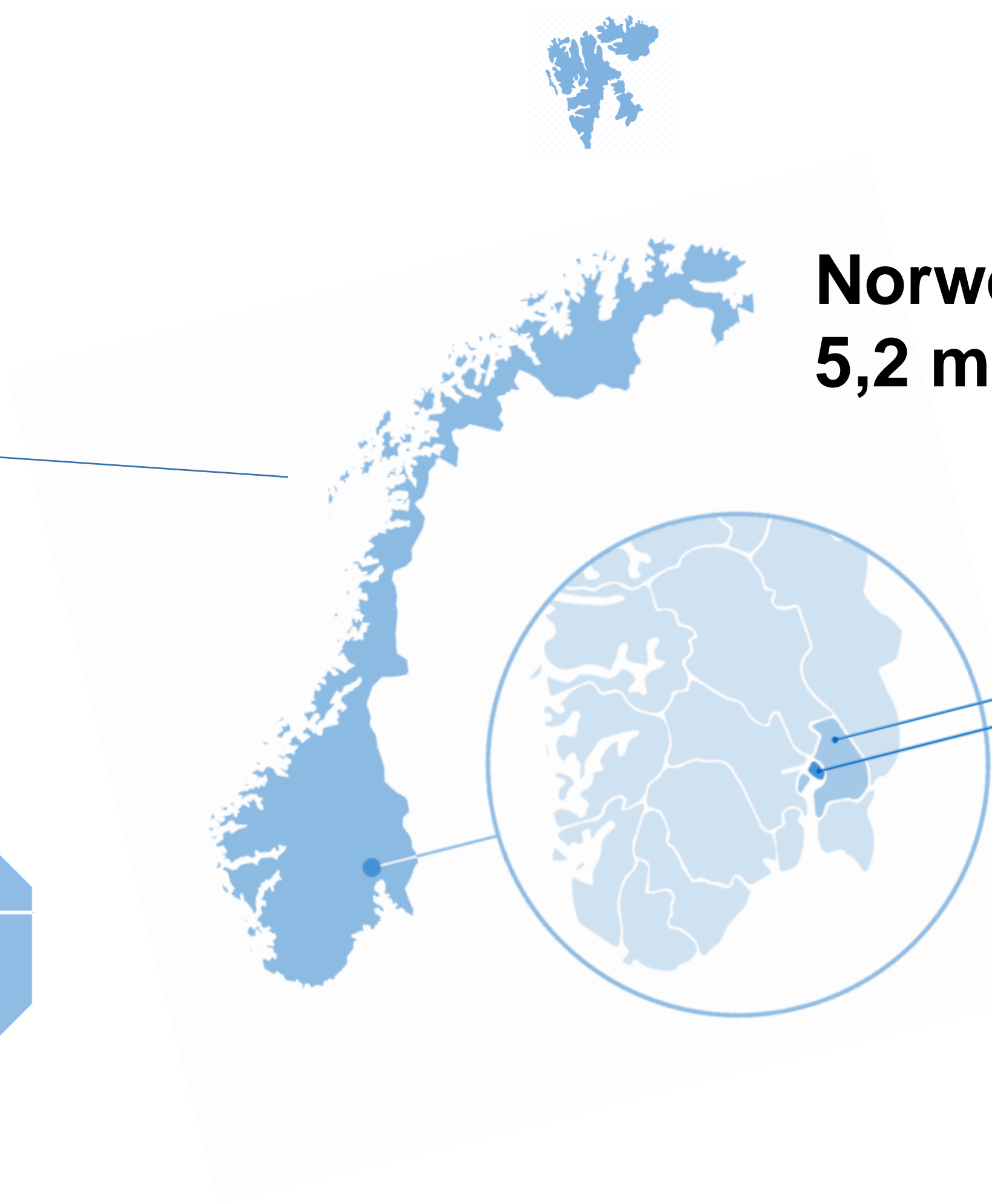


Sustainable freedom of movement for all



Ruter#

Ruter operates in the Norwegian capital region



**Norwegian population:
5,2 million**

**Akershus part of
Viken county
Municipality of Oslo**

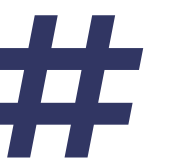
**Population:
1,3 million**

Ruter#

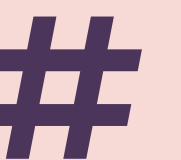


Topics

1. Strategic change program
2. Methods: equal services for all
3. How customers who require accessibility in your services are considered at different stages of the journey
4. Development work to improve accessible customer experience



1. Strategic change program



Strategic goal:

Increased freedom of movement for disabled people

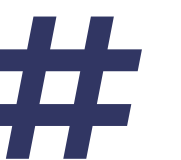


Ambition:

Thinking about everyone in everything we do is part of Ruter's DNA



Photo: Ruter As / Redink, Hampus Lundgren

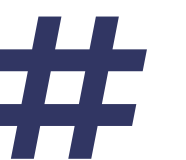




Participation

«To be able to travel by public transport is vital. If you can't, you become isolated and lonely.»

Jørund Schwach, member Mental Health Norway

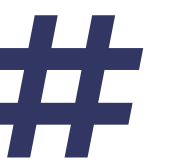




Independence

«It means the world to me to be independent, to be able to travel alone.»

Amir Hashani, Norwegian Association of Disabled Youth



Spontaneity

«I also want to decide for myself when, where and how I will travel.»

Sverre Fuglerud, The Norwegian Association for the Blind and Partially Sighted

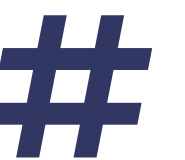




Safety

«Information is control, and control is safety.»

Marte Oppedal Vale, Norwegian Association for the hard of hearing

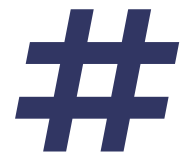


Two approaches to achieving our ambition:

Culture and awareness



Actual improvement of services





Mirnesa



Elisabeth



Elise



Magnhild

Awareness & and personal experience



Ingrid

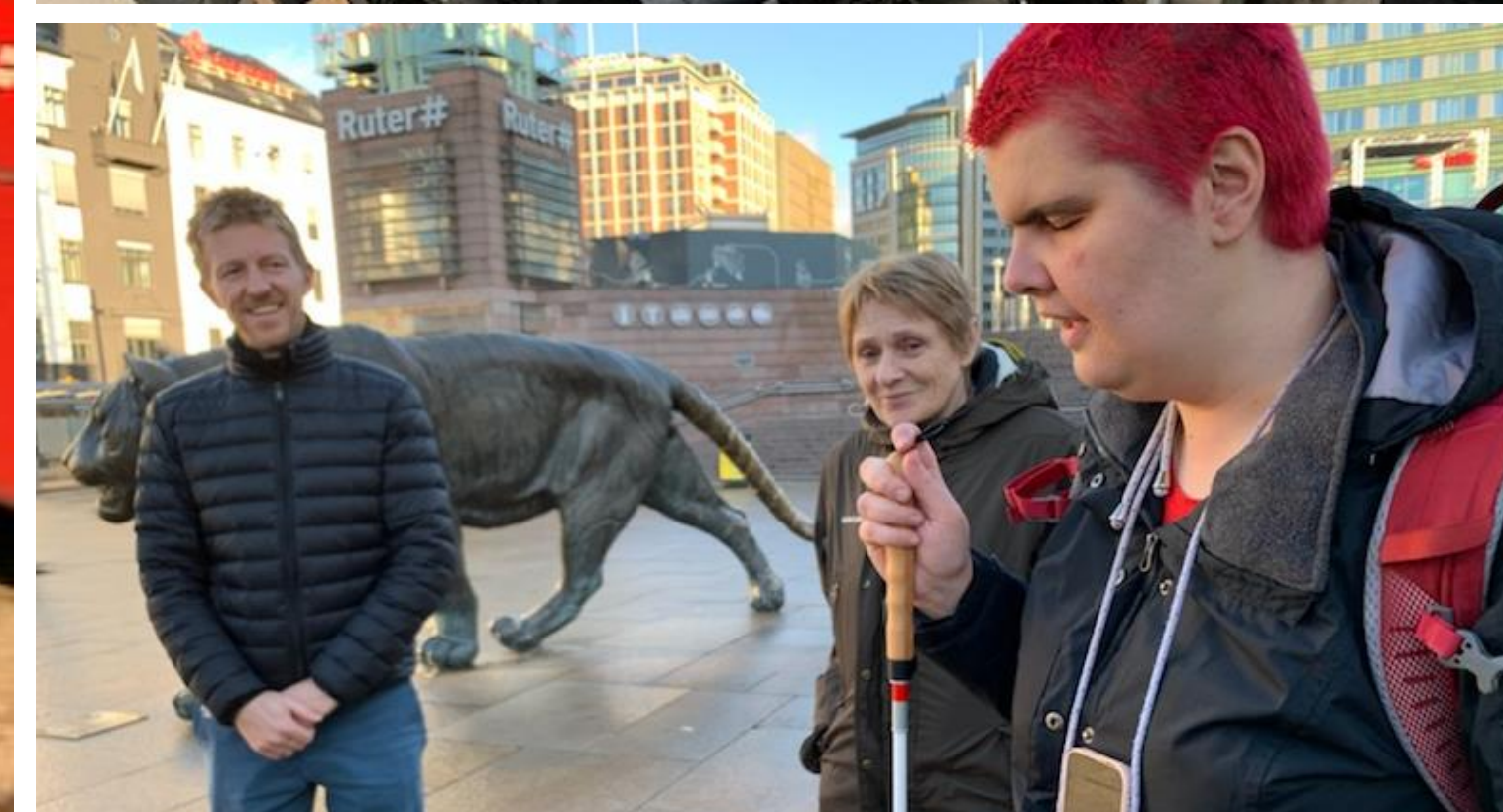


Rina

Amir



Awareness & and personal experience



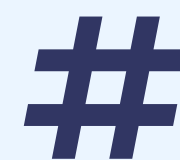
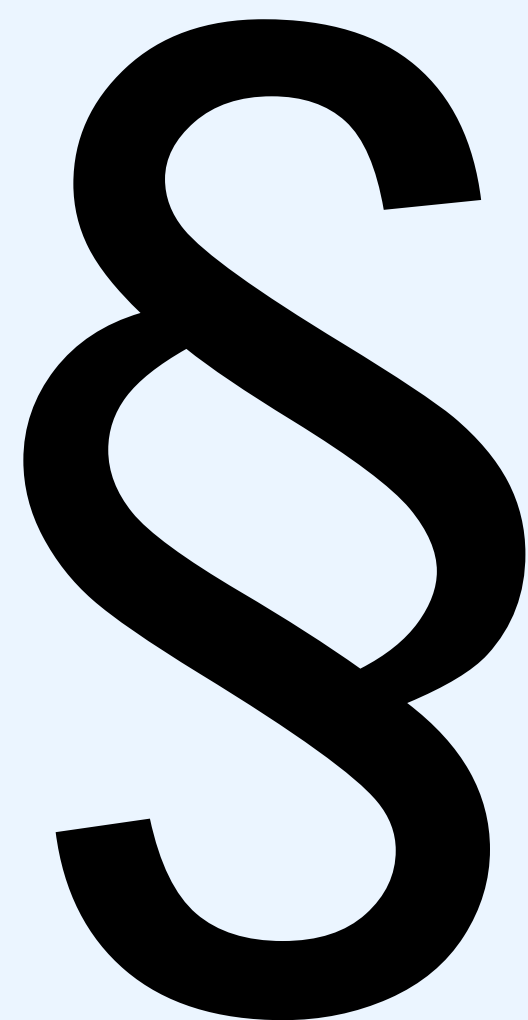
Mind the gap

«It was a real moment of realisation, I have to admit. There is a lot you don't think about when you are able-bodied.»

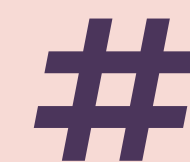
Olav Skinnes,
Executive of Transport, Viken County



From compliance focus to customer focus



2. Methods: equal services for all

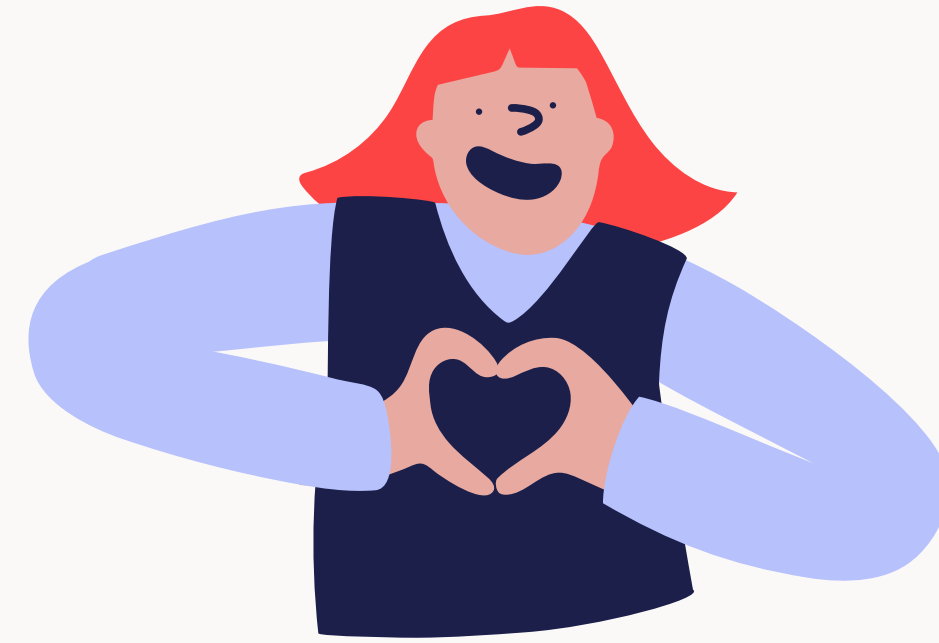




Laws and regulations

Universal design and sustainable freedom of movement for all **in tender** (subway, tram, bus and ferry).

Universal design for new stops



Insights and participation

Good insights about the barriers for a good customer experience

When develop services we have to invite a diversity of customers to influence the service

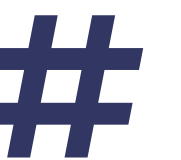
Collaboration meeting with interest organizations



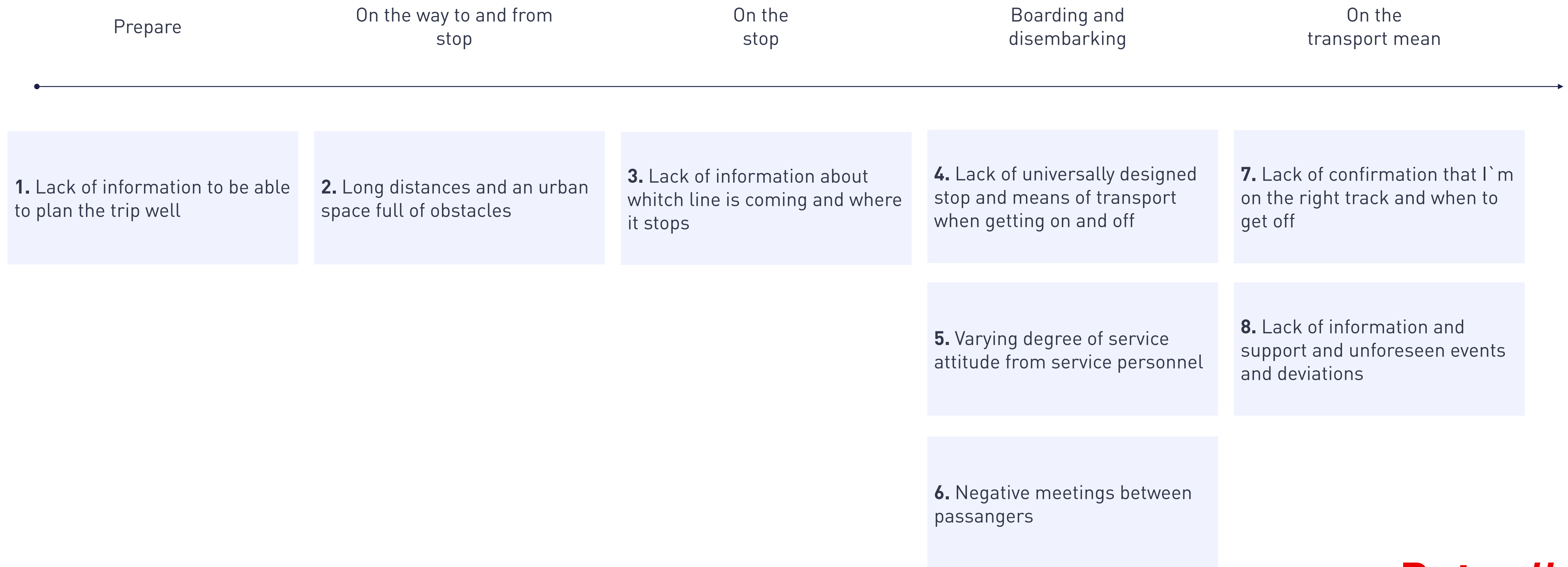
Culture and awareness

A part of Ruters DNA to think about a diversity of customers.

Mind the gap-awareness gathering



Barriers in public transport that prevent **participation**, **independency** and a feeling of **safety**



Less inequality collaboration meeting

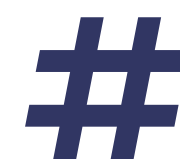
Every second month we meet with several interest organizations.

The purpose is to have a continuous dialog with people who have the biggest barriers when using public transport.

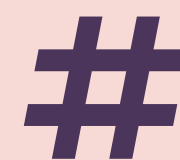
Early participation in development project.

Participants:

- Norwegian Handicap Association
- The Association of the blind
- Mental Health
- Elderly Council
- Norwegian Association for Developmental Disabilities
- National Association of the Hearing Impaired

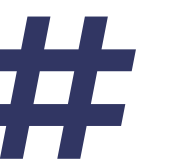


3. How customers who require accessibility are considered at different stages of the journey



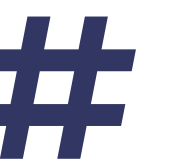
Ruters DNA to think about everyone

- ✓ No more compromises
- ✓ The services shall be for everybody, we do not longer accept that some customers can't use our transportations
- ✓ Insights from a diversity of customers, specially customers who have the biggest barriers

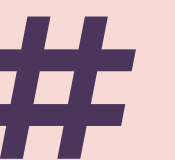


Measure

- ✓ Every month: Actual perceived freedom of movement for disabled people
- ✓ Every month: perceived discrimination from a driver
- ✓ 2023-goal for the company: every team shall work with at least one concrete action that will increase freedom of movement for the disabled



4. Development work to improve accessible customer experience



**All island ferries
universally designed
by 2022**



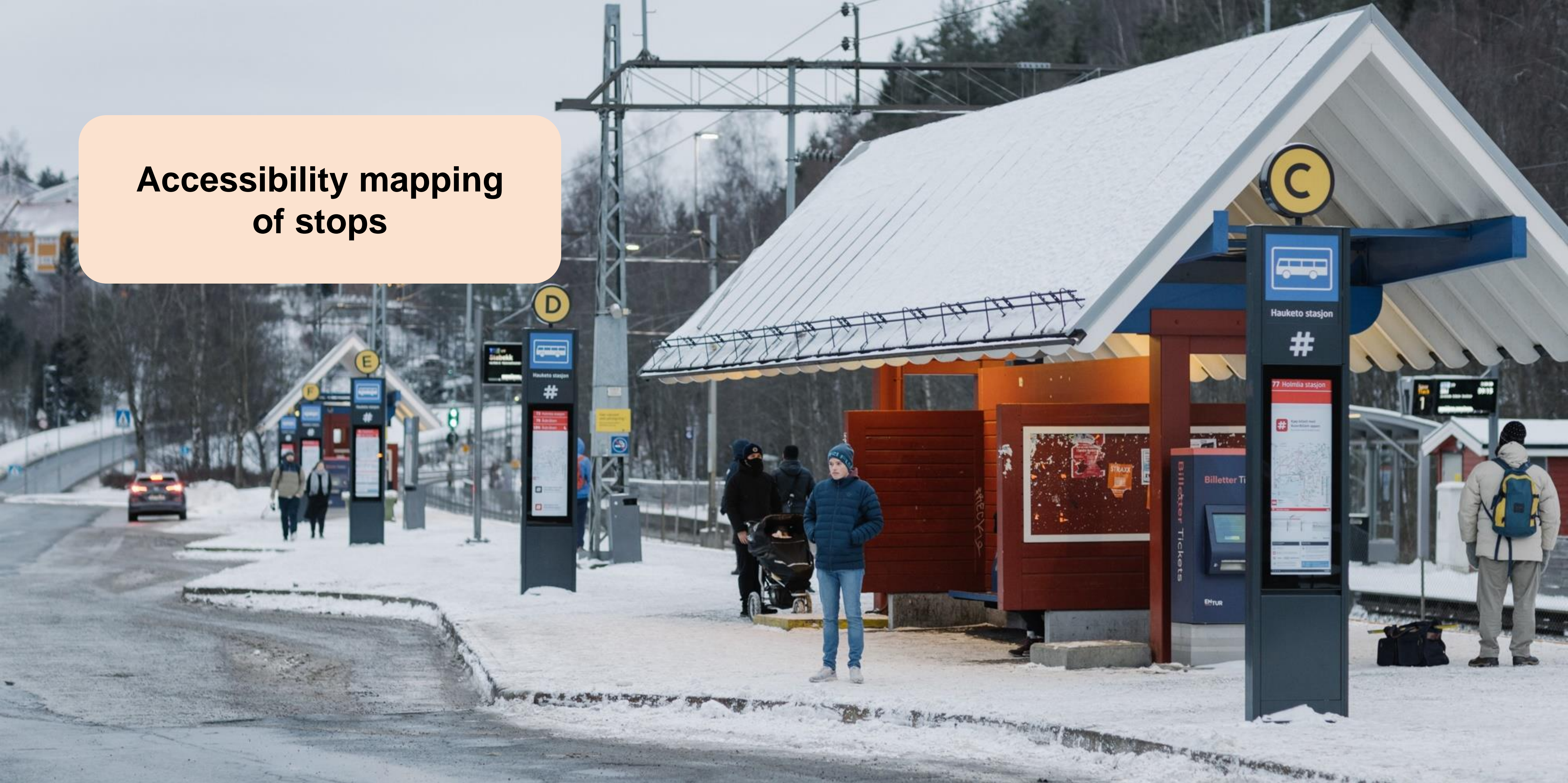
Photo: Ruter As / Nucleus AS, Øyvind Ganesh Eknes


Ruter#

**All trams universally
designed by 2024**



Accessibility mapping of stops



A person in a wheelchair is positioned on a city street next to a red bus. The wheelchair is a three-wheeled model with a 'permobil' logo on the side. The person is wearing blue jeans and a dark jacket. The bus is red and has its headlights on. The background is slightly blurred, showing a city street scene.

**Standard requirement
from 2022:
Automated bus ramps
and external speakers**

Information in the Ruter App:

- **Accessibility status for stops**
- **crowd information on board**

