



Mobility at ASR Insurance

Drs. F.G.M. (Fiona) van 't Hullenaar
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ASR Netherlands

Pleased to meet you!

Fiona van 't Hullenaar

Director at ASR

Responsible for:

Payments, Customer Contact,

Logistics, Services (Catering,

Cleaning, Security, Hospitality),

Operational Excellence, Renovation and Building,

Housing and maintenance, including Mobility



Dutch Cycling through the Years (6 min)

<http://www.youtube.com/watch?v=XuBdf9jYj7o>

Profile ASR Insurance

Large General Insurance Company



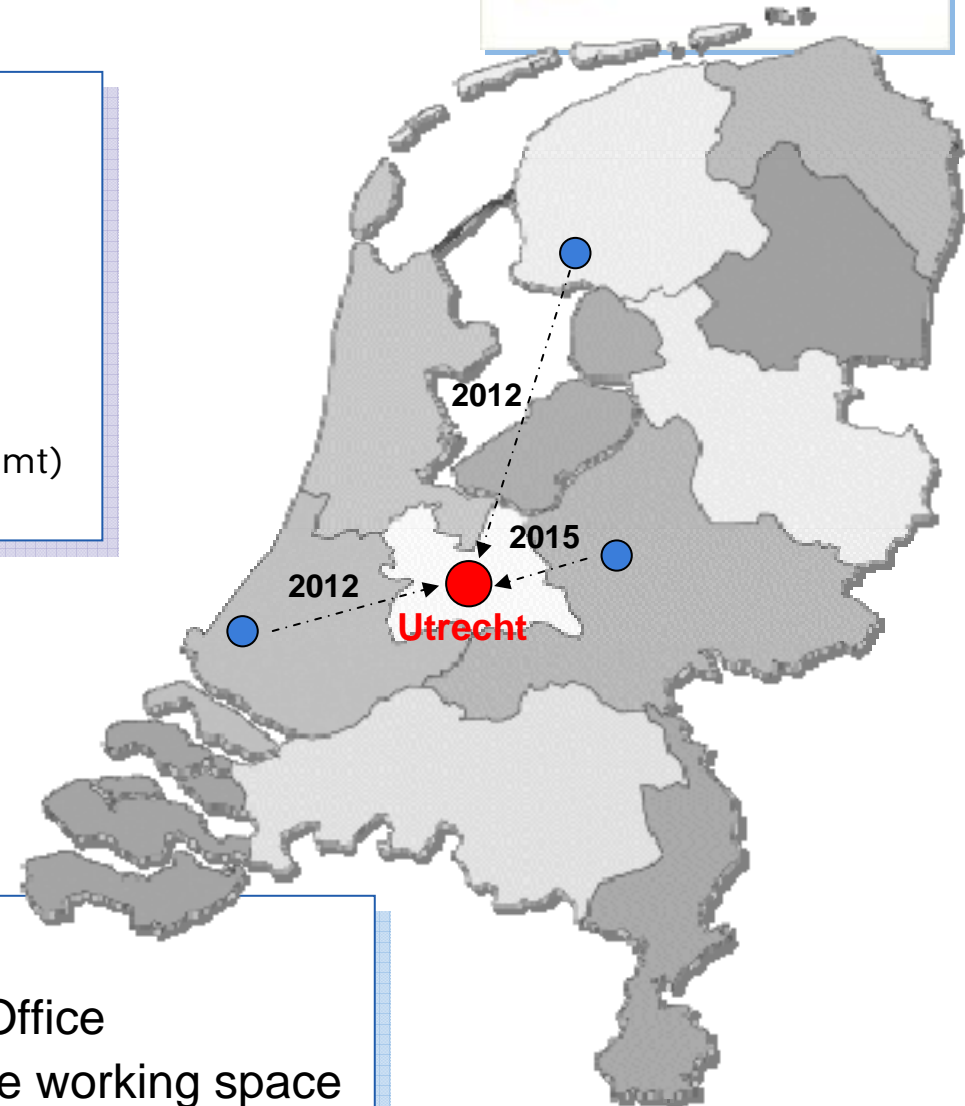
Financial Services

>4600 employees

Turn-over of **€4.5 Billion** in 2011

Products

- Insurance: Life and Non-Life
- (Small) Bank; Mortgage en Savings
- Real Estate (Development and Wealth Mngmt)



Mobility Challenge upcoming years:

- Centralisation of all locations to HeadOffice
- Renovation Headoffice (1974) to create working space

Location ASR Headoffice Factsheet

Central location National and Regional

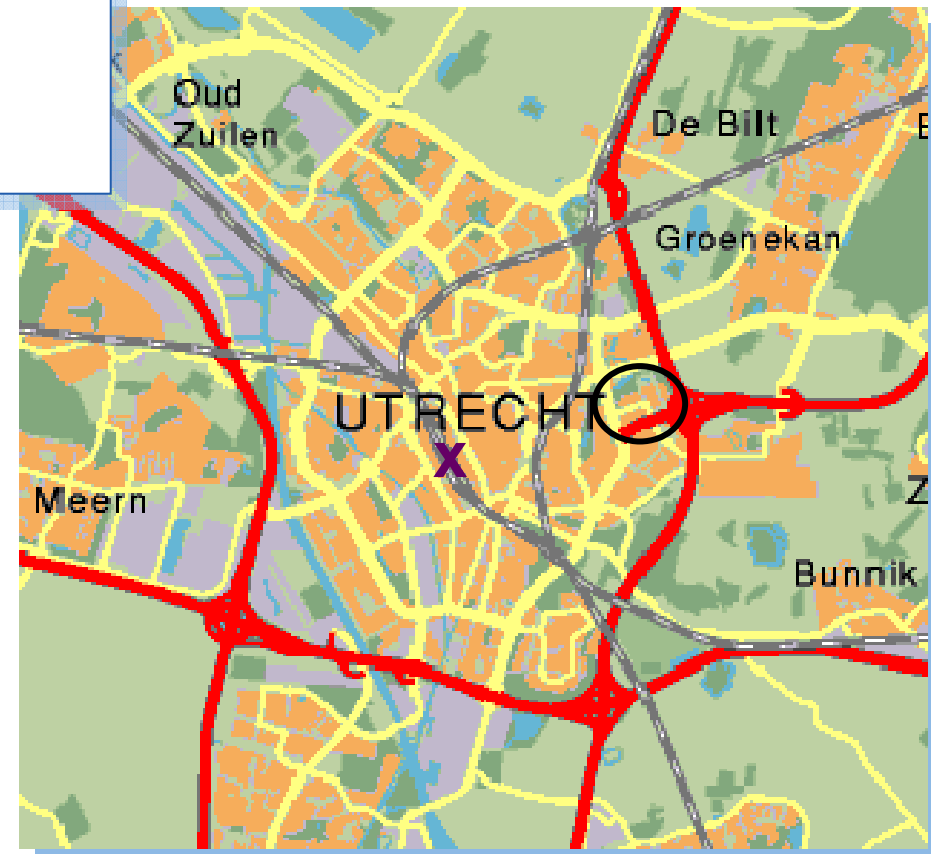


Next to major highways A28 and A27

Busstop in front of the building
Several buslines operational, regional and local

Distance to TrainStation (3.8km) (X)

Close to Utrecht City Centre (3km)

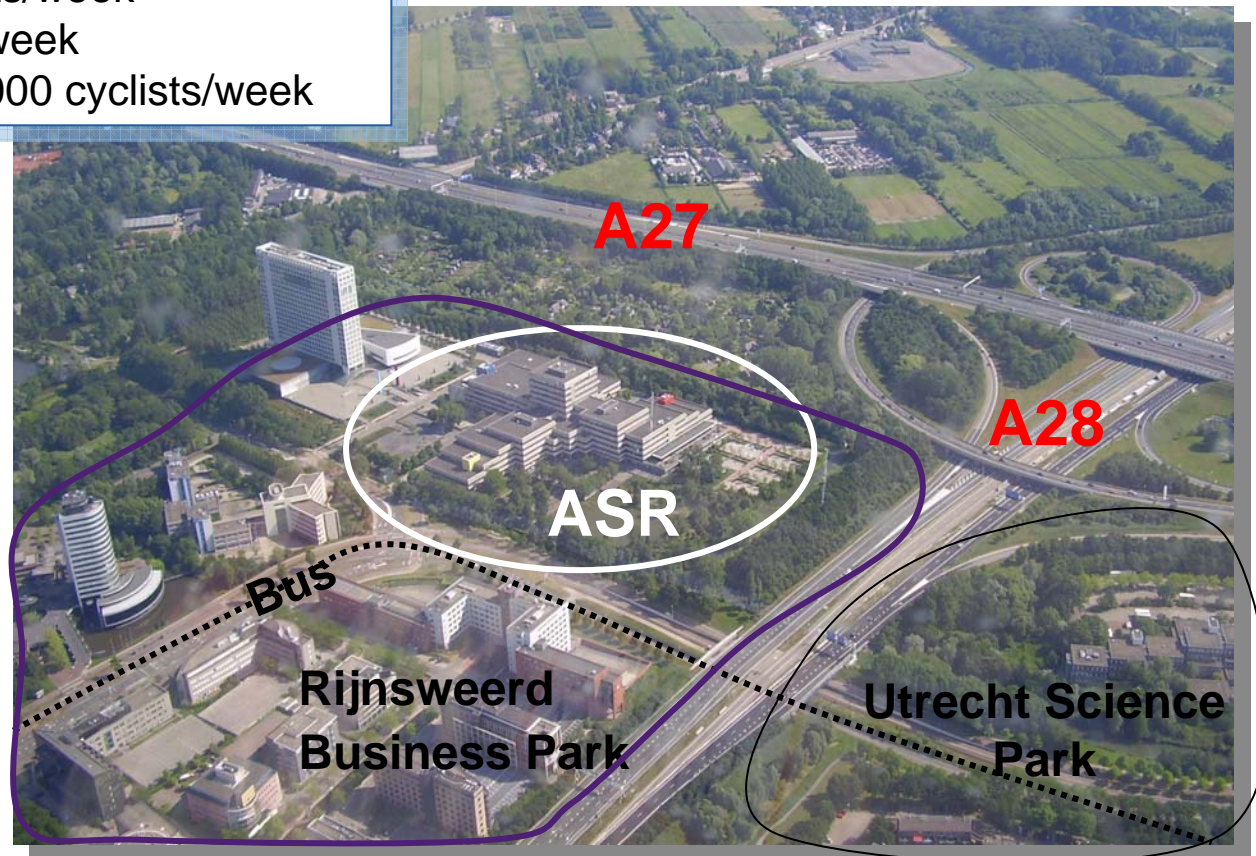


Location ASR Headoffice Factsheet

Central location Locally

Rijnsweerd > 8.000 fte employees
Utrecht Science Park > 20.000 fte employees
University Students > 50.000 students

~ 1.000.000 travelmovements/week
~ 350.000-450.000 cyclists/week
from Central Station: 100.000 cyclists/week




Social Economic Trends and Consequences

Some years back ASR realised Mobility trends required **ACTION**

Rijnsweerd/Utrechts Science Park

- **Attractive Business Area**
- Expanding, intended investments over **1.1 Billion euro** in next 10 years
- “Next generation Working” requires less workspace but more central locations
- Roads, Public transport (bus and train) are used to **more than full capacity**
- Upcoming 5 years no **helpful infrastructural projects**

- 
- Area grid-locked and basically unreachable (bus, train, car)
 - Loss of valuable working and personal time
 - Negative Publicity
 - Decreasing attractiveness of Business Area
 - Decreasing attractiveness of Employers, retain and attract quality personell

Actions Necessary!

Upcoming Mobility Problems – Way to Solution

Cooperation is essential to succeed

ASR sought cooperation with Central Government, Regional Government Utrecht Province, Local authority, Trade and industry organisations

Together we made a Covenant to

- Work towards a Sustainable Mobility
- Improve accessibility of the Area
- Improve diversity in ways of transport (f.e. bicycle)

Member of parliament Ms Schultz van Hagen at the Covenant Ceremony



First Results of the Covenant

First Results on e-Bike stimulation in the Park and towards City



All over Business park Rijnsweerd there are e-Bike hangars for communal use to improve intra-park cycling instead of car use and also to Central Station Utrecht

Here you see me ceremonially opening the hangars by cycling with Ms Schultz van Hagen





Mobility Solutions at ASR Insurance

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Director Business Support

ASR Netherlands

ASR needed Mobility Solutions; and fast

Disperse and Diversify!

- Infrastructure maxed out on capacity
- Major expansion plans
- Consolidation of resources in the area
- Major amount of travel movements
- Parking facilities limited at ASR headoffices



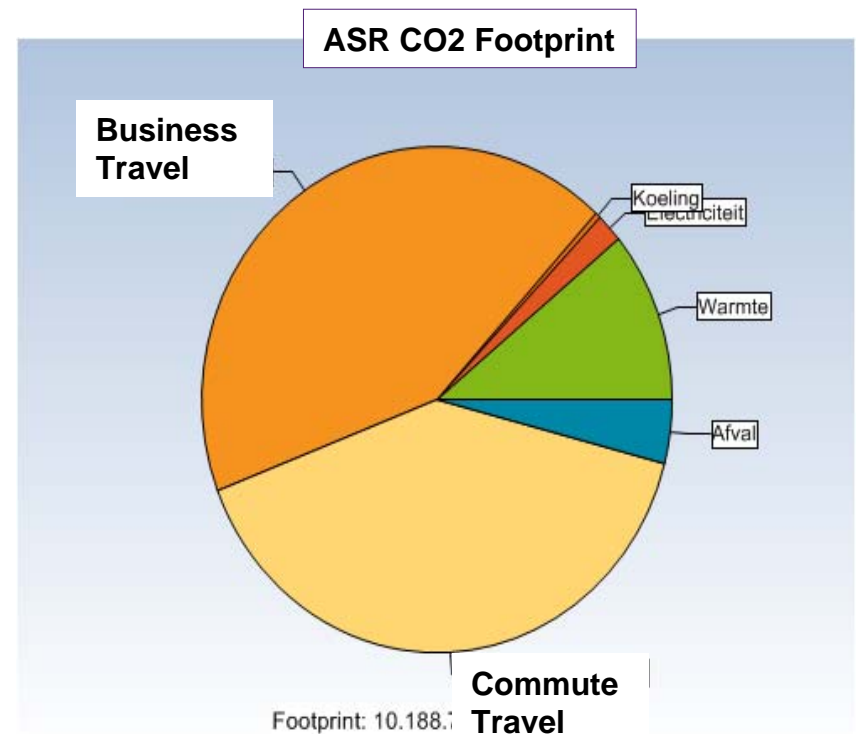
Needed to **Disperse** (travel times)
and **Diversify** (mode of transportation)

Other important Requirement - Sustainability

More reasons for ASR to decrease Car use

- ASR committed in Covenant with Dutch Government to **Decrease CO2 emission with 30% between 2005 and 2020**
- In 2009 emission caused by travel (mainly car) >70% of all emissions

Important to decrease travel by car and increase travel by public transport and bicycles



ASR Solutions to Mobility Challenge

Overview of Initiatives and action ASR took to Disperse and Diversify!

- **Disperse**

- Next Generation Working (New Working)
- Government Initiative Project: Rij Spitsvrij! "Avoiding Rush-hour"
- Carpooling

- **Diversify**

Stimulate Cycling to work

- **Rij2op5** – Initiative to promote cycling to work 2 out of 5 days
- **Cycleplan** – Initiative for employees to buy bikes with discount
- **eBikes** – For people who live further away or are not in good health
- **free Cycle maintenance** – frequently available in the office
- **Facilities for cyclists** – Showers, Bike-garage, e-Bike chargers

General Initiatives

- **Central Information point** - for all mobility questions at central location in office
- **Mobility fair** – frequent Fairs in the office to promote diverse ways of mobility
- **Utrecht Bereikbaar pass** – Discount Public transport pass for our employees
- **Research** in Mobility Behaviour – Always looking for other ways to improve tailor made mobility solutions
- **10km zone**

Video on Stimulating Cycling to work

Following Video gives an impression on how ASR stimulated Cycling to work. Unfortunately it is in Dutch...

This video is made by the Cyclist Union and used on their website

- <http://www.youtube.com/watch?v=DglHp5r7EsE> (1.40 min)

Disperse Travelmovements by Car

Spread traffic over the day without disrupting business



“Next Generation Working”

- Employees can work Time and Place independent and will be managed on output
- This means that people chose their own working times and places, resulting in less “rush-hour” gridlocks

“Avoid Rush-hour” Initiative

- ASR Won the award in the National Governement Initiative to stimulate employees to avoid rush-hour traffic



Carpooling

- Employees who share a car with colleagues get travel benefits and special parking facilities next to head entrance



Stimulate Cycling to work

Cooperation with government, Business Park, Tax

Rij2Op5



- Initiative of the Cyclist Union
- Cycle to work 2 days out of 5
- Added benefit is increased health of our employees resulting in less absence due to illness
- I was ambassador of this initiative and...
cycled 21km to work and 21km back 2 days in a week.....



E-bikes

- 4 week trial for free for all employees
- Electronic Bicycle
- Charge-points for e-bikes in the garage



Cycle-plan



- Purchase Regular and eBikes for a discount
- in cooperation with the Tax Buro purchase bikes without tax (-20% discount)

Enablers for Stimulating Cycling to work

Facilities for Cyclists in ASR Bike-Garage underneath HeadOffice



Lockers



Bike- Garage



Vanity Set



Showers

Enablers for Stimulating Cycling to work

Free Cycle Maintenance

- 4x/ year we pay for employees to have their bikes serviced
- Extra check on lighting in Fall and Winter, for safety purposes
- Costs for ASR are approx €300,= per maintenance visit



General Initiatives

A LOT of Information and Employer Initiative towards Employee

Central Information Point

- trained our employees to give advice on Mobility questions



Mobility Fair

- twice a year
- many interested colleagues



General Initiatives

Cooperate with local Authorities, stimulate by giving discounts

Utrecht bereikbaar Pass – Public Transport pass

- Discount on a Year-pass for Bus from Central Station to ASR
- Also possible to get “Public-transport” Bike from Central station
- Cooperation with European, Local And Regional Authorities and local Trade and Infrastructure Organisations



Research in Mobility behaviour

Major Angles:

- Awareness
- Finding tailor made solutions for our employees
- Facilitate behaviour



General Initiatives

And as a very important measure ASR declared in October 2009 that:

*Everybody that lived up to 10km of the office was **NOT** allowed to park at the office anymore....*

This resulted in (very unhappy employees at first);

- >60% of the people affected *now cycle to work*
- Other people resorted to Public Transport, buying a scooter, carpooling or other
- >250 cars less during rush-hour resulted in **NO** more traffic jam to access Rijnsw Noord Business park and on exit A27
- Less CO2 emission

Local Authority also cooperated by

- Increase Quality and Quantity of Cycle-tracks
- Social Safety by better Lighting of the tracks





Thank you for listening!