

Success Story



Employer Services

Achieving Net Zero Through TDM

Founded in 1968, the International Baccalaureate (IB) pioneered a movement of international education and now offers four high-quality, challenging educational programs to students aged 3-19. As a global leader in international education, the IB curriculum is present in more than 5,700 schools in 160 countries and works to develop knowledgeable, confident, and caring young people.

With a global goal of net zero carbon impact by 2050, the IB sets an example not only on a local level, but also in their larger-scale goals. Through their work with goDCgo, the IB's presence in the District plays a key role in their overall sustainable success.

RELOCATING SUSTAINABLY

Previously located in Maryland, the IB moved its office to the District in 2023. A sustainable organization that prioritizes employee wellbeing, one factor that drew them to the District was the city's access to numerous transportation options that their employees could use to commute. Working in an office that was conducive to sustainable commuting (bus, rail, bike, walk, etc.) was a natural step towards reducing the IB's carbon impact.

Before relocating, the IB wanted to make sure that they were compliant with all DC Sustainable Transportation ordinances including the new DC Parking Cashout Law, so they consulted with goDCgo. After discussing their compliance options with goDCgo's Employer Services team, the IB opted to create and submit a Transportation Demand Management (TDM) Plan that they worked closely with goDCgo to create. After completing the DC Parking Cashout Law process and seeing the benefits that goDCgo had to offer, the IB continued their work with the Employer Services team to support their net zero goals.



INDUSTRY

Not for Profit/Education



NUMBER OF EMPLOYEES:

150+



BENEFITS OFFERED:

Pre-tax commuter benefits

Transit subsidies

Telework

Bike racks and showers

Capital Bikeshare

Corporate membership





BECOMING A TRANSPORTATION ALL-STAR

goDCgo introduced the IB to the Transportation All-Star program early on in their work together. Seeing how a Transportation All-Star designation would highlight their organization's accomplishments while also bringing them closer to achieving net zero emissions, the IB immediately made achieving a designation a priority. They actively worked with goDCgo to improve their sustainable transportation programs and pursue Platinum Transportation All-Star status.

One step that they took towards a Platinum Transportation All-Star designation was becoming a Capital Bikeshare Corporate member, offering free Capital Bikeshare memberships to their staff for commuting to and from work sustainably. With their office being about a 15-minute walk from the nearest Metrorail station, the Capital Bikeshare Corporate membership became especially useful for employees who wanted to get to and from the station quickly. Many employees now use their Capital Bikeshare membership as a first/last-mile alternative to walking, shortening their sustainable commutes in the process. To promote the new Capital Bikeshare Corporate program to employees, the IB hosted a Wellness Day where goDCgo provided transportation resources and encouraged employees to sign up.



THE IB'S EMPLOYEES TOOK 433 TRIPS IN 2023, TRAVELING 463 MILES!

To ease the concerns of employees biking in the District's often humid weather, the IB's office offers shower facilities. Additionally, employees who commute with their own bicycles can store them safely at one of the IB's many bike racks.

The IB also leveled up their status by working with goDCgo to add a compressed work week benefit. This allows employees to work half-days on any day of their choice, as long as they end their week with a total of 40 hours worked. Having a compressed work week gives employees who use alternative transportation greater flexibility and autonomy over their commutes. The policy also goes hand-in-hand with the IB's global priority of flexible work – many employees work fully remote or on a hybrid basis.

LOCAL IMPACT ON GLOBAL POLICIES

On a global scale, the IB's policies play a major role in their journey towards net zero. To meet their goals, they formed a collaborative working group that collects emissions data, establishes an emissions tracking process, and crafts a comprehensive strategy for the organization moving forward. From reducing air travel by choosing global event locations nearby their market to eliminating plastic and printed materials, the organization has begun to incorporate sustainability into many their daily practices.

Even their curriculum follows a sustainable approach – throughout IB programs, instructors advocate for a sustainable planet and ask students to consider the relationship between people, planet, and growth. The IB is working towards achieving a fully digital transformation of all its programs, starting with the introduction of MYP eAssessments in 2016. The integration of technology into assessments offers a multitude of advantages, including accessibility, efficiency, improved environmental impact, and cost-effectiveness.

Evidently, the IB's sustainability initiatives in the District play an essential role in the organization's overall net zero strategy. By making sustainable commuting easy through commuter benefits, flexible work schedules, and transportation resources, the IB has taken significant steps with goDCgo's help to reduce CO2 emissions associated with their District office. The IB's efforts in Washington, DC serves as an example for their offices worldwide.

“The IB fosters a culture of mindfulness within our staff and the broader IB community, encouraging us to make thoughtful decisions in our daily routines. We are reducing our travel and streamlining trips when possible. We are offering community opportunities for both virtual and face-to-face events and implementing sustainable practices for our in-person events and conferences, allowing people to participate in a way that aligns with their own sustainability values.”

- Olli-Pekka Heinonen, Director General at the IB



Reduce Your Emissions with goDCO

- 1 Schedule a free consultation**
Set up a meeting with our Employer Services team to discuss your organization's sustainability goals and how to meet them.
- 2 Comply with Local Laws**
Lower the number of your employees driving alone to work by complying with the DC Commuter Benefits Law and the DC Parking Cashout Law. goDCgo can provide complimentary compliance assistance.
- 3 Explore Discounted Sustainable Transportation Options**
Consider offering a discounted sustainable transportation membership or subsidy, such as Capital Bikeshare Corporate or WMATA SmartBenefits. Our team can help you find the best option for your office.
- 4 Become a Transportation All-Star**
Work with goDCgo to become a more sustainable workplace and get the recognition and perks you deserve.

goDCgo.com/employer