Because Pfizer has a significant global presence, altering transportation habits can have a big impact. As a result, part of Pfizer’s culture of caring for the environment means that Pfizer sites across the globe are increasingly voluntarily implementing programs to encourage greener transportation – including changing commuting habits and embracing new technology.

LOUVAIN-LA-NEUVE CAR SHARING
In Louvain-la-Neuve, Belgium, the EHS Department works with human resources colleagues to promote car sharing as a way to reduce CO₂ emissions and traffic jams. A map of Belgium’s main roads is posted at the main entrance of the site and is presented during welcome training to help colleagues organize car sharing. Updated regularly, this dynamic visual tool includes the name of each colleague and the city where they live.

The project has environmental, economic and social impacts as colleagues reduce travel costs, discuss their work during rides and are less tired and stressed when they don’t drive. Currently 15% of the colleagues use car sharing, public transportation or bike on a regular basis.

SUZHOU NUTRI “NO CAR DAY”
To promote green awareness at the Nutri Suzhou Plant in Japan, employees are encouraged to take public transportation, shuttle bus, bike or walk to work for one day every non-winter month as part of their “No Car Day” Campaign. All participating employees are awarded one ‘Environmental Protection Badge’. Colleagues that earn ten Environmental Protection Badges during the year are honored with a “Green Commuter” title.

FREIBURG SOLAR-POWERED VEHICLE
Environmental protection has always been a high priority at the Pfizer Global Manufacturing site in Freiburg, Germany. Over the past few years, more than 150 environmental protection and energy-saving measures have been implemented at the facility. In the latest green corporate initiative, site leadership has replaced one of the company’s traditional fuel engine vehicles with an electric car powered by 10 square meters of solar cells.

The vehicle is used for postal deliveries and logs about 5,000 miles each year, saving fuel costs and reducing CO₂ emissions. A MEGA eCity model with a top speed of about 65 kilometers per hour and low operating costs, the car has sparked interest among colleagues and visitors alike, as many are now considering obtaining their own private, environmentally friendly electric cars.

SUMMARY
Whether corporate or colleague-driven, Pfizer’s green transportation programs are a win-win for colleagues, the Pfizer sites and the environment, proving that small things can have a big impact.