

A week of commuting by bike — powered by three corporate sponsors

2022 Campaign

100

Participants riding to work

10,000 km

Car travel replaced by cycling

1.7 t

CO₂ emissions avoided

In 2022, Green Club launched a week-long clean-mobility campaign, sponsored by three partner companies, encouraging city residents to commute to work by bicycle. Participants earned a **free coffee** from a partner café chain for every bike commute, while the three most frequent cyclists received **cash prizes**. By replacing car journeys with cycling, the campaign measurably reduced participants' carbon footprint and eased urban air pollution — a clear example of how corporate sponsors can turn social responsibility into visible, measurable impact.



Free coffee per ride



Cash prizes · top 3 riders



3 corporate sponsors (CSR)

≈ 80 trees — the equivalent annual carbon absorption of the emissions avoided in one week.
Estimate based on 100 participants × 20 km round-trip × 5 working days, at ~0.17 kg CO₂ per car-kilometre.