

klima:aktiv mobil

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Austrian Ministry for Agriculture, Forestry, Environment and Water Management



Wir sind klima:aktiv.

Why Austria joined EPOMM...

EPOMM is the ideal platform on a European level to:

**.... share experiences on MM and information exchange
on a international level (multilateral, bilateral)**

.... learn from other countries and stakeholders

Why Austria joined EPOMM...

EPOMM is the ideal platform on a European level to:

- bundle the forces for pushing MM as a valuable tool to achieve changes in transport and behaviour**
- building partnerships for making transport more efficient and environmentally friendly**
- offer input from the Austrian case (klima:aktiv mobil) and experience on MM**

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**



klima:aktiv mobil...

.....is **one of the central answers** to make the transport sector more efficient and environmentally friendly by **targeting all relevant stakeholders**

.....is supported by the **Chamber of Commerce**, the **Association of Cities and Towns** and the **Association of Municipalities**



klima:aktiv is even more...



energy
efficiency

transport

buildings

renewables

energy efficient
companies

energy efficient
appliances

top products

mm for
companies/admin.

eco-driving
initiative

mm for schools

mm for leisure
and tourism

mm for municipal-
ities & regions

mm for real estate
developers

ecofacility

wohnmodern

klima:aktiv
haus

bundescontracting

Energy Efficiency
for private homes

biogas

solarheat

qm for biomass dis-
trict heating plants

energiewood

heat from wood

heatpumps

photovoltaics

partner coordination

education coordination

e5-municipalities

klima:aktiv
for municipalities

“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/CO₂
 - + 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
- leisure and tourism
- real estate developers, investors in the building sector
- schools and youth
- press/media as opinion makers
- citizens as road users/traffic participants and consumers



Offers from klima:aktiv mobil to 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 ®ions

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

awards, certification

partnerships

competitions, awards

Environmental support program for mobility management by the Federal Ministry of Agriculture, Forestry, Environment and Water Management

- Support for mobility management in large companies
 - focus on changes of the vehicle fleet, alternative fuels, changes of commuting trips and business travel, logistics measures
 - support of investment costs and measures leading to quantified CO₂ reductions
- new: “klima:aktiv mobil“ support program for municipalities, SMEs, cycling
 - focus on infrastructure, fleet changes, alternative fuels and cycling facilities
 - support for investment costs, operational costs and measures leading to quantified CO₂ reductions
- conditional support criterion: quantified CO₂ reduction!

Mobility Management for companies and public administrations



- fleet conversions to alternative fuels & drives
- promoting public transport, cycling & walking
- intelligent mobility solutions for commuting, business trips, motor vehicle pools and logistics
- consulting for klima:aktiv mobil financial support programmes



More than **120.000 t CO₂/y saved** due to mm actions by 190 companies/admin.
30 public administrations successfully implemented MM

Mobility Management for schools and youth

Mobilitätsmanagement für Schulen

Klimafreundliche Mobilität lernen

– ein Gewinn für Umwelt und Gesundheit



- implementing environmentally friendly & health enhancing mobility plans
 - promoting walking, cycling & public transport
 - Mobility Management – Contribution to CEHAPE
 - “basic“ and “professional“ package
 - special additional focus on “youth“
- ✓ Professional package for schools implemented in 55 schools, some 70 schools follow 2008/09

Mobility Management for cities, municipalities and regions

Beratungsprogramm
Mobilitätsmanagement für Städte,
Gemeinden und Regionen

Neue Impulse für Klimaschutz im Verkehr



- fleet conversions
- promotion of walking and cycling
- public transport improvements
- set-up of regional mobility centres
- initiatives to strengthen regional economy
- PR packages for regional MM



50+ municipal areas implement MM.

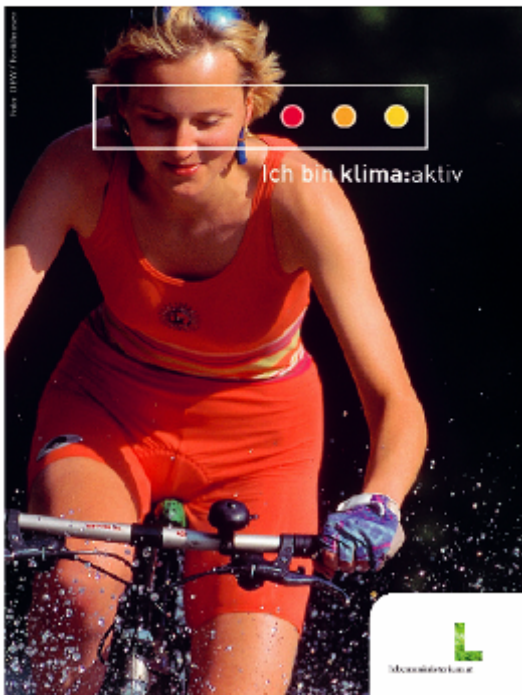
17 new mobility centres established.

CO₂-emissions reduction: 35.000 t / y

Mobility Management for leisure and tourism

Beratungsprogramm
Mobilitätsmanagement
für Freizeit und Tourismus

Gewinn für Mensch,
Umwelt und Tourismuswirtschaft



- “soft mobility“ for tourism associations and municipalities
 - climate friendly travelling and mobility on site
 - leisure and weekend transport
 - special focus on big events
- ✓ 20 tourism agencies and tourist regions implement mobility management and soft mobility packages.
CO₂ 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 CO₂-reductions by a fuel-saving driving style

- yearly ECO-DRIVING competitions and 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
- platform fuel efficient passenger cars www.autoverbrauch.at



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



- eco-driving training for 2.800 bus drivers and 4600 train drivers
 - - 4.6% resp. 1,9 Mio l. diesel p.a.
- A saving of 5.000 tons CO₂/year

„Laß die Wadeln auch im Alltag radeln“ –

Federal cycling promotion initiative

Main instruments

- Federal “Masterplan Cycling“
- special cycling focus in financial support programmes
- special focus on cycling plans, infrastructure & investments
- highlighting benefits for health & environment (“THE PEP“)
- co-operation & financial support with/of provinces & municipalities



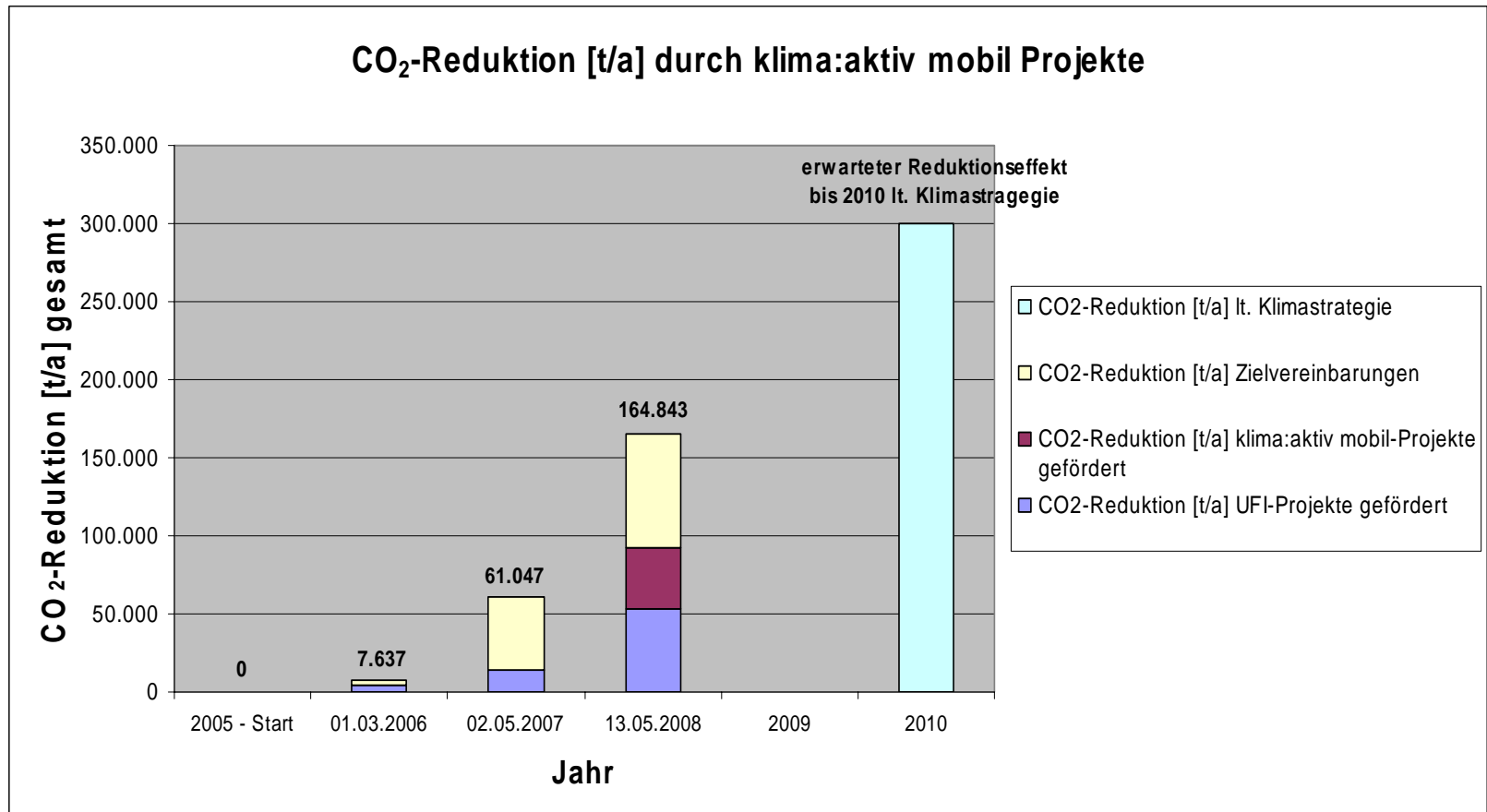
„Laß die Wadeln auch im Alltag radeln“ Federal cycling promotion initiative - PR

- **bike2business –
countrywide competition
for cycling-friendly
companies**
- **newspaper ads & articles**
- **TV- und cinema
commercials**
- **bicycle activities and
events throughout Austria**
- **klima:aktiv mobil bicycles**



Successes of klima:aktiv mobil

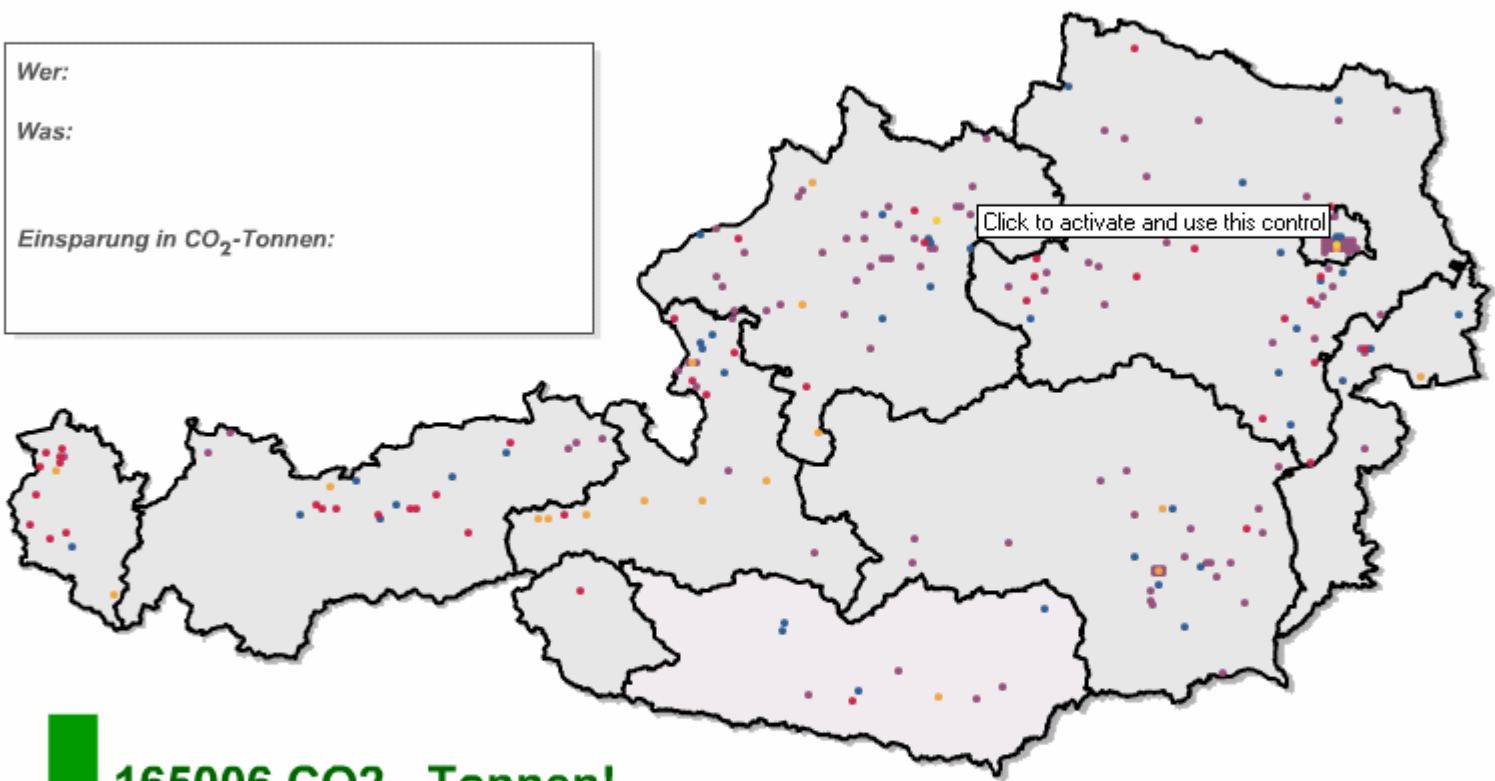
>> action programmes: more than 260 project partners
sav more than 160.000 to CO₂ / y



CO₂ - Karte: klima:aktiv mobil Projektpartner - gemeinsam aktiv für Klimaschutz im Verkehr "Alle Programme"



Wer:
 Was:
 Einsparung in CO₂-Tonnen:



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



165006 CO₂ - Tonnen!

Jährliche CO₂-Reduktion der Klimaschutzprojekte im Verkehr, die durch klima:aktiv mobil Projektpartner des Lebensministeriums umgesetzt werden.



- Betriebe & Verwaltungen
- Schulen & Jugend
- Städte, Gemeinden & Regionen
- Freizeit & Tourismus
- Bauträger

◀ bitte Programm auswählen ▶

Alle Programme

Successes of klima:aktiv mobil

- >> **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, Eco-driving, competitions Bike2Business, Eco-Driving champion, new portal website for cycling: www.radfahren.klimaaktiv.at



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



klima:aktiv mobil:

- a success story just after 2 years -

- 260 klima:aktiv mobil project partners
 - 160.000 t CO₂ per year avoided by implementing transport projects to reduce CO₂ emissions
 - 190 companies
 - 50 municipalities
 - 30 public authorities
 - 20 tourism organisations
- and
- 55 klima:aktiv mobil schools



Contacts klima:aktiv mobil

Overall strategy:

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

Division V/5 – Transport, Mobility, Human Settlements and
Noise

Head of Division Mr Robert THALER; Ms Iris EHRNLEITNER

www.lebensministerium.at

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Thank you for your kind attention!!!