

Guide

A Guide to Green Employee Transport in Your Company



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How your company can get started with sustainable commuting

Transport is the largest source of CO₂ emissions in Aarhus. Therefore, promoting sustainable employee transport is a key area in the green transition. But how can companies encourage sustainable commuting among their employees?

This guide provides a straightforward introduction to how businesses can promote sustainable commuting. It presents a range of initiatives and examples designed to inspire action – not as an exhaustive list, but as a starting point to build on. The guide includes case studies from companies that have already gained experience with mobility and green employee transport.

The guide has been developed by Aarhus Climate Alliance, a partnership between the City of Aarhus and some of the city's largest companies and organizations. The Aarhus Climate Alliance serves as a forum where organizations, businesses, and the municipality work together on joint climate projects. Its goal is to help Aarhus become a CO₂-neutral city while also strengthening business potential in the green transition.

We wish you every success in your efforts!

Produced by the working group on sustainable employee transportation within the Climate Alliance Aarhus.

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salling group

Vestas

Bicycles



E-bike loan for trial use

Loaning e-bikes gives employees the opportunity to try this form of transportation which can be helpful in changing habits. Companies can offer employees the chance to borrow e-bikes for a limited time, eventually in cooperation with local bike shops.

Companies must be aware of tax regulations: Loans may be considered a staff benefit and are taxable if the value exceeds the threshold of DKK 1,400 (2025). The value can be kept below the limit by limiting the loan period. If used for commuting, it counts as free employer-paid transport, which is taxed by deducting the travel allowance, and the company must report it to elncome.

/Cases

Several companies have successfully offered employees the chance to borrow e-bikes as part of their efforts to promote sustainable transport. **VIA University College, Aarhus University Hospital, and INCUBA** let employees borrow e-bikes for two weeks with pick-up at a local bike shop. **NRGI** had a similar scheme where bikes were available at the workplace. The offers were financed by Central Denmark Region as part of the **Flyt dig! campaign**.

Data from the **Flyt dig! campaign** (2025) shows strong interest: 73% of employees said they had bought, planned to buy, or were considering buying an e-bike after the trial period. Only 4% chose not to continue using an e-bike after trying it out.

How to get started

- 1 Contact a bike shop**
 - / Arrange e-bike rentals for loan.
 - / Decide whether it should be a limited period (e.g. annually) or an ongoing option.
- 2 Agree on where the bikes should be placed**
 - / Decide whether the bikes should be placed at your workplace (easy access for employees) or at the bike shop (easy service and maintenance).

- 3 Define the loan period**
 - / Decide for how long employees can loan the e-bike. Be aware of rules on staff benefits and the threshold.
- 4 Prepare the loan process**
 - / Inform employees about the opportunity.
 - / Create a simple booking system (e.g. Excel).
 - / Provide a short guide or videos showing how to use the bike, or have an employee demonstrate at handover.
 - / Provide helmets for those without their own.

Leasing e-bikes via gross salary scheme

Companies can offer employees the chance to lease e-bikes through a gross salary scheme, with monthly payments making the bike more affordable. The scheme must be

handled correctly for tax purposes, as employees are taxed on the market value of the bike, and the company must report the amount.

Company bikes for meetings

For short distances, e.g. under 5–10 km, company bikes can be an alternative to driving to and from meetings. This saves the company travel expenses, while employees get exercise and fresh air.

It is important to have clear usage guidelines, easy booking, and ensure bikes are always maintained, charged, and ready.

/Cases

At **BESTSELLER**, a pilot scheme is being planned with company-branded bicycles for employee use in Aarhus. The bicycles will be available at the office and can be used for short trips, meetings, and errands in the city. The purpose is to offer a flexible and sustainable transport solution that reduces dependence on cars and public transport. At the same time the initiative is intended to inspire other companies to try out company bicycles as a greener everyday alternative.

The City of Aarhus has introduced shared e-bikes that employees can use during working hours for work-related errands. Similarly, **Danske Commodities** have made e-bikes available to employees, allowing them to get around quickly and easily during the workday in a sustainable way.

Bicycle parking

When encouraging more people to bike to work, good bicycle parking facilities can make a big difference. Attractive parking should be easy to access, visibly located, and as close to the entrance as possible. It is an advantage if the parking facility can accommodate different types of bicycles – including cargo bikes – and if it is covered, well-lit, and equipped with stable racks where bikes can be parked securely.

Bicycle parking can also be established indoors, which can be particularly attractive. In this case, clear signage and good access are essential. In addition, charging facilities for e-bikes can be an extra motivating factor, making it easier to choose the bike over the car.

/Cases

Aarhus University Hospital and **Salling Group** have both focused on making cycling a more attractive transport option for employees. At Aarhus University Hospital, existing bike sheds have been expanded, and employees now have the option to park in locked sheds, providing extra security. At Salling Group covered bicycle racks and

charging stations for e-bikes have been established, making it easier and more flexible to bike year-round.

Other companies are following suit. **Vestas**, for example, has introduced a locked bike shed with employee card access, ensuring both convenient and secure storage of bicycles during working hours.



Changing rooms and shower facilities

Accessible and attractive changing and shower facilities can make it much easier for employees to choose cycling as their means of transport – especially for longer commutes. A shower upon arrival offers a fresh start to the workday and removes a key barrier to cycling.

In many places, such facilities already exist, but they may appear worn out or overlooked. Simple improvements such as paint, better lighting, thorough cleaning, and new shower curtains can make a big difference. Where facilities are already in good condition, they can be supplemented with towel service, soap, or other amenities that make use easy and inviting.

Drying options – such as drying lines, racks with hangers, or actual drying cabinets – ensure that wet or sweaty cycling clothes do not discourage employees from choosing the bike.

/Cases

At **Vestas**, changing rooms with showers, lockers, and drying facilities have been established, enabling employees to easily change and start the workday after cycling. These measures make it more convenient to choose the bike – even for employees with longer commutes who want to arrive fresh and presentable. For Vestas, it is about removing practical barriers and making cycling a real alternative in everyday life.

Salling Group supports the same ambition with showers and changing rooms as part of their effort to promote greener mobility and a more active lifestyle among employees.

Aarhus University Hospital also provides showers and changing facilities as well as lockers for employees. Although the original purpose was not to promote green mobility, the facilities contribute to many choosing the bicycle or a run instead of the car.

Bicycle workshop and service scheme

Minor defects, such as flat tires or loose chains, can quickly make even experienced cyclists choose the car. To support sustainable transport, companies can set up a simple bicycle workshop where employees can carry out minor repairs themselves. A basic setup with repair kits, a pump, and hand tools is often sufficient.

Companies can also collaborate with a local bicycle mechanic to offer on-site service days, where employees can have their bikes serviced for a fee. This initiative should be communicated internally and can be supplemented with short courses in basic bicycle repair.

/Cases

Several workplaces make it easier to choose biking by offering accessible service options for employees' bikes. **Aarhus University Hospital** has an agreement with a local bike shop that services bikes directly on-site. In addition, bicycle pumps have been installed in several locations around the hospital close to the cycle path. **Bestseller** regularly offer on-site bike service, where a mechanic comes to the workplace, and at **Danske Commodities**, employees receive free bike checks during the We Cycle to Work campaign in May.

Discount agreements with bicycle retailer

Companies can make agreements with local bicycle retailer to offer employees discounts on bicycles and bicycle equipment. Such a discount scheme makes it financially more attractive for employees to invest in a good bike or necessary equipment, which can increase the willingness to bike to work. Discount schemes can also include special offers on service and repairs, supporting employees' ability to maintain their bicycles.

/Cases

Bestseller has entered into a discount agreement with a local bicycle retailer, giving employees access to beneficial prices on both bicycles and equipment.

Encourage employees to cycle through campaigns

Companies can motivate more employees to bike by participating in campaigns such as *Vi cykler til arbejde*. By combining community, competition, and small prizes, employees can be encouraged to cycle more, and experience shows that such campaigns effectively increase commuting by bike.



Public Transport



Pendlertjek – get an overview of your options

Pendlertjek is a digital tool that makes it easy for employees to gain insight into their transport choices. With Pendlertjek, individuals can quickly see what benefits a change to public transport might bring

– for example in relation to travel time, economy, climate footprint, and health.

Find out more at pendlertjek.dk

Rejsekort for public transport during working hours

The opportunity to use public transport for meetings during working hours can reduce the need to drive to and from work. By providing a shared Rejsekort, the company can make it easier for employees to use buses or trains for work-related trips.

The scheme requires the company to create a number of business Rejsekort and establish guidelines for use, booking, and internal communication about the initiative.

More information can be found at [Rejsekort](https://rejsekort.dk).

How to get started

1

Create business Rejsekort

- / Order a number of cards for business use that employees can borrow for work-related trips.

2

Create guidelines

- / Decide how the cards should be used, booked, and returned.
- / Ensure clear rules for responsibility and usage.

3

Inform employees

- / Communicate the scheme clearly – e.g. via intranet, email, or staff meetings – so everyone knows how to use the cards.

Business card: Commuter card with gross salary scheme

Midttrafik is testing a new solution (2025), where companies can offer employees a commuter card for public transport through the gross salary scheme. This means the employee pays for the card through a salary deduction before tax – thereby gaining a tax advantage and lower transport cost.

The scheme is particularly advantageous for employees with 10–25 km between home and work. For longer distances, an ordinary commuter card may be more cost-effective, as this allows for a commuting tax deduction – which is not possible with a Business Card.

Contact Midttrafik for further information.

Information screens with public transport departure times

A lack of overview of departure times from nearby stops or stations can prevent employees from choosing public transport.

By installing information screens with real-time bus and train departure data at the workplace, both employees, guests, and partners gain easy access to relevant and current information, while the company signals its commitment to green mobility.

Data is provided via Rejseplanen.
Contact Midttrafik for further information.

/Cases

The City of Aarhus has installed screens with bus departure times at Aarhus City Hall and Dokk1.



Better waiting conditions and easy access to public transport

Easy and safe access to the nearest bus stop encourages more people to use public transport. A smooth and solid surface on paths and areas around the workplace makes it easier to walk to the stop – even in bad weather. Clear signage and markings on the company's grounds can guide employees on the shortest and most direct route to the bus. Small measures like this can save time and create more manageable travel experience.

Employees who already use buses or trains can provide valuable insights into where access routes can be improved and where

there may be a need for orientation or safe passage from the workplace to the stop.

/Cases

VIA University College has taken the initiative to make it easier for employees and students to use public transport. On campus, information boards, banners, and ground markings have been installed to guide people to the tram. These measures aim to make public transport more manageable and attractive.

Get the bus to stop by the company at the right times

If buses today do not pass close enough to the company – or do not match employees' working hours – companies can ask the municipality and the local transport company about the possibility of adjusting routes and timetables, thus public transport becomes a real alternative for more employees.

Consider whether the company can internally adjust working hours to better match existing bus departures.

The company can choose to purchase public transport tailored to its needs – e.g. an extra trip between the station and the company or an addition to the regular timetable adjusted to company working hours. Several companies already use this solution

Contact Midttrafik to learn more about the options.

/Cases

To make it easier for employees to take the bus to work, a new stop was established on route 200 near **Kamstrup's** headquarters. The route itself was not changed, but the extra stop reduced walking distance from about 800 meters to just 100 meters.

The new stop is used by 80–90 passengers daily (total on- and offboarding), of which 10–15 represent actual passenger growth.

The project was carried out in cooperation between Kamstrup and **The City of Skanderborg**. The City of Skanderborg established bus bays and -stops, while Kamstrup provided property and built a path and stairs from the stop to the company's parking lot and entrance.

Car Transport



Easily find carpool partners

A major barrier for carpooling is the difficulty in finding someone to ride with. Companies can help employees connect and explore carpooling opportunities.

In smaller companies, it may be applicable to collaborate with neighboring businesses and coordinate across organizations.

One tangible initiative is to arrange meetings where interested employees meet—e.g., across departments—to be matched based on their place of residence. Employees can be grouped geographically and discuss carpooling options. A physical map of the area can support the dialogue and provide an overview of routes and pick-up points.

Additionally, digital carpool groups can be created, through the company's internal communication channels, where employees can find and coordinate rides themselves.

To succeed, this typically requires targeted communication and practical help with getting started and structuring the system.

Companies may also choose to partner with a carpooling service that, for a fee, provides a platform, support, and communication aimed at employees. This can be an effective way to create structure and backing for carpooling.

/Cases

Lidl has strengthened carpooling by making opportunities visible internally via both a dedicated Teams channel and the employee app We Are Lidl. The initiative has contributed to a culture where carpooling has become a natural part of the workday. Employees spontaneously coordinate rides to meetings and social events, and carpooling is now a regular part of internal communication.

How to get started

- 1 Find a coordinator**
 - / Appoint an employee to manage the startup and communication.
- 2 Ask who is interested**
 - / Conduct a quick survey or simple form including address/zip code and working hours.
- 3 Meet each other**
 - / Invite interested employees to a short meeting to be matched based on location. Optionally use a map to provide an overview.
- 4 Create a shared platform**
 - / Set up a simple carpooling group in the company's internal communication channels, where employees can arrange rides among themselves.

Designated parking for carpooling

Designating parking spaces for employees who carpool can be an effective incentive. By allocating the most attractive spaces – close to entrances or under cover – send a clear signal that the company values sustainable transport choices.

/Cases

At **Gødstrup Hospital**, the number of registered carpools increased from two to nearly 50 per week in just six months. This was achieved through targeted efforts in collaboration with the carpooling platform Nabogo. Nabogo visited the hospital three times with a staffed stand. Additionally, 20 parking spaces were reserved for carpooling. The initiative was continuously communicated through the internal newsletter, and a sustainability consultant acted as a local ambassador and contact for employees with questions.

Company cars for work-related trips

Companies can reduce the need for mileage reimbursements by providing green company cars for employees to use for work related errands. Making their use (fully or partially) mandatory instead of private cars can reduce costs and promote green transport if the cars are electric.

This requires clear guidelines and policies for use, as well as a simple booking system. It may also be relevant to allow employees to take the car home after late meetings. Clear communication of the scheme to both current and new employees is important to ensure widespread adoption.

/Cases

The City of Aarhus, Central Denmark Region and **NRGi** all provide green shared cars at the workplace.

At Elbek & Vejrup, a shared electric car is available for client visits, particularly intended for younger consultants without their own car, to ensure mobility and postpone the need to purchase a private car.

Corporate Car-Sharing Subscription

Companies can sign up for a corporate subscription with car-sharing providers. This provides access to cars without owning them – and without responsibility for maintenance, repairs, or operation.

The company pays a fixed subscription fee as well as for the time and distance the car is used. This can replace mileage reimbursement and make it easier to ensure flexible and climate-friendly access to cars during working hours.

/Cases

The City of Aarhus, in collaboration with **GreenMobility**, has launched a pilot project to reduce CO₂ emissions by encouraging employees to use zero-emission shared cars during working hours and privately. In 2022, employees drove 4.6 million kilometers in private cars for work purposes, and the project is expected to reduce both CO₂ emissions and the overall need for cars. The project began in early 2025.

Electric cars as company cars

Companies can promote green mobility by introducing a company car policy that prioritizes electric cars for employees with a company car scheme. This can help reduce the climate footprint from both work-related and private driving while also strengthening the company's green profile. The transition typically requires a change in car policy and collaboration with the procurement department regarding the selection of electric cars.

/Cases

Several companies have taken ambitious steps toward a greener company car policy by focusing on electrifying their fleets.

Since 2020, **Vestas** has been working systematically to convert all company cars to electric or plug-in hybrid vehicles and has achieved almost 100% electrification in 2025.

Grundfos requires all new company cars to be fully electric with a range of at least 400 km to ensure both environmental impact and functionality.

Salling Group has likewise changed its company car policy, which means that employees, when replacing their cars, may now only choose electric vehicles, as part of the company's green mobility strategy.

Installing charging infrastructure at the workplace

Charging infrastructure at the workplace is a crucial prerequisite for supporting both employees' and the company's transition to electric cars. It makes it easier for employees to choose electric cars and serves as a visible commitment to green transformation. Charging stations can be installed for both company cars and employees' private vehicles and may potentially be made available to the public outside working hours.

/Cases

Several workplaces combine investment in charging infrastructure with clear car policies to promote the use of electric vehicles among employees.

Salling Group has established a partnership with Clever. The initiative includes the installation of fast chargers at parking lots near Bilka, Netto, and Føtex, making it easier for EV drivers to charge their cars while running daily errands. The goal is to establish 1,000 charging stations by 2025 and make EV charging more accessible nationwide.

NRGi has installed charging stations at its office in Skejby, ensuring that the electricity comes exclusively from renewable energy sources.

Østjylland Brandvæsen has installed 20–25 charging stations, several of which are publicly accessible. The initiative has increased the share of electric car owners among employees.

Vestas has expanded charging infrastructure at key locations, including Aarhus, and has installed a battery-based charging station system powered by renewable energy.



Working conditions



Emphasize sustainability when onboarding new employees

The onboarding process is a great opportunity to guide new employees' commuting habits in a more sustainable direction. Clearly state in the welcome materials that the company prioritizes sustainability and provide information about the transport options that support this – for example, access to changing facilities, carpooling schemes, or the possibility to try out an e-bike.

/Cases

At **Decoplant**, sustainable mobility is part of the company's ethical code. Employees commit to reducing their transport-related environmental impact – for instance, by choosing carpooling and shared transport solutions where possible.

Opportunity for remote work

An effective way to reduce car use is to decrease the number of daily commutes. If an employee who normally drives works from home one day a week, their car use – and thereby CO₂ emissions – is reduced by up to 20%.

For remote work to function in practice, employees need tasks suitable for being carried out outside the workplace. It can be beneficial to develop guidelines regarding the framework, frequency, and expectations for working from home.

/Cases

Remote work at **VIA** and **Regionshuset Skejby**. An internal survey at VIA showed that 70% of employees work from home one to two days a week. A similar pattern was observed at Regionshuset in Skejby. In both cases, remote work helps reduce the number of commutes and thereby the CO₂ emissions from car use.



Opportunity to work during travel time

A common argument for choosing the car over public transport is that travel time by public transport is too slow. If employees are allowed to register working hours while traveling – for example, when working on the train or bus – the extended travel time may become more attractive.

For many, this can mean a shorter overall workday, as the previously “unproductive” travel time by car is now used efficiently. This can therefore serve as a tangible incentive to choose public transport instead of driving.

Encourage video meetings

Traveling to and from meetings consumes time, money, and CO₂. Companies can establish guidelines which encourage employees to actively consider whether a physical meeting is necessary – or whether it can instead be managed effectively via video or phone.

/Cases

Aarhus University Hospital uses video consultations with patients whenever possible as an alternative to physical attendance. This initiative reduces the need for transport, saves patients time, and helps lower CO₂ emissions from driving.

Make working hours flexible

If flexible working hours are not yet an option in the company, it may be worth exploring the possibility. For example, employees could be required to be physically present during a fixed core period – such as 9 a.m. to 3 p.m. – while having the flexibility to arrive earlier or leave later as needed.

Flexible working hours make it easier to adapt transport choices, for example to cycling, public transport, or carpooling.

