

# WEEKDAY CHALLENGE FOR BUSINESSES

## HEY BUSINESSES!

## JOIN THE MOVEMENT. CHANGING OUR CITY, FOR GOOD.

### WHAT IF WE COULD...

Imagine engaging your team in a meaningful challenge that brings benefits to your employees and customers.

What if we could enhance wellbeing and team morale without the high price tag?

What if we could inspire and engage individuals to be part of something that would see visible change?

What if we could see less congested, safer roads, less need for staff parking, increased collegiality, happier, more engaged employees and a cleaner environment?

### WHAT IS THE WEEKDAY CHALLENGE?

The Weekday Challenge challenges all of us to travel differently. Participants from businesses are encouraged to ditch the car and instead bike, scooter, walk, run, bus, train, ferry or carpool as many week days as they can.

### IF ENOUGH OF US DO IT WE WILL SEE SOME GREAT BENEFITS ACROSS OUR COMMUNITY:

- **A REDUCTION IN CARBON EMISSIONS**  
Great news for the environment
- **LESS CONGESTION ON OUR ROADS**
- **BETTER MENTAL HEALTH AND WELLBEING**  
Hey - we'll all get fitter!
- **INCREASED PRODUCTIVITY**  
Because you'll have less road rage and more control of your day
- **REDUCED STRESS**
- **MORE CONNECTED COMMUNITIES**  
Having fun and doing good together
- **SAFER ROADS AND COMMUNITIES**

### LEAD THE CHANGE FOR GOOD!

As a business, we know you like to lead the way and contribute to a healthier, more productive, thriving community for all. Here's just some ways you can participate in and support the Weekday Challenge:

### BECOME A PARTICIPANT

Sign up yourself and your business. Then, each week day that you participate, you and your business will log your journeys and earn points, badges and be in to win prizes too. You can challenge other businesses, set up sub-teams within your business, and you'll be able to track your progress throughout the challenge with our live dashboards and leaderboards, so you can see how your business is doing compared to others too!

### SET UP A BUSINESS TEAM AND CREATE SOME REWARDS YOURSELF

Be a proactive business and lead by example! Build team morale and demonstrate active community support by encouraging your staff to participate as a team.

As well as rewards, prizes and benefits, we have some great ideas on what you could do in your business to keep your team motivated. From rewards for carpooling to team rewards for weekly participation or for being at the top of the business leaderboard.

Get your team on board and have some fun, while doing good.

### THE CHALLENGE IS PEOPLE POWER PERSONIFIED. JOIN US IN TURNING 'WHAT IF WE COULD?' INTO 'TOGETHER WE CAN!'



## BUSINESS FAQs - THE WEEKDAY CHALLENGE

**KEEN TO GET YOUR BUSINESS INVOLVED IN THE WEEKDAY CHALLENGE?  
HERE'S EVERYTHING YOU NEED TO KNOW TO GET YOUR TEAM MOVING AND MAKING A DIFFERENCE.**

### WHAT IS THE WEEKDAY CHALLENGE?

The Weekday Challenge is a fun way to get your people choosing healthier, more sustainable ways to get around. Whether it's walking, running, biking, catching the bus, train or ferry, scootering or carpooling, it all counts towards reducing congestion, cutting emissions, and improving well-being.

### HOW DO WE SIGN UP AS A BUSINESS?

1. Go to website and click **Sign Up** and enter your details.
2. When prompted to **"Create Team"** enter your business name.
3. Invite people you want in your team to sign up as well and when prompted they **"Join Team"** and your team name will be in the dropdown list.

### WHAT'S IN IT FOR OUR BUSINESS?

When you join the Weekday Challenge, you'll get access to:

- A live dashboard showing your team's journeys, carbon savings, and healthy/active kilometres
- Internal leaderboards to drive friendly competition
- Rewards and prizes for your staff, plus a shot at the annual grand prize
- A profile for your business on the app leaderboards
- Social shoutouts across our digital channels

Plus, you'll be contributing to a national movement for healthier people and a healthier planet.

### WHAT DOES THE WEEKDAY CHALLENGE PLUS LICENCE FEE COVER?

The annual fee for businesses unlocks the full package:

- Custom business dashboard
- Reporting tools and data insights
- Team competitions and leaderboards
- Access to all prizes, rewards and recognition
- Promotional features and support



## BUSINESS FAQs - THE WEEKDAY CHALLENGE

### LOGGING JOURNEYS - HOW IT WORKS

Participants log their travel through the web app:

1. Head to [www.weekdaychallenge.co.nz](http://www.weekdaychallenge.co.nz)
2. Sign up (it's quick!) and join your business team
3. Hit 'Log a Journey'
4. Choose your transport type – walk, cycle, bus, carpool, scooter etc
5. The distance from your home to work is already calculated, you can adjust it if your commute journey changes.
6. Submit and you've logged your first trip!

No GPS or app downloads needed – it's all web-based and self-reported.

### WHAT TRAVEL MODES CAN BE LOGGED?

Any active or shared mode of travel counts – the more sustainable, the better:

- Walking or running
- Biking or e-biking
- Scootering
- Public transport (bus, train, ferry)
- Carpooling or ride-sharing
- Working from home (Gets you a half point for not going anywhere! Log twice for a "return" trip and get one point for your team.)

### CAN PEOPLE LOG MORE THAN ONE JOURNEY?

Yes – The journey in and the journey home can be logged, with a maximum of two points per week day.

### DO WE NEED TO TRACK JOURNEYS WITH GPS?

No – journeys are self-reported. Participants just log what they did and roughly how far. It's all based on trust and ease of use.

### CAN WE SEE HOW OUR TEAM IS TRACKING?

You sure can. Every business gets a live dashboard with:

- Number of journeys
- Active kilometres
- Estimated carbon savings
- Cars taken off the road
- Team rankings and progress over time
- Plus you can see how your business is doing against others on the leaderboard

Perfect for internal comms, sustainability reporting or just good old-fashioned competition.

### DO YOU HELP WITH ONBOARDING?

Yes! We've got toolkits, posters, intro emails and a team ready to help you get set up. We'll work with you to launch the Challenge internally and keep the momentum going.

### READY TO GET STARTED?

Sign up your business at  
[WWW.WEEKDAYCHALLENGE.CO.NZ](http://WWW.WEEKDAYCHALLENGE.CO.NZ)

or drop us a line at  
[INFO@WEDNESDAYCHALLENGE.CO.NZ](mailto:INFO@WEDNESDAYCHALLENGE.CO.NZ)

We'd love to have you on board.

