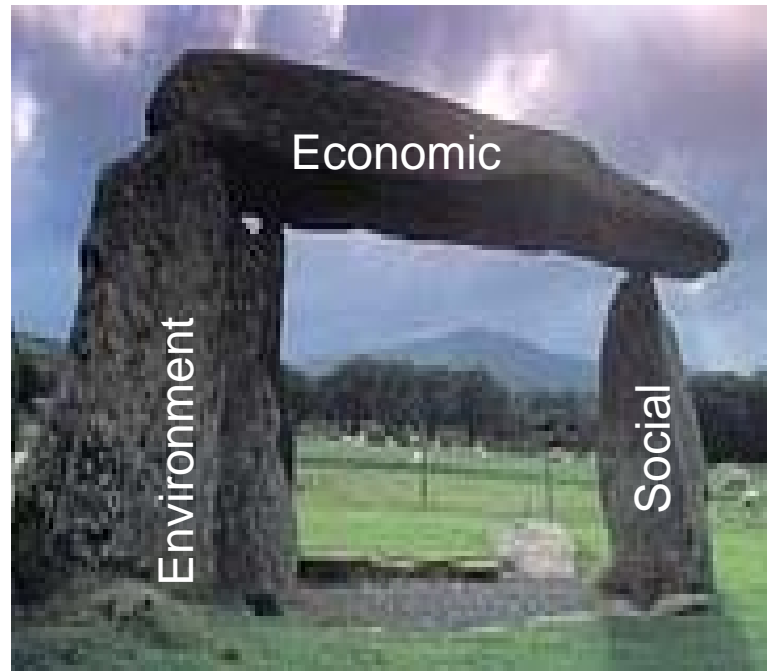


The STIB on the track for sustainable development



**Eveline Branders,
Coord. Environment-Sustainable development
General and Strategic Studies**

Agenda



1. A few figures on the STIB
2. Sustainable development - what's that?
3. Benefits for the STIB
4. State of play
5. Prospects
6. Conclusions

1. A few figures on the STIB (2005)



- Almost 37 million km covered
- 255 million journeys
- 6027 staff members
- 43.1 km metro, 203.43 km tram, 432.17 km bus
- 951 vehicles: 53 metros (2 units) + 37 (3 units), 290 trams, 571 buses (2006-2007 15 metro, 68 trams, 140 buses)

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2. Sustainable transport



Transport system (trams, buses, metros) which:

- Safely transports passengers, while minimising impact on residents' health
- Is accessible to all
- Comes at an affordable price, is efficient and encourages intermodality
- Creates less pollution (noise, air, waste) and is less energy-consuming

2. Sustainable management



- Company which
 - Controls its impact on the environment
 - Manages its human resources and fulfils its social responsibilities
 - Preserves economic growth and balance

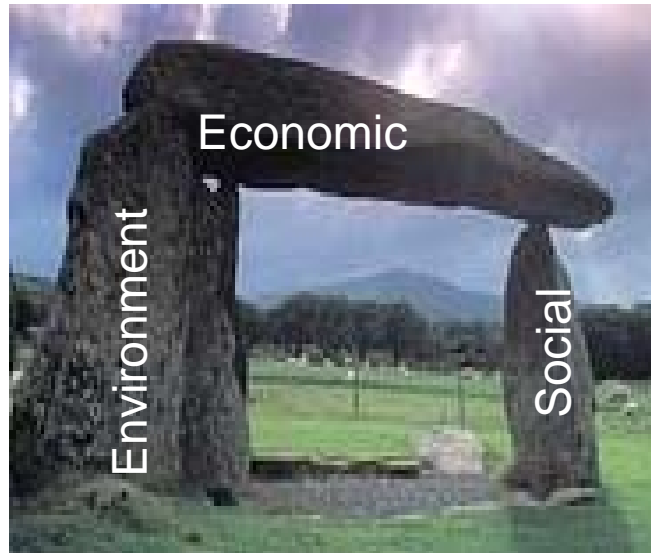
Soutien psychologique ...



FAIRE TRAVAILLER DES ENFANTS À LA STIB ?



2. Sustainable development



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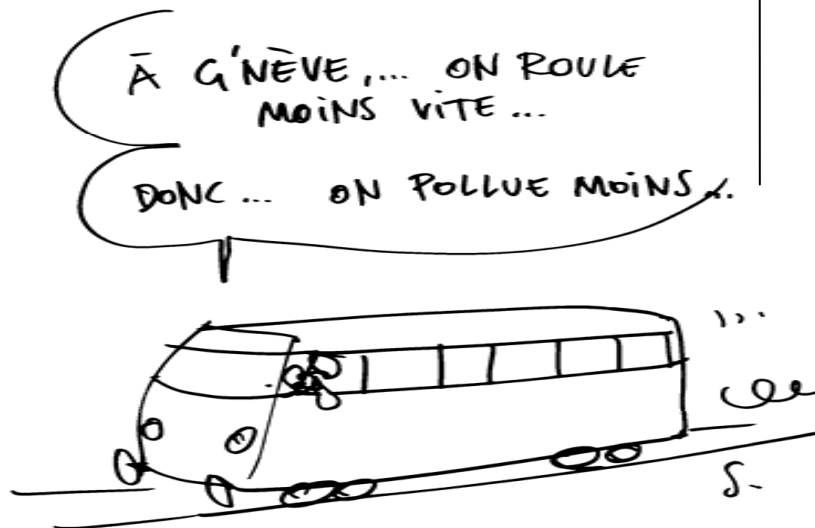
3. Expected benefits for the STIB



Advantages of ST	Advantages of sustainable management
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- Increase competitiveness
- Improve efficiency
- Be more attentive to customers' needs
- Increase customer use
- Enhance its image

- Manage costs
- Prevent environmental damage
- Improve acceptability in the city
- Enhance its image with authorities, administrative bodies
- Improve staff motivation
- Improve HR efficiency
- Prevent social risks



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4. State of play – UITP charter



- Implementation of the UITP charter principles on SD
 - STIB pledge signatory – May 2003
 - SD coordinator – March 2004
 - Sustainable development = strategic objective in 2004
 - Signing of agreements with the region (noise and SD agreement)
 - Activity report “sustainable development” June 2004
 - STIB full signatory – June 2005
 - SD action plan 2006-2010 – Approved may 2006

Towards an action plan

The STIB, sustainable transport company



versus



The STIB, sustainable management

Agenda

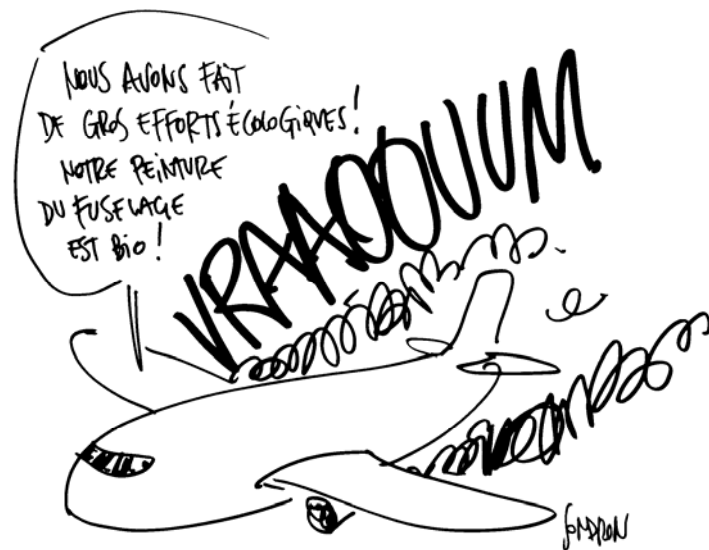


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5. Principles for drafting an action plan



- Actions which meet stakeholders' needs
- Linked to the business planning process
- Actions which meet at least one of the three stakes (economic, environmental, social)
- Actions which generate added value for the STIB
- Actions directed by internal promoters



5. Sustainable development action plan



The preparation of the plan comprises 3 successive stages, each including a certain number of associated activities

Approach

Stage 1: Preparation

Identify the Sustainable Development issues for STIB and the priority stakeholders to be consulted

Stage 2: Consultation

Consult stakeholders in order to identify their expectations and determine the priority issues to be considered

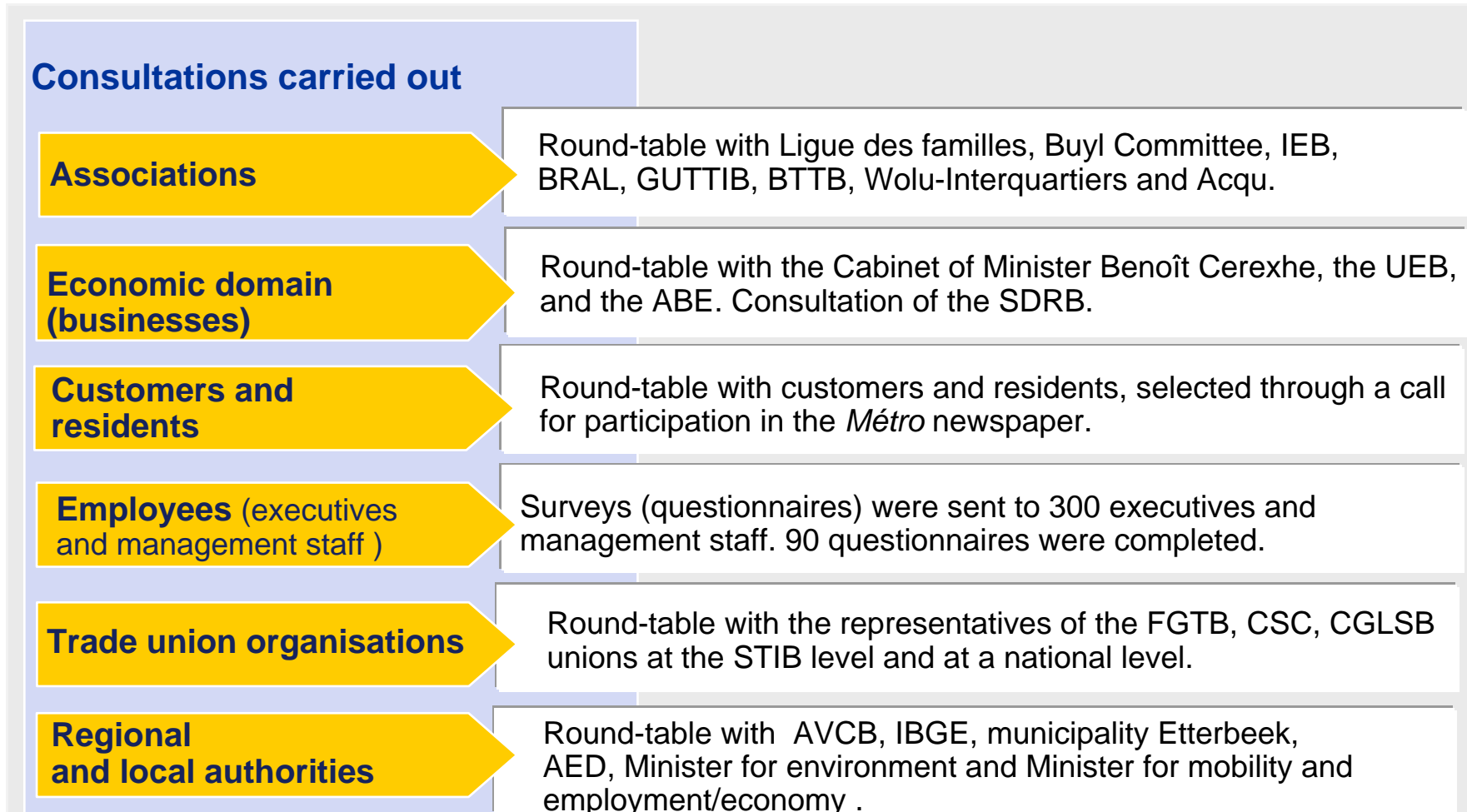
Stage 3: Action

Translation of the priority issues into policies to be carried out and integrated into the 2006-2010 Sustainable Development action plan

5. Sustainable development action plan



All the priority stakeholders identified during stage 1 were consulted in order to identify their expectations with regards to sustainable development



5. Results of consultations: priority economic issues



Issues	Stakeholders					
	Associations	Economic milieu (entreprises)	Customer and residents	Trade Unions	Employees** (executive & management)	Regional and local bodies
3. Economic effectiveness						
Synergy/integration with other transport operators	13	5	8	3	3,9	6
Economic partnerships (financing)/industrial partnerships		7	6		3,1	3
Diversification of the service offer	2	5			3	
New technologies	7	4	15		3,8	2
Staff productivity	3	3	2		3,9	2
Global economic approach	3	3	4	1		
Financial independence (increase)	3	5	1		3,7	3
Market share of PT in Brussels Capital Region		2	2			12
Cost management (financial transparency)					4,1	
Improving brand image/appeal of public transport		9	10			
Communication in general (quality information)	13					5
Vehicle occupancy rate (capacity planning)	1		5			
Measures against fare-evasion			2		4,1 (part.)***	
Reimbursement of travel by car (night shifts)						
Network service of main areas of activity		6		5	4,2	14
Economic development of the Region	3	8	5	1	3,3	6
Free PT	2					
Tax deductible status of costs linked to PT			3			
Use of unused premises			3			
Customer use of STIB sport infrastructures			4			

* Since the number of votes depends on the number of persons consulted, the quotes are only comparable within the same category of stakeholder, **averages (max.: 5)

*** combined result "measures against fare evasion and increasing passenger numbers."

5. Results of consultations: Priority environmental issues



Issues	Associations	Economic milieu (entreprises)	Customer and residents	Trade Unions	Employees** (executive & management)	Regional and local bodies
1. Environmental responsibility						
Use of resources (electricity, water, fuel)	3	7	17	4	3,8	9
Landscape (habitat, green spaces)			3			2
Noise pollution	10	10	9	1	3,8	4
Vibrations	7		2	2		4
Waste management- Operations, maintenance, adm. processes	1		1		3,9 (prevention) 2,9 (action)	3
Waste management- "End of life"			1		3,2	1
Public service mission (SD into the management contract)	10		6	12		7
Environmentally sustainable purchasing (equipment and products)	8	7	9	6	3,7	3
Urban heritage/architectural quality	4	6	4		3,3	
Development plan	10	4	3	4	3,3	5
Water pollution (surface)	2					
Climate change/CO2 emissions	10	8	9	9	4,3	8
Air pollution (direct and indirect)	11		6	3	4,3	7
Pollution of soil and subsurface water						
Network cleanliness	2					
Adaptation of capacity according to traffic (modularity)			2			
Pilot schemes must be systematic (technologies)				3		
Car sharing						

* Since the number of votes depends on the number of persons consulted, the quotes are only comparable within the same category of stakeholder, **averages (max.: 5)

5. Results of consultations: Priority social/ societal issues

Issues	Associations	Economic milieu (entreprises)	Customer and residents	Trade Unions	Employees** (executive & management)	Regional and local bodies
2. Social responsibility						
Staff motivation and pride	1				4,1	8
Recruiting and retaining competent staff	1		6	13	4,3	
Internal mobility				4		
External employability			2			
Male/Female diversity			1	2	3	4
Diversity management (in the broadest sense) /Anti-discrimination		13		8	3,8	
Flexibility of hours for drivers						
Competence management		3		1		
Quality of support			1			
Health and well-being of staff	1			14		3 + 4
Social impact on the increase in productivity				10		
Attractive remuneration						
Work/Life balance				8		
Prevention of alcoholism/drug abuse (staff)						3
Business transport plan (STIB/businesses)		8			3,6	2
Respect (staff respect for customers/customer respect for public transport)	3	4	3	1	4,1	5
Personal safety/Network safety		2	8	3		6
Reduction of travel times (link with congestion)	17	11	19	6	4,3	5
Creation of low-skilled jobs	7	5	4	8	2,8	
Advertising ethic	3	3	9	3		2
Intermodality between different modes of transport	10	8	5			7
Sociocultural development of the Region	1				2,3	
Access to public transport for all (persons with low incomes, disabled persons, ...)	3		24	2	3,5	9
Access to public transport at night (night network)			7			3
Liveliness/quality of city life	2		3			

* Since the number of votes depends on the number of persons consulted, the quotes are only comparable within the same category of stakeholder, **averages (max.: 5)

5. Sustainable development action plan



On the basis of these consultations, we can identify five main categories of priority issues

Main categories of priority issues SD for STIB (based on consultation of stakeholders)

Governance and business responsibility

- Public service mission
- Sustainable purchases
- Enhancing brand image / appeal of public transport
- Communication and engagement with stakeholders

Technological Innovation and sustainable development

- Efficient use of resources
- Noise and vibrations
- Climate change and air pollution
- New technologies

Sustainable mobility

- Intermodality between different modes of transport
- Reduction of travel times
- Accessibility of public transport
- Synergies with other public transport operators

Working conditions within the company

- Management of diversity
- Staff health and well-being
- Staff motivation and pride
- Recruiting and retaining competent staff

Regional economic development

- Providing transport services for main areas of economic activity (link with development plan)
- Economic development of the Region
- Creation of low-skilled jobs

5. Sustainable development action plan



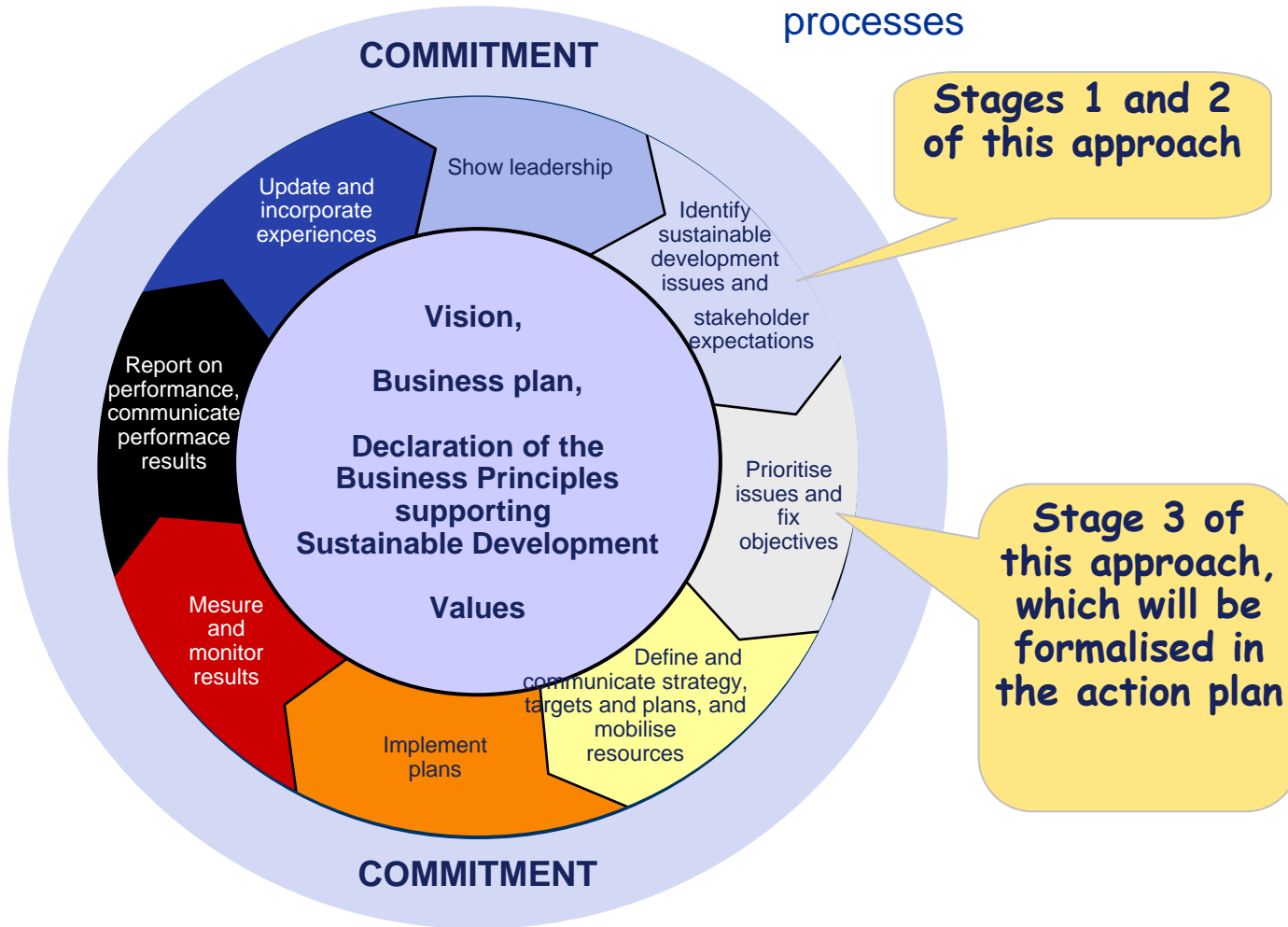
Sustainable development policies can bring added value to the company in four different ways



6. Sustainable development action plan



In order to ensure the success of the action plan, it must be integrated within the organisation, and within business processes



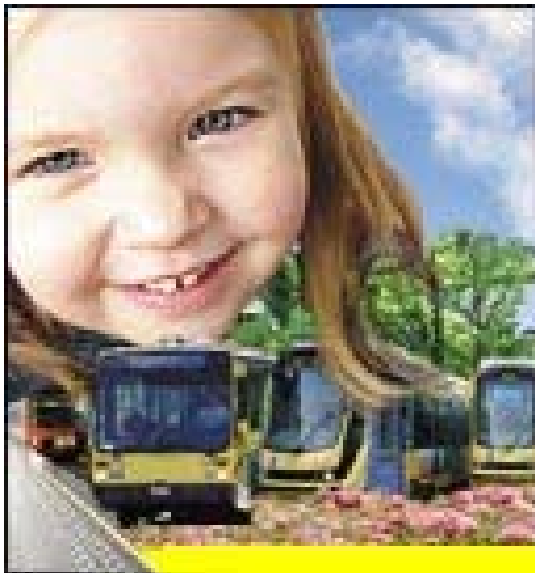
6. Conclusions



The debate on a SD strategy and related actions has opened up new **opportunities** for the STIB:

- Better target the needs of customers and residents;
- Improve dialogue and co-operation with the region;
- Implement new products and open up new markets;
- Improve/renew rolling stock;
- Move towards better cost management;
- Develop tools to attract talent;
- Understand the necessity to communicate better, both inside and outside the company.

Thank you for your attention



Eveline Branders
Etudes Générales et
Stratégiques

Tel: 02.515.21.23

E-mail:

branderse@stib.irisnet.be

More information: www.stib.be