



CERTIFICATION FORM

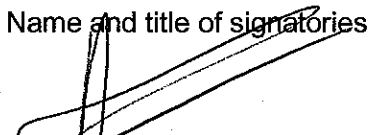
Name of local authority:	Brussels-Capital Region	
Country:	Belgium	
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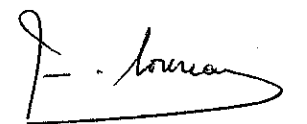
Dear Sir/Madam,

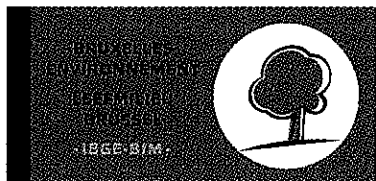
On behalf of Brussels Environment-IBGE and Brussels Mobility - AED, we hereby verify that the information contained within our application for the Pan-European Workplace Mobility Plan Award 2008 is an accurate reflection of the work that is being undertaken by Brussels Environment-IBGE and Brussels Mobility - AED.

Yours sincerely,

Name and title of signatories:


 Jean-Pierre Hannequart
 General Director
 Brussels Environment-IBGE


 Jean-Claude Moureau
 General Director
 Brussels Mobility - AED


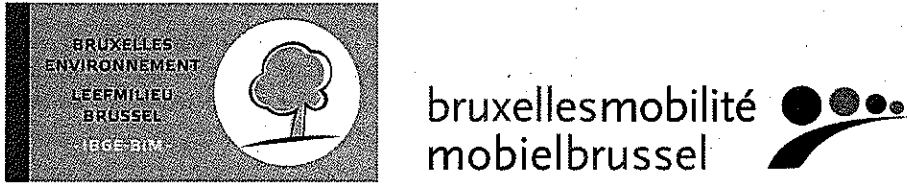


APPLICATION FORM

PRIZE FOR LOCAL AND REGIONAL INITIATIVES TO REDUCE TRANSPORT CO₂ EMISSIONS VIA WORKPLACE MOBILITY PLANNING



DETAILS OF APPLICANT

Local or Regional Authority	Brussels-Capital Region		
Country	Belgium		
ADDRESS:			
Street / Post box	Brussels Environment – IBGE Gulledelle 100	Brussels Mobility - AED Rue du Progrès, 80 box 1	
Postal Code, City	1200 Brussels	1035 Brussels	
			

CONTACT PERSON:		
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Website	www.ibgebim.be	www.bruxellesmobilite.irisnet.be
Key data on the authority's jurisdiction		Municipality or region: Brussels-Capital Region
		Size of jurisdiction: 160 km ²
		Population: 1,000,000
		<p>Other useful information:</p> <ul style="list-style-type: none"> • Two regional administrations (Brussels Environment - IBGE and Brussels Mobility - AED) are in charge of the Mobility Work Plans. Both of these administrations are included in the Follow-up Cell of these Plans. • The STIB, the Belgian urban public transport company, serves the 19 communes of the Brussels Capital Region as well as 10 other outlying communes. It covers a surface area of 241.5 km². The STIB network has 3 subway lines, 18 tramway lines and 47 bus lines. • The SNCB, the national railroad company, has 28 train stations within the Brussels-Capital Region. It covers a surface area of 160 km²

Please provide an overview of how your local/regional authority is promoting workplace mobility planning in its urban area. Include information on relevant policies, strategies, awareness-raising campaigns and timeframe.

Policies

One of the priorities of the Brussels-Capital Region is to stimulate the economy to develop local employment. The Region oversees the compatibility of economic activity with the environment and quality of life. Numerous initiatives stem from this principle such as, for example, the improvement of mobility by implementing sustainable solutions in order to better manage mobility. The extension of the subway, the management of its own sites for public transport or the promotion of car pooling are only some concrete examples of this ambition.

Companies must also participate in relieving congestion in the city. To do this, in the Brussels Region, all companies employing more than 200 people on a same site must draw up a Mobility Workplace Plan (MWP). The obligation to implement a MWP is foreseen in the Brussels' Decree of 1999 on the assessment and improvement of ambient air quality, which entered into force in July 2004. This obligation integrates the objectives of the Regional Development Plan (RDP), the Regional Mobility Plan (IRIS Plan) and the Air Climate Plan.

Strategies

Today, the Brussels-Capital Region offers employment to about 680,000 people. More than half of these workers live outside the Region and 57% of them travel to work by car with most driving alone. Improving mobility is essential to maintaining the economic appeal of Brussels.

Decongesting the city and improving mobility always translates, at local level, as less noise and better air quality. The city is caught up in a spiral of economic and demographic decline through congestion by cars. The reason is that congestion:

- reduces the efficiency of surface public transport;
- lowers living conditions in the city and accelerates the migration of inhabitants towards the periphery;
- reduces the competitiveness of urban companies and contributes to their relocation to the periphery;
- increases the dispersion of inhabitants and companies in the periphery, which renders public transport less effective and renders the individual car a practical necessity.

In order to ensure the success of its new sustainable mobility policy, the Brussels Capital Region entrusted the task of implementing the Brussels Decree on MWP to two administrations: Brussels Environment - IBGE (institute for the management of the environment and energy in charge, among other things, of following-up and coordinating the Air Climate Plan) and Brussels Mobility - AED (administration in charge of the regional strategy on mobility, infrastructure, maintenance and public awareness of sustainable mobility). Both administrations are incorporated in the Follow-up Cell on MWPs. The task of this Cell is to aid the implementation and evaluation of the MWP's obligation.

The administrations have both specific and hand-in-hand tasks:

- Brussels Environment - IBGE provides bodies with global administrative and methodological support linked to the setting up of their mobility plans as well as specific aid linked to the environmental impact of mobility.
- Brussels Mobility - AED provides bodies with methodological support regarding mobility and concrete actions to be implemented in terms of mobility. Brussels Mobility - AED also plays the role of relay between companies and mobility partners (public transport, bicycles, carpooling, car-sharing) and social partners.
- These administrations guide businesses through customised joint advice on individual WMP.

Procedure

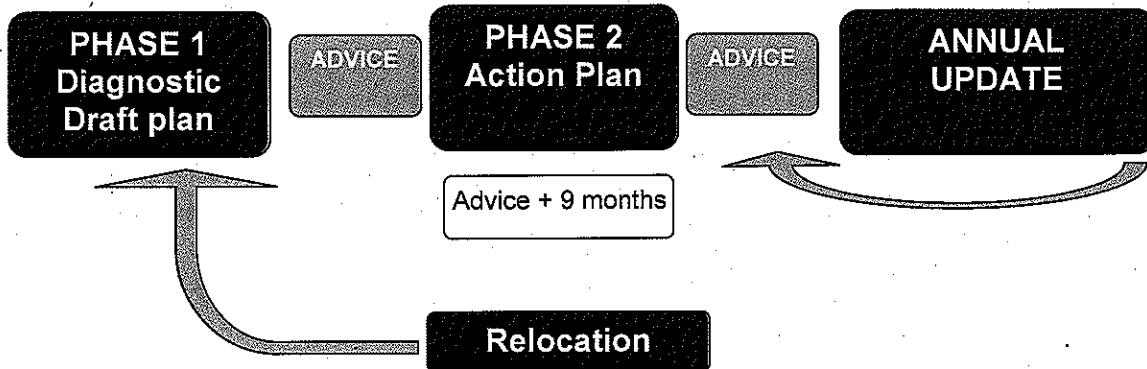
The entire procedure is fixed in a decree and a circular relating to the application of a mobility plan. These documents are attached.

A WMP is therefore "the study, implementation and follow-up, within a company or group of companies, of measures aiming to promote the sustainable management of mobility linked to the activity of this or these company(ies)". This tool allows each company:

- to analyse transport modes of the company's workers and goods;
- to analyse transport modes of visitors;
- to evaluate the measures taken, in the past, to improve the mobility;
- to encourage the use of alternatives to the car but still compatible with the activities and the well-being of workers.

The goal of the WMP is to initiate a long-term process, characterised by the progressive implementation of concrete measures. The plan is to be achieved in two initial phases, followed by an

annual update. In order to draw up their MWP, companies are guided by a questionnaire (see attached) to be sent to the Follow-up Cell and advice of the Cell on each phase.



Thus, the first stage of the Workplace Mobility Plan consists of making the mobility diagnosis of the company and establishing a draft action plan. This initial reflection means a first selection of foreseeable measures can be made and the objective in terms of the development of transport modes can be specified.

The second phase is the presentation of action plans: describing all the means used to improve mobility and air quality. As the company, its environment and its staff, as well as their mobility, evolve over time, the legislation stipulates an annual update of the main areas of the plan.

Timetable

The decree that imposes the WMP obligation entered into force on 1 July 2004. The different stages of realisation of the WMP are foreseen according to the following timetable:

- Return phase 1 of the plans to the Follow-up Cell at the latest by 31.12.2004;
- The Follow-up Cell gives personalised advice to the company (in theory within 3 months);
- Return phase 2 of the plans at the latest 9 months after the Cell gives its advice;
- New advice from the Follow-up Cell within 3 months;
- Plans are updated on an annual basis.

Awareness-raising campaigns

In order to motivate companies, the Follow-up Cell insisted on the advantages ensuing from the obligation to draw up a WMP. To contribute to the improvement of mobility means:

- to limit costs generated by transport, parking and absenteeism;
- to provide a modern image of the company;
- to facilitate access to the company for its collaborators, suppliers and customers;
- to improve the well-being of its collaborators;
- to benefit from savings linked to other transport modes than the car;
- to be able to do something else instead of driving;

- to stay in shape... since a short walk or cycle is very healthy.

Please include information on your specific CO₂ reduction targets and their link with national level targets.

Belgium's reduction target for greenhouse gases (GHG) is -7,5% of the 1990's emissions by 2010. In Belgium, this Kyoto burden sharing has been shared between the 3 regions (Wallonia, Flanders and Brussels-Capital). Regions are entirely responsible for their own regional targets. In this burden sharing of the national reduction effort, Brussels has been allowed to slightly increase its direct GHG emissions (+ 3,475%, or 4.13 m tons CO_{2eq} per year) (direct = emissions from its territory, so not including electricity production for instance).

However, a regional "Climate Plan 2020" is under development, which will fix ambitious targets for the reduction of GHG as well as the regional Carbon footprint, i.e. not only including direct and indirect GHG emissions but also the Carbon content of products and services produced and consumed by the Region.

According to a recent study by ECONOTEC for Brussels Environment-IBGE (« Analyse prévisionnelle des émissions atmosphériques en Région de Bruxelles-Capitale aux horizons 2010 et 2020 » - août 2007), the additional regional effort of GHG reduction by 2010 - strongly linked to climatic conditions due to the importance of emissions from the heating of buildings - should be about 200,000 tons of CO_{2eq} (up to 600,000 tons in the case of cold winters).

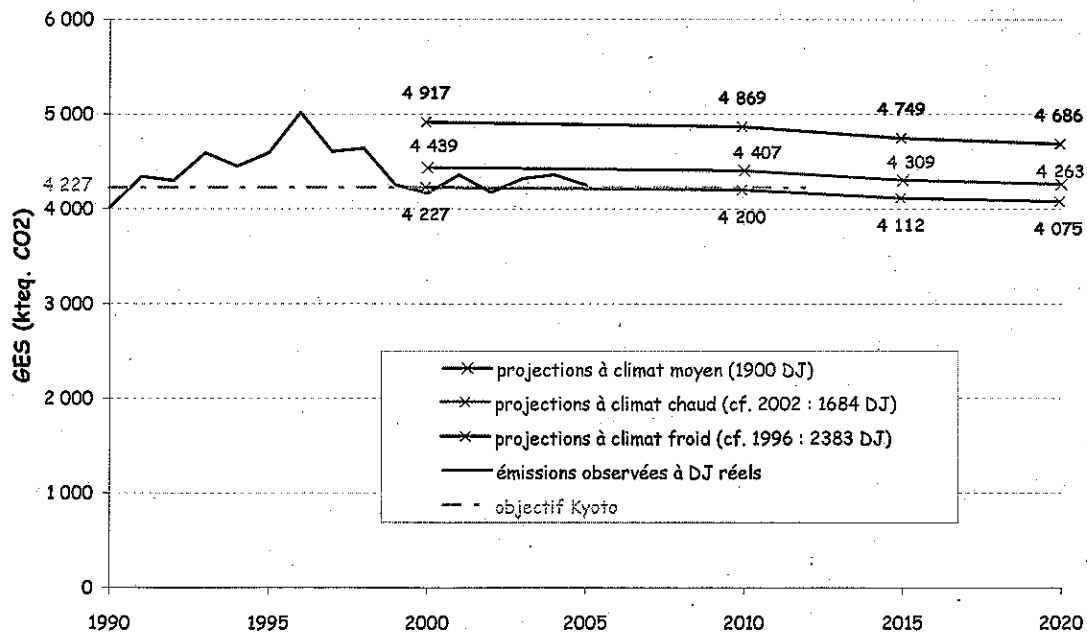


Figure 3 : Projections des émissions de GES en RBC (scénario BAU 2010-2020)

Source : IBGE / ECONOTEC

The WMP obligation has been evaluated as one of the most efficient measures in terms of directly reducing CO₂ emissions. The implementation of this obligation could bring about a reduction of about 21,000 tons of CO₂ (Econotec, 2003), which is equivalent to 2.5% of the 2005 regional transport emissions.

Please list all awareness-raising specific methods used to promote workplace mobility plan towards businesses and employees. Please give examples.

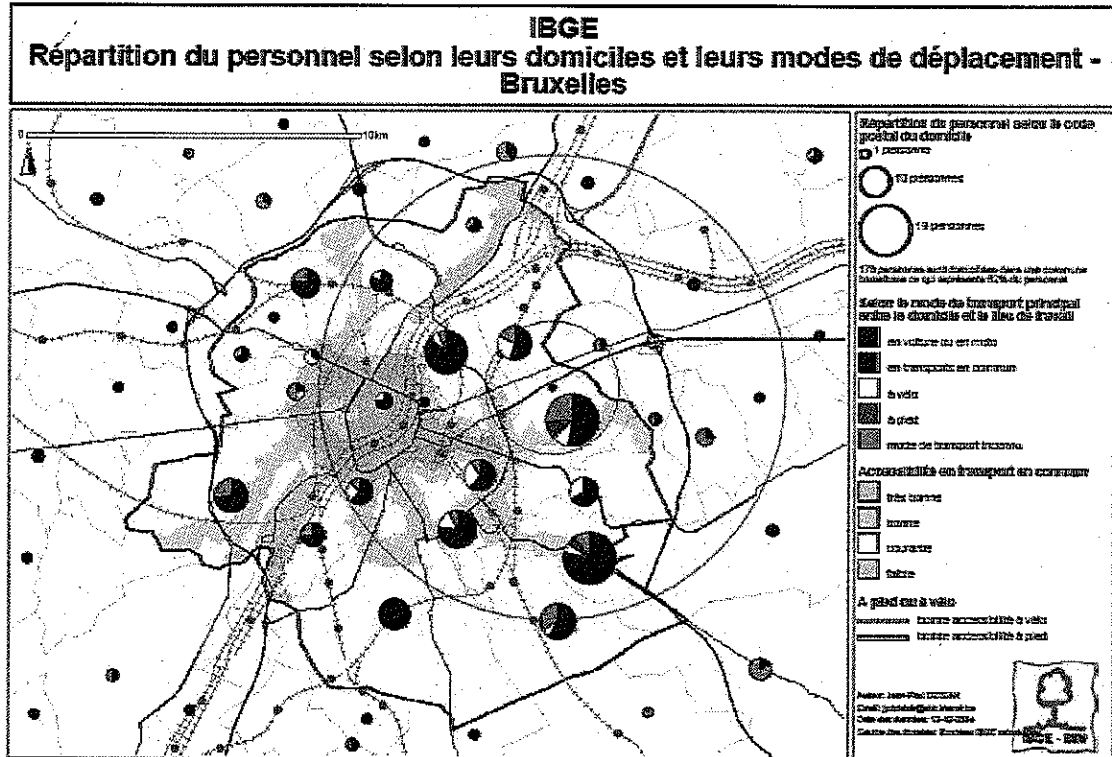
Carrying out this obligation was of course accompanied by an information, awareness and motivation campaign for companies. In order to inform them of this obligation, the Follow-up Cell sent a letter to each company and organised an information session. They were also informed by business partners (federations, the Brussels Business Agency (ABE)...) and by social partners. In addition, there were press releases (radio, newspapers,...).

Information leaflets or Newsletters	<ul style="list-style-type: none"> - Bicycle leaflet: "install efficient bicycle parking in your company" - Bicycle map (regional bicycle routes) - "Cycling to work" brochure - Technical papers on measures to be taken to implement a WMP http://www.ibgebim.be/Templates/Professionnels/Informer.aspx?id=1586&langtype=2060&detail=tab3 - Different info e-letters (mailings) to keep companies informed of new tools, training or information on mobility
Individual marketing	Individual advice on WMPs
Competitions	No
Seminars and information events	<p>In 2004:</p> <ul style="list-style-type: none"> - four seminars to explain step 1 (diagnosis) of the WMP, - one seminar to present to the mobility managers the various mobility players for the Brussels Region (SNCB, STIB, Pro Velo (the regional bicycle association), Taxistop (the national carpool company), and Cambio (the national car-sharing company)). These mobility players have an information booth in the accessibility forum - another mobility seminar was strictly reserved for Trade Union delegates. <p>In 2005:</p> <ul style="list-style-type: none"> - 4 seminars to explain step 2 (action plan) of the WMP - a mobility forum in a specific area where urban transport had improved (organised in collaboration with Trade Unions). <p>In 2006:</p> <ul style="list-style-type: none"> - a seminar on taxation to explain tips for granting workers extra repayment when using sustainable transport modes. - a mobility forum in another specific area where urban transport had improved (seminar hosted in a private company). <p>In 2007:</p>

	<ul style="list-style-type: none"> - a mobility forum in a specific area with poor urban transport (seminar organised with the two municipalities concerned) - a second mobility forum on the results of the Brussels compulsory regulation organised by the Brussels Business Union. - a seminar with an exchange of experience between various businesses. <p>Furthermore, presentation of the results of the WMP obligation to different bodies: Economic and Social Council, Central Economic Council, Regional Mobility Commission, STIB or urbanism midday sessions, ...</p>
Website	<p>Each administration has its own website:</p> <ul style="list-style-type: none"> - Brussels Environment-IBGE: A WMP heading with all useful information to fulfil the obligation (methodology, legal texts,...) (www.ibgebim.be) - Brussels Mobility - AED: a site dedicated to the WMP (www.pde.irisnet.be)
Others (please specify)	<ul style="list-style-type: none"> - A form to fill in online or on paper - A map tool to represent the distribution of workers' residences and their workplace transport modes in Brussels and in Belgium (http://geowebgis.irisnet.be/ibge/default.jsp?lng=fr) (currently being improved; by the end of April it will be possible to calculate the environmental impact of WMPs) - A " tools box " full of concrete examples: www.toolbox.be - Survey on the results of phase 1: both administrations made an analysis on the MWP. Reports can be downloaded from http://www.ibgebim.be/Templates/Professionnels/informer.aspx?id=2618&langtype=2060 and www.pde.irisnet.be - Small film on "mobiles" : 4 stories from workers on their home-work commute - Friday Bike Day campaign www.fridaybikeday.be - Free enrolment for companies in the Taxistop car-sharing database (www.taxistop.be) - Subsidy from STIB for modal shifts and accessibility maps - Help desk (pdebvp@ibgebim.be or dbauchau@mrbc.irisnet.be - Qualitative audit of the WMPs (report in annex 1)

Exemples :

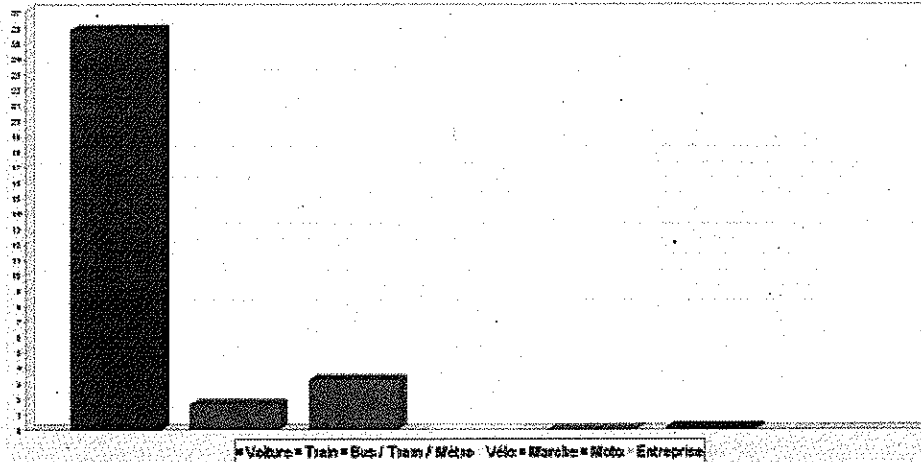
1 / example of maps generated by the map tool:



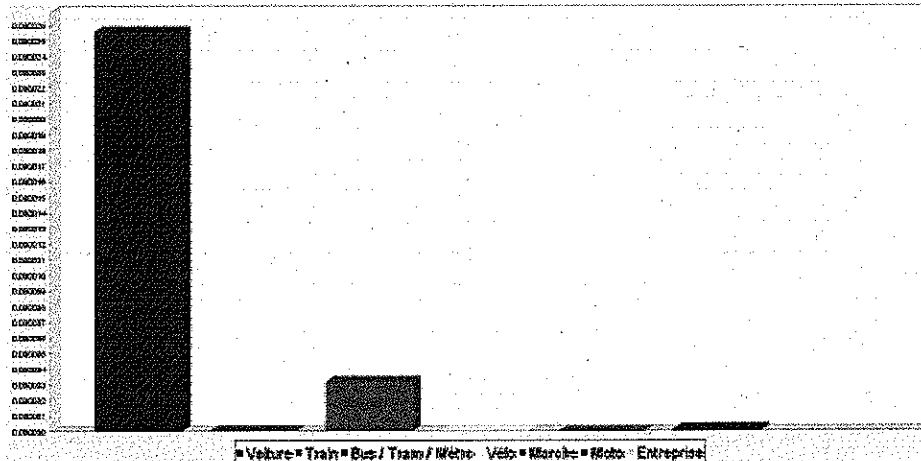
IBGE

Impact environnemental : estimation du rejet de CO2

Kg de CO2 par jour



Kg de CO2 par jour par travailleur et par km



Par rapport à une utilisation généralisée de la voiture votre entreprise rejette:

325 Kg de CO2 en moins par jour grâce au train

69 Kg de CO2 en moins par jour grâce au bus, tram et métro

38 Kg de CO2 en moins par jour grâce au covoiturage (passagers)

1 Kg de CO2 en moins par jour grâce aux piétons

18 Kg de CO2 en moins par jour grâce au vélo

18 Kg de CO2 en moins par jour grâce au vélo

Au total vous épargnez 451 Kg de CO2 par jour grâce aux modes de déplacement alternatifs

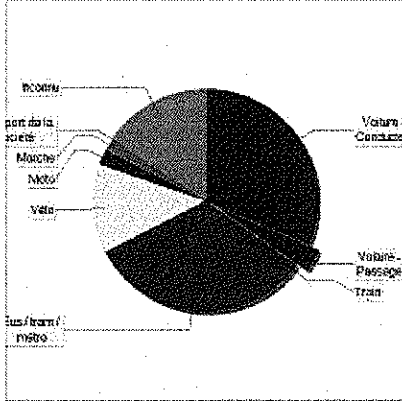
Auteurs: Gestor Estin.
Email: geo@ibgethm.be
Date des données: 13 / 03 / 2009
Source des données: Siquéle



CIRB

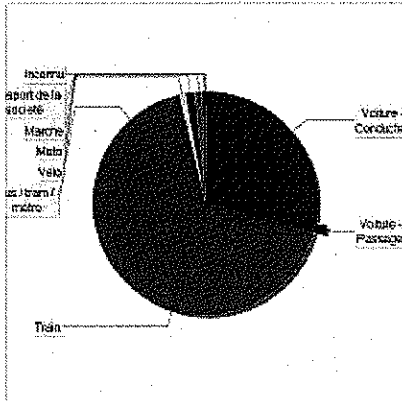
Comparaison à la répartition modale moyenne

Votre entreprise



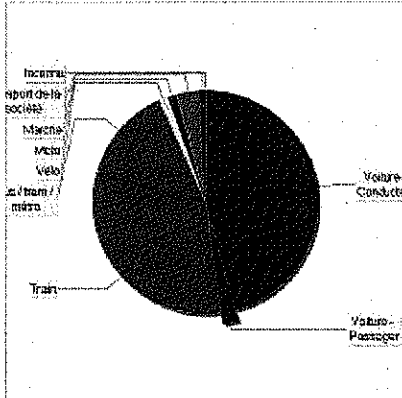
Voiture - Conducteur	56.0%
Voiture - Passager	6.0%
Moto	4.0%
Train	3.0%
Bus / tram / métro	55.0%
Transport de la société	0.0%
Vélo	23.0%
Marche	3.0%
Inconnu	28.0%

Zone d'accessibilité similaire en transports publics (Excellente)



Voiture - Conducteur	27.9%
Voiture - Passager	1.2%
Moto	1.2%
Train	51.5%
Bus / tram / métro	15.6%
Transport de la société	0.3%
Vélo	0.9%
Marche	1.4%
Inconnu	0.0%

Ensemble de la Région de Bruxelles-Capitale



Voiture - Conducteur	45.7%
Voiture - Passager	2.2%
Moto	1.2%
Train	31.1%
Bus / tram / métro	14.2%
Transport de la société	0.8%
Vélo	1.3%
Marche	3.5%
Inconnu	0.0%

Auteur: Jean-Paul DZISIAK

Email: jeanpaul@cirb.brussels

Date des données: Mar Feb 18 09:00:00 CET 2009

Source des données: Jean-Paul DZISIAK



Please describe monitoring exercises and techniques used to evaluate your actions for promoting workplace mobility plans. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc.

Monitoring exercises and techniques

- All the data collected through the WMP are in a database and were analysed. This will make it possible to monitor the development of all transport modes. A summary of the results of the WMP phase I and the situation in 2008 are attached.
- A qualitative audit was recently carried out (February 2008) on the approach of the WMP. Twelve companies were interviewed. The Follow-up Cell found that these businesses were satisfied with both steps (most of the advice provided has been included in the action plans (phase 2)); that they considered cycling as dangerous; that they want to meet other companies to exchange experiences; that they are dissatisfied with the Taxistop carpool database.

Indicators chosen

Even if it is too early to evaluate the global impact of MWP, the individual measures of the companies are analysed. The most important indicators are:

- the modal shift
- the implementation of measures (compare the draft action plan (phase 1) to the actions taken in phase 2)
- the number of companies undertaking the MWP obligation

Problems encountered

- One of the problems is to involve all companies concerned by this obligation in the process. In fact, it is an obligation without penalty and the notion of "site" is specific to the obligation. Nevertheless, the response of companies to this obligation is very satisfying and a reminder for companies that have not yet answered is underway.
- Returning the Follow-up Cell advice within the 3 month period: as nearly 200 MWP-phase 1s arrived at the same time (beginning 2005), it was impossible, due to the lack of human resources in the Cell and given the choice to provide good quality advice corresponding to each company, to reply to companies within 3 months. This is why some companies had to wait more than a year to receive the advice of the Cell (and even nearly 2 years for some of them). This explains the delays accumulated in the implementation of the MWPs.

Stakeholders involvement and problems encountered

- Meetings are organised with the Brussels Business Union and Trade Unions each year.
- Also closer meetings with Taxistop (carpooling) and Cambio (car-sharing) every 3 months. Cambio is in full expansion. On the contrary, Taxistop is stagnant. The Follow-up Cell has created a task force on carpooling and has invited several businesses to help pinpoint the problems. The trouble is that the carpool database is outdated and inefficient. In addition, carpooling is a restrictive mode of transport and is not favoured by workers. More regular meetings will now take place with Taxistop and the task force to boost the system. Taxistop has now efficiently reacted by creating a brand new image, cleaning up the carpool database and implementing new ideas (www.carpoolplaza.be).

Please rank the following actions for which businesses are most likely to receive support (financial or in-kind) from your city/region. (1: most likely to receive support – 6: least likely to receive support)

Consult and develop a baseline analysis	1
Create workplace mobility plan	3
Set targets and measures	2
Promote the workplace mobility plan	6
Implement the workplace mobility plan	4
Monitor the impacts of workplace mobility plan	5

Note: all actions listed are going to receive support ; the notation just rank them by priority

Please tell us how many businesses have adopted a workplace mobility plan during the current programme.

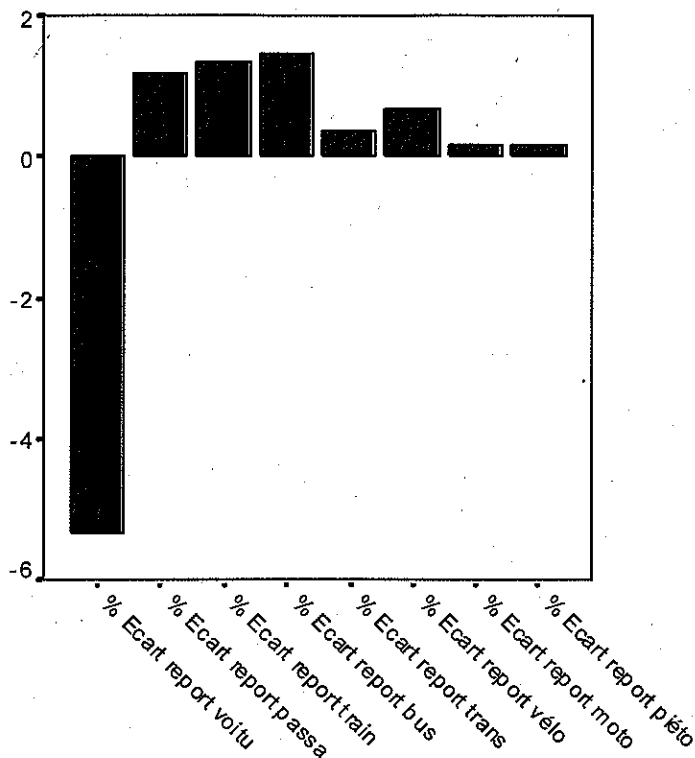
In March 2008, 246 diagnoses (phase I) and 127 actions plans (phase II) have been returned to the Follow-up Cell. These sites encompass 218,600 workers, which represents a third of the total Brussels workforce.

The numbers of companies by activity sector are detailed in Annex 1.

Please describe the benefits achieved in terms of CO₂ emissions and modal shift through the coordination and promotion of workplace mobility plans towards businesses.

Since the actions plans of companies are only at the initial stages of implementation, it is still too early to evaluate the real impact. However, one could mention that in the WMP-phase I analysis, companies gave estimated modal shift targets: on average companies hope to decrease the use of cars by 5% within one year in favour of other modes of transport (carpooling, public transport and cycling). This target is certainly very ambitious and demonstrates the magnitude of the problem of mobility for companies.

Figure: Modal shift targets of companies (in %)



It should be noted, however, that the new map tool, which will be online at the end of April 2008, will make it possible to assess the environmental impact of all mobility plans as well as each individual plan.

The impact of implementing companies' WMPs in term of a direct reduction of emissions has been estimated at 21,000 tons of CO₂ (Econotec, 2003), which is equivalent to 2.5% of the 2005 regional CO_{2eq} transport emissions.

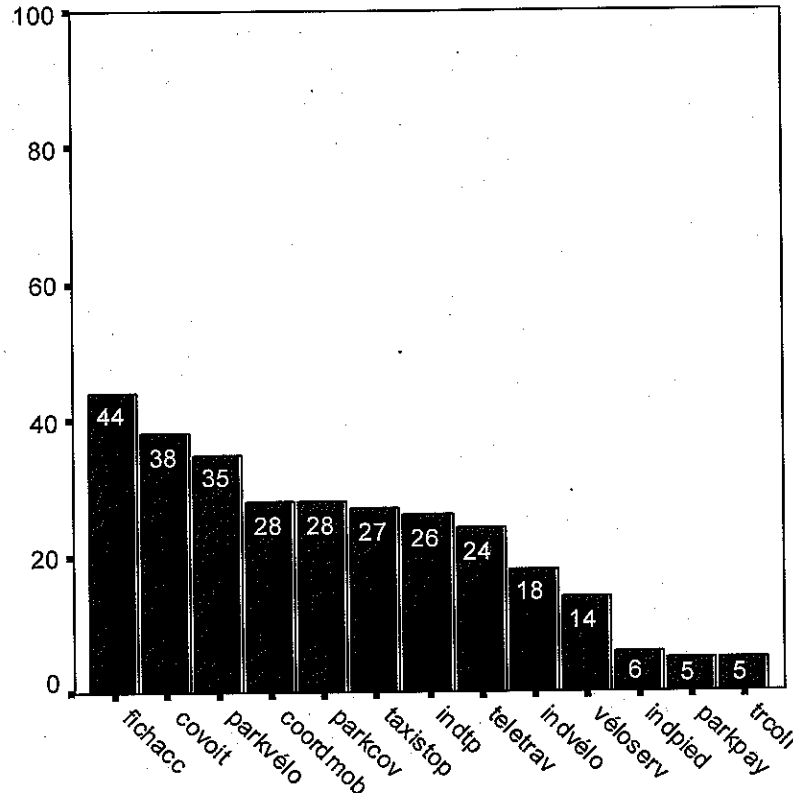
Please provide evidence of the effectiveness and value for money of the workplace mobility plan programme and measures. Give an estimation of the total budget invested.

Total expenses, from 2004 to the end of 2007, for the implementation of the WMP obligation can be estimated at about 1 million euros, mainly for personnel costs, developing computer, map and awareness tools, and subsidies to the STIB, Taxisstop and Cambio.

From 2008, the annual budget should be around €250 k.

Thanks to the WMP approach launched in 2004 and the work of the Follow-up Cell, companies can take the following measures concerning sustainable mobility: realisation of a multi-modal accessibility data-sheet, creation of a car-sharing database or enrolment to Taxisstop, installation or improvement of bicycle parking, designation of a mobility coordinator, booking of parking spaces for car-sharing users... This data is from the analysis of draft plans (phase I).

Figure : Some actions planned by companies (in %)



Furthermore, it is necessary to recall here that the objective of companies is to decrease the use of cars by 5% within one year in favour of car-sharing, public transport and bicycles.

Looking only at the reduction aspect of greenhouse gas (GHG) emissions, if the estimation of the Econotec survey is correct (reduction of 21,000 tons of CO₂ per year), the annual budget of following-up and improving the WMP obligation is €11.90 per ton of non-emitted CO₂. By writing off the implementation costs (€1 m) over one Kyoto period (5 years), the cost per non-emitted ton of CO₂ would increase to €23.80.

The cost of a ton of CO₂ on the European market is presently €22,23 (31 March) and 2010 forecasts estimate it to rise to €30 per ton. Therefore, this measure is economically efficient since this estimation takes into account only the CO₂ reduction and not the other benefits such as an improvement in traffic flow and air quality.

Please give an estimate of the percentage of voluntary / mandatory workplace mobility plans set.

The number of sites of companies or bodies hiring more than 200 people are estimated to be at 325. In March 2008, 246 sites introduced phase 1 of their WMP. 127 WMPs are in phase 2. Therefore 75% of the company sites concerned initiated the development of their WMP and about 39% implemented it.