

# Improving the environment by managing mobility

The transport of goods and people is a precondition if society, organisations and businesses are to work efficiently. At the same time, transport has a significant level of environmental impact and accounts for one third of our energy consumption and more than 28% of the CO<sub>2</sub> emissions. Various types of measures are needed to influence the transport sector. Mobility Management is an innovative demand-oriented approach that affects our travel habits and road user behaviour.

## What is MOVE ?

Move is a project built on the partnership of seven European energy agencies or similar, with a common interest to increase their skills and engagement in the transport area. During the project period, 2006-08, the partners will acquire the skills, the tools and the platform needed to work with transport. By carrying out projects on a local level they will give input to some Good examples and Best practices for their future work.



## Energy Agency for Southeast Sweden (ESS)

The ESS has worked since 1999 to increase the renewable energy sources (RES) in place of fossil fuels in the south-east region of Sweden. The long-term goal is to create a region completely free from fossil fuels. Already today more than 50 % of all energy comes from RES.

In the MOVE-project, ESS gathers all the actors that work with passenger transports and offers a platform in the form of a Mobility Agency that develops new initiatives and creates synergies between different projects in the region. The project that will be realised in our region is called "Smart Traveller". It aims to reduce the distance travelled by car to and from workplaces by offering alternatives to private car in form of public transports, cycling, carpooling and eco-driving.

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## Klimaschutzagentur



The Federal Government in Germany has identified mobility as one of the 21 key factors in its national strategy for sustainable development in 2002. According

to the 2004 progress report the sustainability should be based on two central indicators: transport intensity and modal split.

In line with the strategy, Klimaschutzagentur reinforces the social marketing efforts in the regional mobility campaign. KSA puts up a regional actors network in the Hannover Region gathering different institutions that had planned to introduce their own Walking Bus project for school children. A common time schedule, harmonized implementation with common PR-material and events will lead to better transparency, acceptance in the target group and thus best results. In 2007, KSA will arrange a sustainable mobility conference in connection to the world's largest fair Hannover Industry.

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## Tipperary Energy Agency (TEA)

In Ireland, the strong economic growth has led to increased spending on infrastructure and large investments in the transport sector. Transport accounted for 33% of Total Primary Energy and 33% of CO2 emissions in 2005.

County Tipperary is somewhat unique in the MOVE partnership with a focus on a rural area, which presents additional challenges in affecting modal shifts. One of the key policies is the Rural Transport Initiative for the development of pilot transport projects. The TEA will measure the impact of this initiative.

The TEA has put up an Internet tool for local information and will start a Walking Bus project. TEA is working on an awareness campaign with 12 schools in South Tipperary (1 000 students) and one school will be selected to implement the Walking Bus.

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## Energy Centre of Bratislava (ECB)

When comparing specific transport modes, it shows that the consumption for road passenger transport per km is 50 % higher in the Slovak Republic than in other EU countries due to a higher dependence on individual cars. The main strategic objective of the State Transport Policy of the Slovak Republic is to ensure a permanent orientation towards sustainable mobility through integrated utilisation of all types of transports.

The ambition of the ECB is to start shifting to less energy intensive transport modes on local level in the Region of Žilina. ECB is working with an Awareness raising campaign for a "Car free day" 22nd September 2007. ECB will build up a Regional Mobility Agency (RMA) that will act as an information and advisory body for Mobility Management. The RMA will cooperate with members of a local steering group for the creation of a 3-5 year Plan of Action for Zilina.

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## Ente Vasco de la Energía (EVE)

The EVE (Basque Energy Board) is responsible for implementing the energy policies of the Basque Government. One of the aspects covered by the strategy is the introduction of RUE (Rational Use of Energy) measures in transport as well as measures for improving mobility in cities and for training and increasing awareness among the public in general and professionals.

A Transport and Mobility Unit has been created within EVE's structure. The Unit will define the scope of the work to be done, not only in mobility management but also in other issues related to transports. The Transport Unit will lead the creation of a local network including the relevant agents involved in mobility management. EVE has also begun, in collaboration with IDAE, a campaign of training courses in eco-driving.

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**EVE** | Ente Vasco  
de la Energía



## Energy Agency of Plovdiv (EAP)

Assessing, monitoring and decreasing the CO2 emissions in every region of the county as well as at the national level is foreseen as being one of the main objectives of Bulgarian regional policy. The Bulgarian transport system is in need of substantial improvement especially in management and air pollution.

The EAP has developed a local network based on the institutions and organisations involved in the development of the National Program for the Increase of Energy Efficiency in Transports through Implementation of Energy Saving Measures. The EAP will prepare the development and running of a car sharing web site.

The preparation will include a study of existing websites, identification of best practices, communication and partnership building with organisations in Europe dealing with this issue.

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## Agencia Locale per l'Energia e lo Sviluppo Ambientale della Provincia di Chieti (ALESA)

Today 28 % of the energy used in the territory of the Province of Chieti comes from RES, the objective is to increase this consumption to 37,3 % in 2010. Many efforts have been made to increase the use of renewable energy fuel, especially biofuel. The Province is going to realize particular programmes for the rationalization of public and private transports by creating an area wide traffic plan and stimulating the use of low emission vehicles in local public transport.

The A.L.E.S.A. will make an information campaign during the first year targeting 15 schools. In the beginning of 2007, they will make a survey in all the schools in the region to see what the pupils' and the teachers' travel habits are. After that a school with particular transport problems will be chosen where a project aiming to increase the knowledge of sustainable transports will be carried out.

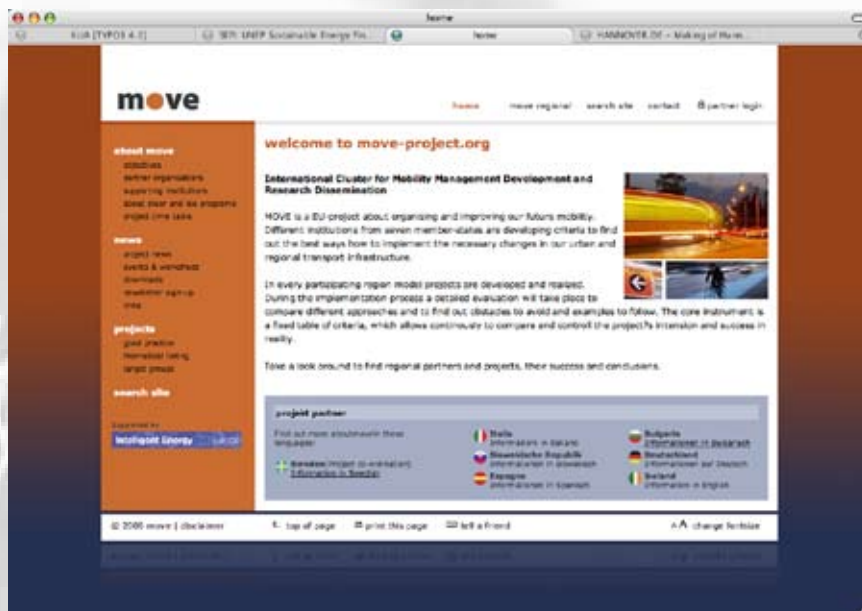
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Partners in  
create virtual  
networks to coordinate  
activities with strategic  
partners and regional  
and other stakeholders to  
conduct activities. Every partner  
operates on their own on a local level.  
Integration to SUMO (System for  
Urban Mobility Projects)  
allows space to allow  
evaluation of the results  
achieved.

## Web page

You can get information of the activities in MOVE, learn more about the partners and follow the progress of our local projects on the project home page <http://www.move-project.org>.



## Results

The results from the project are:

- A Mobility Management Network Cluster in form of an Internet site for dissemination of Good examples and Best practices and for information exchange between the project partners
- Indicators based on existing European initiatives
- Mobility Agencies or similar platforms that will act as information and promotion centres and carry out projects addressing local authorities, companies and other stakeholders
- Good examples and Best practices to give inspiration and guidelines for further work within Mobility Management in the participating regions

# sumo

## System for Evaluation of Mobility Projects

Based on MOST-MET

SUMO is a tool for systematic planning, evaluation and management of projects in the field of travel and transports. It is a further developed version of the evaluation toolkit called MOST-MET and adapted to suit Swedish conditions by Trivector on the commission of the Swedish Road Administration. The English translation of SUMO has been realised within the MOVE-project and can be downloaded at [www.move-project.org](http://www.move-project.org).

The project partners in MOVE will use the SUMO model as a support for the implementation and evaluation of their local projects. The method offers improved project planning and help in setting relevant goals.

### Why monitor and evaluate?

“Things you cannot measure cannot be changed”. This statement is true for most activities. It is important that we can demonstrate the benefits of different measures that can help to achieve the national transport policy goals.

When experiences gained from your work are shared then there are greater opportunities for others to learn from these. This is a strategy that could be beneficial in the longer term. It includes both showing good examples and spreading experiences of things that did not work.

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