



# CORPORATE RESPONSIBILITY TRANSPORT

Bristol Workplace Travel Network



By Robert Spriggs

# CONTENT

## Corporate Responsibility (CR)

- What is CSR?
- Context
- 20 good reasons in 10 minutes

# WHAT IS CR?

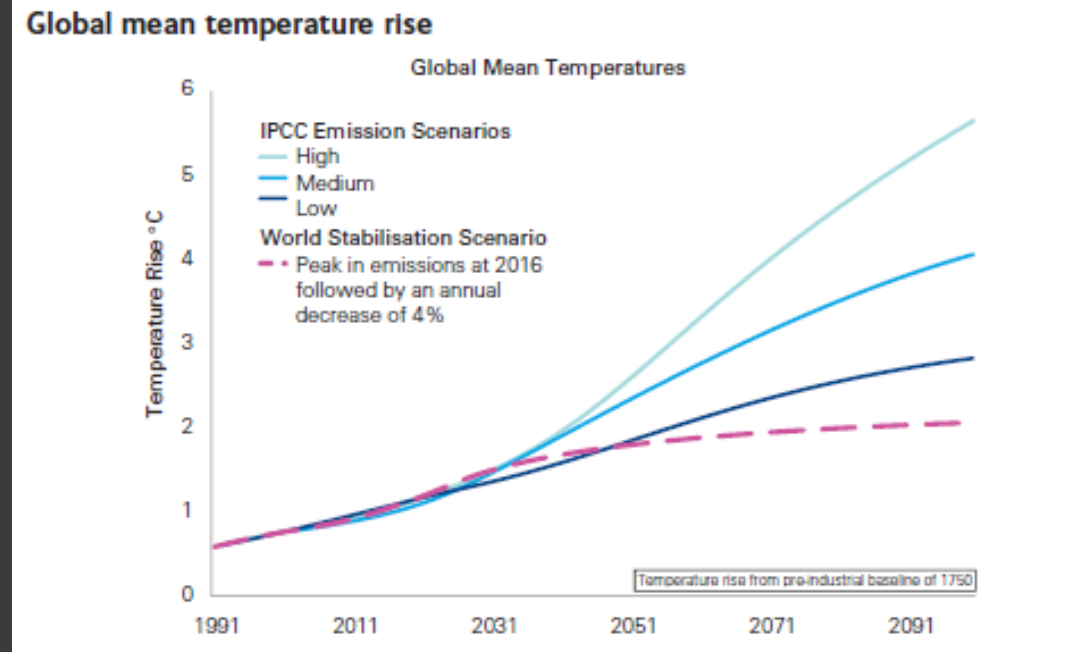
CSR is essentially a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment.

*"Public policy also has a key role in encouraging a greater sense of corporate social responsibility and in establishing a framework to ensure that businesses integrate environmental and social considerations into their activities ...Business should be encouraged to take a pro-active approach to sustainable development in their operations both within the EU and elsewhere."*<sup>1</sup>

Source: <sup>1</sup> promoting a European Framework for Corporate Social Responsibility (EU 2001)

# CONTEXT

Global temp increase  $< 2^{\circ}\text{C}$



Source: UKCP09 (2009)

UK Climate Change Act (2008)<sup>1</sup> - GHG emissions

- down 34% by 2020
- down 80% by 2050

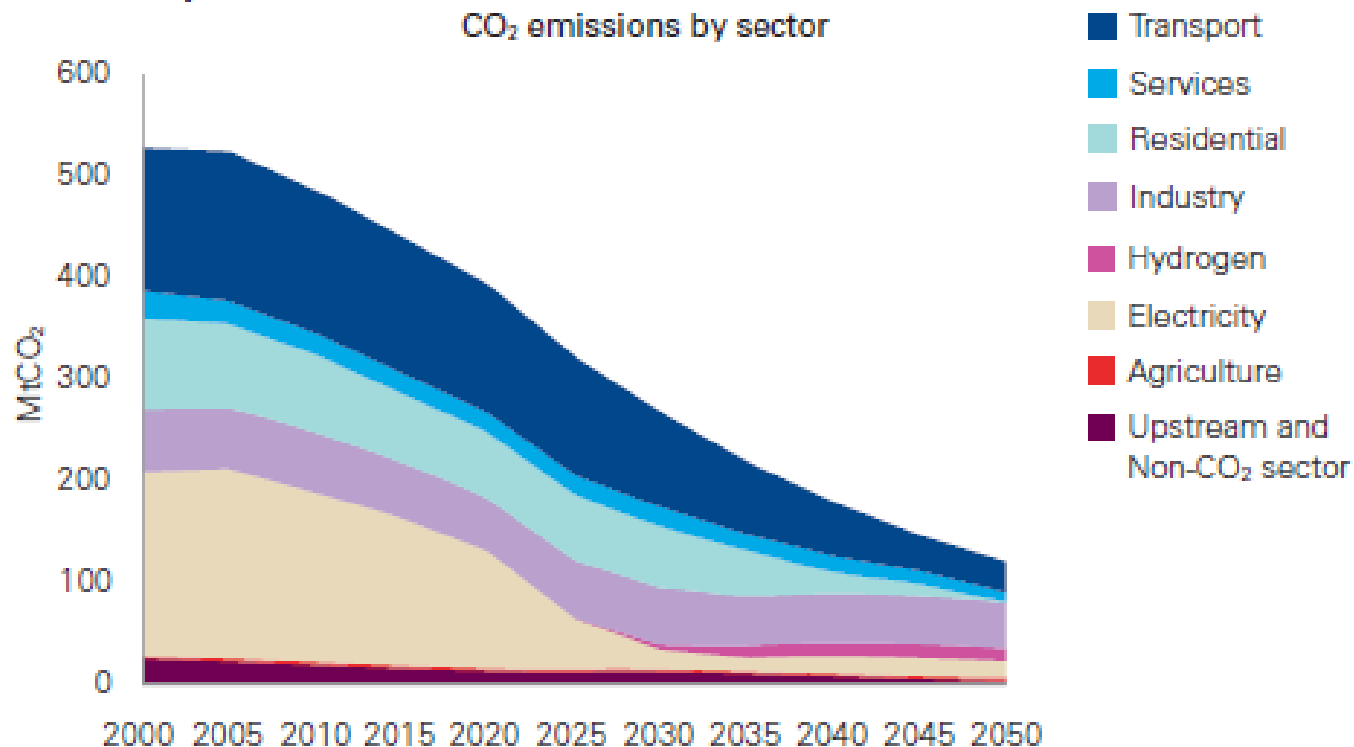
UK Carbon Budgets Order (2009) - Carbon budgets (MtCO<sub>2</sub>e)

- Budget 1: 2008-12 = 3018
- Budget 2: 2013-17 = 2782
- Budget 3: 2018-22 = 2544

Source: <sup>1</sup> Targets against 1990 baseline

# CONTEXT

One scenario for UK sectoral CO<sub>2</sub> emissions to 2050 on an 80% CO<sub>2</sub> emissions reduction path



Source: UK Carbon Transition Plan MARKAL Model 2008

- scenario assumes 33% by 2020 and 80% by 2050 reduction respectively

# CONTEXT

## Business attitudes<sup>1</sup>:

- Only 17% had emissions data or action plans
- Only 12.4% had climate change issues on website or CSR reports
- 93% of CEOs say sustainability is critical to future business<sup>2</sup>

## Public attitudes<sup>3</sup>:

- 58% 'if Government did more to tackle climate change, I'd do more'
- 58% 'if business did more to tackle climate change, I would too'
- Issues the Government should be dealing with:
  - 57% the economy (8% in 2007)
  - 35% the environment / pollution (20% in 2007)

Source: <sup>1</sup> Article13 Report 'The FTSE250 and Climate Change' (2008)

<sup>2</sup> 'A New Era of Sustainability' Accenture (2010)

<sup>3</sup> DEFRA Survey of Public Attitudes Towards the Environment (2009)

20 GOOD REASONS

# 1. COST OF CONGESTION

- 5% reduction in travel time for business travel could generate £2.5 billion in cost savings
- this is the equivalent to 0.2% of GDP

Source: The Eddington Transport Study (2006)



## 2. EFFICIENCY



Electric NICE multitruck



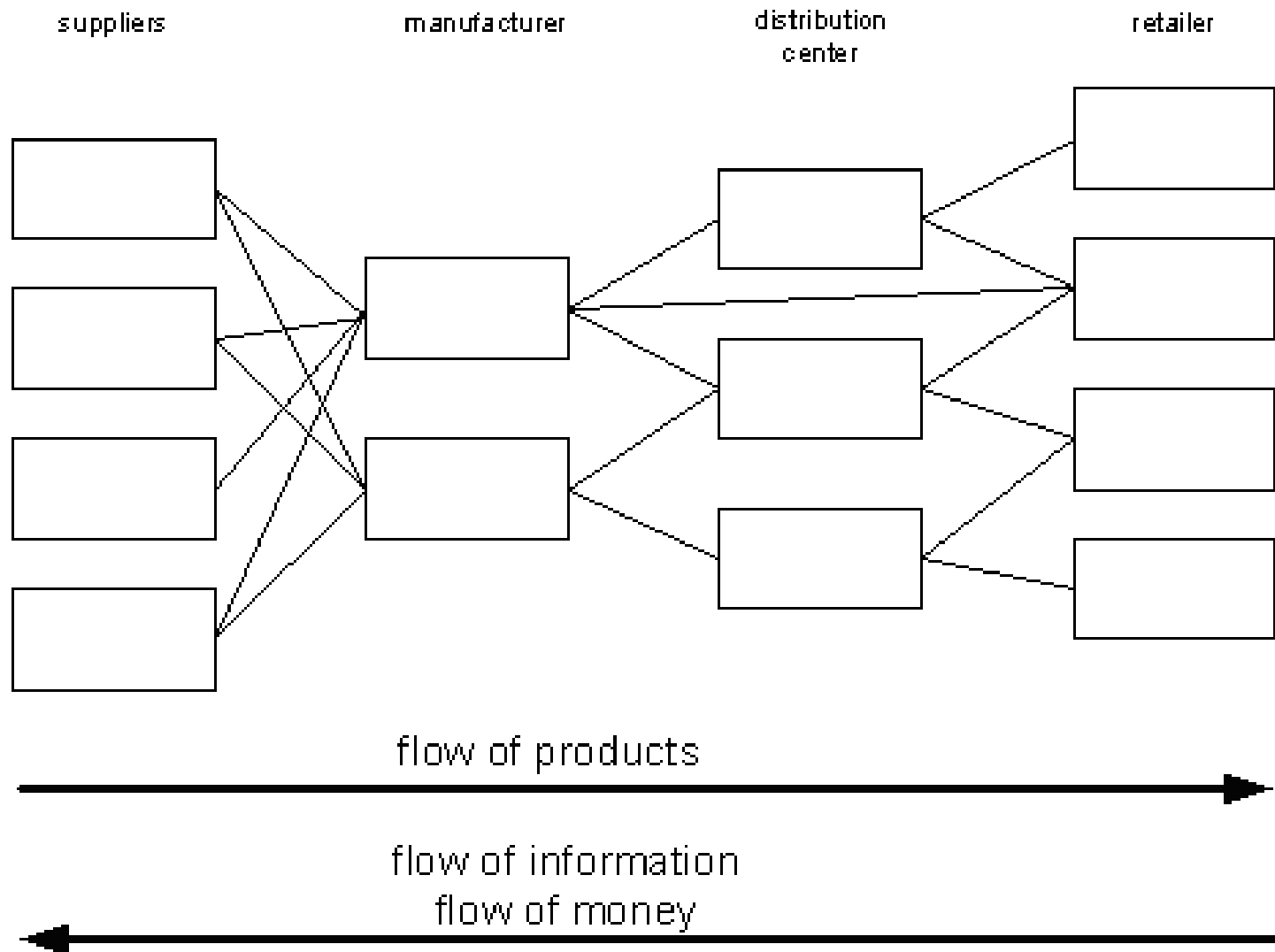
7.5-12t Smith Edison Newton



44 tonne 6-axle (trailer with articulated rear axle)

Source: Stobart

### 3. INFLUENCE SUPPLY CHAIN

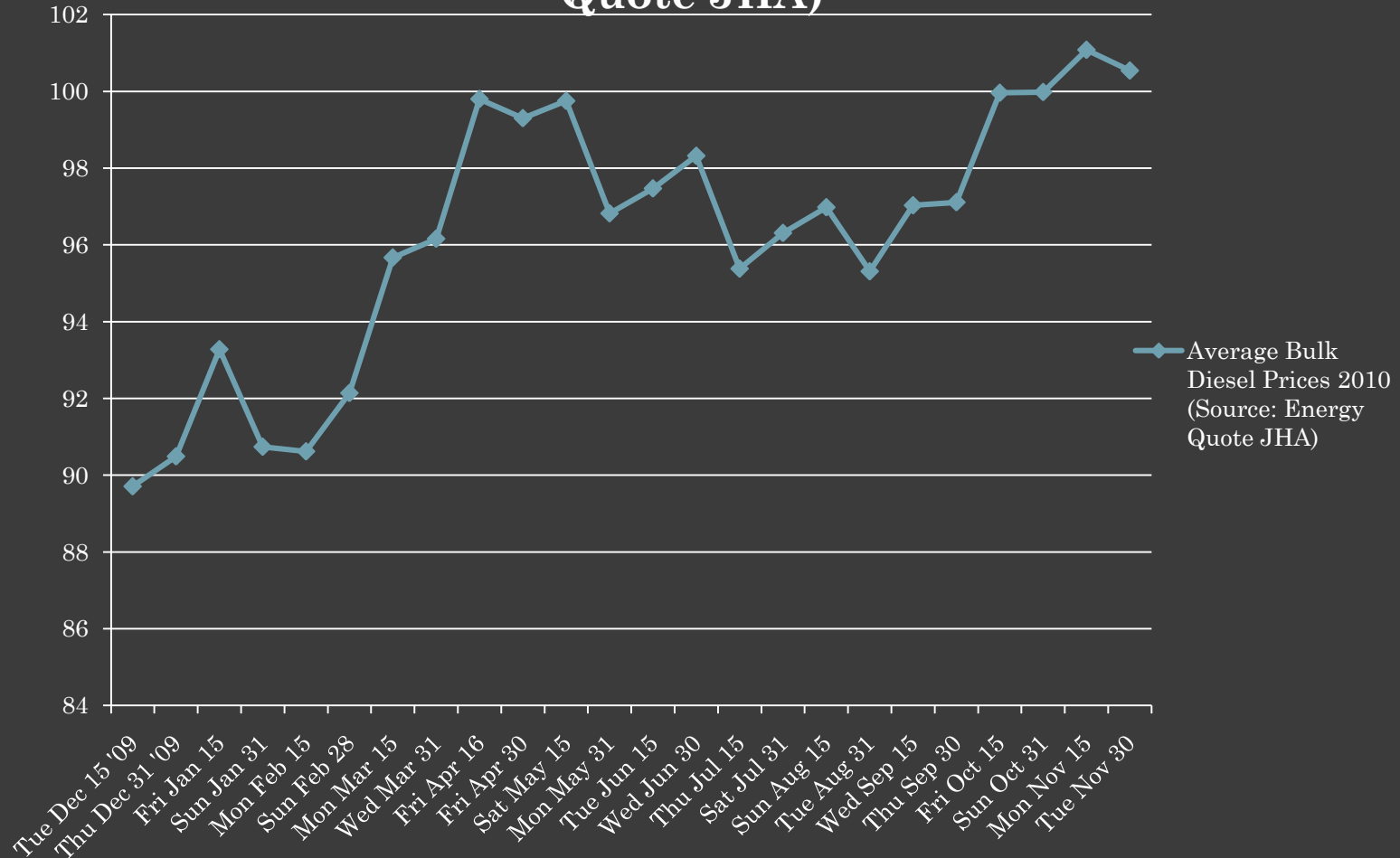


## 4. REVENUE

- Charge for parking
- Release car park land for development
- Design out expensive car parking

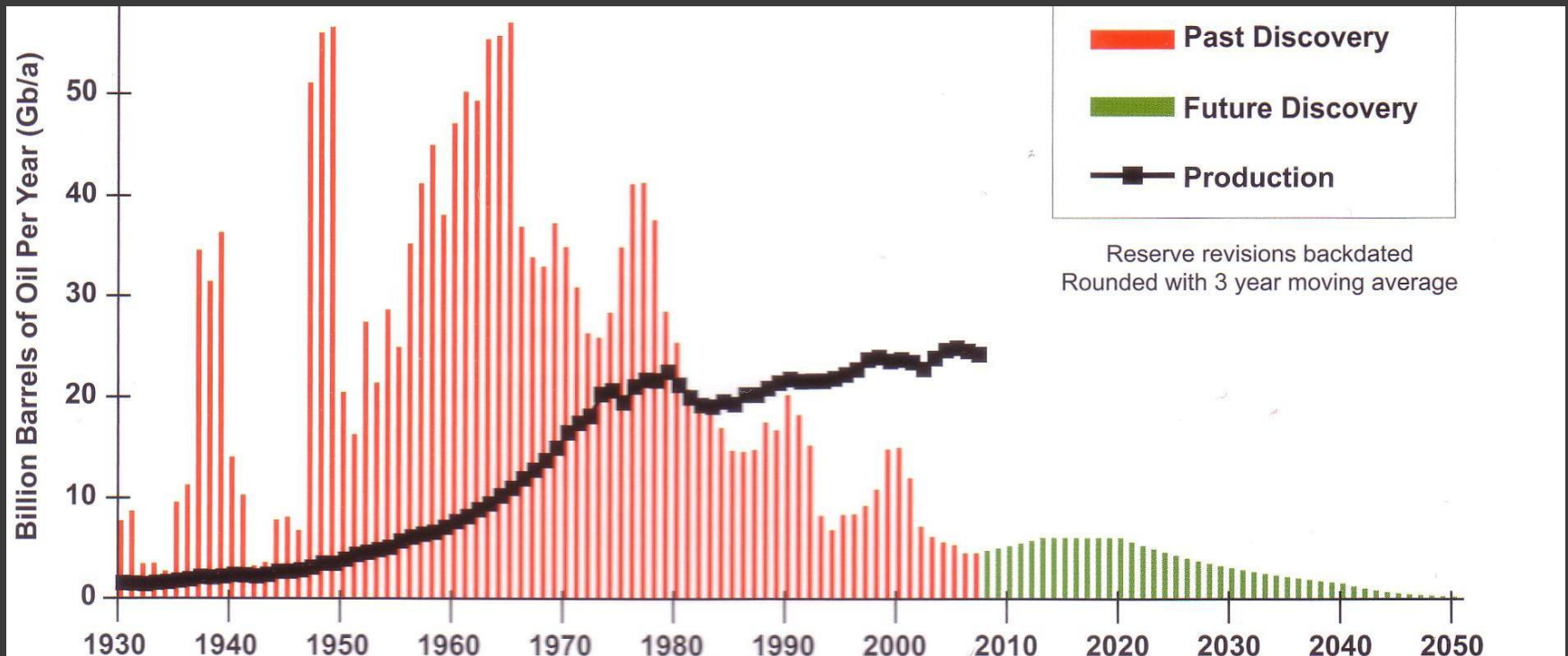
# 5. SAVING MONEY

**Average Bulk Diesel Prices 2010 (Source: Energy Quote JHA)**



# 6. RESILIENCE

## Peak Oil



Source: Oil Depletion Analysis Centre and Post Carbon Institute (2009)

# 7. COMPETITIVE ADVANTAGE

- Environmental policy to win contracts
- Consumers value environmental credentials
- Increased productivity
- *‘Companies which consistently manage & measure their corporate responsibility outperform their FTSE 350 peers’<sup>1</sup>*
- Accreditations (ISO14001, BS 8555, CR Index, EMAS, CDP, GRI)



Source: <sup>1</sup> Business in the Community CR Index (2009)

## 8. PROFILE

- Demonstrates awareness
- Responds to the modern agenda
- Marketing opportunities
- Example of efficient working practice
- Examples:
  - BAA bus services Heathrow,
  - Vodafone bus services Newbury
  - Wessex Water bus services Bath

# 9. COMPLIANCE

- Companies Act (2006) – Environmental Reporting
- EU ETS Emissions Trading Scheme
- CRC Carbon Reduction Commitment
- CCA Climate Change Agreements



Work out how much fuel you used ... or make an estimate based on spend, or distances travelled

X



... look up the latest emission factor for your type of fuel (or look up a factor based on distance travelled by your vehicle type) ...

=



... multiply them together to calculate the total emissions.

“You can’t manage what you can’t measure”

Source: Carbon Guidance Brief Overview (DfT 2010)



# 10. TAX INCENTIVES

- Company car tax (CCT) – emissions based
- Vehicle Excise Duty (VED) – emissions based
- Capital Allowance on cars – emissions based

Emissions (g/km)	Capital Allowance
160	10 %
110	20 %
< 100	100 %

Note:

- Applies to 100% business use (Source: [www.businesslink.gov.uk](http://www.businesslink.gov.uk))

# 11. DRIVE TECHNICAL INNOVATION



1



2

Source: <sup>1</sup> BAA

<sup>2</sup> Powabyke ([www.powabyke.com](http://www.powabyke.com))

# 12. ASSETS

- Save on...
  - Property
  - Equipment
  - Energy
  - Car parking
- Planning permission

Note:

- Employer providing a car parking space at or near work
- Employer paying employees parking fees at or near work
- ...then no Class 1 NI contributions or income tax on benefit (HMRC)

# 13. HEALTH AND HAPPINESS

- Moderate activity for 30 minutes 5 time per week<sup>1</sup>  
(Just 37% of men and 24% of women achieve this)
- Employers to motivate employees to be more active<sup>2</sup>
- Cost of sickness absence £11.6bn (2003) > £13bn (2005)<sup>3</sup>
- Effectiveness of workplace health promotion



Beijing's Xidan  
Department Store  
[www.china.org.cn](http://www.china.org.cn) (2010)

Source: <sup>1</sup> Dept of Health 'Health Survey for England (2003)

<sup>2</sup> Dept of Health 'Choosing Activity: a physical action plan' (2005)

<sup>3</sup> Salford University 'A Review of Effectiveness of Workplace...' (2007)

# 14. CONSCIENCE



# 15. WE'LL PAY IN THE END

*“...existing models that include the risk of abrupt and large-scale climate change estimate an average 5-10% loss in global GDP, with poor countries suffering costs in excess of 10% of GDP.”*

*“Achieving these deep cuts in emissions will have a cost. The Review estimates the annual costs of stabilisation at 500-550ppm CO<sub>2</sub>e to be around 1% of GDP by 2050 - a level that is significant but manageable.” \**

Source: Stern Review: The Economics of Climate Change (2006)

\* this was revised to 2% in 2008 due to accelerated climate change

# 16. LOCAL ENVIRONMENT



# 17. GREEN INCENTIVES

- Salary sacrifice on cycles and bus tickets
- Feed in Tariffs (FITS)
- R&D grants for green technology (Technology Strategy Board)
- Grants for green plant and machinery (inc charging points)

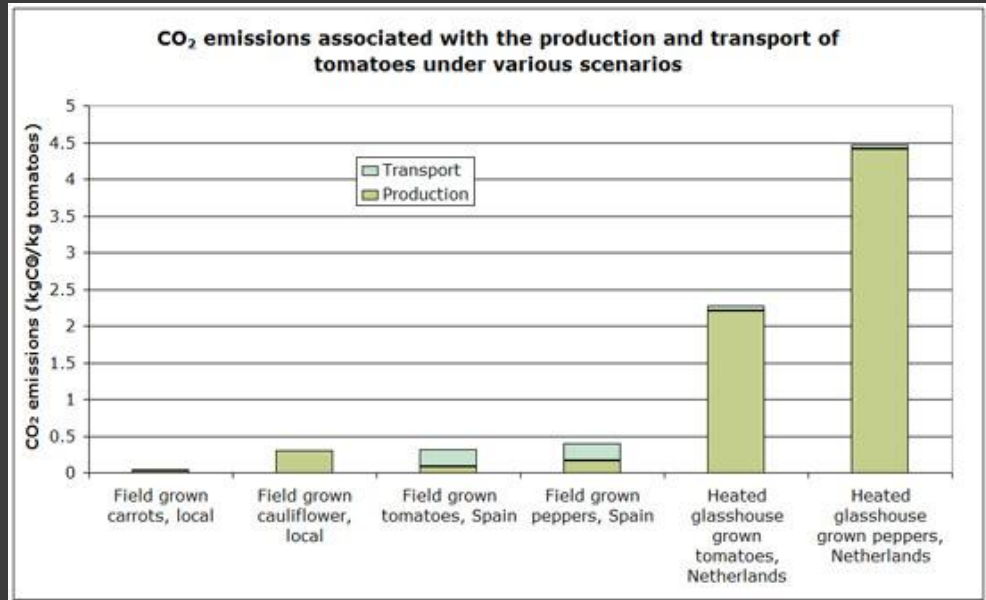


# 18. ACCESS TO NETWORKS



# 19. LOCAL WEALTH GENERATION

## Spanish Tomatoes



Source: Riverford Farm

## 20. FAIRNESS

- Approx 25% of households have no car
- Sense of exclusion associated with ability to pay for parking (NHS)<sup>1</sup>
- Example: Bus to Southmead Hospital 6x parking charge
- Example: RBH parking favoured consultants over nurses

Source: <sup>1</sup> NHS Car Parking Impact Assessment (2009)

# USEFUL LINKS

<a href="http://www.netregs.gov.uk">www.netregs.gov.uk</a>	legislation
<a href="http://www.envirowise.org.uk">www.envirowise.org.uk</a>	resource efficiency
<a href="http://www.businesslink.gov.uk">www.businesslink.gov.uk</a>	tax
<a href="http://www.hmrc.gov.uk">www.hmrc.gov.uk</a>	allowances and tax
<a href="http://www.dft.gov.uk">www.dft.gov.uk</a>	policy and carbon tool
<a href="http://www.decc.gov.uk">www.decc.gov.uk</a>	CRC, CCA and CCL
<a href="http://www.hm-treasury.gov.uk">www.hm-treasury.gov.uk</a>	Carbon price
<a href="http://www.bis.gov.uk">www.bis.gov.uk</a>	Low Carbon Industrial Strategy
	ISO26000 Social Responsibility
<a href="http://www.bitc.org.uk">www.bitc.org.uk</a>	CR Index



[www.callidusgroup.co.uk](http://www.callidusgroup.co.uk)  
transport & engineering consultancy