



**VALOREX**  
Cultivons vos différences

## Carsharing in the service of environmental values

The deployment of a shared eco-mobility solution



### The project

Valorex has set up a connected carsharing service at its Combourtillé site in Ille-et-Vilaine (France) in order to make it easier for its employees to travel to their customers.



### Project launch

2015



### Industry

Manufacture of food for farm animals



### Goal

Limit the carbon footprint of the company's fleet of vehicles.



### Results

After nearly 5 years of use, Valorex and its employees have noticed the ease of use of the service but also the saving of time. The service limits the constraints linked to reimbursement of mileage expenses while having a positive environmental impact.

## The context and issues of Valorex

It was at its main business site, in Combourtillé, that the Breton company decided in 2015 to experiment with carsharing. With its 150 employees, the place met all the conditions to test this shared, innovative and sustainable mobility.

A service in perfect harmony with Valorex's values, which focus both on innovation but also the desire to promote a greener and more virtuous economy. The choice of carsharing therefore seemed more than more logical.

Valorex also sought to facilitate the collection and return of vehicles, by avoiding tedious search for keys for employees or the often time-consuming filling out of mileage expense reports.

**« We wanted a simple system that entails as few constraints as possible for employees: to avoid wasted time looking for keys and papers, as well as filling out expense reports. »**

Stéphane Deleau, CEO of Valorex

## A partnership as a symbol of change management at Valorex

A particularly active player in environmental matters, Valorex also wanted to encourage, through the implementation of this carsharing service, a new approach to mobility in companies. No longer be confined to the use of individual vehicles, but push for a shared mobility service.

The switch to a digital management mode for part of the fleet also echoes this desire for optimization and change management. And with the «disruptive and unique posture, at the forefront of societal issues» of Valorex.

« Through this easy-to-use carsharing solution, we also wanted to demystify the classic scheme in which each employee has their own car. We have to get out of this idea of vehicle ownership and I believe that the company can play a role in this and become a vehicle for change. »

Stéphane Deleau, CEO of Valorex

## Goals from our client



En accord avec son activité et ses valeurs, Valorex souhaitait réduire l'empreinte carbone de sa flotte.



Avoid wasting time in finding keys and filling out expense reports.



Raise awareness among site employees about more sustainable mobility and engines suited to their journeys.

## The solution

Valorex has deployed the e-Colibri™ carsharing solution on 3 of its fleet vehicles. The company has bet on a thoughtful energy mix, by offering both electric vehicles for booking short distances around the site but also diesel vehicles for employees having to make longer journeys.

An on-board computer, installed in each vehicle, connects it to the information system. Users can then unlock and lock the latter using a badge.

This ease of access to vehicles makes it possible to respond to the problems of taking keys: they are in fact found directly in the vehicles, secured in the glove box. This way, employees are sure to find the keys in the right place in all circumstances!



A specific application of the service is being considered with Valorex. One of the characteristics of the company is the presence of numerous truck drivers on site, in charge of product deliveries. Carsharing means they will no longer have to wait to unload when they return their trucks to the warehouse.

These can in fact be taken care of by someone else and the driver will be able to borrow a carsharing vehicle in order to return home through the reception desk. A significant time saving! The Mobility Tech Green and Valorex teams are therefore working on this project, in order to develop the carsharing solution according to their mobility needs.

« We are happy to support companies at the local level in their change management. Mobility is indeed an essential lever for companies. It can have a real positive impact both on the environmental footprint of the structure but also on the daily trips of employees. »

Pascal Roux, CEO of Mobility Tech Green


### Who are we ?





An engineering company specializing in B2B carsharing since 2006, Mobility Tech Green now benefits from global expertise in shared mobility in the workplace.

Thanks to our team of experts, benefit from a reliable solution and complete monitoring of your project.

### Contact us

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## e-Colibri™: a scalable eco-mobility solution



Our e-Colibri™ carsharing solution is perfectly in line with a Corporate Social Responsibility policy.

It makes it possible to:

- **Reduce the size of the fleet:** 1 car-sharing vehicle means 12 less individual cars on the road! Carsharing helps you target the ideal type of vehicle for your employees through an in-depth analysis of your fleet activity!
- **Reducing the carbon footprint:** Reducing your vehicle fleet also means doing something for the planet by reducing your carbon footprint. Less pollution, less noise pollution and less road congestion!
- **Introduce electric vehicles:** Implementing a car-sharing service in your fleet can be an ideal entry point in order to introduce new engines and educate your employees about their use. As business travel is often urban or peri-urban over fairly short distances, electric vehicles are particularly relevant if adapted to the uses of your employees.



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**About Valorex:** For 25 years, the Breton company has specialized in the development of plant sectors to advance animal and human nutrition. By studying the natural potential of oil-protein seeds and plants, Valorex puts its capacity for innovation and production at the service of all agricultural players (breeders, growers, food manufacturers, millers and players in the agro-industry food). Valorex is carrying out a real public health and environmental project by selling its cooked seeds to breeders, consumers and manufacturers, and by having contributed to the creation of the Bleu Blanc Coeur association, whose charter aims to "guarantee total traceability from field to plate".

**More information on:** <https://www.valorex.com/>