

# **Mobility Management** (work place travel plan) **in a Non-Urban Area**

INFICON Ltd. in Liechtenstein

Incentive System: Mobility Club

Punitive Measures: Parking Fee

Results

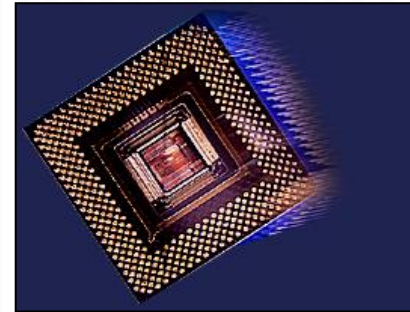
Elements of Success

# INFICON – a Global Company

850 employees in 12 countries; development and production in Germany, USA, Liechtenstein (Balzers 225 employees)

Vacuum coating

Manufacturing



Refrigeration

Air conditioning



Emergency response

Security

General vacuum processes



# INFICON: Mission



CEO  
Lukas Winkler

We realize  
top measurement  
equipment  
for the  
analysis,  
measurement and  
control of gases.

# Principality of Liechtenstein

Area: 160 km<sup>2</sup>  
about 2/3 are mountains

700 cars per  
1'000 inhabitants

Inhabitants: 35'000

Jobs: 32'000

Daily commuters:

>7'300 from Austria

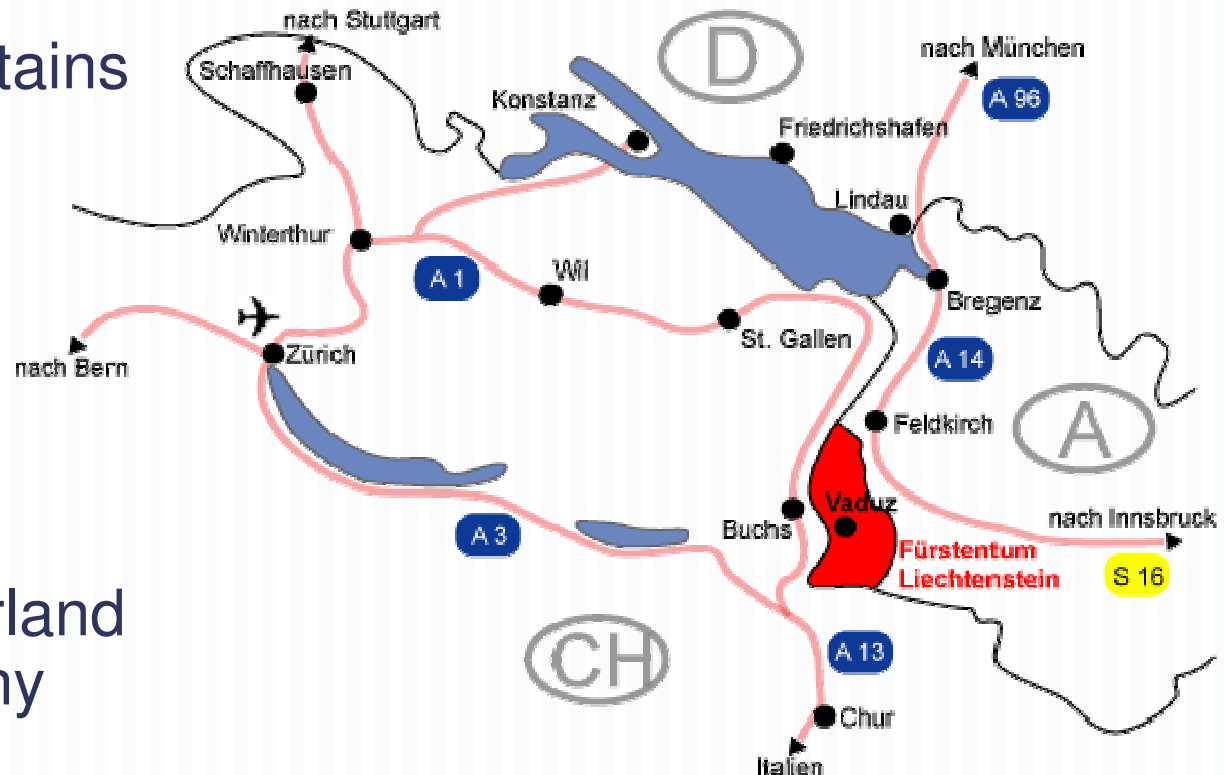
>7'400 from Switzerland

> 500 from Germany

Non-urban area

Urban car traffic in rush hours

Public transport: predominantly bus system

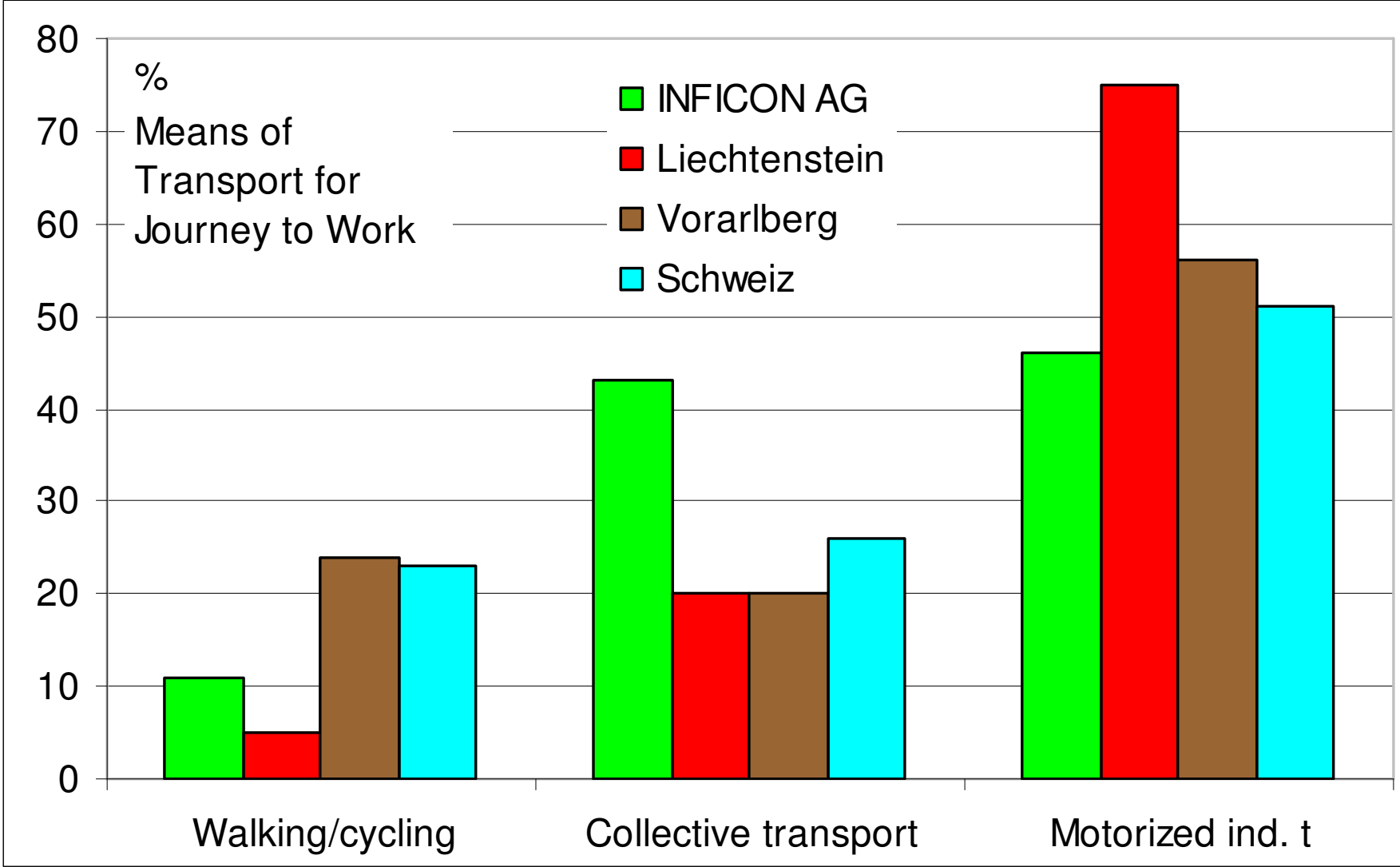




# Principality of Liechtenstein



# Journey to Work : INFICON, LI, Vlb, CH





# INFICON Ltd. in Balzers (2002-05)



# ISO 14001 at INFICON

INFICON in Balzers is accredited according to ISO 9001 (since 1994) and ISO 14001 (since 1998). An honest energy and material flow analysis for ISO 14001 must take the energy consumption for the journeys to work into consideration.

1998: journeys to work caused towards 50% of the total energy consumption at about 65% motorized individual transport.

Active mobility management since 1999.

One environmental goal: reduction of energy consumption and emissions for the journeys to work.

Defined in 2000 : average <40% motorized individual transport.



# Advantages for Employer & Employee

Yearly cost for parking space (in our region):

- Outdoor: EUR 300 – 600
- Indoor: EUR 1'000 – 3'000 (INFICON: EUR 1'500)

Yearly cost for mobility management per employee:

- EUR 300 – 1'000

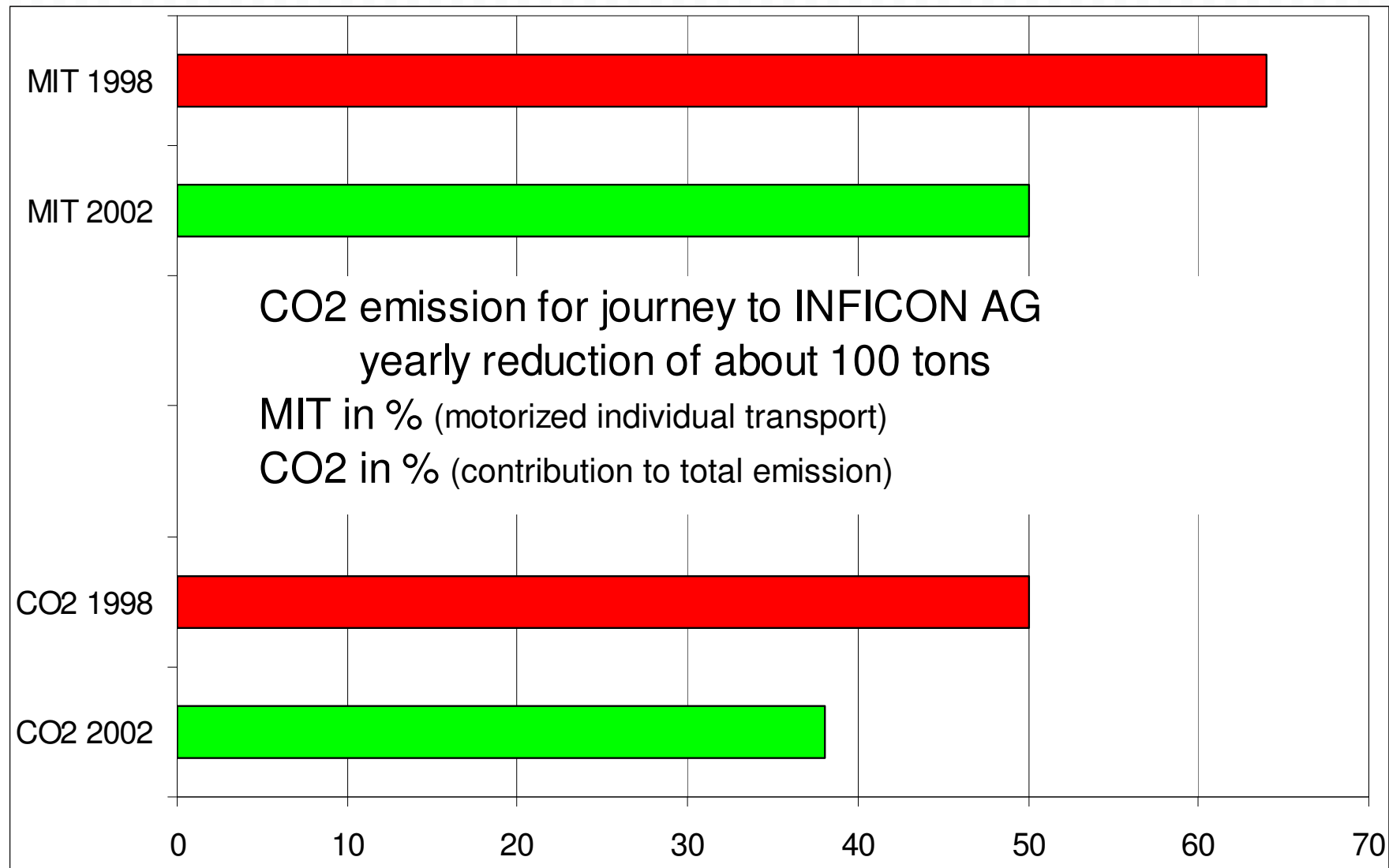
INFICON Ltd.: Yearly savings of  $\geq$  EUR 80'000.

Additional benefits: Increase in employee satisfaction; productivity increase; image as fair and responsible employer.

Many employees: Lower costs for journey to work; no need for second car in household = more dispensable income.

Walking, cycling or using public transport is less stressful than commuting by car or motorbike. The integration of movement into daily life means better fitness and higher quality of life.

# Journey to Work & Climate Change



# **Sustainability:** economy–society–environment

Clever mobility management results in savings for the employer of EUR 300 – 600 per 1 ton CO<sub>2</sub> not emitted on the journeys to work.

Healthier life style:

Lower health costs due to integration of movement into everyday life and due to less air pollution and noise caused by motorized transport.

Energy efficient journeys to work

secure competitiveness at rising energy prices (Peak Oil) and reduce the output of harmful substances.

# INFICON Main Entrance





# Incentive System: Free Mobility Club

Reservation of free day-parking space;  
parking spaces of absent employees.

Yearly mobility contribution to club members:  
Top: EUR 320, Plus: EUR 240, Basic: EUR 70.  
Deduction for people living in close vicinity: EUR 70.

Free membership with Mobility CarSharing Switzerland.  
Free use of Mobility cars on work days.

Monthly prize draw of EUR 70 for Top members.

Yearly prize draw of 5 x EUR 70 among those Top members  
who used up to 4 day-parking spaces only.

# Mobility Club: Criteria

Members commit to commuting to work **alone by car**  
no more than a defined number of times per year.

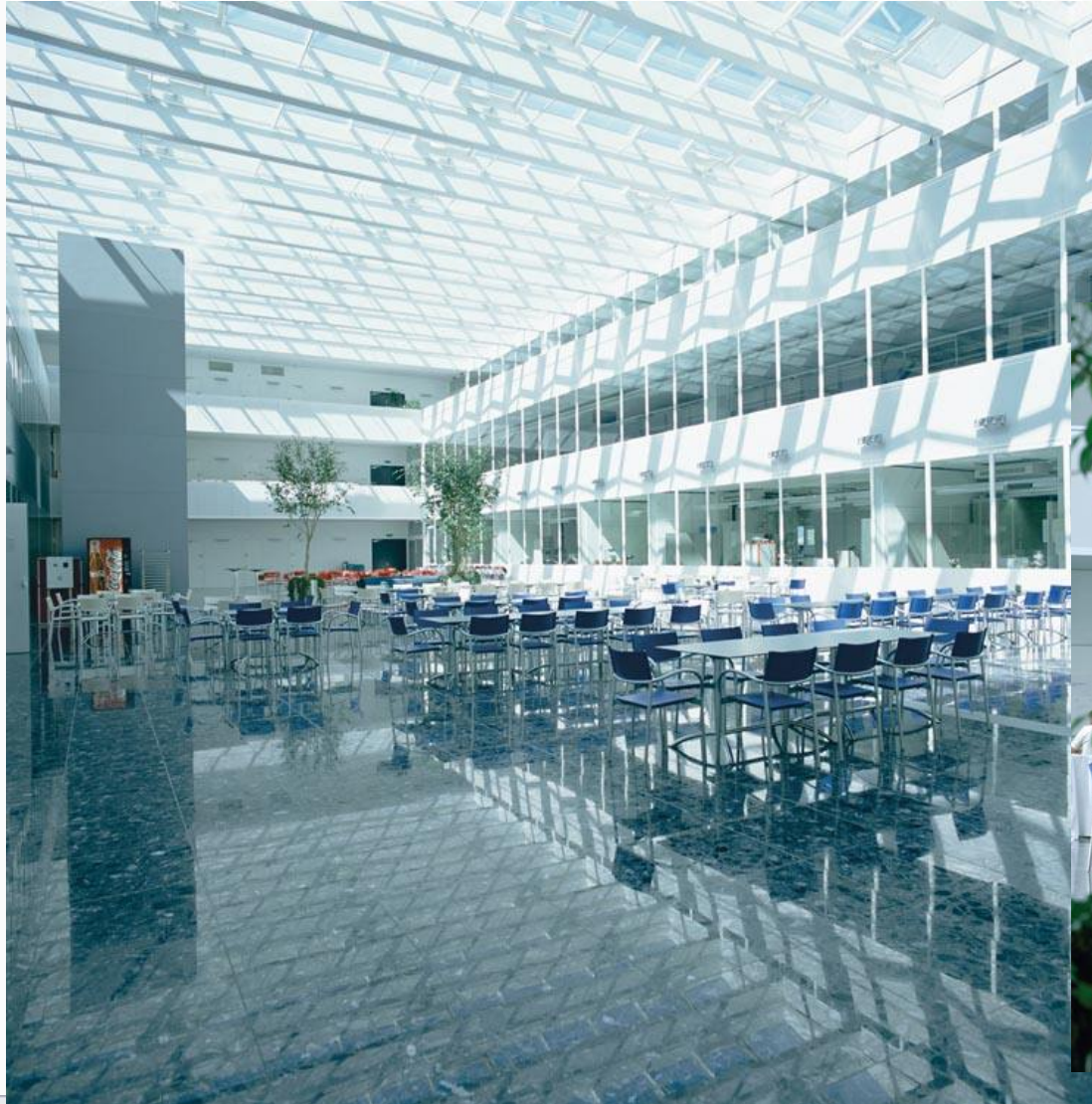
Top members (33% of employees):  
≤12 times per year

Plus members (17% of employees):  
≤52 times per year

Basic members (5% of employees):  
≤ 96 times per year

Average use of day parking << than allowed maximum!

# Atrium: Attractive Meeting & Eating Place



Own kitchen  
Quality food  
Meals 60% subsidized



# Further Incentives

Yearly free bicycle repair week by expert;  
company pays an average of EUR 30 per bicycle.

Subsidy for bicycle helmet, EUR 20 once a year.

Yearly mobility jackpot lasting 4 weeks.  
Every day the jackpot is replenished with EUR 30.  
Whoever commuted not alone by car and not alone by  
motorcycle qualifies for emptying the jackpot in the raffle.

Bicycle repair corner.  
Special wardrobe for cyclists.



# Locker Rooms, Showers, Free Towels



# Journey to Work w/o Car Reasonable

Public transportation is reasonable for distances from the home to the bus stop or train station, up to:

- $\leq 600$  m (7 – 9 min. walking) for all employees
- $\leq 900$  m (10 – 14 min. walking) when only 15 minutes bus ride

Duration of the journey to work with public transport:

- $\leq 3$  times as long as by car is acceptable
- $\leq 60$  minutes total journey time

Cycling and walking:

- 3 km including difference in altitude of about 50 m cycling
- 8 to 15 minutes walking

# Fee for Car Parking

If journey to work without car is reasonable:

- EUR 480 per year  
(monthly salary deduction of EUR 40)

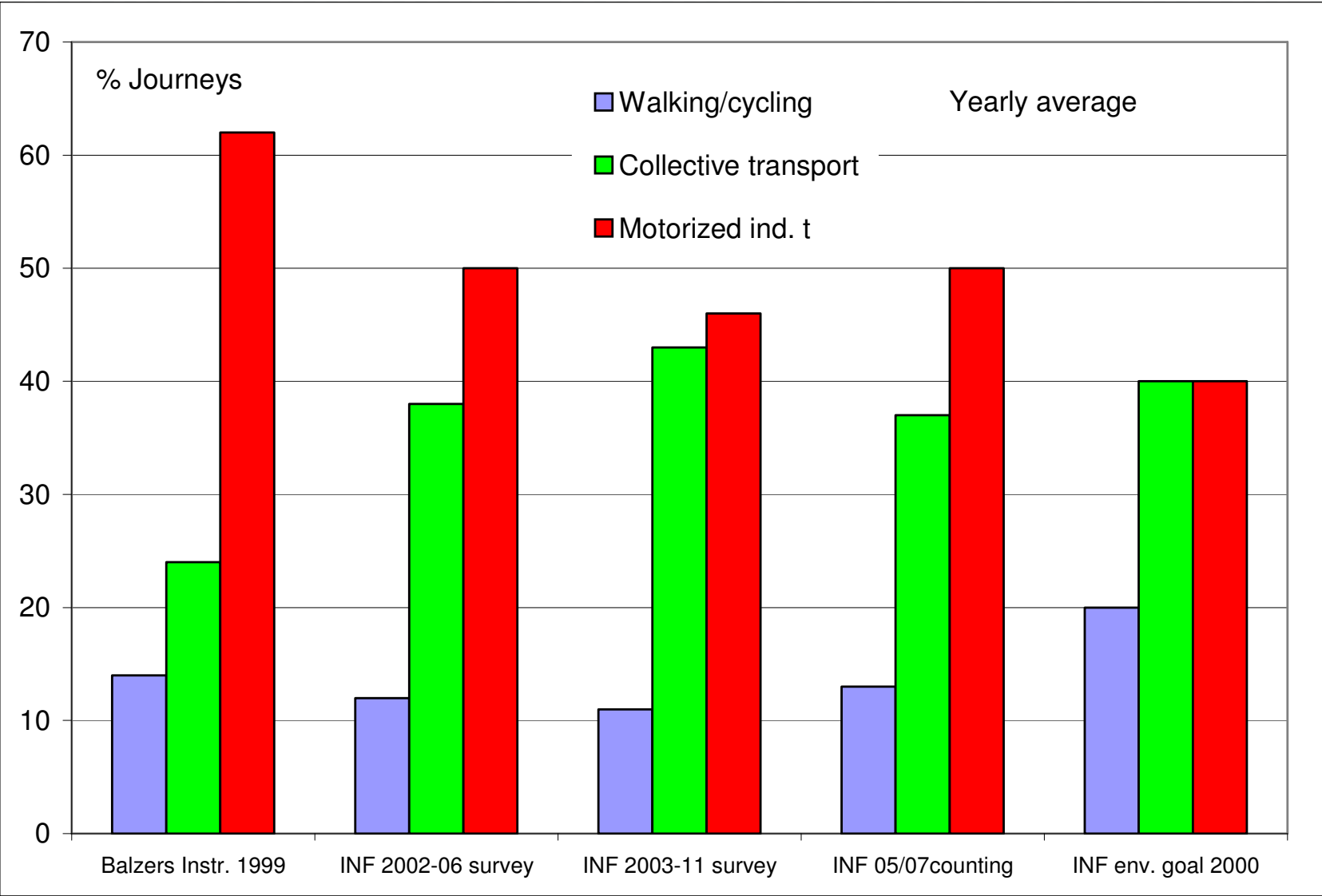
If journey to work without car is not reasonable:

- EUR 240 per year  
(monthly salary deduction of EUR 20)

The criteria of the journey to work “without car reasonable” are equally valid for **ALL** employees.

All employees pay for an assigned parking space.

# Journey to Work at INFICON Ltd.





# Elements for Success

Incentives for

- Walking & cycling
- Using public transport
- Car pooling

AND

- Restrictive measures for car use

## Communication

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