



Dear reader,
 where to find money for mobility management? That is a very good question! The [EU Mobility Management Monitor 2012](#) shows that the responsibility for mobility management varies between countries and is often spread across several ministries. Each country has its own context and political agenda, offering different funding opportunities for MM. We highlight some inspiring programmes financing MM measures on a regional and local level. We take a quick look at an initiative related to public transport and take our chances with the lottery.

Boosting MM on a regional level

Funding schemes in Finland



Source: www.eltis.org

The Finnish **Mobility Management Programme** helps regions to start up mobility management in their area. In 2010, the Ministry of Transport and Communication and the Finnish Transport Agency financed **13 MM-projects**. Last year, the second MM Programme financed 13 new projects with a total amount of 230.000 euro, involving new regions and new financiers such as Ministry of the Environment and [The Fit for Life Program](#). The projects tackle a wide variety of services targeted to different groups. Some examples:

- [Bike at work campaign in the Turku Region](#) (2012)
- The [Loop-project](#) developing MM guidance for primary schools in the Helsinki metropolitan area (2010)
- [Liikkuva](#) (in Finnish, meaning moving) encourages 13-19 year-olds to travel smart during their school and leisure trips in many cities in Finland.

In 2012, the Finnish government introduced a state subsidy for Mobility Management (500.000 euro). The state subsidy was awarded to 14 projects in regions already working on Mobility Management but also to some new regions just starting their work in this area. With the subsidy, the region of Oulu for instance will organise training for municipalities and companies on MM, create a regional portal for MM measures and [further promote cycling](#), for instance by organising the [International winter cycling congress](#).

Car clubs in Scotland



Source: www.momo-cs.eu

To reduce private car use, Transport Scotland launched the Developing Car Clubs in Scotland programme in 2010. The programme offers technical and financial support to existing and new car clubs across Scotland, with the support of a car sharing NGO. Within a time period of two years, 11 new car clubs were installed, 600 new car club members were recruited and 148 tonnes of CO2 were saved a year (read more in the [Programme Review 2010-2012](#)). In 2013 the programme continues to support the new car clubs and invests in the installation of a number of new projects, amongst others a [peer-to-peer car club](#), where private people rent out their cars to those who need one.

BYPAD in Belgium



Photo credits: [Missvain](#)

Already 6 municipalities in the Brussels region (2012, 6 more in 2013) and 13 (2011) in the [Walloon region](#) (in French) were supported by their regional government to elaborate a communal bicycle plan with the help of [BYPAD](#) (Bicycle Policy Audit). BYPAD allows a thorough analysis of the cycling policy based on which a tailor-made action plan is created. To promote cycling in the Walloon region, the government awarded 18 million euro to 10 of the BYPAD municipalities to accomplish the actions of their cycle plan over a period of 4 years. With this type of funding, both the Walloon and the Brussels region hope to realise a substantial modal shift in favour of cycling. Currently, only 1% the trips are made by bike in the Walloon region and 3% in the Brussels region ([BELDAM](#) national survey on the daily mobility behaviour in Belgium, [report in French](#)). BELDAM will be presented at the ECOMM in session [B3](#).

Think globally, act locally

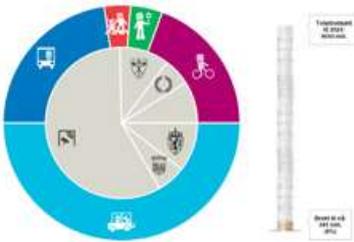
Creating growth by improving sustainability



In 2011, the Department of Transport in the UK published its White Paper 'Creating growth, cutting carbon'. With this policy document and the associated Local Sustainable Transport Fund, the government aims to cut carbon emissions and stimulate local economic growth. To realise these aims, 600 million pounds were made available for local projects tackling congestion and promoting sustainable modes with infrastructural and mobility management measures. In total 96 projects, in 77 different local authorities received funding for the period 2011-2015. Some examples:

- **South Central Bedfordshire Smarter Routes to Employment:** aims to develop a targeted package (to employers, jobseekers, residents of low-income communities) of sustainable transport measures to facilitate the creation of 17.000 new jobs and 14.700 new houses. This package includes amongst others the improvement and promotion of cycling and bus infrastructure, development of site-based travel plans, distribution of travel information to households and promoting active travel at local events.
- **Hampshire Sustainable Transport Towns:** aims to promote sustainable travel to residents and employers in six towns by developing Travel Plan Networks, station travel plans, improving travel information (real-time bus information in kiosks and on your smartphone) and encourage cycling by cycle training, cycle challenges and cycling events. With the MM measures, the project aims to reduce 6.700 tonnes of CO2 a year by 2015.

Up to a carbon neutral Norway



Trondheim, the third largest Norwegian city (180.000 inhabitants), is considered to be a trendsetter within the field of sustainable mobility (they even gave away money to pedestrians and cyclists during the European Mobility Week last year!). In 2012, the Trondheim council approved a new sustainable transportation package. About 1300 million euro (half of the total budget) will be spent on road infrastructure, but 160 million euro will be used on biking projects and 270 million euro on public transport infrastructure and operation. The city's toll system will subsidise 70% of the total budget to spend from now on until 2025 on road infrastructure, biking projects, public transport, traffic safety, and a mobility consultation centre. A very nice graph shows the different financing sources in the inner circle and the planned spending in the outer circle. The package will soon be approved in the Norwegian parliament, possibly still resulting in some changes in the national share of the income side.

Since 2009, Transnova, a national governmental body affiliated to the Norwegian Public Roads Administration, offers grants for local demonstration and pilot projects that reduce CO2 emissions. Companies, organisations, local and regional authorities can apply for funding on projects that increase the use of climate efficient means of transport and reduce transport needs. The total budget of Transnova in 2013 is 12 million euro. Here is a list of funded projects.

Hop on for free in Tallinn



Source: Depositphotos

Since the first of January 2013, the 400.000 residents of Tallinn can enjoy free public transport in their city. The municipality of Tallinn believes this initiative is worth an extra 12 million euro if it indeed results in people shifting their car use to public transport. The MM measure is the outcome of a referendum: 68.059 residents participated and 75,5% voted in favour. An international conference supported the topic. Besides becoming a greener capital, the city also wants to improve social welfare and inclusion among its residents.

And what about the lottery?



Source: Depositphotos

- In the UK, the Big Lottery Fund gives out 600 million pounds of National Lottery money annually to community groups and projects that improve health, education and/or the environment. The Big Lottery allowed the implementation of 50 successful Active Travel projects (2008-2012). For instance the Get Moving North Tyneside project managed to reduce the percentage of employers travelling by car as solo drivers by 7% and increase the percentage of staff cycling to work by 15%. In 2012 over one-third of the employees commuted in a sustainable manner. The Fitter for Walking Project helped 150 communities from 12 local authorities across 5 regions of England to promote walking. 86% of these projects indeed resulted in more pedestrians in the area and 78% of the people reported an increase in walking (read more in the evaluation report).
- In December 2012, the National Lottery in Belgium launched two brand new project calls, one on sustainable development (NL & FR) (€ 2.000.000) and one on poverty and social inclusion (NL & FR) (€ 2.537.000). These calls offer funding opportunity for MM related projects in 2013. The National Lottery also supports the national bike sharing

system implemented at 41 railway stations ([Blue bike](#)).

Did you know that...?



- the EU funding sources page at the [Eltis website](#) offers an overview on the main funding programmes relevant for the theme sustainable urban mobility and MM? By clicking on a specific programme, you get to know more about the focus of the programme, the period in which the programme is valid and the URL, leading to the programme's website.
- the European Commission is considering making EU funding only accessible to cities that have a Sustainable Urban Mobility Plan ([SUMP](#))? This idea was tested in a public consultation held between September and December 2012 on 'The Future Development of the Urban Dimension of Transport'. The [CIVITAS Political Advisory Committee](#), agrees to link EU funding for urban transport projects to SUMP, but states that it should not be a pre-requisite to action and restrain initiative (read more in the [Position Paper](#)). The public consultation and the review of the Action Plan on Urban Mobility will provide the basis for a future Communication on the urban dimension of EU transport policy in 2013. You can discuss this with representatives from the Commission at the ECOMM (in the plenary and at session [A3](#)) .
- the Klima:aktiv mobil programme, the Austrian initiative on climate protection, will be continued for 7 more years? The previous programme ran from 2007 till 2012 and was very successful: the programme awarded 51,1 million euro to 2900 projects and managed to reduce 1.76 million tonnes CO2 and to create or secure 4300 jobs ([report of 2007-2011](#)). The second period started in February 2013 and will continue to support investments in environmental friendly fleets, mobility management, e-mobility, cycling and renewable energy until 2020.

Upcoming events

- **SUTP 2013 – SUSTAINABLE URBAN & TRANSPORT PLANNING International Conference**
16-17 May 2013 – Belgrade, Serbia
<http://www.eea.europa.eu/events>
- **ECOMM 2013**
29. - 31. May 2013 in Gävle, Sweden
<http://ecomm2013.eu>

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



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