



E.ON Travel Planning Case Study

“The Travel Plan and Green Travel schemes fully align with E.ON’s Changing Energy strategy, providing real environmental benefits and a wealth of sustainable travel options while reducing costs within the business.”

“I fully support both initiatives and have been encouraged to look at my own carbon footprint. As a result I’ve bought a car with lower fuel emissions and now car share with a colleague.”

Derek Parkin, Managing Director, Business Services

Summary

Since 2000, E.ON’s Facilities team have been implementing green travel schemes throughout the company’s 100 sites to its 18,000 employees. The company sees the benefits of promoting sustainable travel to reduce the impact from commuting and business travel and reduce its carbon footprint.

Chris Woodhall (E.ON’s UK Travel Plan Co-ordinator) has implemented an extensive and very successful travel plan at the company’s Sherwood Business Park, which has focused on promoting car sharing, cycling and travel by public transport.

Strategic context

E.ON has shaped its environmental policy through assessing the effects its activities have on the environment, including staff travel. Green travel schemes have been identified as a key area for the company to achieve its environmental policy goals, by;

- Educating and training staff to conduct their activities in an environmentally friendly manner
- Informing its suppliers and contractors of its high environmental standards
- Encouraging high standards throughout the supply chain
- Encouraging all stakeholders to use energy and resources efficiently

Case study location

The Sherwood Business Park is located to the south of Annesley, Nottinghamshire, accessed off the A608, from junction 27 of the M1. The site is located within 5 miles of the towns of Kirkby in Ashfield and Hucknall, which provide access to mainline rail services, Hucknall station also providing connections to the Nottingham tram network.

There are approximately 1,650 E.ON employees working at the Sherwood Business Park site. Figure 1 shows the site location.

Figure 1 – Site location

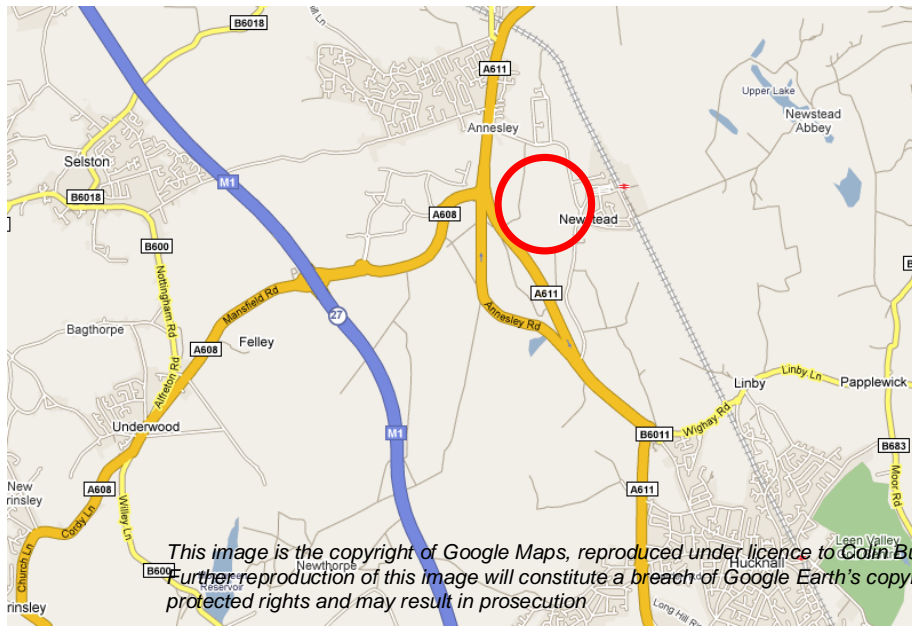


Figure 2 – Forecourt style display

Measures / policies in place

Current initiatives at Sherwood Business Park include:

- Car sharing scheme across UK with a recent increase in car sharing bays from 48 to 131 at Sherwood Business Park
- Sherwood Business Park intranet pages promoting the sustainable travel options available to employees
- Promotion events and campaigns including in 2008:
 - Three sustainable travel road shows
 - Free prize giveaways to staff who cycle to work
 - Car share promotion focusing on the cost by using petrol forecourt style displays (see Figure 2)
 - Car share and cycle week (see Figure 3)
 - Valentine's Day promotion for car share scheme entitled 'Find your perfect partner'
- Promotion of low CO₂ company car options, providing the opportunity to test drive a VW BlueMotion and Ford Econetic cars
- Eco driving courses for car share drivers to help them drive in a more fuel efficient way
- Green travel incentive scheme
- Introduction of a Connaught hybrid minibus to collect employees from Hucknall tram/train station and provide access to the local transport hub for business journeys to other local offices
- Partnership working to improve the public services links to the business park estate and improve company bus routes

**Same journey,
half the cost.**

Pence per litre

Unleaded	98. ⁹
Car Sharing	49. ⁵

Pence per litre

Diesel	107. ⁵
Car Sharing	53. ⁸

Car sharing
There's no escaping rising petrol prices – but there is a way of cutting their cost in half. Find a colleague making the same journey to work, arrange to car share and share the cost. Just think what you could do with all the money you save.

To find out more visit:
Petrol → Q&A → Q&A → TravelPlan → TravelShare

e-on

Nationally, the following initiatives are run at E.ON's sites in the UK:

- Car sharing and cycle promotions at 13 UK sites
- Introduction of designated car sharing at Dearne Valley offices
- Introduction of hybrid minibuses at a further two sites to reduce CO₂ emissions
- Inter-company working with Human Resources Employee Benefit fairs to promote sustainable travel
- Inter-company working with Environmental Champions to run specific promotional events across the UK

Figure 3 – Bikeshare poster



Benefits realised

At Sherwood Business Park, the following changes in Key Performance Indicators (in 2008) have been realised:

- The site averages 105 car sharing vehicles a day
- Green travel incentive scheme has increased in membership year on year from 110 new members in 2007 to 225 in 2008
- Skills Coaches carry 220 employees per day, a 30% increase from 2007
- The car share scheme now has 2,400 members nationally

Nationally, the observed modal shift from driving alone to more sustainable forms of transport is promising. Annual monitoring of the travel plan is due to take place at the end of 2008 with review of travel plan targets for the period 2009-2011 currently underway. Table 1 shows the modal shift changes from snap-shot surveys carried out in August 2008.

Table 1: National observed mode shift

Mode	Baseline 2007 mode share (%)	Snap-shot survey mode share 2008 (%)	Modal shift (%)
Car drive alone	69%	58%	- 11%
Car share	9%	15%	+ 6%
Public transport	12%	13%	+ 1%
Walking and cycling	7%	8%	+ 1%
Motorbike or scooter	1%	1%	-
Taxi	<1%	1%	-

Dropped off	1%	-	- 1%
Worked from home	-	4%	+ 4%

In addition, E.ON has also achieved the following savings across the UK:

- 3,131,442 miles saved
- 754.68 tonnes of CO₂ saved
- 205.64 tonnes of carbon saved

Costs & funding

Funding is provided from an internal budget of £100,000 for all sites.

Future initiatives

E.ON will continue to promote sustainable transport as an alternative to staff through promotional events and campaigns in 2009.