

Topic:
Smarter Working

Economy Makes Bosses Consider Smarter Working

The current global economic turmoil is expected to make more employers look at the benefits of smarter working for their staff. We look at one industry group initiative to find out more

ICT is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunication sectors.

The current economic turmoil, affecting every country in the world, is expected to make more employers look at the benefits of smarter working for their staff. This affects staff in many countries but we thought an industry group initiative in the UK would interest **I**CT readers wherever you are located.



*“The economic downturn means organisations are trying to save money and boost productivity – which means managers are more likely to consider allowing staff to work and commute smarter,” says **Phil Flaxton** of [Work Wise UK](#).*

“The benefits of smarter working include lower overheads for employers, more productivity, and a demonstrable commitment to the environment. But, overall, smarter working practices mean happier employees.”



Employees themselves are looking to cut the costs of commuting. Fuel price increases, rises in mortgages and the growing general costs of living means everyone is tightening their belts.”

Phil Flaxton was speaking ahead of [National Commute Smart Week](#) in the UK (October 26 to November 1) which aims to draw attention to wasted time and resources which result from work-related travel and commuting to work at peak times. However, this subject is applicable everywhere, whether you are commuting in Munich, Paris, New York or Madrid.

Starting the day after the clocks go back, Commute Smart Week will also highlight a number of ways to avoid the misery of travelling to and from work in the gloom or dark, and the depression and despondency that many experience as a result, by working and commuting smarter.

Flexible working times (including flexitime, condensed hours and nine day fortnights), staggered journeys and part home working, reduce the overall need to commute, and allow people to avoid peak times.





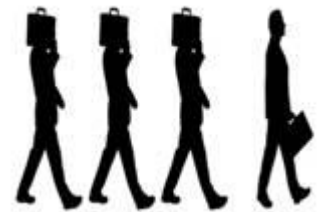
Trying alternative ways of commuting, such as cycling or walking, can also help reduce congestion and public transport overcrowding, and at the same time significantly improve health and wellbeing.

The knock-on effect of reducing overall traffic congestion and public transport overcrowding by extending the rush hour and reducing peak demand through smarter working and commuting will make the daily commute more bearable for those workers who have no choice when and how to travel.



The UK's National Commute Smart Week this year will have five themes, one for each weekday:

- Flexible working and travel plans
- Road congestion and road safety (including car sharing)
- Cycling (why spend hours in the gym?)
- Walking (get off a stop or station early and walk)
- Health benefits of smarter working and commuting



Smarter working and commuting may also help mitigate the significant increase in deaths and injuries that occur on our roads during the winter months, many of which are school children.





A number of spokespersons will be available from Work Wise UK and from organisations which successfully practise smarter working, both national and regional. Work Wise UK will be publishing a series of tips and guidance on working smarter, which will be circulated to the media and uploaded on the Work Wise website prior to National Commute Smart Week.

Further information will be issued the week before but if you have any advance requests, please contact the press office below.

Issued on behalf of Work Wise UK by [Chelgate Limited](#).

- Work Wise UK is organised by the IT Forum Foundation, a not-for-profit organisation.
- Supporters of the Work Wise UK campaign include the CBI, TUC, the British Chambers of Commerce, BT, Transport for London, Equal Opportunities Commission, Scope, the RAC Foundation, Institution of Occupational Safety and Health, Technology Means Business, Henley Management College and the Association for Commuter Transport.
- Further information about Work Wise UK can be found on the website www.workwiseuk.org.

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