

## klima:aktiv mobil

*DI Robert Thaler*

*Head of Division Transport, Mobility, Human Settlement and Noise*

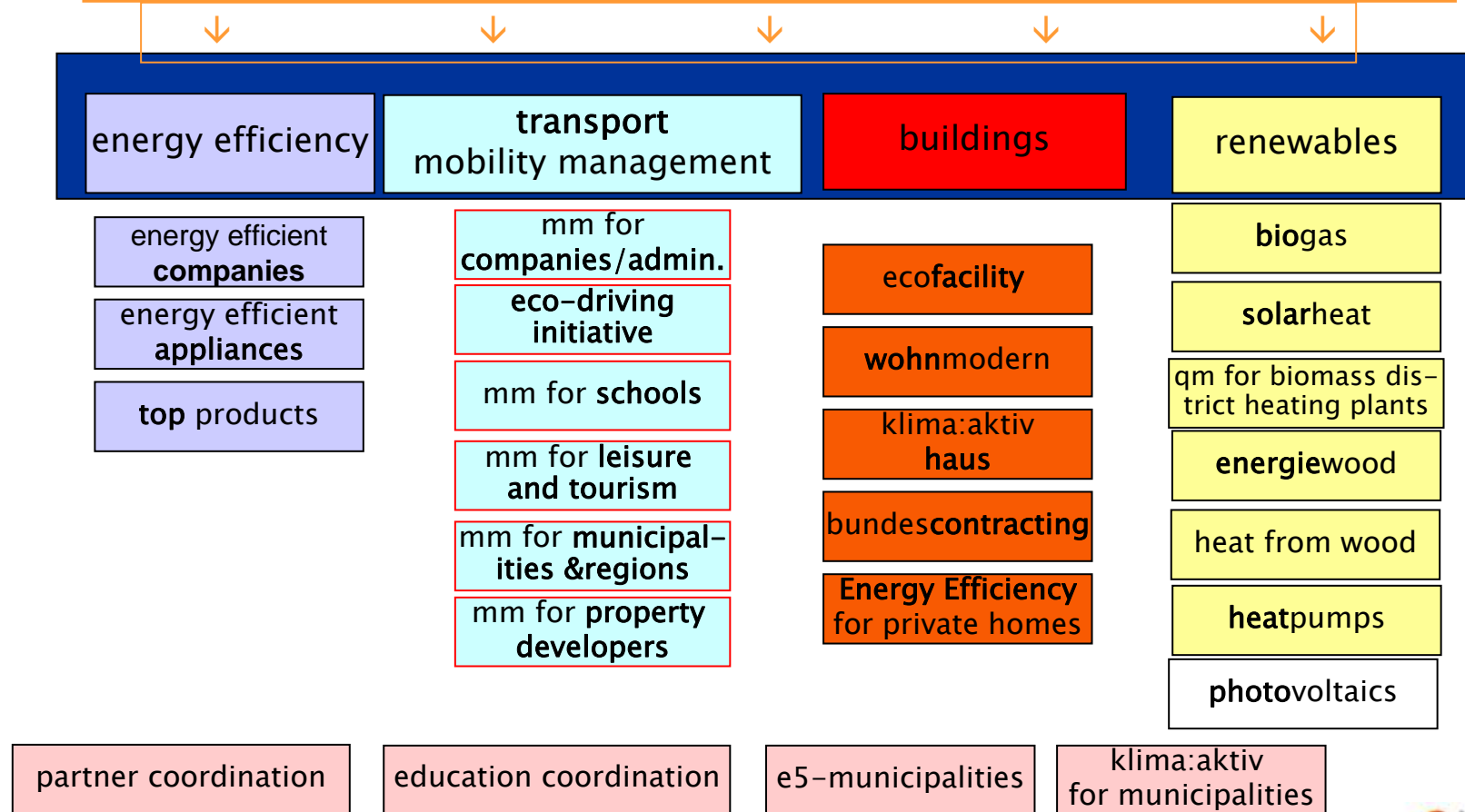
*Austrian Ministry for Agriculture, Forestry, Environment and Water Management*



## klima:aktiv mobil...

- .... is the **Austrian initiative** to combat GHG emissions and climate change 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**
- .....**one of the central answers** to make the transport sector more efficient and environmentally friendly by **targeting all relevant stakeholders**
- .....supported by the **Chamber of Commerce**, the **Association of Cities and Towns** and the **Association of Municipalities**

klima:aktiv is even more... topics and progr



## “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/CO<sub>2</sub>
  - + 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

## Target groups of klima:aktiv mobil:

### >> stakeholders in mm/transport

- companies and public administrations
- cities, municipalities and regions (“Laender“)
- leisure and tourism
- property developers, investors and building (and infrastructure)
- schools and youth
- press/media as opinion makers
- citizens as road users/traffic participants and consumers



## Offers from **klima:aktiv mobil** to the 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

klima:aktiv mobil



## 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

## Certification of Partners

partnerships

competitions, awards

[www.klimaaktivmobil.at](http://www.klimaaktivmobil.at)

## klima:aktiv mobil

- **klima:aktiv mobil financial support programs**
- klima:aktiv mobil action programs
- klima:aktiv mobil awareness raising campaigns
- Awards, certification
- Successes of klima:aktiv mobil

## Environmental financial support schemes

- **klima:aktiv mobil** support scheme (additional to the UFI support channel, started May 2007)
  - **Companies, mainly SMEs**
  - **Municipalities, towns, regions**
  - **Cycling**
  - **Leisure and Tourism**
  
- Support channel within the scheme „Umweltförderung im Inland (UFI)“ by the Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management (existing)
  - Mobility management in **companies**

## klima:aktiv mobil

- klima:aktiv mobil support programs
- **klima:aktiv mobil action programs**
- klima:aktiv mobil awareness raising campaigns
- Certification, awards

# Mobility Management for companies and public administrations



- **supports companies in the implementation of mobility management**

- fleet conversions to alternative fuels and drives
- avoiding car trips and replacing them by more sustainable modes (public transport, ride sharing, cycling and walking)
- developing intelligent mobility solutions for commuting, business trips, motor vehicle pools and logistics
- klima:aktiv mobil training courses

- **offers information and support for subsidies of the ministry**



**More than 120.000 t CO<sub>2</sub>/y saved due to mm actions by 190 companies/admin.**

**30 public administrations and utilities have successfully implemented mobility management**

[www.klimaaktivmobil.at](http://www.klimaaktivmobil.at)



# Mobility Management for schools and youth

## Mobilitätsmanagement für Schulen

Klimafreundliche Mobilität lernen  
– ein Gewinn für Umwelt und Gesundheit



- supporting schools in developing and implementing environmentally friendly and health enhancing mobility plans
  - promoting walking, cycling & public transport
  - Mobility Management – Contribution to CEHAPE
  - basic package
    - educational materials, workshops- und seminars
    - visits by mobility experts & regular information
  - professional package
    - personal process monitoring at schools by mobility consultants over the period of one year
  - new module on “youth“
- ✓ Professional package for schools is already implemented in more than 55 schools throughout Austria, some 70 schools will follow 2008/09

# Mobility Management for cities, municipalities and regions

Beratungsprogramm  
Mobilitätsmanagement für Städte,  
Gemeinden und Regionen

Neue Impulse für Klimaschutz im Verkehr



- **Consulting for cities, municipalities and regions in the development and optimal implementation of:**
  - promotion of walking and cycling
  - public transport improvements
  - set-up of regional mobility centres
  - initiatives to strengthen local retailers and the regional (small-scale) economy
- **Public relation packages for regional mobility management**
  - ✓ **Co operation with several Austrian “Länder“. 50+ municipal areas implement mobility management. 17 new mobility centres have been established. CO<sub>2</sub>-emissions reduction: 35.000 t / y**

## Mobility Management for leisure and tourism

Beratungsprogramm  
Mobilitätsmanagement  
für Freizeit und Tourismus

Gewinn für Mensch,  
Umwelt und Tourismuswirtschaft



- **supports the development, implementation and commercialisation of „gentle mobility“ for tourism associations and municipalities**
  - climate friendly travelling and mobility on site
  - leisure and weekend transport
  - special focus on big events
  
- **free consulting for**
  - tourism associations and municipalities
  - leisure companies
  - event organisers
  
- 20 tourism agencies and tourist regions implement mobility management and soft mobility packages.**  
**CO<sub>2</sub> saved: 12.000 t /y**

# 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“)**

## ECO-DRIVING-initiative

**Aims at a CO<sub>2</sub>-reduction by the establishment of a fuel-saving and smart driving style**

■ **Programme contents:**

- yearly ECO-DRIVING competitions und 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
- fuel efficient passenger cars [www.autoverbrauch.at](http://www.autoverbrauch.at)



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

- eco-driving training for 2.800 bus drivers
  - - 4.6% resp. 1,9 Mio l. diesel p.a.
- ➔ **A saving of 5.000 tons CO<sub>2</sub>/year**

## klima:aktiv mobil

- klima:aktiv mobil support programmes
- klima:aktiv mobil action programmes
- **klima:aktiv mobil awareness raising campaigns**
- Certification, awards

# „Laß die Wadeln auch im Alltag radeln“ – a cycling promotion campaign



## “Cycle in everyday traffic“

### key objectives:

- “Masterplan Cycling“
- pointing out the options for increased bicycle use in everyday life
- highlighting the multiple benefits for health and environment
- raising the awareness for an eco-friendly mobility behaviour
- klima:aktiv mobil bicycles

# „Laß die Wadeln auch im Alltag radeln“ a cycling promotion campaign

“Cycle in everyday traffic“

public relations tools:

- bike2business – coordination of a countrywide bicycle competition
- newspaper ads and articles
- TV- und cinema commercials
- bicycle activities and events throughout Austria
- European Car-Free Day - events



# “Eco-driving pays off“ – sustainable transport campaign



## key aspects:

- ECO-DRIVING
- purchase of fuel-saving cars
- public transport use
- European Car-Free Day, September 22<sup>nd</sup>

## public relations tools:

- broadcast and newspaper campaign
- cooperation with ÖBB Postbus (bus fleet run by Austrian Federal Railways)
- a countrywide Eco-Driving competition with celebrities/testimonials
- European Car-free Day, September 22<sup>nd</sup>



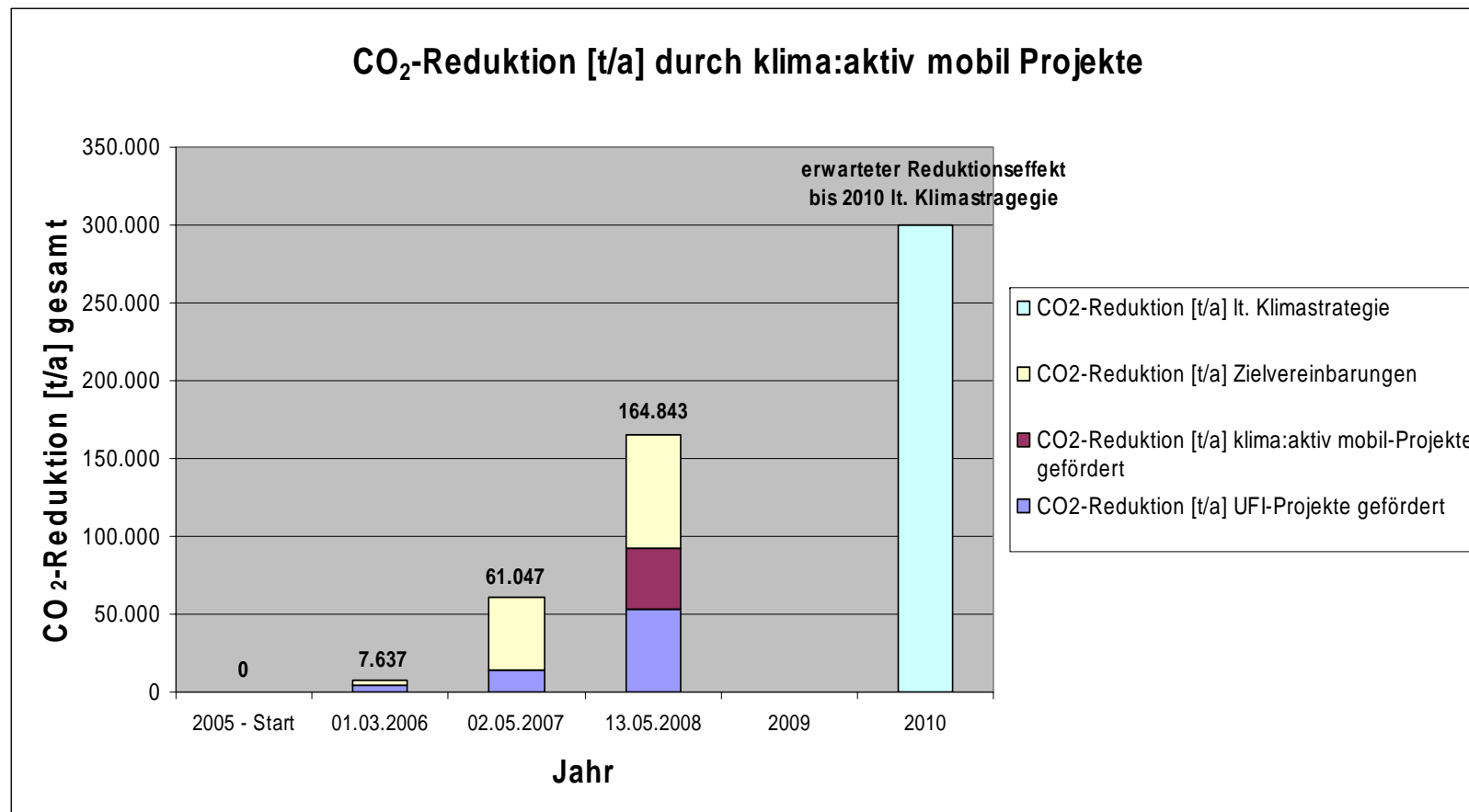
## klima:aktiv mobil

- klima:aktiv mobil support programmes
- klima:aktiv mobil action programmes
- klima:aktiv mobil awareness raising campaigns
- **Successes of klima:aktiv mobil**
- **Certification, awards**

# Successes of klima:aktiv mobil: as of 14.5.2008



>> **action programmes: more than 260 projekt partners**  
**save more than 160.000 to CO<sub>2</sub> / year**



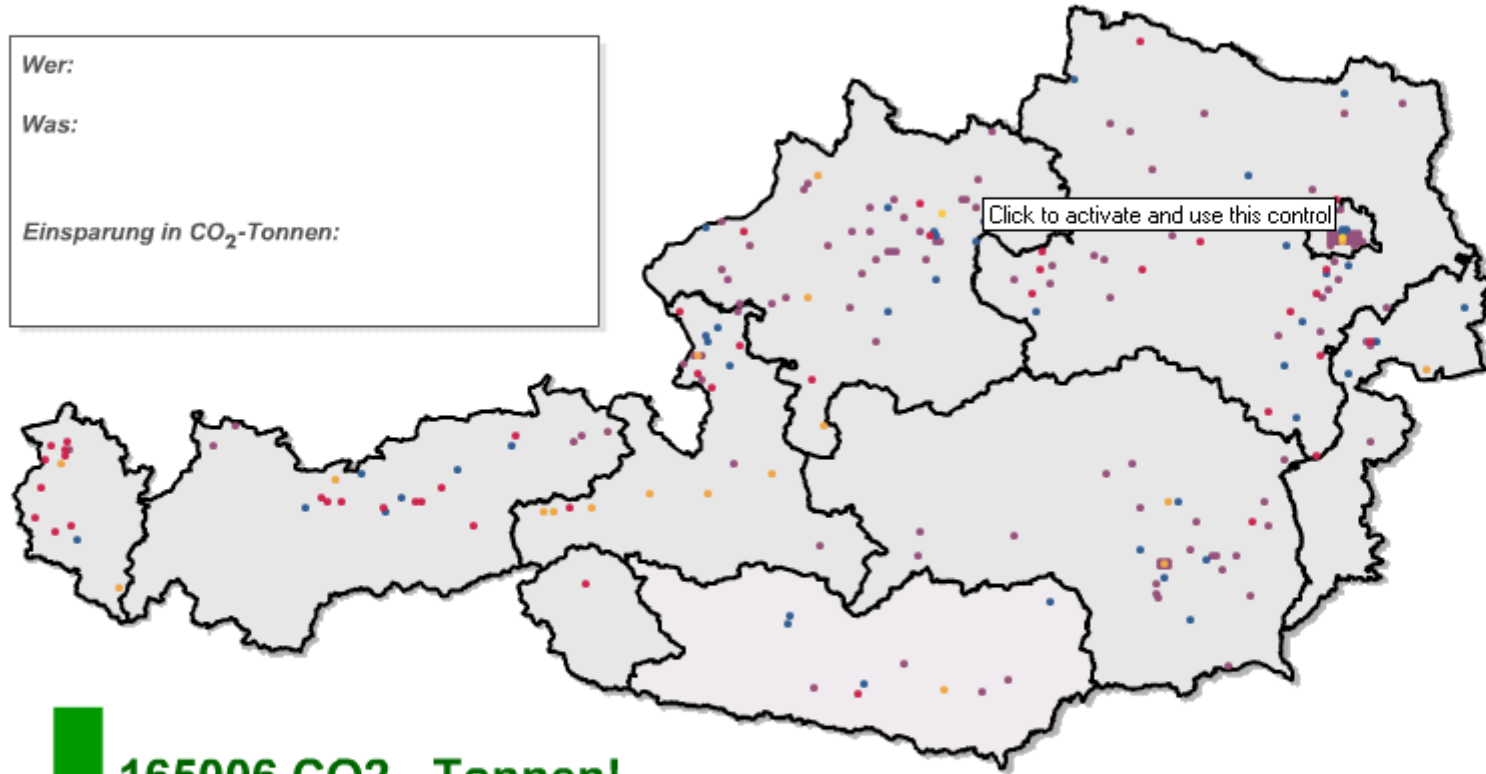
# CO<sub>2</sub> - Karte: klima:aktiv mobil Projektpartner - gemeinsam aktiv für Klimaschutz im Verkehr "Alle Programme"



Wer:

Was:

Einsparung in CO<sub>2</sub>-Tonnen:



Click to activate and use this control



## 165006 CO<sub>2</sub> - Tonnen!

Jährliche CO<sub>2</sub>-Reduktion der Klimaschutzprojekte im Verkehr, die durch klima:aktiv mobil Projektpartner des Lebensministeriums umgesetzt werden.



lebensministerium.at

Idee: DI Markus Schuster  
Umsetzung: Mag. Rupert Tomschy (beide HERRY Consult)

Betriebe & Verwaltungen

Schulen & Jugend

Städte, Gemeinden & Regionen

Freizeit & Tourismus

Bauträger

◀ bitte Programm auswählen ▶

Alle Programme

## Successes of klima:aktiv mobil: as of 14.5.2008

- >> **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 and Eco-driving, Competitions Bike2Business, Eco-Driving Championship



## Successes of klima:aktiv mobil:

>> **Awards handed over by the Minister:** Award and certification events: more than 260 projectpartners, more than 50 “professional mm schools“, certifies Eco-Driving trainers, Eco-Driving champions, Bike2Business winners



## Contacts klima:aktiv mobil

### Overall strategy:

#### **Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management**

Division V/5 – Transport, Mobility, Human settlement and Noise  
Head of Unit Mr Robert THALER; Ms Iris EHRNLEITNER

### klima:aktiv mobil management:

#### **Austrian Energy Agency**

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**Thank you for your kind attention!!!**