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Establishing action plans for sustainable mobility within companies

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Let's travel sustainable!

Take the chance and join the network

- This is an offer to companies in Lund & Helsingborg who are dedicated and committed to work with sustainability. The companies have more than 50 employees and are located in an urban area
- **Participation in the project is free - companies invest time, commitment and willingness to develop their sustainability work**
- **The project offers:** Coaching and guidance, network meetings, expert support, inspirational lectures and much more
- Researchers from Lund University and K2, will evaluate the experiences from the project.



funded by the Swedish Energy Agency

Companies involved

- Twelve companies in the Lund/Helsingborg region were recruited through networks of involved municipalities, 11 companies remaining.
- Companies ranging from large global enterprises to shopping centers.
- Anonymized in the presentation

The project

- The project started in the autumn of 2021 and will finish in the autumn of 2024.
- The aim of the project is to lower emissions from companies - commuting and business travel

However

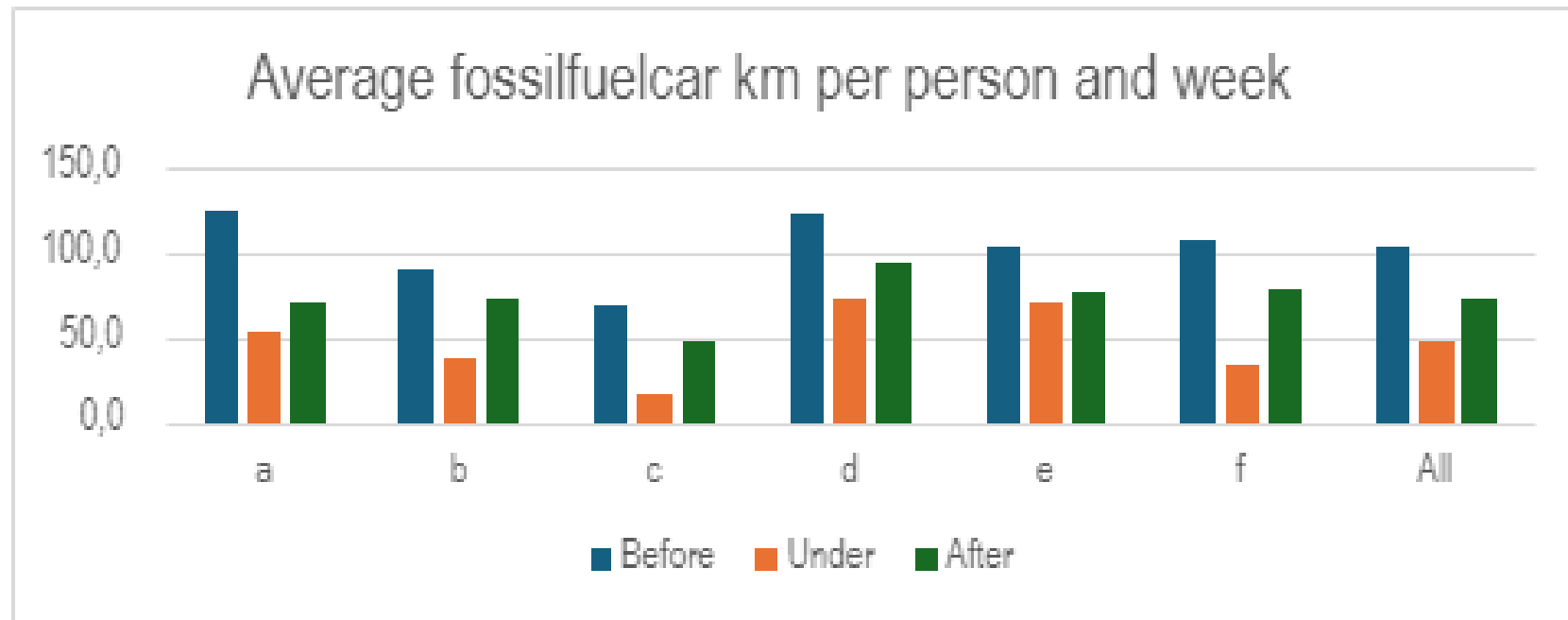
- A time-period still with effects of Covid mitigating measures, high fuel prices, high electric prices, inflation and low currency rate.
- Challenges to evaluate the effects of the project

Illustration of challenge

- Companies distributed travel surveys via email to employees
- Total number of respondents answering: 2,303 (autumn 2021) and 2,970 (spring 2024)
- No significant difference between samples regarding gender and type of work
- Comparing different periods of influence of Covid mitigating measures/behaviour
 - a) before, b) under/later part and c) after

Comparing periods before, under and after influence of Covid mitigating measures

Examples - Larger companies in the dataset



Focus of this presentation

- What measures the companies have chosen to work with (included in action plans) and what actions have been abandoned during the project time and why.



Action plan activities

- The recruited companies discussed and proposed measures after inspiration seminars held by the project group.
- Companies compiled proposed measures into an action plan.
- The companies revised and submitted their action plans to the project group for review once a year (3 revisions made).
- Follow-up meetings with the project group.
- Local networks were formed and organized 3-4 meetings per year.

Spoiler...

Involved companies had a more favorable outlook on the implementation of sustainable transport measures when they joined the project than in the end.



Focus in actions plans –
commuting or business travel?

Focus in actions plans – commuting or business travel?

- Business travel – measures rejected when companies realized they had limited influence over travel agreements. International companies, noted they lacked the mandate to change business travel policies at their Swedish sites. Some companies had ambitious measures in their initial action plans, but these were rejected by upper management.
- Commuting - more within company control. Communications and enjoyable incentives rather than policy changes.
- Generally: concern that being too strict could cause valuable employees to leave for other jobs.

Goals for increased business travel

- Some companies set goals for increased business travel to key regions, believing that in-person meetings were essential for rebuilding customer relationships lost during the pandemic.
- Digital meetings were not seen as sufficient substitutes for maintaining strong customer relationships.



Lack of resources slowing down or abandoning sustainable transport measures

Economically challenging times characterized by high inflation and low currency values. Prioritize primary tasks, leaving measures for sustainable transport, unfinished.

"NN tells us that there was no survey sent out this year because HR said no, they had other large personnel surveys and they are quite restrictive."

"We have had difficulties with resources, two people have quit, no replacement, but now they hope to have a little more soon"

Take away

- Crucial involving top management in firms, they restrict the participation of local and national stakeholders, potentially impacting the availability of funds for training and motivational activities.
- Companies must be supported to prioritize quantification of emissions. The action plans often lacked specific goals such as reductions in CO₂, reflecting a routine deficiency in addressing and prioritizing these issues.
- The focus shifted to implementing simpler and less effective measures, that unfortunately did not substantially reduce CO₂ emissions.



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