Door to door with NSB
- A sustainable strategy

Margrethe Sagevik, head of Sustainability, NSB Holding
The world is changing…
NSB is in change…

Expectations from the customers

The Railway Reform

Competition on track

Creative boundaries
NSB today - a Nordic Mobility Holding

Passenger trains
Revenue: 7,966 mill. NOK
FTEs: 3,229

Bus
Revenue: 6,075 mill. NOK
FTEs: 5,291

Freight trains
Revenue: 1,027 mill. NOK
FTEs: 444

Mobility og Tourism
Door-to-door-solutions
Sustainable tourism packages
New
We build on what we know
- and are searching new partnerships for what we do not know
The NSB strategy is to deliver «The best journey»

- The smart journey
- The green journey
- The safe journey
- The profitable journey
The Smart Journey: Door-to-door-solutions

- Bring the customer from door-to-door
- Offer smart and simple purchasing solutions
- Build customer satisfaction and loyalty
Offer smart and simple purchasing solutions
Digitalization facilitates attractive door-to-door-solutions partnerships

Offer smart and simple purchasing solutions

Partners:

Mobility Lab
Oslo Bysykkel
Nabobil.no

NSB kjøper seg inn i drosje-app
Hans kan alene med phasen til NSB låne ny enkelte båg- og buslavene. Som for alt andre produksjoner og markedsforingen i den økonomien som inngår inn i det kristiansand-baserte app-området Go Mobile.
Car sharing: We will offer 250 electric city cars in Oslo (end of 2018)

Suggested zone in Oslo

Electric cars

Three main products

- Pay by minute
- Pay by day
- Pay by month

Bring the customer from door-to-door

Green Moility in Copenhagen-franchise

We will make it easier for our customers to chose public transport
Bring the customer from door-to-door
NSB - the most sustainable brand in Norway in 2018

Build customer satisfaction and loyalty
The Best Journey contributes to especially seven of the UN SDGs

The smart journey
Make it attractive to travel together and reduce the need for a private car

The Green Journey
Reduces emissions per trip

The Safe Journey
Ensures safety and diversity

The Profitable Journey
Provides efficient use of resources