



CSR in the road sector

PIARC's comparative international study

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But what is CSR ?

„ CSR describes the responsibility of companies towards their environment – not reduced to ecological questions, but also their social and economical surrounding and the impact the company makes with certain decisions. “



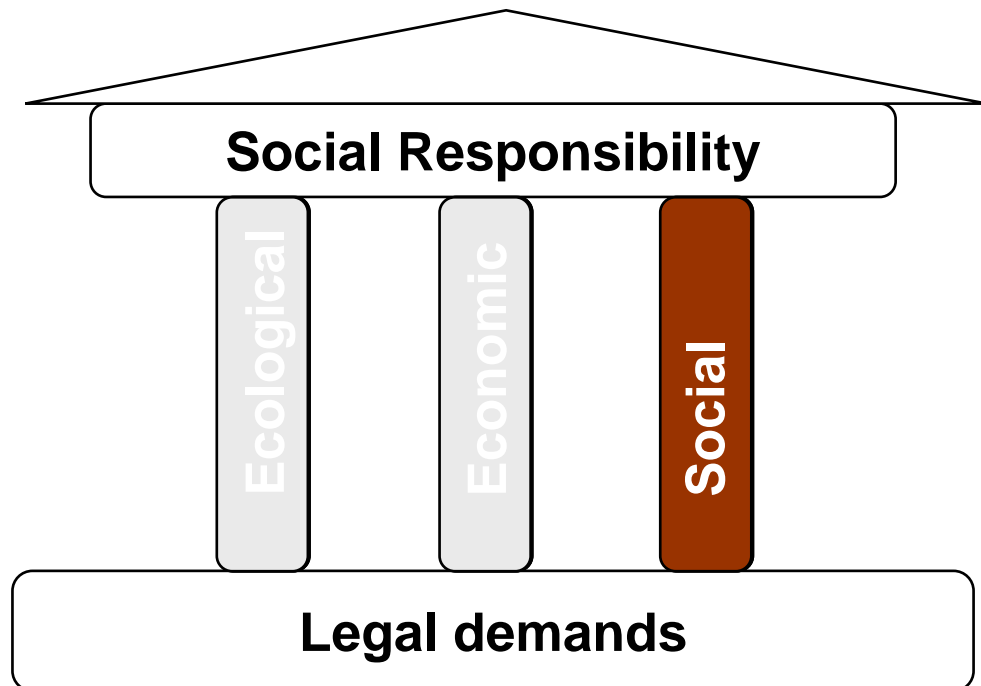
CSR – what to remember

Every company, which size or business does not matter, has a responsibility towards their stakeholders.

One of them are the shareholders, but CSR aims also at suppliers, workforce, customers, NGOs, governments etc. everybody who defines the field of work of the company.

Tripple bottom line

- Responsibility towards:
 - economic implications
 - ecological implications
 - social implications





So why CSR

- CSR helps planning
- CSR helps reduce planning costs
- CSR helps reduce conflict costs
- CSR helps create sustainable solutions
- CSR helps to create positive impact for future projects
- CSR creates a different corporate culture



The CSR project

- Aim: overall picture of sustainable infrastructure projects in the member countries.
- Best practice examples
- Comparison of different management cultures
- Learnings
- Presentation



Objectives of CSR-study

- Taking growing importance of CSR seriously
- Evaluate what is already done CSR-wise in the road sector
- Identification of effective CSR-strategies for PIARC-members



Content of Questionnaire

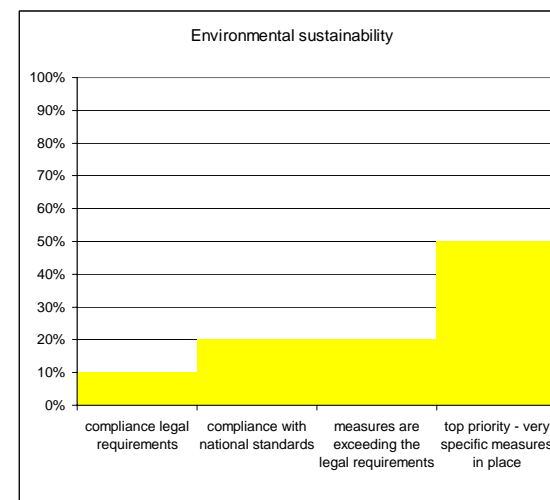
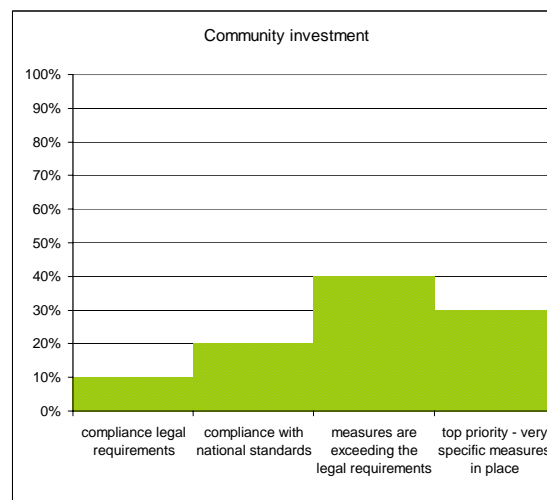
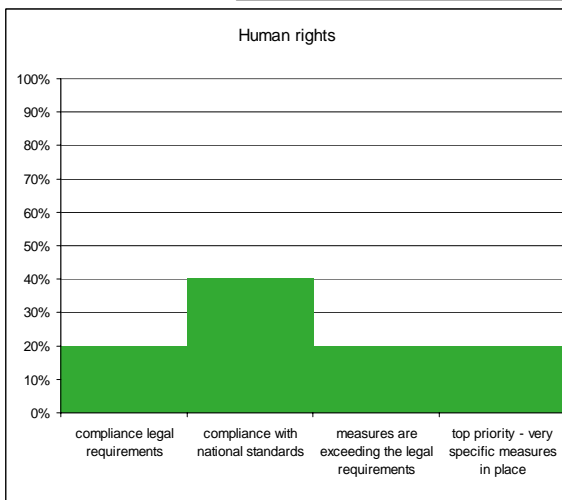
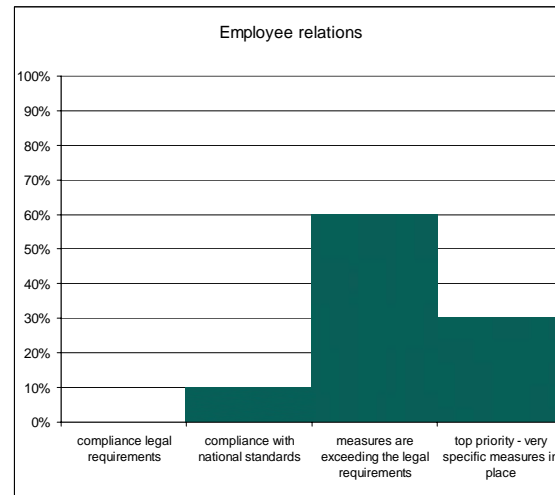
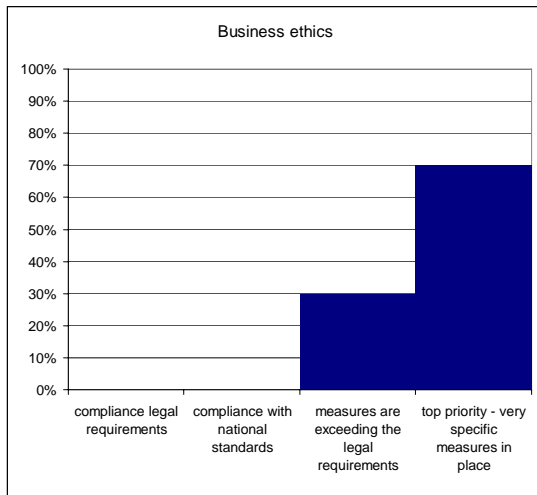
- Members were tested in various ways:
 - Concerning 5 key areas: business ethics, employee relations, human rights, community investment, environmental sustainability
 - Concerning existing procedures, e.g. policies, standards, management structures, reporting, implementation etc.



First Results

- Generally High standards in place
- Top priorities: business ethics, environmental sustainability, employee relations (chart)
- Other areas show room for improvements

Priorities





Current CSR-measures

- Responders have CSR-related measures in place
- Some also publish „sustainability reports“
- However, there are no integrated CSR policies



CSR-policies

- Such CSR-policies could be easily formulated concerning the generally high standards
- 3 responders are currently working on the implementation of a CSR-system

Existing Standards

- Internal CSR-responsibilities are not always clear (improvements possible)
- High amount of stakeholder involvement
 - Especially concerning environmental issues
- There are manuals and guidelines concerning – but no transferable standard concerning implementation
- Controlling and auditing are taken seriously
 - However, there is no uniform system established
 - External auditing is rare

Motives/Results

- **There are strong motives for implementing CSR**
- **For responders, benefits of CSR programs are:**
 - **Corporate image is enhanced – vision is becoming clearer**
 - **Helps dealing with stakeholder expectations**
 - **Cost-cutting measure**
 - **Helps avoiding prosecution**

Published articles

CORPORATE SOCIAL RESPONSIBILITY AND THE ROAD SECTOR: THE BACKGROUND

Foreword by Anders HH JANSSON, Chair of PIARC Technical Committee 2.1 on Sustainable Development and Road Transport

FOLLOWING THE INTRODUCTION OF CONCEPTS SUCH AS SUSTAINABLE DEVELOPMENT AND THE TRIPLE (ECONOMIC, ENVIRONMENTAL AND SOCIAL) BOTTOM LINE, THE FIRST CORPORATE SOCIAL RESPONSIBILITY (CSR) REPORTS APPEARED DURING THE 1970'S AND 80'S. MANY ORGANISATIONS, INCLUDING THOSE IN THE ROAD SECTOR, CAN BENEFIT FROM IMPLEMENTING A CSR POLICY AND REPORTING ON PROGRESS. HOWEVER, INITIAL RESEARCH BASED ON PUBLISHED MATERIAL INDICATES THAT TAKE-UP IS STILL RELATIVELY LOW IN THE ROAD SECTOR. SOME PRIVATE COMPANIES IMPLEMENT ENVIRONMENTAL AND CSR POLICIES, BUT ONLY A FEW PUBLIC ORGANISATIONS FOLLOW THEM ON THIS PATH.

THE APPARENT LATE DEVELOPMENT OF CSR AMONGST ROAD SECTOR PUBLIC ORGANISATIONS CAN BE ATTRIBUTED TO THE FACT THAT MOST PUBLIC AGENCIES ALREADY IMPLEMENT SUSTAINABLE PRINCIPLES WHEN CARRYING OUT THEIR MISSION. THROUGH COMPULSORY REGULATION OR NEED TO ACT AS A ROLE MODEL, SOME PUBLIC ORGANISATIONS HAVE HOWEVER STARTED TO MONITOR THEIR OWN OPERATIONS' IMPACT ON THEIR ENVIRONMENT AND COMMUNITIES. CSR POLICIES ARE LIKELY TO PLAY A GREATER ROLE IN THE ROAD SECTOR WITH THE EMERGENCE OF GUIDELINES FOR PUBLIC SECTOR REPORTING AND AS PRIVATE SECTOR ORGANISATIONS RESPOND TO THE REQUIREMENTS OF PUBLIC SECTOR AGENCIES, INVESTORS AND OTHER STAKEHOLDERS.

THE INCREASING ROLE OF CSR HAS BEEN RECOGNISED BY PIARC. A SUB-GROUP OF PIARC'S SUSTAINABLE DEVELOPMENT AND ROAD TRANSPORT COMMITTEE 2.1 HAS STARTED TO RESEARCH THE EXTENT TO WHICH CSR POLICIES ARE BEING ADOPTED BY ROAD AGENCIES AROUND THE WORLD.



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La responsabilité sociale des entreprises
et le secteur routier - Une étude internationale de l'AIPCR
par Alexander WALCHER, Andy SOUTHERN,
Klaus WEISSMANN et Thomas HOFER

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Corporate social responsibility and the road sector –
A PIARC international study
by Alexander WALCHER, Andy SOUTHERN,
Klaus WEISSMANN and Thomas HOFER

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Nr. 333, p. 32-41

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