

COMMUNITY INVOLVEMENT SNCF



SNCF – DOCUMENT CONFIDENTIEL
DIRECTION DU DÉVELOPPEMENT DURABLE
MILANO, OCTOBER 8TH, 2014

SNCF PROFILE

KEY FIGURES

- **15,000 trains** operated daily
- **10 million passagers** a day
- **2 billion people** transit through **3,000 stations** yearly
- **250,000 staff** worldwide



CSR POLICY : 4 CHALLENGES

SNCF MAIN CONCERN : NOT ONLY TO PROPOSE TO CUSTOMERS AN HIGH-PERFORMANCE MOBILITY SYSTEM, BUT ALSO TO MANAGE A VALUE-CREATING SYSTEM FOR THE WHOLE COMMUNITY

CHALLENGE 1



ENABLE SUSTAINABLE
MOBILITY FOR ALL

CHALLENGE 3



UPDATE OUR
SOCIAL COMPACT

CHALLENGE 2



LIGHTEN THE BURDEN
ON THE ENVIRONMENT

CHALLENGE 4



CONTRIBUTE TO
REGIONAL DEVELOPMENT

COMMUNITY INVOLVEMENT

SNCF CONSIDERS AS AN OBLIGATION FOR A MAJOR PUBLIC SERVICE TRANSPORT COMPANY TO PLAY A PROMINENT ROLE IN THE ACTIVITY AND THE COHESION OF THE AREAS IN WHICH THE GROUP OPERATES

CHALLENGE 4



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➤ 4 KEY FEATURES

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➤ 4 KEY FEATURES

- TO EDUCATE YOUNG PEOPLE ABOUT GOOD CITIZENSHIP AND RAIL SAFETY



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- 2006 : partnership with the French Ministry for Education
- Launch of the educational programme « Passenger & Citizen », which main aims are :
 - ✓ To prevent accidents, through education about the specific risks of the railway sector
 - ✓ To reduce incivility, through promotion of good behaviours and education to social life and respect for others, particularly for customers and SNCF employees
 - ✓ To limit malicious acts by encouraging respect for public property
- Network of **450 SNCF employees**
- **9,600 talks** realized in schools yearly
- **230,000 young people** educated yearly
- Satisfaction rate by teachers : **97.5%**

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➤ TO SUPPORT SOCIAL MEDIATION VIA:

- SOCIAL MEDIATORS ONBOARD TRAINS OR IN STATIONS
- MULTISERVICE INFORMATION AND MEDIATION POINTS



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- TO BRING BACK PEOPLE TO WORK WITH SOCIAL INTEGRATION WORKING SITES IN STATIONS OU RAILWAY FIELDS
 - ✓ 100 working yards in progress
 - ✓ Partnership with 70 associations
 - ✓ 650 stations
 - ✓ 750 helped people to recover a job



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➤ TO FIGHT AGAINST EXCLUSION BY:

- TAKING ON COMMUNITY SERVICE WORKERS IN RAILWAY AREAS
- CONTRIBUTING TO HELP HOMELESS PEOPLE IN STATIONS



