Cooperation with the Swedish business community

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Sectoral Operations

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We make the good journey possible

Focusing on people, the SRA creates opportunities for safe, efficient and environmentally-sound transport for individuals and the business community.
The transport policy goal as stipulated by the Swedish Parliament

The overall transport policy goal of the SRA is to safeguard the provision of socio-economically efficient and sustainable transport for individuals and the business community throughout the entire country.
The Swedish Road Administration in brief

- Approximately 2 900 employees
- The tasks of the SRA include:
  - Sectoral responsibility
  - Responsibility for the exercise of public authority
  - Maintenance and construction of state roads
Sectoral Operations

• Sectoral operations are efforts that are run in cooperation with the different stakeholders in the sector.
• The Swedish Road Administration (SRA) gathers, supports, and encourages stakeholders in order that their own activities can develop the transport system.
• Development towards achieving the transport policy objectives requires all stakeholders in the sector to work towards the same goals.
• The SRA's role is to support stakeholders and provide them with basic data for decisions that contribute towards these goals.
Sectoral Operations

- Knowledge, information and RDD
- Expert support and management
- Community planning and cooperation with stakeholders
- Measures implemented by the business community and public organisations
- Follow-up and evaluation

Effects are to be generated here

Measures Financed by stakeholders

EFFECTS
Many stakeholders impact the market

- Politicians
- Product owners
- Authorities
- Forwarding firms
- Local authorities
- Haulage firms
- Trade organisations
- Fuel suppliers
- Researchers
- Drivers
- Vehicle suppliers
Stakeholders that influence transport quality

- Key market stakeholders in order to influence suppliers
- Suppliers are forwarding firms or haulage companies
- Create market pressure to improve the environment and road safety
Aim

- Create market pressure to improve the environment and road safety

"Pressure creates diamonds"
Ralf Höglund, Purchasing at Tetra Laval, on making demands on transport suppliers
Cooperation - everyone is needed

• Act as a contractor
• Act as an authority
• Dialogue and collaboration
• Seminar activities
• Information (*websites, brochures, media etc.*)
13 Indicators for Road Safety

1. Speed compliance – state roads
2. Speed compliance – municipal streets
3. Sober drivers
4. Seat belt use
5. Helmet use
6. Safe vehicles
7. Safe heavy vehicles
8. Safe state roads
9. Safe municipal streets – GCM passages
10. Safe municipal streets - junctions
11. Fast and adequate rescue
12. Rested drivers
13. Importance of road safety
Development process for stakeholder

The aim of advocacy efforts is to inspire partners to move up the Ladder.

Continuous improvement
Follow-up, evaluate and measure
Implementation
Decision on action
Knowledge about solutions
Motives and willingness for action
Common overview of problems
Insight that problems exist
Target Groups - Business Community

Transport purchasers
- Business networks
- Individual companies that purchase transports
- Businesses – business trips, work-related journeys and company car fleets

Transport suppliers
- Major haulage firms
- Taxi companies
- Bus companies
Important focus areas

- Speed
- Alcohol and drugs
- Seat belts
- Safe vehicles
- CO₂ emissions
- Logistics and choice of transport mode
Cooperation with Business Community

Focus areas

- Energy-efficient use of vehicles (CO2)
- Energy-efficient vehicles (CO2)
- Safe use of vehicles (speed, seat belt, sobriety)
- Safe vehicles (ISA, alcolocks, EuroNCAP, own monitoring)
- Logistics and choice of mode of transport (CO2, capacity utilisation)
Which stakeholders?

- Strong brands
- Significant turnover
- Many employees
- Substantial transport operations - either as transport purchaser or supplier
- Operates across Sweden
- Major impact if changes occur
How many stakeholders are needed to achieve our objectives?

<table>
<thead>
<tr>
<th>Target group</th>
<th>Number</th>
<th>Employees</th>
<th>Turnover</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business networks</td>
<td>10 (about 70 companies)</td>
<td>160 000</td>
<td>SEK 1 300 billion</td>
<td>CO2, better tendering</td>
</tr>
<tr>
<td>Individual companies</td>
<td>20</td>
<td>3 000</td>
<td>SEK 170 billion</td>
<td>CO2, better tendering</td>
</tr>
<tr>
<td>Business trips, work-related journeys</td>
<td>5</td>
<td>X</td>
<td>X</td>
<td>Reduction in car travel, CO2</td>
</tr>
<tr>
<td>Vehicle fleets</td>
<td>70</td>
<td>X</td>
<td>X</td>
<td>Safe vehicles CO2</td>
</tr>
<tr>
<td>Haulage firms</td>
<td>50</td>
<td>2 500 drivers, about 4 000 vehicles</td>
<td>About SEK 3-4 billion</td>
<td>CO2, road safety</td>
</tr>
<tr>
<td>Bus</td>
<td>2</td>
<td>910 drivers, 530 vehicles</td>
<td>SEK 150 million</td>
<td>CO2, road safety</td>
</tr>
<tr>
<td>Taxi</td>
<td>3</td>
<td>6 800 drivers, 2 000 vehicles</td>
<td>Driving distance 200 million km/year</td>
<td>CO2, road safety</td>
</tr>
</tbody>
</table>
Alcolocks – an important aid to improve road safety

- A Swedish government decision in 1997 introduced the Vision Zero concept.

- A long-term goal where no body is to be killed or seriously injured as a result of road accidents on the road transport system.

- Alcohol and drugs was one of three highlighted problem areas. (The others were speed and seat belts).
Alcolocks – an important aid to reduce accidents

- About 90 per cent of all travel takes place on roads. Alcohol increases risks in traffic. Even if the proportion of drivers under the influence of alcohol is small in relation to total vehicle mileage, about 0.02 per cent, the consequences can be disastrous.

- In 2008, 397 people were killed on the roads, 25 per cent of these were under the influence of alcohol.
Alcolocks – an important aid to increase traffic sobriety.

- According to Swedish law the criminal level for drunk driving is 0.2 promille in the blood or 0.1 mg/l in exhaled air. 1.0 promille in the blood is judged extreme drunk driving.

* Illegal drugs are not allowed in the blood either.
Alcolocks – an important aid to highlight drunk driving

• Breathalyser tests by the police and the use of alcolocks are both important to reduce alcohol-related road accidents. Sweden has worked with alcolocks in two parallel areas since the end of the 1990s.

- Trial programme with alcolocks for convicted drunk drivers. (Conditional driving licence revocation)

- Alcolocks as a quality assurance tool
Alcolocks as a quality assurance tool

• Since the year 2000, companies and public organisations have installed alcolocks in their transports.
• More than 50 000 alcolocks have been installed.
• A growing number of transport purchasers for passenger and goods services stipulate alcolocks during the tendering process.
Family killed in head-on collision with truck

SKABERSJÖ. The drunk driver drove a juggernaut at high speed on the wrong side of the motorway. Five people, three adults and two children, were killed in the crushed and gutted car before this nightmare journey came to an end.

Expressen 20 October 2004
Incentives for a brand-owning company

- Brand
- Economy
- Responsibility
- Quality
- Environmental profile
- Safety profile
Value-creating measures

- Observing speed limits
- Alcohol and drug free drivers
- Seat belt use
- Safe vehicles
- Transport planning
- Ecodriving
- Better maintenance
Systematic work = good results

- Management issue
- Decision
- Policy and goals
- Action plan and activities
- Follow-up
- Goodwill
- Economic benefits
Active Business Networks

Round table group
Engineering group
Fashion and sport group
Grocery retail trade
Forum for Sustainable Transports
Industriföretag i Norr
Skogskvalitet på väg
Transportörsnätverket Hastighetsforum
Round Table Meeting, Warsaw
Business networks

- Experience exchange and information
- Often common wording for demands and forms
- Influence their suppliers in everyday business processes, such as through:
  - Assessing suppliers
  - Contractual demands
  - Monitoring
  - Dialogue about areas for improvement

- The SRA has chosen to focus on major national transport purchasers with strong brands.
Business Networks - Business Community

9 networks with 59 major companies with about 150 000 employees.

Examples of measures: As part of the grocery retail network, Coop has implemented measures that have reduced CO2 emissions by about 8 000 tonnes and in the network Skogskvalitet på Väg, 1 900 drivers have received training in road safety.
Car and trailer

Keep to signposted speeds

2007 2008

<table>
<thead>
<tr>
<th>Speed</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 km/h</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>70 km/h</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>90 (80) km/h</td>
<td>31%</td>
<td>40%</td>
</tr>
<tr>
<td>110 (80) km/h</td>
<td>15%</td>
<td>23%</td>
</tr>
</tbody>
</table>
DHL

Drive 6 km/h or more above speed limit
What each player can do

- Influence one or more indicators
- Establish parameters for players based on their own activities
- Establish targets for their own parameters
- Follow-up goals each year
**Stakeholder parameters - examples**

**Haulage firm X**

**Stakeholder parameters:**
95% of all our vehicles are to keep stipulated speeds on 50 and 90 km/h roads by 2015
Current situation 2009: 26% of 50 roads, 40% of 90 roads
Subsidiary goal 2012: 55% of 50 roads, 70% of 90 roads

**The Swedish Bus & Coach Federation**

**Stakeholder parameters:**
Percentage of buses equipped with seat belts
Current situation 2009: 66 %
Subsidiary goal 2010: 70%
Goal for 2012: 80%
Climate issues push companies forward

- Cooperation between the SRA, a trade association and a brand owner
- Skånemejerier and 11 subcontractors
- 250 drivers, 160 trucks
- Brand/Environment/Speed
- Information/training for drivers
- Vehicle stickers
- Fuel monitoring/CO2
Taxi companies -

Carried out at three major companies
About 2 000 vehicles
About 6 800 drivers,
Milage about 200 million km/year

• Own monitoring
• Road safety training
• Handbook for good arguments
• Ecodriving
• Brand
What does the SRA do itself?

- Stipulates requirements for road safety and the environment in tendering contracts
- Stipulates requirements for contracting our own company vehicles
  - ISA, alcolocks, weight, fuel consumption, EuroNCAP
- Travel policy
  - Telephone meetings, rail travel, videoconferencing
  - Acts as a good example to others
Thank you for listening!

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