

## Unlock HR innovation: Leveraging Mobility-as-a-Benefit for employee attraction and sustainability

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In today's ever-evolving corporate landscape, the role of Human Resources (HR) has undergone significant transformation. With the advent of a post-pandemic world, HR professionals are faced with new challenges that require innovative solutions. We recently had the privilege of joining thought leaders at the Gartner ReimagineHR event for HR professionals in London to provide insight into how mobility can be a strategic lever for HR professionals. Vanessa Govi, our Chief Innovation Officer, shared her key insights below on how companies can attract top talent, meet Net Zero goals, and navigate the changing dynamics of the workforce through flexible mobility solutions.

### The changing landscape of work

The world is changing faster than ever before, and the recent crises have prompted **a shift in the way people perceive work**. It's no longer about being grateful for a job; it's about choosing an employer who aligns with one's values. Employees now seek **inclusion, work-life balance, flexibility, and a genuine commitment to environmental sustainability**. This growing environmental concern is not just shaping employee expectations; it's also placing pressure on companies to reduce their CO2 emissions. This means that the HR professionals of today are facing new challenges.

### New challenges for HR in a post-pandemic world

In this new world, there are two primary challenges for HR professionals. First, it's about **attracting and retaining top talent**, making employees choose you. Second, it's about **compliance with ESG obligations**, helping your company reach its Net Zero goal. To achieve Net Zero, HR must understand

and influence employees' behavior, especially when it comes to their daily commute. By 2025, companies will have to report employee commuting emissions, not just for those with company cars but for everyone. This accounts for a significant portion of a company's Scope 3 emissions, around 10-15%.

[Read about CO2 reporting obligations in Europe in our previous article.](#)

### **Mobility-as-a-Benefit to help in HR challenges**

That's where Mobility-as-a-Benefit comes into play. It's a solution that not only helps meet your Net Zero target but also engages and meets employees' needs and expectations, making your company more attractive as an employer.

Mobility-as-a-Benefit is about building **innovative compensation packages including a Mobility Budget** for any employee's category and no longer only for the privileged employees with company cars. Employees gain flexibility by having **access to a wide range of environmentally friendly mobility solutions**. This approach encourages sustainable commuting habits and reduces Company's carbon footprint.

### **Tips for implementing Mobility-as-a-Benefit**

Implementing Mobility-as-a-Benefit means **moving from a Car Policy** , supplying a single mode of transport, **to a Mobility Policy** , providing many modes, to a greater number of people, all of whom have different needs and usage patterns, and it can be perceived as being very complex. But here are few tips that can help maximizing the value. Start by **designing a Mobility Policy tailored to employees' needs and company objectives** . Then, **raise awareness and communicate** — employees need to understand what's expected and how their Mobility Budget works. And finally, to ensure a seamless employee experience, **implement a mobility management tool** and make sure it is **configurable, easy to use, and fully integrated** . [If you're curious to learn more, read our article on making the switch from Car Policy to Mobility Policy here.](#)

**In conclusion, the future of HR lies in innovative solutions that align with employees' values and environmental commitments. At ALD Automotive | LeasePlan, we understand the importance of Mobility-as-a-Benefit in helping companies attract talent and achieve their Net Zero goals. If you're ready to take the next step in implementing these strategies, we invite you to explore [ALD Move](#), our solution designed to facilitate your journey towards Mobility-as-a-Benefit. Vanessa Govi's insights at the Gartner ReimagineHR Conference shed light on the pivotal role mobility plays in addressing the evolving needs of the workforce while ensuring environmental sustainability.**