



# NEWSLETTER

<http://nwow4net-zero.eu>

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The NWoW4Net-Zero project aims to contribute to the EU-carbon neutrality ambition through a “tool box” and a training dedicated to HR Professionals by leveraging new ways of working and work organisation resulting from increased use of digital solutions

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### HR Leaders

Positioning HR leaders as key actors in the fight for net zero emissions



### Digital Solutions

Leveraging digital solutions in the workplace to contribute to carbon-neutrality



### Agents of Change

Enabling HR professionals to become true agents of change



### Sustainable Organisations

Indirectly supporting organisations in environmental sustainability



### Commit to Net Zero: How HR can Contribute?

HR Directors and their teams can contribute to the EU ambition of carbon neutrality by 2050. This project explores how to do it.



### Emmanuel Ravalet (University of Lausanne)

HR Directors could encourage either 'moving less', via remote work, or 'moving better', through the employees' choice of transportation - and, ideally, both.



### Aurélie Gillieaux (Skipr)

"Let's fight against single-user car use in the city. When there is a faster, more comfortable, greener and more economical alternative, we want to push employees to take it."



## Commit to Net Zero: How HR can Contribute?

### How can HR Directors and their teams contribute to the EU ambition of carbon neutrality by 2050?

This is what is being explored with the NWoW4Net-Zero Erasmus+ project, with the aim to develop a series of tools, including a training pathway and a knowledge-sharing platform, to equip HR functions in this challenge.

The European Union has endeavoured to be the first to achieve climate neutrality. Through the Green Deal for Europe, launched in 2019, Member States have committed to radically reducing net greenhouse gas (GHG) emissions by fundamentally transforming the economic system - with a first objective to reduce carbon emissions by 55% compared to their 1990 level by 2030, and then a goal to achieve carbon neutrality by 2050. Such an ambitious target will only be achievable if all contribute.

What if the new ways of working being rolled out in the wake of the Covid-19 pandemic represented an opportunity to advance on to this ambition? This is the challenge set by the partners of this project, co-funded by the EU's Erasmus+ programme and officially launched on 19 and 20 May in Skopje, Northern Macedonia. Led by the Center for Knowledge Management (Republic of Northern Macedonia), it brings together organisations from three other European countries: the European think & do tank POUR LA SOLIDARITÉ-PLS (Belgium); Htag by Références (Belgium), the Conseil & Recherche agency (France) and TalTech – Tallinn University of Technology (Estonia).

Three avenues are being explored to empower HR to contribute to European carbon neutrality ambitions:



#### NWoW

What modes of organisation and hybridisation of work should be introduced to participate to reducing environmental impact?



#### Work-Related Mobility

What mobility solutions can help reduce the carbon footprint of work commuting?



#### Digital

How can carbon footprint be decreased through the responsible use of digital technologies in the workplace and remote work?



## EMMANUEL RAVALET,

Senior SNSF Researcher, University of Lausanne  
(Institute of Geography and Sustainability)

"In order to contribute reducing carbon emissions, HR Directors could activate all levers that consist in facilitating either 'moving less', via remote work, or 'moving better', through the employees' choice of transportation - and, ideally, both", Emmanuel Ravalet explains. But, contrary to popular belief, remote working is not necessarily good in terms of its impact on mobility. "We can see that there are rebound effects which are problematic. The company can contribute to this positively by formalizing remote working agreements."

How can we encourage companies, and in particular HRDs, be mobilised and more interested in these mobility issues? "One of the points to work on is to make the company understand what it can gain by approaching the work experience from home in the morning to home in the evening, and really take mobility as an integral part of the work activity. Once this is the case, it is easier to understand why we need to spend time on this, why we need to put energy and resources into it or take measures."

Read the full interview on <http://nwow4net-zero.eu/>

## AURÉLIE GILLIEAUX

CEO of Skipr

**Skipr is a start-up offering a comprehensive and easy-to-use platform that allows employers to integrate relevant mobility options into their mobility policy.**

"Our aim is to fight against single-user car use in the city, Aurélie Gillieaux explains. When there is a faster, more comfortable, greener and more economical alternative, we want to push employees to take it. We are providing employees with an application that will allow them to see how to get from A to B by combining the different means of transportation that exist around them: public transport, shared vehicles, electric scooters, a green vehicle to get to the station, etc."

**Her ultimate dream?** "It is that one day an employee will arrive at an employer and not receive a mobility budget of 500 euros, but a budget of x kilos of CO2 and will allocate his or her mobility accordingly, possibly with trading between colleagues or the possibility of exchanging savings for days off..."

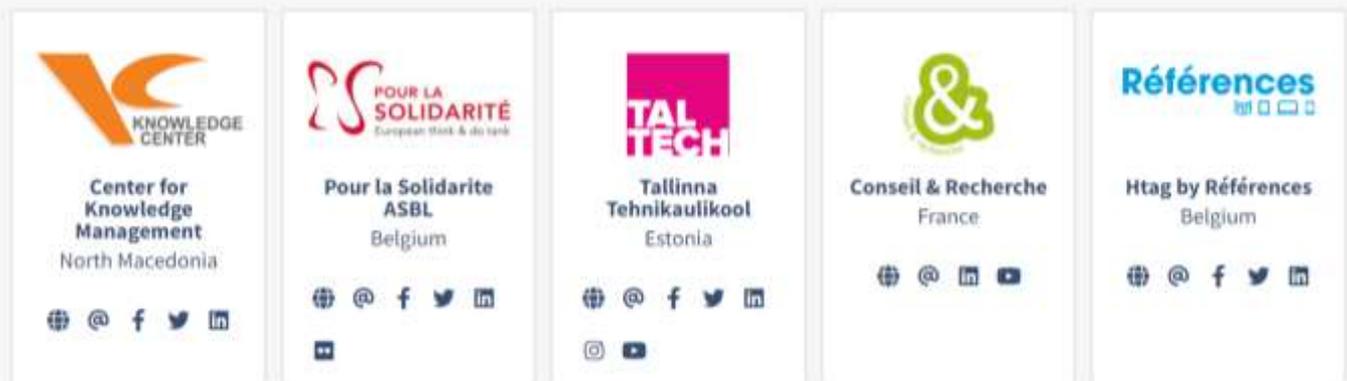
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## ABOUT THE PROJECT

The NWoW4Net-Zero project aims to contribute to the EU-carbon neutrality ambition through a “tool box” and a training dedicated to HR Professionals by leveraging new ways of working and work organisation resulting from increased use of digital solutions

## PROJECT PARTNERS



### ACTIVITIES DONE SO FAR

A first stage of the project consisted of a literature review by Conseil & Recherche researchers. To complete its findings, a dozen interviews with experts were conducted by Références and Conseil & Recherche to cover the three areas of the project: new ways of working and the hybridization of work, work-related mobility and sustainable IT.

The conclusions were then shared with human resources managers and professionals specialized in the field (mobility managers, IT managers) during focus groups driven by all partners, which also provided an opportunity to gather their experiences and good practices.

### NEXT STEPS

On the basis of the exploratory research, interviews with experts and focus groups, the partners are now building an analysis matrix in order to then construct three toolkits, each of them covering one of the project's areas, with a common structure but content adapted to each of these fields.

The aim will be to provide human resources managers with the means to take action in their companies and contribute to the objectives of reducing carbon emissions.