



Energy for
generations

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

[Find out more](#)

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.

ADVANCED NETWORKS



GENERATION / SUPPLY BUSINESSES OF SCALE



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.

ENGAGED & AGILE ORGANISATION



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.

TRANSFORMED COST STRUCTURE



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.

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.

A STRONG,
DIVERSIFIED,
VERTICALLY
INTEGRATED UTILITY



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



Infrastructure Examples – Overflow / Repair



Promoting Physical Activity

Home Events **Physical** Mental Family Finance Personal Growth Support Services Pro-Active Health



- **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**

Bike to Work
Power Challenge
Darkness into Light

Categories

- > Physical Activity
- > Recipes
- > Sleep
- > Alcohol Awareness
- > Smoking
- > Hydration
- > Back Care & Posture
- > Energy
- > Heart Health
- > Weight Loss
- > Shift Workers
- > Hearing

Incentives



Recognition & One4All



Freebies



Cross Business Friendships & Fun



National Bike Week



Community of Behaviour



Skills Benefit

Thank You!

