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2 minutes of reading



News

IFPEN

Sustainable mobility

Connected Mobility

The awards ceremony for the 2019 Euromed Eco-Mobility Drivers' Challenge took place on Friday 7 June. Launched by AtmoSud (an air quality monitoring association) in partnership with IFPEN and ARIA Technologies, the challenge, which ran from 25 April to 23 May, was aimed at reducing road traffic-related air pollution in the Euroméditerranée district of Marseille.

Data were collected via the [Geco air app](#), developed by IFPEN and used to build up a dynamic database of emissions in real driving conditions, as well as a map of road traffic emissions. These data were fed into AtmoSud's pollutant emissions inventory.

Using the Geco air app, the Challenge set out to:

- Show how individuals can act to reduce their environmental footprint.
- Encourage as many motorists as possible to adopt an eco-responsible driving style or choose alternative transport modes
- Enable companies to assess the ecological footprint of their employees.

Key figures for the Challenge:



19 companies signed up



106 participants



76,439 km travelled, including 2,553 km in alternative mobility mode



6,193 journeys undertaken

14.5% reduction in pollutant emissions overall



Pollutant reductions: 1.9 t of carbon dioxide (CO₂)
6.8 kg of nitrogen oxide (Nox) – 10.8 kg of carbon monoxide (CO)
102 g of fine particles (PM)

Average mobility score 65.4/100

The results

BEST PARTICIPATION

1 – 49 EMPLOYEES CATEGORY

1st place	CARAGUM INTERNATIONAL	 CARAGUM International[®] Food Stabilizer Systems <small>Credentialed brand of Caragan International</small>	7 active <u>users</u>
2nd place	CITIZ		3 active <u>users</u>
3rd place → 2 <u>companies tied</u>	CEREXAGRI ADREXO	 ADREXO <small>... avec HOPES</small>	2 active <u>users</u>

50 – 199 EMPLOYEES CATEGORY

1st place	HEINEKEN		9 active <u>users</u>
2nd place	JAGUAR NETWORK		5 active <u>users</u>
3rd place	AGAM		4 active <u>users</u>

500 EMPLOYEES AND+ CATEGORY




1st place	CAISSE ALLOCATIONS FAMILIALES BOUCHES-DU-RHONE		 (Ctrl) ▾ 24 active <u>users</u>
2nd place → 2 <u>companies tied</u>	REGION SUD PROVENCE ALPES-COTE D'AZUR ENGIE	 	6 active <u>users</u>

BEST MOBILITY SCORE

1 – 49 EMPLOYEES CATEGORY

1st place	CITIZ		97.7 / 100
2nd place	CARAGUM INTERNATIONAL		88.4 / 100
3rd place	ADREXO		85.4 / 100

50 – 199 EMPLOYEES CATEGORY

1st place	HEINEKEN		82,7 / 100
2nd place	AGAM		79,9 / 100
3rd place	JAGUAR NETWORK		64 / 100



500 EMPLOYEES AND+ CATEGORY

1st place	DRAAF PACA		83.3 / 100
2nd place	DREAL PACA		78.3 / 100
3rd place	HARIBO RICQLES ZAN		67.9 / 100

2019 Euromed Eco-Mobility Drivers' Challenge: the results are out!
17 June 2019

Link to the web page :