

A movement
that cannot be
stopped.



ummadum

Dein Weg lohnt sich.

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.

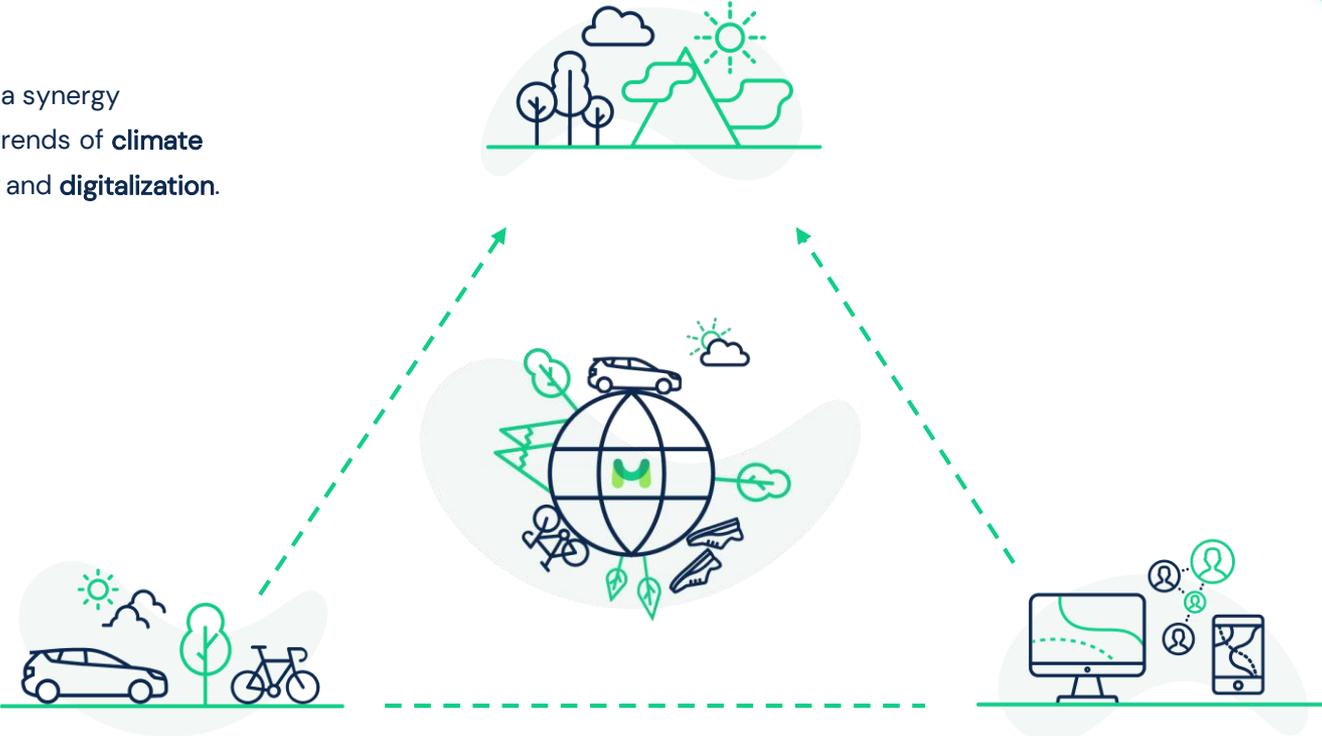
To realize this vision, each and every individual needs to change their behavior. We focus on positive incentives and reward sustainable mobility.

Together we can shape the future – **because there is no plan(et) B.**



ummadam is on trend

ummadam creates a synergy between the megatrends of **climate protection**, **mobility** and **digitalization**.

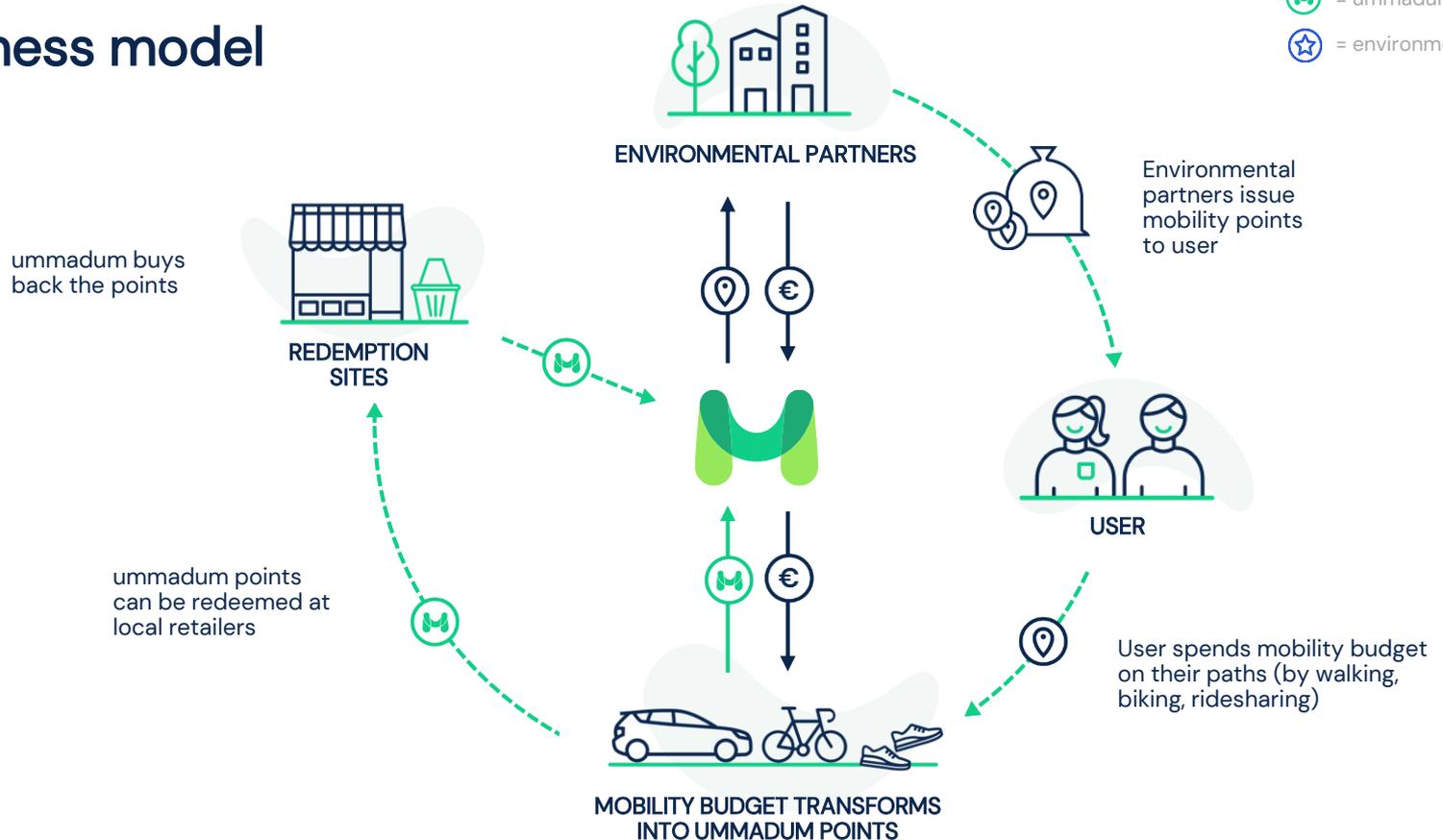


**This is
ummadum**

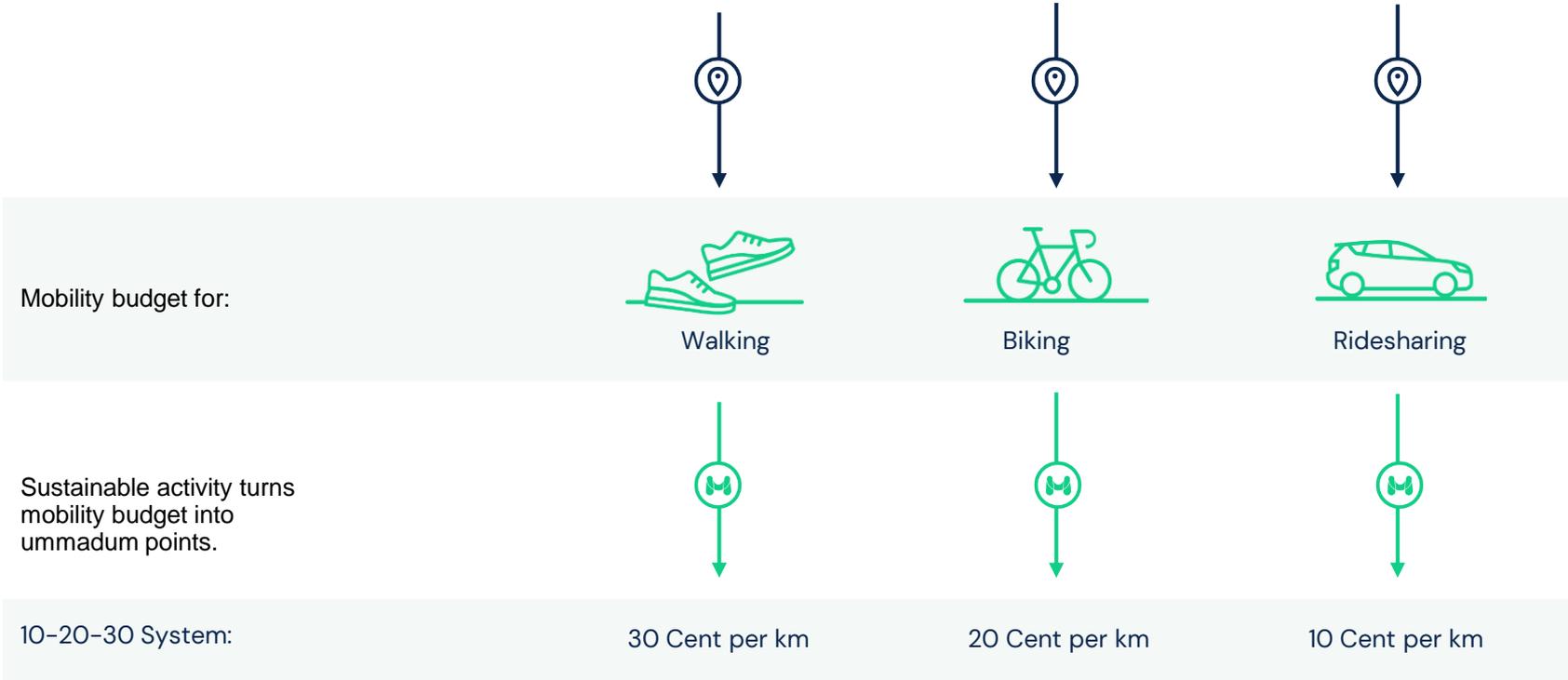


Business model

-  = mobility budget
-  = ummadum points
-  = environmental tickets



Incentive: ummadum points



Advantages

for municipalities

Funding

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



Know effects

Always know how much CO2 was saved
Better air, healthier people



Less traffic, more mobility

Extended mobility offer
Promotion of active mobility
Control of traffic flows (Commuters, tourists,
relief of intersections, train station, rush hour)



Save costs

Saving parking spaces
Gain public space for your projects



Being smart

Using digitization to live sustainability
Boosting citizen participation
Connecting people
Strengthening trade in the region



Advantages

for users



Take responsibility

Save CO₂ and protect the climate
Consume regionally



Less traffic, more mobility

Become more mobile by
additional options



Save money

Get rewarded for sustainable mobility
Collect additional points through
carpooling



Opportunities

Attractive additional prizes
can be won



Reduce stress

Less traffic, more parking space



Travel safe

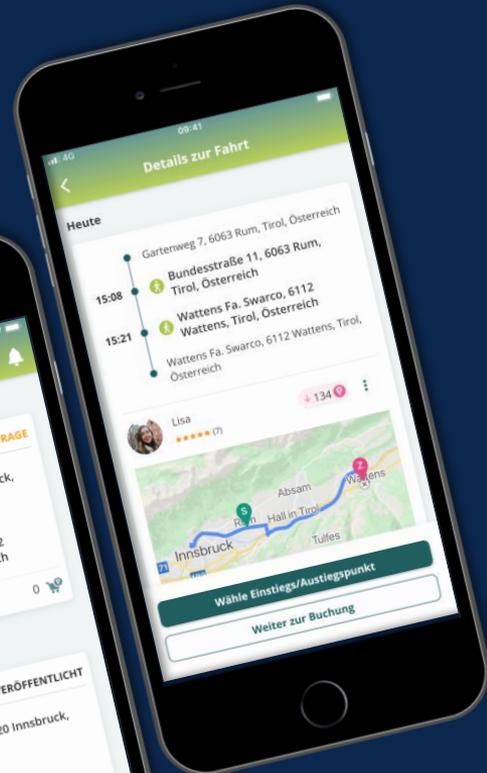
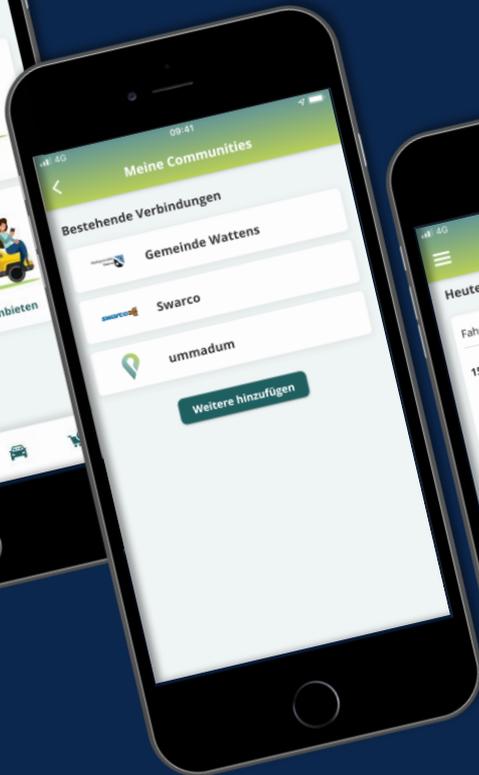
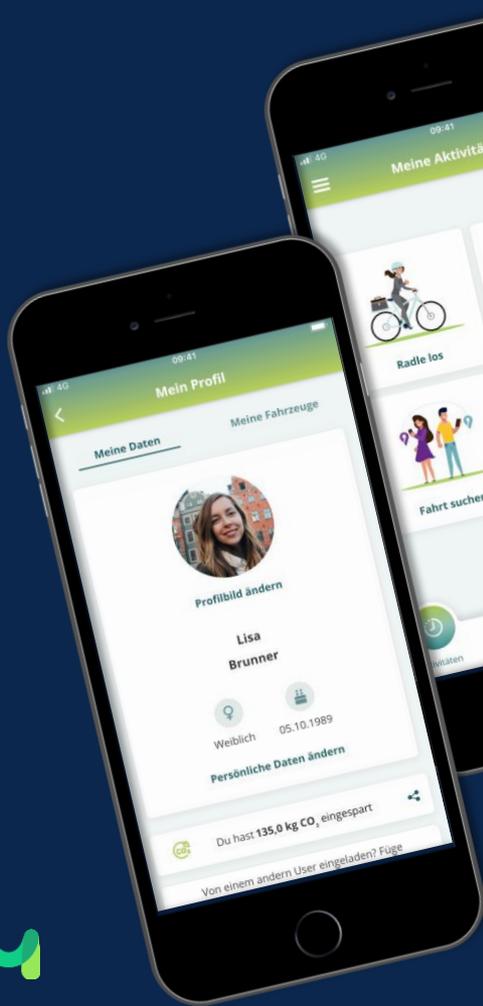
Free additional insurance for
carpools

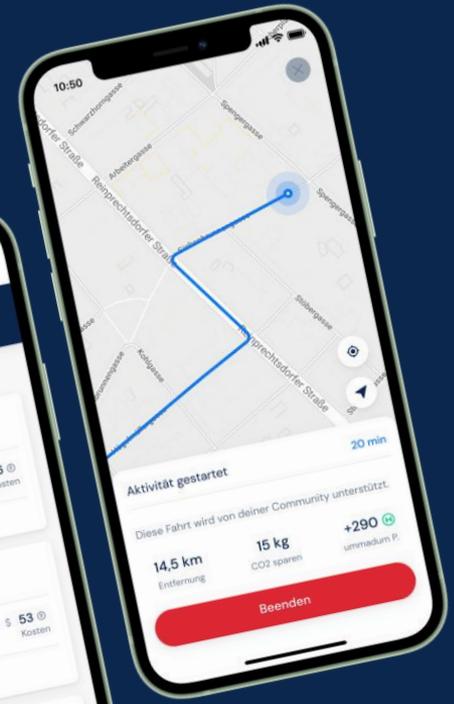


The product

App









Thank you for your attention!

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