

Technical conferences – Madrid, May 19 and 20, 2009  
“Plans for Transportation to Workplaces. Experiences and Good Practices”

# Volvo Cars Ghent

## Company transport plan

THE POWER OF ‘WE’



New in Ghent:  
Volvo XC60



Issue date:



DRIVE range: seven cars with best-in-class CO<sub>2</sub> levels



Issue date:





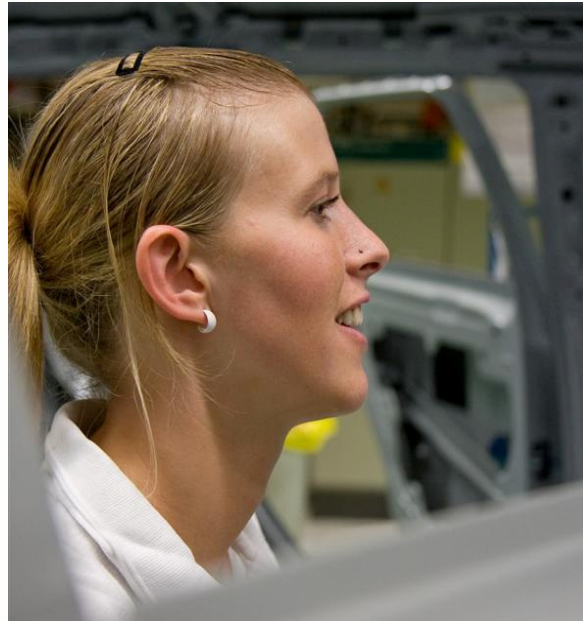
# Volvo S60 Concept



Issue date:



# Activities Volvo Cars Gent



**Welding  
(1972)**



**Painting  
(1972; 1997)**

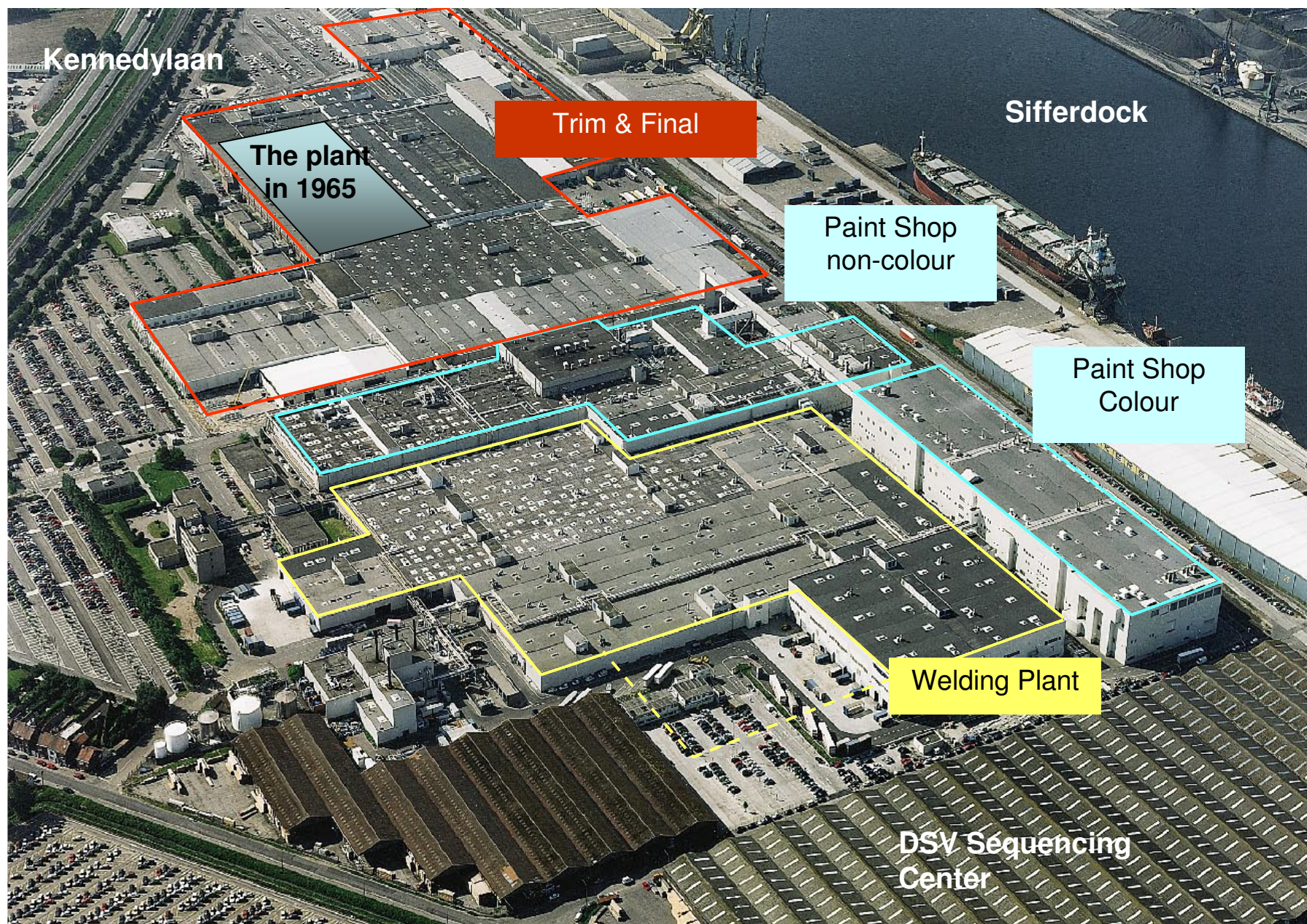


**Trim & Final  
(1965)**

Issue date:







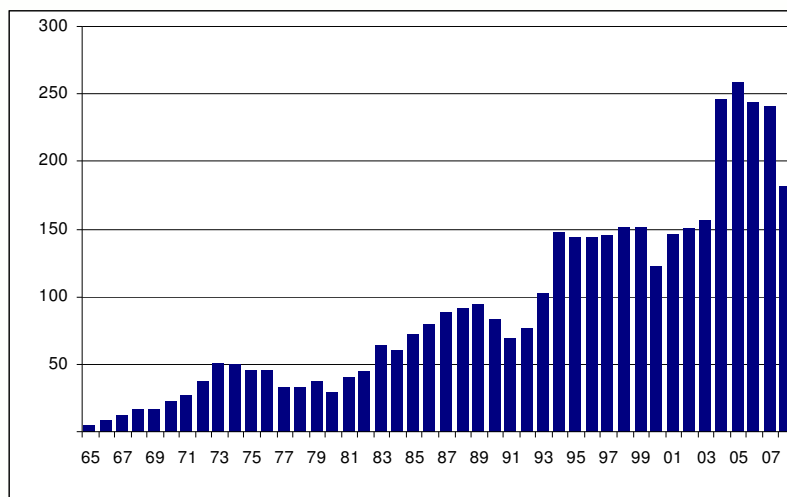
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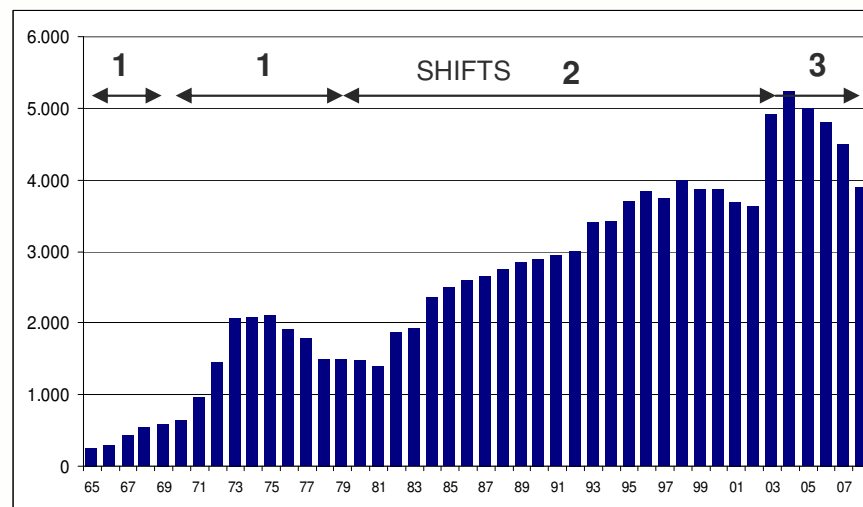


# Key figures

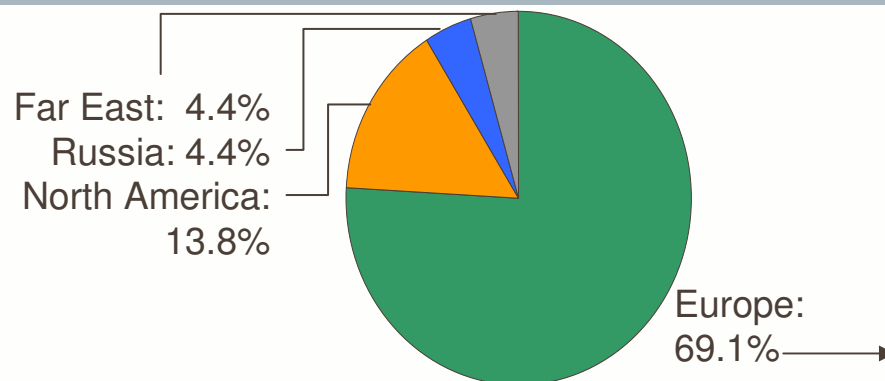
## PRODUCTION VOLUMES



## EMPLOYEES / NUMBER OF SHIFTS



## MARKETS



UK	12.8%	France	4.6%
Sweden	10.4%	Russia	4.4%
Germany	7.2%	Belgium	4.2%
Italy	5.8%	Spain	3.0%
Netherlands	5.4%	Switzerland	2.6%

Issue date:



# Modal-split

Distribution of employees over transport methods

Main transport employees (%)	Company	City Ghent	Province East-Flanders	Region Flanders	Country Belgium
Car (alone or with family)	52,0	62,9	67,1	67,7	65,6
Carpooling	26,9	5,0	4,6	5,1	4,5
Train	0,0	6,9	4,5	3,9	9,3
Bus or metro (public)	0,4	6,5	3,8	3,8	5,8
Volvo bus (company)	15,7	1,7	1,6	1,6	1,2
Bike	4,2	11,5	12,6	12,1	7,7
Motor	0,8	2,1	2,4	2,1	1,7
On foot	0,0	2,3	2,3	2,0	2,4
Other	0,0	1,1	1,1	1,7	1,8





# Why?

## Newspaper: “Car manufacturer reduces car use”

Volvo Cars Gent takes responsibility

+

Impact of the car on society

+

Impact of factory on society

=

By stimulating intelligent car use we make sure that it remains possible to drive the car, now and in the future

\* \* \*

On the other hand, company does not want to create extra parking (space & cost)



## Partners

- Unions (collective labour agreement)
- Public bus transport company 'De Lijn'
- City of Ghent
- Harbour authorities
- Railway company NMBS
- Ministry of Transport
- Mobidesk – Provincial government
- Mobility experts (e.g. Traject)





# Achievements = your inspiration!?

- Appointment of internal coordinator
- Continuous involvement of unions
  - Traffic committee takes all traffic issues
  - Monthly meeting
  - Unions and employer representatives
  - Workgroup of official committee for safety and prevention on workplace
- Personal travel advice
  - Individual travel advice for everyone
  - Potential bikers received biking map and brochure
  - Carpoolers received list with possible carpoolers and additional brochure with guidelines
  - 'De Lijn' provides brochure for public bus transport

			
	<p><u>FEEDBACK VAN HET</u> <b>BEDRIJFSVERVOERPLAN</b></p>		
	<p>Een aantal maanden geleden kon iedere medewerker de enquête invullen over het <b>WOON-WERKVERKEER</b>.</p> <p>Alle gegevens zijn verwerkt en zoals toen was beloofd krijgt u binnenkort <b>UW PERSOONLIJK REISADVIES</b>.</p> <p>Uw reisadvies wordt u via uw leidinggevende bezorgd.</p>		
			
			
			
			
			



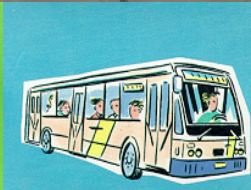
# Achievements (continued)

## De Lijn

- Public transport now available on company grounds (investments made)
- Departure and arrival corresponding with flexible worktime
- Adjusted departure and arrival for shift workers (morning, afternoon and night shift)











## Achievements (continued)

### Bikers

- Secure bicycle store
- Dress-rooms with lockers and showers
- Facility to dry clothes
- Tax-free allowance





# Achievements (continued)

## Volvobuses

- 10 bus lines in three shifts, organized by the company
- Active role for bus responsible (coordinates & rides for free)
- Continuous follow-up unions + employers in bus-comité
- Investigate every (serious) employee request for new line





## Achievements (continued)

### Carpooling

- Per team reserved parking place, close to entrance or exit
- Own carpool database linked to HR-systems
- Carpoolcharter → contract between company & carpoolers
- Strong control when registering carpoolteam
  - Bus transport and bikers → no carpooling possible
  - Same region
  - Same shift
- Check use of carpool card and parking place
- Follow-up of abuses (wheel clamp & possibility to deduct 15 minutes wage)
- Offer tax deduction for carpooling















## Achievements (continued)

- Flexible working hours (white collar employees)
  - No core times
  - Number of hours worked counted per annum
- Teleworking - work from home 1 day/week
- Participation ISA-project (intelligent speed adaptation)
- Participation Ik Kyoto
- Shuttle transport to airport (flights Ghent-Sweden)
- Include company transport plan in employee satisfaction survey
- Won “Prijs Mobiele Onderneming Vlaanderen”: prizes granted among employees experimenting with other transport solutions



## Current and future actions

- Carpooling
  - Expand carpool system to supplier park
  - Continued follow-up and act on abuses
- Bikers
  - Encourage biking for employees that live close to company
  - Initiatives to improve safety (dangerous traffic situation)
- Volvo buses
  - Evaluate organization: outsourcing possible?
  - Expand offer to suppliers
- Individual communication to new employees
- Co-operation with mobility plan for nearby supplier park
- Railway station in front of our door??





# Hints

- Government or external support (e.g. Traject) required for studies, surveys, personal travel advice, promotion, startup, etc.
- Voluntary plan that works is better than compulsory plan without results
- Involvement unions and management required
- Communicate, communicate and communicate...
- Shift to alternative transport is easier when current method is unsatisfactory (limit your number of parking places)
- A never ending story...





**Thank you!**

**Questions  
welcome**

