



Written on 17 June 2019



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>Credence® brand of Caragum International</small>	7 active users
2nd place	CITIZ		3 active users
3rd place → 2 companies tied	CEREXAGRI ADREXO	 cerexagri  ADREXO <small>... + HOPES</small>	2 active users

50 – 199 EMPLOYEES CATEGORY			
1st place	HEINEKEN		9 active users
2nd place	JAGUAR NETWORK		5 active users
3rd place	AGAM		4 active users

500 EMPLOYEES AND+ CATEGORY			
1st place	CAISSE ALLOCATIONS FAMILIALES BOUCHES-DU-RHONE	 ALLOCATIONS FAMILIALES Caf des Bouches-du-Rhône	 (Ctrl) ▾ 24 active users
2nd place → 2 companies tied	REGION SUD PROVENCE ALPES-COTE D'AZUR ENGIE	 REGION SUD PROVENCE ALPES COTE D'AZUR 	6 active users

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 :