How to measure on UNs Sustainable Development Goals?

Ruter supplier conference 13.11.2018

Frode Hvattum, Chief of Strategy

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Our key questions

How can we measure our contribution to the UN
Sustainable Development Goals?

…based on Ruter data and/or other data?

… and how can this accelerate the journey towards
offering sustainable freedom of movement?
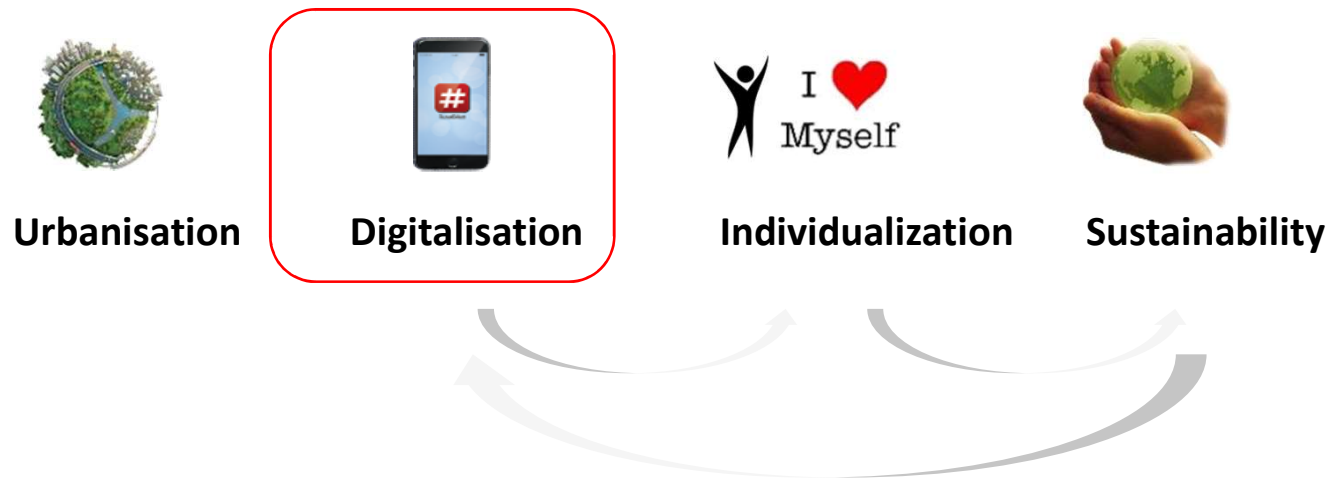
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Our current goals

1 Public transport, cycling and walking is to meet the need for increased passenger transport

2 All public transport is to run on only renewable energy in 2020

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Key drivers for mobility

Urbanisation   **Digitalisation**   **Individualization**   **Sustainability**

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Ruter have selected 8 of the
Sustainable Development Goals

We will ensure good health and promote quality of life for everyone, working to..

3 GOOD HEALTH AND WELL-BEING

.. facilitate for cycling and walking

.. reduce car traffic

.. reduce air pollution

.. increase traffic safety

We promote inclusive and sustainable economic growth and decent work for everyone, and work to...

.. facilitate access to the labour market

.. ensure decent working conditions throughout our value chain

.. facilitate good mobility for tourists

.. be an inclusive, responsible and fair organisation

.. make the region attractive for business and people
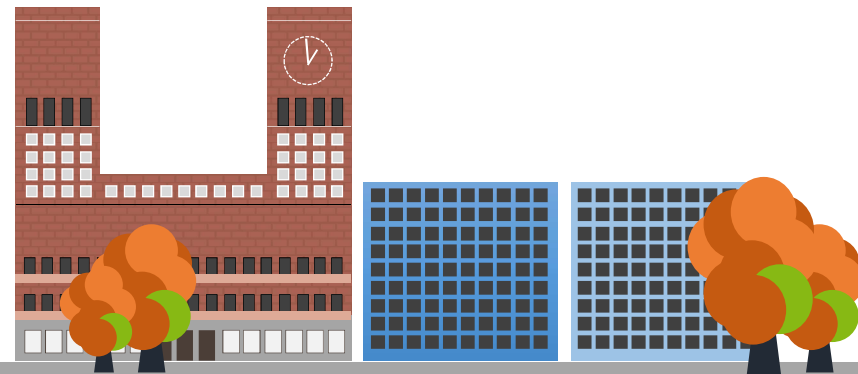
We enable infrastructure for mobility and contribute to innovation, and...

.. develop solutions that promote freedom of movement

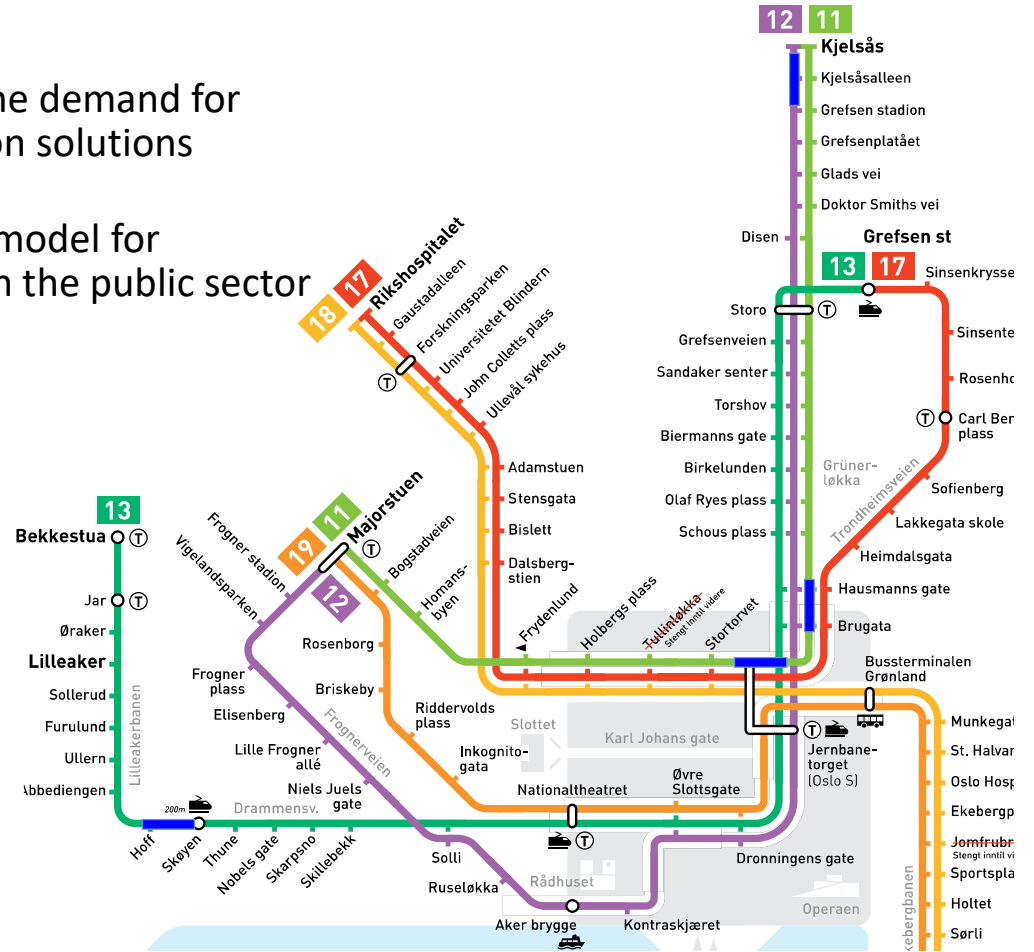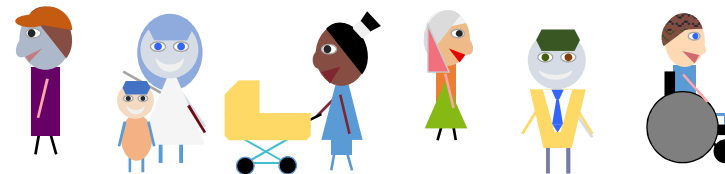.. increase the demand for zero-emission solutions

.. promote infrastructure for sustainable mobility

.. are a role model for innovation in the public sector

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

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10 REDUCED INEQUALITIES

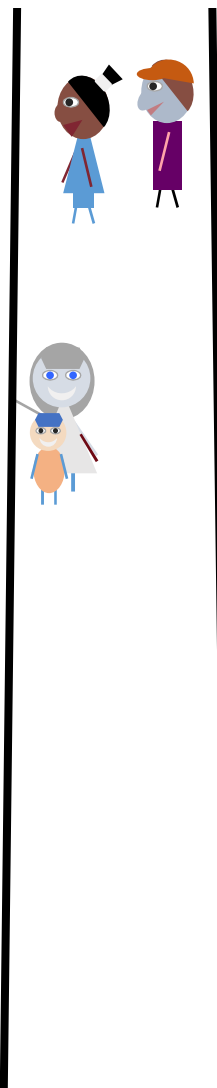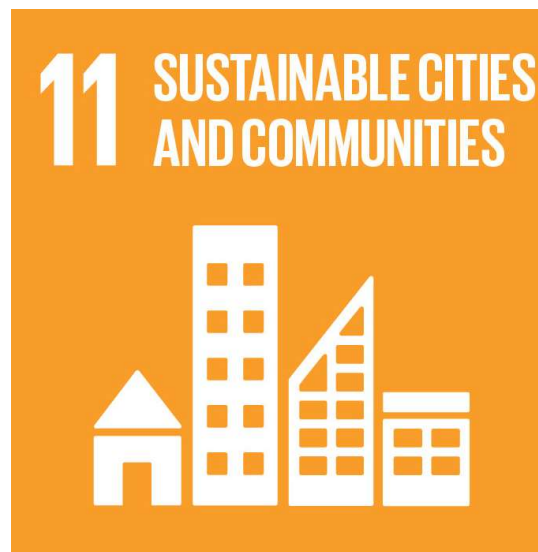**We contribute to reducing inequality in the city and work to...**

.. connect the city with towns and rural areas

.. provide green mobility to those with disabilities

.. provide affordable mobility for everyone

11 SUSTAINABLE CITIES AND COMMUNITIES

We work to ensure attractive and sustainable public transportation, by..

.. integrating sustainable mobility

.. increasing the share of cycling, walking and sharing of vehicles

.. enabling space and access to green areas

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

We ensure sustainable stewardship of our inventory, and work to

.. optimise capacity utilisation of our vehicles

.. set ambitious requirements for circularity in procurement

.. reduce energy use in our operations

.. optimise our internal use of resources

.. build expertise and collaborate with value chain actors

13 CLIMATE ACTION

We work towards a low-emission society to fight climate change, and will..

.. become fossil free by 2020 and fully emission free by 2028

.. be a driving force for climate action

.. minimise greenhouse gas emission throughout our va...

.. plan resilient infrastructure that handles the consequences of climate change

.. be a driving force to reduce emissions from and through infrastructure development

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17 PARTNERSHIPS FOR THE GOALS

We work in partnerships to ensure sustainable development, and..

.. challenge our own employees and public actors to contribute to the SDGs

.. use our leverage to promote sustainability measures

.. share knowledge and experience from our transition to emission-free technology

.. collaborate with corporations and networks to increase innovation and implementation

THE EFFECT

3 GOOD HEALTH AND WELL-BEING
10 REDUCED INEQUALITIES
8 DECENT WORK AND ECONOMIC GROWTH
13 CLIMATE ACTION

WHY

11 SUSTAINABLE CITIES AND COMMUNITIES

HOW

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
17 PARTNERSHIPS FOR THE GOALS
12 RESPONSIBLE CONSUMPTION AND PRODUCTION

We have structured them into a context that is relevant for Ruter and public transportation

Its now being articulated in a strategy and integrated in Ruters vision, goals, working tools and capabilites of all employees

The SDGs and our impact is now the basis for Ruters Sustainabilty strategy

Input til strategidokument

- Word dokument som beskriver mer utfyllende hvordan vi har jobbet og hva vi har kommet fra til

Strategidokument

- Digital versjon, beskrivelse av de 8 utvalgte bærekraftmålene

- Leveres i pptx til styremøte i september, i digitalformal i etterkant

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Vision and objectives

Sustainable freedom of movement

Grow green and shared mobility

Contribute to sustainable cities and region
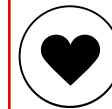
Earn trust

Further develop our existing *service*

Transition to zero emission

Explore new *mobility areas*

Mobility as a service

Reliable   Open   Innovative

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We want to use it to navigate and accelerate the developements in mobility

UNs Sustainable Development Goals
- Our selected goals with focus on mobility -

The future
- Significant changes in mobility – what kind of future are we creating and contributing to as a publicly own company

EFFECT

3 GOD HELSE	10 MINDRE ULIKHET	8 ANSTENDIG ARBEID OG ØKONOMISK VEKST	13 STOPPE KLIMAENDRINGENE

WHY

11 BÆREKRAFTIGE BYER OG SAMFUNN

HOW

9 INNOVASJON OG INFRASTRUKTUR	17 SAMARBEID FOR Å NÅ MÅLENE	12 ANSVARLIG FORBRUK OG PRODUKSJON

Joint compass

- KPI
- Quantication tool

Elektrisk	Tilkoblet	Selvkjørende	Delt

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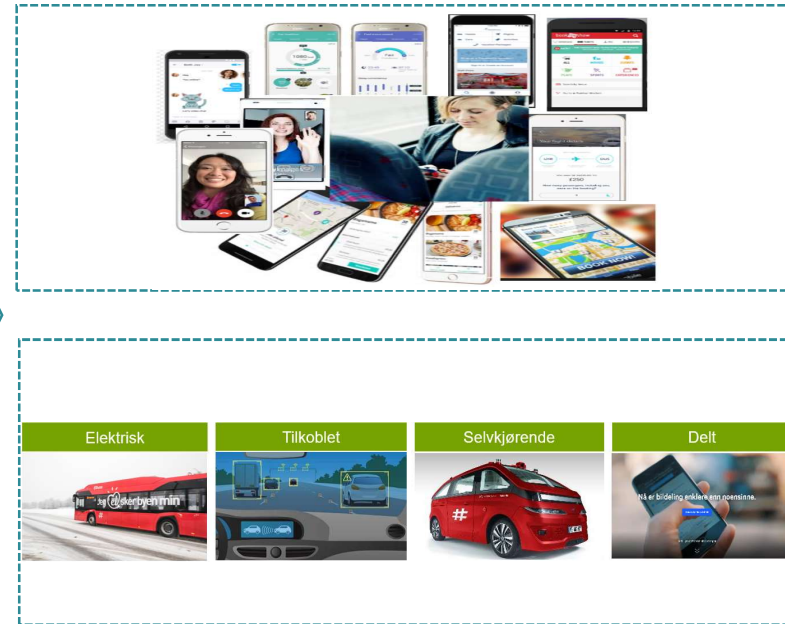
How to leverage to full potential of the sustainable development goals

	3 GOD HELSE	8 ANSTENDIG ARBEID OG ØKONOMISK VEKST	9 INNOVASJON OG INFRASTRUKTUR	10 MINDRE ULIKHET	11 BÆREKRAFTIGE BYER OG SAMFUNN	12 ANSVARLIG FORBRUK OG PRODUKSJON	13 STOPPE KLIMAENDRINGENE	17 SAMARBEID FOR Å NÅ MÅLENE
Strategy	●	●	●	●	●	●	●	●
KPIs					●		●	
Tools	● ●				● ●	● ●	● ●	
Competence	●	●	●	●	●	●	●	●

Can we develop a digital, simple and effective way to measure and steer towards sustainability?

Today

Future?

SDGs

Performance measurement tools

Fossilfree 2020 (xls)

0- emission (xls)

Working tools/Report

Societal value report 2012 (2014)

Environmental benefit tool (xls)

How to utilize data from Ruter and others to measure our contribution to the UN Sustainable Development Goals

Data input / Data collection tools

Frida

MPM

SIS

APT

TaaS

MPM
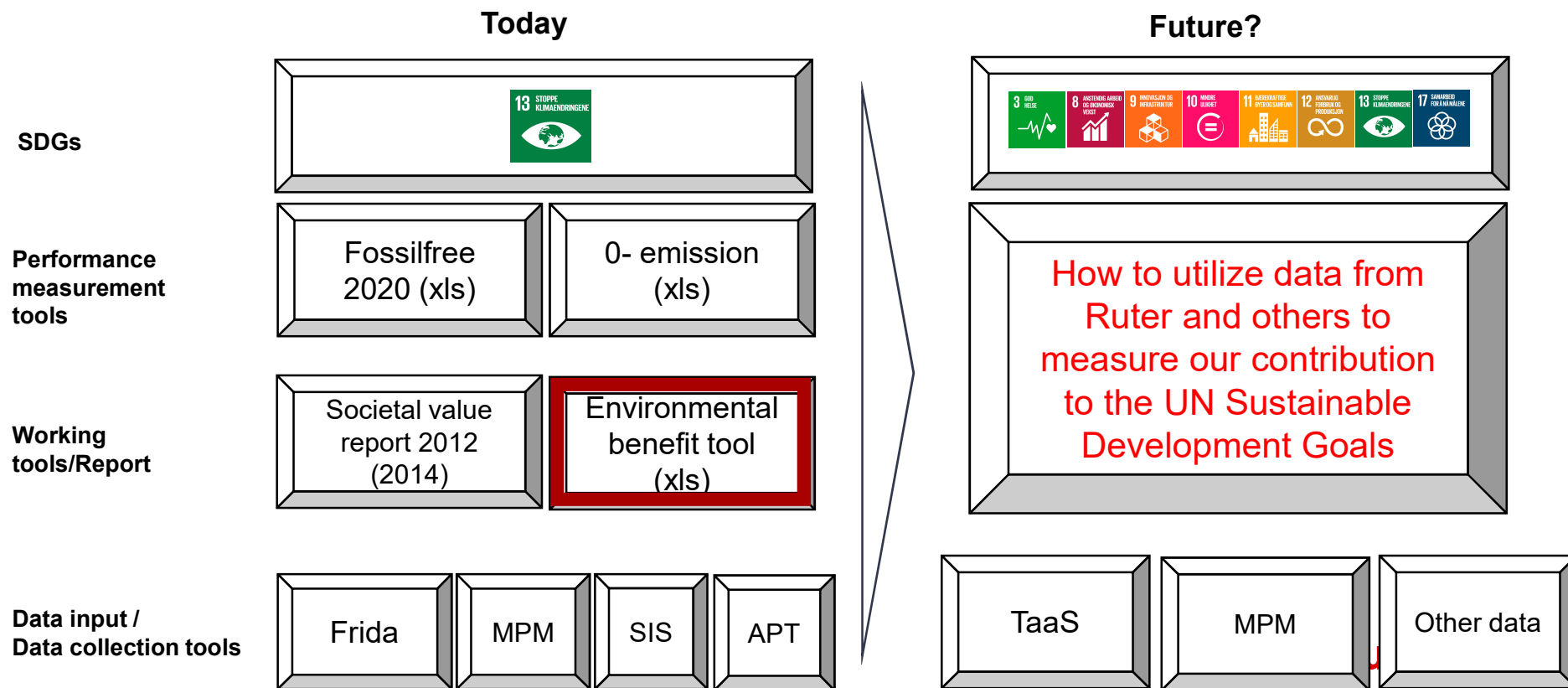
Other data

Tools: «Environmental benefit calculator»

Input

Tool

Output

Bus services increase of NOK 30 millions

50 battery electric buses in exchange of Euro VI

Change from fossil diesel to biofuels on 120 busser
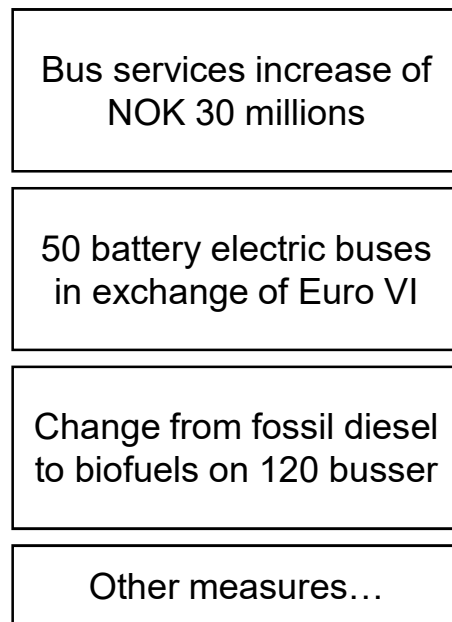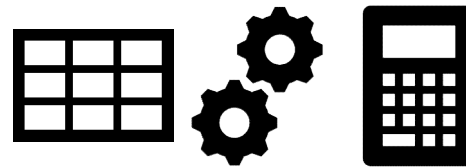
Other measures…

«Calculator» to estimate benefit

- Easy to use
- Based on output from existing models

Environmental benefit by measure and investment

- CO2
- NOx
- PM
- Other

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Data we have (not exhaustive)

- From vehicles: driving times, distance, position (SIS) 🚌 ◁
- Automatic passenger counting (APT) 👥
- Fuel consumption (FRIDA)
- From route planner and ticketing applications
- Interaction with customers from CRM and SoMe 💬
- Surveys on travel habits (MIS) ☎
- Future: real time emissions from vehicles
- Future: person travel data from telecom

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Examples of topics of interest

- Measure the public transport contribution to GHG reductions from
    - congestion relief
    - reduction in vehicle-km due to land-use densification associated with public transit systems
- Contribution to health and environment
    - More value for land-use by building public transport infrastructure instead of highways and thereby freeing space to green and social areas
    - reduction of noise
    - measure degree of air pollution in different areas and give alternative routes for biking and walking, key focus on high-pollution days

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And what is it important to ask ourselves when coming up with suggestions?

Which value does it help us create associated to the 8 goals?

How does it help us reach our and the regions vision and goals?

Does it improve the travelling experience and how?

How may other stakeholders benefit from it?

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