

# CORPORATE SOCIAL RESPONSIBILITY

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# Corporate Social Responsibility



“Our objective is to create connections. Connection between A and B. Between work and home. Between Granny and Victor. But also connection between income and expenditure, promise and delivery, the past and the future. Between conventional and green accounting, partners and different modes of transport. Safely, efficiently and easily.”

## Corporate Social Responsibility

This is a basic account of DSB's objective. DSB's CSR initiatives support DSB's objective by contributing to creating connections and interrelationships and ensuring that DSB is an environmentally friendly and trustworthy company. With this focus, DSB reviewed its CSR activities during the course of 2012.

### Social initiatives

As a general rule, DSB's CSR activities should address one or several of the following social initiatives:

- providing traffic connections to support the mobility and growth of society;
- ensuring that DSB is for everybody;
- making sure that passengers and staff feel safe and secure travelling with DSB and walking around stations and on trains; and
- improving and utilising the environmental potential of the train as a mode of transport.

The following provide an account of the most significant CSR activities undertaken by DSB in 2012.

### Memberships and partnerships

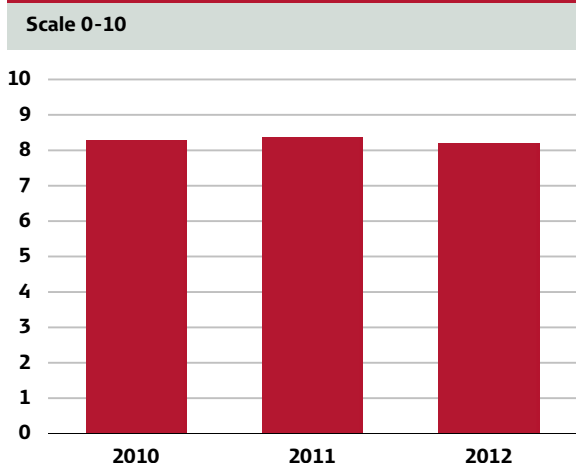
DSB is often contacted by organisations, companies and individuals enquiring about the possibility

of entering into a partnership with DSB. As DSB is aware of its prominent role in Danish society and there are many worthy causes in relation to which DSB would be able to make a difference, DSB has to be very selective in its involvement.

DSB has joined the UN Global Compact and is committed to its ten principles of good conduct. DSB regularly reports on its progress to the Global Compact.

### Feeling safe and secure

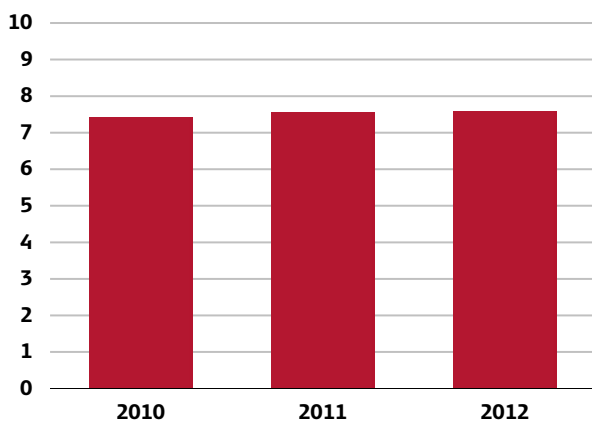
Fig. 1: Satisfaction with feeling safe and secure on the train



People's sense of safety and security is an important parameter in their decision to select or deselect the train as a mode of transport. A high sense of safety and security is of paramount importance to DSB and benefits passengers and staff as well as DSB's finances. The satisfaction with feeling safe and secure is generally high, but it fell in the second half of 2012.

Fig. 2: Satisfaction with feeling safe and secure on the station

Scale 0-10



For quite a number of years, DSB has been cooperating closely with Natteravnene ("Night Owls"), a national voluntary organisation. The volunteers walk around at night in twos or threes, wearing their characteristic yellow jackets and engaging particularly with young people. With their very visible presence and good dialogue with passengers, they make an invaluable contribution to the sense of safety and security in stations and on trains.



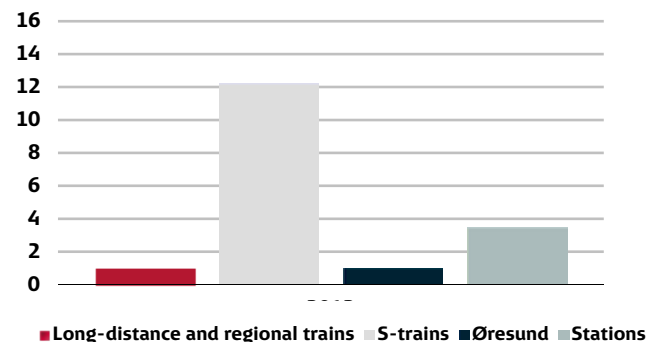
These volunteers travel free on all DSB trains when they wear their jackets. DSB assists the organisation recruiting new volunteers. One such recruitment drive in 2012 involved the foiling of an IC3 train with the organisation's logo. There are currently an S-Train and an IC3 train in operation with the logo of Natteravnene.

On 7 December 2012, the first popular Christmas party date of the year, DSB and Natteravnene ran an event in the Greater Copenhagen area to improve the public's sense of safety and security, and quite a few extra volunteers were on duty that night. The presence of the volunteers reassures people in the public space during the evening and early hours. This, in turn, attracts more passengers and improves the working environment for DSB's staff by reducing the number of incidents of conflict.

DSB's surveillance centre also contributes to improving the sense of safety and security among passengers and staff at DSB stations where some 1,700 cameras have been installed. Staff from the centre can contact S-Train inspectors, train drivers and the guards who are working at selected stations. In addition, the surveillance centre staff can assist the police in connection with, for example, vandalism and robbery.

Fig. 3: Costs of graffiti clean-up

DKK million



In 2012, all recording equipment at S-Train stations in socially deprived areas was upgraded to high-definition in order to improve the police's chances of conducting successful investigations. In addition, the equipment is connected to a centre with 24/7 surveillance. In 2012, DSB's surveillance centre was able to assist the police in 589 instances. Moreover, due to the surveillance, staff was able to take immediate action at stations, for example by putting on extra lighting, and thereby reassure the public.

DSB is for everybody, but sometimes the behaviour of certain groups and individuals may be a nuisance to others. Particularly around Copenhagen Central Station, a fair few socially deprived individuals seem to congregate. With a view to improving the sense of safety and security of everyone who has legitimate business at the station

and also making it a better place of work for DSB's employees, DSB initiated cooperation with a number of organisations working with the homeless. In this way, DSB's employees are able to refer homeless individuals to one of the hostels nearby. This has reduced the number of conflicts at Copenhagen Central Station, and DSB has also noted a reduction in the number of industrial injuries there.

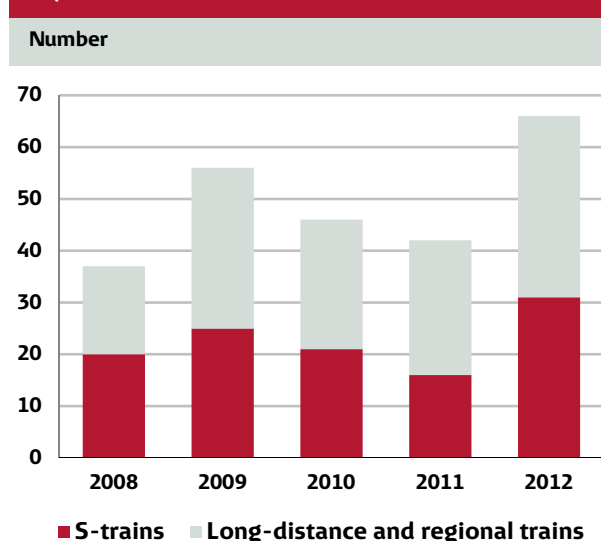
DSB centralised the responsibility for all DSB stations in 2012 and increased its cooperation with Banedanmark on improving people's sense of safety and security and the maintenance of the station environment.

A pilot project has been launched in the form of a zero tolerance initiative on graffiti in the tunnels at the stations of Aalborg, Kolding, Middelfart, Padborg and Odense. This has already resulted in cleaner tunnels, improving the sense of safety and security of everyone who comes there. The graffiti project is an example of DSB's improved co-operation with Banedanmark.

#### 'Person under train' incidents

DSB experienced a rise in the number of 'person under train' (PUT) incidents in 2012. It is a serious social problem which also constitutes a serious issue for passengers and staff. Internationally, a similar trend has been recorded. In 2012, DSB initiated cooperation with, among others, the police on preventive measures and to ensure efficient handling of PUT incidents as and when they happen.

Fig. 4: PUT incidents



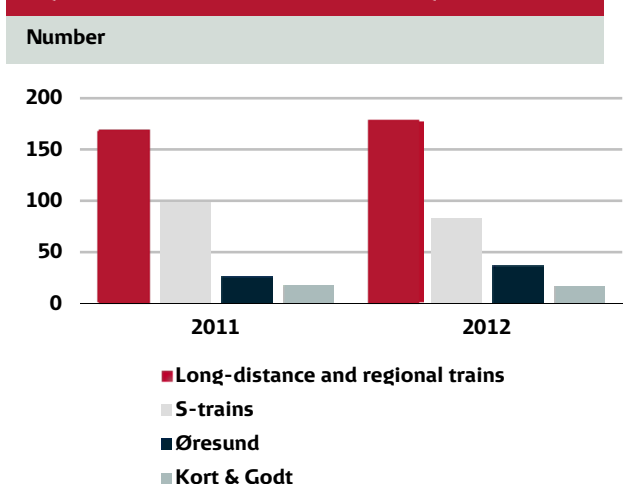
#### Violence and threats

DSB makes a significant effort to facilitate social interaction between people to make their journey as pleasant as possible. Consequently, DSB's staff has been trained in conflict handling. The training helps securing the best possible handling of those situations, which may lead to conflicts.

The number of reported incidents that resulted in violence or threats of violence was 316 in 2012, while the year before, the same figure was 311.

Another group of people whose behaviour has been challenging to DSB is the large groups of football fans travelling by train to football matches. For a number of years, football fans vandalised trains, the repairs of which ran into millions of Danish kroner, and DSB staff went on sick leave due to stress, violence or threats of violence. Through targeted efforts based on dialogue and with the skill of specially trained staff, DSB has achieved good cooperation with football fans. DSB runs separate trains for football fans and has currently 35 trained football guides who travel on these trains. The football guides are volunteer train guards who are specially trained in conflict handling and fan culture. The year 2012 has proved to be the best so far. No vandalism was reported and no train staff working on the football trains has reported any industrial injuries. In 2012, DSB ran a total of 57 football trains, 21 in the spring and 36 in the autumn.

Fig. 5: Violence and threats of violence against DSB staff



#### Children's guides

DSB also create connection for children with family living in separate parts of the country. DSB Children's Guide is an offer to children aged 4–15 travelling alone at the weekend. It is a segregated part of the train to which no other passengers will come apart from the children who have seat res-

ervations. The children are supervised by trained children's guides who accompany the children on their entire journey. They care for the children on the journey and ensure that they arrive safely at their destinations.



DSB has 41 trained children's guides who travel on Intercity and Intercity Lyn services between Copenhagen and Esbjerg, Aalborg and Frederikshavn every Friday and Sunday as well as other days in connection with national holidays. In 2012, DSB ran 12 weekly services each with 40–45 children.

### **Accessibility**

DSB revised its accessibility policy in 2012, the focus of which is to gradually improve accessibility at stations and on trains.

DSB receives many daily enquiries regarding assistance required by disabled individuals. In 2012, DSB provided assistance on some 19,000 occasions, up from c. 18,000 in 2011. The number of companion tickets sold also shows an increase in the train being used as a mode of transport by the elderly and by people with reduced mobility. In 2012, DSB sold almost 47,000 companion tickets/10-ride tickets.

In November 2012, DSB was awarded the Beveica Foundation's Accessibility Prize for actively contributing to improving accessibility for people with reduced mobility.

### **Diversity**

It also applies within DSB that DSB is for everybody. In 2012, DSB formulated a new diversity policy, emphasising the importance that DSB:

- reflects the composition of the population;
- recognises diversity as an asset; and
- uses the diversity for innovation and business development.

DSB wants to increase the proportion of its employees that are New Danes from 7 percent in 2012 to 10 percent in 2015. In 2012, DSB ran a pre-leadership course for New-Dane employees and launched mentor programmes for New-Dane leaders. At the same time, DSB recognises diversity by having prayer rooms, participating in the Copenhagen Gay Parade and by having a uniform that provides choice and a canteen menu that caters for cultural and religious diversity.

### **Digitisation**

DSB has a strategic objective that an ever increasing proportion of its sales must take place electronically, as it makes good sense financially. At the same time, it reflects the general social trend that a very large proportion of Danes use their computers and phones to purchase tickets, among other things. In 2012, more than 60 percent of all DSB's tickets were purchased via electronic channels. Fewer and fewer people choose to be serviced face to face, irrespective of whether they are looking for information before their journey, want to purchase tickets for their journey or want specific information about their journey. Since 2009, more than 20 million tickets have been purchased via mobile phones, and every day in 2012, 750,000 Danes used the website [www.rejseplanen.dk](http://www.rejseplanen.dk), of which DSB is a co-owner, to plan their journeys. DSB's applications were downloaded more than 300,000 times in 2012.

DSB is aware that not all Danes feel confident with the new technology. Therefore, DSB initiated cooperation with the local branches of DaneAge Association, libraries and pensioners' associations in order to offer courses in how to purchase a ticket in a ticket machine or online and how the Travel Card works. In 2012, DSB ran 25 courses in different areas of the country.

### **Women in management**

In 2012, DSB received a large smiley as evaluation for its participation in Charter for More Women in Management. DSB had reached all its targets, for example increased the proportion of female managers (Mercer Band B–F) to 33 percent against 26 percent at the baseline measurement. In order to continue the good trend, DSB initiated a mentoring scheme for its managers in 2012. Among the 14 mentor/mentee pairs that were established, half of the mentees were women.

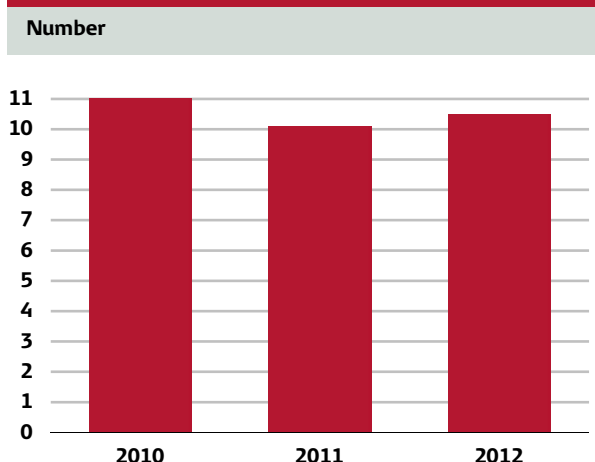
### **Health and safety at work**

DSB is certified for its health and safety standards. In order to meet the standard, DSB must abide by



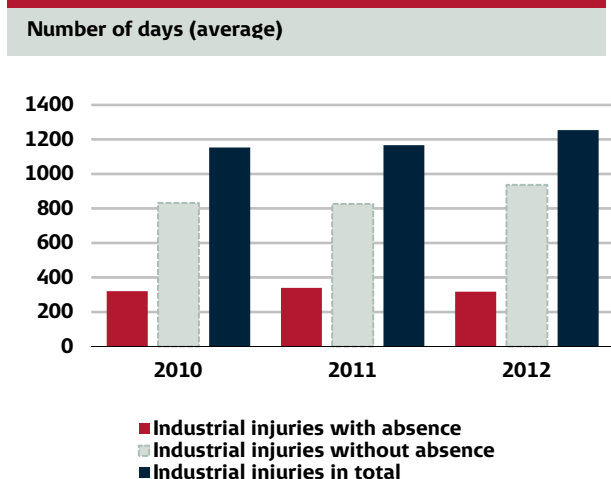
the law and ensure a safe and healthy working environment through ongoing improvements.

**Fig. 6: Sick days per employee**



Over the last few years, DSB has made targeted efforts to implement an ambitious management system for health and safety in all DSB's sections. In 2012, Fjern- og Regionaltog A/S was entered onto the joint certificate. During 2013, it is expected that all Group companies fully owned by DSB will be certified according to the internationally recognised standard for health and safety at work, OHSAS 18001:2008. This means that all DSB employees will be covered by a management system that systematically follows up on all health and safety issues, physical as well as psychological.

**Fig. 7: Reported industrial injuries**



DSB continues its efforts to improve health and safety at work with a view to continue to reduce the number of sick days and the number of reported industrial injuries.

## Colleague network

DSB's colleague network volunteers are appointed by their colleagues and trained in providing support and help to a colleague in crisis. The crisis may be work related or a personal problem. Naturally, the volunteers are under a duty of silence and they may assist by seeking professional help if need be.

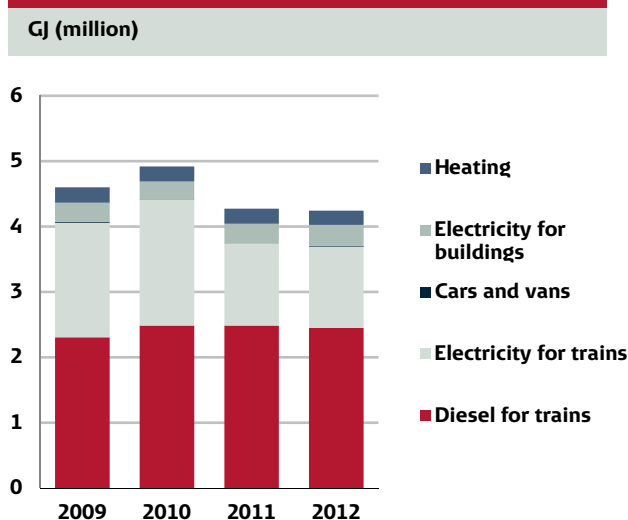
## Environment and climate

DSB is a rail operator, and by definition, the train is a relatively environmentally friendly mode of transport. If DSB want to protect the environmental advantages of the train, DSB has to consider the energy consumption and effect on the climate. DSB is also aware that trains constitute an inconvenience to neighbours of the railway in the form of noise and smoke.

In the short term, DSB is aiming for a reduction in energy consumption, and in the longer term, DSB is committed to getting the trains to operate on renewable energy.

In 2012, DSB's total energy consumption for trains fell by about 4 percent compared to 2011. One reason is the increased punctuality of DSB trains which makes for a smooth ride; another reason is the collision accident involving the Limfjord Bridge which meant that there was no train service between Aalborg and Frederikshavn for a prolonged period.

**Fig. 8: Direct and indirect energy consumption**

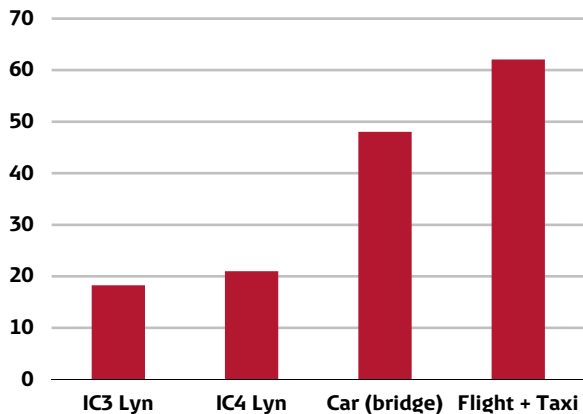


DSB's total CO<sub>2</sub> emissions rose by about 10 percent in 2012 compared to 2011. The main reason is that in 2012, DSB did not purchase RECS certificates for the electricity consumption in its build-

ings, which is why it is included in the 2012 calculation of CO<sub>2</sub> emissions.

**Fig. 9: CO<sub>2</sub> emissions (Aalborg–Copenhagen)**

**Kg per person**



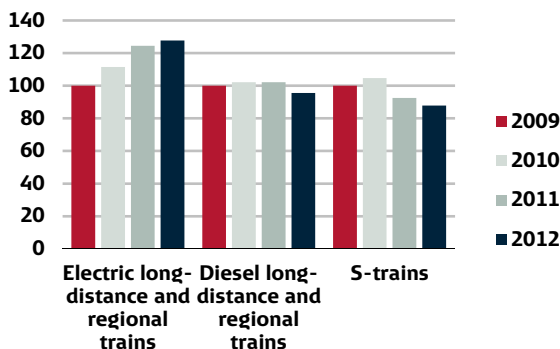
In 2012, the energy consumption of diesel trains per seat kilometre fell compared to 2011, while the same figure for electric trains remained at the 2011 level.

The reason for the fall in energy consumption and CO<sub>2</sub> emissions for diesel trains is partly the high punctuality rates and partly the effect of the GreenSpeed project.

DSB's electric trains are now more often used as regional trains whereas previously they were used for long-distance services. As there are typically fewer passengers on a regional service compared to a long-distance service, the relative energy consumption per passenger kilometre in electric trains has risen.

**Fig. 10: Electricity and diesel consumption per passenger kilometre**

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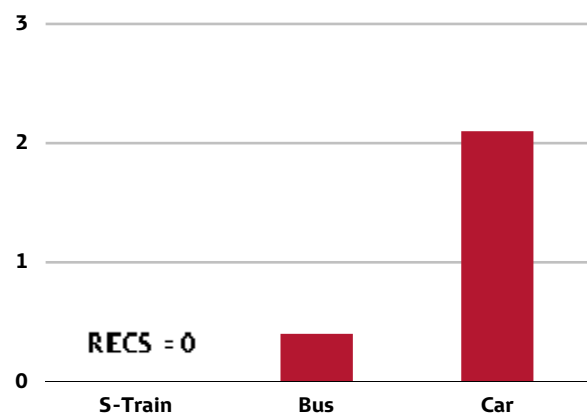
**Table 1: Development in energy consumption and CO<sub>2</sub> emissions**

	Energy consumption per seat kilometre	Energy consumption per passenger kilometre	CO <sub>2</sub> emissions per passenger kilometre
Long-distance and regional trains			
- Diesel trains	-4%	-4%	-4%
- Electric trains	0%	3%	0%
S-Trains	2%	-3%	0%

In 2012, S-Trains used 2 percent more energy per seat kilometre compared to 2011. Part of the reason was the cold winter with 7 percent more degree days in the Copenhagen area compared to the figure for 2011. On cold days, S-Trains use more energy, as the heating of the train constitutes a significant proportion of the energy consumption.

**Fig. 11: CO<sub>2</sub> emissions for a 12-km trip in the Copenhagen area**

**Ton (1,000)**



### Buildings and workshops

DSB also strives to make savings in its buildings. Areas of focus include:

- replacement of circulation pumps for “energy saving pumps”;
- new escalators with frequency control and LED lighting;
- replacement of fairly old gas boilers;
- installation of new windows with lower heat loss;
- energy saving control of ventilation systems (frequency converters).

### New software for S-Trains

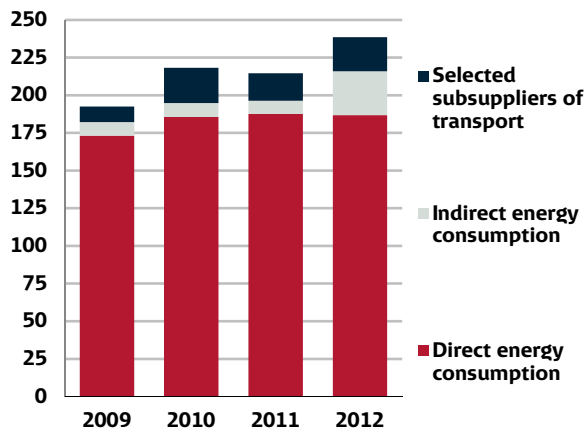
In order to save energy on traction current, DSB has developed new software for S-Trains which requires less energy for ventilation and ensures a reduced loss of energy in catenary wires and

lighting. None of the changes will be noticed by passengers.

The new software is expected to produce an annual saving of about 3.7 GWh. This corresponds to about 3 percent of the total energy consumption of traction current for S-Trains.

**Fig. 12: CO<sub>2</sub> emissions distributed on source**

Ton (1.000)



The CO<sub>2</sub> emissions from selected subsuppliers of transport rose by 24 percent. The reason is that there was a great deal of track improvement work in 2012 compared to 2011 and thereby also many more replacement bus services. In addition, the collision accident involving the Limfjord Bridge meant that passengers for the Aalborg–Frederikshavn service travelled in buses rather than by train for quite some time. Moreover, the travel pattern for school trips was different in 2012 compared to 2011, as the total number of school pupils going on residential school trips fell and fewer schools chose a destination involving ferry travel which typically has higher CO<sub>2</sub> emissions than the alternatives selected.

### GreenSpeed

For some years, DSB has been working on a GPS-based application called GreenSpeed, which makes it possible to drive the trains so they use the least amount of energy while still adhering to the timetable. The system was installed in IC3 trains, IR4 trains, Øresund trains, Desiro trains and ME locomotives in 2011 and put into operation at the beginning of 2012.

Preliminary experience with the system shows that it has contributed to an improvement of punctuality by reducing the number of minor delays of 1–2 minutes. GreenSpeed has also had a

positive effect on the energy consumption, a reduction of about 3 percent.

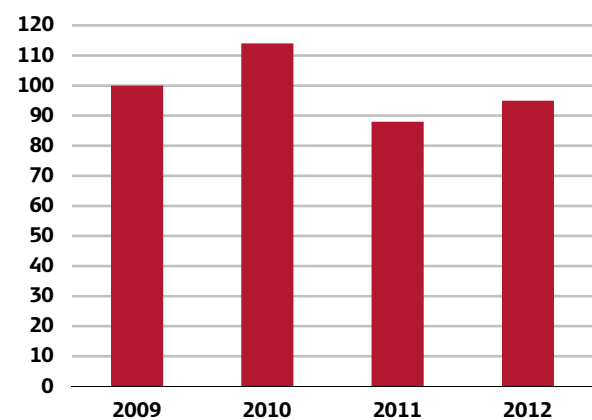
### Reducing local impact

Trains constitute an inconvenience to neighbours of the railway in the form of noise and smoke.

The emission of particles from diesel trains rose by 6 percent compared to 2011. The reason is a rise in operation and that MR trains emit more particles than IC3 trains and IC4 trains.

**Fig. 13: Particle emission**

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The number of noise complaints forwarded to DSB in 2012 is on the same level as the year before. In 2012, DSB received 33 complaints against 36 in 2011.

Several of the complaints about S-Trains concern loudspeaker noise from the stations. It is necessary to inform passengers, but DSB regularly checks the sound level to avoid any unnecessary inconvenience.

The majority of the complaints relating to long-distance and regional trains concern trains in idle running near a built-up area. DSB follows up on such complaints on an ongoing basis and checks that internal rules are observed.

The number of complaints about smoke is also on a level with last year, as DSB received eight complaints in 2012 against six in 2011. The smoke comes from the old diesel rolling stock.

During 2011, DSB fitted six MR train sets with catalytic converters, which cut the emission of HC and particles and reduced the opacity, and this means less black smoke. DSB also fitted emission kits on 20 ME locomotives in 2010. An emission



kit reduces a locomotive's emission of nitrogen and carbon. It provides a 34 percent reduction of the emission of NO<sub>x</sub> and the emission of particles drops by 37 percent.

Towards the end of 2012, DSB decided to fit emission kits on a further 13 ME locomotives. This was partly because it had been decided to use ME locomotives to pull the double-decker coaches. The fitting is expected to be complete before the end of 2013.

## Culture

### **Whistleblower scheme and ethical rules**

In the 2011 CSR report, DSB announced that a set of ethical rules and a whistle-blower scheme would be introduced in 2012. Both are launched in 2013.

### **Responsible suppliers**

DSB is committed to responsible supplier management.

DSB's Code of Conduct describes the expectations that DSB has to suppliers' behaviour in relation to the environment, health and safety, child labour, corruption, etc., and all suppliers are made aware of these requirements on entering into agreements with DSB.

During 2011, DSB conducted an analysis of suppliers' ethical behaviour with a view to assessing whether suppliers live up to DSB's Code of Conduct.

The analysis was conducted among suppliers that have framework agreements with DSB. DSB found 13 suppliers that did not give satisfactory answers. In 2012, this figure was reduced to three, which are still outstanding. DSB will follow up on these suppliers.

In the autumn of 2011, DSB implemented a new prequalification system (TransQ) which simplified the tender procedure and provided DSB with the opportunity to focus on working conditions, the environment and social conditions early on in the process before entering into any agreements. All current large and strategic suppliers are prequalified, and going forward, potential suppliers will be required to fulfil similar requirements.

Via the TransQ prequalification system, DSB ensures that its suppliers will be asked to answer a number of questions on working conditions, the

environment and social responsibility on an annual basis. In this way, DSB will ensure that its suppliers actively engage with the essence of DSB's Code of Conduct.