Environmental Enablers supporting Active Travel

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The Bigger Picture

Sustainability is the way ESB addresses the challenge of achieving a low carbon future
Transition to a Low Carbon Economy

1. Generation / Supply Businesses of Scale
   In response to the integration of the Republic of Ireland (ROI), Northern Ireland (NI) and Great Britain (GB) electricity markets, ESB will grow the scale and capabilities of its generation, trading and supply businesses so that they can compete within this new all-islands competitive environment. Recognising the long-term imperative to decarbonise society, ESB will also invest to reduce the carbon intensity of its power generation plant and increase the role of renewable energy in its fuel mix, in line with the overall market and public policy.

2. Advanced Networks
   ESB will work to deliver high quality and affordable electricity networks for its customers in both the ROI and NI. This will include investment to underpin social and economic development, security of supply and the achievement of climate change targets.

3. Sustainable Innovation
   Recognising that forces such as decarbonisation, competition and technological evolution will dramatically change the operating context, ESB will innovate to create and grow new opportunities in areas directly adjacent to its core business.

4. Engaged and Agile Organisation
   The delivery of the strategy will require an organisation that is flexible, highly motivated and adaptable. ESB will create a dynamic workplace that stimulates and engages its people and that can respond quickly and effectively to change.

5. Transformed Cost Structure
   Increased competition, an uncertain economic environment and the need to fund future growth will require ESB to operate with even greater efficiency. ESB will enhance the cost-effectiveness of its business so that it can survive and prosper in this new context.
Core Value - Safety, Health & Wellbeing

URBAN TRANSPORT MATTERS TO PUBLIC HEALTH

According to the World Health Organisation, insufficient physical activity has been identified as the fourth leading risk factor for global mortality and is on the rise in many countries, adding to the burden of NCDs (Non communicable diseases) and affecting general health worldwide.
Key Barriers to Active Travel

- Availability of Parking
- Safety (Perceived or Otherwise)
- Suitability/Adequacy of Infrastructure to Promote Active Travel
- Inadequate Active Traveller Facilities
- Availability of Public Transport
- Distance / Commuter Proximity
- Age Profile (Increasing Average Age) (reducing health inequalities)
Creating the right environment (ESB HO)

• Commuter Habits Survey – Develop a Travel Plan
• Identify underutilised space
• Engage staff users group, design and develop a solution
• Maintain & Enhance facilities
• Demonstration of Commitment or Lip Service?
• Consider other alternatives to the need to travel
  • Remote Working
  • Web Conferencing
Infrastructure Examples – Bike Park
Infrastructure Examples – Drying/Shower/Locker
Promoting Physical Activity

- Bike to Work Scheme – 2700+ since 2009
- Wellbeing Champions – Promoting Staff programme, e.g. Backcare & Posture
- Pedometer Challenge – Approx. 500 participants in 2015
- Couch to 5K lunch time Programme run by ESB Athletics Club
- Sligo 30k Walk – Annual staff walking event
- Power Challenge – Team based orienteering and problem solving
Incentives

Recognition & One4All

Freebies

Cross Business Friendships & Fun

National Bike Week

Community of Behaviour

Skills Benefit
Thank You!