



## Ruter and the Sustainable Development Goals

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# 1. Sustainability at Ruter

Ruter's vision "Sustainable freedom of movement" puts sustainability at the heart of everything we do.

In 2018, Ruter initiated a process to integrate sustainability considerations more clearly into our organisation. Sustainable development is to be a guiding principle behind everything we do – a compass to point us in the right direction, ensuring that we contribute towards tackling important societal and environmental challenges of our time and thereby increase the societal benefit of our services. The Oslo region is growing fast, and public transport plays a key role in ensuring that this growth and development happens in a way that is beneficial to society and the environment. This is reflected in Ruter's new formulated vision: Sustainable freedom of movement.

Ruter's role in society is bound to evolve in times ahead, as large-scale infrastructure developments and technological breakthroughs trigger sweeping changes in the mobility market. We expect increased competition and a constantly shifting playing field. Therefore, it is of paramount importance that we understand and exploit the opportunities brought by increased digitalization and new mobility solutions. We must improve our understanding of customer needs and strive to meet them even better than we do today. The goal of public transport is to be relevant to its customers.

The Oslo region is growing fast, and public transport plays a key role in ensuring that this growth and development happens in a way that is beneficial to society and the environment in a sustainable way.

- Green mobility is needed in order to reduce the environmental impact of the transport sector.
- Efficient mobility solutions are required for society to function. They provide a practical and economical way for everyone take part in their community, shortening the distance to work, education and recreation.
- Efficient mobility services require smart land management, with space being a scarce resource in urban and suburban areas.

Ruter's ability to deliver on socio-political goals is our main differentiator. Where private companies are bound to maximize profit, Ruter's goal is to maximise social benefit. If the relevance of our services decreases relative to those of our private-sector competitors, Ruter's ability to contribute to socio-political goals will be weakened.

## 2. About Ruter and the UN Sustainable Development Goals

Sustainable development means to cover the needs of the present without compromising the ability of future generations to meet their own needs.

In 2015, all member states of the United Nations adopted the organisation's Sustainable Development Goals – a collection of inter-connected goals and targets that confront critical global issues related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. As described by the UN, the Development Goals are the blueprint to achieve a better and more sustainable future for all. In our mission to deliver greater social benefit, Ruter has chosen the UN's Sustainable Development Goals as a framework for our sustainability strategy. As such, the goals will be an important tool for us in our work as we aim to increase the societal benefit of our services.

Sustainable development is to provide a framework for our activities relating to important development trends such as urbanization, digitalization and individualization. To achieve sustainable solutions, we intend to cooperate closely with authorities, trade and industry, owners, operators and customers. Ruter is to be a key player in this collaboration and contribute to guiding mobility developments towards our shared goal of a sustainable society.

Read more about our process of identifying relevant Sustainability Goals in chapter 4.



Figure 1: The UN's sustainability goals and the goals Ruter has selected as particularly relevant

# 3. Ruter’s contribution towards eight specific Sustainable Development Goals

Ruter has prioritized eight Sustainable Development Goals where we have a particular responsibility and leverage to make a difference.

At the centre we have placed SDG 11—Sustainable cities and communities — as reaching this goal goes hand in hand with our vision of providing sustainable freedom of movement. The UN points to safe, affordable, accessible and sustainable transport systems for all as one of the key targets within SDG 11. In other words, this is the core of our very existence. When working towards this, we want to make a significant positive impact on four selected goals; goal 3 Good health and well-being, goal 10 Reduced inequalities, Goal 8 Decent work and goal 13 Climate action. Ruter’s work method is characterised by using the means available in goal 9 Industry, innovation and infrastructure, goal 12 Responsible consumption and production and goal 17 Partnership for the goals.

Figure 2 illustrates the link between our prioritized sustainability goals. In the next sections you can read more about our selected goals and how we work towards each of them.

Focusing on sustainable development will improve our ability to contribute to important societal goals, like for instance reducing greenhouse gas emissions. We intend to strengthen our role as an attractive partner for private actors, helping to make sure that their innovative abilities and activities support the long-term community goals of Oslo and Akershus.



**Figure 2:** The link between the sustainability goals Ruter has chosen



## Sustainable Development Goal 11: Sustainable cities and communities



Oslo has been named European Green Capital of 2019. The award is presented to cities that are at the forefront of sustainable urban development. The ambitious goal-oriented efforts of Oslo municipality—with increased focus on public transport and emission-free transport—have played an important role in earning Oslo the award. Traffic problems result in reduced quality of life, continued emissions of greenhouse gas and serious economic consequences. Improved public transport, increased walking and cycling and measures to restrict the use of private cars are key means to resolve the problem. For the first time since the 1970s, we are experiencing that more people travel to work by public transport than by car in Oslo and Akershus. Traffic growth in 2017 was at 5.9 per cent – the highest in Ruter’s history. Going forward, Ruter aims to continue that growth and offer attractive transport to even more people, with a higher frequency and lower emissions. We want it to become easier to live in—and make use of—the entire Oslo region, with more space for people, green areas and city life, and less noise and air pollution.

### Ruter wants to contribute towards Sustainable Development Goal 11 by:

- Providing an attractive and sustainable public transport service
- Integrating new, sustainable forms of mobility
- Increasing the proportion of cycling and walking, and increase the sharing ratio of other means of transport
- Creating room for attractive urban green spaces

### Where are we in 2018?

Ruter’s main environmental goal since the company was established in 2008 has been to accommodate the increase in motorized travel with attractive and sustainable public transport. There has been a steady increase in public transport trips since Ruter was established: Since 2007, the number of public transport trips has increased by 63 per cent.

Emphasis on public transport allows for good utilization of valuable space because it reduces the need for roads and parking spaces. Public transport also allows for concentrated land use in the city centre.

Ruter’s task is to be a driving force for public transport-friendly land use by playing an active role in developing land use plans. Ruter has an important task in communicating what kind of land use strategies will benefit public transport in the long term.

### Dilemma: Environmental impact of growth

Ruter’s mission is to provide an attractive public transport service and continuously strengthen it to meet increased demands. Because public transport contributes to reduced traffic, increasing its use is a way to improve the environment. The dilemma arises when increased public transport does not result in lower emissions. The positive impact from more people leaving their cars at home is lost if we deploy buses with poor environmental standards. Ruter must therefore secure investments in eco-friendly technology and solutions when expanding our services, making sure that developing attractive and seamless services does not compromise our commitment to the environment.

## Examples

Ruter is planning a new Metro tunnel through the centre of Oslo. The purpose of a new tunnel is to increase the capacity of the entire Metro system, which is necessary to accommodate the growing population of Oslo and Akershus. The new tunnel will also contribute towards the national goal stating that all increases in passenger traffic in urban areas are to be met by public transport, cycling and walking. A new Metro tunnel from Majorstuen to Tøyen/Ensjø with the possibility of an extension to Bryn allows for more frequent departures on the branch lines and circle line. In addition, new Metro stations in central Oslo, for example at Bislett and Grünerløkka, will provide new travel opportunities and improve the network structure of our transport services. A new tunnel

will increase the proportion of underground rail trips to, from and through the centre of Oslo. This will contribute to safer, more attractive, active and vibrant urban life.

In January 2018, the Activity Transport pilot project organised by the Stabæk football team, Bærum municipality and Ruter started. Activity Transport means that Ruter's minibuses transport children aged 7-11 from school to training and then home after training. Activity transport is also provided at Vålerenga and in Fet. The target is to reduce both the use of passenger cars, make the everyday lives of families a little less busy and not least provide a service to children who are otherwise unable to take part in football.

## Sustainable Development Goal 3: Ensure good health and promote quality of life for everyone



In many places in Oslo, the air quality is poor, particularly during winter. This increases the risk of respiratory tract infections, lung diseases, cardiovascular disease and cancer. In January 2016, Oslo municipality was convicted by the EFTA Court for illegally high air pollution. As a measure, Oslo municipality adopted a temporary ban on diesel-powered vehicles in large parts of Oslo.

Ruter has an important part to play in improving air quality. Firstly, it is essential that more people leave their cars at home and choose public transport, cycling and walking. Secondly, Ruter is working to reduce emissions from public transport. Ruter's ambition is to make all public transport in Oslo and Akershus emission-free by 2028.

Public transport contributes to good health when people walk or cycle to public transport stops, and by making it easier and safer to walk and cycle as the amount of cars on the road are reduced. Ruter is working to improve integration between cycling, walking and our transport services.



Ruter operates with a so-called zero vision regarding accidents: There are to be no serious or fatalities caused by public transport. This means that Ruter continuously works to ensure good traffic safety, including campaigns for using seatbelts in buses, safe stops and following up operators.

**Ruter wants to contribute towards Sustainable Development Goal 3 by:**

- Facilitating more cycling and walking
- Reducing air pollution
- Reducing car traffic by increasing the share of walking, cycling and public transport opportunities in the region
- Increasing traffic safety and security for passengers

**Where are we in 2018?**

In keeping with our owners' wishes, Ruter is working to electrify (battery electric/hydrogen electric) public transport in Oslo and Akershus. The report Emission-free public transport in Oslo and Akershus clarifies the scope of opportunity and consequences of a transition to electrically (battery/hydrogen) powered public transport, which is both quiet, fossil-free and without local emissions of exhaust particles (PM) and NOx. Work is well underway towards reaching this goal. In 2019, Ruter will have 120 electric buses in operation and the Nesodden ferries will have battery-electric propulsion. Ferry traffic in the inner Oslo fjord (Island ferries) currently run on renewable fuel but will be electric from the summer of 2022.

On the way towards our goal of emission-free public transport, it is Ruter's objective that all city buses meet the Euro 6 standard by the end of 2020. This is an important measure to reduce local emissions of NOX. In 2018, 44 per cent of city buses were in compliance with the Euro 6 standard.

Road traffic is the main source of noise in our region. According to Statistics Norway, the number of people who are inconvenienced by noise has been on the increase for the past 10 years. In 2018, 79 per cent of city buses met the national noise target of 77 dBA; our goal for 2020 is 100 per cent. Although noise from buses is minor, buses can inconvenience those who live in residential areas where there is significant bus traffic. When transitioning to electric buses, engine noise will be significantly reduced.

**Dilemma: Our contribution to increased cycling and walking**

When Ruter increases capacity, we allow people to move from passenger car transport to public transport. The dilemma is that some of the passenger growth is from those who otherwise would have cycled or walked. This varies depending on where Ruter introduces new departures. A new service from western Akershus to the inner city will appeal to a significant number of cyclists and pedestrians, while a new route that only serves western Akershus almost exclusively takes market shares from car traffic.

This is a dilemma that Ruter increasingly takes into consideration when changing services. i sine beregninger ved ruteendringer.

<sup>1</sup> <https://www.ssb.no/natur-og-miljo/artikler-og-publikasjoner/flere-nordmenn-utsatt-for-stoy>





## Sustainable Development Goal 8: Decent work and economic growth



Ruter contributes to the goal of decent work and economic growth in different ways: A good public transport system is essential for the labour market, and good traffic conditions, short travel times and a good public transport service contribute to greater added value in society. As an employer, Ruter contributes to secure jobs that neither require a long, formal education nor perfect fluency in Norwegian. As a major purchaser, Ruter creates a market for green technology and transport solutions of the future.

### Ruter wants to contribute towards Sustainable Development Goal 8 by:

- Making the labour market accessible by providing good mobility to everyone
- Imposing requirements regarding decent working conditions throughout our value chain
- Facilitating good mobility for visitors
- Being an inclusive, responsible and fair organization
- Making the region attractive for business and people

### Where are we in 2018?

Ruter constantly develops its services with an aim to make it constantly more attractive to use public transport. In the city, more and more people are

choosing a life without a car. More than half of the passengers use the Ruter app when planning their trip, and the Ruter app has won international awards and contributed to a simpler everyday life for our customers. In the future, the digital platforms will give us opportunities to offer services we can only imagine today. We conduct tests of new services in close dialogue and interaction with customers and partners in order to facilitate better mobility in the region. We know that our customers' expectations are high and that they will continue to increase. Our most important job is to help people lead the lives they want to lead. We can only do this if we succeed in developing more flexible services that are individually tailored to a higher degree than they are today. We want to provide increased freedom of movement.

### Example

Ruter's social accounting concerns the benefit we provide to our customers, but also includes benefits for many others. Everyone wants and enjoys better accessibility, reduced air pollution and safer traffic because of fewer cars. More walking and cycling provide positive health effects, and better public transport provides better use of the most central areas. In Ruter's social accounting for 2012, we calculated the impact of public transport on productivity in Ruter's circulation plan. At the time it was estimated to be NOK 1.4 billion. Ruter wants to update the model to understand current and future added value in the light of the UN sustainability goals.

## Sustainable Development Goal 10: Reduced inequalities



Living in a major urban area means sharing limited resources. Public transport contributes to free up space for green open spaces and playgrounds that are accessible to all in city centre areas. In many ways, Ruter contributes to reduced inequality in the region. Many must travel far to get to work, and using a car is costly. We make it easier to live outside of the city centre and cheaper to travel to and from work. We ensure that young people and the elderly who don't drive cars can enjoy the city's activities. Public transport must be for everyone and therefore we strive to develop services that also make it easier for passengers with disabilities to use our services.

Public transport actors must offer inclusive workplaces. This means good jobs and opportunities for training, including employees with poor Norwegian language skills, low levels of formal education or disabilities.

### Ruter wants to contribute towards Sustainable Development Goal 10 by:

- Linking the city and surrounding areas together
- Making public transport accessible for passengers with disabilities
- Aiming for a price structure that takes social and economic conditions into consideration

### Where are we in 2018?

Ruter's services should be for everyone and the price of tickets is something that concerns both us and our owners. Ticket prices shall be based on the principles of simplicity, accessibility and

fairness. Price policies shall contribute to more use of public transport, while at the same time having a social profile and being fair. From 2019, we are raising the age limit for children's tickets from 16 to 18 and children under school age travel for free. As early as 2002 we introduced a student discount for full-time students below the age of 30 in Oslo and Akershus, and from 2014 this also applied to students at all educational institutions in Norway. Ruter has recently introduced a youth discount for 7-day tickets and 30-day tickets for young people between the ages of 16 and 19.

Ruter uses the standard for universal design of buses as a basis regarding calls for tenders. From 2017, the new Norwegian standard for universal design of buses, NS 11031, is a key tool for this. Bus design requirements cater to passengers with different challenges, for example allergies, impaired vision, hearing, cognition and movement, and passengers with prams or heavy luggage.

### Example

In partnership with the City of Oslo and the city districts, Ruter is piloting a separate transport service – age-friendly transport ("pink buses"). The pink buses pick up the customers where they are and take them all the way to where they want to go, within the city district. Users are very satisfied with the pilot project. The trial is being carried out in close cooperation with the City of Oslo and their commitment to an age-friendly city. Age-friendly transport is now being tested in the Nordre Aker, Sagene and Østre Aker city districts.



## Sustainable Development Goal 13: Stop climate change



Ruter's main contribution to climate work is to move motorists from passenger cars to bicycles, walking and public transport. At the same time, we must reduce emissions from our own types of transport. Therefore Ruter aims to become fossil-free in 2020.

### Ruter wants to contribute towards Sustainable Development Goal 13 by:

- Becoming fossil-free in 2020 and only providing zero emission electric (battery and hydrogen) public transport by the end of 2028
- Moving motorists from cars to public transport
- Being a driving force for climate action in dialogue or partnership with other social actors
- Minimising greenhouse gas emissions in our value chain
- Having an infrastructure that can withstand the consequences of climate changes
- Being a driving force for reduced greenhouse gas emissions in the building and construction industry

### Where are we in 2018?

The share of renewable energy was included as a new governing indicator in Ruter's accounts from 2017. FossilFree 2020 is Ruter's plan for phasing out all use of fossil fuel by the end of 2020. In 2018,

there were approximately 1260 buses operating for Ruter and most of the CO2 emissions from Ruter's public transport services are from buses. Reaching the FossilFree 2020 target is being achieved through new bus tenders having requirements of 100 per cent renewable energy sources, and through existing contracts being changed to require renewable energy as fuel, as a replacement for fossil diesel. In the Romerike tender, Norway's largest bus tender so far, fossil-free operation was a minimum requirement, and there was also a requirement that parts of production should be electric.

### Examples

At the start of the project Fossil Free 2020, we organized a supplier conference where we clarified our ambitions before engaging in dialogue on the solution and progress plan. Business models and types of renewable energy were two of the key issues. It was the start of a process with market actors that, in a dynamic way, has helped us to where we are today. This is a good example of how we as a purchaser can implement purchasing processes that contribute to innovation at each individual company and across the new ecosystem.

Since 2012, Ruter has operated five hydrogen buses and one hydrogen station as a part of the larger EU project CHIC. Through a new EU project, Jive 2, 10 new hydrogen buses will be put into operation in 2019.





## Sustainable Development Goal 9: Innovation and infrastructure



Freedom of movement is important in urban development. Freedom of movement for everyone means that we must find smarter ways to travel. The E18 motorway in rush hour is good evidence that the car is not the right response to the desire of freedom of movement. At the same time, it is the car's flexibility and accessibility that public transport is competing against. Strengthening and improving current public transport is important, but it is not enough to keep up with the development of services from providers of less sustainable mobility services. Public transport in ten years will be something rather different than today, and for this reason innovation is one of the most important things Ruter works on.

Infrastructure is the fundamental structure that must be in place for a society to function, as a prerequisite for growth and productivity. Technology and innovation can contribute to better, more sustainable infrastructure solutions.

### Ruter wants to contribute towards Sustainable Development Goal 9 by:

- Developing new services that provide customers with freedom of movement
- Promoting infrastructure for sustainable mobility solutions
- Increasing demand for zero-emission solutions
- Being an example for innovation in the public sector

### Where are we in 2018?

In the years ahead, Ruter shall develop solutions that increase the customers' freedom of movement, in line with their needs. Digitalization gives Ruter

opportunities to develop and provide services that we currently only can imagine, both as a part of and as a supplement to the current public transport service. Therefore digitalization is a key tool in Ruter's work regarding the sustainability goals.

Ruter takes part in important urban development and infrastructure projects, such as a new city centre tunnel and the Fornebu line. On the way to a flexible and emission-free mobility service, we are required to continue planning according to market needs and include customers in the development of the service.

Through innovative procurement processes, we contribute to the market's ability to deliver future-oriented services. Innovation shall benefit the community, which is why we use the sustainability goals as a point of departure and an assessment basis in our development work.

### Examples

Ruter explores innovations in mobility, such as car sharing solutions and autonomous vehicles. This shall help Ruter understand how the urban and transport picture in the Oslo of the future can be developed. We are attempting to model what different scenarios for future mobility can look like and which possibilities and challenges the various scenarios may provide. This provides insight into how we can facilitate new opportunities so that they result in more sustainable mobility at an early stage. Ruter wants to play a part in shaping the future, not passively wait for it to arrive.

During Arendals-uka in August 2017, Ruter, along with the Norwegian Public Roads Administration and Agder public transport, demonstrated an autonomous minibus. Ruter has entered into a partnership with Danish Autonomous Mobility, and there are specific plans for the testing of autonomous buses in Oslo in 2019.



Sustainable Development Goal 12:  
**Responsible consumption and production**



Responsible consumption and production entails that we seek to reduce the use of resources, the strain on the environment and greenhouse gas emissions related to Ruter’s activities. As a purchaser, Ruter has a major impact on the pace of transition in transport. Our operator contracts play a part in how fast the green shift can take place in the capital region. When we phase in new buses, we contribute to changing the market for the bus suppliers. When we decide on emission-free boat operation, we open a new market for suppliers of technology for the maritime sector. The requirements we impose on our own operations and on all of our partners help to change the transport sector. Not only in the capital region, but also internationally.

**Ruter wants to contribute towards Sustainable Development Goal 12 by:**

- Better utilization regarding the capacity of our vehicles
- Reducing energy use through better navigability
- Imposing strict sustainability and circularity requirements in procurements
- Optimizing our own use of resources
- Building competence and cooperating with actors in our value chain and other stakeholders

Going forward, we shall work on considering the possibility of including circularity requirements when purchasing, operating and disposing of equipment.

By offering attractive public transport, we want to make it easy for our customers to choose the sustainable option and leave the car behind.

**Where are we in 2018?**

Ruter aims to reduce energy use per passenger kilometre (kWh). Reduction in energy use will be achieved by both reduction in actual energy use and increased capacity utilization in our vehicles. This concerns two key aspects related to environmentally sound operation: First, that buses, trams, the Metro and ferries operate efficiently. Second, that the service is widely used. It is worth noting that electric engines are very efficient and utilise three to four times more of the energy for propulsion than the internal combustion engine.

**Example**

Ruter has developed an Environmental Utility Tool that creates forecasts for emissions (CO2, NOX, PM) from Ruter’s public transport services, including reduced emissions from car traffic because of customers choosing public transport, cycling or walking. We use the tool to uncover the social and environmental impact of increasing services in a certain region or which impact it will have if we replace a diesel bus with an electric bus. The tool will contribute to us making decisions that are good in a holistic social perspective and make it easier for us to contribute to the owners’ political ambitions

## Sustainable Development Goal 17: Cooperation in order to reach the goals



The work on reaching the sustainability goals is a collaborative effort. In order to succeed, both a strengthening of existing partnerships and the establishment of new ones is required. Ruter is dependent on good collaboration with authorities, business, owners, the operators and the customers to succeed in restructuring passenger transport in the region. We will share the experiences we gain – both successes and mistakes – so that they may benefit others. We have to test new technology and new solutions together with others. Urban development must take place as a partnership, with a common goal of a sustainable society.

### Ruter wants to contribute towards Sustainable Development Goal 17 by:

- Enabling Ruter's employees to contribute to the UN's sustainability goals
- Motivating and challenging other public actors to work with the UN's sustainability goals

- Spearheading and working on important sustainability measures that we are not directly responsible for
- Sharing knowledge and experience from the transition to an emission-free public transport service with other public transport companies
- Cooperating with businesses and networks to increase innovation and implementation

### Example

We have a tradition for sharing experience and knowledge in the public transport family. Our common vision is that Together, we make public transport a natural first choice. In the time ahead, we will extend invitations to cooperate on important sustainability topics, because we believe that this will create a better service for the customers and a better and more sustainable city.



## 4. About the process and the road ahead

In 2018, employees at all levels have been involved in how Ruter may contribute to the UN's sustainability goals. In 2019, work is ongoing by allowing the focus on sustainability influence Ruter's new goal hierarchy.

**Strategic focus** — Description of goals with a prioritized list of how we can impact these.

**Goal** — The sustainability ambition is reflected in Ruter's new vision Sustainable freedom of movement and shall be integrated in Ruter's new goal hierarchy.

**Tool** — An environmental benefit tool has been developed to quantify Ruter's overall environmental contribution, both for individual measures and in total. The use of the tool strengthens discussions, deliberations and decisions at Ruter.

**Expertise** — All employees have contributed with suggestions for both goals and measures. We continue to facilitate the improvement of expertise and dialogue on the UN's sustainability goals.

The work on developing Ruter's sustainability strategy has primarily taken three courses:

### 1) Process for the selection of relevant sustainability goals

An internal workgroup has systematically reviewed the 17 sustainability goals and identified eight sustainability goals Ruter has a good opportunity to impact through its business operations and value chain. A priority and categorisation process illustrated in which way Ruter can impact the identified sustainability goals and what they mean for Ruter's owners and customers.

Several of the sustainability goals are extremely relevant to Ruter's work on the environment and climate. Ruter has therefore chosen not to develop a new, independent environmental strategy to replace the existing environmental strategy.

### 2) Involvement of all employees in the work regarding UN's sustainability goals

All employees were invited to submit suggestions for Ruter's work on the sustainability goals, and more than 300 suggestions for internal and external measures were submitted. These suggestions are included in the process. The goal is that the sustainability perspective is integrated in the day to day decision making processes at Ruter.

### 3) Discussion and decisions in Ruter's management group, board and owners and discussions with the key stakeholders

The management group has held meetings and workshops to discuss sustainability, UN Sustainable Development Goals, Ruter's position and strategy in the area and the consequences of different choices. The eight prioritised goals and how Ruter can and must contribute has been subject to an analysis with regard to what is important in order for Ruter to fulfil its social responsibility and goals, and where we make the greatest impact. Meetings and workshops were also carried out with Ruter's board, the City of Oslo, Akershus county municipality, operators and other stakeholders.

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