



# Pour une mobilité verte *et* attractive

## Réseau des Mobility Managers UWE

Morgane Quertenmont / Thomas Canon

Juin 2023



Life.  
Science.

©2021 Ion Beam Applications SA. All rights reserved. Reproduction of any of the material contained herein in any format or media without the prior and express written permission of Ion Beam Applications SA is prohibited.



## Protect, Enhance and Save Lives



IBA designs, produces and markets innovative solutions for the diagnosis and treatment of cancer and other serious illnesses, and for industrial applications such as the sterilization of medical devices.

# Highlights



**120 000+**  
PT patients treated

**1 817**  
colleagues

**60**  
nationalities

**52 %**  
under 40 years

**361** MIO  
revenues

**35.1 %**  
gross margin

**1.4** MIA  
backlog

**650+**  
accelerators sold

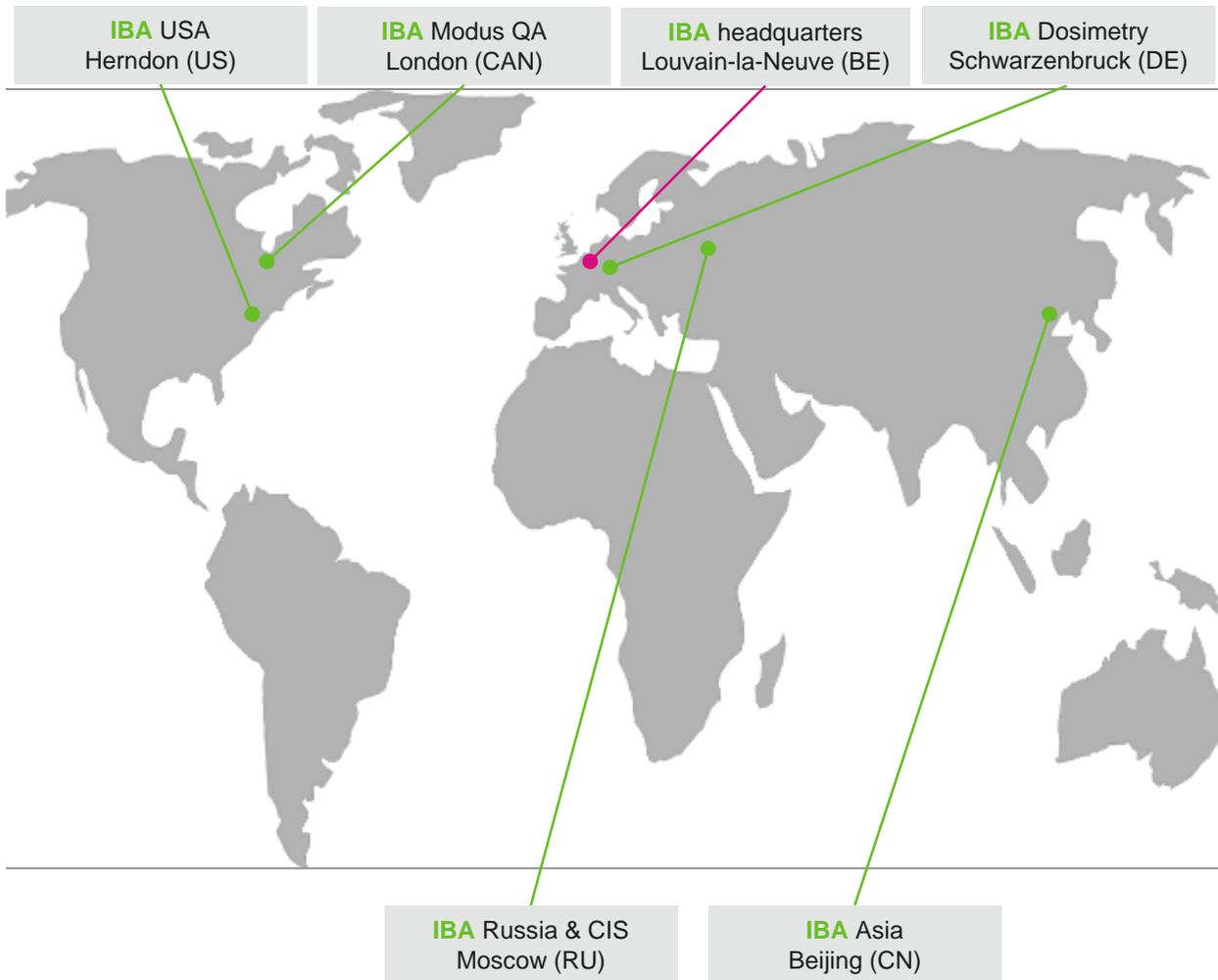
**73**  
PT solutions sold

**55**  
service contracts

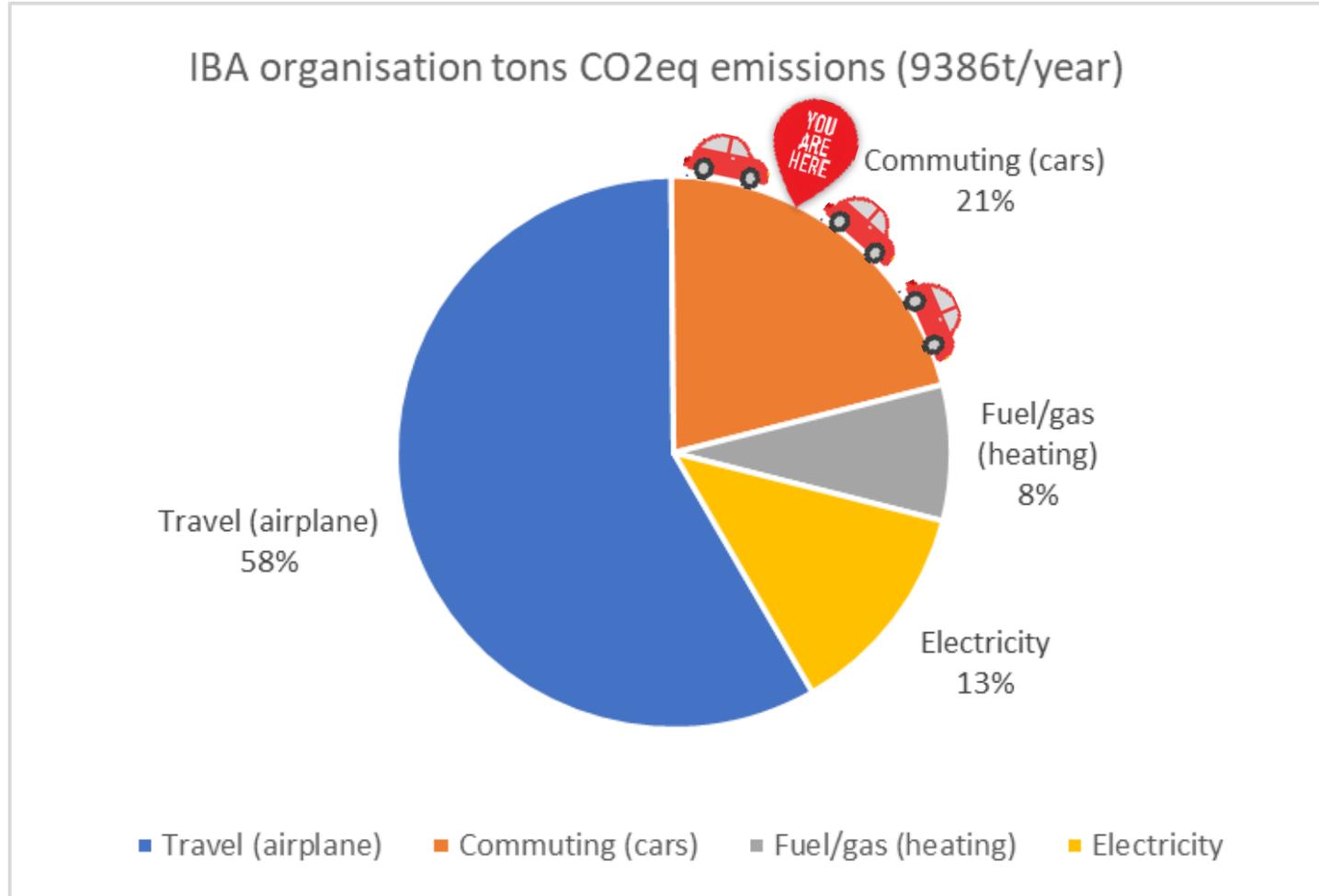
**12 %**  
in R&D

**500+**  
patents

\* Figures at the end of 2022



# IBA organisation carbon footprint



# Search for **balance** between stakeholders

- e.g patients vs planet



# Road to 0 commuting emissions



## IBA sustainability goals

IBA CO2 neutral by 2030



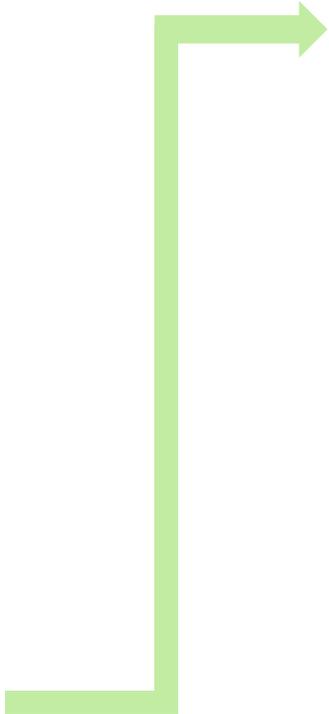
0 CO2 emissions commuting by 2030



Tackle car fleet emissions



*Compensate remaining emissions*



## Ambitions 2030

- **100% fleet to electricity**
  - **<25% cars vs headcounts**
  - **<20% home-work trips by individual car**
- 
- **4 levers**
    1. Adapt car policy in line with new regulations
    2. IBA localization
    3. Develop commuting alternatives
    4. Bring awareness on individual CO2 emissions

# Mobility study



## Modal share breakdown

You observe here the share of each means of transport.

- Company car
  - Private car
  - Company car & bike
  - Private car & bike
  - Train
  - Bus
  - Public transports & bike
  - Bicycle
  - Unknown
- Total 839 employees



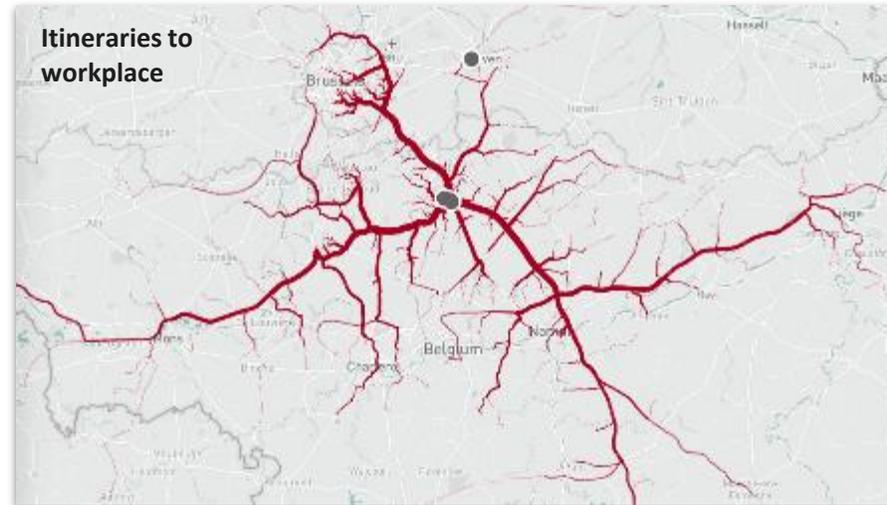
Modal share breakdown

**88%** of employees commute by car (company or private)

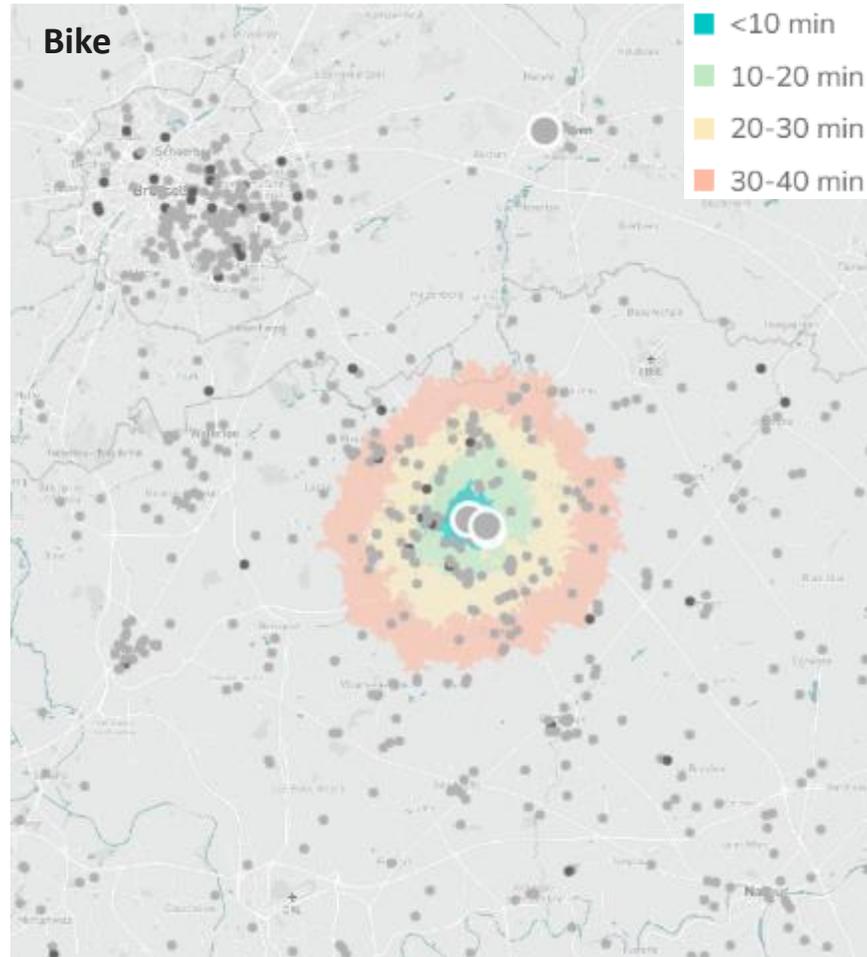
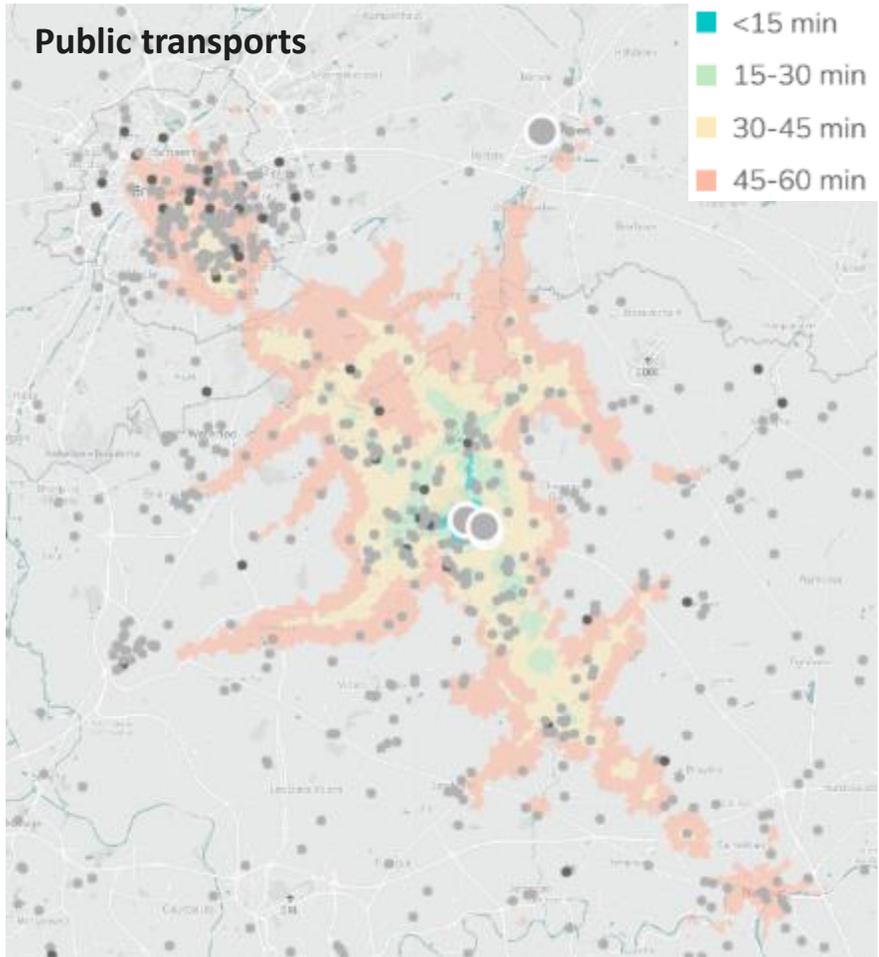
Higher than average (65% in Belgium)!

Employees travel **~30 min** and **~30 km** on average to get to work (in line with avg.)

**18%** travel **<10 km**, but still commute by car



# Mobility shift potential



**~80 to 160 (~10-20%)**  
automobilists could commute to work by **public transport**

**~100 to 190 (~13-25%)**  
automobilists could commute to work by **bicycle**



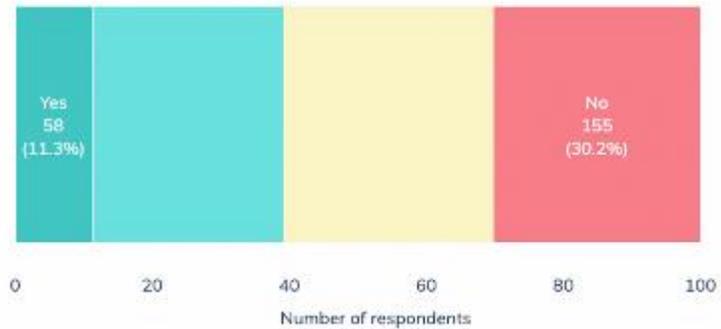
# Willingness to shift



## Openness to car alternatives

Question : "In practice, could you and would you be interested in going to work every day other than by car?"

- Yes
- Perhaps, depending on the measures put in place
- Perhaps, but only occasionally and not daily
- No



No filters active on this graph

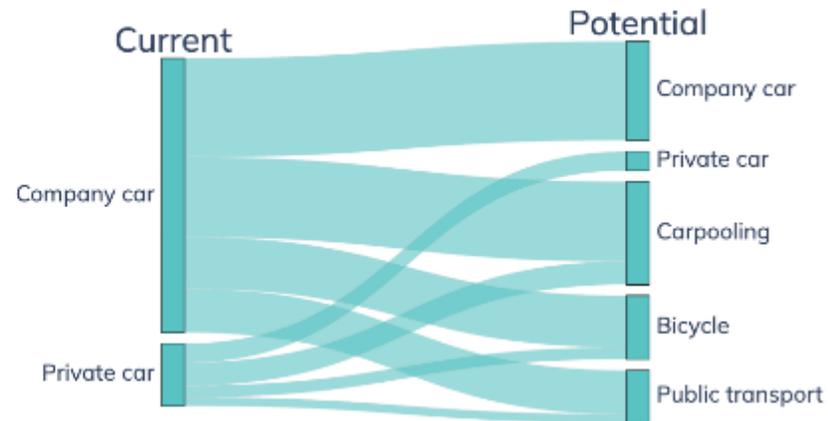
**40%** of respondents are open under certain conditions to travel to work **other than by car.**

**70%** occasionally

## Alternative means of transport

Question : "Instead of the car, which alternative means of transportation would you consider first?"

**30% carpooling**  
**19% bicycle**  
**15% public transport**



# New car policy



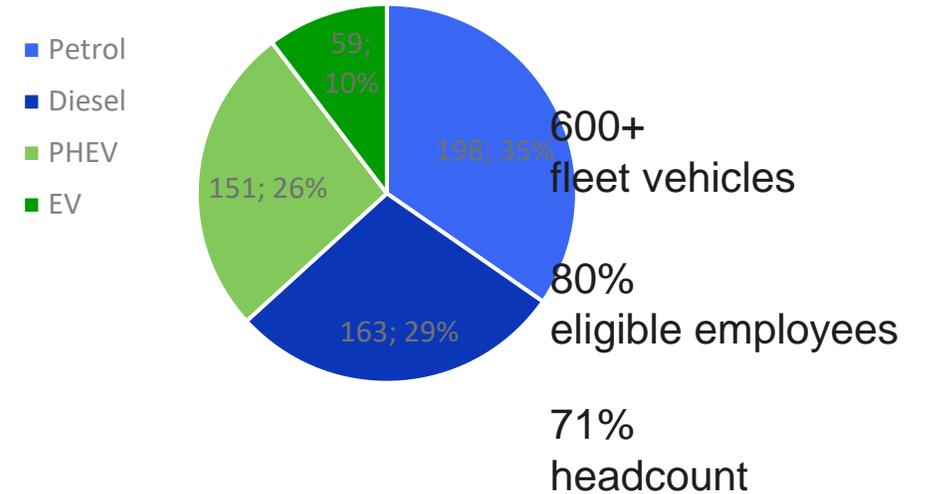
## From...

- Free choice of model / tot kms, 48 months leasing
- No 'statutory vehicle' : car & fuel financed with salary sacrifice.
- 10% discount on fully deductible vehicles (PHEV till 2023 & EV till 2026\*)
- Free electric at office / home / public charging

## to...

- Free choice of model / tot kms, **60** months leasing
- No 'statutory vehicle' : car & **electricity** financed with salary sacrifice
- Only EV ordered from S2 2023 → 0 tailpipe emission by 2030
- Switch to TCO : **leasing + CO2 tax + electricity + corporate tax** (included in lease price for employee)
- Optional home charging station through cafeteria plan
- Federal Mobility Budget (tbc) as enabler to reduce number of company cars and present alternatives (Bike – Car pooling – Public transport)

Fleet composition today



# Upgrade of our charging potential at the office

- 80 electric vehicle charging stations
- 750 kWp of photo-voltaic carports
- Charging charter co-created by users



**iba** IBA code of conduct for parking spaces  
For thermic, hybrid and electric cars

**1 | Parking space occupancy**

- Cars that are **charging or need charging** have priority in Green parking spaces or in front of panels.

**2 | Occupation time**

- Check the level of your charge on your mobile phone application or your mailbox.
- When your car is fully charged, **free your spot**.
- It is courteous to **warn your colleagues** that a charging station is now free.

# Strong bike lease plan

- Leasing of 3 years through cafeteria plan
- Allowance 27cts/km
- Can be combined with car
  
- 200+ lease bikes, 25+% staff
- 100 000+ kms commuted in 2022 (2x 2021)
  
- Amabassadors to help newcomers
- Bike demonstrations at the office with UBIke



<https://www.iba-worldwide.com/>

**SUPER PERFORMING CUSTOMER**

**NEW MILESTONE:  
MORE THAN 25%  
OF IBA STAFF RIDES WITH  
UBIKE**

**What our Customer picked out**

- Lease ✓
- Standard Service Pack ✓
- 36 Months ✓

**Contact Us**  
For your bike leasing needs

[info@ubike.be](mailto:info@ubike.be)  
**02 626 20 50**

# Public modalities



- Public transport subscription
  - 3<sup>rd</sup> paid
  - Can be combined with bike
- Coworking space pilots
  - Xwork eg BXL Silversquare
- No shuttle to LLN station

## Misc/others:

- No compensation for pedestrian
- Private car compensation (>30€/month)



# Conclusions



- En route to 0 CO2 emissions commuting by 2030
  - Switch to 100% electrical fleet
  - Salary sacrifice on car and elec (smaller car, less kms = less cost)
  - Elec autoproduction and charging
- Federal Mobility Budget
- Strong bike plan
- Cocreation with employees



- Public transport offer still weak
- What about private cars?
- What about car impact in other IBA countries?





Thank You!



Life.  
Science.

