

Dear reader,

European countries differ in many ways, also in how they deal with mobility management. To capture these differences as well as communalities, EPOMM has introduced the Mobility Management Monitor (MMM). The MMM gives a state of the art of Mobility Management (MM) in the country. The current e-update focusses on the newly updated MMM's and the forthcoming comparative analysis of these comprehensive reports (EU-MMM). We also highlight some successful national MM programmes in the field of advice and funding, networking and MM for schools.

## 27 brand new national reports on MM online

2011  
2010  
2009

November last year, 27 countries updated their MMM, making them rich sources of up-to-date information on MM. The recent editions can be found together on the [EPOMM website](#). We kindly invite you to take a look at the MMM of your own country as to gain a comprehensive overview on what is happening in the field of MM in your region. Do not hesitate to contact the person or organisation responsible for creating the MMM to give your feedback. Contact details can be found on the EPOMM [Country pages](#). Reading through the MMM's of other countries offers opportunities to learn and become inspired by the experiences of others. The MMM's give insight in the governance of MM, the implementation of MM, trends and further developments and provide a list of organisations and contact persons working in the field of MM in 27 different European countries.

## Comparative European overview upcoming



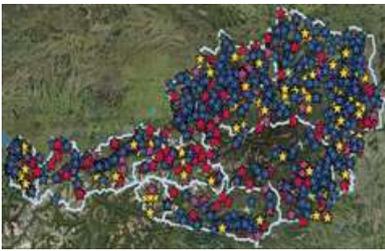
The yearly updates of the MMM's allow monitoring MM developments within countries and detecting trends over countries. To facilitate the reader's processing of all this information, the upcoming [EU-MMM](#) will bring together the information in one comparative document. This years edition will touch upon new developments in MM and elaborate on some interesting trends. For instance, countries that are advanced in the topic of MM, seem to confirm their position by developing new concepts and promoting successful ideas to other countries (e.g. Smart Working Smart Travel from the Netherlands, see 'Programmes on the power of networking' in this e-update). Many Eastern countries in which MM was less developed, seem to have made major progress on a local level. In Poland bike rental services are being installed in three other cities, after a positive experience in the city of Krakow. In Slovakia, the city of Bratislava has recruited cycling advisors to give a boost to the promotion of cycling in the city. The EU-MMM will also focus on best practice examples, highlighting the strengths, weaknesses and social and economic benefits of MM measures. Special attention will be given to the use of indicators, quantitative as well as qualitative, to evaluate MM measures and activities. Taken together: the EU-MMM will be an interesting publication to read through!

## Successful national MM programmes

We have selected national programmes on mobility management that through evaluation can clearly show their success. There are three main topics along which these programmes are organised:

- CO2 reduction through advice and funding;
- the power of networking;
- and mobility management in schools.

### Programmes on CO2 reduction through advice and funding



The Austrian klima:aktiv partners

A good model of a national MM programme is Austria's [klima:aktiv mobil](#). The programme offers support to all key stakeholders, from [companies](#) and [public services](#) to [tourist operators](#), real estate developers and [schools](#), by providing free of charge consultations and funding for a wide variety of mobility management measures. Since its start in 2004, more than 1800 project partners have reduced 450.000 tons of CO2 a year. The partners as well as their amount of CO2 reduction are nicely depicted on [a map](#). One of the strengths of the programme is its careful evaluation. Not only each and every funded project is evaluated, also the programme as a whole received an independent and positive evaluation (see [ECOMM 2011 presentation](#)). The programme will end in 2012, but prolongation is likely since it is part of the bigger initiative [klima:aktiv](#) and very well established as a "brand".

Being inspired by klima:aktiv mobil, also the German Effizient mobil programme (2008-2010) aimed to increase the use of MM measures through advice and consultation. The programme started with the development of [15 regional networks](#) (German). Within a period of three years, 108 businesses, municipalities, schools and hospitals have received a thorough consultation on their travel behaviour, including an estimation of the amount of CO2 that can be saved by implementing MM measures. The potential CO2 reduction of the whole action programme was estimated to amount to 23.567 tonnes p.a (learn more about evaluation [on the website](#) (German) or in the [ECOMM 2011 presentation](#)).



In the Netherlands, the funding programme [MKB-vouchers](#) allows small and medium businesses to apply for a free voucher that they can use to 'pay' a mobility-consultant for a mobility scan. The programme ran for one year and reached more than 70.000 Small and Medium Enterprise employees. About 70% of the participating SMEs started using the advice to install or improve smart travel. Because of its success, the programmes will be prolonged in 2012.

With its [Smarter Travel Workplaces programme](#) (2009-2020), the Irish National Transport Authority reaches a growing number of companies implementing MM measures to make their commuter traffic more sustainable. The programme offers free advice, an online incentive tool for employees, a cost calculator and a lot of other interesting information (find out more about it on their [website](#)). By September 2011 over 95 private and public sector employers were engaged in the programme, representing about 235.000 employees and students. By mid-2012, the programme will work with the largest employers in Ireland, involving 250.000 employees.

In 2011 a promising national programme was set up in Spain. The Spanish [Energy Saving and Efficiency Action Plan](#) (IDAE Action Plan 2011-2020) offers financial support to local government to develop SUMPs, public bike sharing schemes and feasibility studies on MM. Also, within the programme companies, educational centres and shopping centres can apply for support to develop a transport plan and to start up pilot projects. Support is also provided to the design and implementation of online public transport information tools. According to the estimates made in 2020, the whole IDAE action plan, will achieve an energy saving of 19% in the transport sector. If all plans are carried out, IDAE claims it will save 31.177.000 tons of CO2 in the transport sector alone.

### The power of networking



Sharing best practices, learning from others, establishing promising contacts, . the benefits of networking are well-known. This is why in many countries platforms and networks on MM have been established with the support of the national government. The success of these platforms is reflected in the increased number of members and the influence the network has on putting MM on the political agenda. In the UK, [ACT TravelWise](#), targeting mostly municipalities, and [Ways2work](#) targeting companies, are two well known examples of successful networks. In the Netherlands the platform [Smart Working Smart Travel](#), a joint partnership between 52 leading employers ([B50](#) (Dutch)), 16 regions, the national government and organisations for employees and for SMEs, aims to obtain 1 million Dutch employees traveling smart (teleworking, travel by sustainable modes) by the end of 2012. The [New Way of Working campaign](#) is one of their tools to reach this goal. The [results of 2011](#) (in Dutch) showed that about 1 million employees (14%) know about the campaign and 43% of them has started to think more positively about new ways of working.



Within the context of EPOMM and the [EPOMM-PLUS project](#), similar national networks are being initiated in 21 EU countries. Given the increasing number of participants attending the national conferences, these networks have the potential to become powerful driving forces promoting MM in their countries.

### Programmes on Mobility Management in schools

Many countries invest in MM programmes for schools. Evaluation results of these programmes, although not widely available, offer useful insights for future initiatives. The [final report](#) of the 'Travelling to School Initiative' programme describes the effects of this UK MM programme aiming to reduce car dependency in school travel. The descriptions of the actions and the case studies in the [evaluation report](#) of the Irish Green-Schools Travel programmes, offer a lot of inspiration in this field.

Starting from February 2012, the [Traffic Snake Game Network](#) offers support to authorities who want to implement the Traffic Snake game in their country, city or municipality. The Traffic Snake Game has proven to be a [very successful campaign](#) to encourage children to travel to primary school in an environment-friendly manner. Thanks to the EU project [CONNECT](#), the campaign was implemented in 295 schools in nine different countries,



engaging more than 70.000 children. Over the three years of the campaign a total of 825.000 car kilometres were saved, which is equivalent to 135 tonnes of CO2. More evaluation results can be found in the [Monitoring and Evaluation report](#).

## Upcoming events

- **18th International Conference on Urban Transport and the Environment**  
14 - 16. May 2012 - A Coruna, Spain  
[more information](#)
- **ECOMM 2012**  
12-15 June 2012 - Frankfurt, Germany  
[ecomm2012.eu](#)

For more events, please visit the [EPOMM Calendar](#).



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