

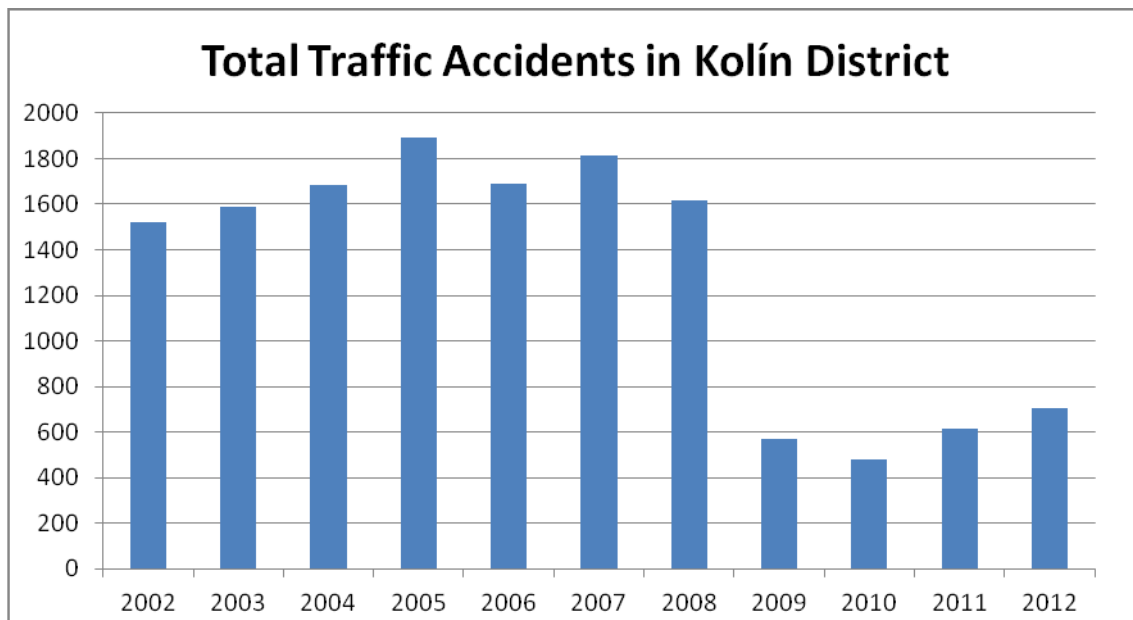
Case 5a. TPCA and Kolín District Congestion

Toyota Peugeot Citroën Automobile (TPCA), a joint-venture of Toyota Motor Corporation and PSA Peugeot Citroën, established a manufacturing plant in 2002 in the industrial zone of Kolín - Ovčáry. Production of small city cars (Toyota Aygo, Citroën C1 and Peugeot 107) started in 2005 with annual capacity of 300 000 cars. TPCA employs approximately 3200 employees 70% of whom come from the Kolín district. Almost 99% of car production is exported abroad and 80% of suppliers come from Czech Republic.

TPCA is a significant company with important economic and prosperity impacts on the entire Kolín district. However, as an automobile company and the biggest company in Kolín district producing cars, TPCA has a significant impact on regional traffic safety and sustainability.

Since 2002 when the TPCA began to built and consequently when the TPCA started production in 2005, municipalities close to TPCA and Kolín have experienced heavy traffic, noise, air pollution and increased risks of traffic accidents. Traffic often devolves into chaos and long stops. Despite the accelerated completion of highway D11 to reduce traffic growth in the entire Kolín district, delivery lorries still have to still pass through municipalities surrounding the plant. "From the desolate pathways is a 3 lane road for lorries rushing to TPCA a mile away. Noise and vibrations began to be unbearable. We spend all day inside, we cannot live in the garden," says Ms. Čmejrková a resident of Kolín.

According to statistic published by Czech Bureau of Statistic, since 2002 traffic accidents have been growing gradually until 2009 when traffic accidents were reduced.



Graph 1: Statistics from 2002 to 2012

There is another reason for traffic growth in district. As mentioned above, nowadays almost 70% employees come from Kolín district that have to commute to work every day. In addition, working operations are provided by two shifts. Instead of using public transport, a great proportion of

employees prefer to commute to work in their cars. Public transport is operated on four lines but buses are infrequently used for commuting by TPCA employees.

To face this problem with regional safety and sustainability not only in transport, in 2004 TPCA set up a grant program called "*TPCA for Kolín Region*" which is divided into 3 main categories: *Environment*, *Safe transport* and *Mutual co-existence*.

TPCA's statement for grant projects *Safe transport* according to TPCA's webpage: "*Our second priority is to increase traffic safety in the region. We support projects to address the identified safety risks and increase awareness about safe behavior in traffic.*" TPCA has realized 29 project related to *Safe transport* and has invested 8 900 000 Kč so far. There are various grant focused on grant program *Safe transport* from speed indicators to lighting of pedestrian crossing.

Questions

1. How does TPCA defines its social responsibility towards the environment?
2. What else should TPCA do to reduce traffic growth and congestion?

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