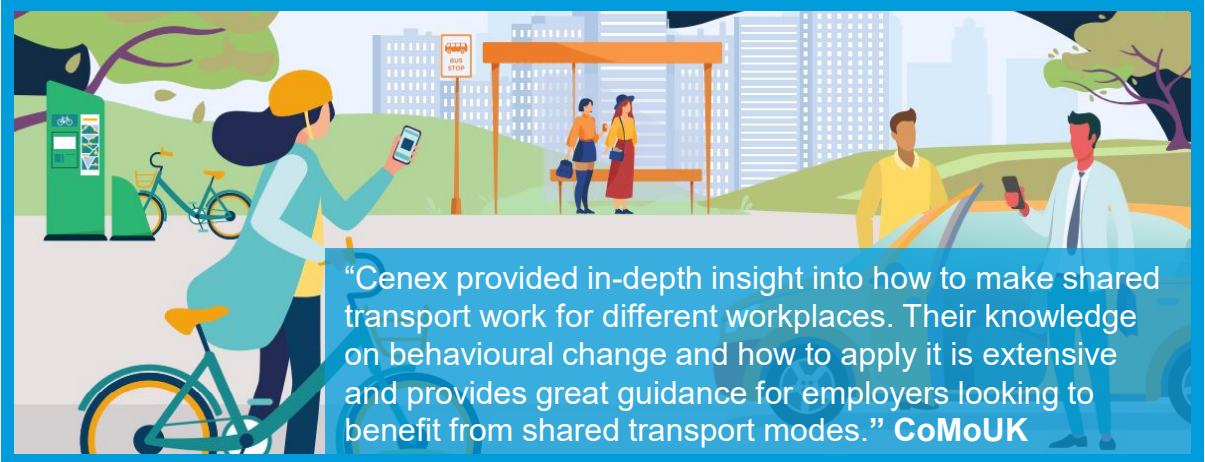


cenex



**Lowering your emissions through innovation
in transport and energy infrastructure**

SHARED TRANSPORT TOOLKIT



“Cenex provided in-depth insight into how to make shared transport work for different workplaces. Their knowledge on behavioural change and how to apply it is extensive and provides great guidance for employers looking to benefit from shared transport modes.” **CoMoUK**



The Challenge

Businesses and their employees can save money, and cut carbon emissions, by shifting work-related travel to shared transport. To do so, they need information on the options available, the financial and environmental implications, and examples of best practice from other organisations.

CoMoUK commissioned Cenex to develop a Toolkit to provide guidance for organisations to switch their business travel to shared transport modes and persuade their employees to shift to more sustainable commutes.



The Development

Cenex developed the Toolkit through:

- Desktop research into shared transport
- Providing best practice on evaluating current transport patterns i.e. commute journeys and the grey fleet
- Stakeholder interviews to develop case studies and identify best practice
- Drawing on state of the art research into behaviour change and psychology to present recommendations in a way that will achieve change within organisations and by individuals.



The Results

The Toolkit provided to CoMoUK, and available online, contains the following:

- Introduction to Shared Mobility
- Measuring Current Travel Behaviour
- Guidance on Changing Behaviour
- Case Studies and Next Steps