Almaty, Kazakhstan 26-27 Sept 2013
THE PEP Workshop
Green and health-friendly sustainable mobility: Focus on urban Central Asia

National program for investing in sustainable mobility:
Lessons learned of the Austrian klimaaktiv mobil showcase

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www.klima:aktiv.at
Important strategies and objectives

EU climate and energy package targets 2020:
- + 20% renewable energy, + 20% energy efficiency, -20% Non ETS GHG emissions
- 10% share renewable energy in transport

EU Low Carbon Economy road map 2050:
- -80% GHG reduction by 2050

EU White Paper Transport:
- -60% GHG emissions of transport by 2050

OECD Guidelines Environmentally Sustainable Transport

UNECE WHO THE PEP Regional Priority Goals
Good Governance for sustainable transport on national level:

Austrian klima:aktiv mobil program

klima:aktiv mobil is the Austrian Action Program for climate friendly mobility launched by the Ministry of Agriculture, Forestry, Environment and Water Management.

First program period 2007-2012 successfully finalized
Now extended new program period 2013-2020

klima:aktiv mobil contributes to THE PEP, EU and Austrian government strategies and targets

> climate protection, renewable energy, clean air
> sustainable development
> action program for alternative fuels and e-mobility
> master plan for cycling
> masterplan for green jobs
klima:aktiv mobil achievements
Within only 6 years 4,000 partners have implemented projects and saved 534,000 t CO₂/year!

The mobility climate stars in Austria

Visit the klima:aktiv mobil partners: www.maps.klimaaktiv.at
klima:aktiv mobil supports environmentally sustainable mobility projects

klima:aktiv mobil motivates & supports cities, municipalities and regions, companies, developers and fleet operators, tourism and leisure sector, schools and youth groups to implement mobility projects for reducing CO2

klima:aktiv mobil supports investments in mobility management and transport efficiency, in alternative vehicles, electro-mobility and renewable fuels, in eco-driving, in cycling infrastructure and innovative flexible public transport
klima:aktiv mobil stimulates economy & fair mobility

klima:aktiv mobil stimulates the economy and green jobs by supporting investments in green technologies, vehicles and infrastructure for environmentally friendly transport as well as in innovative mobility management and services.

klima:aktiv mobil improves fair mobility choices and access for all groups of society in particular children, women, elderly.
klima:aktiv mobil

The 5 offers of the program

Technical & Financial Support, Awareness, Partnerships, Training & Certification

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

5 klima:aktiv programs offering know-how and technical support (free of charge) to the relevant transport actors:

- Mobility Management for cities, municipalities and regions
- Mobility Management for companies, developers and fleet operators
- Mobility Management for tourism, leisure and youth
- Mobility Management for children, parents and schools
- Eco-Driving Initiative

**Major program task and target:**

- To motivate and support transport actors to develop and implement projects for reducing their transport related CO2 emissions
2. klima:aktiv mobil financial support program

>> 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 for financial support:**
Project has to achieve a quantified CO$_2$ reduction!
3. **klima:aktiv mobil awareness & information campaigns**

Developing trademarks and events, Minister and opinion leaders as forerunner
Launching awareness campaigns, Communication with target groups

**Media co-operations on:**
- Urban mobility cycling & e-bicycles
- Eco-driving
- Electro mobility, alternative vehicles & renewable fuels
- Public transport
- Green Jobs

*The klima:aktiv bike*
4. klima:aktiv mobil partnerships and partner awards

klima:aktiv mobil builds on partnerships with companies and chamber of commerce, with cities, municipalities, tourism, schools and youth as well as within THE PEP Partnerships.

Project partners 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
  - Cars
  - Trucks
  - Busses
  - Agricultural tractors

- New certification scheme:
  - Climate friendly driving school

- New courses:
  - Youth Mobility Coach
  - E-Bike Mechanics
klima:aktiv mobil

Some illustrative urban good practice examples

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

www.maps.klimaaktiv.at
Urban focus
klima:aktiv mobil program
Mobility Management for Cities, Towns and Regions

- 460 cities, municipalities and regions saving 99,000 t CO₂/year

Key measures:
- improving cycling & walking
- promotion of innovative public transport
- flexible dial-a-ride bus and taxi systems
- electro mobility (e-bikes, e-cars)
- alternative bus fleets (CNG, Electric)
- promoting car-sharing
- regional mobility service centres
- marketing and awareness for environmentally friendly mobility
Urban good practice example:
Co-financing cycling infrastructure program and awareness campaigns in Vienna

Length cycling infrastructure 1990: 190 km -> 2012: 1222 km
Modal share cycling 1993: 3% -> 2012: 6%
Target of program: raise bicycle share from 6% to 10% by 2015 (CO2 reduction 4.300 TO CO2/year)

11-14 June 2013: World’s biggest Cycling Conference Velo City in Vienna!
Sustainable Change of Modal Split Vienna (1993 – 2012)

- **Public Transport** (+ 10%)
- **Car** (- 13%)
- **Walking** (+/-0%)
- **Bike** (+ 3%)

Modal share targets for cycling in Austria

Austrian Masterplan for Cycling (2006) and Federal Government target: Doubling cycling in Austria from 5% to 10% in 2015!
Mid Term Evaluation shows already 7%! We are on track!

*different regional surveys (2001, 2008), extrapolation for national cycling (2010)
Urban good practice example: Integrated cycling promotion measures 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
- Share of cycling: 16%
  ➔ reduction of 3.386 tons CO$_2$/year
Regional good practice example:
New rapid commuting train system 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 CO₂/year
Regional good practice example:
Integrated Public Transport System Vorarlberg

- Mobility Centres
- Marketing and Awareness
- Car-sharing & Public transport
- Improvement of regional public transport network and services

- Improved rail bus taxi services: attractive fare-system, renewal of bus fleet, scheduled time-tables, optimization of bus-rail connections

→ reduction of 5.931 tons CO$_2$/year

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Regional good practice example:
Flexible local public transport

- Flexible on-demand bus system
- Tailormade for local mobility in small communities like Purbach, Breitenbrunn
- Provides link to regional rail and bus
- Alternative for car use
- Improves mobility choices and access for young and elder people
- Creates new local jobs
- Saves environment
Urban good practice example: 

ElectroDrive Salzburg

- innovative charging infrastructure
- combination of e-bikes, e-scooter e-cars with public transport
- renewable energy for charging from region

→ reduction of 1.147 tons CO₂/year
Regional good practice example:
E-Mobility for companies: Austrian Post Company

Electrification of delivery services

Goals:
- CO₂ neutral delivery of mails and parcels
- 1000 E-delivery vans, E-Scooters and E-Bikes (10% of delivery fleet)

→ reduction of 141 tons CO₂/year
Urban good practice example:
Electrification of urban buses

- Large extension of trolley bus network in city of Salzburg
- First new E-Midibuses from Rampini-Siemens in Vienna with innovative charging from tram overhead electricity line 2012
- First E-Bus in city of Klagenfurt 2013

Picture: Salzburg AG
Urban good practice example: Bus fleet conversion to CNG / biofuels

Linz Lines
- 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 City Bus network
- change of diesel buses to CNG
- construction of CNG filling station
→ reduction of 227 tons CO₂/year
Mobility Management for Companies, Developers and Fleet Operators

> 378,000 t CO$_2$/y saved by 2,841 companies

**Key measures**

- Change of fleets to alternative fuels and electric vehicles focussing on renewables
- Promotion of public transport
- Promoting of cycling to work
- Improve company transport efficiency by intelligent logistic systems and route optimization
- Certified Eco-Driving training for cars, trucks, buses and agricultural tractors

>> 52,000 t CO$_2$/year saved

- Climate friendly planning and realisation of construction sites and real estate developing
Mobility Management for Tourism, Leisure and Youth

> 63,000 t CO₂/year saved by 471 partners

**Key Measures:**
- “Soft mobility packages“ for tourists
- Improving and promoting climate friendly travelling to resorts e.g. by train
- Promoting cycling, walking, zero-emission electric mobility, flexible public transport in tourist resorts and regions
- Establishing of regional rent-an-e-bike systems
- Improving environmentally friendly leisure and weekend mobility
- New Focus: Youth Mobility- supporting youth projects on climate friendly mobility
Mobility Management for Children, Parents and Schools and Youth

206 schools participating!

**Key Measures:**

- Implementing environmentally friendly & health enhancing school mobility plans
- Promoting and improving walking, cycling to school ("walking busses")
- Promoting public transport
- New: Extended to Mobility Management for Kindergardens and child care services

Contribution to Children Environment and Health Action Plan CEHAPE
klima:aktiv mobil

Eco-Driving-Program

52,000 t CO₂/year saved by 261 eco-driving projects

Key Measures:

- 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
Everybody - every company and fleet operator, every city and region, every tourism actor, every citizen - can reduce environmental pollution and CO2.

Investing in environmentally friendly mobility is good for cities and their citizens, environment, health, economy and green jobs!

www.maps.klimaaktiv.at
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 4000 klima:aktiv mobil project partners saving 540,000 to CO₂/year with their implemented actions
> awarded as EU Best Practice EPSA 2009 and 2011
Lessons learned:
Change of trend is possible
Austrian GHG Transport Emissions: -13% (2005-2011)

Major tools contributing to change of trends:

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

> klima:aktiv mobil
mobility management
alternative fuel vehicles
(-0.5 Mio. To CO$_2$/year)

> NoVA – bonus/malus
tax incentives
car purchase tax
(-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:
> 3.800 projects co-financed with € 56 Mio. € (2007-2012)
> leading to total investments of € 412 Mio. €
> creating/saving ~4.600 Green Jobs
> Financial support boosts alternative vehicles:
  more than 12.400 new alternative vehicles – therefrom 11.000 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 will continue up to 2020 …

We can achieve a triple win: investments in sustainable mobility are good for counteracting economic 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
Essential lessons for the future:

- Establishing supportive frameworks to promote green and health-friendly transport and mobility in Member States, but also on EU and Pan European level (THE PEP)

- Focussing investments of IFIs and Member States on environmentally friendly transport and mobility e.g. for alternative vehicles, renewable fuels, electro-mobility, rail network, busses and public transport, cycling and walking as well as revitalization of urban areas and settlements

- Developing co-operations and projects on green and health-friendly sustainable mobility within THE PEP Partnerships (e.g. THE PEP Partnership on Eco-Driving) and Following up THE PEP Workshops (e.g. Almaty)
Let’s work together in THE PEP Partnership towards green transport!
Good for cities and citizens, environment, society and economy!

Join the International Conference
Mobility Management and Eco-driving
Vienna, Chamber of Commerce, 24-26 February 2014

Sharing lessons learned, good practice and building up partnerships!
Simultaneous translation German, English, French, Russian! No conference fee!

Thank you for your attention!

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