# Incentivising lower carbon travel through subsidies

#  (limited to 6 words)

**Businesses often incentivise car travel for staff by providing company cars and free parking, making it more attractive for staff to drive and battle the traffic. Genesis and AT came up with a new approach for staff to ditch their cars and embrace lower carbon alternatives instead.**

**Genesis Energy have transitioned their travel habits towards a lower carbon future, implementing several transport initiatives as part of their move to Wynyard Quarter. The move has seen Genesis go from a having over 200 staff carparks at their previous location, to deliberately choosing to have no staff carparks at their new location which has more PT, walking and cycling options available for staff. As a result, they’ve dramatically reduced the number of staff that commute daily by car. Genesis knew that for some of their people this change would be a challenge and wanted to make it easier and more appealing, so working together with AT the “Corporate HOP Subsidy” was devised.**

**AT developed a HOP product which enables Genesis to pay 25% of their employee’s HOP fares, meaning that a Genesis employee travelling 3 fare zones in to work will save around $50 a month. The subsidy went live on 20/10/20. Together Genesis and AT will monitor and review the pilot. The paper and presentation will cover the results of the evaluation, the learnings and how the subsidy product is being developed to enable more businesses to offer their staff a PT subsidy.**