klima:aktiv mobil
The Austrian Action Programme for Mobility Management
Building on Public-Public & Public-Private Partnerships

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Within just 3 years, more than 600 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

>> Contributes to government strategies on climate protection, renewable energy, clean air, sustainable development, master plan for cycling, ...
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
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
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

www.klimaaktivmobil.at
Background of klima:aktiv mobil

- National and International responsibilities and environmental targets
  - Climate Convention, Kyoto Protocol, Austrian Climate Strategy
  - EU Climate and Renewable Energy Package
  - EU Directives e.g. NEC, Fuel Quality
  - Austrian Strategy for Sustainable Development
  - EU Programmes, Strategies, Action Plans
  - Pan European Programmes of UNECE-WHO THE PEP, WHO CEHAPE ...
  - Austrian Government Action Programmes & Targets e.g. Masterplan for Cycling

- Triple strategy of the Ministry of Environment in transport and mobility
  1. Alternative vehicles and renewable energy
  2. Mobility Management
  3. Awareness raising e.g. for cycling, for ecodriving, for public transport ...

- Options for measures
  1. Legislation
  2. Incentives and Support
  3. Partnerships for Action

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Design of klima: aktiv mobil

Strategic Planning - Top Down approach – Ministerial Programme

- First: identification of key transport & environment problems and key players:
  - company related transport, commuting
  - tourism, leisure and events
  - school and youth
  - planning and building
  - consumer: mobility behaviour, driving style

- Start of model schemes and pilot projects “test runs for innovative environment friendly transport solutions

- Evaluation and „Roll out“ of broader implementation of successful measures
Design of klima:aktiv mobil

>>> Strategic planning and design, launching, steering and controlling of action programme klima:aktiv mobil
by the Ministry of Environment, Division Transport

>> principle of 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 e.g. children

>> tailor-made to catch the players in transport where they are
+ first: double strategy technical consulting and financial support
+ extended to awareness raising, awarding, certification and capacity building
+ mid to long term perspective 2005-2012

>> principle of partnership between Ministry of Environment and public and private players in transport and mobility
**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:
  Advisory and technical support programs for cities, municipalities and regions, companies and public services, real estate developers, builders and investors, schools and youth, leisure & tourism and eco-driving

- by financially supporting:
  Financial support schemes for cities, municipalities and regions, for investments, operating and planning costs for mobility management, alternative vehicles and cycling
**klima:aktiv mobil builds partnerships to move…**

But how?

- **by motivating:**
  Information and awareness campaigns for cycling, clean vehicles and eco-driving, car-free day, public transport

- **by awarding, certifying and capacity building:**
  project partnership awards, eco-driving trainers and schools focus on train the trainer principle and capacity building for practitioners “mobility academy planned”
### klima:aktiv mobil structure

#### Programs for Consulting & Technical Support

<table>
<thead>
<tr>
<th>Mobility Management for Companies/Administrations</th>
<th>Mobility Management for Schools/Youth</th>
<th>Mobility Management for Leisure and Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eco-Driving Initiative</td>
<td>Mobility Management for Municipalities &amp; Regions</td>
<td>Mobility Management for Real Estate Developers</td>
</tr>
</tbody>
</table>

#### Awareness & Information Campaigns

| Eco-Driving, Alternative Drives & Fuels | Focus on Cycling |

#### Financial Support Programs

| Federal Environmental Support Schemes for Companies | klima:aktiv mobil Support Scheme & Climate and Energy Fund |

#### Partnership, Awards & Certification

| Certification and Capacity Building | Competitions, Awards |
**klima:aktiv mobil is part of klima:aktiv**

Lebensministerium
Ministry of Environment
Strategic Design, Planning and Control

**klima:aktiv Management**
(Austrian Energy Agency)
Development of programs, monitoring, co-ordination, education, partners and public relations

- Building & Retrofitting
- **Mobility**
- Energy saving
- Renewables

Programm-manager

6 Programm-manager

Programm-manager

Programm-manager
**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 awards and certification**
klima:aktiv mobil
Action Programs for Mobility Management offering consulting and technical support

- Mobility Management for Cities, Municipalities and Regions
- Mobility Management for Companies and Public Administrations
- Mobility Management for Leisure and Tourism
- Mobility Management for Real Estate Developers and Investors in the Building Sector
- Mobility Management for Schools and Youth
- Eco-Driving-Initiative
Mobility Management for Cities, Municipalities and Regions
>> moves cities, municipalities and regions

- 120 municipalities and regions saving 58.941 t CO$_2$ /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
Cycling Measurements and Public Transport

Federal State and city of Salzburg

- **Cycling activities**
  - Extension of the bicycle path network: 62.3 kilometres planned

  ➔ A saving of 1.286 tons CO$_2$/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
  - JOB TICKETS – 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 CO$_2$/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 CO$_2$/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 CO$_2$/year

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Mobility Management for Cities, Municipalities and Regions

Flexible local public transport - The „village-bus“ system ensuring mobility for small municipalities

- Flexible on-call bus system
- Short waiting times of only 10 minutes
- Moderate tariffs
- Operates round the year in the communities of Purbach, Breitenbrunn and Mörbisch

- Is an important contribution to climate protection in this sensitive region
  - provides an environmentally sound, safe and flexible alternative to private car transport
  - creating ecological, economical and social benefits
Mobility Management for Cities, Municipalities and Regions

Mobility centre

- **Federal State of Salzburg**
  - mobility centre “on wheels”
  - supplies inhabitants and tourists with information about public transport
  - the service is flexible and can be located wherever and whenever needed (especially for events)

→ A saving of 1.071 tons CO2/year
Mobility Management for Cities, Municipalities and Regions
Mobility Management in Public Administration

City Lustenau
- set a broad range of measurements to enhance environmentally friendly mobility
  - Awareness raising campaigns for all
  - Improvement of the existing cycling and walking infrastructure as well as public transport
  - Education for mobility agents
  - Activities for improve safety on streets
  - Implementation of a „village bus system“
  - Target oriented mobility projects at schools, institutions and companies

→ A saving of 247 tons CO2/year
Mobility Management for Companies and Public Administrations

>> moves companies, public administrations

- 231,633 t CO2/y saved by 503 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 conversion to alternative vehicles

- **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 CO\(_2\)/year

- **DHL Express (Austria) GmbH**
  - 10 vehicles of the whole fleet will be changed to natural gas powered vehicles
  ➔ A saving of 6 tons CO\(_2\)/year

- **Telekom Austria AG**
  - 2 vehicles of the whole fleet will be changed to natural gas powered vehicles
  ➔ A saving of 2 tons CO\(_2\)/year

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Mobility Management for Companies and Public Administrations
Fleet conversion, logistics and route optimizing

- Feistritzwerke-STEWEAG GmbH
  - Fleet conversion to bio diesel / plant oil
  - route optimizing system
  - Mobility measurements for employees
  - A saving of 32 tons CO₂/year

- Construction of a plant oil press
  - A saving of 2.621 tons CO₂/year

- Eco-Driving Training for employees
  - A saving of 18 tons CO₂/year
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
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
Mobility Management for Leisure and Tourism
>> moves leisure and tourism

- 34.810 t CO$_2$ /year saved by 55 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
Mobility Management for Leisure and Tourism
Soft Mobility – Carfree Tourism – Alpine Pearls

- **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

- 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 …
Mobility Management for Schools and Youth
>> moves schools and youth

- mobility plans for schools implemented in 130 schools
- implementing environmentally friendly & health enhancing mobility plans
- promoting walking, cycling & public transport
- Mobility Management – Contribution to CEHAPE
Eco-Driving-Initiative

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

- 18.836 t CO$_2$/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
klima:aktiv mobil strategic pillars

- klima:aktiv mobil action programs
- klima:aktiv mobil financial support schemes
- klima:aktiv mobil awareness & information campaigns
- klima:aktiv mobil awards and certification
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 **NEW 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 700 projects have been filed in 2007/08: 79 projects co-financed with € 5,3 Mio. leading to total investments of € 53 Mio. in Austria
- high cost efficiency: € 11 / t of CO₂
- € 10 Mio. financial support induces € 100 Mio. investment and saves or creates 1000 jobs!
- 2009: 138 klima:aktiv mobil projects co-financed by the Austrian Climate and Environment Fund with € 11,5 Mio.
klima:aktiv mobil strategic pillars

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

>> move citizens

- by information, motivation and awareness campaigns for
  - cycling & e-bicycles
  - eco-driving
  - alternative vehicles & renewable fuels (focus on e-mobility)
  - public transport
klima:aktiv mobil Cycling Campaign 2009

Cycling Stakeholder Summit Series in partnership with Austrian Federal States and Capitals
klima:aktiv mobil strategic pillars

- klima:aktiv mobil action programs
- klima:aktiv mobil financial support programs
- klima:aktiv mobil awareness & information campaigns
- klima:aktiv mobil partnership award, certification and capacity building
4. klima:aktiv mobil awards partners, certification and capacity building

- 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
- Certification for eco-driving trainers and driving schools
- Mobility academy for practitioners is under planning
Strategische Schwerpunkte klima:aktiv mobil in Zukunft:

- Forcierung der Fuhrparkumstellungen auf alternative Kfz und Kraftstoffe für Flottenbetreiber (Unternehmen wie ÖBB, Post...
- Forcierung Spritsparen für Flotten
- Ausbau strategischer Kooperationen mit großen Partnern (vor allem große Flottenbetreiber) und mit Akteuren aus Wirtschaft, Ländern, Gemeinden

klima:aktiv mobil - Projektpartner gemeinsam aktiv für Klimaschutz im Verkehr
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 600 klima:aktiv mobil project partners saving 300.000 to CO\textsubscript{2}/year
klima:aktiv mobil moves …

success for CO₂ reduction

600 project partners save more than 300,000 t CO₂ /year
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
klima:aktiv mobil lessons learned...

What is essential:

- target oriented strategy and support framework to move the relevant transport actors in public and private sector towards CO₂ reductions
- building on partnerships with cities, municipalities and regional governments, companies, private sector
- offering partners support – 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
**klima:aktiv mobil lessons learned…**

What would be very helpful:

- Climate and environment targets (e.g. target for CO₂ reduction) for transport activities on city, regional, national and EU level.

- Support frames and partnerships for mobility management and building capacity on EU level (EPOMM) and Pan European level (UNECE WHO THE PEP)

- International and bilateral co operations and networking e.g. NL, D, S, EPOMM, THE PEP Partnership, Green Week

- Sharing good practice e.g. Swedish EU Presidency conference “European Cities and the Global Climate Challenge“, EPSA Conference
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Get Moving – Become a klima:aktiv mobil partner!

Join the climate stars in Austria saving GHG emissions

Thank You!