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# Agenda

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01

Sustainable mobility & the BePooler solution

02

A possible joint project



# Background: Aptar

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- **The world is experiencing a mobility transformation.** In a world with limited resources growing at a breathtaking rate, we cannot afford **to have cars parked 95% of the time**. Or that many cities devote up to 50% of their space to vehicles. This needs to change. And it will.
- **BePooler mission** is to provide companies with holistic mobility solutions that create more sustainable and efficient work environments. Whether carpooling, smartparking, or e-cars, we stand for shared usage. We want to change the way we commute to work.
- **Sharing Mobility** in Switzerland is gaining momentum as it is seen as a simple way to address the issues of hyper-congested roads and skyrocketing parking fees.

# Carpooling with a huge potential, but still mainly untapped

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## What could be saved by carpooling

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Between 40% and 60%  
of workers drive their own car to work

9 cars out of 10 with  
only 1 occupant



135 hours/year "lost"  
due to congestion

10-15% of household budget spent in  
transportation;  
2 tons of CO<sub>2</sub> / inhabitant caused by cars



## Barriers limiting carpooling

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1 Complexity of coordination  
(time, paths, ..)

2 Lack of trust for strangers  
in own car!

3 "...what if I am left without  
a ride back home??"

4 "Why should I do it?"

# What do we do?

BePooler is a smart mobility operator focused on travel sharing (Private Car, Shuttle, Taxi, Car Sharing, etc).

It provides companies and commuters a fast and safe way to: (i) drastically reduce the costs of trips for commuters (ii) drastically reduce the number of circulating cars through the optimization of the seat occupancy (iii) drastically reduce the negative consequences of the urban traffic (Co2, acoustic pollution, rate of incidents, etc). With the App of BePooler it is possible to (i) **manage shared trips**, (ii) **receive incentives** and (iii) **book reserved parking**.

Combining pooling and parking place management has shown to foster trip sharing and an overall reduction of needed parking spaces

Clear and intuitive planning of the trip

Real time sharing of trip's expenses

Automatic assignation of incentives

Easy and fast registration

Reporting and monitoring

Platform for managing parking



# Advantages for Employees

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# Advantages for Companies

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01

## Employees Income

Increase employees income (even more than 1000 EUR per year)

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03

## CSR

Tool for Corporate Social Responsibility

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02

## Welfare

Increase of the employees fidelization. It is a successful Corporate Welfare tool.

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04

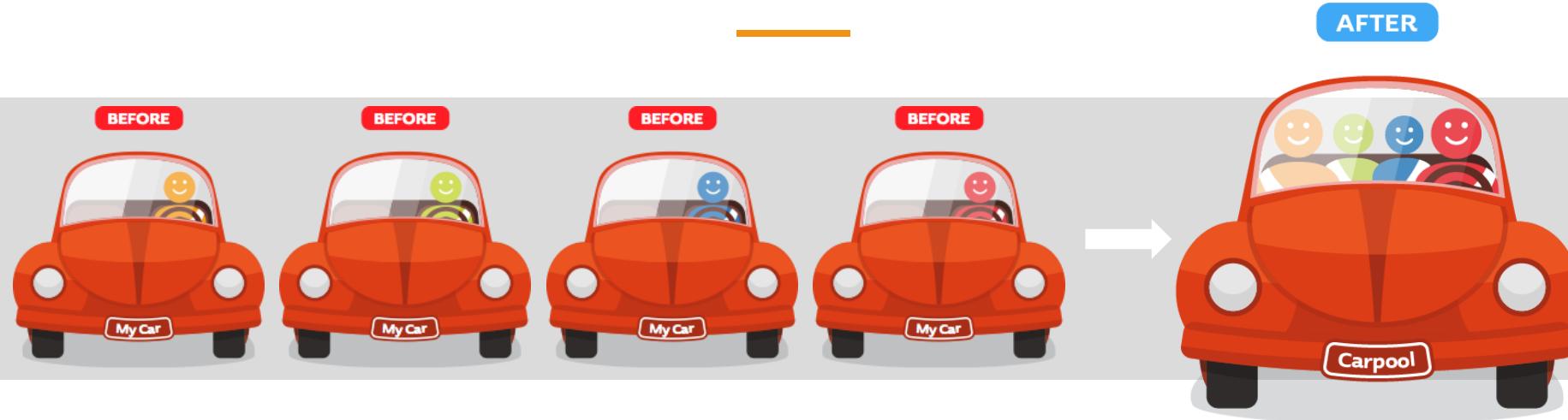
## Environmental Protection

Reduction of the corporation's environmental footprint (1.000t of CO<sub>2</sub>/year for companies with 1000 employees).

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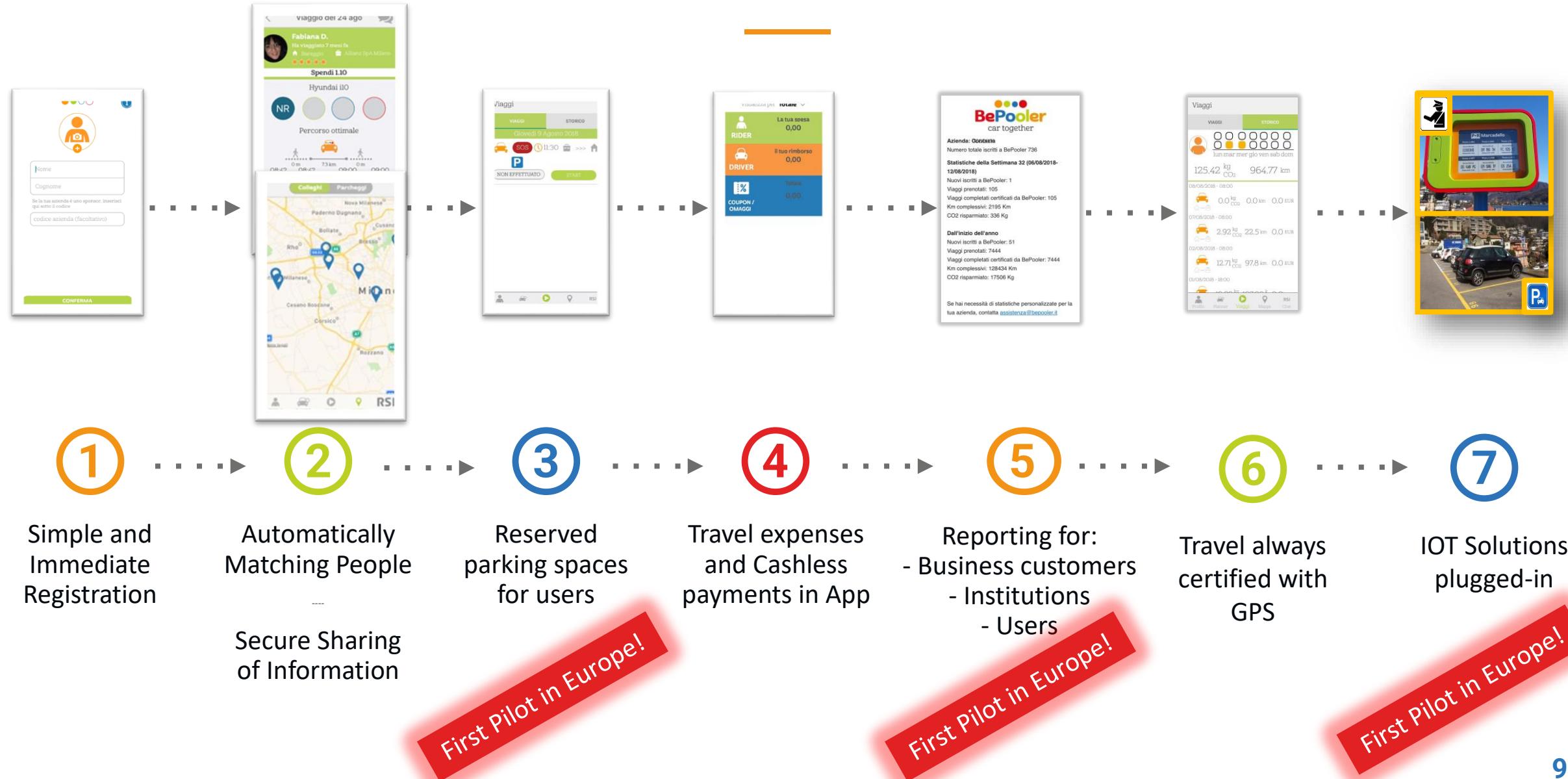


# BePooler: how does it work



- 1 Simple and quick Registration process
- 2 Clear and intuitive Planning of trips
- 3 Automatic sharing of trip's expenses
- 4 Detailed Report for companies
- 5 Incentives Delivery

# CarPooling ... with an extra gear!

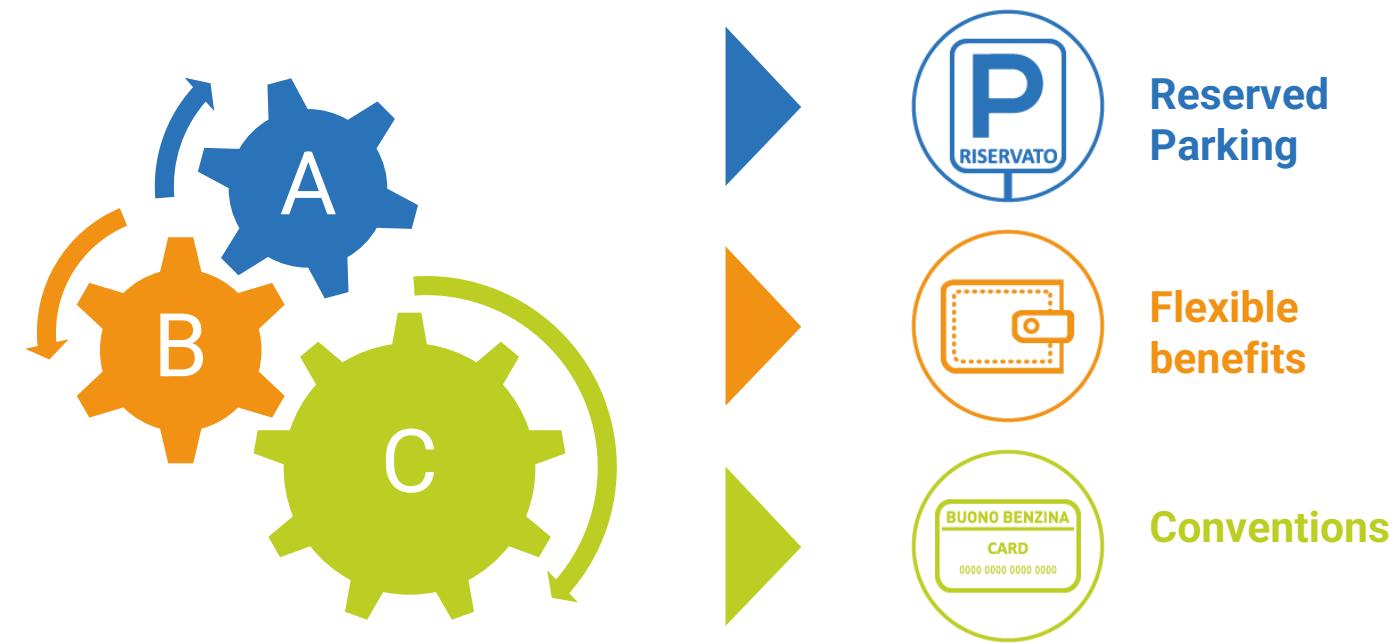


# Incentives for employees

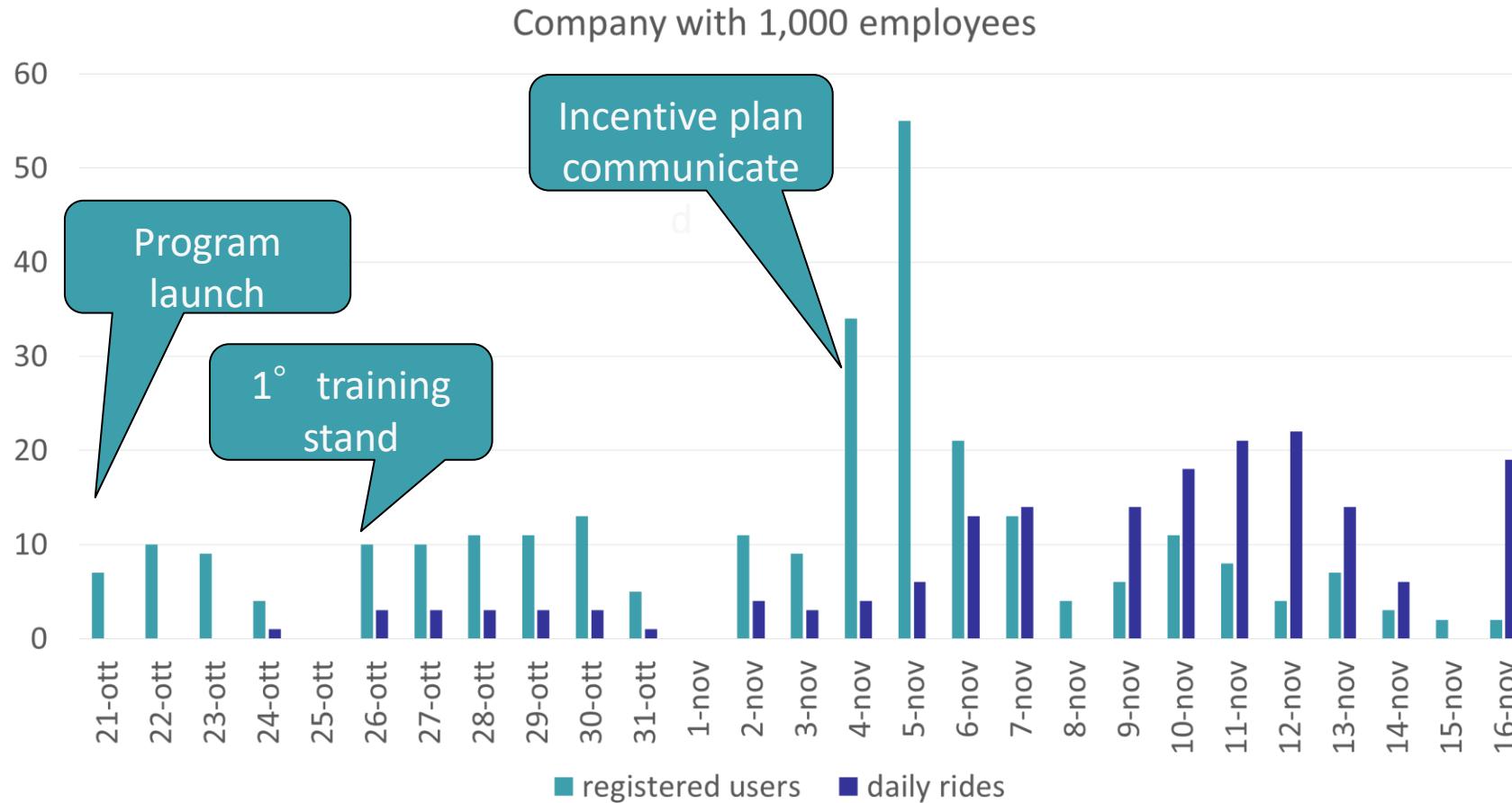
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BePooler created a platform to encourage the adoption of carpooling through different possible incentives



# Proven effectiveness across pilot clients



# User Privacy and Security

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- *BePooler* pays great attention to the *privacy issue*. The data processed are those needed to provide the service *carpooling*. For the storage of data **BePooler** makes use of the platform *cloud* of **Microsoft** (Azure) that provides *standards of safety* among the most important in terms globally. Furthermore, **BePooler** adopts a certified procedure for the management of information *compliant* with the EU GDPR legislation.
- **BePooler** ensures maximum *privacy* for all the *users* and data security, communications.
- **BePooler** not collect any sensitive user and allows only that users can access the information strictly necessary for the training of crews for the shared journey.
- **BePooler** manages different levels of qualification for corporate incentives (for example a driver can book a car spot dedicated to carpooling only if he is traveling with a colleague without identifying the person concerned by name or assign fuel vouchers only to the drivers and not to the entire crew without affecting the remaining members of the same).
- **BePooler** is able to provide a real-time *report* access to corporate parking lots with the list of plaques and crews authorized to business areas in compliance with the EU legislation GDPR.

# BePooler provides a platform to manage reserved parking

“BePooler provides an app to reserve and manage parking areas for BePooler users”

- ✓ BePooler provides an instrument to reserve and manage parking areas



Real time synchronization

- ✓ The Platform is synchronized in real time, and shows, with an electronic display, the carpooler's licence number.



Plug & play  
(no installation needed)

- ✓ Carpoolers find their licence number at their reserved parking.



No power system  
(solar powered)



# Successful example together with SBB AG

BePooler Carpool reserved parking in Chiasso,  
Balerna and Stabio FFS



**Scegli i nostri Park+Rail nelle stazioni FFS,  
sono comodi e convenienti!**

Utilizzi i Park+Rail FFS ogni giorno? Hai mai pensato di condividere l'auto con persone che scelgono lo stesso Park+Rail? Valuta i vantaggi del carpooling di BePooler a Chiasso, Balerna e Stabio:

- Riduci le emissioni di CO<sub>2</sub> contribuendo a migliorare l'ambiente
- Disponi di un parcheggio prenotato e gratuito per l'intera giornata
- Cerchi e offri passaggi con pochi click attraverso la nostra app

• Puoi scegliere di dividere le spese con il nostro borsellino elettronico.

Scarica ..... Registrati ..... Inserisci l'indirizzo di partenza ..... Inserisci l'indirizzo di destinazione

bePooler Move together | bepooler.ch | info@bepooler.ch | 091 600 92 40 | in collaborazione con SBB CFF FFS



A report is produced and certifies the trip



BePooler provides an automatic email with the list of AUTHORIZED LICENCE PLATES; they won't have to pay any fine.

# BePooler provides a solution to manage reserved moto/bike parking



Selezionando un parcheggio con la "P" e il pallino verde, si aprirà la schermata che consenirà di prenotare un posto



# Successful example together with Allianz Spa

## BePooler moto/bike reseved parking in Milano Tre Torri

3:11



Scegli i servizi che desideri utilizzare

- Carpooling
- Taxi
- Parcheggio Moto



Selezionare la voce  
parheggio moto per  
completare la  
registrazione

10:06  
Modifica Moto



Targa  
\_\_\_\_\_  
Badge



INDIETRO CONFERMA  
PROFILO PLANNER VIAGGI MAPPE RSI CHAT

Inserire la targa della  
moto e il codice  
badge per poter  
usufruire del servizio

Una volta completata  
la registrazione  
l'utente si ritroverà  
nella schermata  
principale con  
l'elenco dei posti  
disponibili

3:11  
Moto Taxi  
lunedì 13 settembre 2021

- Parcheggio Test  
1 posti disponibili
- Parcheggio Test2  
1 posti disponibili

martedì 14 settembre 2021

- Parcheggio Test  
Lista d'attesa disponibile
- Parcheggio Test2  
1 posti disponibili

mercoledì 15 settembre 2021

- Parcheggio Test  
1 posti disponibili
- Parcheggio Test2  
Lista d'attesa disponibile

giovedì 16 settembre 2021

- Parcheggio Test  
Lista d'attesa disponibile
- Parcheggio Test2  
1 posti disponibili

venerdì 17 settembre 2021

- Parcheggio Test  
1 posti disponibili
- Parcheggio Test2  
1 posti disponibili

sabato 18 settembre 2021

- Parcheggio Test  
1 posti disponibili

PROFILO PLANNER VIAGGI MAPPE CHAT

# BePooler provides a solution to manage reserved “single use” parking



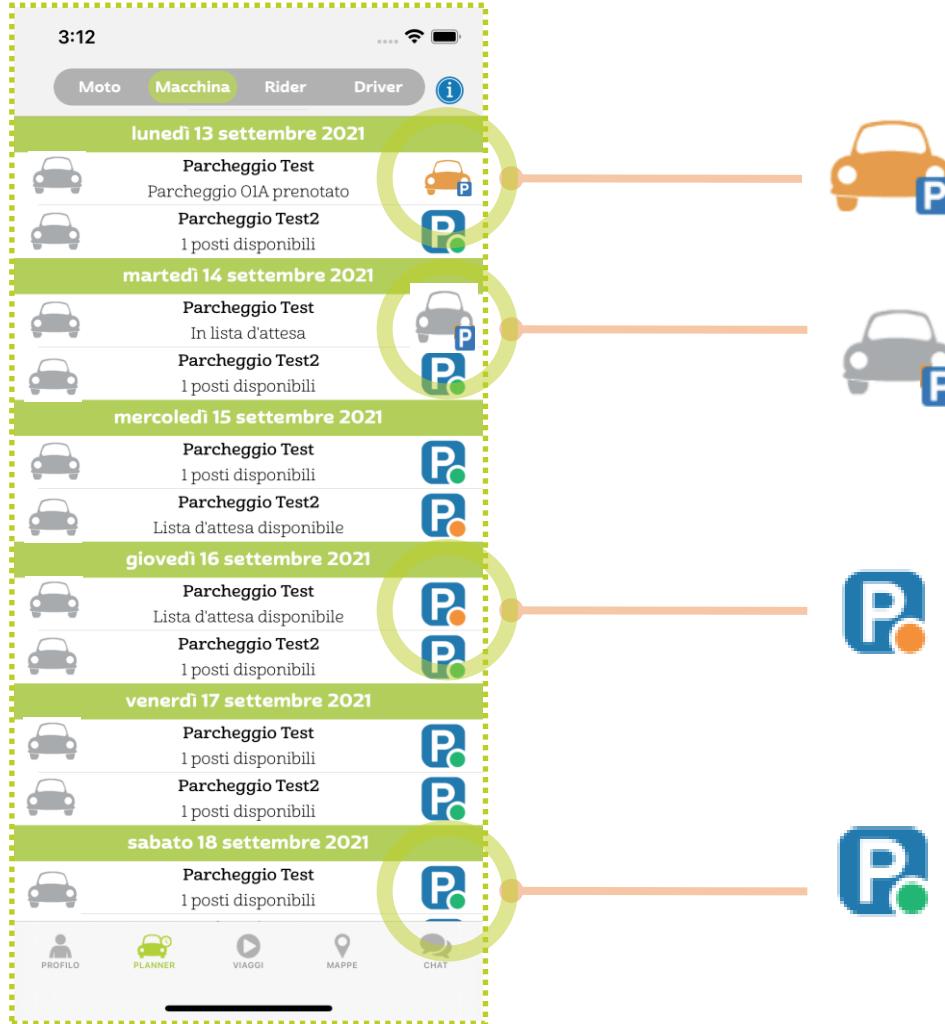
Selezionando un parcheggio con la “P” e il pallino verde, si aprirà la schermata che consenirà di prenotare un posto



Selezionando un parcheggio con la “P” e il pallino arancione, si aprirà la schermata che consenirà di mettersi in lista d'attesa

# Successful example together with Rapelli SA

## BePooler “single use auto” parkingin Rapelli/Stabio



Il simbolo dell'auto arancione con la "P" significa che abbiamo prenotato un posto.  
Nella descrizione possiamo leggere posto che è stato assegnato

Il simbolo dell'auto grigia con la "P" significa che abbiamo prenotato un posto ma siamo in lista d'attesa

La "P" con il pallino arancione significa che il parcheggio non ha posti disponibili ma ci si può mettere in lista d'attesa

La "P" con il pallino verde significa che il parcheggio ha dei posti disponibili che possono essere prenotati

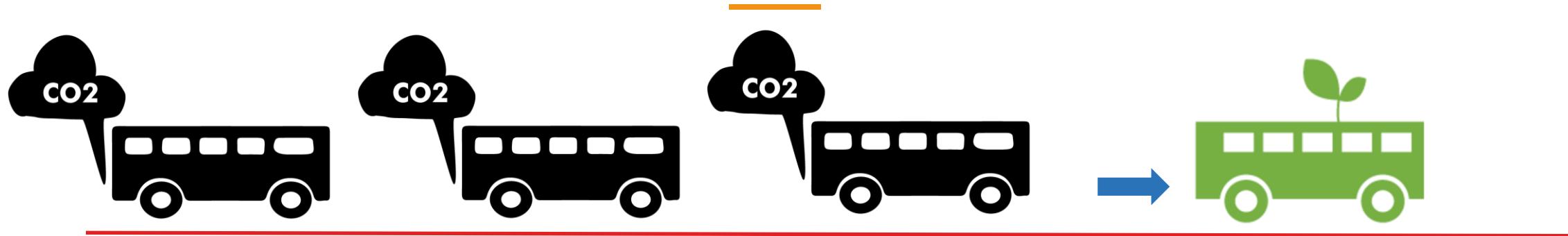
# Solutions for Shuttle Trip optimization

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- **Everyday needs of use**
- **Allied of  
Multimodal Commuting**
- **Proven Business Model**
- **Perfectly compliant with laws and  
regulations on mobility, labor law  
and tributaries**

# BePooler provides a platform to manage Shuttle Trips



We easily help Companies in Optimizing Shuttle Trips giving  
More Quality to their Employees and  
Saving on Mobility Expenses

We have developed a unique proprietary technology to

Optimize Shuttle  
Trips



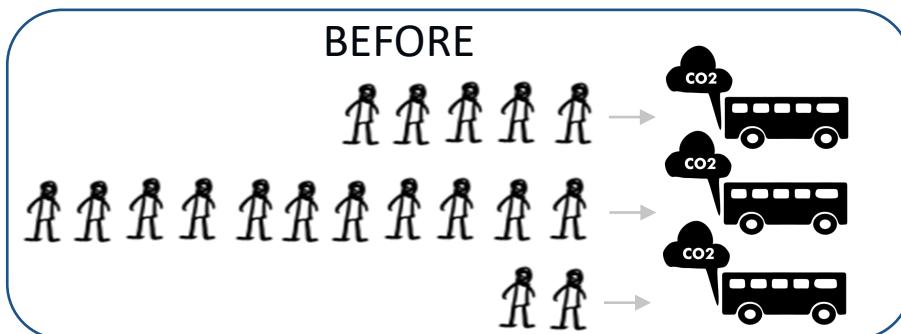
Manage Shuttle  
Reservations



Integrate Trip  
Optimization Solutions



## BePooler shuttle - ROI



SAVE 40%



Immediate Save  
of Money  
(from 10 to 40%)



Company  
Monitors  
in Real Time  
Shuttle Occupancy



Mobility  
Manager  
Monitor



Certified CO<sub>2</sub>  
Saved

Example Only

# Company shuttle - user engagement



1

Select your trip

2

Choose your  
time from the  
available Shuttle

3

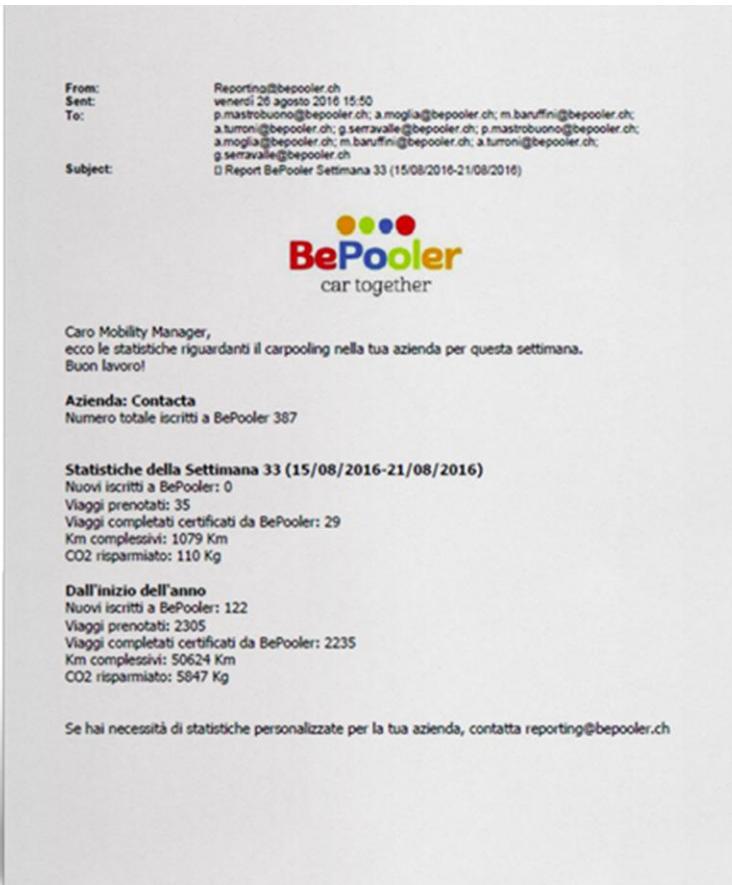
Take a QR  
picture to start  
your travel

4

Take a look to  
your history

First Pilot in Europe!

# Dashboard for Corporate Mobility Manager



Reporting available to  
Mobility Manager



Identification of "compatible" trips



Trips executed in "carpooling"



Certified reporting

→ CO2 saved, shared expenses, trips avoided,...

*Powerful tool to learn about our employee needs,  
and strengthen their motivation and engagement*

# Consumers Engagement: opportunities to strengthen the strength of the brand, with consumer-oriented initiatives



## Info point

Physical presence and proximity to create enthusiasm around the initiative



## Materials @ locations

Increase visibility at physical locations



**Media**  
Communicate brand support to the theme of carpooling



**Loyalty / payment cards**  
as a tool to deliver accumulated benefits and generate loyalty



**Communication @ parkings**  
as a reminder for all customers that pass in front of you

# In-house communication



Internal communication is an essential part of the success of the CarPooling initiative. Alongside communications with traditional NewsLetter and Intranet some companies have given ample space to payroll communication which effectively captured the attention of potential users.



Intranet Hugo Boss (CH)

INCENTIVI BEPOOLER E GRUPPO A2A

**BePooler** car together **PASS<sup>io</sup>** A2ACARPOLING

Approfitta della Promo pensata per te

Nel mese di Settembre, che tu sia Rider o Driver, se fai almeno 5 viaggi, ti regaliamo subito 10€\*

<<<< \*Andata e Ritorno sono considerati due viaggi >>>>

<<<< \*gli importi verranno accreditati al termine del pilota >>>>

Non usi ancora il carpooling aziendale?  
Scarica subito la nostra app!

Ci trovi su:

ANDROID APP ON Google play

Download on the App Store

[www.bepooler.com](http://www.bepooler.com)

In-house Communication a2a (IT)

# «Below the Line»



**The repetition of the message is essential to give strength and emphasis to communication. Thanks to "Below the Line" actions it is possible to effectively reach users by reminding them of the initiative in progress.**



Bullettin board Mondadori (IT)



Flyer Intesa (IT)



Info Point Allianz (IT)

# What makes us unique and efficient



# Why use BePooler

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## Company Point of View

### 1. Less Parking Costs

Optimize your parking (carpool/Moto/Bike) usage and save costs



### 2. Free SBB Parking

7 Free Intermodal Parks in Chiasso City Area (es. Chiasso, Balerna, Stabio) only for BePooler CarPoolers



### 3. Taxi Pooling (only in Milan City Area)

The new Way to take a taxi. Save up to 30% on current expenses



### 4. Shuttle Bus Costs Optimization

Optimize shuttle bus costs up to 40%



### 5. Sustainability Report

Accurate Report with the reduction of pollutant emissions



### 6. More Welfare Acts for Employees

Investing in welfare produces greater job satisfaction and loyalty within your employees



# Why use BePooler

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## User Point of View

### 1. Less Costs for Commuting to Work

Thanks to BePooler and Free Company Parks, users save time and money traveling to their jobs and looking for parking. Actual annual savings is around CHF 2320 (CHF1440 shared trips + CHF880 free parking)



### 2. Increase in Quality of Work Life

Sharing trips, having a free reserved parking spot, and saving money to reach the office all generate well-being for employees



### 3. Access to Dedicated Incentives

Access to dedicated incentives through company welfare is an important motivation to help employees in changing their lifestyle behaviors



# Agenda

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01 Sustainable mobility & the BePooler solution

02 A possible joint project



# Why APTAR should embrace the project...

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- 01 Mobility of employees is a relevant topic
- 02 APTAR is a leader in employee satisfaction / caring (project would position APTAR at the leading edge of corporate funded benefits innovation)
- 03 Incentives on carpooling represent a multiplier of available income for employees
- 04 BePooler has proved particularly successful with Swiss companies having clear working shifts like APTAR (i.e. **“Gnosis SA (Lesaffre) or JABIL AG projects”**)
- 05 Tax benefits
- 06 Topic at the frontier of Industry 4.0 and digital automotive
- 07 Strong reduction of environmental footprint (best possible investment in "footprint" reduction)
- 08 Possible area of collaboration with local governments / municipalities

# Our solution is coherent with several megatrends

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01

02

03

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Sustainable mobility

→ transportation is one of top 3 causes for global warming  
→ pursuing sustainable mobility becoming a priority for society

Sharing economy

→ consumers increasingly migrating away from owning assets to sharing them with other users

Corporate funded welfare benefits

→ corporate employers increasingly providing services & benefits to employees, replacing government funded welfare services

Gamification, social behavior

→ increasing tendency of consumers to be attracted by forms of entertainment / social interaction in everyday lives

# Annex effectiveness across launch clients

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# Awards

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June 2017



Selected as  
Best Mobility Solution  
for



October 2018



Innovation Champion 4.0

Innovation Area

December 2018



Best StartUp

Mobility Area

February 2019



Selected out of  
568 application as  
**EUSP TOP150**

May 2019



Selected out of  
100 European  
**Smart Cities** startups  
ready to scaleup

November 2019



Best StartUp

Open Innovation

November 2021



Best StartUp

Open Innovation  
3 classificato: BePooler - Handy Trip

## Just the beginning...



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Google play Apple Store

