

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



lebensministerium.at



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

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

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

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.



www.klimaaktivmobil.at



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



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**





5. klima:aktiv mobil education capacity building and certification

- Training and certification for eco-driving trainers for cars, trucks, busses, 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 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



klima:aktiv mobil lessons learned...

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

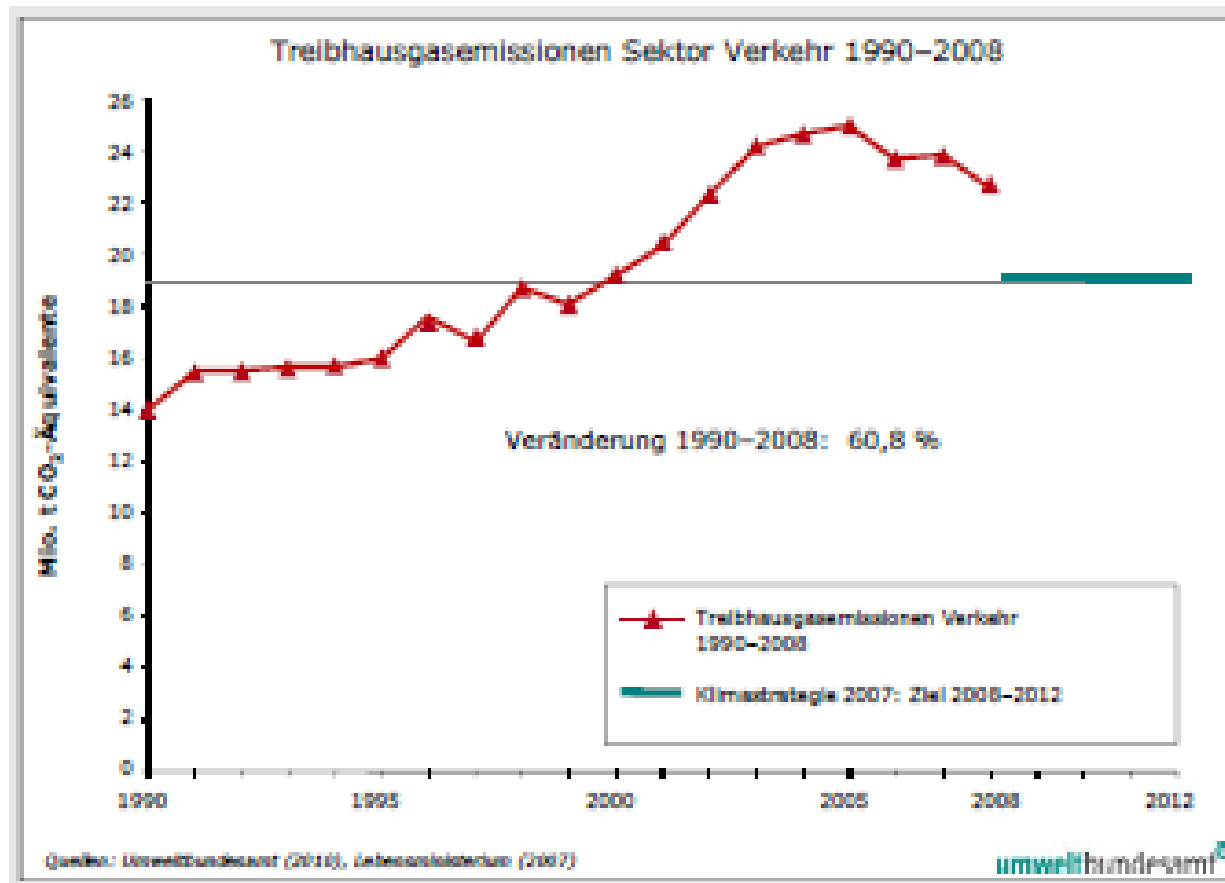
- > every transport related actor can do it
- > every citizen can do it
- > proved by more than 1000 klima:aktiv mobil project partners saving 400.000 to CO₂/year
- > awarded as EU Best Practice EPISA 2009



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 ...

Benefitters 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

