THE PEP Symposium 2010
Investing in green mobility:
Boosting environment, economy and green jobs
Austrian framework program klima:aktiv mobil

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**klima:aktiv mobil**

Within just 5 years, more than 1000 partners have implemented projects saving 400,000 t CO₂/year and inducing 2300 green jobs!

How to become a climate star in Austria?

www.maps.klimaaktiv.at
**klima:aktiv mobil is ...**

>> the Austrian Action Programme for climate friendly mobility launched by the Ministry of Agriculture, Forestry, Environment and Water Management

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

www.klimaaktivmobil.at
klima:aktiv mobil …

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

>> Looks for cooperation and contributes to implementation of EU strategies and international programs: CEHAPE, THE PEP, EPOMM, ECOMM

www.klimaaktivmobil.at
klima:aktiv mobil …

>> Offers support to 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 ...

>> 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
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.
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
3. klima:aktiv mobil awareness & information campaigns

>> moving citizens

- by information, motivation and awareness campaigns for
  - Cycling & e-bicycles
  - Eco-driving
  - Electro mobility, alternative vehicles & renewable fuels
  - Public transport

www.klimaaktivmobil.at
4. klima:aktiv mobil awards partners

- Companies, builders, public services, cities, municipalities, regions, tourism operators, schools and youth groups committed to implement projects to reduce CO₂ are awarded by the Minister of Environment as klima:aktiv mobil partners
klima:aktiv - Projektpartner
gemeinsam aktiv für Klimaschutz im Verkehr
5. klima:aktiv mobil education capacity building and certification

- Training and certification for eco-driving trainers for cars, trucks, buses, tractors
- New 2010:
  - Certification for driving schools
- New courses 2011: Youth Mobility Coach, E-Bike mechatronics
- New Capacity Building Courses are under planning
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
klima:aktiv mobil lessons learned…

- 320 projects on fleet conversions to alternative vehicles, electro mobility and renewables fuels reducing 122.000 to CO$_2$/year around 6.000 alternative vehicles

- 164 projects on mobility demand and services: reducing 137.000 to CO$_2$/year

- 206 projects on cycling: reducing 56.000 to CO$_2$/year

- 150 projects on eco-driving: reducing 24.000 to CO$_2$/year
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 1000 klima:aktiv mobil project partners saving 400,000 to CO₂/year
> awarded as EU Best Practice EPSA 2009
klima:aktiv mobil lessons learned…

Change in Trends Achieved:
Austrian GHG Transport Emissions -10% 2005/2008

Major tools contributing to change in trends:

-1,4 Mio To CO2/a Biofuels

-0,4 Mio To CO2/a Mobility Management

Bonus/Malus tax incentives
klima:aktiv mobil lessons learned ... 
Investments in Mobility Management are good for economy and green jobs:

> 1000 projects co-financed with € 34 Mio. €

> leading to total investments of € 209 Mio. €

> creating/saving 2,400 Green Jobs
klima:aktiv mobil lessons learned …

Benefiters of investments in green mobility

> Private sector: Companies particularly SMEs, Manufacturers & retailers of alternative vehicles and bicycles, carsharing companies, public transport operators, tourism, constructors, consultants, pr-agencies

> Public sector: Cities, municipalities, provinces

> And of course the citizens!
**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 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
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 for mobility management and building capacity on EU level and Pan European level (UNECE WHO THE PEP)
- Support of IFIs through investment programs for green mobility
- International and bilateral partnerships, co-operations and networking e.g. THE PEP Partnership, EU EPOMM
- Sharing good practice e.g. THE PEP Partnership
Thank you for your attention!
Visit the klima:aktiv mobil partners!

www.maps.klimaaktiv.at