“Kimberly-Clark’s Bicycle Journey”

Rob Gusky
Ambassador of Cycling
Kimberly-Clark Corporation
Neenah, Wisconsin
Welcome to Kimberly-Clark!

By the numbers
1872
58,000
36
$21.1 billion
Our ride began in 1897
K-C Get Up & Ride Program

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”

— Margaret Mead
Sharing

2011
Wisconsin Bike Challenge!

2012
National Bike Challenge!

WISCONSIN BIKE FED

THE LEAGUE OF AMERICAN BICYCLISTS
since 1895

Bikes Belong
KEY SUCCESS FACTORS
Easy for All to Participate!

Points are awarded for trips to work, the store, with the family – any type of riding

Encourage daily riding
20 Points each day you bike plus 1 Point per mile
Enthusiastic Cyclists Everywhere!

La Paz, Bolivia

Barton, UK Mill

Ede, Netherlands

Jaromer, Czech Republic
Friendly Competition
Local Pride

Ocenění pro závod Jaroměř za 1.místo v Get Up and Ride 2012
Příští rok snad vyhrajeme zbytek kola .......

10
Get Up & Ride Day
Rewarding Good Behavior

2012 - Pilot

The National Bike Challenge data simplified administration of the pilot

2013 – Implementing new policy for K-C US employees
Corporate Support
$0.10/Mile = $35k for Cycling
LESSONS LEARNED
Employee Passion Started Program
Bicycle Friendly Business Program Provided the Blueprint

1. Engineering:
2. Education:
3. Encouragement:
4. Evaluation:
Natural Fit with Sustainability

Addresses all 3 pillars of sustainability

Economic
Environment
Social

K-C recognized for outstanding sustainability performance

• Ethisphere’s 2012 World’s Most Ethical Company list
• No. 4 on the 2012 list of the "World's 25 Best Multinational Workplaces" by the Great Place to Work Institute
Biometric Pilot

K-C Health Services conducted pilot during the Challenge to assess impact of exercise on biometrics.

Key findings:
• Decrease in BMI (body mass index)
• Decrease in blood pressure
• Increase in amount of individuals exercising 5 days per week
• Increase in participants consuming fruits and vegetables
• Some participants became smoke free!
Bicycling is Medicine

“Bicycling is one of the best forms of aerobic exercise, and the National Bike Challenge is a great example of a program that promotes exercise in a fun, practical and environmentally friendly way. Exercise is medicine and there is no prescription or other medical intervention that provides the health benefits of regular aerobic exercise.”

Suzanne Schroeder, Regional Health Services Director
Bike Challenge provided focus and data to support K-C’s Bike Journey
CEO Buy-In Sealed the Deal!
MOVING FORWARD
2013 National Bike Challenge
To Help Unite 50,000+ Riders
Bike 20+ Million Miles
Encourage More People to Bike