

HOW DO WE ENGAGE CUSTOMERS AND STAKEHOLDERS IN THE CLIMATE CHALLENGE?



Lucie Anderton

Director for
Sustainability

UIC



Lia Talarico

Chair of UIC
Sustainability
Platform

Trenitalia

Engaging Stakeholders in the climate challenge

UIC – Sustainability Action Week

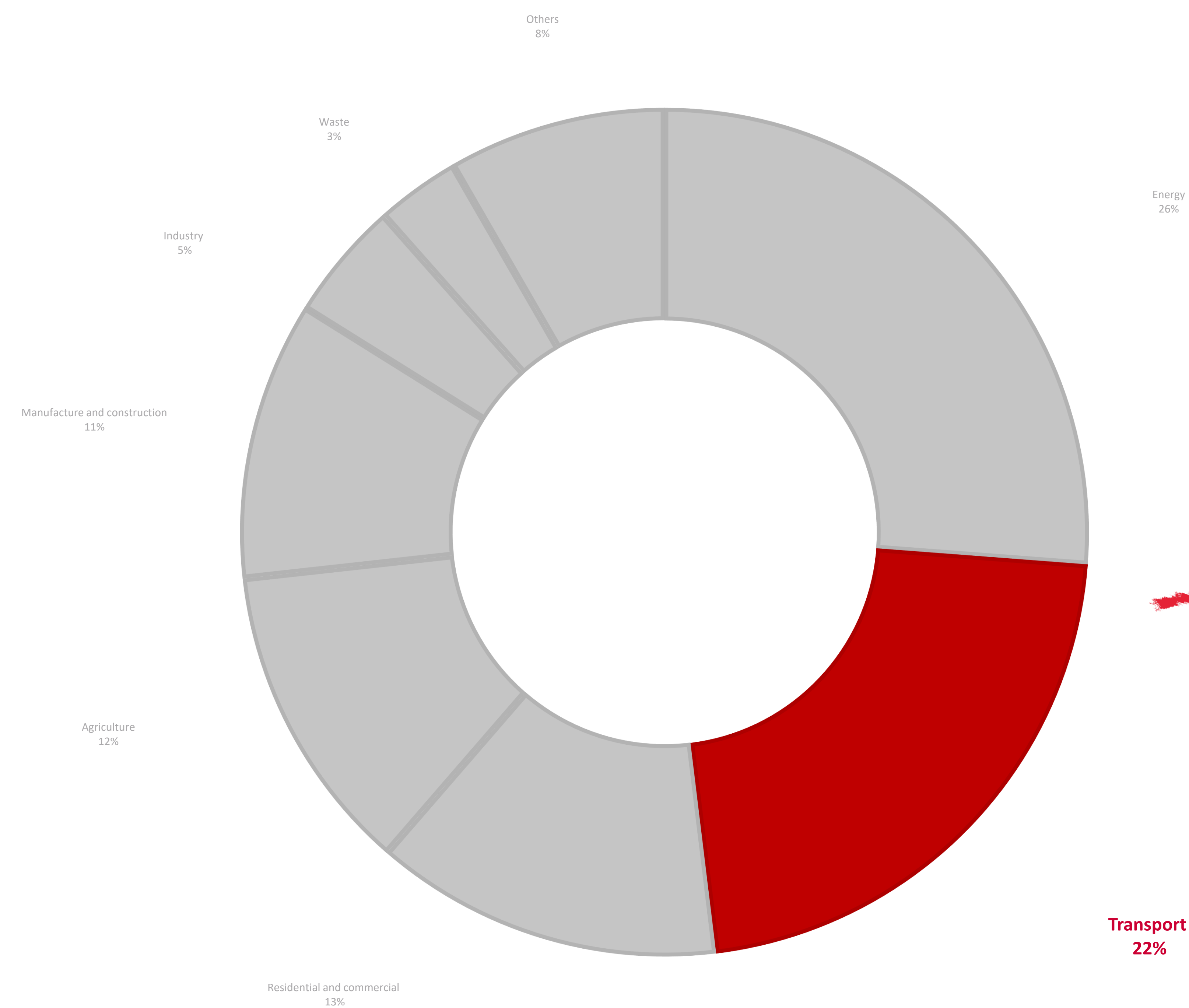
Lia Talarico – Head of Sustainability at Trenitalia & UIC Sustainability Platform Chair

March 11, 2025



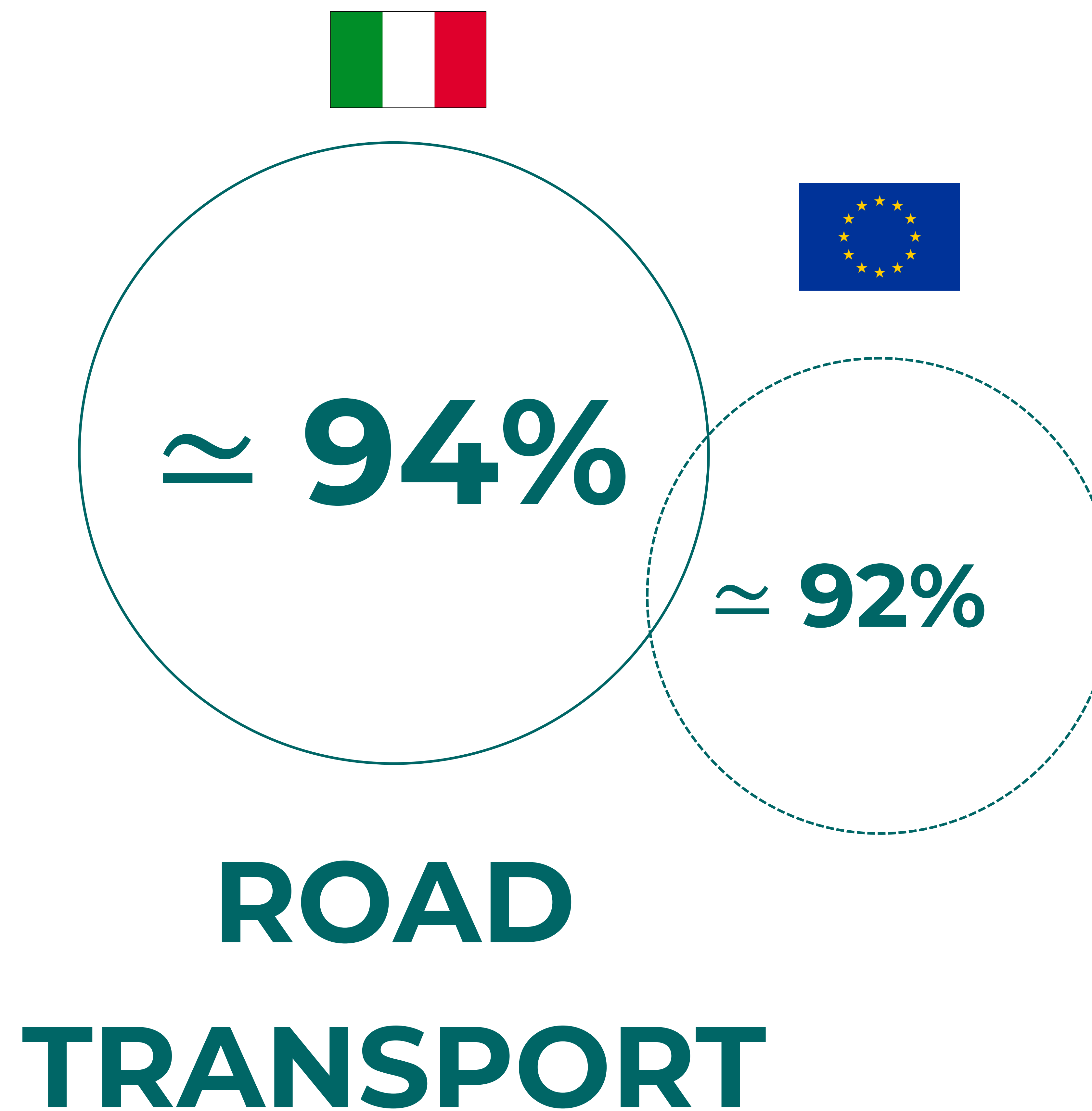
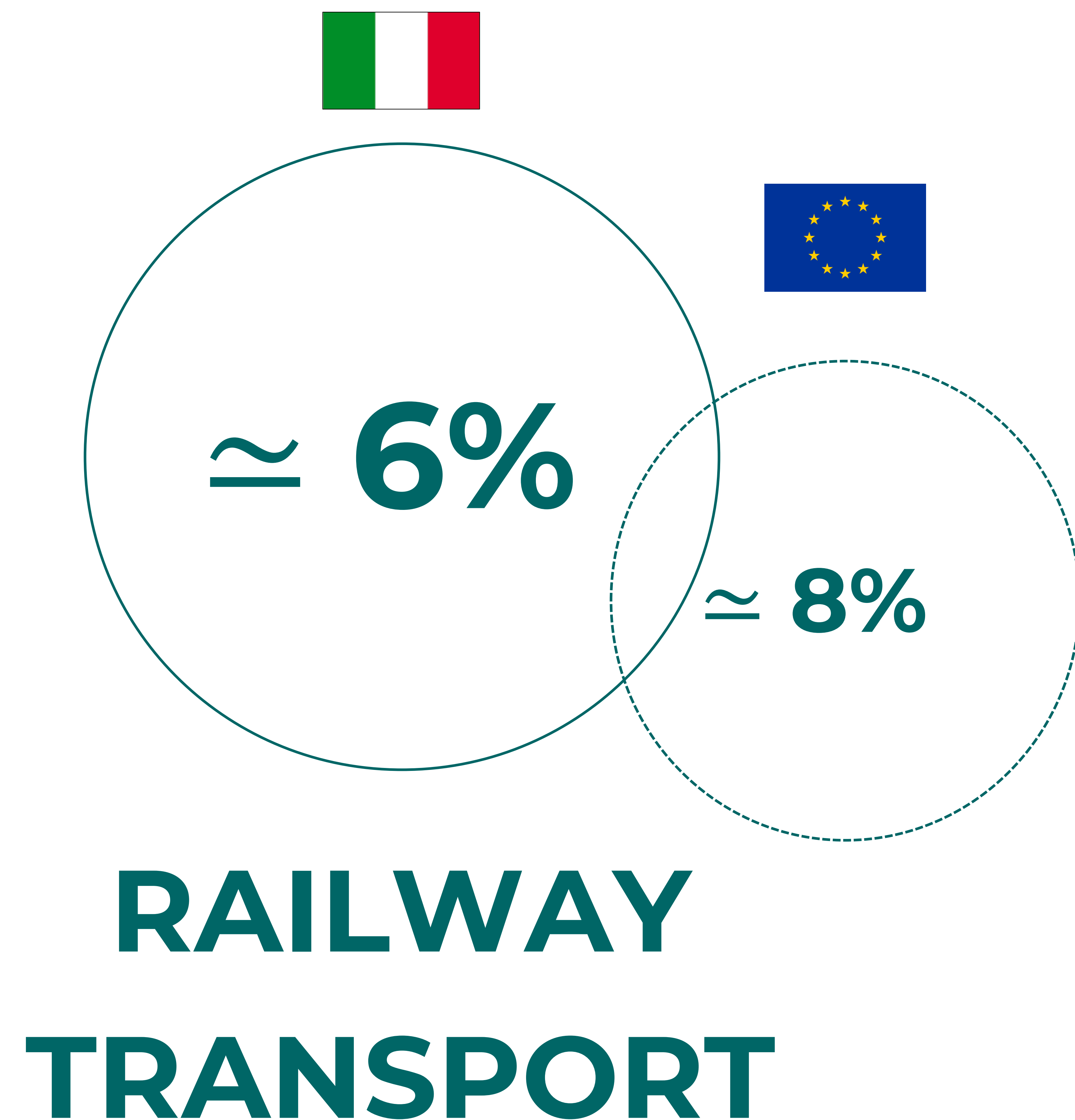
WHY

GHG emissions in UE per sector



*Climate Watch; European Environment Agency

WHY



*Commissione Europea - Mobility and Transport - Statistical Pocketbook 2024

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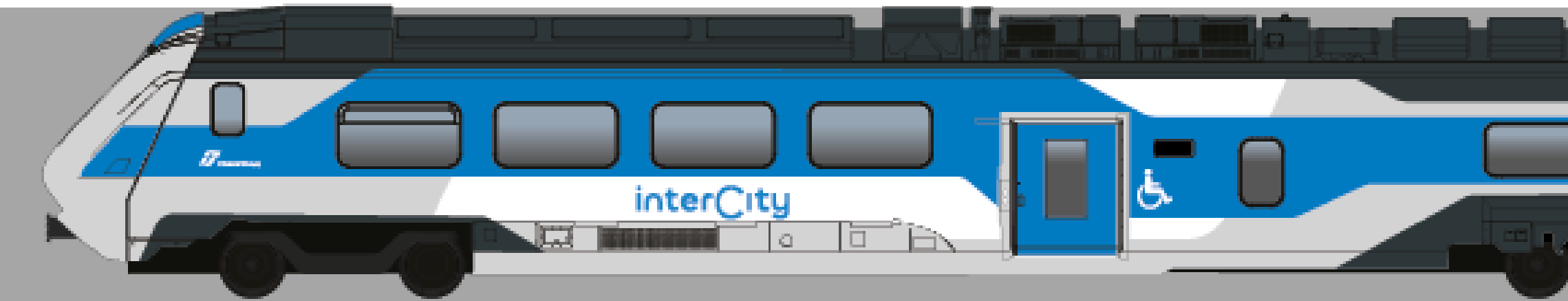
STAKEHOLDERS' OPINION

What do Trenitalia customers think about sustainability?

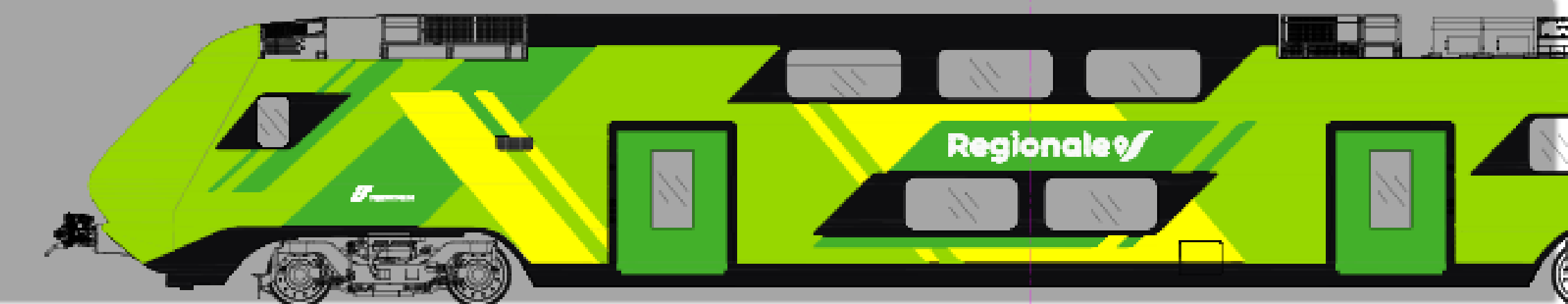
1 out of 2 train travelers believe that CSR actions by large companies are a marketing strategy
→ disillusionment with sustainability is growing on train travelers



3 out of 4 users (train travelers) have at least heard of “Corporate Social Sustainability”
→ Train travelers are confirmed as particularly informed and aware of sustainability issues



73% of travelers say they consider the sustainability profile of companies when purchasing a product or service → Young travelers are those who appear most aware



More than 85 % of respondents believe that the train is the most sustainable mode of transport
→ Most take the train in combination with or as an alternative to other means of transport



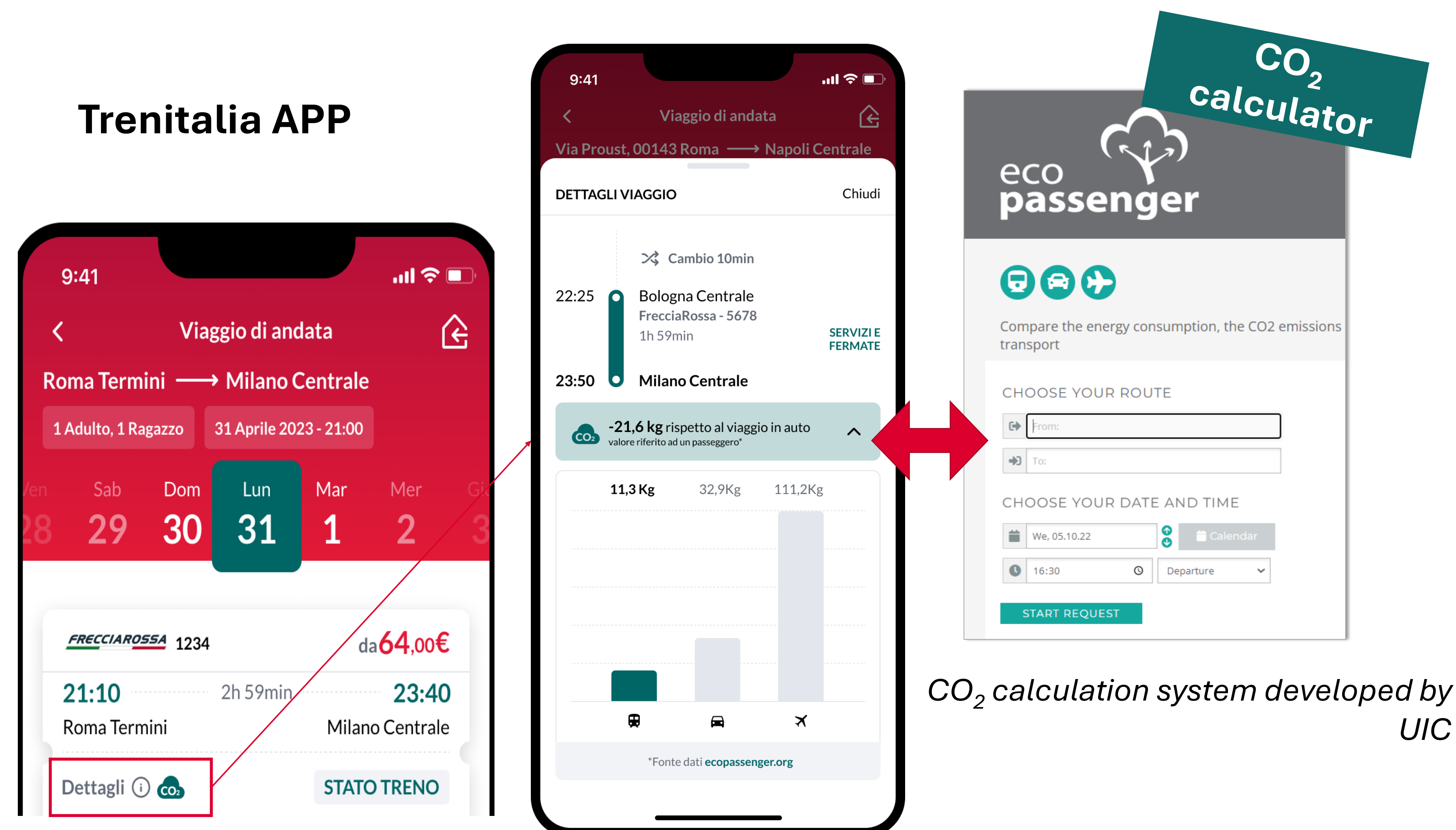
*What does it mean that
“the train is the most
sustainable mode of
transport”?*

Note: Trenitalia conducted a survey among 1,300 of its customers aged 15 to over 75 years old (2024)
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CUSTOMER OF TODAY

Increasing customers' awareness of the impact of their travel

- ✓ During the first quarter of 2024, a project was launched to **report “real time” CO₂ emissions** associated with each trip, through the **official “Ecopassenger” calculator**
- ✓ When purchasing a ticket on digital channels, customers see the **CO₂ generated by their trip and the emissions avoided**, compared to car and plane
- ✓ After 3 months from the launch of Ecopassenger on Trenitalia's retail systems, **more than 50% of customers noticed the Ecopassenger symbol**



More than 70% said that sustainability could become a factor in their future mobility choices, due to an increased awareness of CO₂ consumption

CUSTOMER OF TOMORROW

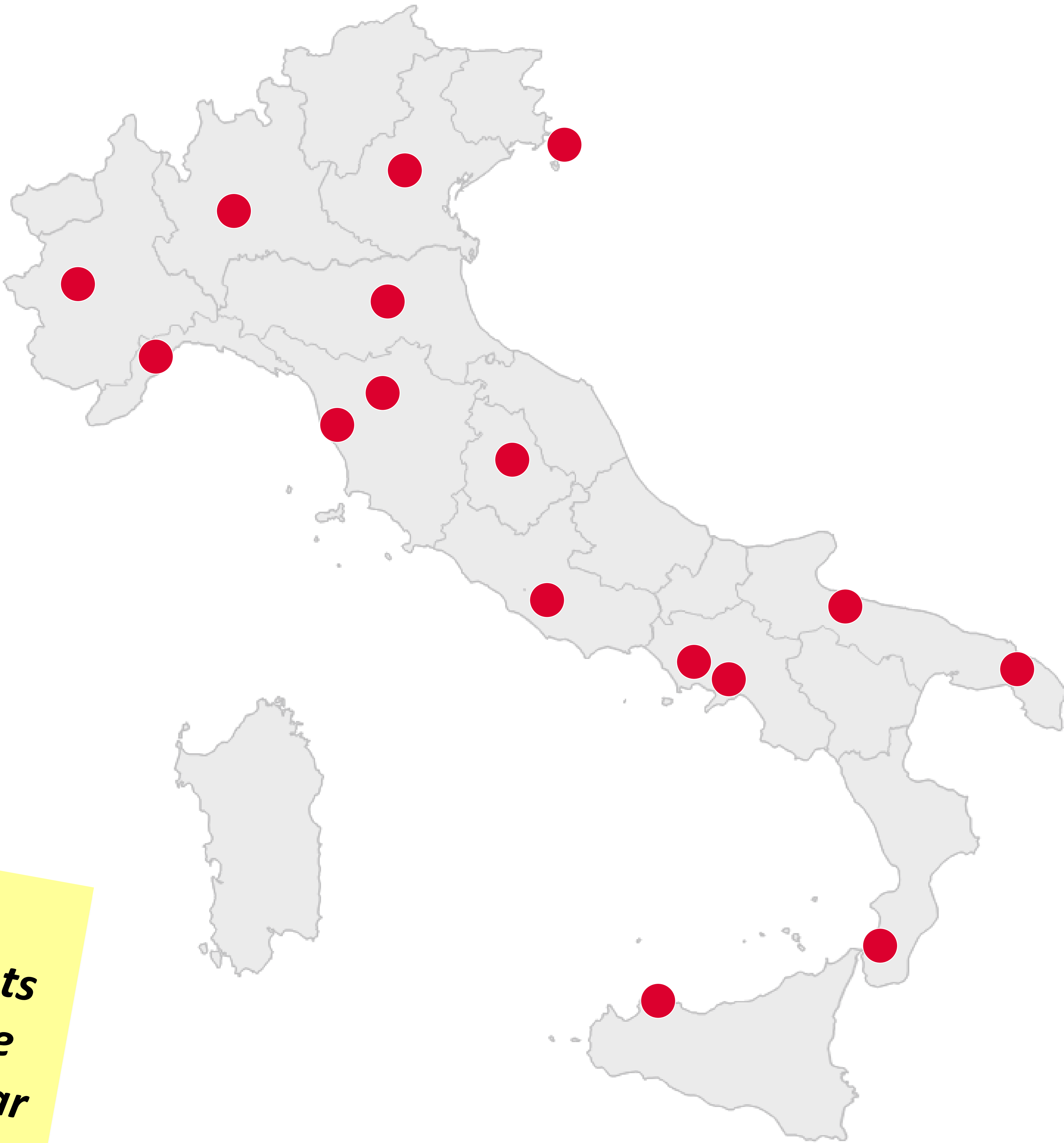
Engaging the new generations in creating the Sustainable Mobility

SCHOOL PROGRAM

Events aimed at **raising awareness** of the use of trains for school trips among primary and secondary **school teachers and students in 16 Italian cities**



*More than 1.700 students
and 2.800 teachers were
engaged in the school year
2024-2025*



Thank you

How we engage customers and stakeholders on the climate challenge?



**Armelle (Guérin)
Weber**

External Relations &
Sustainability
Manager

Eurostar



Stefano Scarci

Industry Solutions
Technology and
Innovation

EY



Ines Maria Sturm

Programme Manager
for Sustainable
Procurement

ÖBB

THANK YOU FOR JOINING US

SHARE THOUGHTS ON THE SOCIALS
WITH
#UICSUSTAINABILITYACTIONWEEK

TAG US WITH @UICRAIL

What's Next? Join

- **Railway Noise Day “Being a responsible Neighbour” in Frederic List**
- **Energy and Decarbonisation Workshop “Research & Long-term Prospects” in 203**