

## Title

**At Work Without Cars**

## Short description

As of March 25th 2015, employees of Cement factory USJE in Skopje began participating in the “At Work Without a Car” project. Every Wednesday, employees of USJE started to use public transport, cycling or walk to reach their job place. The employees that would use their car to come to their workplace had to donate 150 denars (2.5 EUR) to a collective fund which was donated to the Children’s hospital for respiratory diseases. Through this activity, the company’s management and employees set a personal example and to confirm their clear commitment to environmental protection and promote the principles of a healthy lifestyle. The Cement factory USJE also invited other institutions, companies and associations to join this kind of activism and set personal example and commitment to contribute to the promotion of this action to change the mind-sets and habits.

## Topic

Moving – Active mobility

## Characteristics (type, level)

Private Company Innovative intervention

## Country/Countries of implementation

Republic of Macedonia

## Aims and Objectives

Through this activity, the company’s management and employees want to set a personal example and to confirm their clear commitment to environmental protection and promote the principles of a healthy lifestyle. The aim of this action is to create a habit not to use cars when it is not necessary and thus contribute to reduction of environmental pollution and raising the awareness on environmental protection while promoting healthy lifestyle of regular physical activity

## Target Group

Target group were all 290 employees of the USJE cement plant which use to come at work with some sort of transport. This should be considered also as an invitation to other institutions, companies and associations to join this kind of activism and set personal example and commitment to contribute to the popularization of this action to change the mind-set and habits of the general public.

## Status

Ongoing

## Start and Completion dates

2015 – today

## Lifestyle and Behavior Change

This practice is environmentally friendly and healthy and allows people changing the lifestyle to have a better way of living. Also it is much cheaper means of transport.

### Effects on:

<b>Health and Wellbeing</b>	The workers are encouraged to go to work with other transportation means, thus involving walking, bike riding, etc. This activities increase the physical activity of the people, increasing their well-being in a direct way. Indirect way affecting people’s health and well-being is not using their cars as transportation means, thus lowering the air pollution and improving the air quality in the city.
<b>Vulnerable populations</b>	This practice could have only positive impact to all groups of people.
<b>Environment</b>	The environmental impact from the implementation of the practice is reduced number of cars, reflected with fuel savings, which lead to reduced air pollution from vehicles (CO <sub>2</sub> , dust, NO, CO, etc.). Indirect environmental impact is the positive message that the company is dispersing to other relevant stakeholders and community for positive environmental practice that most of the companies can easily implement as well.

### Initiated and/or implemented by

This practice was initiated by the top management in order through a symbolic motivation of the workers to contribute to environmental protection and healthy employees.

### Stakeholders and sectors involved

All employees (around 300) participated in the action and we also share this practice with all our stakeholders as our best practice.

### Financial support

All the finances are provided by the USJE Company

### Evidence-base

No specific scientific evidence was used, though there are numerous references which confirms the positive environmental and health and wellbeing effects of the cycling

### Main activities

Every Wednesday employees come to work without a car and the others that were still using their cars voluntarily donated 150 denars (2.5 EUR). The amount collected from the donation was doubled by the Company and donated in a form of a spirometer (device which measures the respiratory functions )to the Children's Hospital of Lung Diseases in Skopje. In the meantime the practice have been expanded and every Wednesday the employees that come to work by foot, by bus or by bicycle received a coupon that can be used for a free meal in the canteen and also may be used for participation in a lottery for winning a bicycle.

### Evaluation

Beside the calculations of approximately decreased the CO2 emission , the main evaluation criteria applied was the number of employees involved and the number of cars not used for driving to work.

### Main results

The main results are raised awareness among the employees about environmental protection and our contribution to reduction of air pollution as well as developed healthy lifestyle among the employees. The result is a decreased use of employees private cars for 180 cars daily which approximately decreased the CO2 emission for more than 0,9 tons daily or 50 tons annually

### Key success factors and barriers

The key success factors includes raising the awareness among the employees, branching-the best practice among the business partners and other stakeholders as well as the general public. There were no significant barriers.

### INHERIT Perspective

This project is a behavioural change initiative which aims to offset the negative impact of the cement factory on the environment. USJE is considered as a polluter in the City of Skopje. By encouraging less polluting forms of transit, it will contribute in decreasing the pressure (exposure) in the very heavy polluted air in city having also a potential positive impact on physical a mental health of the workers. Downstream of this effect, collecting donations put towards respiratory diseases will help to ease the pressure on the health care system caused by pollution-induced respiratory illness. The positive reaction of all workers contributed to improvement of the social cohesion and spirit in the factory, which would be beneficial for their health. Lastly, a strong positive message is sent to other companies and the community, inspiring them to take similar action and hopefully creating a cascade effect leading to widespread implementation and awareness.

### More information

<http://usje.com.mk/>

## Contact

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