



ummadum

Your path pays off.



# A movement that cannot be stopped.

Together with ummadum  
for a sustainable future



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# It's time to act.

## WHAT IS UMMADUM?

Whether **riding a bike, walking or sharing a ride**; each kilometer will collect points that can be redeemed in local stores. In addition, every activity is rewarded with environmental tickets. Using the environmental partner portal, you can keep track of your activity and benefits.

## WHY UMMADUM?

Climate Change is affecting our environment and our lives. The way we move around has a huge impact on our world. Together we can redefine mobility and contribute to the protection of our environment and the wellbeing of our society. Together we can shape the future **because there is no plan(et) B.**



## UMMADUM POINTS

The mobility budget is used for cycling, walking or car pooling. The mobility budget changes with every sustainably traveled kilometer in ummadum points that can be redeemed at stores.



## ENVIRONMENTAL TICKETS

For every activity, regardless of the mobility budget, there is an environmental ticket collected. In competitions, users are rewarded for the environmental tickets they have collected.



The Klimaaktiv Mobil funding program accounts for 20–25% of the fundable investment costs.

# How it works:

1

## MOBILITY BUDGET

Environmental partners issue mobility points to users in order to get around sustainably.

2

## UMMADUM POINTS

With every sustainable kilometer covered, the mobility budget is converted into ummadum points.

3

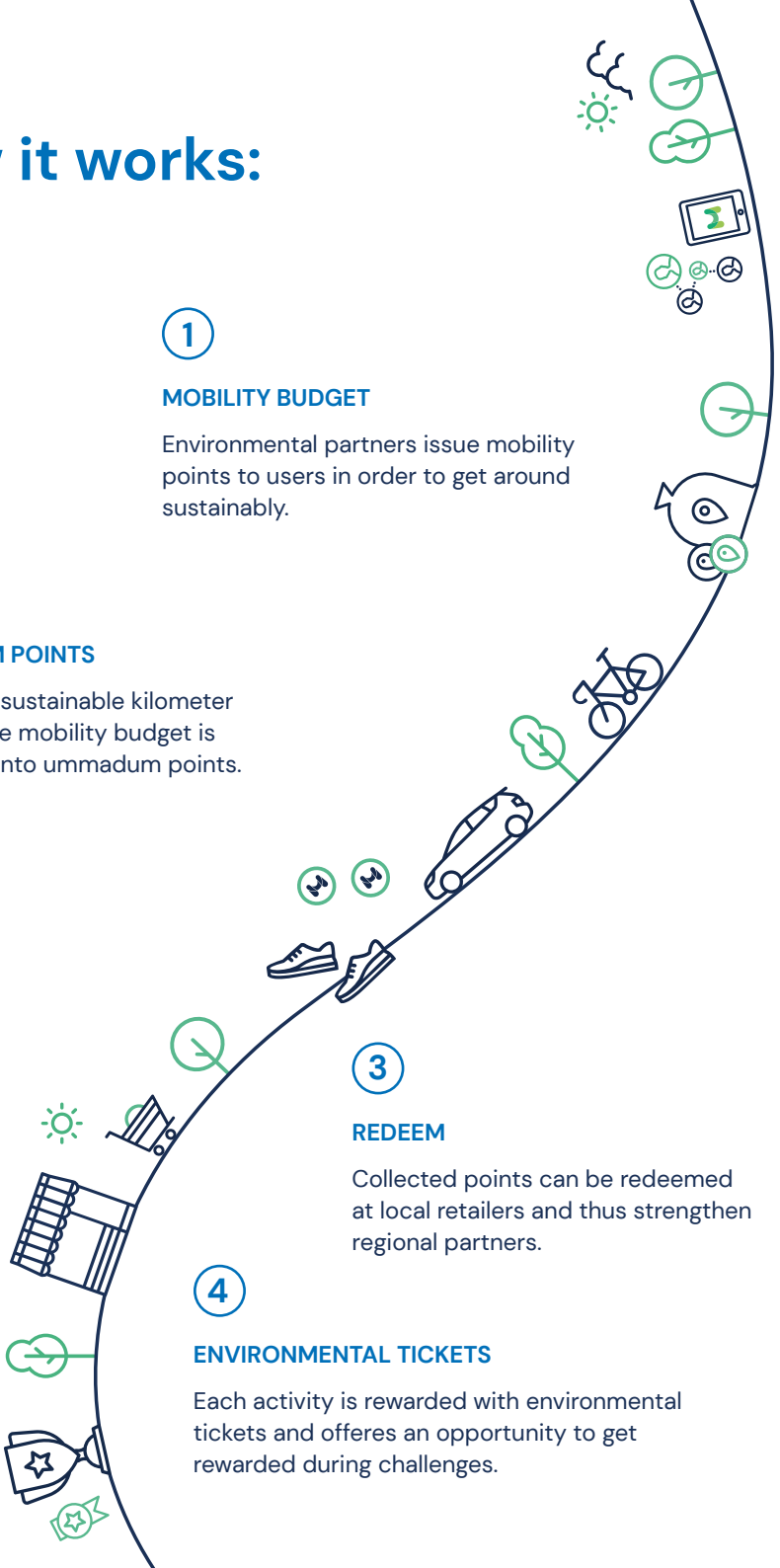
## REDEEM

Collected points can be redeemed at local retailers and thus strengthen regional partners.

4

## ENVIRONMENTAL TICKETS

Each activity is rewarded with environmental tickets and offers an opportunity to get rewarded during challenges.



## Advantages for environmental partners:



### KNOW EFFECTS

- ✓ Always know how much CO<sub>2</sub> was saved
- ✓ Better air, healthier people



### LESS TRAFFIC, MORE MOBILITY

- ✓ Extended mobility offer
- ✓ Promotion of active mobility
- ✓ Control of traffic flows



### SAVE COSTS

- ✓ Saving parking spaces
- ✓ Gaining new space for your projects



### TAKING RESPONSIBILITY

- ✓ Positioning as sustainable Player
- ✓ Strengthening trade in the region



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## Advantages for redemption partners:



### POSITIONING SUSTAINABLY

- ✓ Address new target groups



### USE DIGITIZATION

- ✓ Service expansion through digital vouchers



### SMART COMMUNICATION

- ✓ Use of the ummadum platform as an additional marketing channel
- ✓ Increased visibility

# Moving the future together.

Because there is no plan(et)B.



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