



**Everyday commutes: Active,  
Integrated and Cost-Saving**



**TEAMFIETS**

# HELLO COMMUTERS

A practical guide for employers who want healthier people,  
better mobility and smarter organisations.

[TEAMFIETS.COM](https://www.teamfiets.com)

# Everyday commutes: Active, Integrated and Cost-Saving

*Daily travel to and from work shapes the wellbeing, productivity and satisfaction of your workforce, far more than most organisations realise. This whitepaper offer a clear and practical overview of why Active and Sustainable commuting matters, and how your organisation can support it in a way that benefits both people and performance.*

## **We are TEAMFIETS.**

We may be a young organisation, but we bring years of experience in workplace mobility, including work on the Dutch Cycling Federation's, Cycle Friendly Employer Certification and MobilityLabel's international projects in Germany, the Netherlands and Ireland.

Active and sustainable commutes is our specialist field and our passion.

We believe that everyone who can, should be able to experience a pleasant, safe and healthy journey to work.

This whitepaper is written with you in mind: **HR Managers, mobility managers, facility managers and sustainability leads and anyone responsible for people, place or policy.**

Our aim is to help you understand the impact commutes have on everyday life and organisational success and to show where the biggest opportunities for improvement lie.

Inside, you'll find the essential building blocks:

The **why** behind active commuting

The **conditions** employees need in order to choose it

The **actions** employers can take

And the **programmes** that turn intention into behaviour

All explained clearly, practically and step by step.

*Let this guide be your starting point and let us help you to kickstart the shift toward more more active, healthy and sustainable commuting in your organisation.*

# How today's commutes impact your employees' lives?

*During a panel discussion at IAA Mobility in Munich last year, the moderator opened with a striking question: "Did you know that commuters' stress levels can match those of a fighter jet pilot?" The comparison surprised me, but it instantly made me think of the familiar feeling of sitting in traffic, the tension, the rush, the frustration at other road users, and the pressure of getting to an important meeting on time. For many people, this is how every workday begins and ends.*

**Did you know that commuters' stress levels can match those of a fighter jet pilot?**

**And this isn't just anecdotal.**

According to TomTom data, commuters lose extraordinary amounts of time every year simply sitting in traffic. Dublin tops Europe with 158 lost hours annually (more than three hours every week) followed closely by London at 148 hours. Bucharest, Milan, and Paris complete the top five. These are hours spent waiting, not living.

Public transport, essential to many, often brings its own challenges: delays, cancellations, overcrowding, and rising ticket prices. Passive commuting, sitting, waiting, being stuck, is rarely energising and often adds to daily stress.

**Active travel offers a different experience.**

Cycling, walking, or partially active multimodal journeys can transform the commute from a draining obligation into a moment of clarity, movement, and wellbeing. Even before considering bicycles, many employees benefit from a simple question: Does this trip even need to happen? Hybrid and remote work options already reduce unnecessary travel, and active travel can improve the quality of the trips that remain.

In short, the way we travel to work shapes our mood, health, and energy far more than most organisations realise. And improving the commute experience is one of the most accessible ways to improve the everyday lives of your employees.

A blurred photograph of a city street scene. In the foreground, a cyclist is moving quickly, their form and wheels blurred into streaks of motion. The background shows a busy street with cars, including a dark SUV and a white truck, also blurred. The street is paved with asphalt and has a red-painted crosswalk. In the background, there are multi-story buildings with many windows, some with air conditioning units. An American flag is visible on a pole near the buildings. The overall atmosphere is one of dynamic urban movement.

*Cycling, walking, or partially active multimodal journeys can transform the commute from a draining obligation into a moment of clarity, movement, and wellbeing.*

# How commuting patterns shape our cities and regions

*For years, urban planners assumed that increasing urbanisation would naturally lead to shorter, more efficient commutes. The idea of the 15-minute city became the ideal: living, working, and accessing daily needs within a short distance.*

## **Today, the reality is often the opposite.**

In many European cities, housing scarcity and rising prices push people farther from the places where they work. Cities like Amsterdam, Brussels, and Frankfurt have seen a steady growth in long-distance commuting, with more people travelling into the city each morning and leaving again in the evening. Urban areas feel this pressure every day: congested streets, crowded public transport, polluted air, and strained infrastructure.

## **The environmental impact is significant.**

In most European countries, daily commutes account for around **5% of total carbon emissions**. In Germany alone, this represents more than **24 million tonnes of CO<sub>2</sub>** every year. Munich, sometimes called Germany's "commuter capital", sees more than half a million people entering the city each morning, contributing to traffic emissions, noise, and reduced air quality.

Changing commuting behaviour may seem difficult, but it is one of the most effective levers cities and employers have to reduce emissions and improve liveability. When more people cycle, walk, or use multimodal options, the impact is immediate:

- cleaner air
- quieter streets
- safer traffic conditions
- reduced pressure on parking
- more efficient use of public space
- healthier, happier communities

Across Europe, everyday commutes represent **16–25% of all traffic**. In Germany, with 591 billion kilometres driven in 2023 and commutes accounting for 21% of that total, this means **124 billion kilometres** travelled purely for getting to and from work, resulting in **over 22 million tonnes of CO<sub>2</sub>** annually.

Small changes in how people travel to work can therefore deliver large benefits for cities, regions, and the people who live in them. And employers play a crucial role in unlocking that change.

## How do today's commutes impact HR professionals ?

*For HR leaders, the daily commute is often an overlooked factor behind some of the most important people-related outcomes: absenteeism, wellbeing, engagement, retention, and productivity. These indicators shape culture, performance, and employee experience – yet the role of commuting is rarely addressed strategically.*

Experience from the *Cycle Friendly Employer Certification programme* in the Netherlands shows a clear trend: when organisations actively support cycling and other forms of active travel, employees tend to be healthier, more energised, and less stressed. They start the workday with a clear head and arrive home with the workday already behind them. These benefits influence the overall atmosphere in the organisation and reduce sick leave in measurable ways.

In a competitive labour market, this has become a real advantage. Talented people increasingly choose employers who visibly support wellbeing, sustainability, and modern mobility. The daily commute is a part of life where employers can genuinely make a difference, not through slogans, but through practical choices that improve everyday experience.

Supporting healthy and sustainable commutes strengthens your position as an attractive employer. It signals care, modernity, and long-term thinking. And it offers a powerful message for your employer branding: **here, wellbeing and sustainability are not buzzwords – they're part of how we work.**

***Talented people  
increasingly choose  
employers who visibly  
support wellbeing,  
sustainability, and  
modern mobility.***



# What today's commutes mean for Facility, Sustainability and Compliance teams

*Car parking is costly, space-intensive, and almost always in short supply. For many facility managers it's one of the most persistent sources of employee dissatisfaction. Even a small shift toward cycling can ease pressure immediately. Offering safe, accessible, and clearly signposted cycle parking often triggers quick behaviour change and is one of the simplest improvements an organisation can make.*

For sustainability teams, commuting is a major Scope 3 category, especially in service-oriented organisations. Supporting active and low-carbon travel helps reduce emissions while aligning with CSR and ESG requirements.

For compliance officers, clearer mobility choices and transparent reporting strengthen governance and demonstrate that the organisation is acting on its sustainability commitments.

## What does great look like?

A cycle-friendly organisation is one where commuting feels easy, healthy, and stress-free for everyone.

Employees arrive energised, absenteeism is lower, and productivity is higher. Car parking is no longer a daily bottleneck. Mobility options are clear, fair, and well-balanced, and people feel supported in choosing active or sustainable travel when it fits their lives.

Facilities are simple but effective: secure and accessible bike parking, clear routing, basic services like pumps and lockers, and, where relevant, showers or changing space. Policies are consistent, transparent, and aligned with ESG goals. Leadership signals support, and communication makes the organisation's mobility vision visible.

In this environment, mobility becomes a strength rather than a source of cost or frustration. Employees feel valued, the organisation performs better, and the workplace becomes more attractive to current and future talent.

# How everyday commutes influence your employees' lives when great is a reality

In workplace mobility audits across Europe, one sentence comes up again and again from people who cycle to work:

**“After 30 minutes of cycling home, my whole working day has disappeared.”**

It's a simple insight, but a powerful one. Cycling helps people unwind, clear their minds, and arrive home more relaxed and present.

**“After 30 minutes of cycling home, my whole working day has disappeared.”**

**The Quote, heard over 100 times while discussing cycling to work.“**

Many employees describe the same effect: cycling sparks creativity, decompresses stress, and creates a natural boundary between work and home. What they experience on a bike is more than movement — it's a shift in headspace.

Active commuting also has practical, everyday benefits. People know exactly when they will arrive, spend more time outdoors, avoid parking stress, and build physical activity into their day almost without noticing. For many, it becomes the moment where ideas surface, perspective returns, and energy resets.

Of course, cycling feels easier in places with strong infrastructure — but the underlying effects are universal:

- a predictable, calm journey
- daily movement without “finding time to exercise”
- reduced stress and better mood
- a healthier work-life transition
- more presence with family after work

In short, the quality of the commute has a direct influence on how people feel, think, and perform — both during and after the workday.

# The way forward: The Active Commute Method™

*Creating meaningful behaviour change always begins with leadership. Most organisations have spent years, often decades, optimising for car travel. Shifting toward active and sustainable commuting requires a fresh perspective and a new mobility mindset.*

The **Active Commute Method™** provides a clear, manageable framework for organisations that want to make this shift, practical enough to take the first steps, but strategic enough to scale over time.

## **Step 1 – Insight**

Start with understanding, not assumptions.

A clear picture of how your people currently travel and (even more important) how they could travel under better conditions, is the foundation for any effective mobility strategy. This includes commute patterns, barriers, realistic cycling potential, multimodal opportunities, and Scope 3 implications.

TEAMFIETS uses proven tools and analysis techniques to map this potential quickly, accurately and interactively.

## **Step 2 – Priorities**

Focus on what will make the biggest difference first.

Every organisation has “low-effort, high-impact” opportunities: groups with strong cycling potential, parking hotspots that can be relieved, or routes where small improvements unlock major change.

At this stage, we help identify realistic goals and translate insight into a mobility direction that fits your organisation.

### **Step 3 – Conditions**

Create the environment that supports behaviour change.

Employees need to feel that cycling is safe, easy, and genuinely welcome. This includes the basics: secure bike parking, clear access routes, simple services, as well as aligned policies and fair incentives.

We help design practical measures that balance budget, space, safety, and employee experience without over-engineering the solution.

### **Step 4 – Activation**

Make the change visible, social, and enjoyable.

Infrastructure alone doesn't change behaviour. People change when the culture around them changes, through communication, positive moments, shared experiences, and peer influence.

This is where campaigns, events, cycling buddies, programs and inspiring stories come in. TEAMFIETS specialises in motivating employees, building internal momentum, and turning mobility goals into real everyday habits.

In many organisations, these steps deliver benefits far beyond mobility: lower parking pressure, reduced travel costs, healthier staff, improved atmosphere, stronger ESG performance, and an employer brand that matches the organisation's values.

The method works, not because it is rigid, but because it adapts to your people, your culture, and your goals.

## **Step 5 – Evaluation**

Measure progress, celebrate success, and refine where needed.

Sustainable mobility isn't a one-off project – it's an evolving part of how an organisation works. Evaluation helps you understand what has been achieved, where behaviour has shifted, and where new opportunities appear. This includes monitoring uptake, assessing the impact on parking pressure, wellbeing, and emissions, and gathering feedback from employees.

Clear evaluation closes the loop: it informs the next steps, strengthens internal support, and ensures that active commuting remains a living, improving part of your organisation's mobility strategy. What is achieved and where still lies room for improvement? Looking back and creating a starting point for the new year.



# LET US HELP YOU GET STARTED

If this whitepaper has sparked ideas for your organisation, we're ready to help turn them into action.

At TEAMFIETS, we support employers in creating healthier, more active, and more sustainable commuting cultures. We do this by working with the people who shape your organisation every day:

- Your employees inspiring them with practical talks, workshops, and real-life stories that make cycling feel accessible and appealing.
- Your HR team helping them integrate active travel into wellbeing, engagement, and employer-branding strategies.
- Your facility and mobility managers advising on safe, attractive, and user-friendly cycling facilities and day-to-day operations.
- Your sustainability and compliance teams clarifying how commuting fits into Scope 3, ESG goals, and reporting requirements.

We bring experience, clear frameworks, and simple, effective measures that organisations can implement immediately, always tailored to your context and ambitions.

If you're wondering where to begin, whom to involve, or how to build momentum, we'd be happy to guide you through the first steps.

You can find more information at **TEAMFIETS.COM**, or reach out directly in whichever way works best for you.

For now, we wish you success as you work toward becoming the employer you aspire to be.

**Sincerely yours,**

**TEAMFIETS**



TEAMFIETS

TEAMFIETS.COM