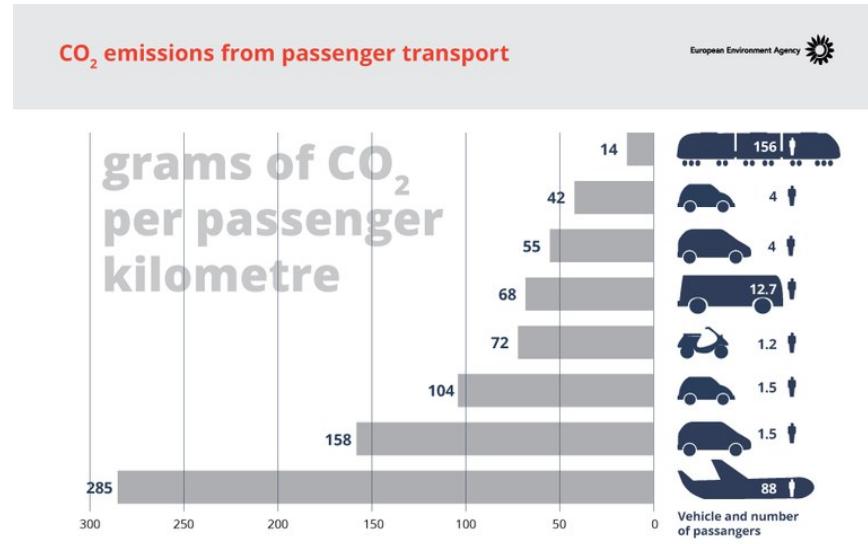


# Introducing Re-Cycle



Re-Cycle

# Problem statement



- Reduce CO<sub>2</sub> emissions
- Traffic congestion

## Europe

Rank	CI change	City	Country	Congestion
1	▲	Moscow	Russia	66%
2	▲	Istanbul	Turkey	55%
3	▼	Warsaw	Poland	42%
4	▲	Marseille	France	40%
5	▼	Palermo	Italy	39%
6	▲	Stuttgart	Germany	33%
7	---	Paris	France	33%
8	▼	Rome	Italy	33%
9	---	Hamburg	Germany	32%
10	▼	Brussels	Belgium	32%
11	▼	Dublin	Ireland	29%
12	▼	Stockholm	Sweden	28%
13	---	Berlin	Germany	28%
14	▼	London	United Kingdom	27%

# Government solution



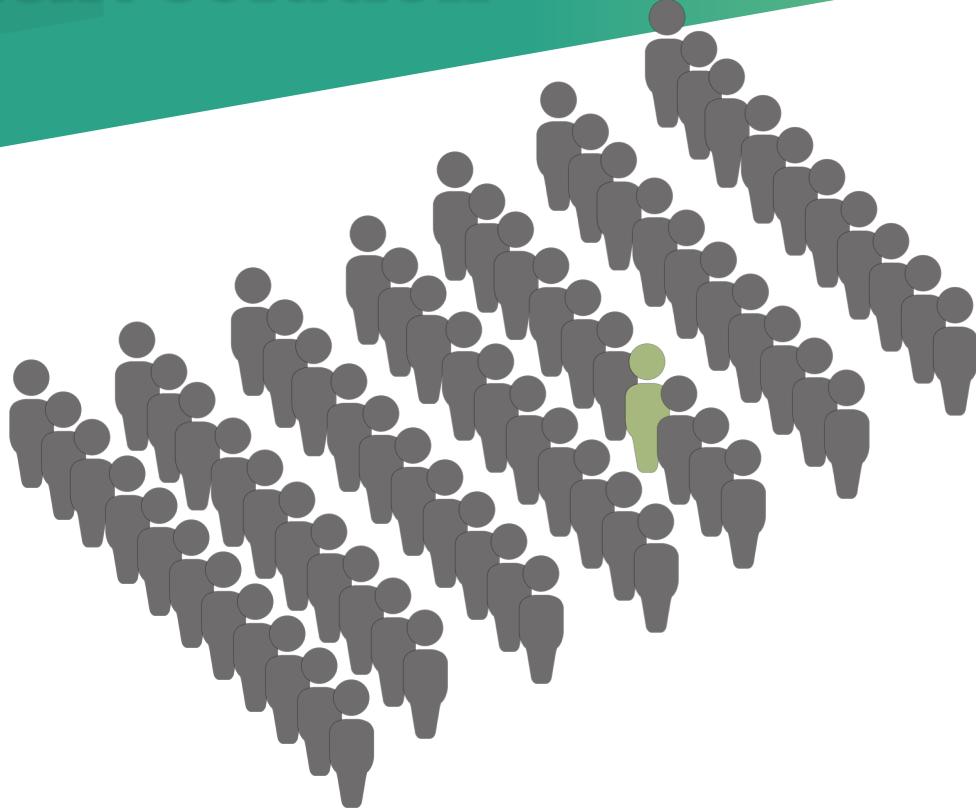
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## Cash for Cars: Wage Optimization Rather Than A Mobility Scheme

7 July 2017

The federal government recently reached an agreement on a cash-for-cars scheme. This means that employees can exchange their company cars for a remuneration in cash that would receive the same tax treatment as the company car. "With it, the Michel government hopes to reduce the number of company cars on the road, but just like many other organizations, we expect it will only have a limited effect," says Frank Vancamp, partner and tax specialist at KPMG."

# Government solution



# Government solution 2.0

**Deloitte.**

Search



## Analysis

### The Mobility Budget: A second alternative for the company car

Updated in March 2019



After the Mobility Allowance or the "Cash for Car" measure, on 28 February 2019, the government voted on a second alternative to the company car, the Mobility Budget.

# Our solution

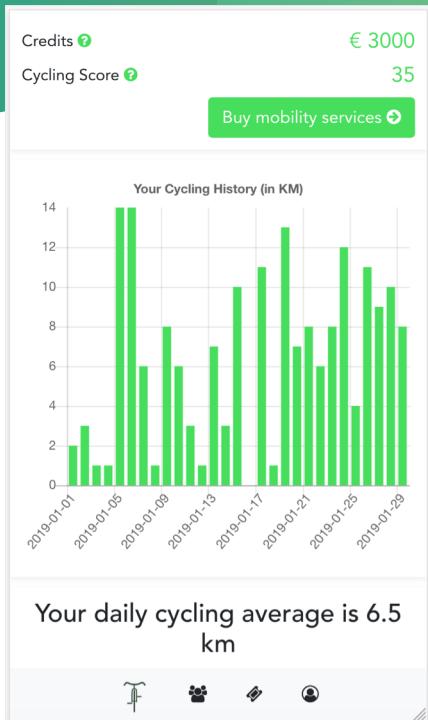


Re-Cycle



Re-Cycle

# The app



Re-Cycle

Social rankings

Individual Company City

Name	CO2 saved (kg)
Mary Major	25.70
Brandon Dial	23.20
Grace Goe	23.10
William McCoy	22.60
Helen Santana	19.30

Re-Cycle

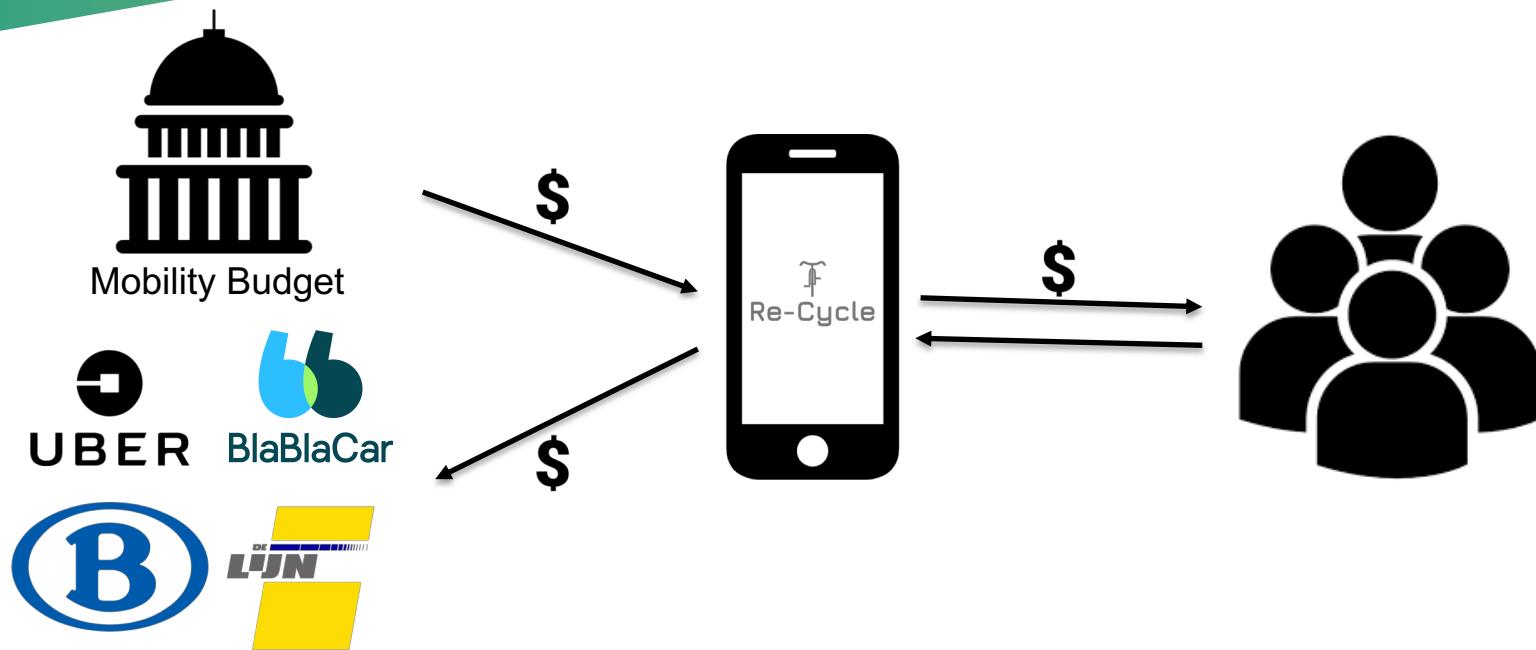
Purchase

	13.5% rate reduction
	15% fixed tax reduction + 4.2% cycle score reduction
	22.8% rate reduction
	20.3% rate reduction
	23.6% rate reduction



Re-Cycle

# Business flow





Re-Cycle

# Future work



# Re-Cycle



Thank you!

