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Markus Halder, Matthias Tuchschnid: Swiss Federal Railways SBB

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mobitool.ch – Supporting sustainable corporate mobility

Companies' decisions regarding mobility and logistics play an important role on the way to a more sustainable development. The significant challenges that climate change poses can only be solved through effective measures in the transport sector. The website www.mobitool.ch, developed by Swiss Federal Railways SBB and other partners in Switzerland, provides companies with various tools and approaches with which they can promote sustainable corporate mobility.

Taking a look at typical environmental or sustainability reports, it quickly becomes clear that most companies focus their environmental action on optimising production processes or reducing consumption of electricity or heating energy. The environmental impact of their use of passenger and freight transport services is often neglected. But it is possible to cut costs and greatly reduce the impact on the environment in this area, too.

That's where the new website mobitool.ch comes in: it enables companies to see just how much needs to be done to improve their environmental performance in terms of mobility. mobitool.ch invites users to assess their corporate transport use in ecological terms, to optimise it, and so to reduce transport-related emissions.

mobitool.ch provides useful tools for businesses:

- A quick check enables a company to assess the environmental relevance of the transport modes it uses compared with the environmental impact it has in other areas. There is also a list of hints and tips on how to introduce transport-related measures.
- Figures for life cycle assessments are provided to help with the effective environmental management of a company's passenger and freight transport, and there is up-to-date environmental data on 84 different modes of private and public transport, from electric bikes to "virtual" mobility in the form of videoconferences and telecommuting.
- An interactive comparison puts the environmental impact of two different transport modes head to head. This enables mobility solutions to be identified that are sustainable both for companies and the environment. Parameters for capacity utilisation, average consumption and vehicle weight can be adjusted individually, enabling the user to make any number of environmental comparisons. Environmental data are presented transparently and include the consumption and emissions caused by the manufacture, maintenance and disposal of vehicles and transport infrastructure as well as those caused by operation.

SBB was the driving force behind the development of mobitool.ch. As transport emissions are climbing, and thereby undermining goals on climate change, and companies are only fulfilling their responsibilities in this area to a limited extent, there was a corresponding need for action. This also convinced the Swiss Federal Department of Energy (BfE) of the problem and led them to support the development of the tool. Other partners included the

Swiss Federal Railways SBB

Rail Environmental Center

Hochschulstrasse 6 · 3000 Berne 65

Direct tel. +41 (0)51 220 42 94 · Fax +41 (0)51 220 44 75

markus.halder@sbb.ch · www.sbb.ch/umwelt

telecommunications company Swisscom, the Bernese electricity generator BKW and the öbu network for sustainable development.

For SBB, there were numerous reasons to push forward with and help develop mobitool, including:

- improving our image by positioning ourselves as a sustainable mobility service provider.
- providing a service in the form of customer-friendly information.
- using the service as a "door-opener" for key account managers to increase sales: in just a few clicks, environmentally conscious companies can assess what proportion of their carbon footprint is taken up by transport services and the potential beneficial effect of services supporting a switch to rail transport.
- collaborating with partners to forge alliances for sustainable transport.

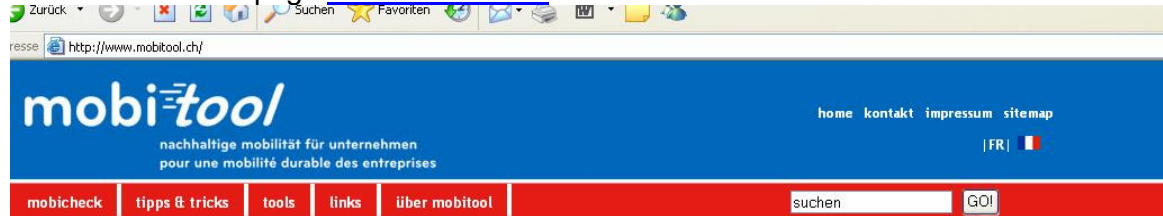
mobitool is thus a valuable and innovative supplement to the UIC tools EcoTransIT and EcoPassenger. Whereas these enable environmental comparisons of different modes of transport from A to B, mobitool takes into account a company's whole transport processes. The target group is not individual customers: far more, the product is aimed at those responsible for environmental policy and sustainability in companies.

The website mobitool.ch was officially launched at a special event in Berne on 1 March 2010. The site currently receives around 250 hits a day. Its presence in the media and user feedback have so far been consistently positive. Visitors to the site have particularly appreciated being able to access information on "sustainable corporate mobility" from a single source. Initially, the environmental departments of various companies are using mobitool predominantly on an internal level to sensitise management and employees to the ecological significance of their mobility and logistics decisions. The transparent way in which environmental balance sheet data for various modes of transport is presented is seen as a great benefit. This facilitates the procurement of data for environmental analyses within the company – when demonstrating the potential effect of a measure designed to reduce transport or transfer it to a more environmentally sustainable alternative, for example.

The success of mobitool will in future be measured partly by the number of visits the site receives and partly by the usage behaviour of its visitors. As the site represents a means to an end – the end being to sensitise users to the environmental effects of business transport – its presence in the media and ultimately the measures introduced by companies will also be significant indicators of its success. In future, we will make use of the communications channels of all our partners in this area.

The strengths of a joint project featuring several partners are also likely to have an effect in future. With the goal of moving towards an "alliance for sustainable corporate mobility", other sensitisation measures, such as experience-sharing sessions, events or the presentation of awards to best-in-field companies, are being discussed. But mobitool.ch already represents the first milestone on the way to more sustainable transport solutions in companies.

Appendix:

Screenshot: Homepage www.mobitool.ch

Mobitool - beantwortet Ihre Fragen zur Mobilität im Unternehmen

Ist die Mobilität in Ihrem Unternehmen umweltfreundlich? Wie belastet der tägliche Pendlerverkehr ihre Umweltbilanz? Der **mobicheck** bietet ihnen mit 5 Klicks eine grobe Abschätzung und erste Hinweise für eine Mobilität mit Zukunft.

Aktuelle Umweltdaten, Hintergrundmaterialien und „kleine Helferchen“ für detailliertere Bilanzierungen finden Sie im Abschnitt **tools**.

Sie brauchen Argumente für die Chefetage oder suchen Umsetzungsbeispiele? **Tipps & Tricks** zeigt Ihnen konkrete Beispiele für eine nachhaltige Mobilität.

mobitool.ch ist ein Engagement von SBB, Swisscom, BKW und Öbu und wird durch EnergieSchweiz unterstützt. Das Ziel ist die Sensibilisierung von Unternehmen auf den betrieblichen Verkehr und das Aufzeigen von konkreten Umsetzungsbeispielen - **damit auch im Verkehr die Energie effizienter eingesetzt und die Umwelt entlastet wird.**



Ein Engagement von:



unterstützt von:



Example for a company's quick check about the relevance of traffic energy consumption, calculated with mobitool (calculation for a Swiss and French based fashion company).

- Energy consumption (and CO₂-emission) due to traffic is higher than energy consumption in the office building.
- Main consumption due to business flights and commuting traffic by car.

