STRATEGIC PLAN 2022-2030



Strategic Goals 2022-2030

The strategic goals reflect CP's main ambitions and commitments between 2022 and 2030, depending on the most critical factors that affect their achievement.

Given the nature of most of these objectives, specific objectives were listed, whenever

necessary, that positively reinforce them.							
To prepare CP for a new public service obligation contract, after the end of the current one, with the five-year extension period already included. This will start mobilising the company to guarantee the contracted service obligations.	To recover CP economically and financially and expand, quickly recovering the pre-pandemic demand and expand in the medium and long term, contributing to boost the share of passenger rail transport to levels comparable to the best European countries.	To anticipate and lead high speed, preparing CP to be competitive in a potential context of competition, ensuring it will continue to be the backbone of national mobility.	To reformulate and modernise the services, taking advantage of the new railway geography, improving the quality of service offered to customers, especially regarding journey times and onboard comfort. It shall take advantage of the new operating conditions by the engineering works being conducted on the infrastructure to serve the entire country better and ensure greater market share.	To improve passengers' experience in a new context of mobility, increasing knowledge about passengers and personalisation services and communications towards comprehensive cooperation with other mobility actors (MaaS).			
	2.1. Boosting income and market share			5.1. Developing an integrated mobility platform (MaaS)			
	2.2. Improving profitability			5.2. Increasing customer satisfaction and loyalty			
				5.3. Increasing awareness of the CP brand			
To increase the efficiency, safety and sustainability	To mobilise, up-skill and rejuvenate the teams in	To upgrade systems and digitally transform CP,	To innovate in order to modernise CP,	To lead green mobility and strengthen CP's social			

6	7	8	9	10
To increase the efficiency, safety and sustainability of processes, proceeding with their re-engineering and respective digital transformation, increasing operational efficiency and functional optimisation, and guaranteeing benefits and financing for the projects to be implemented.	To mobilise, up-skill and rejuvenate the teams in the management system, restructuring CP and responding to emerging challenges related to people and their skills.	To upgrade systems and digitally transform CP, using digital modernisation in the most critical areas of its operation, namely in trains services, workshops, rolling stock and sales equipment, ensuring the technological infrastructures needed for the intelligent aggregation and processing of data safely.	To innovate in order to modernise CP, implementing innovation management systems and effective collaboration with its ecosystem to develop ideas and projects that stand out.	To lead green mobility and strengthen CP's social commitments, helping decarbonise the transport industry and promoting the company as a central actor in Portuguese social and territorial cohesion.
6.1. Boosting efficiency and optimising critical processes	7.1. Implementing a people management system, enhancing human capital	8.1. Improving core systems	9.1. Implementing innovative management systems	10.1. Mitigating environmental impacts
6.2. Boosting safety levels	7.2. Rejuvenating and up-skilling staff	8.2. Transforming passengers' and employees' digital experience	9.2. Actively participating in the revitalisation of the national railway industry	10.2. Strengthening CP as an agent of social and territorial cohesion
	7.3. Galvanising staff	8.3. Strengthening the capacity for intelligent data capture and analysis		