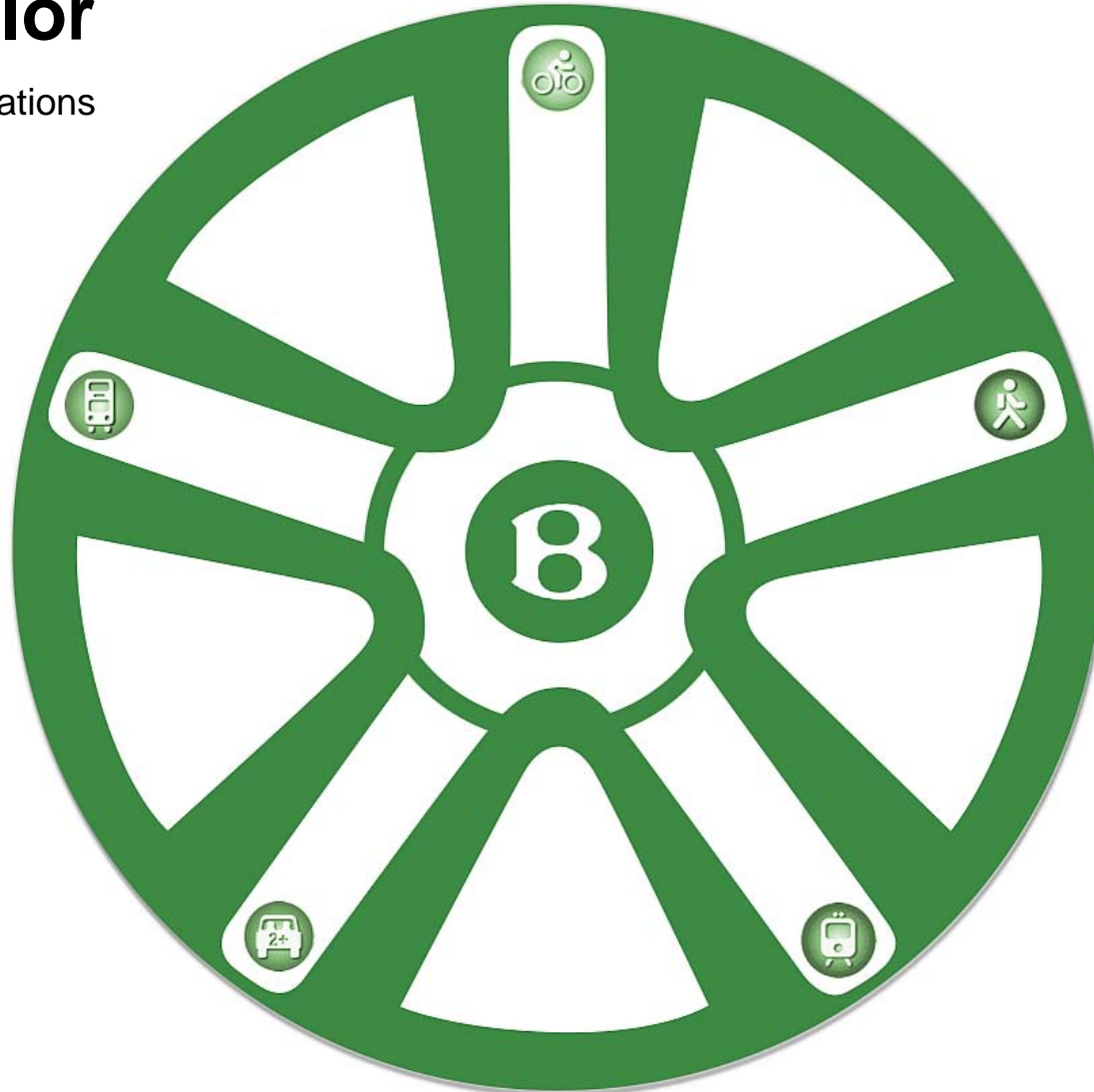


Mark Taylor

Internal Communications
Manager



Commuter Options

- Walk to Work
- Cycle to Work
- Public Transport
- Car Sharing
- SOV

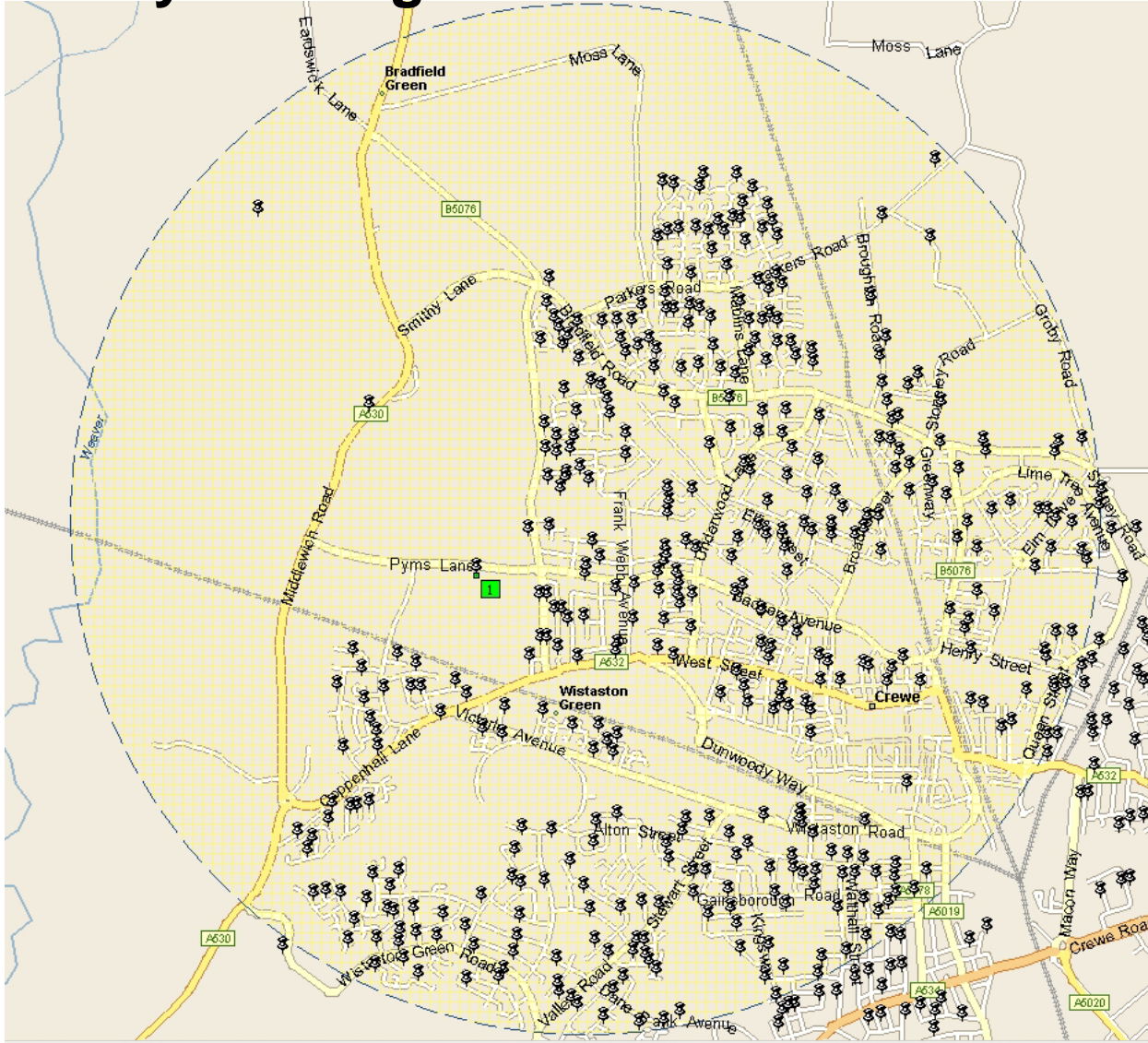
Understand your Target Audience

- Walk to Work Maximum 1.5 miles
- Cycle to Work 6 mile radius
- Motor Bike to Work Forgotten option
- Build a “Model” to help see the bigger picture

Greener Commuting and Business Travel



Understand your Target Audience

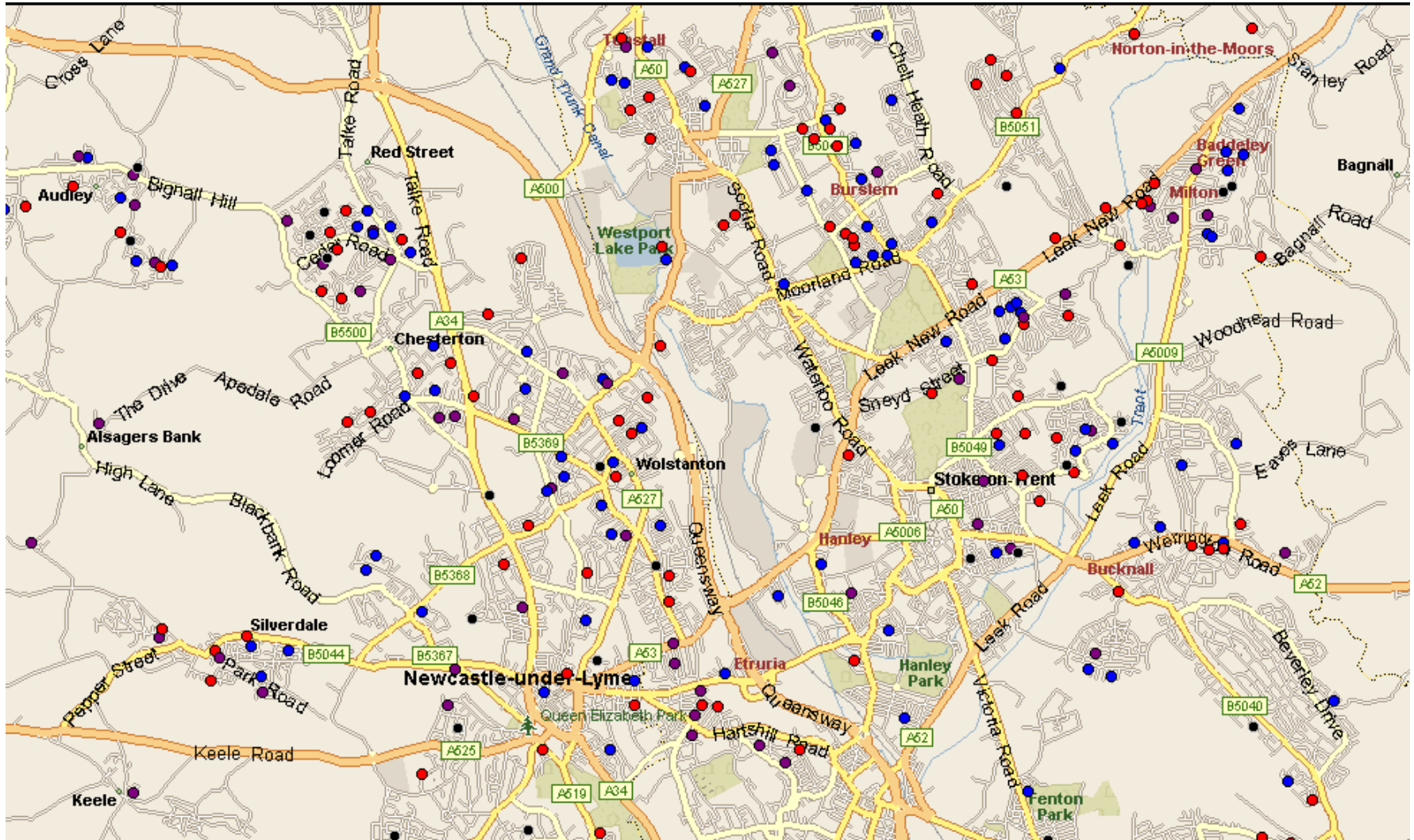


Understand your Target Audience

- Public Transport limited due to time taken
- Car Sharing Preferred option by many

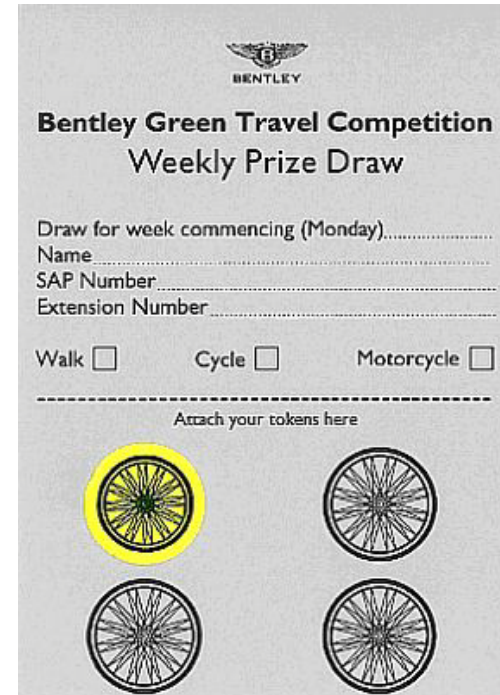


Understand your Target Audience



Promotion & Incentive Scheme

- Intranet Site and News Letters
- Simple Token Based Incentive Scheme
- Simple Prize Draw Card & Sticker system
- Weekly Prize Draw for £50 Gift Voucher
- Monthly Prize Draw for £100 Gift Voucher
- 4% of Associates walk to work
- 10% of Associates bike to work
- 3% of Associates motor bike to work



Bentley Green Travel Competition
Weekly Prize Draw

Draw for week commencing (Monday).....

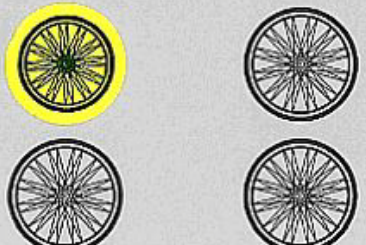
Name

SAP Number

Extension Number

Walk Cycle Motorcycle

Attach your tokens here



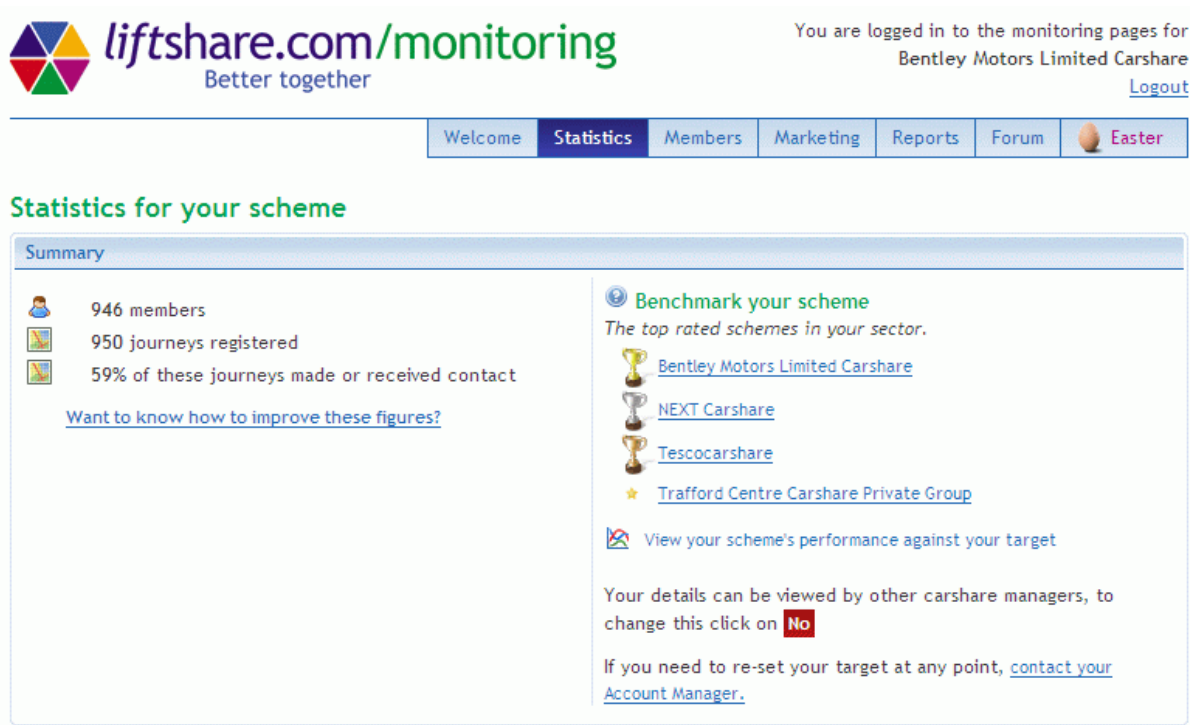
Cycle to Work

- Secure cycle storage
- Showers available for Cyclists



Car Sharing

- On- Line system that matches partners based on Post Code and Time.
- Emergency Taxi cover (Domestic Emergencies)



The screenshot shows the liftshare.com/monitoring dashboard. At the top left is the liftshare.com logo with the tagline "Better together". To the right, it says "You are logged in to the monitoring pages for Bentley Motors Limited Carshare" with a "Logout" link. Below this is a navigation menu with tabs for "Welcome", "Statistics" (which is active), "Members", "Marketing", "Reports", "Forum", and "Easter". The main content area is titled "Statistics for your scheme" and contains a "Summary" box with the following information:

- 946 members
- 950 journeys registered
- 59% of these journeys made or received contact

Below the summary is a link: "Want to know how to improve these figures?". To the right of the summary is a "Benchmark your scheme" section, which lists the top rated schemes in the sector:

- Bentley Motors Limited Carshare
- NEXT Carshare
- Tescocarshare
- Trafford Centre Carshare Private Group

Below the benchmarking list is a checkbox for "View your scheme's performance against your target" which is checked. At the bottom, there is a note: "Your details can be viewed by other carshare managers, to change this click on **No**". Below that is a link: "If you need to re-set your target at any point, contact your Account Manager."

Greener Commuting and Business Travel



You are logged in to the monitoring pages for Bentley Motors Limited Carshare

[Logout](#)

- Welcome
- Statistics**
- Members
- Marketing
- Reports
- Forum
- Easter

Cumulative savings

Stat	Figure
Estimated members money saved since Jan 2009	£324,229
Estimated miles saved since Jan 2009	1,493,192 miles
Estimated carbon dioxide saved since Jan 2009	491.3 tonnes
Estimated nitrogen oxides emissions saved since Jan 2009	710 grams
Estimated particulate matter emissions since Jan 2009	50 grams
Estimated carbon monoxide emissions saved since Jan 2009	570 grams
Estimated hydrocarbons emissions saved since Jan 2009	30 grams

[◀ Previous - Estimated annual costs and savings](#)

[▶ Next - Annual savings by purpose of journey](#)

Business Travel (options)

- Clear Business Travel Policy Required
- Phone / e-mail
- Video Conference



Greener Commuting and Business Travel



Business Travel (options)

- Train
- Car
- Plane

Fleet Information

AIRCRAFT MODEL: BOMBARDIER DASH 8-400 (Q400)

Number in Fleet: 56

Engine Type: 2 x Pratt & Whitney Canada PW150A Turbo Prop
 Propeller Type: 2 x Dowty R408 six bladed composite
 Normal Operating Crew: 2 Pilots, 2 Flight Attendants
 Max Cruise Speed: 360 Kts
 Max Cruise Altitude: 25,000 Ft
 Max Range (Full passenger): 850 nm
 Max Passengers: 78
 Total Length: 107.75 Ft
 Total Width: 53.25 Ft

AIRCRAFT MODEL: EMBRAER 190-200LR (E195)

Number in Fleet: 14

Engine Type: 2 x General Electric CF34-10E7 Turbofan
 Normal Operating Crew: 2 Pilots, 3 Flight Attendants
 Max Cruise Speed: 481 Kts
 Max Cruise Altitude: 41,000 Ft
 Max Range (Full passenger): 1,800 nm
 Max Passengers: 118
 Total Length: 126.8 Ft
 Total Width: 94.23 Ft

Eco labels explained...

Label	On the ground
1. Aircraft type	The aircraft type used on the flight.
2. Fuel efficiency	Jet fuel that an aircraft uses per hour per seat. The lower the fuel consumption, the better the aircraft is for the environment.
3. Noise	The amount of noise generated by the aircraft. The lower the noise, the better the aircraft is for the environment.
4. CO2 emissions	The amount of CO2 emitted per hour per seat. The lower the CO2 emissions, the better the aircraft is for the environment.
5. Weight	The weight of the aircraft. The lower the weight, the better the aircraft is for the environment.
6. Cabin pressure	The cabin pressure of the aircraft. The lower the cabin pressure, the better the aircraft is for the environment.
7. Cabin humidity	The cabin humidity of the aircraft. The lower the cabin humidity, the better the aircraft is for the environment.
8. Cabin air quality	The cabin air quality of the aircraft. The lower the cabin air quality, the better the aircraft is for the environment.
9. Cabin air circulation	The cabin air circulation of the aircraft. The lower the cabin air circulation, the better the aircraft is for the environment.
10. Cabin air filtration	The cabin air filtration of the aircraft. The lower the cabin air filtration, the better the aircraft is for the environment.

flybe.com

DON'T FORGET - the low fare airline with a difference - a dedicated sales team!

Low cost, but not at any cost.

Flybe - leading the way in European Regional Aviation

The World's 1st Aviation ECO Labelling scheme
 Remember when white goods first used a labelling scheme? Well, Flybe is the 1st airline in the world to apply this same standard to its aircraft - allowing you to make the most informed travel choices possible. The UK House of Commons Treasury Select Committee recommended that all airlines should follow suit.

£2bn invested in one of the world's most environmental fleets
 If you're going to fly, we believe it's better to travel in aircraft that set new standards in emissions, fuel efficiency and noise pollution. A £2bn investment in our fleet of Bombardier CRJ900s and Embraer 195s means our aircraft are amongst the youngest and most environmentally sensitive in the world.

Committed to reducing noise
 Flybe is proudly based in the European regions and we know how important it is to the communities we serve that we keep noise to an absolute minimum. Our new Q400 is one of the quietest passenger aircraft in the world and uses state of the art technology to reduce the impact of noise on our neighbours.

Committed to regional air travel
 Flybe is Europe's largest regional airline. We fly from 60 airports, which means less travel by car before you fly (thereby lowering your carbon footprint for every trip you take). Thanks to our schedule from Southampton airport, we removed more than 25 million car miles from Southeast England's road network in 2008.

flybe.com

carls BERLIN AIR WINNER

- 2009 we reduced our Business Travel expense by £1.5 million

Summery

- Keep it Simple
- Understand your Target Audience
- Clear Business Policy
- Look at what works for others and adapt it to your requirements
- Build a Model
- Invest in Technology and Equipment / Incentives
- Work with providers of “Green” alternative transport