

CSR JOURNAL

MAKING SENSE OF SUSTAINABLE TRANSPORT

Sustainable transport in CSR

The global UN Sustainable Development Goals are the necessary benchmark for the efforts that are needed to develop a sustainable society. Transport is an increasing challenge for the climate, for the cities - and for businesses, as limited mobility can inhibit economic growth.

It's a complex societal challenge to find solutions to beat congestion and improve mobility in and around our cities. But together we can create and spread new ideas and solutions for our mobility needs. Therefore, the Sustainable Development Goal number 17 on Partnerships is particularly important in the field of transport.

Moving People is a partnership network between companies and public authorities about flexible and green modes of transport, because it is not the single initiative, but many different actions and changes that are necessary to have an impact on our transport challenges.

Mobility, people, planet and profit

At a company level, a holistic transport and mobility plan can provide results on all three bottom lines - people, planet and profit. Therefore, Mobility Management is highly relevant for the company's CSR and environmental work.

This journal provides inspiration for sustainable transport and impacts on CSR and the company.



INSIGHTS:

UN SUSTAINABLE DEVELOPMENT GOALS and the importance of partnerships on transport

HENRIK GUDMUNDSSON, CONCITO

"Transport is one of the largest climate challenges we face. We cannot reach the international climate goals without doing something about our transport - and it is not just about implementing electric vehicles, we also have to do something about our transport behavior," says Henrik Gudmundsson, Concito.

Despite sustainable transport being one of the greatest challenges, it is not one of the 17 UN Sustainable Development Goals (SDG). But it is implicit in several goals:

- 3 Good Health and Well-being,
- 7: Affordable and Clean Energy,
- 9: Industry, Innovation and Infrastructure,
- 11: Sustainable Cities and Communities and
- 13: Climate Action.

Another reason to address transport emissions is the Paris Agreement. Transport is not mentioned here either but the agreement aims to keep the world's mean temperature from rising by more than 2°C above pre-indus-

trial levels— and ideally, by only 1.5°C. This will not be possible without transforming our transport systems.

"Moreover, as national states cannot alone deliver the required CO₂ reductions, there is an important role for actors like cities, regions and not least private companies," says Henrik Gudmundsson. He refers to 21 official international Climate Action partnerships on transport: freight, passengers, all transport modes and sectors – many of which invite companies to join in.

The partnerships can be seen at:
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**Henrik Gudmundsson,
Chefkonsulent, CONCITO**

INSIGHTS:

SUSTAINABLE DEVELOPMENT GOALS

- how to measure and report transport

BIRGITTE KOFOD OLSEN, CARVE CONSULTING

The Sustainable Development Goals are broadly defined and aimed at nation States, but also invites companies to contribute. The SDGs can easily be 'translated' to companies and their CSR-work.

Companies can operationalize the SDGs via the the GRI Sustainability Reporting G4 Standards (GRI=Global Reporting Initiative). It is a systematic approach and companies can benchmark results for other companies.

“Many companies use the SDG icons in their communication, but we need to go further. Companies should link the SDGs with with measureable actions and reporting such as in the GRI G4 standards.”

**Birgitte Kofod Olsen,
Partner, Carve Consulting**

Transport is not mentioned directly in the SDGs but is an integrated part of the goals through the targets:



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

Use the GRI G4 Sustainability Reporting Guidelines: G4-EC7 Development and impact of infrastructure investments and services supported



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

Use the GRI G4 Sustainability Reporting Guidelines: G4-EN30 Significant environmental impacts of transporting products and other goods and materials for the organization's operations, and transporting members of the workforce



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

Use the GRI G4 Sustainability Reporting Guidelines: G4-EN15 Direct greenhouse gas (GHG) emissions

CASE:

MOBILITY VISION: 50 PERCENT OF EMPLOYEES BIKE TO WORK IN 2025

The Technical and Environmental Administration in the City of Copenhagen has an ambitious mobility plan that supports the municipality's goal of becoming a CO₂-neutral capital by 2025. The mobility goal is that half of all employees should bike to and from work by 2025.

“My best advice is to set an ambitious goal, for example on the reduction of CO₂ emissions, and a date for when you want to achieve it and be true to it,” says Project Manager Dorthe Hansen from The Technical and Environmental Administration in the City of Copenhagen.

In 2009 a travel survey showed that 39 percent of all employees biked to work and 50 percent took the car. To reduce the number of car drivers and CO₂-emissions the Administration introduced a mobility plan with a number of mobility solutions - for example:

- Company trips shorter than five kilometers should be bike rides
- No taxi rides and no mileage allowances for driving in private cars - except with special permission
- Improved facilities like bike parking, bathing facilities, bicycle fleet, bicycle service at work, a greener car fleet and video conference equipment.

Everything we save on taxi fares and mileage allowances we spend on developing green mobility initiatives,” says Dorthe Hansen and also mentions that the department has reduced the cost of taxi fares by 400,000 DKK and mileage allowances by 100,00 DKK.

The Technical and Environmental Administration made a follow-up transport survey in 2017 and are awaiting the results in spring 2018 in order to see if they are on the way to 50 percent cyclists in 2025. But for now Dorthe Hansen is also proud of the cultural results:

“It has become a part of people's consciousness – ‘Of course we are cycling’. We have found that by offering transport solutions during working hours, we have had an impact on how employees move to and from work. But it has also been a journey. It probably took 3-4 years before employees thought it was cool.”

CASE: CSR-FOCUS ON MOBILITY REDUCED EMPLOYEES' CO2-EMISSIONS BY 9 PERCENT

The insurance company Tryg reduced the CO2-emissions from employee transport in the period 2011 to 2013 through a CSR-focus on mobility solutions and a partnership with other companies and the municipality. One of the main reductions came from reduced car use to and from work and increased use of bike and public transport.

A strategic focus on mobility solutions, internal cooperation, managerial ownership and a local mobility network with 5 other companies and Ballerup municipality: these elements were essential to achieve a nine percent reduction in the average CO2-emission from transport per employee at Tryg.

"We had top-level engagement in our efforts to reduce Tryg's emissions from transport. One of our managers had a strong interest in electric cars. Furthermore, we organized a cross-functional group with representatives from Facility Management, HR, Fleet Management and the Executive Management," says former CSR Manager at Tryg Birgitte Kofod Olsen – now partner at Carve Consulting. And, she continues:

"In the local mobility network, the companies and Ballerup Municipality met quite often. All the companies had a travel survey done of the employees' transport habits and we inspired each other on mobility activities and gave input to the municipality on how to improve local mobility for example through new bus schedules which increased the number of passengers."

Initiatives made the difference

Based on the travel survey and the identified needs and potentials for greener mobility a mobility plan at Tryg was made with concrete initiatives to improve mobility for the employees and make their transport greener.

"One example of mobility initiatives was a commuter check made by Movia in the Tryg canteen. 450 employees had their daily transport analyzed to see if they could save money or time by swapping the car for public transport," says Birgitte Kofod Olsen.

She also emphasizes other initiatives such as company bicycles at the bus- and train station, reserved parking for electric cars and a bicycle repair service available at the company during working hours.

But one specific initiative was essential to Tryg's success in reducing CO2. The company invested in video conference equipment and employees received bonuses when saving on air travel. This altered behavior dramatically and saved Tryg 10 million DKK in flight costs. Furthermore, the employees' use of car to and from work was reduced by eight percent and a corresponding increase in the use of bike and public transport.

Mobility Management makes CSR more tangible

"Mobility Management is interesting in CSR work because the initiatives affect multiple CSR efforts such as climate and employee health. At the same time, initiatives have a societal effect because, by changing transport behavior, we can affect the local environment," explains Birgitte Kofod Olsen. And, she continues:

"Mobility initiatives make it easier to make the climate actions of the company visible for the employees - for example, it is very tangible to tell about our red station bicycles that are for free use between the company and the station," she says, pointing out at the same time: "Most Mobility Management efforts are easy to measure - and provide concrete results in relation to our efforts to reduce CO2 and costs."

At Tryg she had to account for the economic incentives for the mobility solutions suggested. Furthermore, the mobility efforts were measured for benefits on four core CSR areas: environment, economics, health and well-being and society.

Mobility initiatives contribute to CSR

Environment

- CO2-reduction
- Reduction of fuel consumption

Economics

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

Health and well-being

- Increased number of cyclists
- Increased well-being
- Decrease in sick days

Society

- Reduction of traffic congestion
- Reduction of non-productive time
- Air pollution
- Health related expenses
- Increased turnover

Source:
Birgitte Kofod Olsen, Partner, Carve Consulting

INSIGHTS:

COMMUNICATING THE GREATER PURPOSE OF BETTER TRANSPORT - the WOW-effect

CHRISTINA BLAK, WE LOVE PEOPLE

"Be purpose-driven and drive your network through your vision: More travel enjoyment, better health, and less stress for your employees," addresses Christina Blak, Creative Director at We Love People the Moving 30 network and continues:

"To reach the goal of better transport, we need to redefine the good life – use your creativity and make the bike look like an enjoyable alternative to driving a car - what's in it for me?"

Christina Blak also underlines the power of internal cooperation: Stop siloing and start dating your colleagues. Facility Management, CSR and HR should remember to visit their colleagues.

"Date your colleagues in marketing. You have the story power. They have a voice. Mix blood, budgets and the will to pursue your vision. And remember to speak your vision out loud – it makes you commit."



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**Christina Blak,
Creative Director, We Love People**

Mobility is going green

The Moving 30 companies has discussed mobility in a CSR and sustainability perspective. The discussions indicate that the main issue for companies is to provide services to the employees that enable them to choose flexibly between multiple transport options, because the flexible transport possibilities are a prerequisite for a more free and flexible working life. Thus it is the people-bottom line that drives the mobility efforts.

Reducing car use at the same time as pushing towards the people-bottom line will create measurable climate and congestion changes influencing the planet-bottom line. CSR and sustainability tie many agendas together and give rise to cross-sectoral cooperation internally in a company as well as externally.

About Moving People and Moving 30

Moving People gathers more than 80 companies in local networks and a regional network - Moving 30 - to strengthen smart mobility on their business agenda. Together with municipalities, universities and transport operators the companies will explore how to change travel habits while testing new and existing mobility solutions.

Moving People is supported by the Capital Region of Denmark in the period 2016 – 2019.

Moving 30 partnership 2018

ALD Automotive
Coloplast
COWI
DR
DTU
Frederiksberg Forsyning
IKEA
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Københavns Kommune
Københavns Lufthavn
Lantmännen Unibake Danmark

MOE
NCC
Nordea
Nybolig Erhverv
Rambøll
Region Hovedstaden
Siemens
Sweco
Widex

Moving 30 partnership and journals

In 2018 the regional Moving 30 forum held three roundtables focusing on Mobility Management in the perspective of different business units. The three roundtables were held for Facility Managers, CSR Managers and HR Managers. These journals summarize the presentations and debates among participants. The aim is that the journals can inspire to internal cooperation across business units, as well as external cross-sectoral cooperation.

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