

# Sustainable Rail Programme

## Who to involve matrix

Stakeholder		What Principle could they contribute to?										
Area	Responsibility	Principle	Principle 1 - Customer-driven	Principle 2 - Putting rail in reach of people	Principle 3 - Providing an end-to-end journey	Principle 4 - Being an employer of choice	Principle 5 - Reducing our environmental impact	Principle 6 - Carbon smart	Principle 7 - Energy wise	Principle 8 - Supporting the economy	Principle 9 - Optimising the railway	Principle 10 - Being transparent
Business improvement	Deciding how that feedback is taken into account	1	Y									
Business improvement	Business improvement	All	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Customer engagement	Gaining feedback and liaising with customers	1	Y									
Customer engagement	Providing information to the customer	1, 2, 3	Y	Y	Y							
Environment	Targets on environmental impacts such as climate change, biodiversity, water, waste	5					Y					
Environment	Management and monitoring of environmental impacts	5					Y					
Environment	Building environmental trends into business strategy	5					Y					
Environment	Targets on carbon emissions from the organisation, supply chain and customer	6						Y				
Environment	Management and monitoring of emissions	6						Y				
Environment	Building climate change implications into business strategy	6						Y				
Environment/energy	Targets on energy use by the organisation, supply chain and network	7							Y			
Environment/energy	Management and monitoring of energy use	7							Y			
Environment/energy	Cross-industry initiatives related to energy	7							Y			
Finance	Value for money assessments	8								Y		
Finance/business improvement	Cost and risk management	8								Y		
Governance	Scrutiny of decisions and accountability	10										Y
Governance	Reporting	10										Y
Human resources	Attraction and retention of staff	4				Y						
Human resources	Skills development	4				Y						
Human resources	Equality and diversity	4				Y						
Human resources	Understanding and acting upon staff satisfaction levels	4				Y						
Marketing	Encouraging modal shift	3			Y							
Marketing	Understanding the market and customer segments served by and targeted by your organisation	1, 2	Y	Y								
Operations	Physical and financial accessibility of products and services	2		Y								
Operations	Integrated transport planning	3			Y							
R&D/business improvement	Innovation	8, 9								Y	Y	
Stakeholder engagement	Local and national economic impact, eg regeneration projects	8								Y		
Stakeholder engagement	Liaison with local authorities and other transport planners	3			Y							
Stakeholder engagement	Industry engagement	8								Y		
Stakeholder engagement	Engagement with and management of stakeholders	10										Y
Stakeholder engagement/network	Cross-industry engagement on using the existing network to its maximum capacity	9									Y	
Stakeholder engagement/network	Cross-industry engagement on planning the future network and its use	9									Y	
Strategy	Long-term strategic planning	9									Y	
Strategy	Strategy	All	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y