

A teal-tinted background image showing a meeting in progress. In the foreground, a laptop is open on a table with a white coffee cup. In the background, several people are seated around the table, some with their hands clasped, suggesting a collaborative work environment.

## Gate 21

# Making sense of mobility and transport solutions with a CSR Strategy at TRYG

Projektforslag

Birgitte Kofod Olsen, partner, Ph.d.

# Working together



# Organizing mobility

From working group to CSR committee



Members:  
Facility management  
HR  
Fleet management  
Executive management



# 4 x expected benefits

## Environment

Contributing to:

- CO2 reduction
- Tryg 2014: 48,1%
- Reduction of consumption of fuel

## Economics

Contributing to:

- Reduction of construction and maintenance costs to parking facilities
- Reduction of maintenance costs to transport: taxa, fleet, mileage allowances

## Health and well-being

Contributing to:

- Increased number of bycykles
- Increased well-being
- Decrease in sickness absenteeism

## Society

Contributing to reduction of:

- Traffic congestion
- Non-productive time
- Air pollution
- Health related expenses
- Increased turnover

# SDG context

Goal & targets



**Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation**

9.1. Develop sustainable and resilient infrastructure to support economic development and human well-being

<b>GRI G4 Sustainability Reporting Guidelines</b>	Development and impact of infrastructure investments and services supported	G4-EC7
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# SDG context

Goal, target & KPI



**Make cities and human settlements inclusive, safe, resilient and sustainable**

11.2. Provide access to safe, affordable, accessible and sustainable transport systems, improving road safety

**GRI G4  
Sustainability  
Reporting  
Guidelines**

Significant environmental impacts of transporting products and other goods and materials for the organization's operations, and transporting members of the workforce

G4-EN30

# SDG context

Goal, target & KPI



## Take urgent action to combat climate change and its impacts

13.1. Strengthen resilience and adaptive capacity to climate related hazards and natural disasters in all countries

<b>GRI G4 Sustainability Reporting Guidelines</b>	Direct greenhouse gas (GHG) emissions (Scope 1)	G4-EN15
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# Information

Sources and material

SDG Compass – inventory for business indicators  
<https://sdgcompass.org/business-indicators/>

Med Gate 21's nye initiativ Moving People kommer 100 virksomheder til at bidrage til grønnere og bedre transport i storkøbenhavn. Det gavner både bundlinjen og samfundsøkonomien. Se her hvordan I kommer igang med grøn mobilitet og bidrager til SDG-erne.



## KLIMALEDELSE - NYHEDSBREVE

### Behov for samlet systematisk tilgang

Et eksempel på at samle mange klimaledelses initiativer i en samlet CSR strategi beskrives i artiklen om "Mobility Management" af Birgitte Kofod Olsen fra TRYG. Mobility Management er som betegnelse for en samlet og systematisk indsats forholdsvis nyt i Danmark, men mange har initiativerne i deres Lean eller HR strategi, bilflådestyring, Facility Management eller indkøbsfunktion. Med en Mobility Management indsats kan virksomheder gavne miljøet ved at reducere deres CO2 emissioner, fremme medarbejdernes sundhed og samtidig bidrage til at mindske trængsel i trafikken. Det er der god økonomi i både for virksomheden og for samfundet.

CARVE