

Factsheet

‘MoveSmart – simple and sustainable corporate mobility’

Background

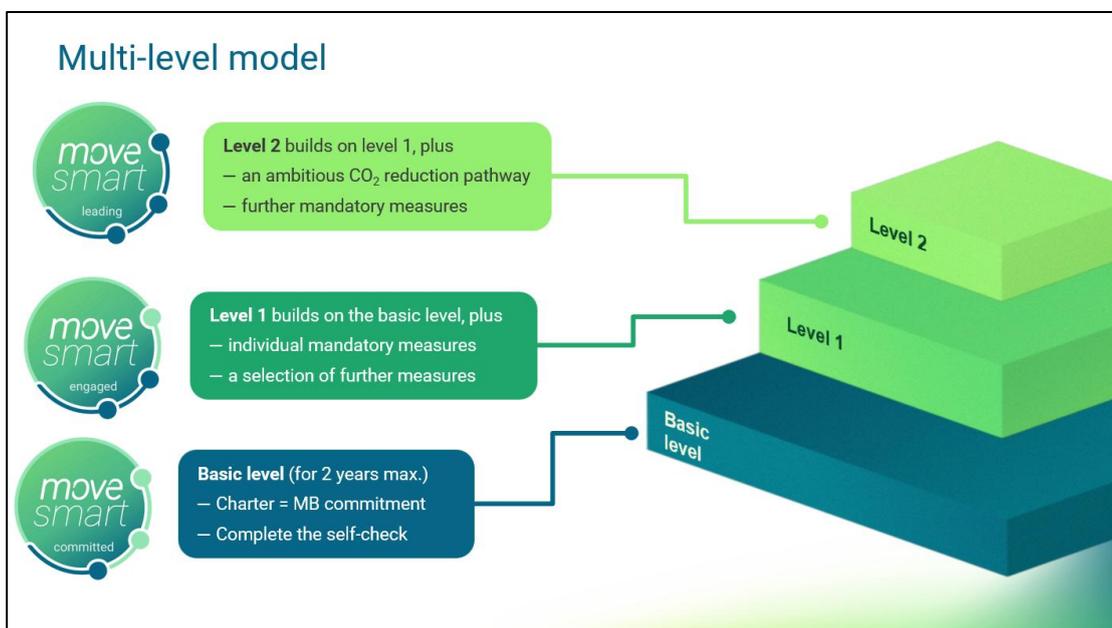
In line with the Paris Agreement on climate change, Switzerland’s Climate and Innovation Act (Art. 5) enshrines the country’s commitment to reducing greenhouse gas emissions to net zero by 2050.

Mobility is responsible for around a third¹ of all CO₂ emissions in Switzerland. According to the Federal Council’s Energy and Climate Initiative, for example, mobility accounts for approximately 23% of the CO₂ emissions of Swiss federal authorities.

Prompted by the general climate debate, policymakers are gradually introducing new measures and regulatory requirements for companies, such as mandatory climate reporting at a national level as well as cantonal mobility strategies to encourage sustainable, climate-friendly modes of transport. It is a major challenge for companies to maintain an overview, set reduction targets, achieve these together with their employees, and reduce their own contribution to climate change. Besides understanding the complexity of the issue, they must also maintain their competitiveness.

This initiative, which is sponsored by the associations Verband Öffentlicher Verkehr (VöV), Verkehrsclub der Schweiz (VCS) and Pro Velo Schweiz, provides a framework to encourage efforts by Swiss companies to achieve climate-friendly mobility and recognise successes in this area. Besides the direct reduction of CO₂ emissions, the initiative also recognises value-based commitments and measures that promote all climate-friendly modes of transport.

The initiative comprises 3 ambition levels. Each level is accompanied by a label, which serves as a visual element to indicate achievement of the measures.



¹ Source: Federal Office for the Environment, Switzerland’s greenhouse gas inventory, (PDF Kenngrößen zur Entwicklung der Treibhausgasemissionen in der Schweiz, 2.2 Sektor Verkehr)



Basic level – signing up to the initiative

At basic level, companies join the initiative by signing a Charter. This serves as a formal commitment to implement all measures necessary to reduce the company’s mobility-related CO₂ emissions to net zero by 2050 at the latest. By signing the Charter, the company’s management confirm their commitment to the initiative and are accepted as a member company.

The company also completes a brief, structured mobility-related self-check. This provides insights into the company’s current mobility situation and serves as a basis for the evaluation and implementation of measures for improvement.

The companies also receive communications-related support for launching the initiative at their company as well as access to the organised network of the initiative.

At the time of sign-up, the companies commit to meeting the applicable criteria to achieve level I within two years. Failure to do this will result in their withdrawal from the initiative. They should thus use the time to prepare, explore and implement initial measures in good time. The initiative does not impose any further rules on the companies, and their entrepreneurial freedom is respected. Companies submit a self-declaration, covering the main actions taken, to confirm their implementation of the measures.

Company size	Contribution	
Company < 50 employees	CHF	250 per year
Company 50 to 999 employees	CHF	500 per year
Company > 1,000 employees	CHF	1,000 per year

50% discount up to 2027

The annual contribution is based on company size and not the level achieved within the initiative. From 2026, the contribution will become due upon signing the Charter.

The transition from basic level to levels I and II

The basic level serves as the springboard for various company-specific measures, some of which are mandatory, but many of which can be chosen freely. These must be implemented with suitable instruments (mobility concepts, projects, revised regulations, budget, etc.).

Level I

Individual mandatory elements:

- CO₂ reporting implemented
- Definition of a mobility-related CO₂ reduction pathway, including specific milestones, to achieve net zero by 2050
- Mobility concept created
- Parking space management, including regulations, introduced
- Adoption of short-haul flight restrictions in regulations

Plus **5 selected measures** (see MoveSmart Regulations) from different areas of sustainable corporate mobility.



Level II has additional mandatory elements and requires that the CO₂ reduction pathway be concluded by 2040:

Level II

Additional mandatory elements:

- Definition of a mobility-related CO₂ reduction pathway to achieve net zero by 2040, including specific milestones, controlling and reporting
- Mobility management as a management process implemented
- Climate-neutral drive systems and operations in the company vehicle fleet
- Allocation of parking spaces at the market rate



The MoveSmart Regulations describe the criteria for basic level, level I and level II in detail.

