

klima:aktiv mobil

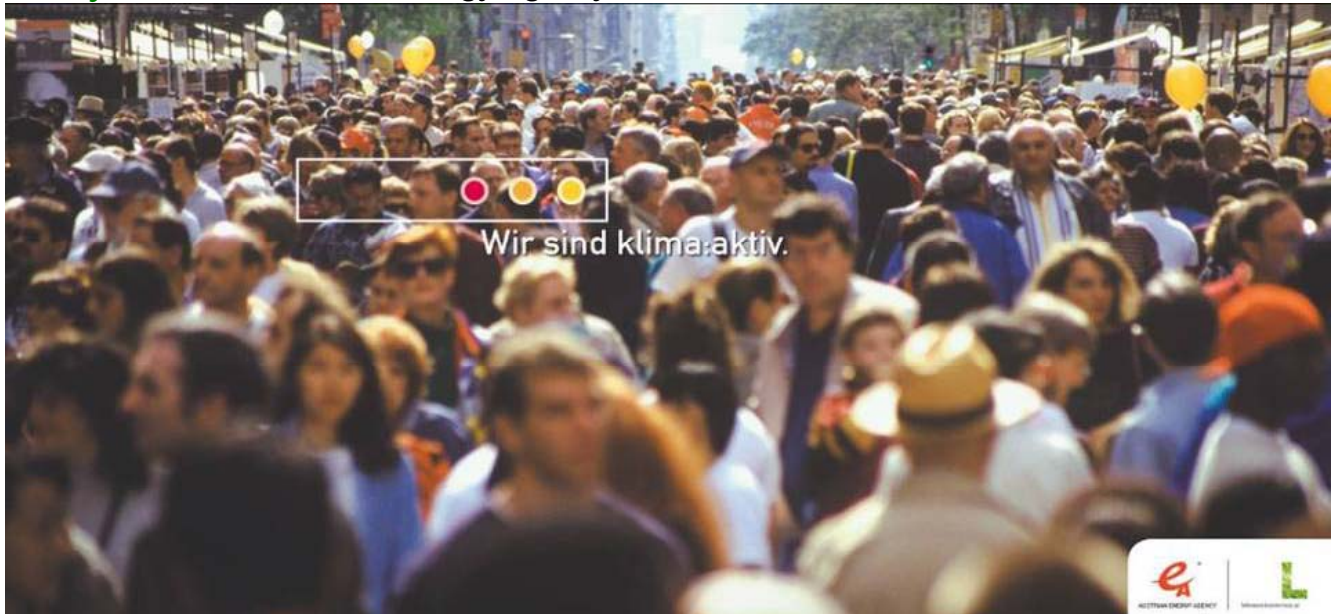
Austrian Framework Programme for Mobility Management – five pillars for success

Iris EHRNLEITNER

Division Transport, Mobility, Human Settlement and Noise

Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management

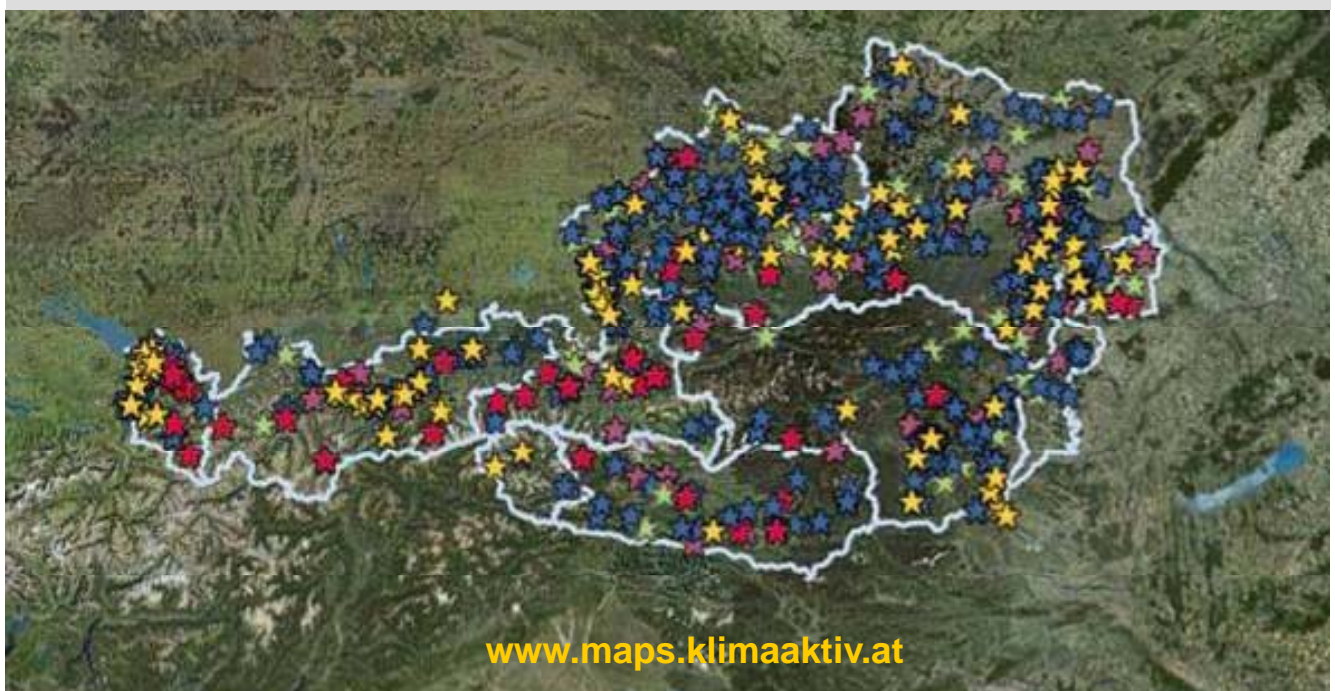
Willy Raimund *Austrian Energy Agency, EPOMM NFP for Austria*



klima:aktiv mobil

**Within just 5 years, more than 700 partners have
implemented projects and saved over 300.000 t CO₂/year !**

How to become a climate star in Austria?



klima:aktiv mobil is ...

>> the Austrian Action Programme for climate protection in transport launched by the Ministry of Agriculture, Forestry, Environment and Water Management



lebensministerium.at



>> Contributes to EU and Austrian government strategies on energy and renewables, climate protection, clean air, sustainable development, master plan for cycling,...

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klima:aktiv mobil ...

>> Stimulates the economy and green jobs by supporting investments in green technologies, environmentally friendly mobility services and infrastructure



>> Improves mobility choices and access for all groups of society in particular children, women, elderly

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klima:aktiv mobil ...

>> Motivates & support cities, municipalities and regions, companies, tourism, schools and others to implement projects for reducing their transport related GHG



>> Focuses on mobility management and transport efficiency, alternative vehicles and renewable fuels, eco-driving, cycling and innovative flexible public transport

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klima:aktiv mobil ...

>> Builds on partnerships with the Chamber of Commerce, the Federal States, the Associations of Cities and Municipalities, Companies, Transport operators, NGOs, youth and VIPs



>> Looks for cooperation and contributes to implementation of EU and international programs: EU Strategy Urban Environment, CEHAPE, THE PEP, EPOMM, EST, EPSA

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Design of klima:aktiv mobil

Ministerial Programme following a Top Down approach but with Bottom Up Elements

>> Strategic planning and design, launching, steering and controlling by the Ministry of Environment, Division Transport

1. Identification of key transport & environment problems and players:
 - company related transport, commuting
 - public authorities as planner and investor for infrastructure
 - tourism, leisure and events
 - consumer: mobility behaviour, driving style
2. Pilot projects and evaluation
3. Conception and roll out of a nationwide program on environmentally sustainable mobility management

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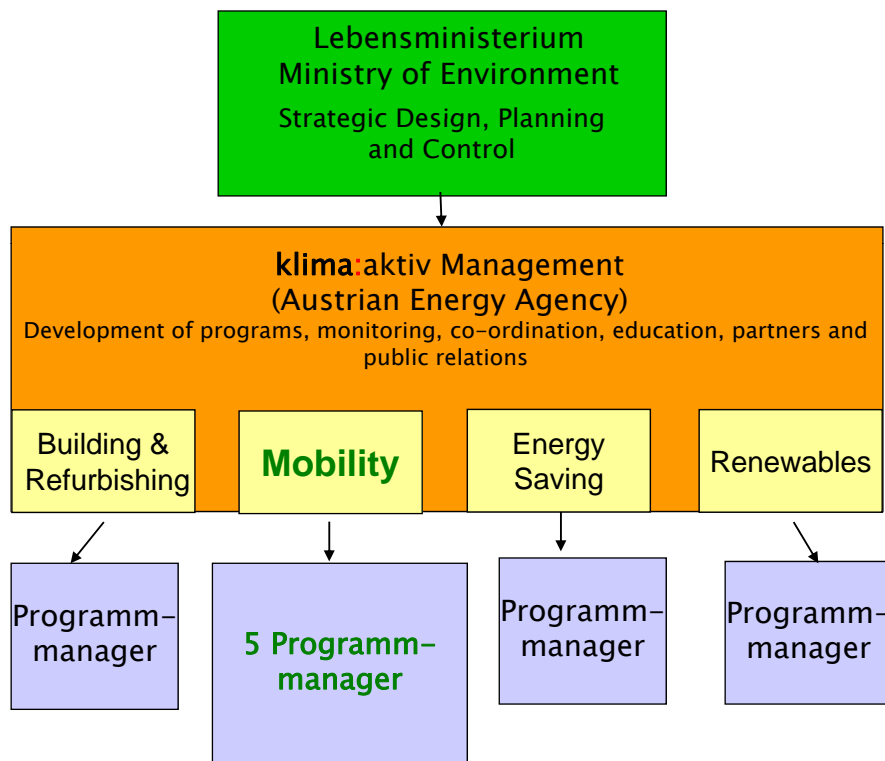
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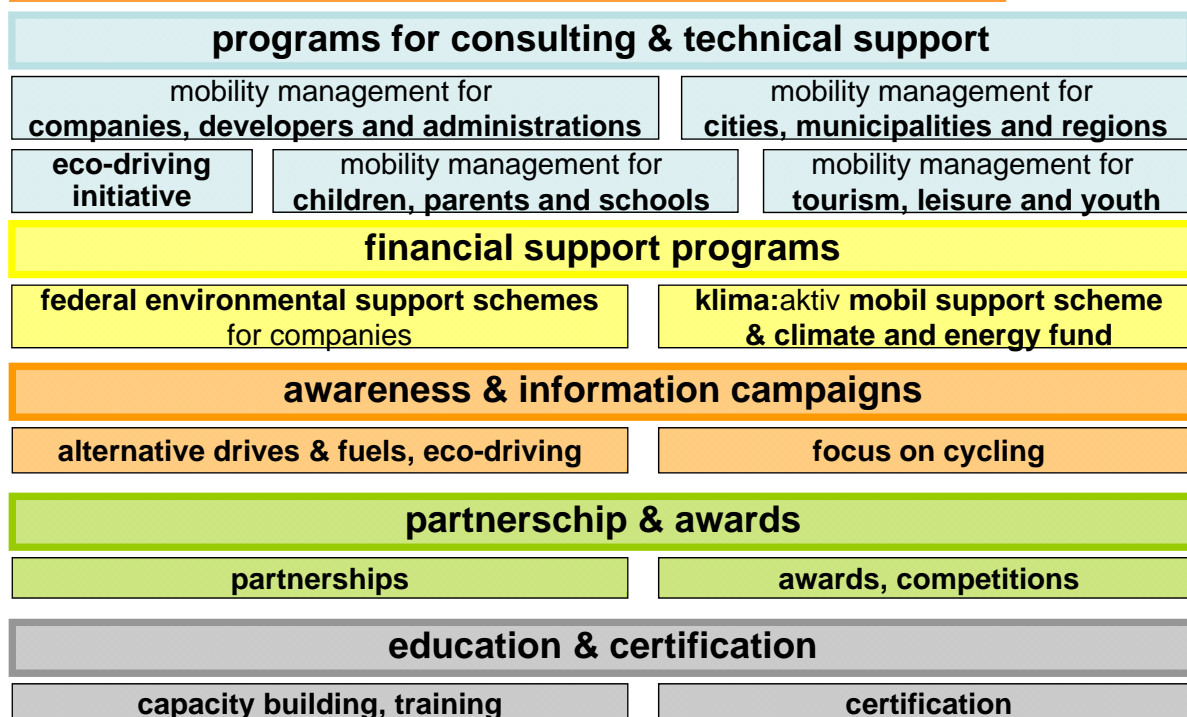
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klima:aktiv mobil is part of klima:aktiv



klima:aktiv mobil structure



klima:aktiv mobil strategic pillars

- **klima:aktiv mobil technical support and action programs**
- klima:aktiv mobil financial support programs
- klima:aktiv mobil awareness & information campaigns
- klima:aktiv mobil partnership & awards
- klima:aktiv mobil education & certification

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1. klima:aktiv mobil technical support and action programs

- >> offering advisory and technical support – free of charge – to companies and public services, cities, municipalities and regions, tourism operators, youth and schools to motivate them to develop and implement projects for reducing their transport related GHG.



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klima:aktiv mobil strategic pillars

- klima:aktiv mobil technical support and action programs
- **klima:aktiv mobil financial support programs**
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2. klima:aktiv mobil financial support programme

>> offering financial support for investments to cities, municipalities and regions, companies and transport operators, leisure and tourism, other institutions

>> offering financial support for Investments, operating and planning costs

for mobility management, logistics, alternative vehicles (e.g. biogas/CNG, biofuels, E-vehicles and electric bikes...), cycling, flexible public transport and mobility centres

Precondition: project leads to proved CO₂ reduction



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klima:aktiv mobil moves ...

>> investments and green jobs

Since Mai 2007 about **900 project applications** for funding

- **2007/08/09 400 projects co-financed with 23,5 Mio. €**
- **2010:**
 - > **15 Mio. € funds available**
 - > **400 new klima:aktiv mobil project applications in pipeline**
- **10 Mio. € financial support induces €60-100 Mio. € investment and saves or creates 600-1.000 jobs!**



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klima:aktiv mobil strategic pillars

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- klima:aktiv mobil partnership & awards
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3. klima:aktiv mobil awareness & information campaigns

>> move citizens

- by information, motivation and awareness campaigns for

- Cycling & e-bicycles
- Eco-driving
- Electro mobility, alternative vehicles & renewable fuels
- Public transport



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klima:aktiv mobil Cycling Campaign 2009

Cycling Stakeholder Summit Series
in partnership with
Austrian Federal States and Capitals



klima:aktiv mobil strategic pillars

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- **klima:aktiv mobil partnership & awards**
- klima:aktiv mobil education & certification

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4. klima:aktiv mobil awards partners



- Companies, public services, cities, regions, builders, tourism operators, schools and youth groups implementing projects to reduce CO₂ are awarded by the Minister of Environment as **klima:aktiv mobil partners**





klima:aktiv mobil strategic pillars

- klima:aktiv mobil technical support and action programs
- klima:aktiv mobil financial support programs
- klima:aktiv mobil awareness & information campaigns
- klima:aktiv mobil partnership & awards
- **klima:aktiv mobil education & certification**

5. klima:aktiv mobil education capacity building and certification

- Certification for eco-driving trainers and driving schools (focuses on train the trainer principle)
- Capacity Building for practitioners is under planning

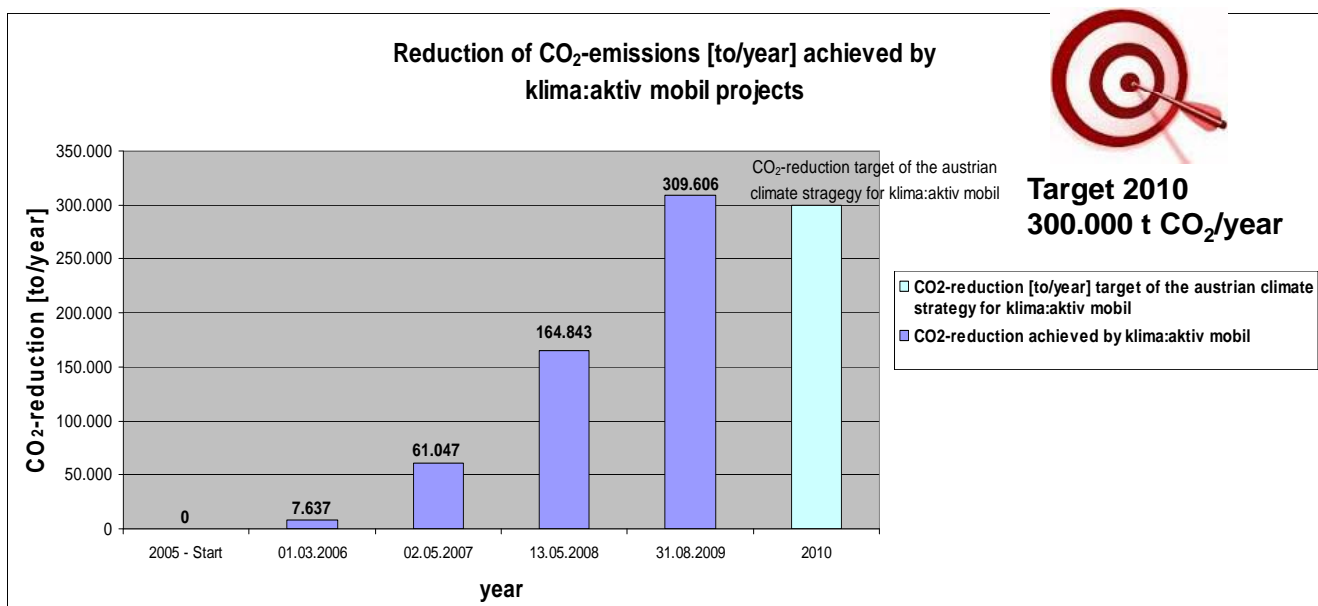


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klima:aktiv mobil movestowards CO₂ reduction

over 700 project partners save more than 300.000 t CO₂/year



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klima:aktiv mobil lessons learned...

- 633 companies & public administrations: reducing 236.500 to CO₂/year
- 146 cities, municipalities and provinces: reducing 65.500 to CO₂/year
- 61 leisure/tourism: reducing 37.000 to CO₂/year
- 175 klima:aktiv mobil schools



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klima:aktiv mobil lessons learned...

- 320 projects on fleet conversions to alternative vehicles, electro mobility and renewables fuels reducing 122.000 to CO₂/year around 6.000 alternative vehicles
- 164 projects on mobility demand and services: reducing 137.000 to CO₂/year
- 206 projects on cycling: reducing 56.000 to CO₂/year
- 150 projects on eco-driving: reducing 24.000 to CO₂/year



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klima:aktiv mobil lessons learned...

We can reduce GHG emissions in transport significantly with partnerships for action:

- > every transport related actor can do it
- > every citizen can do it
- > proved by more than 700 klima:aktiv mobil project partners saving 300.000 t CO₂/year
- > awarded as EU Best Practice EPSA 2009



klima:aktiv mobil lessons learned ...

Investments in Mobility Management are good for economy and green jobs:

400 projects co-financed with € 23,5 Mio. €

> leading to total investments of €133 Mio. €

> creating/saving 1.500 Green Jobs

Benefitting sectors:

Economic sector: Companies particularly SMEs, alternative vehicles and cycling manufacturer & retailers, carsharing, public transport, tourism, constructors, consultants, pr-agencies

Public sector: Cities, municipalities, provinces

And of course the citizens!



klima:aktiv mobil lessons learned...

What is essential:

- target oriented strategy and support framework to move transport actors towards CO₂ reductions
- building on partnerships with cities and regional governments, companies, private sector
- offering support to partners – technically and financially according CO₂ reductions
- awarding partners for their projects to reduce CO₂ as good practice models is the best snow ball effect
- capacity building and certification helps to keep results
- complementary awareness raising targeting the broad public and the individual citizen

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klima:aktiv mobil lessons learned...

- **We can achieve a triple win: best against crisis!**
 - > GHG emission reduction and environment improvements
 - > economic benefits through better transport efficiency and induced investments, saving and creating of green jobs
 - > social and health benefits through physical active mobility, better choices for mobility



Principles of klima:aktiv mobil

>> Sustainability: synergy of environment, economic, social benefits

- + targeted to reduce GHG emissions/CO₂
- + targeted to stimulate innovation, economy and green jobs
- + targeted to better mobility choices for all groups

>> Tailor-made to catch the players in transport where they are

- + first: double strategy *technical consulting* and *financial support*
- + then extended to *awareness raising, awarding and certification*
- + and now also *education&capacity building*
- + mid to long term perspective 2005-2012/2020

>> Principle of commitment and partnership: between Ministry of Environment and public&private players in transport to reduce CO₂

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klima:aktiv mobil builds partnerships to move...

>>target groups to reduce CO₂-emission in transport sector

- cities, municipalities and regions
- companies and public administrations
- leisure and tourism
- real estate developers, investors in the building sector
- schools and youth
- press/media as opinion makers
- citizens as road users/traffic participants and consumers



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klima:aktiv mobil builds partnerships to move... But how?

- by consulting
- by financially supporting
- by motivating
- by awarding, certifying and capacity building

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Mobility Management for Cities, Municipalities and Regions

>> moves cities, municipalities and regions



- **146** municipalities and regions saving **65.500 t** CO₂ /year
- promotion of innovative public transport focusing on flexible dial-a-ride bus and taxi systems
- improving cycling & walking
- set-up of regional mobility centres
- marketing and awareness for environmentally friendly mobility
- promotion of alternative vehicles and e-mobility

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Mobility Management for Cities, Municipalities and Regions

Promoting Cycling and Public Transport



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Federal State and city of Salzburg

■ Cycling activities

- Extension of the bicycle path network: 62,3 kilometres planned

➔ A saving of 1.286 tons CO₂/year

■ Public Transport

- Owners of an annual season ticket of Salzburg's public transport system can ask for a 20% reduction ("Klimabonus Förderung")
- Public relation activities
- JOBTICKETS – employees from companies that help financing the Job-ticket model receive the annual-season ticket at half rate
- Extension of public transport system – initiation of rapid train railway

➔ A saving of 3.075 tons CO₂/year

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Mobility Management for Cities, Municipalities and Regions

Fleet conversion to natural gas vehicles



■ City Bus St. Pölten

- change of diesel city buses to CNG buses
- 23 CNG buses operate

➔ A saving of 227 tons CO₂/year

■ Waste Management company

- local waste management company changed one diesel garbage truck to a CNG vehicle
- by 2010 the whole fleet of garbage trucks should be changed

➔ A saving of 7 tons CO₂/year

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Mobility Management for Cities, Municipalities and Regions

Mobility centres and flexible local public transport



Mobility centre “on wheels” supplies inhabitants and tourists with information about public transport



The „village-bus“ system ensuring mobility for small municipalities

Flexible dial-a-ride bus system

- Short waiting times of only 10 minutes
- Moderate tariffs
- Operates in small communities <5000 inh
- Creating ecological, economical and social benefits

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Mobility Management for Companies and Public Administrations

>> moves companies, public administrations



- **236.500 t CO2/y saved by 633 partners**
- **change to alternative vehicles focus on renewables and e-mobility**
- **promotion of public transport, cycling, car sharing**
- **improve transport efficiency by intelligent logistics**
- **Eco-Driving trainings for cars, trucks, buses, agricultural tractors**



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Mobility Management for Companies and Public Administrations

Fleet conversions to alternative vehicles More efficient logistics and route optimizing



Feistritzwerke-STEWEAG GmbH

Fleet conversion to bio diesel / plant oil
Route optimizing system
Mobility measurements for employees
Eco-Driving Training for employees
> A saving of 2.650 tons CO₂/year



Austrian Post AG

change of the vehicle fleet to natural gas powered vehicles
owns one of the biggest vehicle fleets and covers a distance of more than 100 mio kilometers each year
> A saving of 69 tons CO₂/year

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Mobility Management for Companies and Public Administrations

Shift from road to rail



▪ AUSTRIA GLAS RECYCLING GmbH

- Project: „MOBILER-Verkehr“ (Mobile-Transport) from Fritzens-Wattens to Kremsmünster
- Shift of 720 truck-shipments by means of „Mobile-capable“ containers to rail
- That implies 180 rail-shipments each year each containing 4 containers and a weight of about 100 t

→ A saving of 310 tons CO₂/year

▪ Schretter & CIE

- Project: „MOBILER-Verkehr“ (Mobile-Transport) from Linz to Kirchbichl
- Shift of 440 truck-shipments by means of „Mobile-capable“ containers to rail
- That implies 110 rail-shipments each year each containing 4 containers and a weight of about 100 t

→ A saving of 175 tons CO₂/year

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Mobility Management for Companies and Public Administrations



Ministry of Agriculture, Forestry, Environment and Water

- Mobility management since 1998
- MM for 4 Ministerial Office Buildings – within EMAS Certification of the ministry
- Modal share of employees:
>> Doubling of cycling 5 to 10% 1998-2009, public transport 80%, walking 5%, car 5%
- Improvements for safe cycling storage:
roofed bicycle stands
- improved access by bicycle to office buildings and better links to cycling network
- Official bicycles including electric bikes
- Awarding environmental friendly employees
“Cyclist of the year”, “Passenger of the year”, Eco-Driving Competition
- Job Ticket for business trips by Railways
- CO2 compensation of business trips by plane



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Mobility Management for Leisure and Tourism

>> moves leisure and tourism



- **37.000 t CO₂ /year saved by 61 partners**
- “soft mobility packages“ for tourism
- climate friendly travelling and mobility on site e.g.. transport, cycling, walking
- environmentally friendly leisure and weekend transport mobility
- promoting alternative fuels and electric vehicles



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Mobility Management for Leisure and Tourism

Soft Mobility – Carfree Tourism – Alpine Pearls



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- **Tourist association Werfenweng**
 - optimize public transport
 - improvement of guest service (soft mobility)
 - e.g. Carbon neutral sledge dogs World Championship 09
 - marketing activities
- A saving of 246 tons CO2/year
- **Municipality of Hinterstoder**
 - optimize public transport
 - improvement of guest service (soft mobility)
 - marketing activities
- A saving of 340 tons CO2/year
- **Municipality of Neukirchen**
 - optimize public transport
 - free usage of ski buses
 - regional cabs

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Mobility Management for Real Estate Developers and Investors in the Building Sector

NEW: klima:aktiv mobil moves real estate developers, investors, construction and building companies



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- **GHG savings in planning and realising of construction sites**
- **climate friendly planning of housing, economic areas and shopping malls with good access to public transport, cycling and walking infrastructure**
- **planning of car free housing, cycling friendly city ...**

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Mobility Management for Schools and Youth

>> moves schools and youth

Mobilitätsmanagement für Schulen

Klimafreundliche Mobilität lernen
– ein Gewinn für Umwelt und Gesundheit



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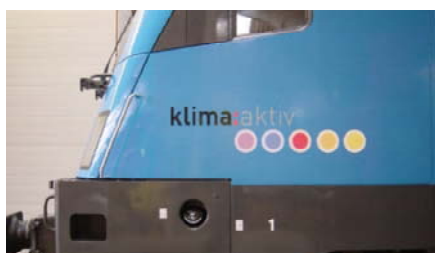
- mobility plans implemented in 125 schools,
- NEW Phase 2: 50 Schools and kindergartens
- implementing environmentally friendly & health enhancing mobility plans
- promoting walking, cycling & public transport
- Contribution to CEHAPE

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Eco-Driving-Initiative

>> moves eco-drivers for trucks, buses, cars, tractors and locomotives



- 24.000 t CO₂/year saved by eco-driving
- integration in driving school education and exams
- certification of ECO-DRIVING trainers and training opportunities
- certified ECO-DRIVING training for cars, trucks, buses and new also for agricultural tractors
- Internet platform eco-driving and fuel efficient passenger cars

www.spritspar.at & www.autoverbrauch.at

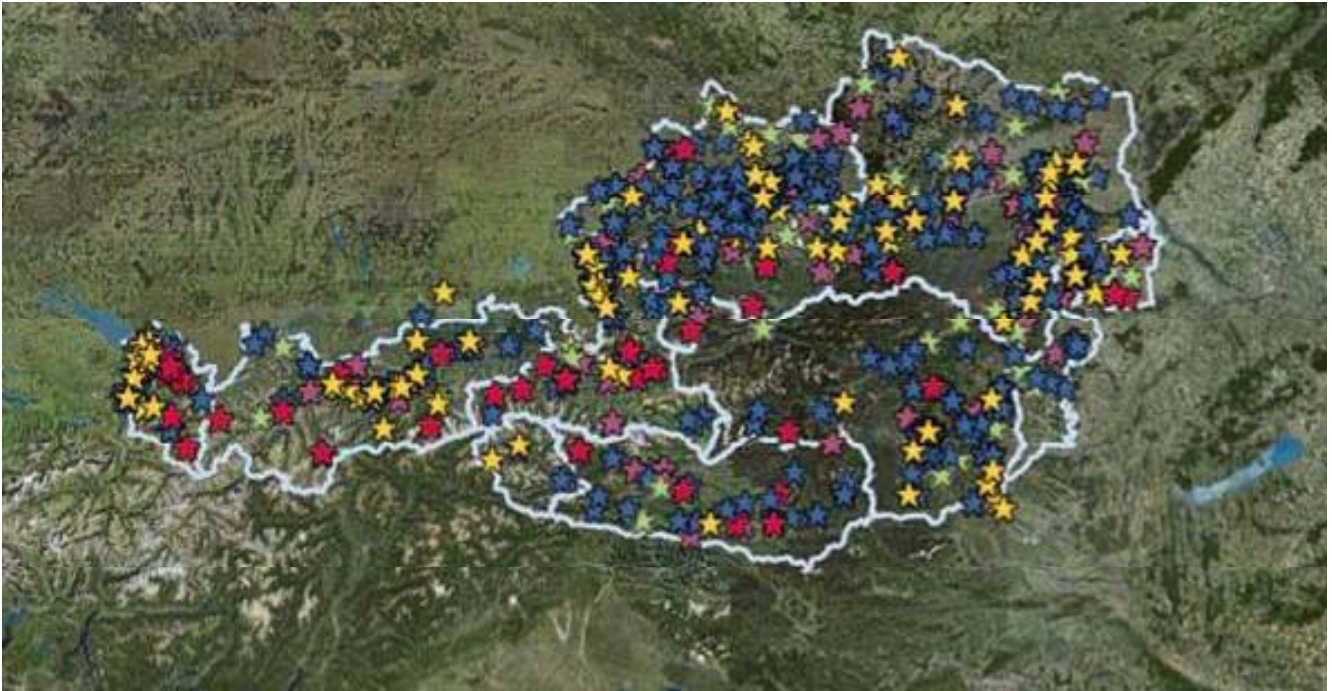
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Visit the klima:aktiv mobil partners !

www.maps.klimaaktiv.at



Contacts klima:aktiv mobil

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Get Moving – Be klima:active mobil!

Thank You!

