THE PEP Workshop Chisinau 29-30 Oct 08
Getting Transport Actors Involved:
Programme To Promote Mobility Management in Austria
(klima:aktiv mobil)
DI Robert Thaler
Head of Division Transport, Mobility, Human Settlement and Noise
Austrian Ministry for Agriculture, Forestry, Environment and Water Management
klima:aktiv mobil…

…. is the **Austrian initiative** to promote mobility management for combating GHG emissions in transport, launched by the Federal Ministry of Agriculture and Forestry, Environment and Water Management

…..contributes to the Austrian national strategies on **clean air**, **health** and **sustainable use of resources**
**klima:aktiv mobil...**

......is **one of the central answers** to make the transport sector more efficient and environmentally friendly by targeting all relevant stakeholders

......is supported by the **Chamber of Commerce**, the **Association of Cities and Towns** and the **Association of Municipalities**
klima:aktiv is even more...

energy efficiency
- energy efficient companies
- energy efficient appliances
- top products

transport
- mm for companies/admin.
- eco-driving initiative
- mm for schools
- mm for leisure and tourism
- mm for municipalities & regions
- mm for real estate developers

buildings
- ecofacility
- wohnmodern
- klima:aktiv haus
- bundescontracting
- Energy Efficiency for private homes

renewables
- biogas
- solarheat
- qm for biomass district heating plants
- energewood
- heat from wood
- heatpumps
- photovoltaics

partner coordination
education coordination
e5-municipalities
klima:aktiv for municipalities

www.klimaaktivmobil.at
“Design“ of klima:aktiv mobil

>> Strategic planning - Top Down approach

> Identification of key problems and key players/target groups
> start of model schemes and pilot projects ("test bed")
> „roll out“: wider implementation of successful measures:
  Conception of an action program >>> klima:aktiv mobil
  + targeting reduction of GHG emissions/CO₂
  + tailor-made for specific target groups
  + mid to long term perspective 2004-2012
  + double strategy consulting and financial support,
    extended to motivation, certification and awards
  + partnership principle
  + target-oriented operative implementation

www.klimaaktivmobil.at
Target groups of klima:aktiv mobil

>> stakeholders in mm/transport

- companies and public administrations
- cities, municipalities and regions
- 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

www.klimaaktivmobil.at
Offers from klima:aktiv mobil to target groups

>> Support, synergies, improved image and partnership

- **Consulting/advice:** actions programs für mobility management and Eco-Driving
- **Financial support:** support programs for investments, operating costs and intangibles for fleet conversions, cycling and mobility management
- **Motivation:** Cycling and Eco-Driving campaigns including competitions
- **Awards and certificates:** project partners, certified Eco-Driving trainers and champs, Bike2Business winners

www.klimaaktivmobil.at
action programs – information, consulting

- mm for companies / administrations
- mm for schools / youth
- mm for leisure and tourism
- eco-driving initiative
- mm for municipalities & regions
- mm for real estate developers

awareness raising campaigns

- focus on eco-driving & public transport
- focus on cycling

financial support programs

- federal environmental support schemes for companies
- klima:aktiv mobil support scheme

awards, certification

- partnerships
- competitions, awards

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Environmental support program for mobility management by the Federal Ministry of Agriculture, Forestry, Environment and Water Management

- Support for mobility management in **large companies**
  - focus on changes of the vehicle fleet, alternative fuels, changes of commuting trips and business travel, logistics measures
  - support of investment costs and measures leading to quantified CO₂ reductions

- **new:** “klima:aktiv mobil“ support program for **municipalities, SMEs, cycling**
  - focus on infrastructure, fleet changes, alternative fuels and cycling facilities
  - support for investment costs, operational costs and measures leading to quantified CO₂ reductions
  - conditional support criterion: quantified CO₂ reduction!

www.klimaaktivmobil.at
Mobility Management for companies and public administrations

- fleet conversions to alternative fuels & drives
- promoting public transport, cycling & walking
- intelligent mobility solutions for commuting, business trips, motor vehicle pools and logistics
- consulting for klima:aktiv mobil financial support programmes

More than 120.000 t CO₂/y saved due to mm actions by 190 companies/admin.
30 public administrations successfully implemented MM

www.klimaaktivmobil.at
Mobility Management for schools and youth

- implementing environmentally friendly & health enhancing mobility plans
- promoting walking, cycling & public transport
- Mobility Management – Contribution to CEHAPE
- “basic“ and “professional“ package
- special additional focus on “youth“

Professional package for schools implemented in 55 schools, some 70 schools follow 2008/09

www.klimaaktivmobil.at
Mobility Management for cities, municipalities and regions

- fleet conversions
- promotion of walking and cycling
- public transport improvements
- set-up of regional mobility centres
- initiatives to strengthen regional economy
- PR packages for regional MM

50+ municipal areas implement MM.
17 new mobility centres established.
CO₂-emissions reduction: 35,000 t / y

www.klimaaktivmobil.at
Mobility Management for leisure and tourism

- “soft mobility“ for tourism associations and municipalities
- climate friendly travelling and mobility on site
- leisure and weekend transport
- special focus on big events

20 tourism agencies and tourist regions implement mobility management and soft mobility packages.

$CO_2$ saved: 12,000 t /y

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

- GHG savings in planning and realising of construction sites
- Climate friendly planning
- GHG abating on-site traffic
- Good public transport, cycling and walking infrastructure

- Electric vehicles as service vehicles of a big real estate developer in Vienna ("Wiener Wohnen")

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ECO-DRIVING-initiative

Aims at CO₂-reductions by a fuel-saving driving style

- yearly ECO-DRIVING competitions and broad PR campaigns
- integration in driving school education and exams
- certification of ECO-DRIVING trainers and training opportunities
- certified ECO-DRIVING training for trucks and buses
- platform fuel efficient passenger cars [www.autoverbrauch.at]

Best Practice – ÖBB & Postbus (bus fleet run by Austrian Federal Railways)

- eco-driving training for 2,800 bus drivers and 4,600 train drivers
- - 4.6% resp. 1,9 Mio l. diesel p.a.
- ➔ A saving of 5,000 tons CO₂/year

[www.klimaaktivmobil.at]
„Laß die Wadeln auch im Alltag radeln“ – Federal cycling promotion initiative

Main instruments

- Federal “Masterplan Cycling“
- special cycling focus in financial support programmes
- special focus on cycling plans, infrastructure & investments
- highlighting benefits for health & environment (“THE PEP“)
- co-operation & financial support with/of provinces & municipalities

www.klimaaktivmobil.at
„Laß die Wadeln auch im Alltag radeln“
Federal cycling promotion initiative - PR

- bike2business –
  countrywide competition
  for cycling-friendly
  companies
- newspaper ads & articles
- TV- und cinema
  commercials
- bicycle activities and
  events throughout Austria
- klima:aktiv mobil bicycles

www.klimaaktivmobil.at
Successes of klima:aktiv mobil

>> action programmes: more than 400 project partners save more than 200,000 to CO₂ / y
**CO₂ - Karte:** klima:aktiv mobil Projektpartner - gemeinsam aktiv für Klimaschutz im Verkehr

"Alle Programme"

**Wer:**

**Was:**

Einsparung in CO₂-Tonnen:

165006 CO₂ - Tonnen!

Jährliche CO₂-Reduktion der Klimaschutzprojekte im Verkehr, die durch klima:aktiv mobil Projektpartner des Lebensministeriums umgesetzt werden.
Successes of klima:aktiv mobil

>> Financial support: new support program klima:aktiv mobil since May 2007

> € 4,7 Mio (3,73 Mio £) subsidies approved for 53 projects (induced investment volume of € 50,2 Mio. -40 Mio £- in Austria)

> 170 projects handed in in the first year
Successes of klima:aktiv mobil

>> motivation: nation-wide campaigns for cycling, Ec-driving, competitions Bike2Business, Eco-Driving champion, new portal website for cycling: www.radfahren.klimaaktiv.at
Successes of klima:aktiv mobil

>> Awards handed over by the Minister: Award and certification events: more than 260 project partners, more than 50 “professional mm schools“, certifies Eco-Driving trainers, Eco-Driving champions, Bike2Business winners
klima:aktiv mobil: 
- a success story just after 3 years -

- 400 klima:aktiv mobil project partners
- 200,000 t CO₂ per year avoided by implementing transport projects to reduce CO₂ emissions
- companies
- municipalities
- public authorities
- tourism organisations

and

- klima:aktiv mobil schools

www.klimaaktivmobil.at
Contacts klima:aktiv mobil

Overall strategy:
Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management
Division V/5 – Transport, Mobility, Human Settlements and Noise
Head of Division Mr Robert THALER; Ms Iris EHRNLEITNER
www.lebensministerium.at

klima:aktiv mobil management:
Austrian Energy Agency
klimaaktivmobil@energyagency.at / Willy RAIMUND, Andrea LEINDL
Tel: +43 1 586 15 24
www.klimaaktivmobil.at
Thank you for your kind attention!!!