

## Pave Commute at Welser Profile: Recognizing employees for climate action

### INTRODUCTION

Welser Profile, a global manufacturer of steel products based in Austria with operations in Europe and North America has made Pave Commute part of its strategy to make sustainability fun and rewarding for its employees.

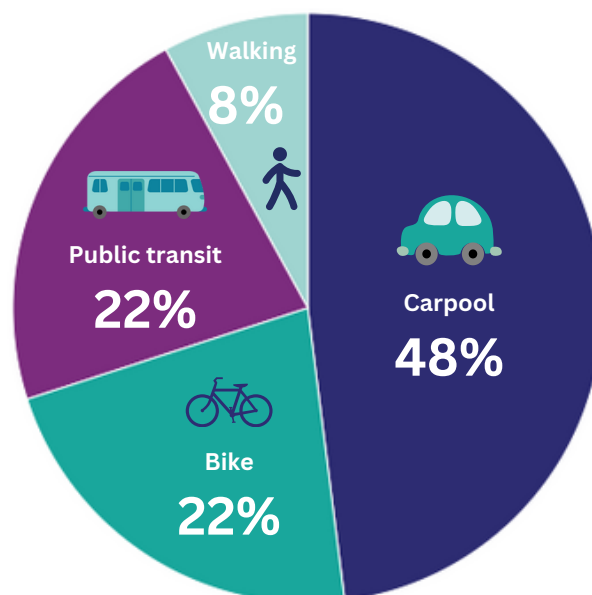
### BUILDING ON A CULTURE OF CORPORATE SUSTAINABILITY

Welser Profile takes sustainability seriously across its entire value chain. The comprehensive strategy includes strong measures to reduce direct CO<sub>2</sub> emissions and conserve resources in its production and operations, such as the use of recyclable steel and energy-efficient production processes. But Welser Profile is also focused on reducing indirect impacts – including indirect emissions from employee transportation known as Scope 3 emissions. The company has made environmentally-friendly commuting part of the corporate culture by recognizing and rewarding employees for choices that contribute to a carbon-neutral future.

### RECOGNIZING SUSTAINABLE COMMUTING

The introduction of Pave Commute at its Ybbsitz and Gresten locations in Austria in mid-May 2023 has supercharged a trend toward sustainable commuting. Nine months later, nearly a quarter (22%) of the around 1,300 employees at those sites has signed up. Participation continues to grow organically with about 1% of employees joining each month.

Employees can use the Pave Commute app to record their sustainable trips to work. The app automatically rewards them for each GPS-verified commute using an alternative to driving alone, such as carpooling, transit, or biking. In the first nine months, Welser Profile employees using Pave Commute saved around 9 tons of CO<sub>2</sub> from commuting. Here's a breakdown of modes Pave Commute users chose:



### STRENGTHENING CONNECTIONS BETWEEN EMPLOYEES

By recognizing and rewarding sustainable choices, Welser Profile is strengthening employee engagement and fostering a socially conscious culture. Pave Commute connects colleagues who can share rides and inspire others. New team members can use the app to connect with others who have similar commutes. At Welser Profile's participating locations, the app has already formed over 100 groups.

105 groups  in the app

In a survey of Pave Commute users at Welser Profile, 62% of respondents report that the app contributes to better cooperation and coordination within the team. A third of them also said that they use the app to connect and build relationships with colleagues.

## MAKING CLIMATE ACTION A WIN-WIN

Recognizing sustainable behavior is aligned with the company's core values, and Welser Profile invests in rewarding Pave Commute users with benefits like a 25% discount on public transit and the opportunity to earn additional paid time off.

By demonstrating the alignment of corporate values with what matters to employees, employers can boost recruitment, retention and engagement. While 67% of participants say they use the app to earn rewards, intrinsic motivation for climate action is also high. In addition to flexibility and comfort, many Welser Profile employees also cite the climate as an important factor when choosing a means of transportation.

**22% of workforce**  
in the app



**+ 1% per month**  
cont. growth

## CONTRIBUTING TO REGIONAL DEVELOPMENT

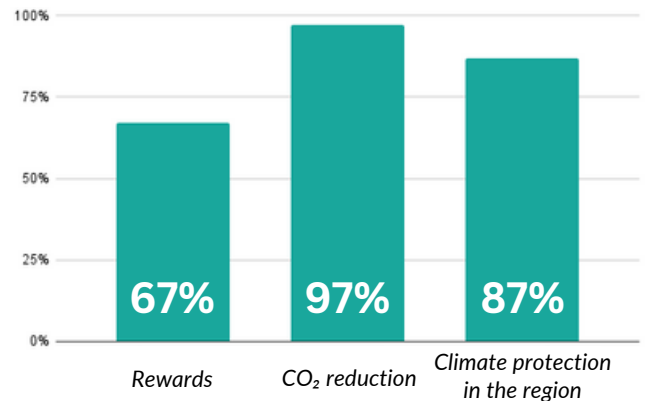
As a company with deep roots in the region, Welser Profile is committed to fostering the development of sustainable mobility initiatives around its locations. Using Pave Commute to foster a culture of sustainable commuting is one more way the company is contributing to improving the regional infrastructure and strengthening its role as a responsible employer.

## ABOUT PAVE COMMUTE

Pave Commute is the recognition app for sustainable commuting. The turnkey solution rewards its users for climate-friendly choices on the way to work. The app is available on iOS and Android and you can get started with a free trial in a few clicks. Find out more at [pavecommute.app](https://pavecommute.app)

Team members who use the app agree: 97% say that Pave Commute makes them feel that they are playing an active role in reducing CO<sub>2</sub> emissions within the company. And 87% also say that Pave Commute helps them contribute to environmental protection and a more climate-friendly transportation system in the region.

Why employees at Welser Profile use the app:



## CONCLUSION

By introducing Pave Commute, Welser Profile is proving that recognition can influence mobility choices, and at the same time strengthen engagement. The program is helping team members take meaningful climate action for the company and their region while fostering team spirit across the workforce, and improving overall morale and well-being.

**"83% of participants use the app because they want to commute to work sustainably.**

**That makes me very proud of my colleagues!"**

**Heimo Semmelweis**

**Commuting Services at Welser Profile**

## ABOUT WELSER PROFILE

For eleven generations, the Welser family has been processing steel. The roots can be found as early as 1664 in the "Haus in der Au" in Ybbsitz, not far from today's technology center. In 1960 the production of roll-formed profiles began. Today, Welser Profile is one of the global specialists in the production of steel profiles with 2,400 employees in Europe and North America.