

Green Travel Agreement for Employees Landspítali, Iceland

GGHH Agenda Goals

- Transportation

Hospital Goal

- Reduce carbon dioxide emissions
- Improve the health of our staff

Progress Achieved

- Eco-friendly travel to and from work has increased from 21% to 40% (during summer)
- Improved facilities for bikers resulting in rewards (2014).
- The majority or 82% participants in the green travel agreement state that the agreement is a part of improved health and wellbeing.
- 96% participants of the agreement are satisfied with it.

The Issue

The second largest part of Landspítali's carbon footprint is travelling of employees to and from work. In 2011 travel survey at Landspítali showed that 21% of the employees travelled eco-friendly to and from work. It also showed a huge interest in travelling more eco-friendly. Subsequently, the hospital designed a program with economic and health gain for employees; green travel agreement (GTA), started improving the facilities for cyclists, obtaining a discount on bus passes etc.

DURING
SUMMER
40% OF
EMPLOYEES
TRAVEL
ECOFRIENDLY

Sustainability Strategy Implemented

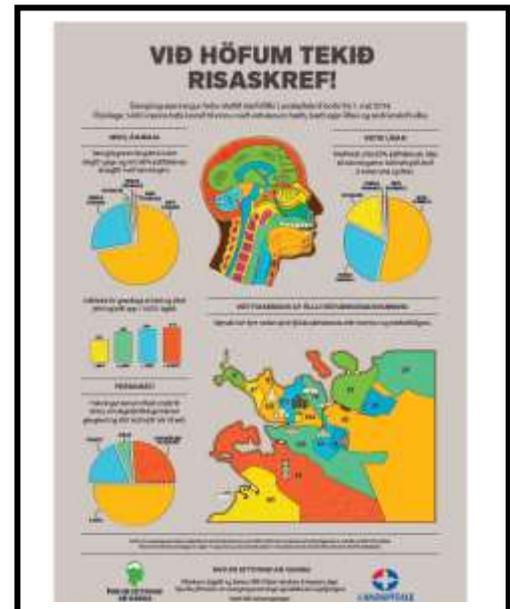
Since 2012, Landspítali has aimed at becoming a role model and a driving force in environmental issues in Iceland. The Landspítali environmental policy is the guide to this vision, and an environmental program has been followed since 2012. In 2016, the executive committee adopted an ambitious climate target of a 40% reduction in emissions by 2020. The second largest sources of the hospital carbon footprint are employee travel to and from work (31%). In May 2014, Landspítali made a special effort by offering employees a green travel agreement, improving both the health of its employees and minimize the carbon footprint by giving a tax-free sum for their commitment.

Implementation process

GTA is between the employees and its director, with a special commitment to use sustainable transportation 60% of the trips to and from work, instead they get USD \$50 (5000 IKR), a tax-free sum. Employees can make the GTA from 1 up to 12 months. The employee is responsible of renewing the GTA with its director when necessary.

In the implementation process there was joined force between HR and the environmental committee. An effort was made on advertisement, introduction video and all departments were visited to gain interest, answer questions etc.

Since 2012, the facilities have been improved. Specially designed bike racks have been installed at the hospital's main locations for over 400 bicycles at 25 entrances at 11 of Landspítali's locations, three of which are located in indoors. In 2017 a specially designed, access controlled bike shelter for 40 bikes was opened at one of the main locations. Communication and media have been ongoing at Landspítali for empowering GTA through posters, videos, news and practical information for cyclists and bus.



In 2014, a significant change in employee travel was seen after financial incentives were introduced through green travel agreements with employees who travel eco-friendly for at least 60% of their trips. During the summer of 2014, more than 1400 employees had signed a green travel agreement, which means that 28% of employees were travelling eco-friendly to and from work. This equals a decrease in number of cars by 160 on the streets of Reykjavik on each working day and a decrease in CO2 emissions by 120 tons per year. A travel survey in the autumn 2014 showed that 82% of employees on green travel agreements believed it had a beneficial impact on their health and well-being. The 2016 travel survey showed very positive development; during the summer 40% of Landspítali's employees travel mostly eco-friendly. Even though not all employees made a GTA, it has encouraged them and made them aware of the possibilities. In autumn 2016, 10 locations of Landspítali received an official bicycle certification – silver, for good management and facilities.

Tracking Progress

Landspítali used a survey before and after the campaign on GTA in 2014, 52% (or 750 employees) changed their way of travelling. Regular surveys monitor the results of the GTA and other measures in green travel at Landspítali. Regularly numbers of GTA participation show variation to some extent over the year, seasonal changes etc.

Challenges and lessons learned

Before the GTA could be offered, the hospital had to push on changes on national tax laws, to exclude the amount of USD \$50 (5000 IKR) from taxing. The system of GTA was also criticized. Some found it discriminating for employees especially for those living further away and the ones living nearer their workplace got USD \$50 (5000 IKR) for “free”. The travel survey showed contrary results, both employees near and far away travel eco-friendly. After the GTA campaign in 2014 the aim was 30% participation target. The travel survey showed that not all were willing to commit to the GTA even though they could.

There is a mismatch between GTA and the actual participation. The goal of Landspítali has changed from % on GTA to % travelling eco-friendly according to the regular travel survey. It is important to design and adjust the system for the employees and make it as easy and accessible as possible.

Next Steps

Landspítali will still promote green travel. Numbers show that small GTA changes, but surveys show that increasing numbers of employees travel eco-friendly. Landspítali still works on improving the biking facilities. In 2018 access controlled bike shelter at the biggest location is planned as well as improved changing rooms for employees.

Demographic information

Landspítali is the leading hospital in Iceland as well as the largest, with around 700 beds. It is the largest workplace for health care employees, around 5100 employees.

As a national university hospital the main role of Landspítali is threefold; service to patients, teaching and training of clinical staff and scientific research. The hospital offers diverse clinical services in outpatient clinics, day patient units, inpatient wards, critical care units, clinical laboratories and other divisions.

Links

Green travel agreement: <https://vimeo.com/91218985>

Bicycle friendly workplace: <https://vimeo.com/183840742>

Quotes:

„The green travel agreement pushes me to bike to work and now I don't care what the weather is... it is no problem even though it is raining and windy. It is just refreshing 😊“

„I find it (the green travel agreement) super and I am positive that this results in better job satisfaction, I have noticed that many of my co-workers are increasingly walking, biking or taking the bus and they seem so happy!“

Submission date: January 2018

TRAVEL SURVEY 2016 TRAVELLING IN THE CAPITAL AREA DURING SUMMER: COMPARING SURVEYS FROM LANDSPÍTALI AND THE ICELANDIC ROAD AND COASTAL ADMINISTRATION (IRCA)

