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. While rail’s overall system costs are increasing, other transport providers are anticipating potential savings of 50%. Intermodal competition is becoming fiercer, due not least to increased transparency. 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.

Vision

Areas of focus

Improving the financial result – securing funding for regional traffic

Improving customer satisfaction

Further increasing the reliability of rail operations

Supporting, demanding and acknowledging performance

Consolidating leading position in the market

Developing door-to-door service, promoting targeted innovations

Positioning integrated mobility

SBB • Personenverkehr Unternehmensentwicklung • Juli 2016
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.

The first choice for sustainable mobility in Switzerland.

- Operating a responsible supply chain
- Secure environmental advantage over road
- Being a responsible employer
- Simplifying access to mobility
- Facilitating sustainable product use
- Sustainable procurement
- High energy efficiency
- Attractive, competitive working conditions
- Combined mobility
- Environmentally friendly waste disposal
- Active climate protection
- Healthy, productive staff
- Accessible services
- Clean trains & stations
- Effective noise protection
- High level of occupational and industrial safety
- Safe surroundings
- Balanced commuter traffic
- Green products
Benchmark private transport vs Rail 2030, CO2e emissions: Electromobility is catching up, but rail is still better.

Source: Study by KOM-SMN-NH and Infras AG 2015
Benchmark private transport vs Rail 2030, passenger services land usage.

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<thead>
<tr>
<th></th>
<th>Land usage in m² per 1,000 pkm</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
</tr>
<tr>
<td>SBB Rail traffic</td>
<td>1.8</td>
</tr>
<tr>
<td>Total road transport:</td>
<td></td>
</tr>
<tr>
<td>Scen. 1</td>
<td>5.6</td>
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<tr>
<td>Scen. 2</td>
<td>5.2</td>
</tr>
<tr>
<td>Road motor cars:</td>
<td></td>
</tr>
<tr>
<td>Scen. 1</td>
<td>4.9</td>
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<tr>
<td>Scen. 2</td>
<td>4.5</td>
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**Ratio of land usage for road / rail (factor)**

<table>
<thead>
<tr>
<th></th>
<th>Factor 2015</th>
<th>Factor 2030</th>
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<tr>
<td>Road motor cars / Rail:</td>
<td></td>
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<tr>
<td>Scen. 1</td>
<td>2.7</td>
<td>3.1</td>
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<tr>
<td>Scen. 2</td>
<td></td>
<td>3.0</td>
</tr>
</tbody>
</table>

Source: Study by KOM-SMN-NH and Infras AG 2016
However, in the minds of the Swiss people, the electric car is now almost on a par with railway.

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**Petrol/diesel vs rail**

- Driving a car powered by petrol/diesel is more environmentally friendly
- Travelling by train with SBB is more environmentally friendly

**CO₂ / climate protection**
- Pollutants
- Energy
- Landscape protection
- Biodiversity
- Waste

**Electric car vs rail**

- Electric car is more environmentally friendly
- Travelling by train with SBB is more environmentally friendly

**CO₂ / climate protection**
- Pollutants
- Energy
- Landscape protection
- Biodiversity
- Waste

Source: Representative survey by SBB/Intervista February 2016
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.

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

Energy labels

Assessment standards

Mobility management

Mobility studies

Ecoccalculator in the timetable (vNext)

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

SBB Projects

Environmental consulting business customers

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

- **Battere**
  - 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!