

klima:aktiv mobil

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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**



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klima:aktiv mobil...

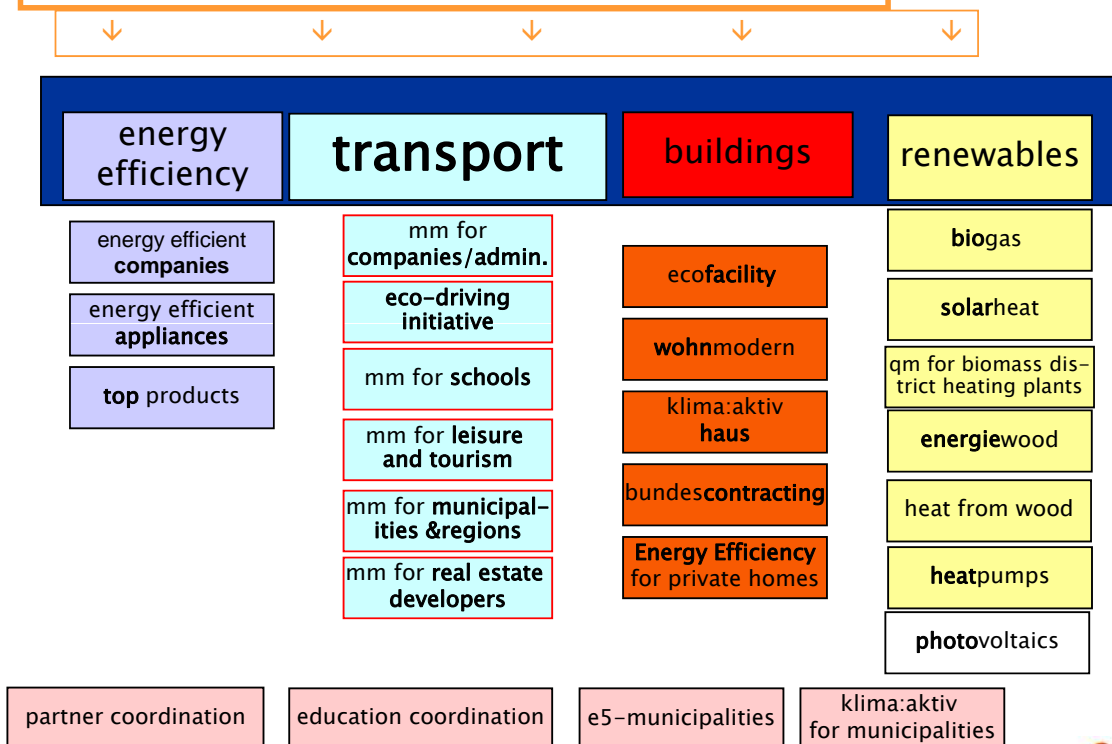
.....is one of the central answers to make the transport sector more efficient and environmentally friendly by targeting all relevant stakeholders

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



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klima:aktiv is even more...



“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 succesfull 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

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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



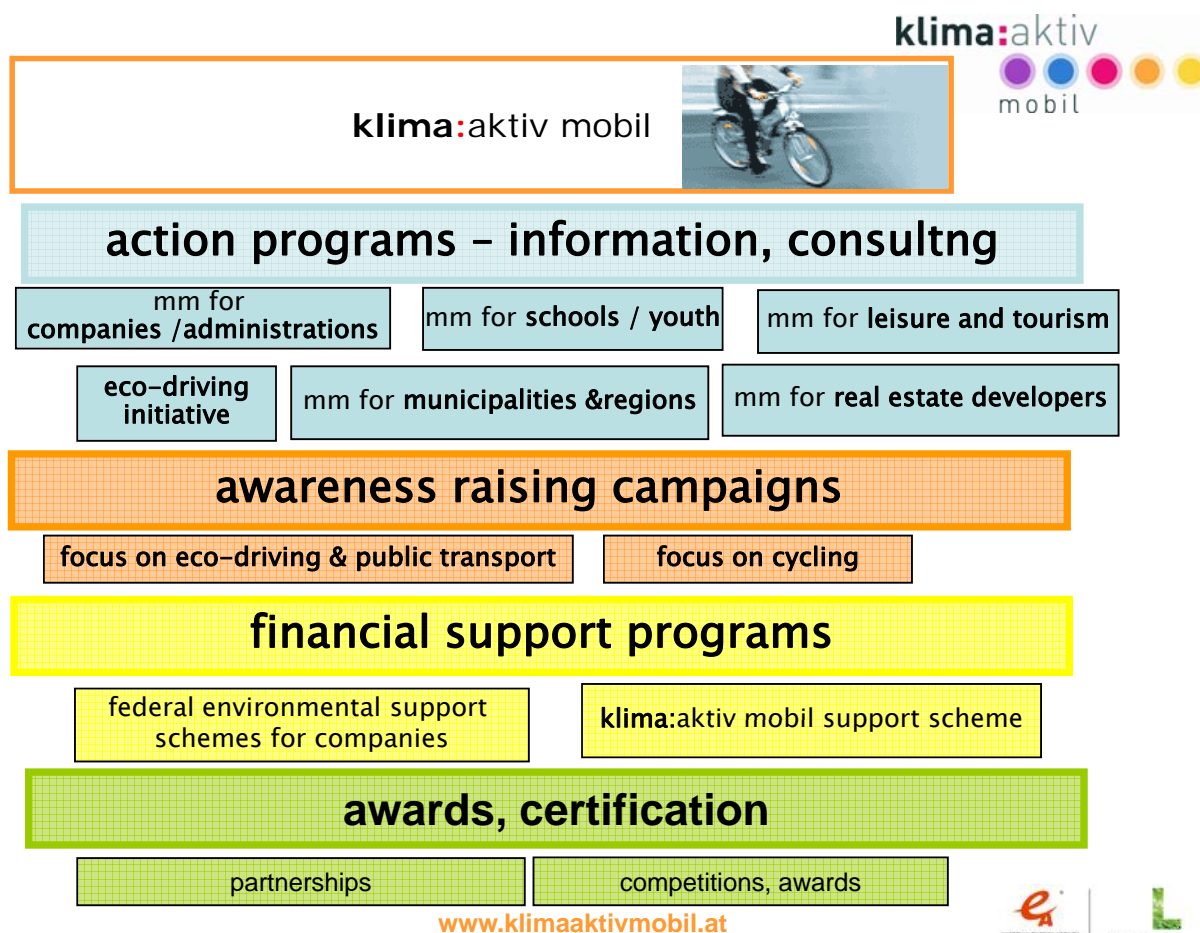
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Offers from klima:aktiv mobil to target groups

>> 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

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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!

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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

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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

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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

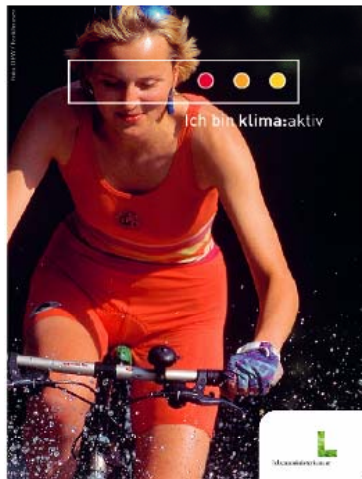
- ✓ 50+ municipal areas implement MM.
17 new mobility centres established.
CO₂-emissions reduction: 35.000 t / y

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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

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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“)

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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

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„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

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„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

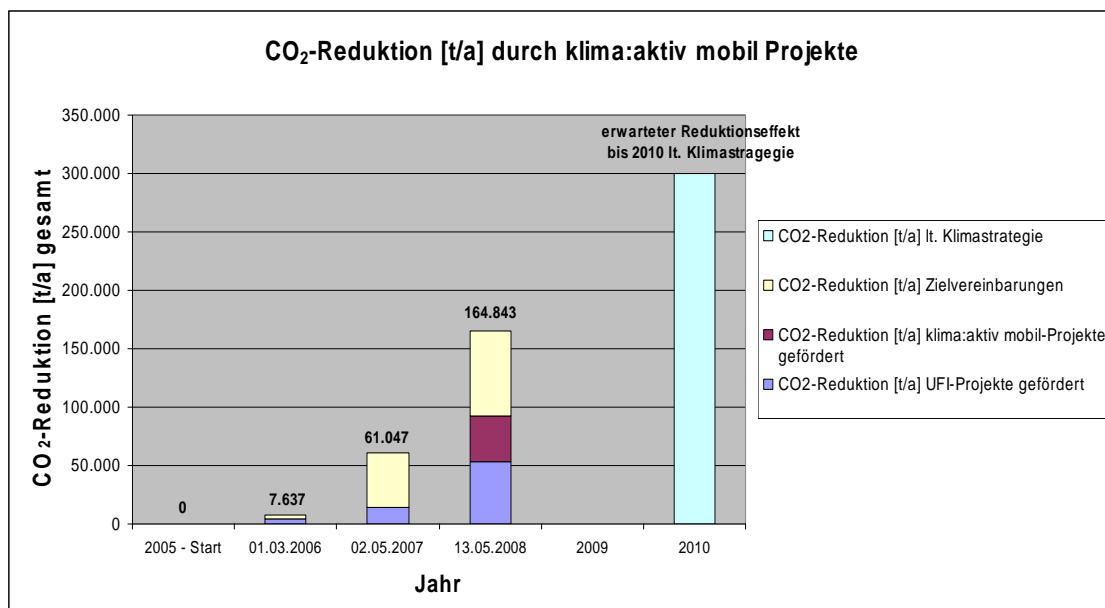


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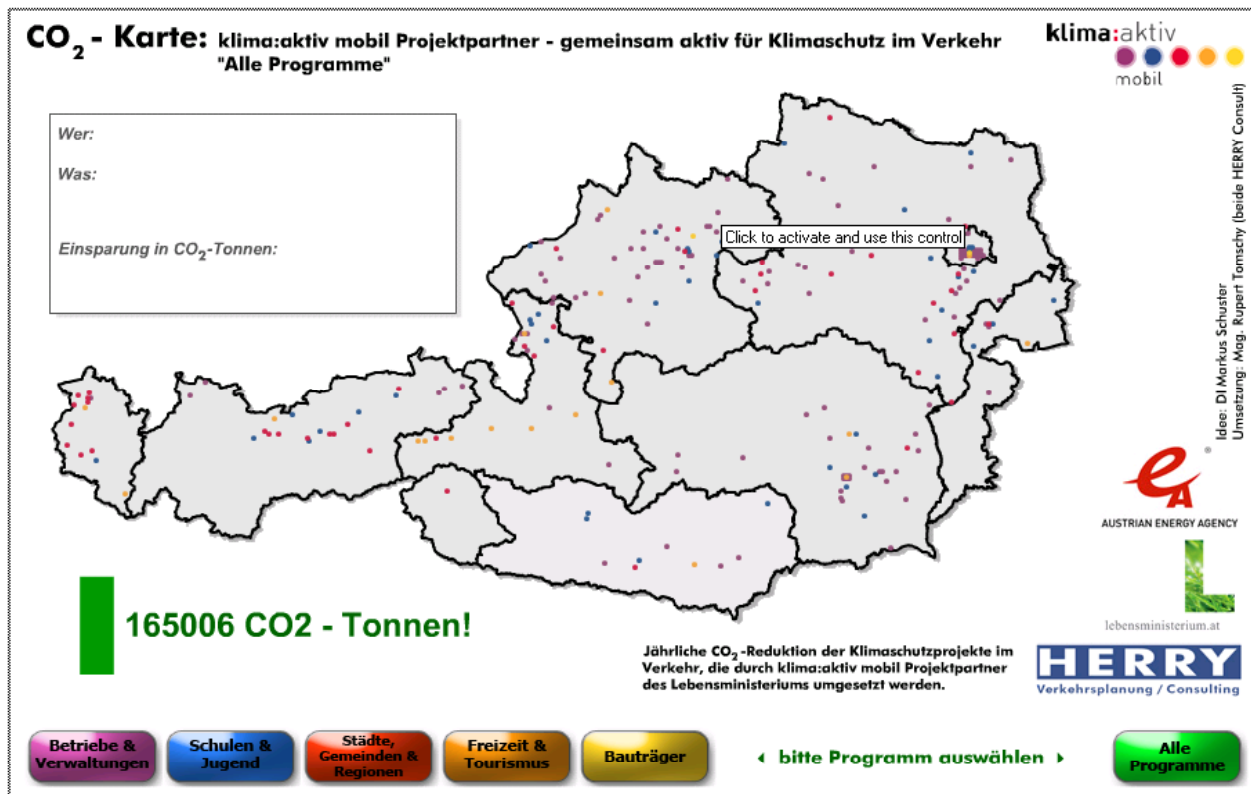
Successes of klima:aktiv mobil

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



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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



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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



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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



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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!!!

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