

This is about us. It is about our culture and values, our ambitions, and our story.

CULTURE MANIFESTO



[START TO READ](#)



Our culture is defined by our **attitudes, our beliefs, values and actions.**

It's visible in the way we treat each other and how we approach our day-to-day work life. Culture is simply „the way we do things“ and „how we behave when no one is watching“. The culture manifesto is our way of being transparent and specific about how we define our culture. It is something we can hold each other accountable for.



Our culture and values shape everything we do here, from bringing in a new team member to making commercial and people decisions.



OUR CULTURE MANIFESTO IS WHAT CONNECTS AND INSPIRES US

We can't talk about our success or our future without talking about our people.

We would like to give a big thank you to all our employees, past, present and future for being part of our amazing journey.



WHO ARE WE?



Some facts about us:

We are a group of nearly 1000 unique individuals spread around Europe, representing 25 different nationalities in 15 countries. More than half our workforce belongs to the Millennials age group, and around 10% of our people represent Generation Z.

Whilst we encourage young people to join us, we also appreciate the importance of experience and knowledge to support this. We are absolutely proud to say we have some team members who have been with us for more than 15 years!



We make the world move.



Today we support the navigation of more than 10 million vehicles globally and serve around 350,000 truck vehicles in Europe, Asia, and the Middle East.



Our customers' Toll kilometers make up more than 26 times the distance from Earth to sun and our tax refund service places us among top 3 in Europe.



As of 2019, our sale figures exceed more than 2 billion euros annually and the list of outstanding achievements is expanding daily!



WHAT IS AWESOME ABOUT US?



When asking this question, the overwhelming number of responses say that the teammates around us is what we appreciate the most. Words that describe us:





After asking our people across the EW group, how they describe us, it all boils down to this:

“ We are one of the leading and most ambitious mobility technology companies in the World. We deliver integrated products and services that reduce cost and increase efficiency to the entire on-road mobility industry. ”

WHO WE STAND FOR?



Our employees

because their dedication makes us successful.



Our customers and partners

because we know that creating value for them is what will lead us to achieving our vision.



Our investors

because they believe in us.



OUR VISION

Is to democratize
the on-road mobility
industry through
a technology revolution.



OUR PURPOSE

Is to create sustainable financial & technological solutions for the benefit of our industry, society and the environment.



WHAT DO WE WANT FOR THE WORLD AND OUR INDUSTRY?

Efficiency & safety



To ensure drivers and their vehicles move as quickly, safely, and cost-efficiently as they can, without unnecessary stops or hassles along the way – making roads a better place. Our platform will enable to keep the business moving, be it the delivery of goods or mobility of people.

To be connected



Various systems talk to each other in real-time, fostering quality decision-making and effortless controls for drivers, business owners, fleet managers, dispatchers and business administrators.

Change for the better



We are at the forefront of our industry creating new trends which are helping people to have less stress and stay happy in their work and travel for the long haul.

Promote the environment & commerce



We are re-designing the mobility industry to promote environment-friendly activity by deploying the latest technologies and advanced solutions that consume fewer resources and create less emissions. We enable the economy to grow in a sustainable way.

OUR AMBITION

Is to become the ultimate on-road mobility platform creating better business opportunities across the industry.



HOW WE AIM TO DO THIS? HOW WE MAKE THE DEMOCRATIZATION HAPPEN?



Technology:

We are a source for innovation delivering disruptive technology to the entire industry.



Partnership:

As a partner and advisor we help our customers to succeed and grow. We create better market opportunities where each participant can compete no matter their size.



Scale:

We bring economies of scale to our partners - our platform connects various parties for digital & financial solutions in real-time, increasing value and decreasing costs.

..and what our CEO thinks about this?



In my mind, we are building the digital marketplace - industry's leading business platform connecting the on-road mobility industry into one ecosystem. Our customers will be able to choose various products and services, which the EW team turns into complete solutions. Looking into the future, our scalable platform will be connecting ever-growing number of participants and reaching the efficiency that is beneficial to all. This will make EW the most significant player in Europe, enabling us to make an impact.

We believe our market deserves the highest efficiency and transparency, where each participant can compete no matter their size. We are here to reduce friction in the business models of our customers and partners. As the result of our work, customers minimize complex and stressful work while their business flourish.

For instance, the navigation will lead the driver to the most optimal fuel spot and the cleanest facilities on the way, while our combined toll and telematic box will prevent a fuel transaction unless the vehicle has reached the targeted site. The totally safe anti-fraud system is here, finally! In the meantime, dispatcher gets a notification about next jobs available, expected profitability and fast payment option. One click and wheels keep rolling ...

Our products and services will be sourced from various suppliers and will be marketed under various brands. However, they will have something in common - unified customer experience and payment on one account. A true digital marketplace to cover all the needs of the mobility industry!



Martin Vohánka, EUROWAG founder & CEO

EW VALUES



EUROWAG is an organization where performance is driven by passion and purpose rather than controls.

Therefore, our values are our superpowers and guiding principles for everything we do.

Our values inspire us to achieve success and happiness in our work and private lives.



DELIVER YOUR BEST

#INDEPENDENCE
#EXCELLENCE



How do we do this?

1. Think big, deploy your skills and potential fully in order to achieve the best you can. Formality and process help us to operate efficiently but shall not limit the best ideas.
2. Don't wait to be told. Use your best judgement and think and act as an owner.
3. Take risks, after you have considered the consequences. Learn from mistakes and share the experience with others.
4. Be customer-centric. Start with the customer and work backwards.



**DELIVER
YOUR BEST**

**IF YOU
ARE ALSO
A LEADER...**



1. Create alignment between company, team and individual goals and interests. Honour work accomplished not hours spent.
2. Stay relevant! Keep learning about the market, trends and new technologies. Visit and talk to our customers regularly.
3. Demonstrate our values by who you recruit, promote and reward. Be decisive when letting go of those who don't share our values.
4. Surround yourself with great talents and create an engaging environment, only then good things will happen. Anything else will make your organization suffer.
5. When you must let people go, treat them with dignity and provide a fair severance package.
6. When developing a talent, focus on leadership, passion and potential first, expertise and competency second.
7. Make sure you have a worthy successor before taking on new career opportunities.



EMBRACE CHANGE

#INNOVATION



How do we do this?

1. We are driven by innovation, continuous improvements and self-motivation, thus not for everyone. We invite those to join us who see value in lifetime learning and exploration.
2. Asking about purpose and context helps us understand and get into the driving seat of the change.
3. Being open to change breeds a culture of innovation.
4. Less is more - invent and simplify.



EMBRACE CHANGE

**IF YOU
ARE ALSO
A LEADER...**



1. Pay great attention to explaining the purpose and context of the change to get buy-in and commitment.
2. Quantify, communicate and measure outcomes.
3. Connect people. Get out of silos, encourage collaboration between departments.
4. Work hard but smart. Identify and design efficient processes that optimise people and technology.
5. Mistakes happen, turn these into learning.
6. Compensate increasing complexity by greater empowerment and hiring better talents rather than by tightening controls and process.



BE A TRUE COLLEAGUE

#TRUST
#TEAMWORK
#JOY



How do we do this?

1. Be kind and treat others the way you wish to be treated. Develop good relationships by being transparent and genuine.
2. Choose personal communication over formal tools.
3. Help others in their work and pick-up “the trash” laying on the floor.
4. Listen to others with empathy, independent of their status or disagreement with you.
5. Don't forget to enjoy and have fun at work! Celebrate success and never forget what is important in life. Working hard and be playing hard.
6. Uphold our high standards. If someone's performance isn't reflecting our values, give them feedback – but be supportive and constructive.



BE A TRUE COLLEAGUE

IF YOU
ARE ALSO
A LEADER...



1. Energize and lead by example.
2. Create a compelling and understandable team vision.
3. Increase trust by being transparent and do not tolerate gossiping.
4. Empower others so we can grow together.
5. Challenge status-quo - welcome constructive disagreement.
6. Provide genuine and frequent feedback to your team members. Create psychological safety in your team.
7. Encourage diversity and differences, but do not tolerate deviations from our values.



BE A GOOD PERSON

#INTEGRITY
#SOCIAL RESPONSIBILITY



How do we do this?

1. Don't compromise our values for the sake of financial profit.
2. Earn peoples' trust and respect every day.
3. Attract attention to unethical behaviour when you see it.
4. Acknowledge the broader impact of what you do. Care decently about your family, society and our planet.



BE A GOOD PERSON

**IF YOU
ARE ALSO
A LEADER...**

1. Do not accept misbehaviour, even if a person is a high performer. Our values are of much greater importance in the long term than short term loss.
2. Find ways to connect with all employees regardless of position or rank.
3. Create an environment that helps people show their best selves.



**WORKING IN A DYNAMIC AND
CHANGE-DRIVEN INDUSTRY, WE ARE
ALL FACED WITH NEW CHALLENGES
ON A DAILY BASIS. THEREFORE, WE
USE OUR VALUES AND LEADERSHIP
PRINCIPLES AS A GUIDING TOOL TO
CHOOSE THE BEST WAY FORWARD.**



Company culture is in our hands to shape, and this is how we commit to it:

- We are building our story by living it. Our success is the success of our people. WE are EW.
- We nurture the culture that values feedback. Everyone gives and receives it, without hang-ups about hierarchy.
- We welcome flexible ways of working. Remote work and job sharing are part of our work life.
- We constantly find ways to collaborate across and within business teams.
- We create a respectful and inclusive workplace – everyone is welcome who feels connection with our values and purpose!
- We remove the language barriers and embrace English as our official working language.
- We seek to increase diversity in the workplace through our hiring and promotion practices.
- And last but not least, we never stop learning and being curious!



Who are we?

What is awesome about us?

Who we stand for?

Our vision & purpose

Our ambition

EW values

Gallery



THIS IS US, THIS IS EW!



[BACK TO TOP](#)