

# FLEET/MOBILITY EXEX Estonian Forum

## Keynote Royal DSM NV



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# Introduction:

# Royal DSM N.V.



Royal DSM is a global science-based company active in health, nutrition and materials.

By connecting its unique competences in Life Sciences and Materials Sciences DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders simultaneously.



## Global Mobility Manager

Daan Bieleveld

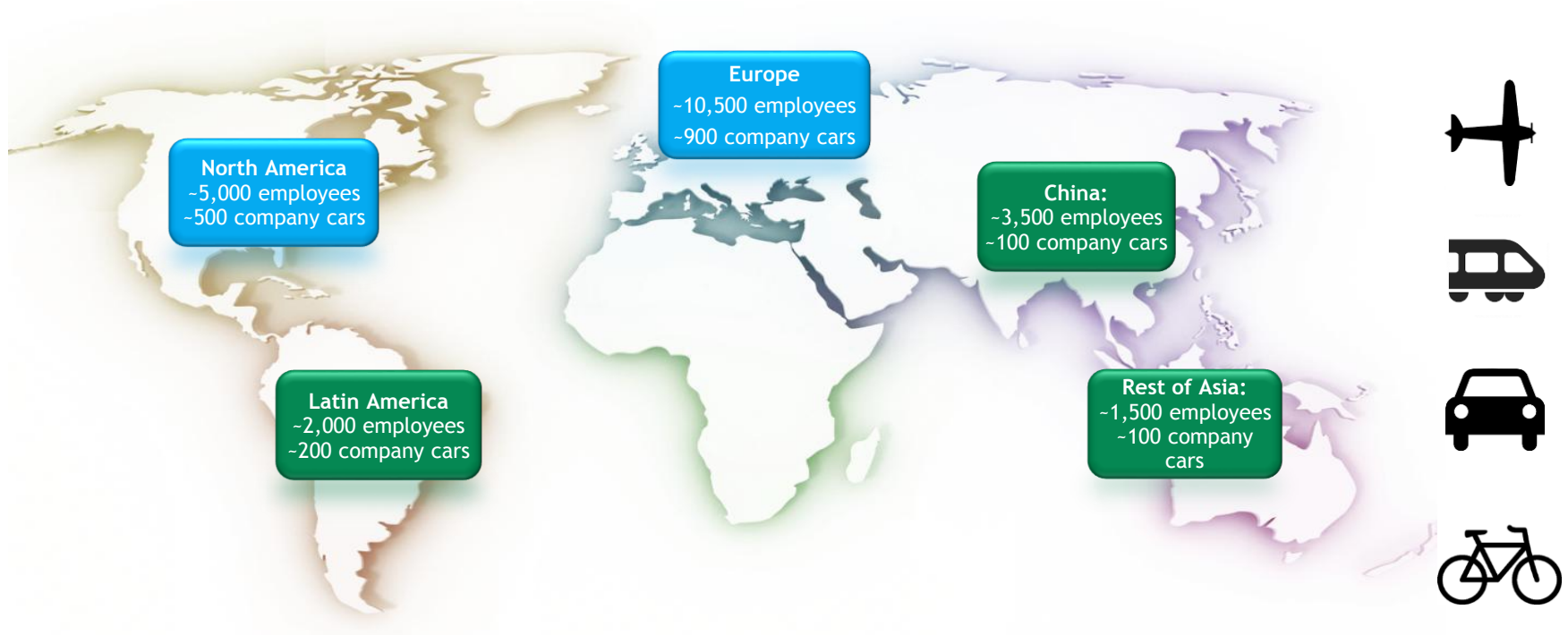
32 years old

7 years in company

Various roles in fleet & mobility



# Fleet Management or Mobility Management?



# Fleet Management Optimization: Actions and Results

## PEOPLE / SAFETY



### MAIN ACTIONS

Global Driver Awareness Program (2015)  
Global Life Saving Rules Policy (2013)

## PLANET / GREEN



### MAIN ACTIONS

Global Co2 Policy (2016)  
E-bike program (2016)  
Private lease scheme (2015)  
Corporate E-car sharing (2015)

## PROFIT / TCO



### MAIN ACTIONS

Global Lease supplier (2016)  
Global OEM / IFA (2015)  
Fuel Management (2016)

CENTRAL FLEET / MOBILITY MANAGEMENT DEPARTMENT: NO CURE NO PAY!

### RESULTS:

18% less damage claims  
2013 - 2016

### RESULTS:

20% less Co2 output  
2012 - 2016

### RESULTS:

>10% savings  
2015 - 2016

# Private lease: The future?



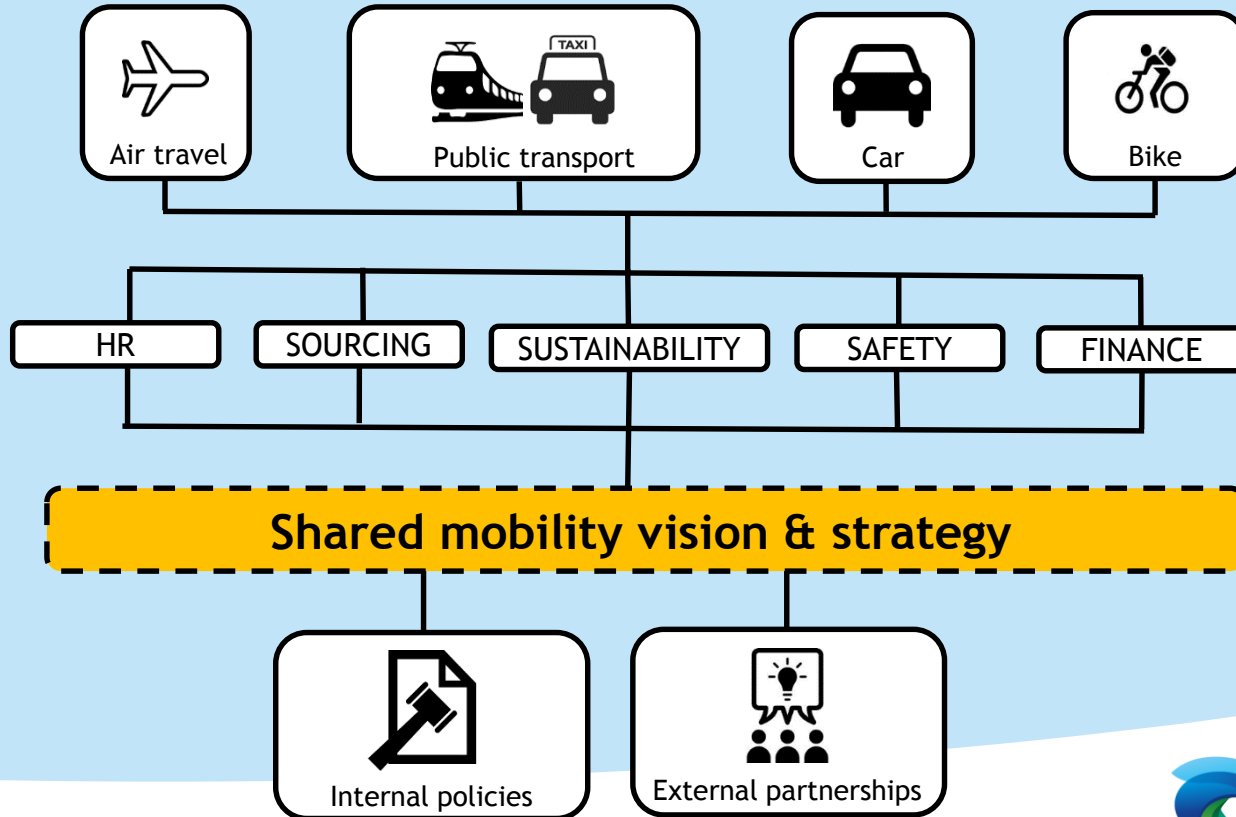
- In 2015, we selected a private leasing supplier within NL;
- The private lease offer was fully rebuilt to make it “DSM fit”
- High service - competitive pricing: Leasing must be more attractive than buying;
- On April 17<sup>th</sup> 2015, we launched the private lease offer within NL;
- >5000 employees can now lease a private car directly from the supplier;
- Free OEM choice, plus a temporary volume deal / offer.
- The results are:
  - > 130 cars ordered in the first 3 months;
  - High employee satisfaction - even company car drivers willing to switch!
  - Pricing and service agreements new ‘benchmark’ for traditional leasing;

Building further:

How do we translate our sustainability mission  
into a mobility strategy?



# Shared Mobility Vision & Strategy

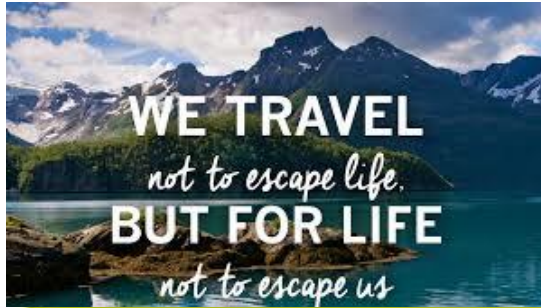


# Mobility strategy driven by global megatrends:



# Initiatives 2017 and further

- Define the **Total Impact** of **Mobility**:
  - Sustainability: Co2 output / NoX output
  - Employee satisfaction / employer attractiveness;
  - Costs and value



- Global supplier ships to easily collect data collection and integration;
- Integrate local supplier solutions such as (e-) car sharing;
- Offer app based booking tool steer and track mobility choices;



## The End.

Of this presentation, I will continue my challenge 😊





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