

BIKE2WORK INTERNAL CAMPAIGN

Internal Communication

18th of May – 28th of June 2015

21st of May - 28th of June 2016



EXPERIENȚE ÎMPREUNĂ.

BACKGROUND AND REASON TO JOIN BIKE2WORK



In February 2015, Telekom Romania developed an internal survey for identifying the carbon emissions generated by employees, considering their transport to work.

Among the objectives:

- Create a base for local estimation of CO2 emissions;
- Involve Telekom Romania employees in delivering the targets for environment KPIs.



The findings showed that the company has to encourage its employees in joining the fight for carbon reduction.

BIKE2WORK IN TELEKOM ROMANIA

CAMPAIGN INFO

Objective

- The main purpose was to encourage the reduction of CO2 emission;
- Encouraging Telekom staff to use bicycles as means of transportation to and from the office;
- Increasing the employees responsibility towards the environment

Details

- Promoted within intranet: banners, article, newsletter
- Contest with prizes
- Special internal campaigns
- Workshop organized together with Green Revolution
- Atelier for bikes maintenance
- Photo gallery from the actions

BIKE2WORK 2015 – SPECIAL ACTIONS



- 3 colleagues chosen to be the campaign image and to promote it within the company;
- Prizes for all the colleagues enrolled into the program;
- Workshop organized by Green Revolution representatives;
- Bicycle maintenance atelier



BIKE2WORK 2016 – SPECIAL ACTIONS



- Special makeup workshop for our women colleagues who use the bikes in the summer (Sephora Romania);
- Prizes for all the colleagues enrolled into the program;
- Workshop organized by Green Revolution representatives;
- Bicycle maintenance atelier



INTERNAL COMMUNICATION

The collage displays five screenshots of Outlook messages, each representing an internal communication newsletter from Telekom Romania. The newsletters are as follows:

- Newsletter Intern Telekom Romania nr. 32 - Weekly Newsletter Telekom Romania no. 32 - Message (HTML)**
 - Subject:** Newsletter Intern TELEKOM ROMANIA
 - Date:** 15.05.2015 15:38
 - Section:** ȘTIRI
 - Image:** Bike2Work campaign graphic with text: "Vino cu bicicleta la muncă! Înscris-te gratuit în campania BIKE2WORK! Detalii pe: www.bike2work.ro sau pe: www.facebook.com/Bike2WorkRomania"
 - Text:** "Alătură-te campaniei Bike2Work! Vino cu bicicleta la birou! Telekom Romania se alătură inițiativei Bike2Work și te invită ca în perioada 18 mai - 24 iunie să mergi cu bicicleta la serviciu. E simplu. Îți faci echipa împreună cu doi colegi."
- Newsletter Intern Telekom Romania nr. 34 - Weekly Newsletter Telekom Romania no. 34 - Message (HTML)**
 - Subject:** Internal Communication Romania
 - Date:** 29.05.2015 14:07
 - Section:** ȘTIRI
 - Image:** Festivalul de Film "Legendari prin Excelență"
 - Text:** "Contribuția Afacerii? Accesează cursul online "Business Continuity 365"."
- Newsletter Intern Telekom Romania nr. 35 - Weekly Newsletter Telekom Romania no. 35 - Message (HTML)**
 - Subject:** Internal Communication Romania
 - Date:** 18.06.2015 15:48
 - Section:** ȘTIRI
 - Image:** Astăzi este Ziua Mediului! Fil lider in Protecția Mediului! Fi te răsplătim cu o surpriză!
 - Text:** "Te invităm să efectuezi cursurile de protecția mediului, disponibile pe platforma de e-Learning."
- Newsletter Intern Telekom Romania nr. 33 - Weekly Newsletter Telekom Romania no. 33 - Message (HTML)**
 - Subject:** Internal Communication Romania
 - Date:** 02.05.2015 14:52
 - Section:** ȘTIRI INTERNE
 - Image:** Angajații Telekom Romania vin la birou cu bicicleta și participă la Bike2Work
 - Text:** "Dacă doriți să aflați mai multe detalii despre campanie, vă invităm să participați la prezentarea Bike2Work, care va avea loc pe 27 mai."
- Newsletter Intern Telekom Romania nr. 38 - Weekly Newsletter Telekom Romania no. 38 - Message (HTML)**
 - Subject:** Internal Communication Romania
 - Date:** 11.02.2017 11:08
 - Section:** ȘTIRI INTERNE
 - Image:** Câștigătorii concursului intern "Construim Încredere"
 - Text:** "Vă mulțumim tuturor pentru participare și dorim să îi felicităm pe câștigători."



EXPERIENȚE ÎMPREUNĂ.

- Strictly confidential, Confidential, Internal -

Author / Presentation title

17.02.2017

RESULTS



WHAT'S NEXT?

- Think to innovative ways to promote Bike2Work
- Support our bikers to subscribe at different local races
- Conduct an internal survey to identify the bikers needs
- Further developing our bikers community



THANK YOU!

ALINA LUCA

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