



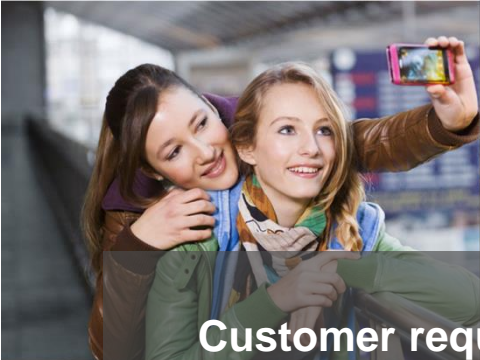
SBB CFF FFS

# SBB Green Products Programme for Door-To-Door Mobility.

Fabian Scherer, Vienna 13 October  
2016  
Sustainability Project Manager

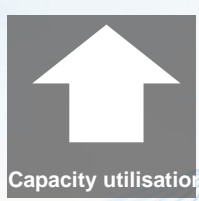
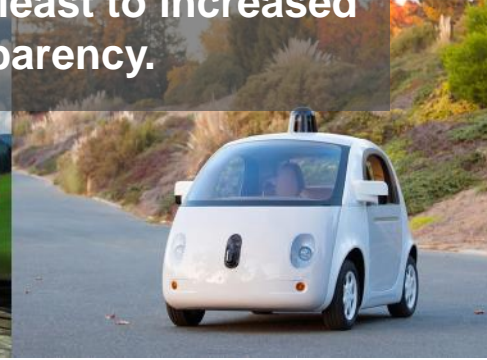
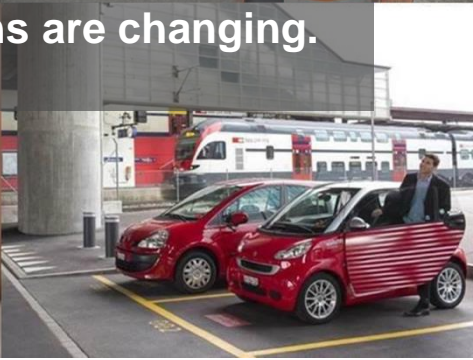




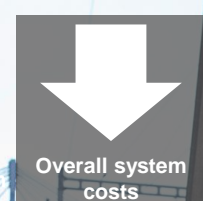


Customer requirements and mobility patterns are changing.

Intermodal competition is becoming fiercer, due not least to increased transparency.



Capacity utilisation



Overall system costs



Investment in attractive services

While rail's overall system costs are increasing, other transport providers are anticipating potential savings of 50%.



New technologies mean faster developments (safety, capacity, flexibility, **environmental sustainability**).







# SBB's strategic areas of focus for 2016-2020.



1

## Improving customer satisfaction.

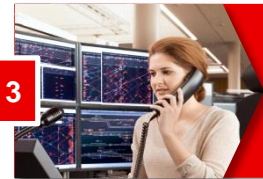
Developing a simple door-to-door service tailored to the needs of the individual. Valuing customers more highly and cultivating trust.



2

## Improving the financial result – securing funding.

Increasing earnings (with nuanced pricing and as few across-the-board price rises as possible), making targeted investments, cutting overall system costs and increasing productivity/capacity utilisation, limiting/reducing debt levels.



3

## Increasing reliability in an integrated rail system.

Ensuring punctual and safe passenger and transport services on a robust infrastructure as well as attractive stations and personal advice, including in the event of disruptions.



4

## Focusing on its domestic market and cultivating a network with other countries.

Preserving the position of Swiss market leader in a self-assured yet cooperative manner and strengthening partnerships in international rail traffic.



5

## Promoting targeted innovations.

Establishing SBB as Switzerland's integrator of mobility and exploiting new technologies in a network that includes businesses, institutes of higher education and other partners.

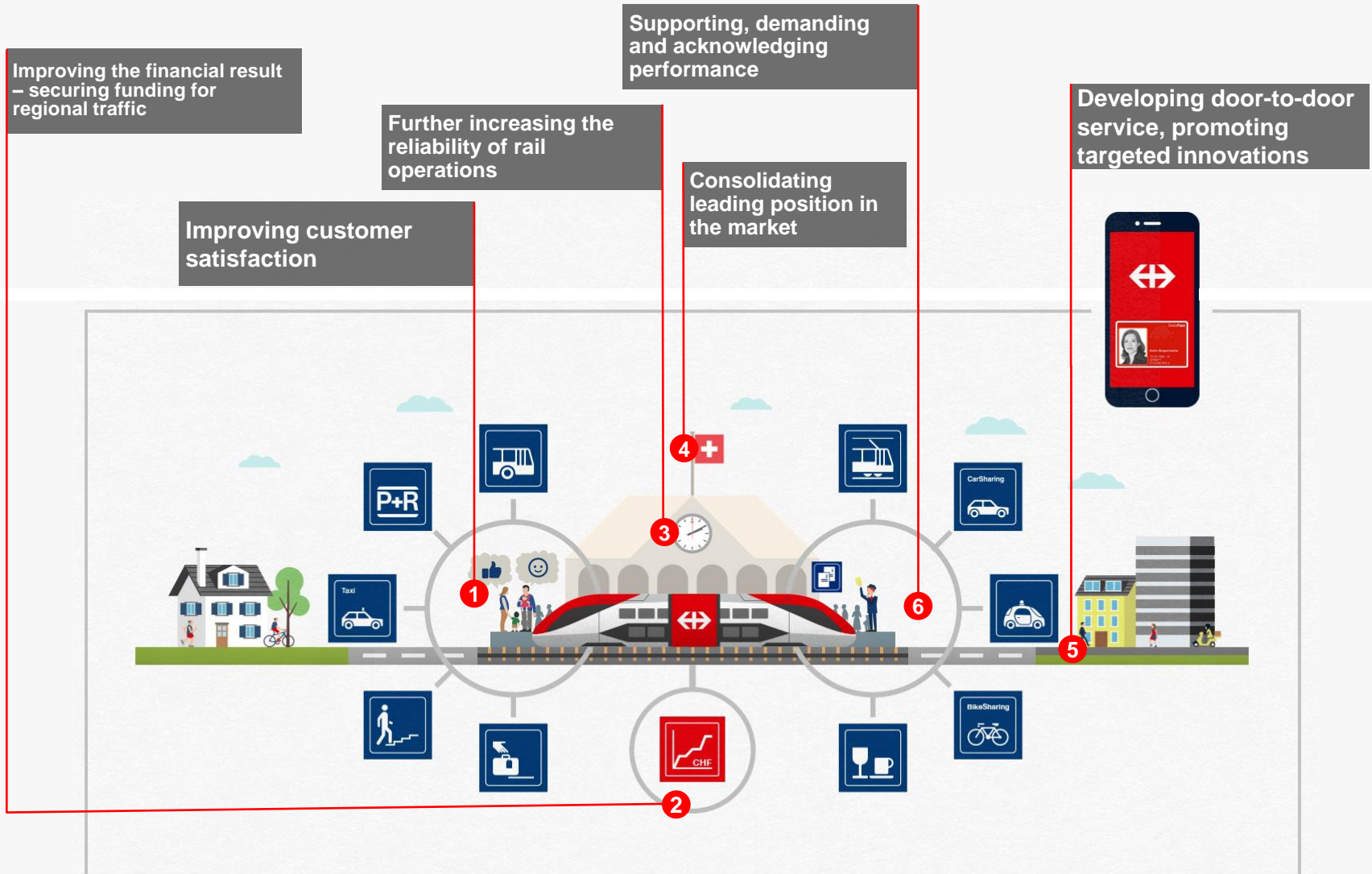


6

## Supporting, demanding and acknowledging performance from each individual.

Unleashing positive energy for top results through consistent management, exemplary behaviour, interdisciplinary cooperation and skills fit for the future.

# We shape the mobility of the future – simple, personal, connected.



# An overview of today's combined mobility products.



## → Benefits for the customer:

- Personalised mobility
- Freedom to choose route and transport provider
- Key to efficient, sustainable mobility

## → Value generated for SBB:

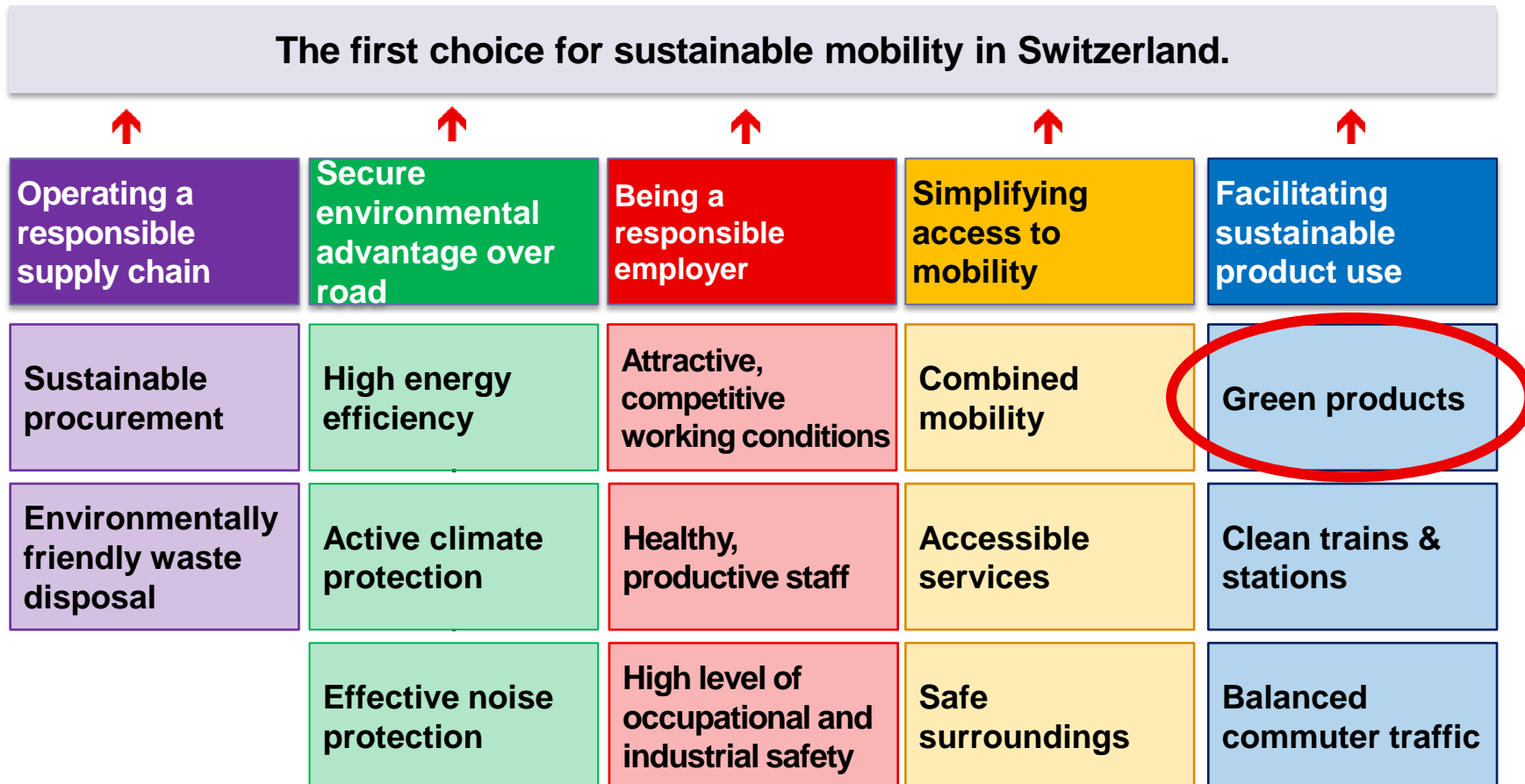
- Product revenue
- Induced traffic revenue

## → Strategy:

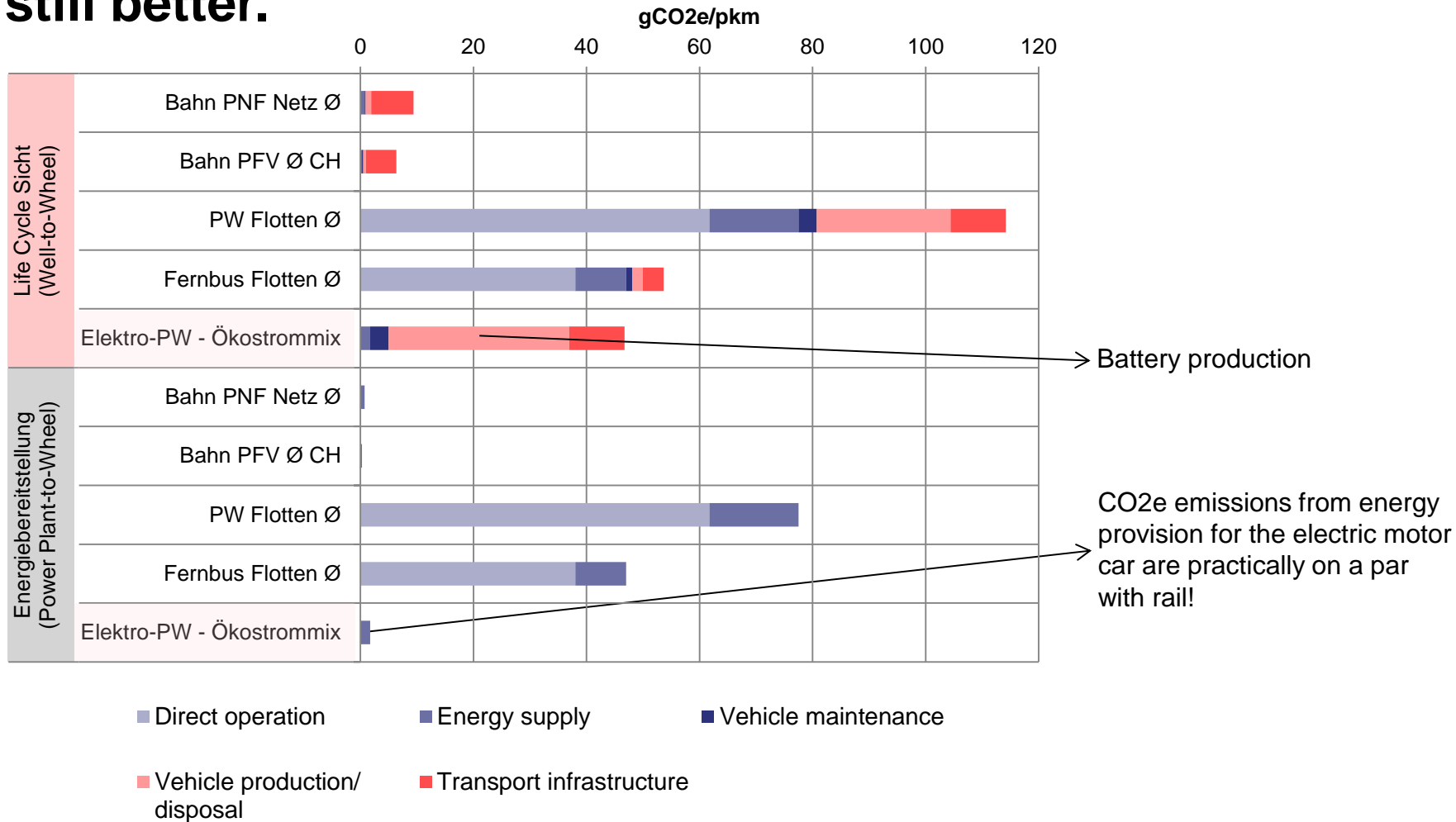
- Cooperation/partnership with third parties

# Order from Board of Directors and Management Board regarding sustainability strategy.

“Green products” is a strategic area of action.



# Benchmark private transport vs Rail **2030**, CO<sub>2</sub>e emissions: Electromobility is catching up, but rail is still better.

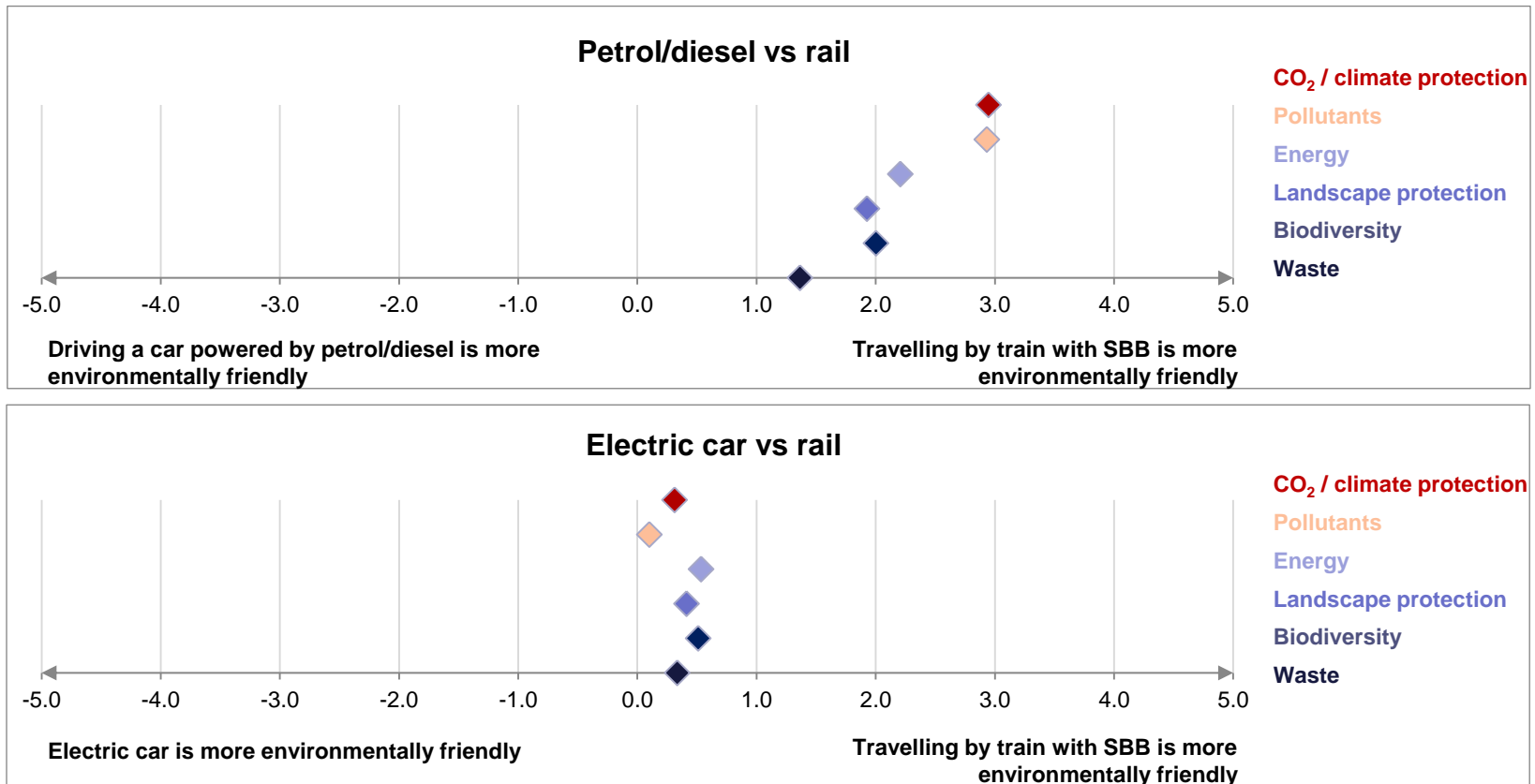


# Benchmark private transport vs Rail **2030**, passenger services land usage.

		Land usage in m <sup>2</sup> per 1,000 pkm	
		2015	2030
SBB Rail traffic		1.8	1.5
Total road transport:	Scen. 1	5.6	5.5
	Scen. 2		5.2
Road motor cars:	Scen. 1	4.9	4.7
	Scen. 2		4.5
Ratio of land usage for road / rail (factor)			
Road motor cars / Rail:	Scen. 1	Factor 2.7	Factor 3.1
	Scen. 2		Factor 3.0



However, in the minds of the Swiss people, the electric car is now almost on a par with railway.



# Theories for the development of green SBB products.

1

Green products bring SBB strategic advantages: They increase **customer satisfaction** and ideally lead to **customer growth** and **increased sales**.

2

**SBB transport services are comparatively green** and will also remain so from a life cycle perspective (this is confirmed until 2030).

3

However the competition is catching up in the perception of customers. SBB must position itself **more proactively as “green”** in order to maintain its legitimacy and market shares.

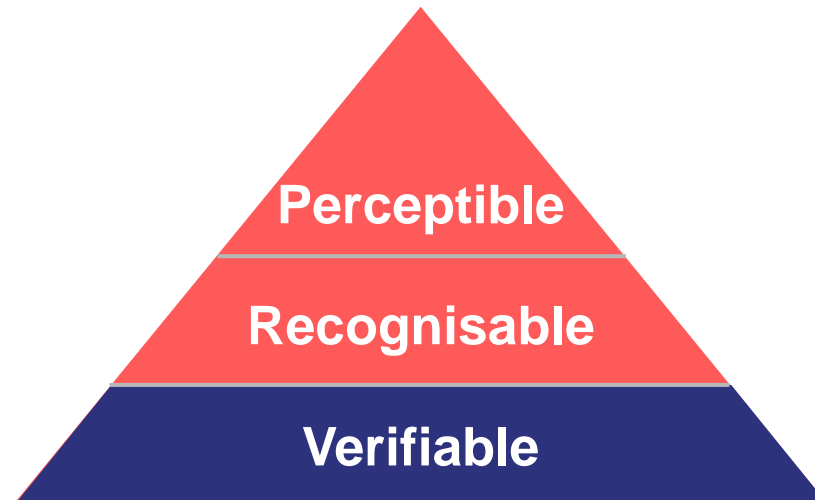
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**In times of disruptive developments such as digitalisation, the sharing economy and automation,** the development of green products represents a real opportunity.

## SBB definition of “green products”.

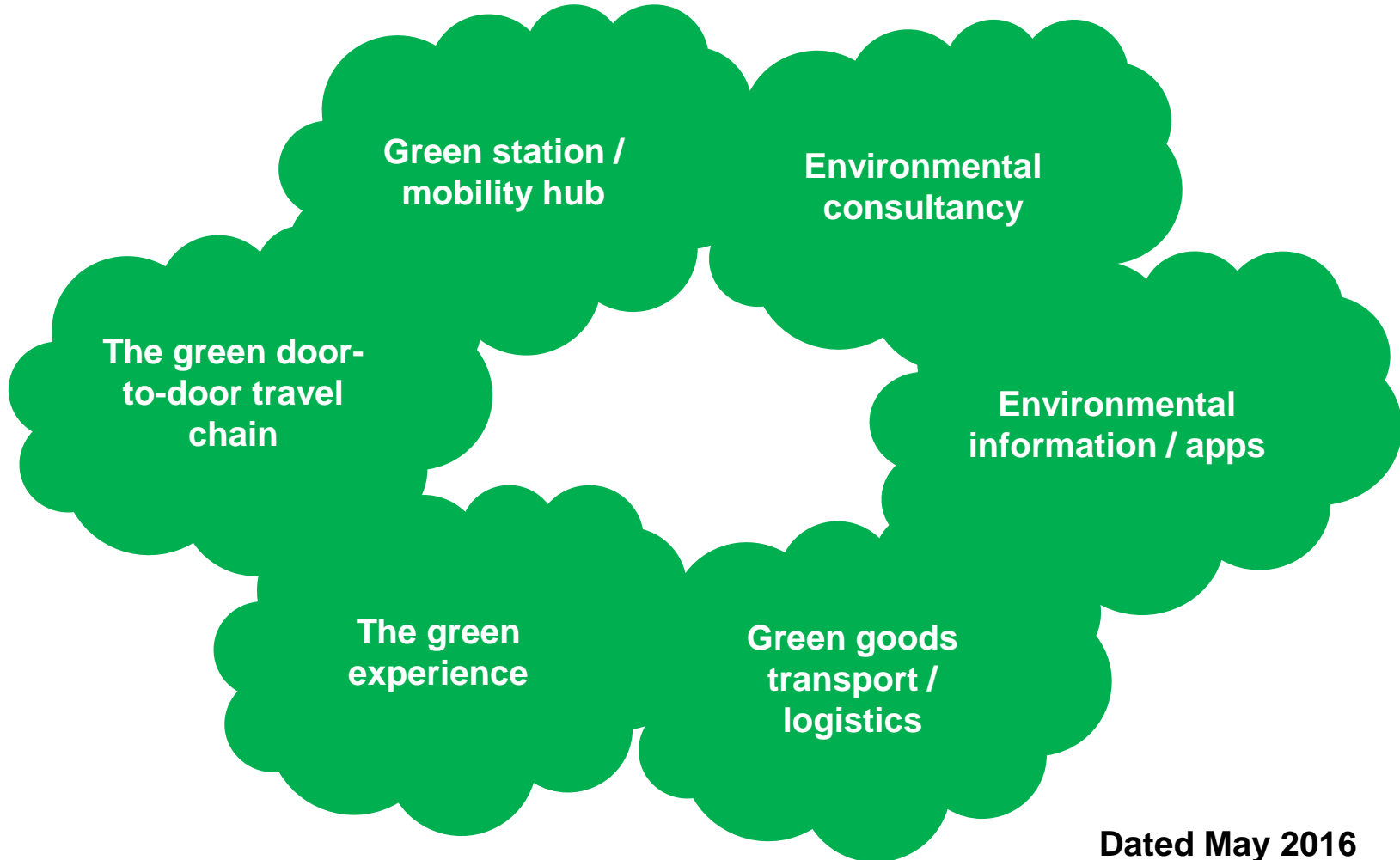
*“Green SBB products lead to a verifiable reduction in environmental impact and are marketed as ‘green’”.*

**Pyramid of feature objectives** – in terms of their “**environmental friendliness**”, customers should see green SBB products as:



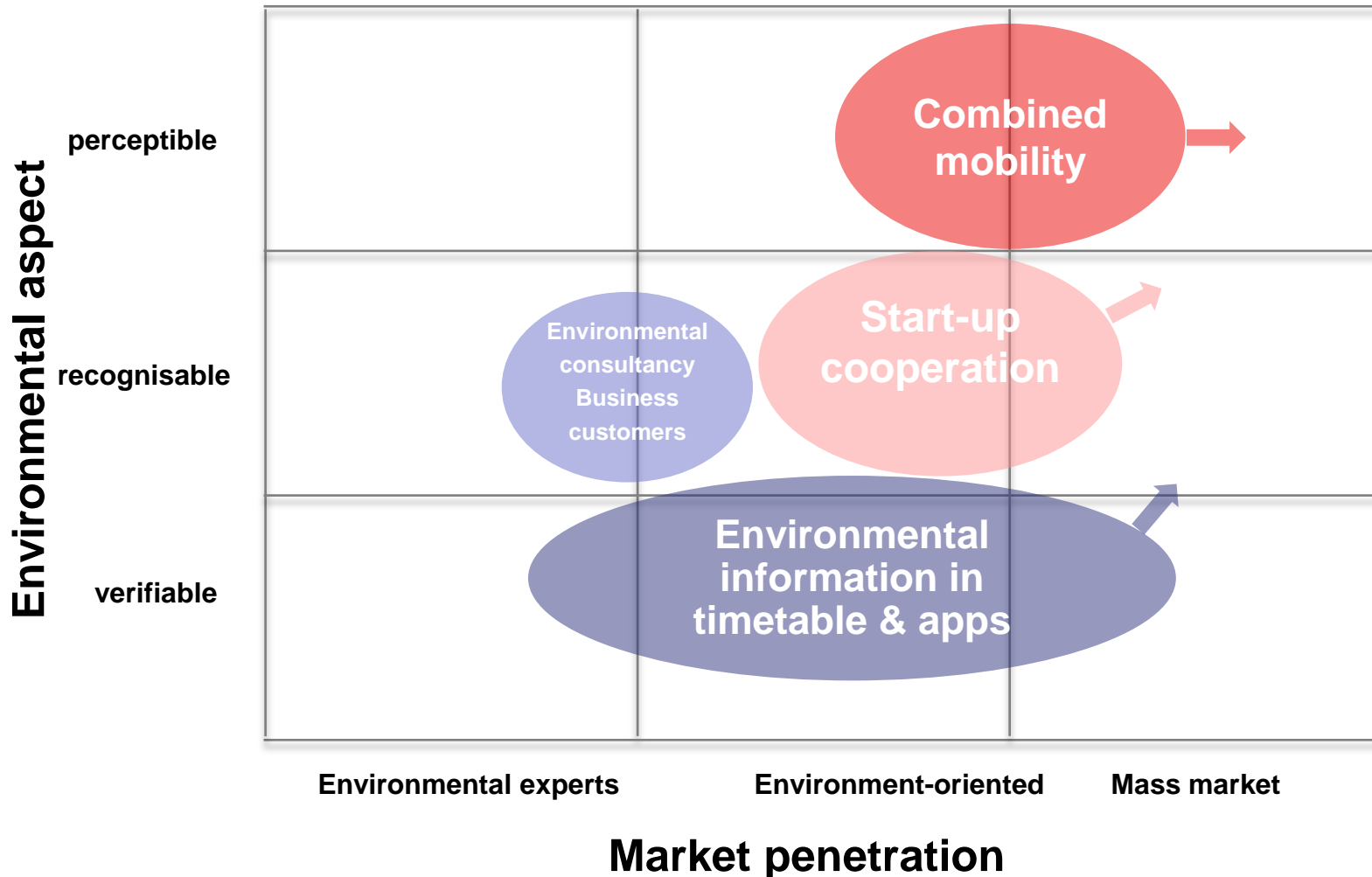


# **SBB portfolio of green products: 37 products and product ideas in 6 product clusters.**



**Dated May 2016**

# Focus 2016: Further development of the green products portfolio from real estate and passenger services.



# Environmental information in the timetable & apps and consulting for business customers.

Responsible body Mobitool



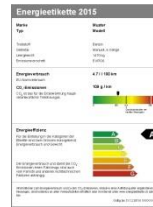
Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Bundesamt für Umwelt BAFU  
Bundesamt für Energie BFE

Der Verband für  
nachhaltiges Wirtschaften  
**öbu**

**swisscom**

Energy labels



Assessment  
standards

**sia**

schweizerischer ingenieur- und architektenverein  
société suisse des ingénieurs et des architectes  
società svizzera degli ingegneri e degli architetti  
swiss society of engineers and architects

Mobility management  
Mobility studies



SBB Projects



**Ecocalculator in the timetable  
(vNext)**

2

**Environmental module in the  
(door-to-door) Trip Planner**

3

Environmental  
consulting  
business  
customers

4

SBB environmental  
communication



# Start-up collaborations.

## → ImagineCargo

- Bike-train-bike transport
- Launch of pilot project (June)



## → Egret

- Electric scooters at the station



## → V-Locker

- Intelligent bicycle parking

## → Batterie

- Solar-powered batteries at the station



## → ReCircle

- Reusable dishware at the station



# Combined mobility.

## → PubliBike

- 2nd round funding of urban area solutions
- Supported by innovation and climate funds



## → Catch a Car (free-floating carsharing)

- Expanded to 4 new cities
- Supported by innovation and climate funds

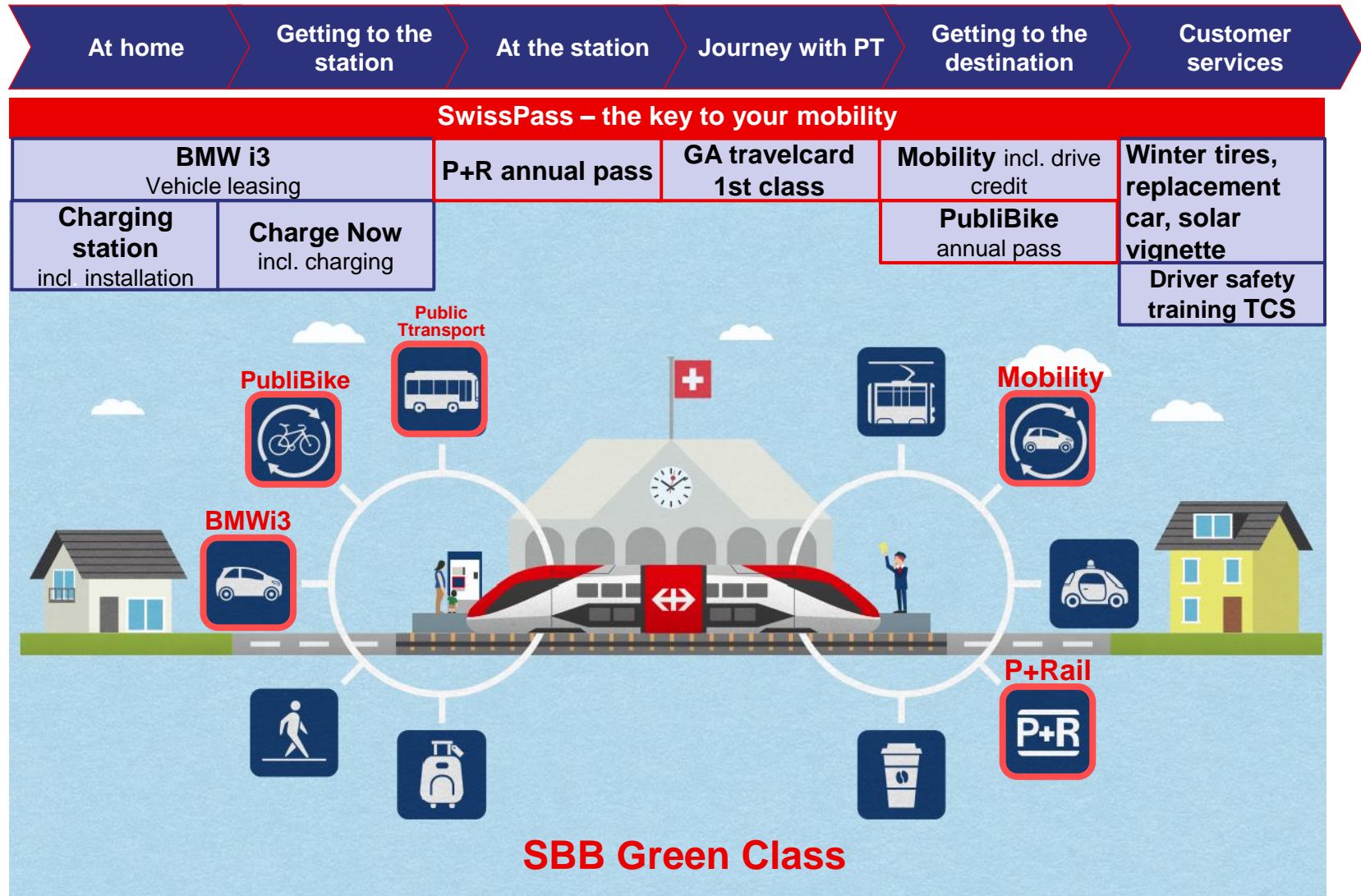


## → Collaboration Electromobility

- Name: SBB Green Class
- Pilot project with combined offer: SwissPass & 100 BMW i3s
- Occasion: BMW's 100-year anniversary



# Innovation project “Seamless Mobility”: An overview of SBB’s Green Class services.





**Thank you very much  
for your attention and  
your questions!**

