

BMW Group's Urby drives corporate eco-mobility choices



Call for change

As one of the largest companies in Germany and automobile manufacturers in the world, BMW Group aims to embed sustainability in everything it does. While awareness of sustainability is at an all-time high, daily realities, like the eco-impact of the transport services its staff use, cannot be overlooked.

In Munich, BMW Group has more than 40,000 employees. The company wanted to provide its staff with a centralized solution to a persistent problem: making all information on corporate mobility easily accessible in order to facilitate sustainable corporate mobility choices.

When tech meets human ingenuity

BMW Group collaborated with Zielpuls, part of Accenture, to optimize sustainable corporate mobility.

With efficiency, transparency and sustainability top of mind, the Accenture team developed a central platform that shows the employee the most eco-efficient time- and cost-saving routes between different workplaces.

It's an innovative solution that integrates BMW Group rented and owned mobility services—showing users the next departure of shuttle buses, the closest company bikes or available shared rides—to support sustainable mobility choices. It also incorporates a built-in rewards program to incentivize uptake.

A valuable difference

BMW Group employees can use the Urby Mobility app to find the fastest route between offices, earning 'leaves' as they increase their eco footprint. Accumulated virtual leaves translate into tangible rewards of living trees planted at BMW Group office locations.

The app is already being used by over 18,000 employees. But that's not where it ends. BMW Group is making the Urby Mobility app available to companies across industries.

With years of collaboration with BMW Group, Accenture was the right project partner, bringing a modern mindset and skilled resources to support BMW Group's vision.