

Sustainable Mobility Package Barometer 2024: discover the results of the 3rd edition

Baromètre

FORFAIT MOBILITÉS DURABLES

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Launched by the Ministry of Ecological Transition and Territorial Cohesion and ADEME and managed by Via ID and ekodev, the “Sustainable Mobility Package” (FMD) Barometer has just been unveiled. This 3rd edition takes stock of the deployment of the FMD by French companies in 2023 by offering a global point of view on the progress and difficulties in the implementation of this system. For this edition, 601 decision-makers in mobility and transport policy in a private company were surveyed by OpinionWay.

A Sustainable Mobility Package widely deployed among French employers

Four years after the adoption of the Mobility Orientation Law, 36% of employers are aware of the Sustainable Mobility Package (FMD) and 65% have deployed it or validated it in principle within their companies.

Among the companies that have deployed the FMD, 64% adopted it in 2021 or before and 17% implemented it in 2023. For companies that have not yet taken the plunge, the deadline is clear: 72 % plan to deploy it by the end of 2024.

On average, the decision-makers surveyed say that half of employees receive the FMD when it is deployed. Since its introduction, the number of beneficiaries has rarely decreased; it is generally stable in most companies or even increasing in 39% of companies.

Companies keen to restore purchasing power to employees

The main objective of adopting the FMD is to strengthen the purchasing power of employees, meet their needs and promote environmentally friendly practices, mainly in SMEs and mid-sized companies.

The increase in the FMD tax exemption ceiling and a simplification in its implementation are cited as developments that would facilitate the deployment of the system for two thirds of mid-sized companies.

The modes of travel most requested by businesses and beneficiaries

Concerning the modes of transport which give entitlement to the FMD, cycling, public transport (excluding subscription) and carpooling are on the podium. Thus, “the little queen” is offered within 44% of companies, public transport and carpooling come in tied with 36%.

Regarding the actual uses of the FMD, occasional public transport is most frequently declared by beneficiaries, followed by bicycles and motorized personal transport devices (electric scooters, electric skateboards, monowheels, gyropods, etc.).).

Difficulties and obstacles to deployment: administrative controls, lack of understanding and information

Four out of five companies encountered difficulties during the implementation of the FMD, such as difficulties linked to controls by Urssaf (supporting documents to be provided, accumulation of amounts, etc.) as well as the lack of understanding and information on the subject (for 22% and 21% respectively).

The reasons for non-deployment vary but, perhaps misunderstood or underestimated, for 2 out of 5 companies the FMD simply does not seem useful to them. Furthermore, among companies that have not deployed it, the Sustainable Mobility Package is only known to 13% of decision-makers (1 in 8 people).

Additional mobility support devices

While since 2020, the Mobility Orientation Law has required companies with more than 50 employees to include a “Mobility” component in the Mandatory Annual Salary Negotiations (NAO) with social partners, the FMD was addressed during the discussions on financial incentives in more than half of the cases (57%).

Among the other optional mobility support measures, car mileage allowances, fuel bonuses and coverage of public transport costs beyond the legal threshold are at the top of the list among French companies. SMEs favor better coverage of transport costs, while mid-sized companies prefer service vehicles.

[Click here to download the Barometer](#)

“Thanks to a representative panel of French employers, the 2024 edition of the FMD Barometer provides a vision of the extent of the deployment of the FMD in the private sector.

Despite a significant deployment among 65% of the employers surveyed, we note that this support system for sustainable home-work mobility still needs to be known to make it a real tool at the service of the employer brand and the reduction of carbon footprint of organizations.”, underlines Léa Dgardin, Director of Impact, Public Affairs and Communication at Via ID.

“This new edition of the Sustainable Mobility Package Barometer highlights the pioneering role of SMEs in this approach, 57% of whom are aware of the FMD. This tool is mainly put in place to strengthen the purchasing power of employees, meet their mobility needs and encourage more sustainable practices. It is thus part of a global mobility policy,” adds Timothée Quellard, co-founder and associate director of the Ekodev firm.

OpinionWay survey for the Ministry of Ecological Transition and Territorial Cohesion, carried out on a sample of 601 decision-makers in mobility and transport policy in a private company with at least 1 employee. The sample was constituted using the quota method, taking into account the criteria of salary size and sector of activity. The results were weighted by these same criteria. The sample was interviewed by self-administered online questionnaire on the CAWI (Computer Assisted Web Interview) system from October 30 to November 16, 2023. The results of this survey must be read taking into account the margins of uncertainty: 4.0 points at most for a sample of 601 respondents.

OpinionWay carried out this survey by applying the procedures and rules of the ISO 20252 standard.

About Via ID :

Via ID is the investment fund and the business accelerator of startups in new mobility of Mobivia (Norauto, Midas ...). Thanks to its hybrid positioning as an investor, an ecosystem and a startup studio, Via ID provides long-term support to the most innovative startups in the field of sustainable mobility to make them European leaders. Today Via ID has a portfolio of 25 startups (including Trusk, Heetch, Blablacar, Go mecano, traxi, Beev...), teams in Lille, Paris and Munich and 3 major initiatives: the Moove Lab, the European Startup Prize for Mobility and the Mobility Club.

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About ekodev :

ekodev is a CSR and Climate Strategy consulting agency to initiate or accelerate the sustainable transformation of organizations. ekodev supports companies and territories in the definition and deployment of their CSR strategies and their decarbonization trajectories. Impact measurement, strategic advice, operational deployment, change management... ekodev helps its clients build their commitments and approaches in terms of impact reduction and positive contribution, through major complementary and interdependent issues: CSR, Climate, Mobility & Biodiversity.

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