Working together to make things happen

The klima:aktiv Initiative in Austria
Content

The klima:aktiv initiative

The klima:aktiv Program:
Mobility Management for Cities and Regions

Good Practice

Conclusions
The klima:aktiv Initiative

- Climate Protection Initiative – Austrian Climate Strategy
- of the Federal Ministry of Agriculture, Forestry, Environment and Water Management

BUILDING & REHABILITATION

RENEWABLE ENERGY

MOBILITY

SAVING ENERGY

> 850 klima:aktiv mobil Partners
> 350,000 tons CO₂/year

- companies, public authorities and administrations
- schools and youth organizations
- cities, municipalities and regions
- leisure and tourism branch
- developers in the building and real estate sector and investors
- eco-driving campaign

consulting
funding
motivating
awarding
training
The klima:aktiv Stars
850 klima:aktiv Partners
350,000 to of CO₂ per year
Program Management
MM for cities and regions

• Team of 6 consultants (multidisciplinarity)
• Contractor: Ministry for the environment
• Working periods of 2 years
• Starting in the 5th year now
• Clear targets: 55,000 tons of CO₂ in two years
• Fee for consultants depends on success!!
**klima:aktiv mobil**

**Important Activities**

- Promoting Cycling
- Promoting Public Transport
- Innovative on-demand Services
- Creating public awareness
- Alternative propulsion
- Electrical-Mobility
- Promoting „shopping in town“
- Mobility Centres
- Green Jobs
### Mobility-Check for communities

- First consultation without costs for the community
- Questionnaire as first input
- Half a day of working
- Involving many stakeholders of the community
- Final report with a list of advised measures
- Debate & Decision of the community
Agreements of objectives

Contents

• Measures to implement
• Responsibilities
• Estimated environmental benefits (e.g. to \( \text{CO}_2 \))

Signed by

• Community, Ministry, Program Management
Benefits for the community

Federal funds
• For investments and
• running costs (3 years)
• Amount is dependent on environmental effect

klima:aktiv partnership
• Honored by the minister
• Political Success !!
Results after four years

129 Agreements of objectives, 75,000 tons CO$_2$-Emissions saved (per year)
klima:aktiv mobil programmes

- Mobility Management for Companies and Public Administrations
- Mobility Management for Cities, Municipalities and Regions
- 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
COOPERATION is the key to success

- Other klima:aktiv programs
- Regions
- Consultant organisations of regions
- Public Transport Associations
- Suppliers of Electric-Mobility
- Health initiatives
Good Practice: Cycling in Salzburg
Promoting Cycling is more than building cycling paths

Promoting Cycling
Important elements:

Infrastructure
Service
Information
Communication
Infrastructure
Cycling friendly streets everywhere
Cycling friendly streets everywhere
Service
The mayor
The Effects

Source: Herry 2004
Good Practice:
Public Awareness in the Vienna Region
Motivation + Information

- Campaigns for target groups
- Better service for cyclers
- Supporting the communities in implementing innovative measures
- No big infrastructure investments

Wer pro Woche 50 km mit dem Radl statt mit dem Auto fährt, spart jährlich ½ Tonne CO₂.

Möglicherweise macht Ihnen radln auch noch Spaß - vor allem ist das Radl aber ein äußerst intelligentes und klimafreundliches Verkehrsmittel – ganz im Ernst!
The Effects: Small Town with 25,000 Inhabitants
Good Practice: Mobility Management in Cities and Regions
Problem of getting Information

Source: City of Munich
Mobility management helps!
Regional Mobility Management Structures in Vorarlberg

- MZ Dornbirn
- MZ Bregenz
- MZ Feldkirch
- MZ Bludenz
- Koordinierende Institution auf Landesebene, z.B. VVV

GVOR
FL
GV Blumenegg
City of TRAUN

- Mobility Manager
- Mobility Management Funds
- Working consequently over years
Good Practice: Promoting Public Transport
Project: S-Bahn Steiermark

- Step-by-step investments
- New vehicles
- New Corporate Identity & Design
- Professional marenktig
- - 6.350 to CO₂ / year
Example: COMMUNITY TICKETS

- Community buys Regional Tickets
- People can use them (for free)
- Lowering the barriers for Non-Users
- Communities are engaged with Public Transport regularly

- High utilization: 80 %
Good Practice: Eco-Driving
ECO-Driving Campaign

• Fuel Saving Training
• Fuel Saving Competitions
• Benefits
  • 5 – 15% less fuel (!)
  • Less costs of repair and service
  • Higher road safety,...
Conclusions
Working together to make things happen

Success factors

• klima:aktiv is a top-down-approach
• It is cross-linked with many other activities
• It has clear and easy to understand goals
• There are federal funds to support communities and regions
• There is high motivation everywhere !!
Thank you for your attention!

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