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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 (CO<sub>2</sub>)  
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

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

### 50 – 199 EMPLOYEES CATEGORY

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

### 500 EMPLOYEES AND+ CATEGORY




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

## BEST MOBILITY SCORE

### 1 – 49 EMPLOYEES CATEGORY




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

### 50 – 199 EMPLOYEES CATEGORY

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



### 500 EMPLOYEES AND+ CATEGORY

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

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

Link to the web page :