The Austrian National Framework Program for climate friendly Mobility Management

klima:aktiv mobil
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Austrian Ministry for Agriculture, Forestry, Environment and Water Management

Within 6 years 1,800 partners have implemented projects and saved more than 450,000 t CO₂/year!

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

>> Concentrates on mobility management and transport efficiency, alternative vehicles, e-mobility and renewable fuels, eco-driving, cycling and innovative flexible public transport

Visit the klima:aktiv mobil partners: www.maps.klimaaktiv.at
**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

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The Rationale behind the program

Commitments and Targets, Principles and Design, Structure

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Why klima:aktiv mobil?
Transport: Big environmental challenge

GHG-Emission Trends in Austria since 1990:

- > 30% transport share of CO₂ emissions
- > 32% transport share of energy use
- > 93% transport energy depending on fossil fuels

Transport highest deviation from climate target: reduction of 2.8 Mio To CO₂-Äq necessary! 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>Target</th>
<th>EU</th>
<th>Austria</th>
</tr>
</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>
</tr>
<tr>
<td>Additionally Austrian Energy Strategy:</td>
<td></td>
<td></td>
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<tr>
<td>Energy use in transport:</td>
<td>-5%</td>
<td></td>
</tr>
</tbody>
</table>

**EU Low Carbon Economy Roadmap – long-term targets 2050 (Basis 1990)**  
<table>
<thead>
<tr>
<th>Target</th>
<th>EU</th>
<th>Austria</th>
</tr>
</thead>
<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>
</tr>
</tbody>
</table>

**Why klima:aktiv mobil? Pan European Comittments and Targets**

> THE PEP Amsterdam Declaration 2009: 4 Regional Priority Goals for 2014:  
+ RPG No. 1: To contribute to sustainable economic development and stimulate job creation through investment in environment- and health-friendly transport.  
+ RPG No. 2: To manage sustainable mobility and promote a more efficient transport system.  
+ RPG No. 3: To reduce emissions of transport-related greenhouse gases, air pollutants and noise and  
+ RPG No. 4: To promote policies and actions conducive to healthy and safe modes of transport

> WHO CEHAPE Children Environment Health Action Plan for Europe  
+ RPG 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 offers**

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

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1. **klima:aktiv mobil action programs for mobility management**

>> offering advisory and technical support – free of charge to companies and public services, cities, municipalities and regions, tourism operators, youth and schools to motivate and support them to develop and implement projects for reducing their transport related GHG.
Mobility Management for Companies, Developers and Public Administrations

- 310,000 t CO₂/y saved by 1,300 partners
- Change to alternative vehicles focusing on renewables
- Promotion of public transport, cycling, car-sharing
- Improve transport efficiency by intelligent logistics
- Certified ECO-DRIVING training for cars, trucks, buses and agricultural tractors
- 50,000 t CO₂/year saved
- Climate friendly planning and realisation of construction sites

Mobility Management for Cities, Municipalities and Regions

- 240 municipalities and regions saving 90,000 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

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 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 CO₂ 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
- Cycling & e-bicycles
- Eco-driving
- Electro mobility, alternative vehicles & renewable fuels
- Public transport
- Green Jobs
4. klima:aktiv mobil
awards partners

- Companies, public services, cities, regions, 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 for eco-driving trainers for cars, trucks, busses, tractors
- New 2010:
  - Certification for driving schools
- New courses 2011:
  - Youth Mobility Coach,
  - “Fit for E-Bike”
  - E-Bike Mechanics

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The Lessons Learned

Everybody can save GHG, Good for environment economy and green jobs

We can reduce GHG emissions in transport significantly with partnerships for action:
> every company, city, tourism operator, school … can do it
> every citizen can do it
> proved by more than 1800 klima:aktiv mobil project partners saving 450.000 to CO₂/year
> awarded as EU Best Practice EPSA 2009
klima:aktiv mobil lessons learned...

- ~1,300 companies & public administrations: reducing 310,000 to CO₂/year
- ~240 cities, municipalities and provinces: reducing 90,000 to CO₂/year
- ~240 leisure/tourism: reducing 50,000 to CO₂/year
- 180 klima:aktiv mobil schools

Investments in Mobility Management:
Good for economy and green jobs:
> 1,800 projects co-financed with € 42.5 Mio. €
> leading to total investments of € 271 Mio. €
> creating/saving ~3,000 Green Jobs
> more than 5,300 alternative vehicles – therefrom 4,400 electric vehicles (especially E-Bikes and E-Scooters)

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, provinces…

And of course the citizens are benefitting!

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)
- Focusing investments of IFIs and Member States on environmentally friendly transport and mobility to reduce CO₂ and pollution as well as 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
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. next THE PEP Workshop could be for the Central Asian Region)
- Embarking the new THE PEP Partnership on green economy and green jobs in green transport – let’s start joint initiatives

Let’s join THE PEP Partnership
Towards green transport – good for environment, society and economy!
Thank you for your attention!

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Mobility Management for Leisure and Tourism

- 50.000 t CO2/year saved by 240 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 180 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**

- 47,000 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 since 2007 also for agricultural tractors
- Best Practice Postbus Company
  - > all 2800 drivers trained,
  - > 1.9 Mio liter Diesel saved
  - > 5000 to CO₂ reduced

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**klima:aktiv mobil moves ... ...towards CO₂-reduction**

1,800 project partners save more than 450,000 t CO₂/year

Reduction of CO₂-emissions [t/year] achieved by klima:aktiv mobil projects

<table>
<thead>
<tr>
<th>Jahr</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO₂-reduction [t/year]</td>
<td>0</td>
<td>8,757</td>
<td>40,808</td>
<td>68,409</td>
<td>153,905</td>
<td>205,000</td>
</tr>
<tr>
<td>Target of the austrian climate strategy for klima:aktiv mobil</td>
<td>300,000 t CO₂/year</td>
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**klima:aktiv mobil lessons learned...**

- ~ 1,000 projects on fleet conversions to alternative vehicles, electro mobility and renewables fuels reducing 130,000 to CO₂/year
- ~ 220 projects on mobility demand and services: reducing 205,000 to CO₂/year
- ~ 550 projects on cycling: reducing 68,000 to CO₂/year
- ~ 190 projects on eco-driving: reducing 47,000 to CO₂/year

- Major tools contributing to change in trends:
  - 5.75% Biofuels (-1.7 Mio. To CO₂/year)
  - klima:aktiv mobil mobility management alternative fuel vehicles (-0.4 Mio. To CO₂/year)
  - NoVA – bonus/malus tax incentives (-0.06 Mio. To CO₂/year)
  - MöSt – increase of fuel tax

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