

PRESS RELEASE

AKKODiS launches Scope 3 Initiative to Reduce CO2 Travel Emissions with MIT-born AI App from TRAM.GLOBAL

- Automatically measures CO2 emissions related to employee commute and other travel that accelerate "decarbonization" -

March 12, 2024 - AKKODiS Consulting Ltd. (Headquarters: Minato-ku, Tokyo; President and CEO: Kenichiro Kawasaki; hereinafter "AKKODiS"), a provider of end-to-end consulting services that support the business transformation of organizations and companies, and the Japanese subsidiary of Akkodis, a global leader in providing solutions that combine digital technologies and engineering in 30 countries worldwide is pleased to announce aim to reduce Scope 3 greenhouse gas emissions with the launch of this initiative. Working with TRAM.GLOBAL, a startup born from Massachusetts Institute of Technology (MIT), the company will enable 300 employees with "TRAM", an AI app that measures carbon dioxide emissions related to commuting.

Background of initiative

The Adecco Group, to which AKKODiS belongs, has announced its net zero commitment by 2030, aiming to reduce emissions by at least 50% from its 2018 baseline and offset the remainder. While the company has previously focused on reducing emissions from direct sources (Scope 1) and indirect sources like purchased electricity (Scope 2), ahead of other group countries it has decided to intensify efforts in Japan to address emissions from Scope 3 activities, accelerating overall greenhouse gas reduction efforts.

AI app "TRAM" measures carbon dioxide emissions

Developed by the MIT startup TRAM.GLOBAL, "TRAM" utilizes artificial intelligence (AI) to measure, monitor, and reduce carbon footprint associated with individual travel. It automatically identifies modes of transportation utilizing sensors in mobile phones and provides real-time notifications of CO2 emissions. Additionally, it offers incentives based on sustainable behavior, fostering low-carbon modes of travel as well as increased communication among employees and enhancing engagement.



Kohtaro Kosugiyama, Head of Sustainability at Adecco Group Japan, commented as follows: "With the introduction of the CO2 emission measurement app 'TRAM' in Japan as a new initiative in the 'Scope 3' domain at AKKODiS, we hope to make further contributions towards reducing greenhouse gas emissions. As our main business is service-oriented, our contribution to greenhouse gas reduction has been limited thus far. Going forward, through the implementation of 'TRAM,' which allows individuals to perceive their carbon dioxide emissions, we aim to encourage each employee to consider it as their own responsibility and drive behavior change towards sustainability."

Ramiro Almeida, CEO of TRAM.GLOBAL, developer of CO2 emission measurement and reduction AI platform 'TRAM', commented as follows: "This technological solution has the potential to reduce nearly 1/3 of global emissions by catalyzing behavioral change and incentivizing better decisions in daily activities. Utilizing the sensors readily available in everyday mobile devices, the TRAM.GLOBAL – technology platform automatically detects the mode of transportation used by individuals in their daily trips. This enables very accurate estimations of carbon emissions. TRAM.GLOBAL's Behavior Recommendation Engine provides customized low-carbon alternatives to each user in order to reduce their carbon footprint through challenges and incentives that can be redeemed in TRAM.GLOBAL marketplaces."

About AKKODiS Consulting Ltd.

AKKODiS is a global leader in utilizing the power of connected data to offer solutions that combine digital technologies and engineering in 30 countries worldwide. AKKODiS Consulting Co., Ltd. develops business in Japan with the vision of “transforming Japan into a leading problem-solving country.” The company has over 10,000 consultants in a wide variety of fields including strategy, project management, technology, and academia and provides end-to-end consulting services that support the business innovation of organizations and companies. It keeps pace with and supports organizational transformation by providing the four services of Consulting, Solution, Academy, and Talent, comprehensively ranging from consulting in the field of upstream activities to system development, education, and onsite maintenance and operations.

AKKODiS website: <https://www.akkodis.co.jp/>

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About The Adecco Group

The Adecco Group is the world’s leading talent company. Our purpose is making the future work for everyone. Through our three global business units - Adecco, Akkodis and LHH - across 60 countries, we enable sustainable and lifelong employability for individuals, deliver digital and engineering solutions to power the Smart Industry transformation and empower organizations to optimize their workforces. The Adecco Group leads by example and is committed to an inclusive culture, fostering sustainable employability, and supporting resilient economies and communities. The Adecco Group AG is headquartered in Zurich, Switzerland (ISIN: CH0012138605) and listed on the SIX Swiss Exchange (ADEN). <https://www.adeccogroup.com>

About the TRAM.GLOBAL

TRAM.GLOBAL was born out of the Massachusetts Institute of Technology (MIT) and is based in the USA. TRAM.GLOBAL is a digital platform that enables companies and individuals to track, monitor, and optimize their carbon footprint, while rewarding people who take steps to minimize their carbon emissions. TRAM.GLOBAL enables businesses and individuals to transform everyday actions into global change by dynamically computing, accounting, validating, and enabling value to those who choose more sustainable mobility modes.

TRAM website <https://tram.global/>

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