



AICENTIVE

Sustainable behavior and benefits

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CTO ummadum



Companies and employees

Cities and citizens

Events and visitors

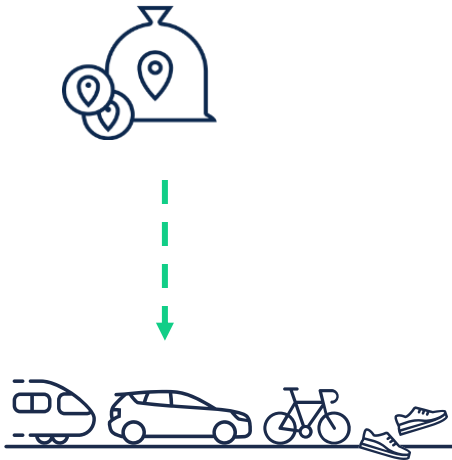
 ummadum



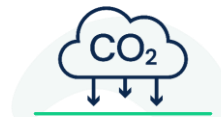
Benefits for climate, employees and companies

Advantages at a glance

Green Mobility Benefits



Employees



Sustainable arrival/departure



Gamification & Challenges



Incentive / Motivation

Companies



-  Scope 3 CSRD Reporting
-  Emissions savings
-  Park space management
-  Employer Branding

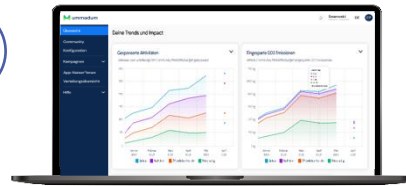


How it works

Benefits for climate-friendly mobility



1



Company Dashboard



Distributes mobility benefits



Challenges = incentive system for additional motivation



Workforce

App

2

Uses App



3

Reward for climate-friendly mobility



4



Handelspartner
Discount on purchase



*) and many more



Steering and control of sustainable private transport

For commuters and travelers

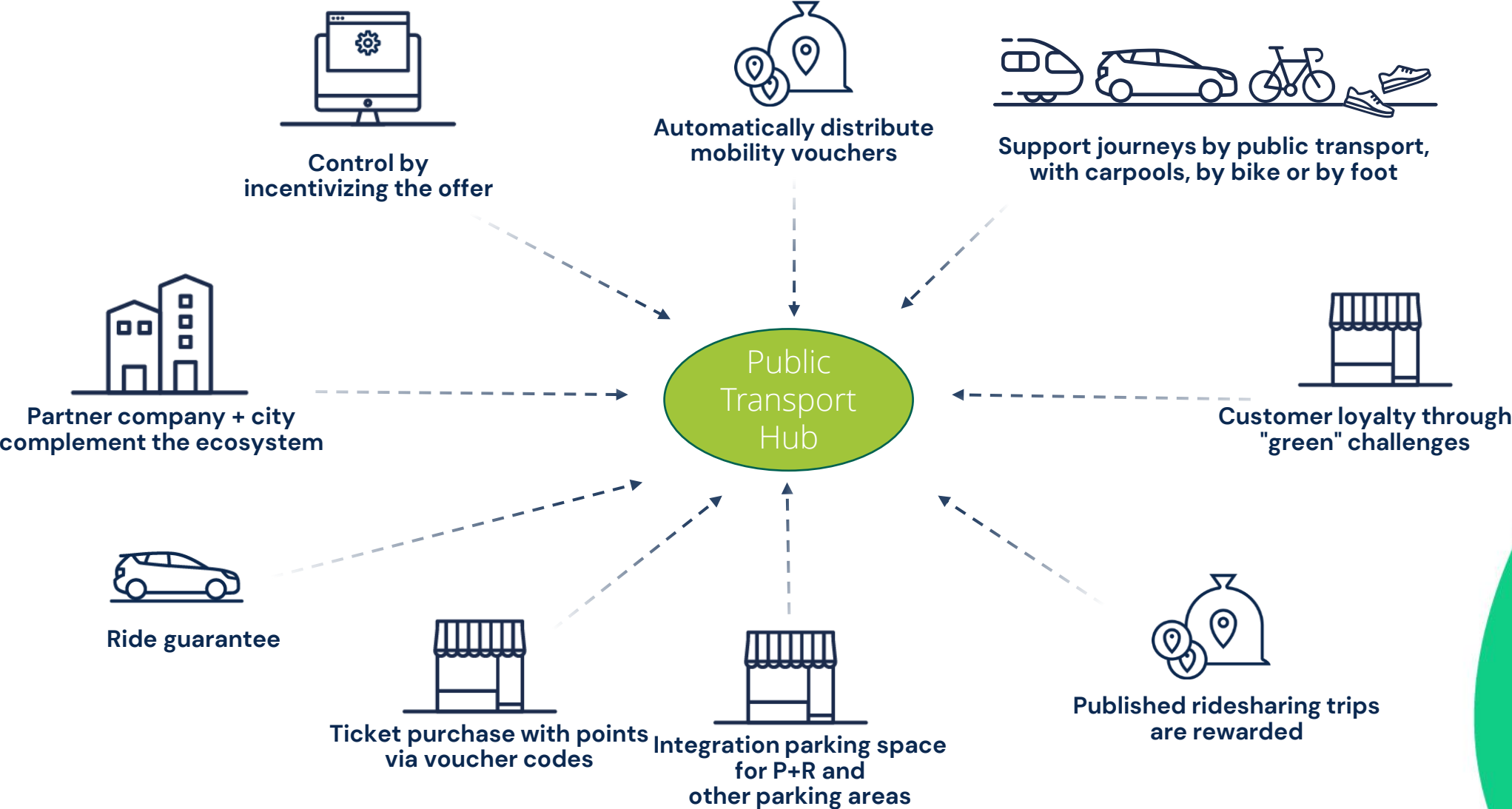
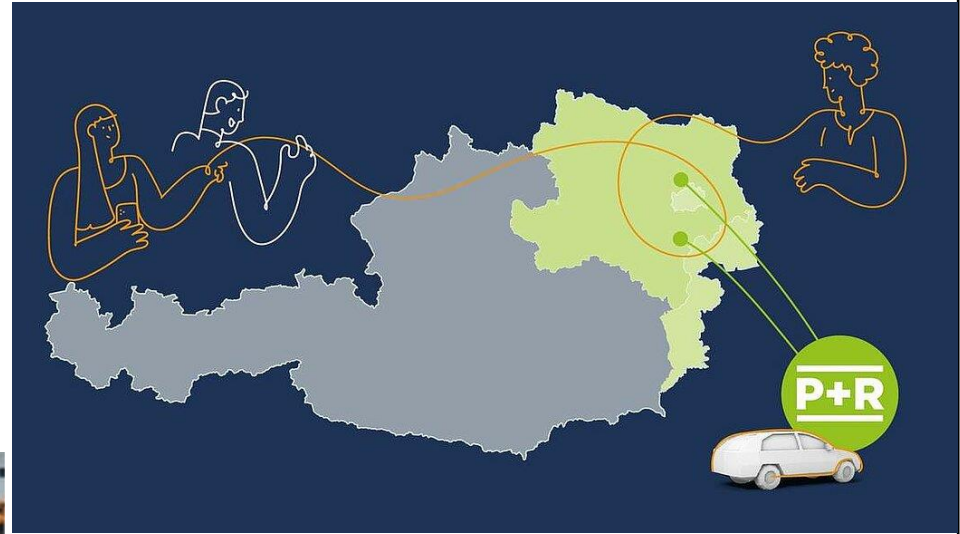




Foto (v.l.n.r.): BGM Christian Gepp, GR Susanne Springer, STR Martin Peterl und 1. Vize-BGM Helene Fuchs-Moser freuen sich über das neue Angebot



Überblick

Community Members	1.700 (+9%)*
Activities	29.500 (+18%)*
Shared rides	2.100 (+37%)*
Sustainable KM	105.000 (+9%)*
CO2 Savings	17,8T (+9%)*



*) Growth between march / april 23

Reference project

Overview

- ummadum is technical operator & voucher provider
- Partners are: **Federal state of Lower Austria, NÖ Regional** (development agency), **BMK** (ministry for climate action & energy) **VOR** (Largest Austrian Transport Network), **ÖBB** (Austrian State Railway), **ASFiNAG** (Austrian state freeway monopolist), **ÖAMTC** (biggest Austrian motor club)
- Start in **03/22** (Contract already extended)

Functionality

- **Incentivization** of travels **to / from public transport stations** and also **within defined regions**
- **Preferred parking** for ride-sharing
- **Ride-guarantee** (paid taxi if ride-sharing is canceled)
- Guaranteed **vouchers for offering rides**
- Variable voucher amounts for **walking / biking**
- Active in two regions (Korneuburg and Wr. Neustadt)

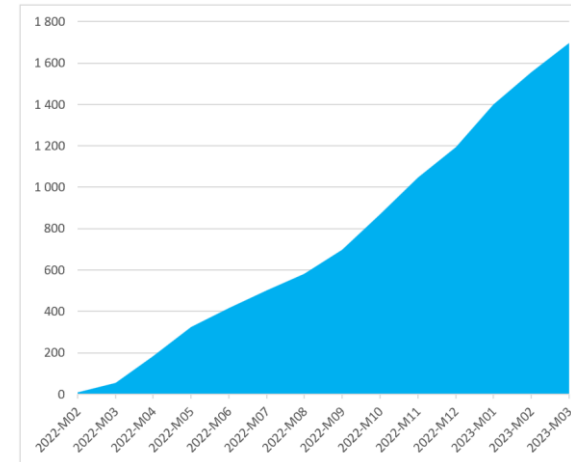
Target group

- Public transport providers and other partners which want to provide **a smart last mile solution for sustainable on-demand traffic** including **parking management optimization**

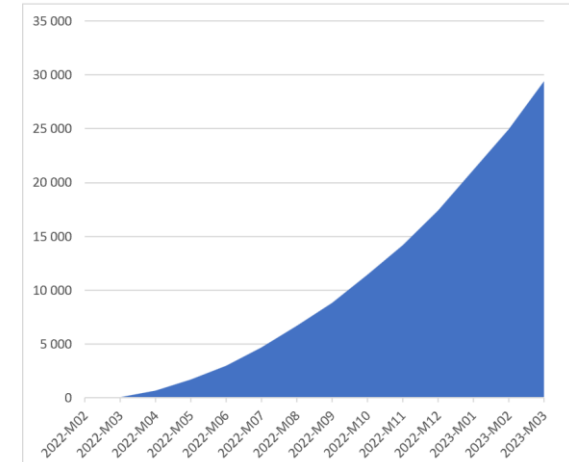
USP and Outlook

- **Unique product** – No solution on the market
- **Public Transport Tracking Support** is also possible
- Usable for all **public transport providers** and **partners or other transportation hubs**
- Available in the supported countries (others on request)
Germany, Austria, Italy and Switzerland
- **Rollout in additional Austrian regions** planned

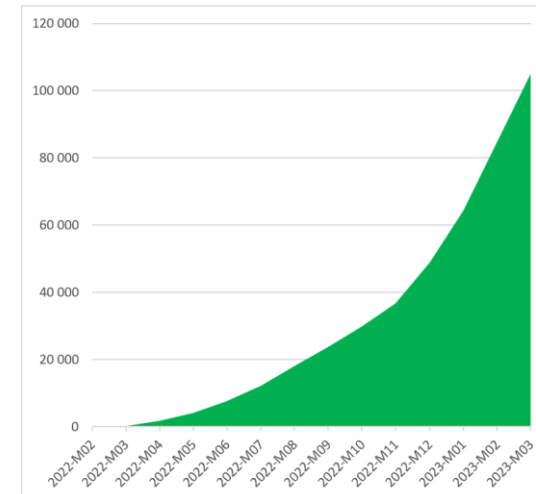
Active users



Activities, accumulated



Distance, accumulated



Saved CO2, accumulated

