



Mindful Driving

Vodafone and Sycada have partnered up to promote mindful, eco-friendly lifestyles with the DriveTag.


DriveTag is a tool that encourages more mindful driving behaviour in a non-intrusive, fun way. The tag attaches to the windscreen of your car, measures how you drive, and gives you real-time feedback via a smartphone app on how to improve your drive style.

DriveTag makes it easy for drivers to cut their carbon emissions, save money on fuel and be safer on the road. It's easy to setup and use, and motivate users to engage and compete with each other to be most mindful drivers in the leaderboard of their friends or colleagues.



When enough of us focus on making a difference together, we can have a seriously positive impact on our collective carbon

footprint. Moverover, studies show that we are at least 50% less likely to have an accident when adopting a mindful drive style.



Vodafone tested DriveTag across their lease car fleet and the results were impressive...

Putting initial skepticism to rest.

"I drive almost 60,000 kilometres per year and, admittedly, I drove in quite an assertive, sometimes even aggressive, way. I was skeptical when I first heard about DriveTag. But when seeing my scores going from red to yellow to greenish it became a bit of a sport to achieve a higher score and a better ranking than my colleagues. And, if a fellow road user now forces me to brake hard, so that I lose my A-score, I secretly curse him a bit. Who would have thought that?"

Evie Tissen

Manager Order Fulfilment
VodafoneZiggo

Mindful Driving is changing mindsets.

Feedback from drivers was consistently confirmed that when actively using DriveTag felt more relaxed while driving, and on reaching their destination.

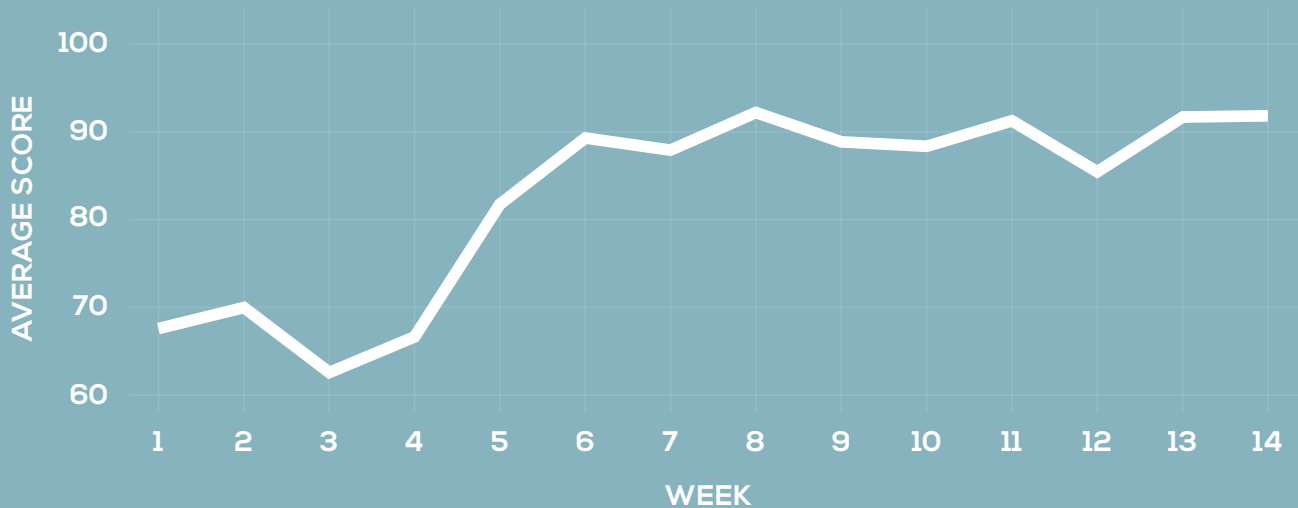
"What surprised me most was the impact on my mindset when commuting. The app made me conscious about my drive style, my speed and my distance to other cars, the way I accelerate and brake, and it actually made me arrive at my destinations much more relaxed."

Remi van Dam

Manager External Field Operations
VodafoneZiggo

25% less fuel and CO₂ in just a few weeks.

In just 14 weeks the drive style scores improved by 35% and no road-going incidents have been reported. On average, sedan cars in the fleet made fuel savings of over 25%, with one car saving as much as 51% (granted, that is unusual).



Goals for Sustainable Development.

VodafoneZiggo is committed to help with the Global Goals for Sustainable Development. DriveTag helps us make a triple contribution.

We are promoting **Good Health and Wellbeing (#3)** by lowering drivers' stress levels. We are developing our industry through **Innovation and Infrastructure (#9)** without any additional waste or pollutants, and all this whilst taking **Climate Action (#13)**, lowering the consumption of fossil fuels and CO₂ emissions.





About Vodafone

We've come a long way since making the first ever mobile call in the UK on 1 January 1985. Today, more than 500 million customers around the world choose us. We now operate in around 30 countries and partner with networks in over 50 more. Our commitment to the community in which we operate extends beyond the products and services we offer. True to our origins, Vodafone has always committed to deliver useful and inspiring innovation.

We're a brand that loves change – if it's not happening naturally then we're creating it ourselves. It's in our DNA to push forward, to create a better future, to never rest and find new ways that help people communicate. That's the lifeblood that runs throughout Vodafone. We are driven to empower people.

To find that spark that empowers you is why we are in business. That's what we mean when we say 'power to you'.



About Sycada

Our mission at Sycada is to create technologies that can make a significant and lasting contribution to reverse climate change. We work with public transport, taxi and city distribution companies to help them move from fossil fueled to electric vehicles, we facilitate sharing of electric cars, and we help drivers become more energy efficient, that is, more mindful drivers. We save tens of millions liters of fuel on behalf of our enterprise customers each year. And this is exactly what we need to do given the fact that more than a quarter of CO2 emissions come from our road vehicles.

With DriveTag, we enable drivers everywhere to take control and reduce their carbon footprint, without having to give up driving! We've created a product that is easy to distribute & install and fun to use. We want you to be in control with respect for your privacy and safety.