Promoting urban mobility management from a national perspective: Good governance showcase Austrian klima:aktiv mobil Program

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klima:aktiv mobil

Within 6 years 2,743 partners have implemented projects and saved 534,000 t CO$_2$/year!

The mobility climate stars in Austria

Visit the klima:aktiv mobil partners: 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 and targets
> climate protection, energy and renewables, clean air
> sustainable development
> action program for alternative fuels and e-mobility
> master plan for cycling
> masterplan for green jobs
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, e-mobility 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
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

>> Contributes to international programs and searches for partnerships:
   EU Strategy Urban Environment and SUMP,
   EU Low Carbon Economy Roadmap
   OECD EST, UNEP, WHO-CEHAPE, EPOMM,
   UNECE-WHO THE PEP
klima:aktiv mobil
The Rationale behind the program

Commitments and Targets, Principles and Design, Structure

www.maps.klimaaktiv.at
Why klima:aktiv mobil?
Transport: Big environmental challenge

GHG-Emission Trends in Austria since 1990:

> + 60% CO₂ emissions (1990-2010): 22,5 Mio To CO₂ (2010)

> 30% transport share of CO₂ emissions

> 32% transport share of energy use

> 95% transport energy depending on fossil fuels

Transport highest deviation from climate target!
Urgency for a turnaround towards climate friendly mobility!
Why klima:aktiv mobil?
Climate and Energy Targets EU & Austria

EU energy and climate package targets for 2020 (Basis 2005)

<table>
<thead>
<tr>
<th></th>
<th>EU</th>
<th>Austria</th>
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</thead>
<tbody>
<tr>
<td>Increase of energy efficiency:</td>
<td>+20 %</td>
<td>+20 %</td>
</tr>
<tr>
<td>Reduction of GHG-Emissions:</td>
<td>-20 %</td>
<td>-16 % (Non-ETS)</td>
</tr>
<tr>
<td>Share of renewable energy sources:</td>
<td>20 %</td>
<td>34 %</td>
</tr>
<tr>
<td>Share of renewable energy in transport (bio fuels &amp; green electricity):</td>
<td>10 %</td>
<td>10 %</td>
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Additionally Austrian Energy Strategy:

| Energy use in transport: | -5 % |

EU Low Carbon Economy Roadmap – long-term targets 2050 (Basis 1990)

<table>
<thead>
<tr>
<th></th>
<th>EU</th>
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<tbody>
<tr>
<td>Reduction of GHG Emissions</td>
<td>-79%</td>
<td>-82%</td>
</tr>
<tr>
<td>Transport</td>
<td>-54%</td>
<td>-67%</td>
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Why klima:aktiv mobil?
Mobility Management anchored in National Strategies

- Austrian Energy Strategy
- Austrian Climate Strategy
  GHG Reduction potential in mobility management
  -300,000 To CO₂/year until 2010
- Austrian Strategy for Sustainable Development
- Austrian Masterplan for Cycling
- Austrian Children Environment Health Action Plan
Why klima:aktiv mobil?
Pan European Comittments and Targets

Transport Health Environment Pan European Programme

> THE PEP Amsterdam Declaration 2009: 4 Regional Priority Goals for 2014:
  1. To contribute to sustainable economic development and stimulate job creation through investment in environment- and health-friendly transport.
  2. To manage sustainable mobility and promote a more efficient transport system.
  3. To reduce emissions of transport-related greenhouse gases, air pollutants and noise.
  4. To promote policies and actions conducive to healthy and safe modes of transport.

> WHO CEHAPE Children Environment Health Action Plan for Europe
Regional Priority Goal No. 2: To prevent and substantially reduce health consequences from accidents and injuries and pursue a decrease in morbidity from lack of adequate physical activity by promoting safe, secure and supportive human settlements for all children.
klima:aktiv mobil
The 5 pillars of the program and their urban focus

Technical and Financial Support, Awareness, Awards, Training and Certification

www.maps.klimaaktiv.at
1. **klima:aktiv mobil action programs for mobility management**

>> offering advisory and technical support – free of charge to cities, municipalities and regions, as well as companies and public services, tourism operators, youth and schools to motivate and support them to develop and implement projects for reducing their transport related GHG.
Urban Focus: Mobility Management for Cities, Municipalities and Regions

- 325 cities, municipalities and regions saving 99,000 t CO₂/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
Cycling in Vienna

Various measures to raise the bicycle share from 6% to 10% until 2015

→ reduction of 4.294 tons CO$_2$/year
Rapid commuting trains Styria

- About 150 additional train connections on working days from and to Graz were established

- Improved regular service
- Powerful marketing campaign

→ reduction of 4.175 tons CO$_2$/year
Cycling measurements in Graz

25 specific actions; total expenditure of EUR 7 mio.
- Extension of bicycle path networks & parking facilities
- Update of cycling maps
- Cycle training for all primary school kids

→ reduction of 3.386 tons CO₂/year
Fleet conversion to CNG

Linz Linien
- Change of buses to natural gas powered (CNG) buses
- construction of CNG filling station
→ reduction of 3.689 tons CO₂/year

Albus Salzburg
- change of diesel buses to CNG buses with high share of biogas
- construction of CNG filling station
→ reduction of 539 tons CO₂/year

St. Pölten LUP Busse
- change of diesel buses to CNG
- construction of CNG filling station
→ reduction of 227 tons CO₂/year
Mobility Centres: MobiTipp Perg, Steyr, Gmunden, Eisenstadt

- schedule and fare information for public transport
- for individuals but also for kindergartens / schools, seniors organizations, businesses et.
- interface between customers, transport operators and
ElectroDrive Salzburg

- charging infrastructure
- combination of electric driven vehicles with public transport
- renewable energy for charging from region

→ reduction of 1.147 tons CO₂/year
E-mobility Vorarlberg - VLOTTE

- 370 electric vehicles
- 100 charging stations
- energy from 750 m² photovoltaic
- €5,2 Mio financial support by the climate and energy funds
Integrated Transport System Vorarlberg

- Mobility Centres
- Promotional activities
- Car-sharing
- Support of public transport

- Improved bus service: tariffs, running hours
  ➔ reduction of 5.931 tons CO$_2$/year
Mobility Management for Tourism, Leisure and Youth

Holiday region Nationalpark Hohe Tauern GmbH

- Attractive travel arrangements for tourists that are at the same time gentle to the environment.
- The success to date: hiking busses, its own mobility centre and promoting the use of public transport for travelling to the national park region have had the effect of reducing CO2 emissions by 3,000 t a year.

⇒ A saving of 3,000 tons CO₂/year
Rent a bicycle

- Several systems available in Austria
- Also for E-bikes
Flexible local public transport

- Flexible on-call bus system
- Short waiting times
- Moderate tariffs
- Operates round the year in the communities of Purbach, Breitenbrunn and Mörbisch
- Important contribution to climate protection in this sensitive region
E-Mobility: Austrian Post

Fleet conversion to electric vehicles
GOAL: CO$_2$ neutral delivery of mails and parcels

$\rightarrow$ reduction of 141 tons CO$_2$/year
Fleet conversion, Logistics and route optimizing

- Feistritzwerke-STEWEAG GmbH
  - Fleet conversion to bio diesel/plant oil
  - route optimizing system
  - Mobility measurements for employees
  - reduction of 32 tons CO$_2$/year
  - Construction of a plant oil press
  - reduction of 2.621 tons CO$_2$/year
  - Eco-Driving Training for employees
  - reduction of 18 tons CO$_2$/year
Mobility Management for Companies, Developers and Public Administrations

- 372,000 t CO$_2$/y saved by 1,1897 companies
- change to alternative vehicles focussing on renewables
- promotion of public transport, cycling, carsharing
- improve transport efficiency by intelligent logistics
- certified ECO-DRIVING training for cars, trucks, buses and agricultural tractors >> 51,000 t CO$_2$/year saved
- climate friendly planning and realisation of construction sites
2. klima:aktiv mobil financial support programme

>> offering financial support for investments to:
cities, municipalities and regions, as well as companies and transport operators, leisure and tourism, institutions

>> offering financial support for investments, operating and planning of mobility management, logistics, alternative vehicles (e.g. biogas/CNG, biofuels, E-vehicles and electric bikes...), cycling programs, flexible public transport and mobility centres, awareness raising

Precondition: project have to achieve a quantified CO$_2$ reduction
3. klima:aktiv mobil awareness & information campaigns

Providing information and test opportunities, developing trademarks, Minister as forerunner, communication with target groups, launching broad awareness campaigns, media co-operations

- Urban mobility cycling & e-bicycles
- Eco-driving
- Electro mobility, alternative vehicles & renewable fuels
- Public transport
- Green Jobs
4. klima:aktiv mobil awards partners

- Cities, municipalities, regions, as well as companies, public services, builders, tourism operators, schools and youth groups implementing 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 system for eco-driving trainers for cars, trucks, busses, tractors
- New certification scheme:
  - Climate friendly driving school
- New courses:
  - Youth Mobility Coach
  - “Fit for E-Bike”
  - E-Bike Mechanics
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The Lessons Learned

Everybody can reduce greenhouse gases
Good for cities and their citizens, environment, economy and green jobs
klima:aktiv mobil lessons learned...

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

> every city, region, company, school ... can do it
> every citizen can do it
> proved by more than 2700 klima:aktiv mobil project partners saving 534,000 to CO₂/year
> awarded as EU Best Practice EPSA 2009 and 2011
klima:aktiv mobil lessons learned...

- ~ 1.897 companies & public administrations: reducing 372.000 to CO₂/year

- ~ 325 cities, municipalities and provinces: reducing 98.500 to CO₂/year

- ~ 320 leisure/tourism: reducing 63.000 to CO₂/year

- 201klima:aktiv mobil schools
Lessons learned: Change in Trends Achieved Austrian GHG Transport Emissions -10% (2005-2010)

Major tools contributing to change in trends:

> 5.75% Biofuels
(-1.7 Mio. To CO$_2$/year)

> klima:aktiv mobil
mobility management
alternative fuel vehicles
(-0.4 Mio. To CO$_2$/year)

> NoVA – bonus/malus
tax incentives
(-0.06 Mio. To CO$_2$/year)

> MöSt – increase of fuel tax
klima:aktiv mobil lessons learned…

Investments in Mobility Management:
Good for economy and green jobs:
> 2,700 projects co-financed with € 46 Mio. €
> leading to total investments of € 340 Mio. €
> creating/saving ~3,000 Green Jobs
> more than 8,300 alternative vehicles –
  therefrom 7,300 electric vehicles

Benefitting sectors:
Economic sector: Companies particularly SMEs,
manufacturer&retailers of alternative vehicles, e-bikes, bicycles,
carsharing, public transport, tourism, constructors, consultants …

Public sector: Cities, municipalities, regions and provinces …
And of course the citizens are benefitting!
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
Austria supports THE PEP Partnership

What is essential:

- Establish supportive framework to promote transport and mobility which is sustainable for environment and health in Member States (e.g. development of THE Action Plans, klima:aktiv mobil program as model), but also on EU and Pan European level (THE PEP)

- Focussing investments of IFIs and Member States on environmentally friendly transport and mobility in particular in cities and regions to reduce CO2, pollution, health risks e.g. alternative vehicles, renewable fuels, electro-mobility, rail network, busses and public transport, cycling and walking as well as revitalization of urban areas and settlements
Austria supports THE PEP Partnership

What is essential:

- Strengthening and Intensifying international partnerships, co-operations and joint projects on environmentally friendly and health promoting mobility within THE PEP Partnership …

- Using Momentum – Continuing THE PEP Workshop Stafette (e.g. THE PEP Workshop in Moscow could lead to joint projects)

- Embarking the new THE PEP Partnership on green economy and green jobs in green transport – with an urban focus
Let’s join THE PEP Partnership
Towards green urban transport
Good for cities and citizens, environment, society and economy!
Thank you for your attention!

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Mobility Management for Leisure and Tourism

- 63,000 t CO₂/year saved by 320 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 Schools and Youth

Mobility plans for schools implemented in 201 schools
- implementing environmentally friendly & health enhancing mobility plans
- promoting walking, cycling & public transport
- School Mobility Management – Contribution to Children Environment and Health Action Plan CEHAPE
Eco-Driving-Program

- 51,000 t CO₂/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
- Best Practice Postbus Company
  - all 2800 drivers trained,
  - 1,9 Mio liter Diesel saved
  - 5000 to CO₂ reduced
klima:aktiv mobil lessons learned...

- ~ 1,573 projects on fleet conversions to alternative vehicles, electro mobility and renewables fuels reducing 177,000 to CO₂/year

- ~ 925 projects on mobility demand and services: reducing 487,500 to CO₂/year

- ~ 890 projects on cycling: reducing 77,700 to CO₂/year

- ~ 235 projects on eco-driving: reducing 51,000 to CO₂/year
klimaaktiv mobil
gemeinsam aktiv für Klimaschutz im Verkehr
**klima:aktiv mobil moves …**

...towards CO₂-reduction

2,743 project partners save 534,000 t CO₂/年

Reduction of CO₂-emissions [to/年] achieved by klima:aktiv mobil projects

<table>
<thead>
<tr>
<th>Jahr</th>
<th>CO₂-reduction achieved by klima:aktiv mobil</th>
<th>CO₂-reduction [to/年] target of the austrian climate strategy for klima:aktiv mobil</th>
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<tbody>
<tr>
<td>2005 - Start</td>
<td>0</td>
<td>0</td>
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<tr>
<td>2006-05</td>
<td>7,637</td>
<td>300,000</td>
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<tr>
<td>2007-05</td>
<td>61,047</td>
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<tr>
<td>2008-11</td>
<td>202,000</td>
<td>325,000</td>
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<tr>
<td>2009-12</td>
<td>325,000</td>
<td>400,000</td>
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<tr>
<td>2010-12</td>
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<tr>
<td>2011-05</td>
<td>450,000</td>
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<tr>
<td>2010</td>
<td>450,000</td>
<td>450,000</td>
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**Target 2010**

300,000 t CO₂/年