BIKE2WORK INTERNAL CAMPAIGN

Internal Communication

18th of May – 28th of June 2015

21st of May - 28th of June 2016



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

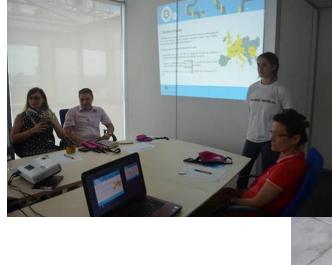
Details

- 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



- Strictly confidential, Confidential, Internal -



BIKE2WORK 2016 - SPECIAL ACTIONS



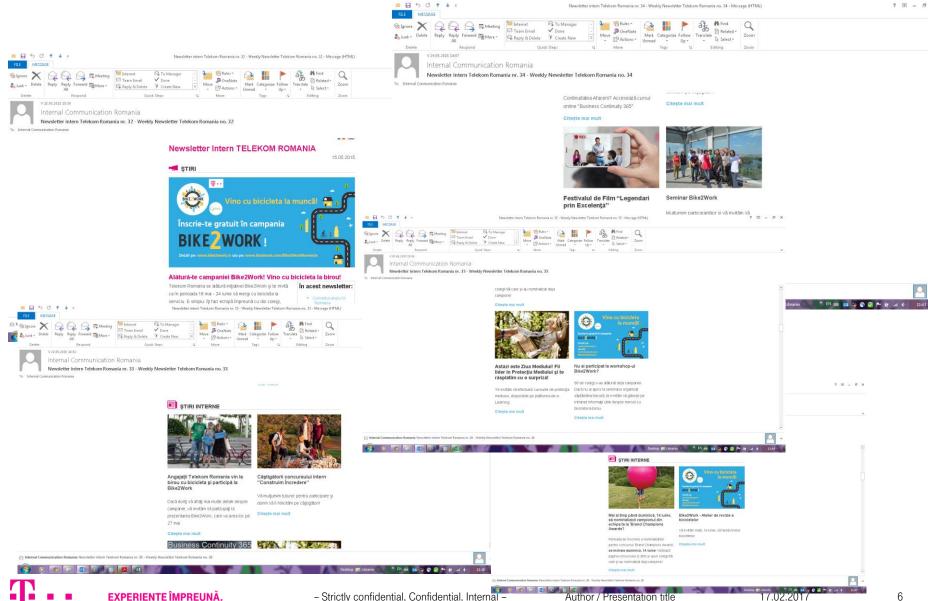


- Special makeup workshop for our women colleagues who use the bikes in the summer (Sephora Romania);
- Prizes for all the colleagues enrolled into the program;
- Workshop organized by Green Revolution representatives;
- Bicycle maintenance atelier



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INTERNAL COMMUNICATION



RESULTS bikers in Buchates, BIKE 2 WORK Soluedinos dos misseld



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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