



betterway

Groupe Up and Betterway are joining forces to speed employees' sustainable commutes

Press release

Gennevilliers, 26 January 2021 – Groupe Up is joining forces with Betterway start-up to allow employers to subsidize sustainable commuting modes for their employees.

The « sustainable commute » package

The « sustainable commute» package rolled out in May 2020 in France. It allows employers to subsidize their employees' sustainable commute up to 500 euros per year and per person in the private sector. Public officials, regional civil servants and public health workers are eligible to receive 200 euros per year and per person. Those payments are exempted from tax and social contributions.

This package can be used towards the self-service rental of clean vehicles (e-bikes, scooters, etc..), carpooling, maintenance or upgrading of a bicycle, as well as towards using public transportation exclusive of transit passes. The package supports changes in behaviors and commuting modes to better serve employers, employees, and the environment.

The option is easy for employers to implement and easy for employees to use.

The start-up Betterway is an expert in sustainable mobility, having developed the first payment card dedicated to employee mobility, now accepted in over 30,000 locations nationwide.

Practically, the employee is offered a card allowing them to directly pay any means of transportations provided in the sustainable mobility package as well as their subscription to public transportation. They can also follow the status of their package and register their bicycle mileage allowance on their online account.

As for employers, they implement a virtuous mobility policy thanks to an intuitive and customizable management platform that allows for control of their mobility policy. The employer can monitor in real time how much of their allocation to the Sustainable Commute package has been used.

Up & Betterway

By offering the Betterway solution, Up is completing its digital offer of prepaid services for the consumer world. In accordance with its commitment to the values of a social economy, Up is offering companies an effective and engaging solution to reduce their carbon footprint.

“With 30% of a company’s carbon footprint being related to its employees’ commutes, and with professional mobility becoming a subject of mandatory social negotiation, we believe that the Betterway solution offered by Up is particularly relevant. Our experience with similar solutions such as UpDéjeuner meal vouchers and UpCadhoc gift vouchers has convinced us. We are delighted to bring our customers a solution that facilitates employees’ and public servants’ sustainable commute!” explains Julien Anglade, Up France Chief Executive.

« Through its innovative solution, Betterway’s ambition is to make the life of organizations easier, and to support workers in both the private and public sectors in their transition towards a more sustainable commute. Working with Up will allow us to benefit from the strength of an international group, thus enabling us to offer our expertise to a growing number of organizations throughout France” adds Denis Saada, CEO of Betterway.