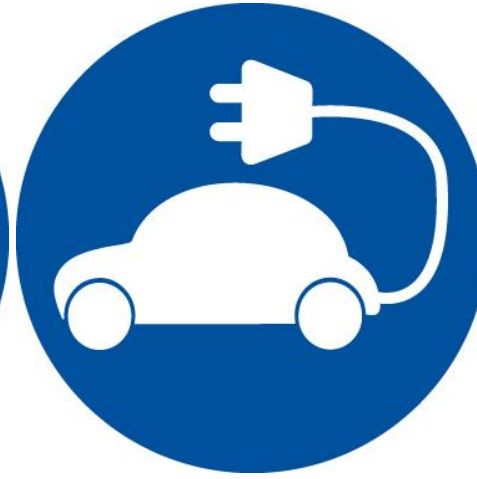


Modern Mobility Management at Zurich Insurance Switzerland / The SkyKey case

May 20, 2015

Isabelle Brunner, Head Corporate Responsibility Zurich Switzerland



Our Corporate Responsibility Strategy

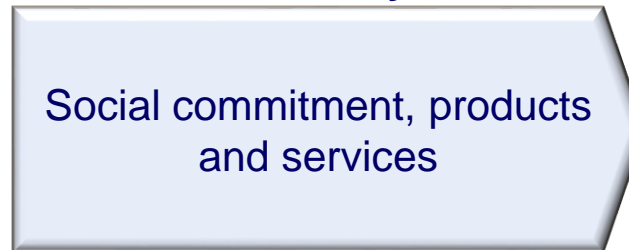


In the company



CR is anchored in the company and integrated throughout operations

Customers, society



In the future CR will find acceptance in all core products and services of Zurich Switzerland

“Future mobility” is one of the CR focal topics of Zurich Switzerland

Responsible investment

Diversity & inclusion

Health / vitality

Community investment

Future mobility



Flood resilience

Energy efficiency
& Clean tech

Sustainable supply chain

Business transactions

Objective: industry forerunner in “Future Mobility”



- Zurich is the **second largest motor vehicle insurer** in Switzerland and **proactively** approaches trends

- Public transport and slow traffic are gaining ground
- Quick development of energy-efficient vehicles
- Increased carpooling and car sharing
- Regulations for companies with regard to the environment and energy

The SkyKey momentum



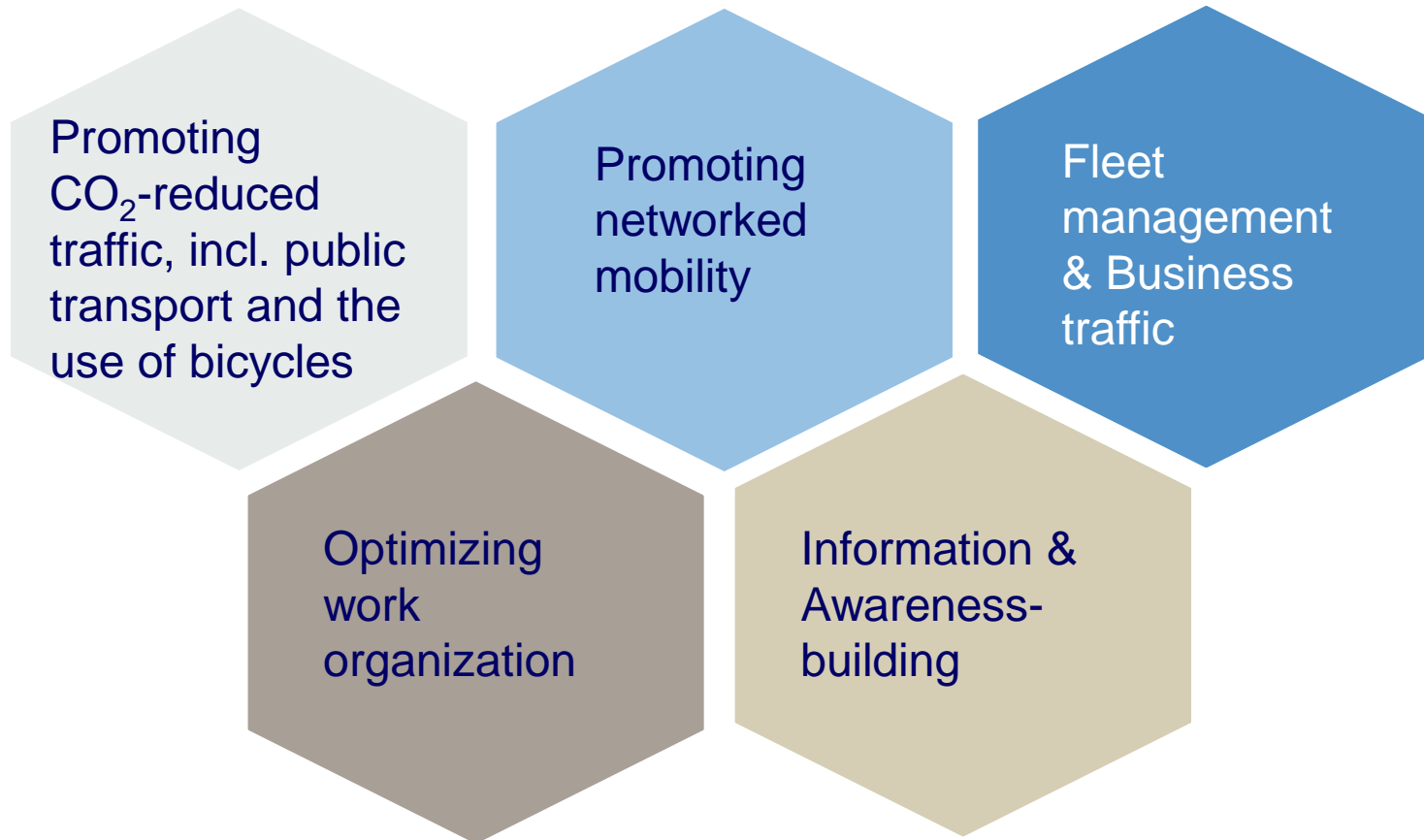
- First high-rise building in Switzerland with platinum **LEED** certification
- Zurich Switzerland has been **CO₂-neutral since end of 2014**
- 75% fewer parking spaces planned in SkyKey



Requirements of SkyKey mobility concept

- sustainable
- holistic
- efficient
- transparent

Subject areas:



Mobility measures: new travel options and electric car sharing

Promoting CO₂-reduced traffic, incl. public transport and the use of bicycles



«Public transport» travel option

- Subsidizing public transport & park&rail



«Fit» travel option

- Training analyses, vouchers for sports items, public transport ticket for the winter, personal locker etc.

Promoting networked mobility



«Car» travel option

- **Parking spaces** at full cost, fair criteria
- Promoting **alternative-drive** vehicles and **carpools**
- **E-car sharing and E-scooter sharing** for business purposes



Mobility measures: new fleet policy and work organization

Fleet
management
& Business
traffic

New fleet policy

- Target value Zurich Switzerland for all fleet vehicles starting **2020**: max. **90 gCO₂/km**, **A-** efficiency
- **EM fleet starting immediately max. 110g CO₂/km and A-efficient**

Optimizing
work
organization

- Promoting **home office**
- **Modern workspace** in SkyKey

Reactions and statements from employees

Many employees are fine with the new concept:



- "From now on I no longer get my car out every morning, instead I get my bicycle out of the garage."



- "A plus point for receiving the parking space was certainly my hybrid."



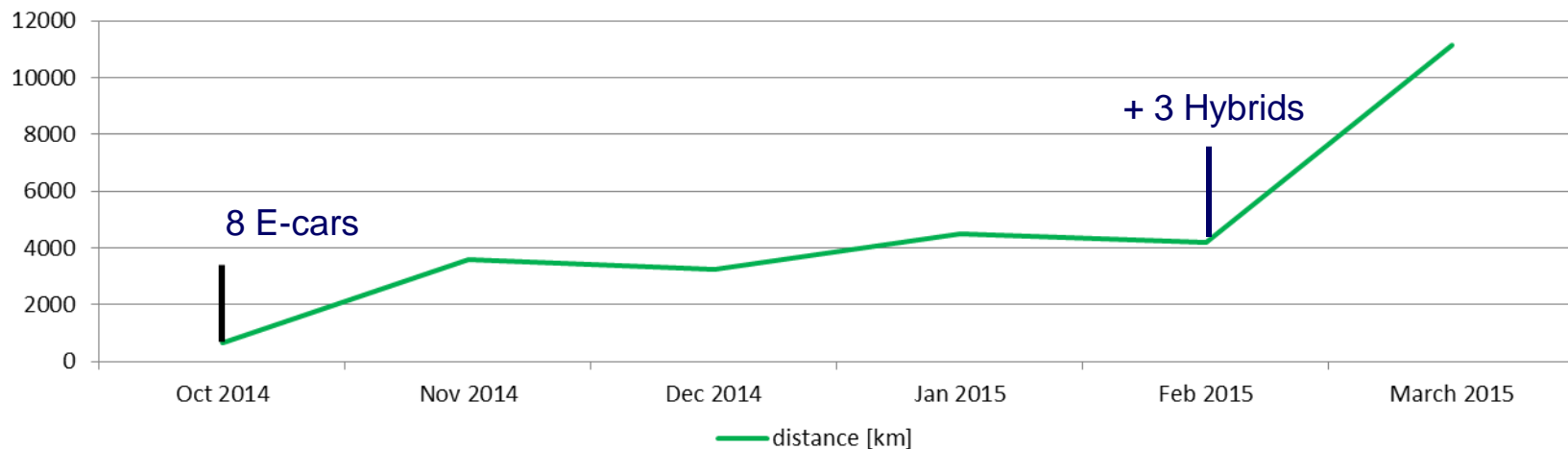
- "After 13 years with a car, it's now quite an adventure for me to switch to public transport."

...others are not happy that they lost their parking slot, no matter what else is offered to them



Results and monitoring

- Travel option «**Public transport**»  +16% (current 1480p)
- Travel option «**Fit**»  +119% (current 119p)
- Travel option «**Car**»  - 76% (current 140p)
- Driven km with **private cars** for business travel  Yet to be quantified
- E-Fleet: distance (km)** 



Key success factors

- **Convince management and employees:** Mobility concept as part of the overall CR strategy
- **Cost neutrality**
- **Timely involve** business divisions and external partners
- **Offer added value:** Mobility concept does not only mean increased parking space costs
- Transparent and proactive **communication**



Mobility as part of the overall SkyKey concept



- First high-rise building in Switzerland with platinum LEED certification



Energy Efficiency



- Promoting networked, energy-efficient and innovative mobility



Mobility

Health

- Food concept: regional and seasonal
- Health Center



- Fit travel option

Thank you!

