



Smart and green mobility for everyone to experience the world

智能绿色出行：让每个人都能体验世界

- Introduction to FlixBus CSR & Sustainability
FlixBus企业社会责任和可持续发展介绍

November 17th 2020 | 11:30-13:30

FLiX

WHY SUSTAINABILITY? 为什么要进行可持续发展?

Key megatrends are making sustainability a business imperative

关键趋势使可持续发展成为企业的当务之急

Political pressure and opportunity
政治压力和机遇

Public scrutiny
公众监督

Financing conditions
融资条件

Sustainable investment
可持续投资

Green supply chain
绿色供应链

Legal requirements
法律要求

What does SUSTAINABILITY mean for us? 可持续发展对我们来说意味着什么?

Definitions 定义

“Sustainable development is development that meets the needs of the present **without compromising the ability of future generations to meet their own needs.**”

“可持续发展是一种既满足当代人的需求，又以**不损害后代人的需求为前瞻**的发展模式。”

--- The UN Sustainable Development

Sustainability

In a company context, sustainability means successfully combining the lenses of **People, Planet and Profit** for long-term value creation.

Sustainability should target the **whole value chain** of a company.

就公司而言，可持续性意味着成功地将“人”、“地球”和“利润”三者结合起来，以创造长期价值。可持续性应针对公司的**整个价值链**

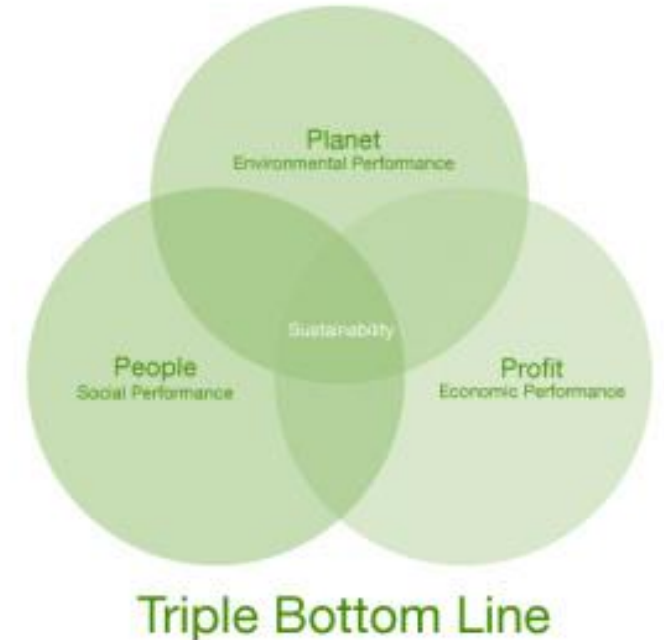
CSR

stands for **Corporate Social Responsibility** and focuses on the **social aspects of Sustainability**: e.g. quality of working conditions, human rights in the supply chain, local community engagement, etc.

代表**企业社会责任**，关注**可持续发展的社会方面**：如工作条件质量、供应链中的人权、当地社区参与等

ESG

stands for **Environmental, Social and Governance** and is a **measurement and reporting scheme** adopted by **capital markets** to support risk and opportunity assessment of a company's future financial performance
环境、社会和治理的缩写，是资本市场采用的一种衡量和报告计划，以支持对公司未来财务表现的风险和机会评估



Corporate Sustainability in UN SDG Framework

联合国可持续发展目标框架中的企业可持续性



Source: 2018 PwC SDG Reporting Challenge that surveyed 729 global companies. 2018 PwC report *Working in an SDG economy*

- ✓ A universal and visionary framework of **17 goals**, tackling the world's **most pressing** social, economic and environmental challenges in the lead-up to **2030**
一个由**17项目标**组成的具有普遍性和远见的框架，在**2030年**之前应对世界上**最紧迫**的社会、经济和环境挑战
- ✓ Adopted in 2015 by **all 193 member states** of the United Nations in succession of the Millennium Goals (MDG)
联合国**所有193个成员国**于2015年通过的千年目标
- ✓ A **common language to bring all stakeholders** together, governments, policy-makers, business, citizens, civil society and academia, for global cooperation and action
将**所有利益攸关方**（政府、决策者、企业、公民、民间社会和学术界）聚集在一起的**共同语言**，以促进全球合作和行动
- ✓ **72%**²⁾ of global companies mention the SDGs in their **annual corporate or sustainability reports**, **50%** have identified priority SDGs **most relevant to their business**
72%的公司在其**年度公司报告或可持续性报告**中提到可持续发展目标，**50%**的公司确定了**与其业务最相关**的优先可持续发展目标
- ✓ **78%**³⁾ percent of **customers** are more likely to buy the goods and services of companies that had signed up to the SDGs.
78%的客户更愿意购买已签署可持续发展目标公司的商品和服务

SDG mapping conclusion and CSR & Sustainability focus areas 可持续发展目标规划和企业社会责任与可持续发展的重点领域

In working process,
internal use only

**Common priorities of the SDGs and the mobility industry
可持续发展目标和移动行业的共同优先事项**

- Safe, affordable, accessible and sustainable transport systems
安全、实惠、方便和可持续的运输系统
- Social inclusion and empowerment
社会包容和赋权
- Decarbonization in operation and supply chain
经营和供应链的低碳化
- CO2 compensation, carbon footprint reduction
CO2补偿, 减少碳足迹
- Renewable energy and energy efficiency
可再生能源和能效
- Human rights and labor
人权和劳工



**GOOD NEWS: WE ALREADY MADE
PIONEERING STEPS TOWARDS BECOMING
A SUSTAINABLE MOBILITY PROVIDER...**

**好消息：我们已经迈出了成为可持续移动供应商的
先导性步伐.....**



We enable CO2 offsetting for our customers and our own business travel
我们为客户和公司自身的商务旅行实现了二氧化碳的抵消

Since 2015, We
offset a total of
80,432 tonnes
of CO₂

自2015年以来，我们共抵消了80432吨二氧化碳



Compensate trip
atmosfair



We develop sustainable buses and are driving the future of mobility

我们开发可持续的公交车，并推动移动产业的未来

Alternative Driving pilot projects 驾驶替代试点项目



Electric bus in France
法国的电动巴士



Solar panel bus
太阳能电池巴士



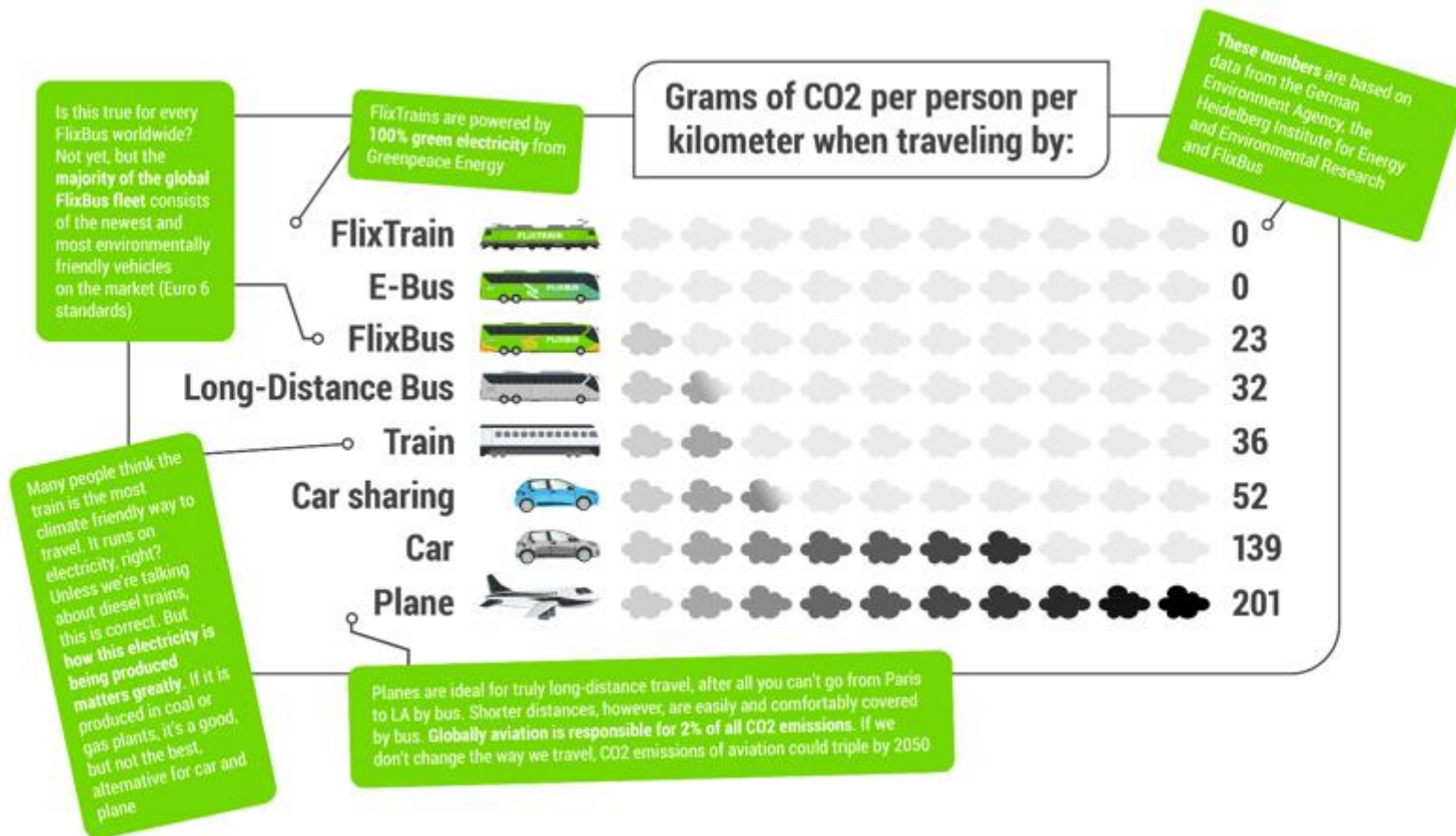
Biogas bus
沼气巴士



Hydrogen bus
氢气巴士

We partner with public institutions to demonstrate our impact and commitment to the environment

我们与公共机构合作，展示我们对环境的影响和承诺



Our customer campaigns increase awareness among the general public of the eco-friendly travels with our buses

我们的客户宣传提升了公众的绿色出行意识



FlixBus (DE, AT, CH - German)
April 23 at 6:05 PM

Nachhaltigkeit ist uns wichtig - vor allem beim Reisen! Deshalb unterstützen wir Innovation und neue Projekte wenn es um umweltfreundliches Fahren geht! 🌱 #GreenMovement

Zum Earth Day möchten wir Euch zeigen wie wir zusammen mit Euch noch umweltfreundlicher werden 🌱

1. FlixBus fährt jetzt mit 100% Ökostrom von Greenpeace Energy - Dein FlixBus ist also zu 100% umweltfreundlich! 🌱
2. 2018 hat FlixBus in Frankreich und Deutschland den ersten vollelektrischen Langstreck... See More

See Translation



FLIXBUS.DE
Nachhaltiges Reisen zur Earth Week | FlixBus
Erfahre zur Earth Week mehr zum nachhaltigen Reisen und mit welchen...

59,019 People Reached 1,247 Engagements Boost Post

👍❤️🔥 142 23 Comments 10 Shares

Like Comment Share



Die Welt verändert sich, das Reisen auch! 🌱



661 Comments 29 shares

20 Apr 2017

Tap to add

Passengers

1 Adult

SEARCH

FLIX THE CLIMATE

Go green!

Taking FlixBus is a truly green way to travel. We stand by our main principle of providing environmentally-friendly travel.

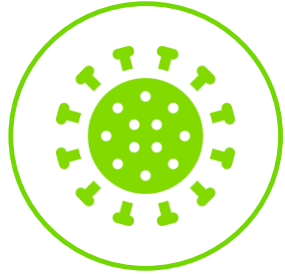
We have put in place eco-office policies and encourage employee climate action 我们制定了生态办公室政策，鼓励员工的气候行动



We contribute to our community through CSR/Corporate Citizenship initiatives 我们通过企业社会责任/企业公民活动为社会做出贡献



Berihu (his team likes to call him Bambino 😊) and Yohannes, refugees from Eritrea working at our Munich ticket shop for more than two years, thanks to our social engagement with the German NGO, Joblinge.



When Covid-19 hits...

当疫情出现.....

**Harsh winter for the travel industry as well
as silver lining for the space of climate-
neutral technologies and cross-sectoral
partnerships**

**旅游业的严冬，同时也是气候中立技术和跨部门伙伴关系
的一线希望**

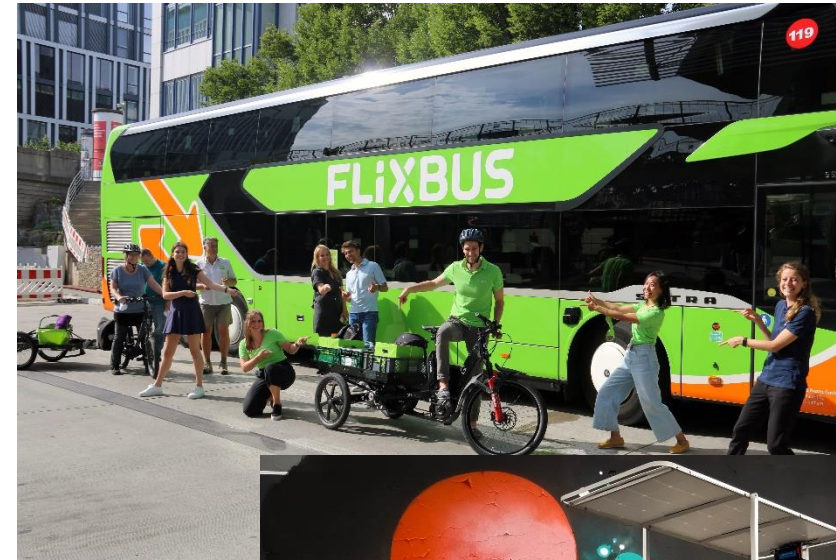
Our CSR response to Covid-19 我们在疫情之下的企业社会责任应对

- ✓ **14** repatriation operations
14次遣返行动
- ✓ **500 +** people brought back to
their home countries
将500+人带回祖国



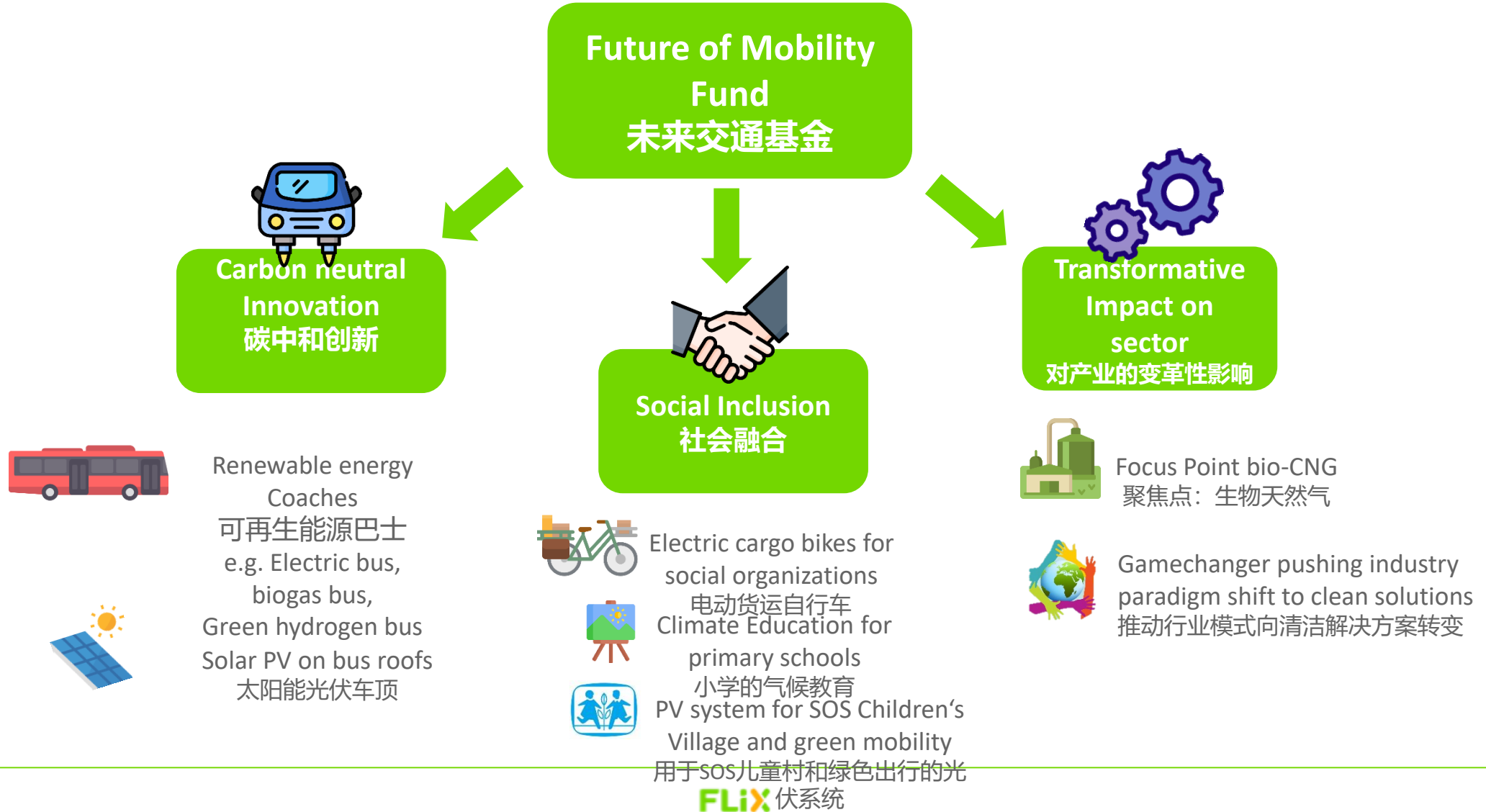
Together with NGO partner atmosfair, we support the local communities with food and cargo delivery as well as reduce food waste

我们与合作伙伴，非政府组织atmosfair一起支持当地社区的食品和货物运输，并减少食物浪费




- ✓ **16** electric cargo bikes donated
捐赠**16**辆电动货运自行车
- ✓ **5** different organisations: e.g. food bank, food-sharing, caritas
5个不同的组织：如食物银行、食物共享等

“Future of Mobility” Fund with our NGO partner atmosfair 与非政府组织伙伴atmosfair合作的“未来交通”基金



Outlook 展望

- **EU Green Recovery and Green Deal will provide avenue for carbon-neutral technologies and pilot projects through funding.**
欧盟绿色复苏和绿色协定将资助碳中和技术和试点项目
- **Positive sign from capital market continue to strict ESG screening on portfolio companies.**
积极信号：资本市场继续对所投资公司进行严格的ESG筛选
- **Negative economic impact on certain industries might deprioritize their sustainability agenda and investment. Change in public policy and enabling regulations (e.g. climate tax) on sustainable business and new markets might be the lobby focus from industries.**
对某些行业的负面经济影响可能会降低其可持续性议程和投资的优先级。关于可持续商业和新市场的公共政策和授权法规（如气候税）的变化可能是各行业的游说重点

A scenic landscape featuring a large lake, a bridge with a green bus, and mountains in the background. The bridge is a multi-lane highway bridge with a green bus driving across it. The lake is calm and reflects the surrounding mountains and sky. The mountains are covered in dense green forests and some have patches of snow. The sky is a pale, hazy blue.

Stay positive, stay engaged...
Be the change you want to see in the world.
Thank you all!

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