

PRESS RELEASE

SACYR BESTOWS PRIZES OF THE 'DEJA TU HUELLA' CHALLENGE

- **This initiative has reduced the emission of close to 39 tonnes of CO2 by promoting sustainable mobility in Madrid.**

Madrid, May 6, 2021.- Sacyr Concesiones, the managing entity of the 'Intercambiador de Transportes de Moncloa' (Moncloa Transport Hub), in collaboration with the 'Consortio Regional de Transportes de Madrid' and the startup Ciclogreen, launched the 'Deja tu huella' challenge, on the occasion of the European Mobility Week, celebrated in September 2020. This project was focused on promoting sustainable mobility in the city of Madrid.

This initiative, executed through an app, had a great reception, and from its launch on September 17, 2020, until March 31, 2021, 2,035 users signed up on it. Throughout this period, 38,6 tonnes of CO2 have been prevented from reaching the atmosphere. Furthermore, the users have traveled 160,647 km and saved 32,287 euros, when comparing the cost of public transportation with that of internal combustion engine (ICE) vehicles.

'Deja tu huella' challenge's goal was to reduce the carbon footprint of commutes in the capital and raise awareness about climate change among the population.

'We wanted to encourage citizens to shift their transportation habits towards sustainable mobility and improve the transport hub users' experience by rewarding their commitment to the environment', explains María Gayo, Manager of the 'Intercambiador de Transportes de Moncloa'.

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Prize giveaway

To reward the users' more sustainable commute practices, several prizes have been given throughout these months, such as free 30-day travel pass ticket recharges for the 'Comunidad de Madrid' public transport cards, a MOVO electric razor scooter and accessories, Hemper eco backpacks, Sheedo plantable products, free vouchers for McFIT gyms, Kokonat accessory packs, several Ekomodo products, or Brushboo home eco packs, among others.

Nevertheless, yesterday was the bestowal of the challenge's global prizes: the first prize was an electric razor scooter, a helmet, and MOVO merchandise; the second prize was a helmet, MOVO merchandise, and a minutes coupon; and the third prize, MOVO merchandise, and a minutes coupon.

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