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The Swedish Public  
Transport Association



SVENSKKOLLEKTIVTRAFIK



**The Swedish Public  
Transport Association**  
- the trade organisation  
for public transport  
authorities in Sweden.

Established in 1905.



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## Overall goal

A long-term doubling of the market share

- Double the volume of travel on public transport by 2020
- Release resources by means of greater efficiency
- Create a sector with an innovative future

A young girl with blonde hair, wearing a pink and white striped sleeveless top, is smiling and looking out of a train window. The background shows a blurred landscape with a river, green fields, and a power line tower under a blue sky. The text "Public transport is a natural form of travel in a sustainable society" is overlaid in red on the left side of the image.

**Public transport is a natural  
form of travel in a  
sustainable society**

# Why focus on transport doubling?

**Public transport is a strategic tool for coping with the environment and employment issues:**

- It creates the preconditions necessary for growth and for regional and business development
- It reduces carbon dioxide emissions
- Fewer people are killed and injured on the roads

# Together we can double public transport

## **The sector's undertaking**

- Involve and encourage all players to work together to develop the "next generation's public transport", with customer needs as the basic starting point.

## **The government's undertaking**

- Create the preconditions necessary for public transport doubling in the form of infrastructure, taxation, legislation, etc.

## **Our joint undertaking**

- All measures reinforce each other.



Communication and co-ordination

The "Knowledge Lift"

- IFL programme
- National, regional and local think tanks
- Special training courses
- R&D connection

**Business development**

- Regional plans for Sustainable Travel
- Contract recommendations and contract process
- Public transport as a norm
- Environmental programme
- Programme for Security and Safety
- Accessibility for the functionally impaired programme
- Good examples (best practice) that show the way
- Social benefit
- Statistics
- Management by objectives
- Rolling stock
- Sector demands on the Government and the EU

"Public transport"

- 2010 Stockholm
- 2012 Gothenburg
- 2014 Stockholm
- 2016 Gothenburg

Common sector promise to passengers

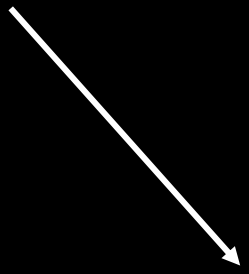


Sweden



Skåne

Skåne  
region



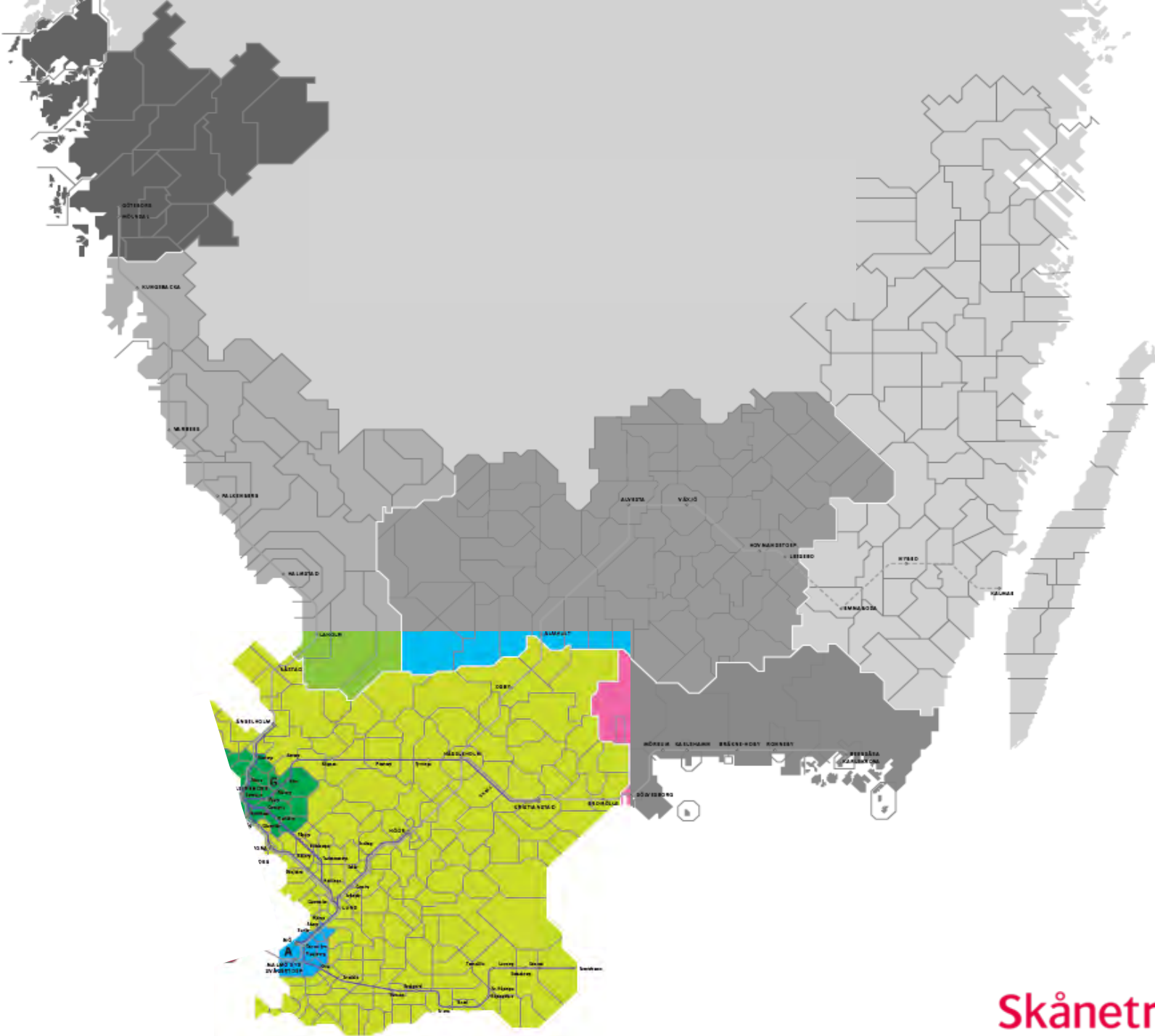
Skånetrafiken

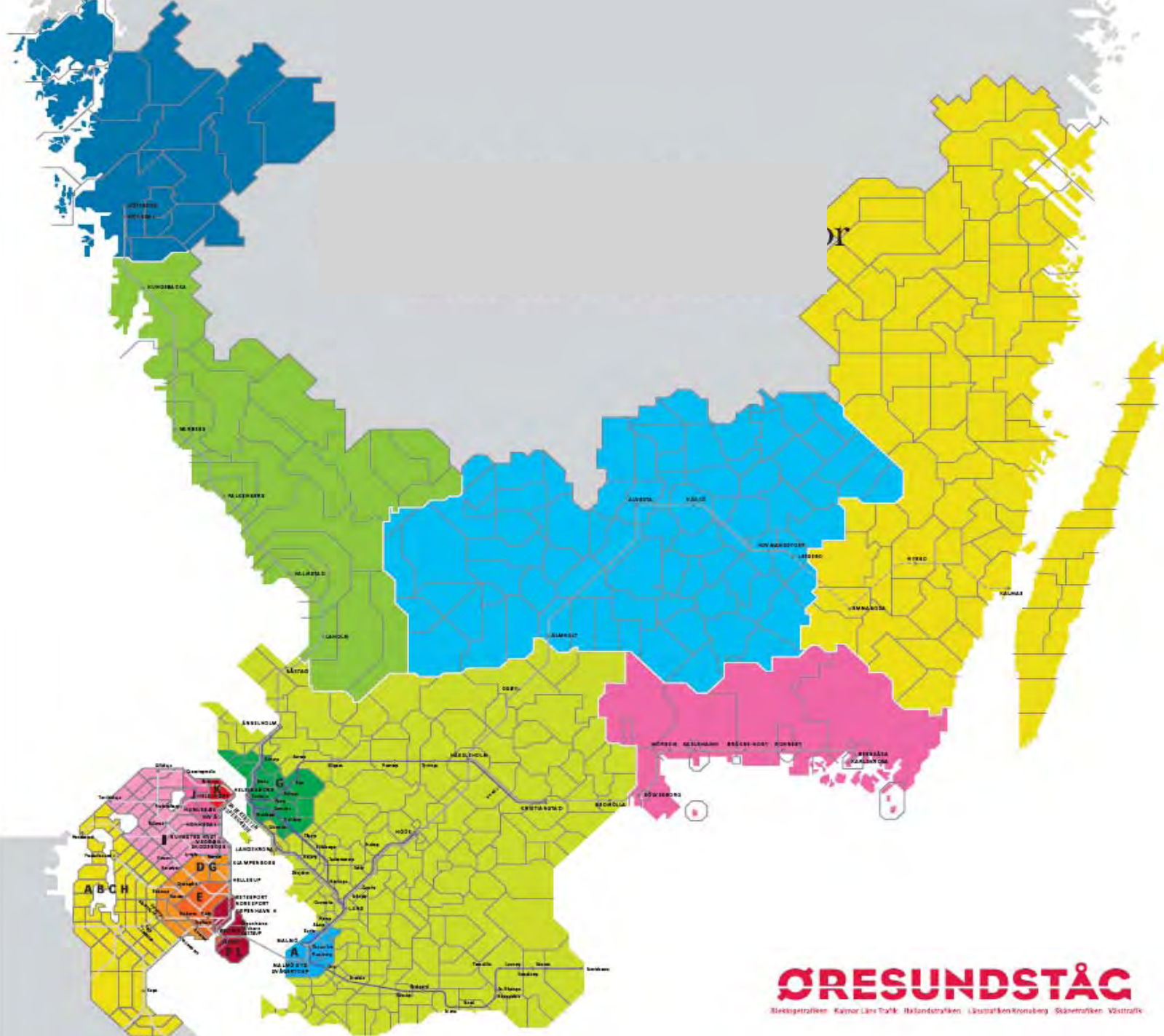
We love people



...and want them to have a nice journey





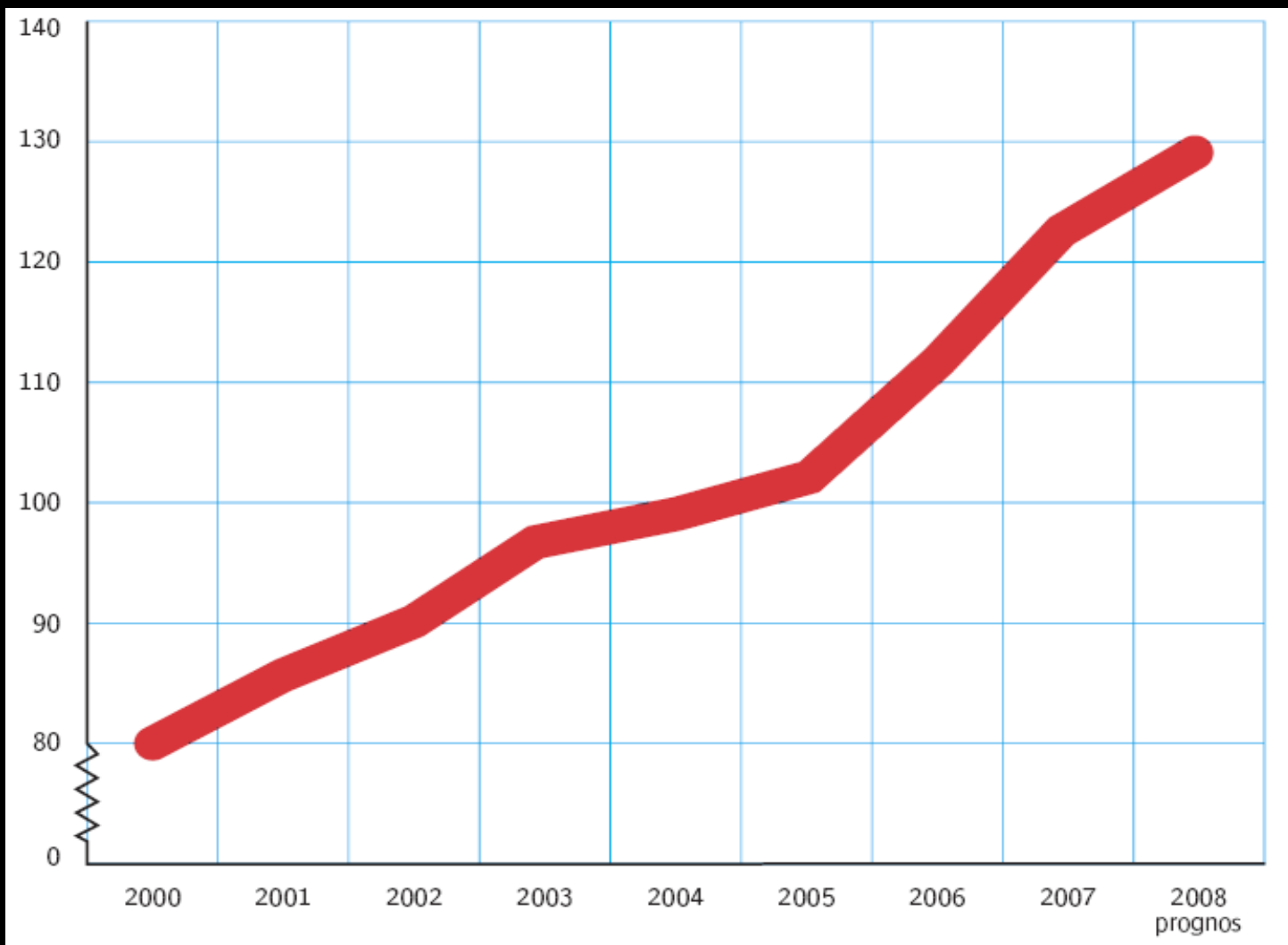


# ÖRESUNDSTÄTT

Besöksgräfften Kämar-Linn-Tullk Bålandsträffen LåstafkenKonsäng Skåneräffen Västträff

# Public transport in Skåne, 2000-2008

Million passenger journeys



## Skånetrafiken

- Public Transport Authority (like Transport for London)
- Responsible for regional and city bus traffic
- Also responsible for two different types of train systems;
  1. Regional trains, within our region Skåne (*eng. Scania*)
  2. Interregional trains – together with 6 other PTA:s that run in south Sweden and across the Öresund Bridge to Denmark

## Market

- 1.2 million inhabitants in Skåne
- 3.5 million in the "interregional" system, incl. east Denmark
- Total population in Sweden is  $\approx$  9 million
- From year 1999, when Skånetrafiken was created, travelling with public transport has annually increased around 10 %
- 1999:  $\approx$  70 million passenger journeys
- 2008: 132 million passenger journeys



## One of the train systems

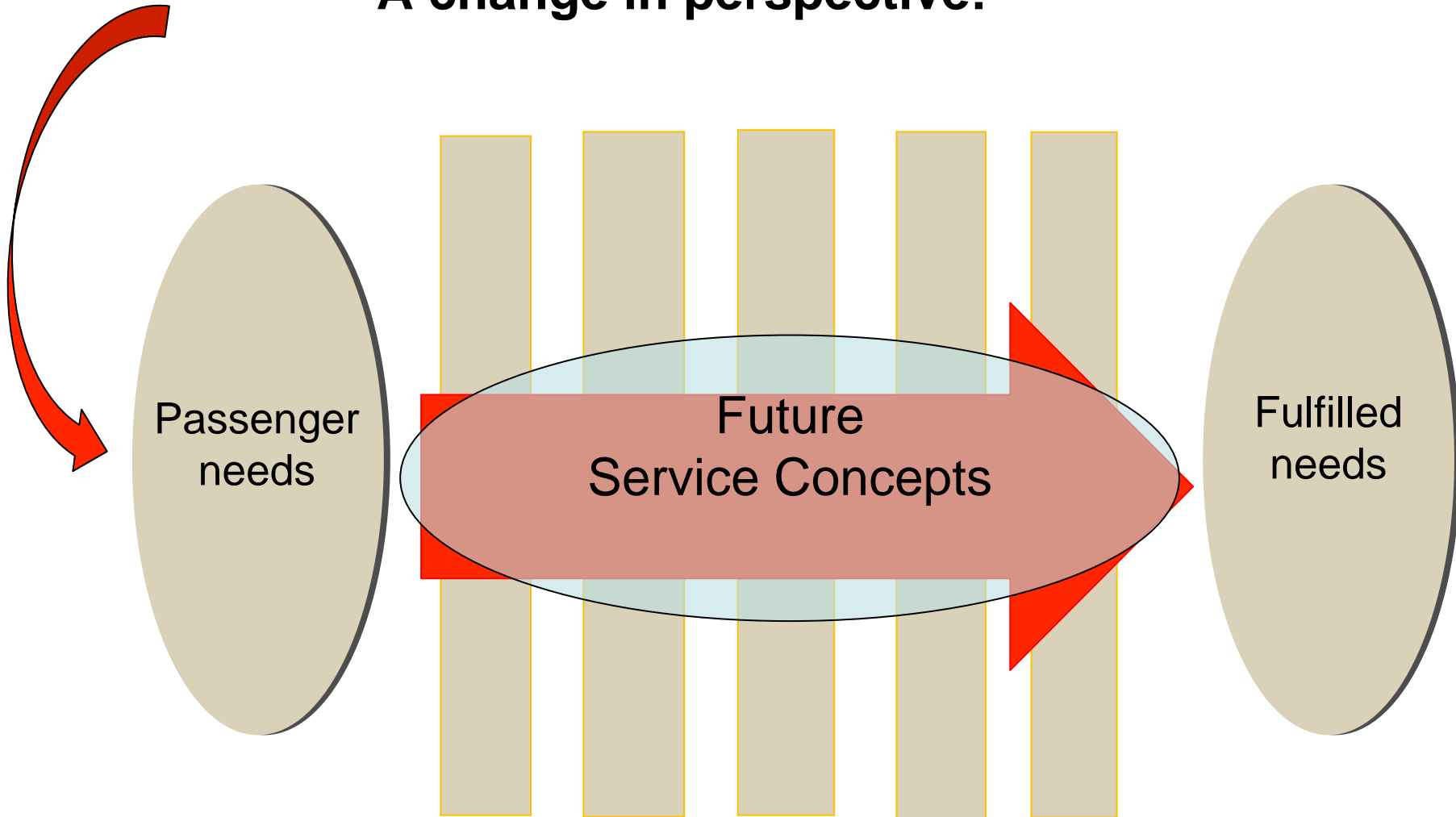
- Interregional trains in south Sweden, and across the Öresund Bridge to Copenhagen and Denmark.
- 90 "Öresundståg" operate the system and are co-owned by Skånetrafiken, Danish DSB, and the other southern Swedish regions.



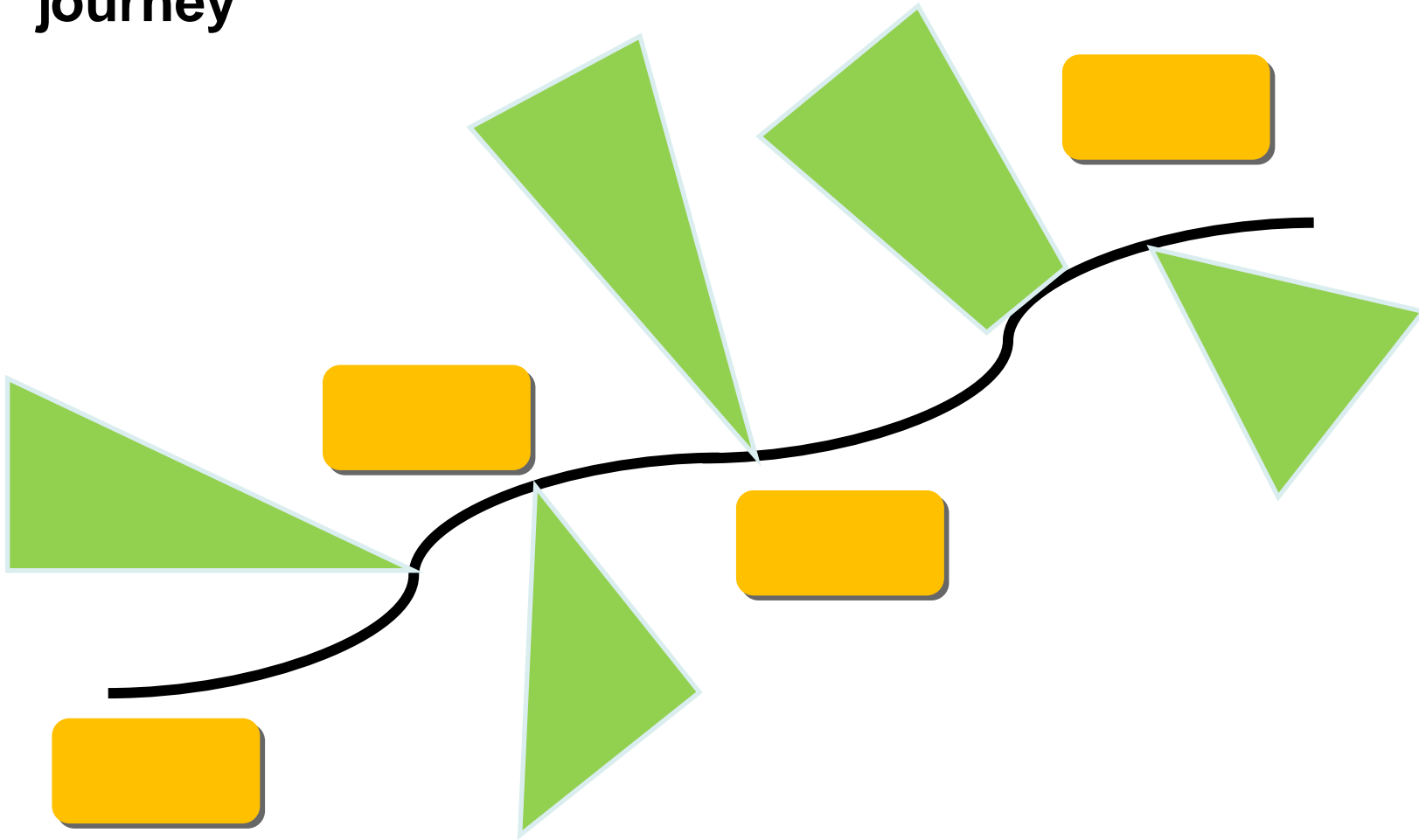
# Öresundståg 2009

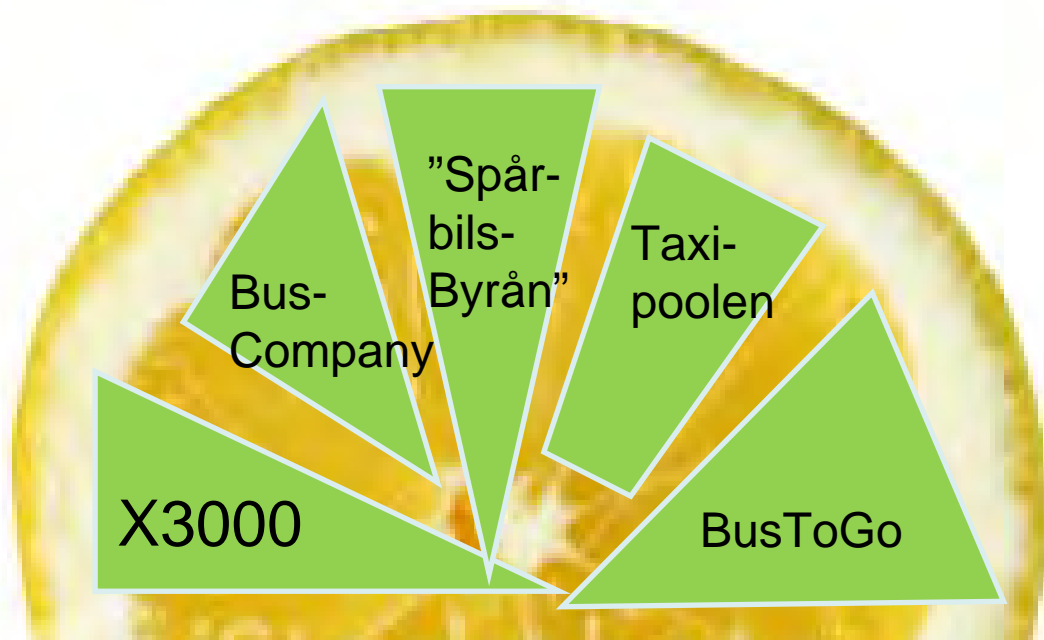


## A change in perspective!



# The whole journey





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## Sector promise



- A pledge concerning what the service suppliers promise to live up to as regards their target groups.

## Short-term benefits for participants



- A united sector has more impact
- Better business intelligence – Better decision-making input – Strategic long-term planning
- The opportunity to test concrete offers on different passenger groups

**= GREATER CONFIDENCE FROM CUSTOMERS  
AND STRATEGIC BUSINESS PARTNERS**

# Benefits in the short and long-terms



- Raise the sector status – experienced as being more innovative
  - Joint PR activities
- Easier to recruit competent personnel
- Possible in co-operation to increase passenger know-how on public transport and changed attitudes
- Possible in co-operation to increase what the public transport sector knows about passengers
- Greater impact on Parliament, the Ministry and the Swedish Transport Administration...

**= GREATER CONFIDENCE FROM CUSTOMERS  
AND STRATEGIC BUSINESS PARTNERS**



# Long-term benefits

- Possibility to negotiate cost-effective solutions – sector players become attractive partners
- Operation and administration of joint systems less expensive
- Sales and distribution less expensive – common market strategy on a national level
- Access to more customers
  - Greater chances for co-operation with players to supply the whole journey
- Alternative revenue potentials through the whole journey
- Possibility to produce attractive offers together with others and create loyalty programmes
- Greater impact as regards R&D – sector becomes an attractive research arena
- Gives more effective business development for respective companies in terms of both rational and emotional values
- Joint development of "smallest common denominator" – can be tested on common arenas

**= GREATER CONFIDENCE FROM CUSTOMERS  
AND STRATEGIC BUSINESS PARTNERS**





Through co-operation, the entire market expands  
= Greater market share for public transport  
= Greater benefits for partners

# A few observations about passenger rights

- Passenger rights are being strengthened in Sweden
- Government survey being circulated for comment
- When can a government bill be expected?

work is in progress within the EU on bus and boat regulations (rail regulation already completed)

## A few observations about passenger rights

### What do we want?

- We want exemption from the EU regulations (granted for long-distance public transport)
- We require intermodal legislation in Sweden adapted for local and regional traffic (based on the government survey)
- The possibility for recourse is important

**[www.fördubbling.se](http://www.fördubbling.se)**