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Vienna Insurance Group: “The VIG bike is here!”

VIG cooperates with willdienstrad GmbH and extends its health and well-being concept for its staff

Vienna Insurance Group (VIG) is now offering its employees VIG bikes via Austrian start-up willdienstrad GmbH, adding a sustainable mobility service to the health promotion programme supporting “life balance”.

An internal survey revealed that two thirds of employees at VIG Holding were interested in an e-bike or bicycle provided by the company. Drawing on willdienstrad’s innovative concept, VIG is also addressing its three important strategic topics, including positioning itself as a modern employer, supporting its own ESG goals, while further developing a broad health promotion programme for its employees. *“Being an attractive employer is very important to us, because VIG Holding employs experts who also have corresponding expectations of a modern, international company. It matters to our colleagues that, among other issues, we exhibit a high degree of diversity, enable mobile working, act in an environmentally conscious manner, reduce our environmental impact and promote well-being. willdienstrad.at’s concept already meets several of these expectations”*, explains CEO Elisabeth Stadler.

Significantly discounted bicycles and e-bikes for employees

VIG acts as lessee of the VIG bikes, which of course are available for unrestricted private use. The employees select and configure their future e-bike or bicycle at their specialist dealer of choice and pay a monthly leasing instalment including full insurance cover. The rate is tax-privileged. VIG will also add EUR 200 per e-bike on top of the national climate incentive bonus of EUR 400, while also subsidising each bicycle by EUR 400. The VIG bikes are entitled to an input tax deduction and are entirely exempt from payment in kind.

Keep moving

The cooperation with willdienstrad is another key aspect of the “Keep moving” health and mobility promotion programme, and the planned ESG goals for VIG Holding employees. In addition to financial support for participation in sports events such as Vienna Business Run and Vienna City Marathon, internal sports clubs are also being supported, while extensive partnerships with fitness providers such as Holmes Place or myClubs provide access to sporting opportunities throughout Austria. The partnership with ViveLaCar, which has launched an innovative car subscription service in Austria, also offers special conditions to VIG employees, lending support to the sharing-economy concept.

Life balance

VIG is focusing on “life balance” within the company. *“As an employer, it is important to us to provide a working environment that allows everyone to balance their professional and personal priorities, what we at VIG call ‘life balance’. To this end, we are continuing to expand our activities in the areas of work and development, balance and flexibility, health and exercise, as well as diversity and appreciation”*, emphasises Elisabeth Stadler. For example, the home office concept implemented during the pandemic will be offered on a permanent basis for flexible working in a new format. The Employee Assistance Program (EAP) and a virtual well-being platform provide employees and their families with professional, free and anonymous advice and coaching around personal and professional concerns.

Vienna Insurance Group AG Wiener Versicherung Gruppe (VIG) is the leading insurance group both in Austria and in the entire Central and Eastern European (CEE) region. Around 50 insurance companies in 30 countries form a Group with a long-standing tradition, strong brands and close customer relations. The more than 25,000 employees in the VIG take care of the day-to-day needs of more than 22 million customers. VIG shares have been listed on the Vienna Stock Exchange since 1994. The VIG Group has an A+ rating with stable outlook by the internationally recognised rating agency Standard & Poor's. VIG cooperates closely with the Erste Group, the largest retail bank in Central and Eastern Europe.

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