

Third Royal Award Presented To Mobilityways In Special Ceremony With Lord Lieutenant

Thursday 6 February, 2025

Commuter emissions reduction specialist Mobilityways has today been presented with a King's Award for Enterprise, for Sustainable Development, by the Lord Lieutenant of Norfolk.

At the event, the Lord Lieutenant Lady Dannatt, MBE, handed Mobilityways Managing Director Julie Furnell a Kings Award crystal, while Deputy Lieutenant Carol Bundock read The Grant of Appointment. The Sheriff of Norwich, Sirajul Islam, was also in attendance to celebrate this significant honour.

Mobilityways is one of only 252 organisations nationally, and four in Norfolk, to be recognised with a prestigious King's Award for Enterprise in the latest accolade. The company has been celebrated for its excellence in sustainable development, due to its commitment to zero-carbon commuting. Mobilityways' climate tech enables employers to provide full visibility of commuting challenges and solutions, and is the only software solution dedicated to decarbonising the commute.

This presentation makes it the third time that Mobilityways has been handed the award, having also been recognised with the Queen's Award for Enterprise for Sustainable Development in 2019 and 2008. Each win allows use of the Queen's/King's Award emblem for five years, meaning Mobilityways has earned the right to continue using the royal award emblem until 2029 after its win last year.

Before presenting the award, the Lord Lieutenant announced: "To be recognised with this award three times is quite exceptional. Here I am today presenting you with the King's Award, and there really is no higher accolade. Norfolk is fantastically proud of you all. You are a young, vibrant, exploring firm of people, very dedicated, highly qualified, and we are very grateful for what you do for the planet."

The event dignitaries met some of Mobilityways' 40 staff at their Norwich office, including Chief Technical Officer Ross Hewitt, who's worked at the company for 21 years. Mobilityways was founded as Liftshare in 1998 and has since expanded its suite of climate-tech solutions to a full portfolio that measures, reduces and reports commuting emissions for large employers.

Julie Furnell, Managing Director of Mobilityways, said: "It is a true honour to be recognised with a King's Award for Enterprise for Sustainable Development. Winning the award is a testament to our relentless dedication to revolutionising commuting.

"At Mobilityways, we're not just creating innovative climate tech solutions; we're helping influence how people can travel more sustainably. As an SME, this recognition underscores our commitment to partnering with large employers to make a tangible impact on realising the art of the possible and decarbonising the commute."

The King's Awards for Enterprise, previously known as The Queen's Awards for Enterprise, were renamed last year to reflect His Majesty The King's desire to continue the legacy of HM Queen Elizabeth II by recognising outstanding UK businesses. The Award programme, now in its 58th year, is the most prestigious business award in the country, with successful businesses able to use the esteemed King's Awards Emblem for the next five years.

For more information on the King's Award, visit <https://www.gov.uk/kingsawards-for-enterprise>.

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