

Sustainable Transport Project 2007 by the Administration, Hannover

**Overview:** Car usage of Region Administration's employees was to be reduced. The Environmental Dept. organised a Sustainable Traffic Project to show alternatives to car usage. A steering group of 6 experts from different departments and B.A.U.M. conceived and planned events and activities in cooperation with many companies and associations. Project ended after 1 year in autumn 2007. For more information about this project, please contact [m.demus@klimaschutzagentur.de](mailto:m.demus@klimaschutzagentur.de)

Target Audience				Actions			
X	Children	X	Transport companies	X	Clean and Energy Efficient Vehicles	X	Traffic Management
X	Teenagers		Car sales people	X	Cycling		Car Pooling
X	Students		Private companies		Transport Demand Management		Transport for People with reduced mobility
X	Adults		Other		Flexible mobility services		Eco Driving
X	Old Age Pensioners			X	Travel Awareness Event(s)	X	Walking
	Decision makers			X	Mobility management		Other
	Local and regional authorities			X	Public Passenger Transport		

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## Background & Objectives

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- ? Problem to solve: increasing traffic problem, emissions & space demand caused by the employees of Regional Administration travelling to work by car
- ? Objective of the activity: show car-drivers alternatives to car-usage like cycling, public transport, Carsharing, carpooling etc. Inform about problem and possible solutions. Target group: Administration employees, general public and citizens.

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## Implementation

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- ? Planning process:  
Decision of the Regional Administration in autumn 2006 to implement the “Sustainable Mobility Weeks” project of BAUM e.V. (German Association of Sustainable Management). Meetings of the steering group internally as well as with cooperating partners.
- ? Partners involved: Several teams of Regional Administration of Hannover Region, BAUM e.V., regional ESCO, car and bike traders, regional public transport provider, Town of Hannover, KSA energy agency of Hannover, Traffic Surveillance Authority Verkehrswacht, carsharing company Stadtmobil, German Car Drivers’ Club ADAC and many more
- ? Measures implemented:
  - 1 Bicycle Day: exposition of regional bike sellers, info-offers about regional recreation areas (new edition of regional bike map), lost+found-bicycles auction
  - 2 Efficient Car Day: exhibition of natural gas-powered vehicles as well as presentation of Regional Administration’s new NGV-fleet, electric vehicles, hybrid car, presentation of carsharing company, eco-driving-try out etc.
  - 3 Internal Promotion Day for Public Transport use, job ticket promotion and call for employees participating in contest “To work by Bike”. Good echo and 28 more job ticket subscribers
  - 4 Two guided bicycle tours to regional nature protection areas

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## Conclusion

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- ? Results and lessons learnt: Don't expect people to be interested in sustainable mobility just for environmental reasons: they must see a clear personal advantage. Present subjects and issues that address just one specific target group like car-drivers or commuters: give a clear message what You are offering.
- ? Factors of success: Support by President of the administration, good public relation job, many different partners in steering group and in implementation (regional ESCO, car trades, bicycle trades, environmental / traffic NGOs, car drivers' club etc.)
- ? Future prospects and potential for replication: replication is possible in due time, there are plans going on for another bicycle tour for spring 2009. Experiences, hints and feedback after the events in 2007 will be taken into consideration when implementing further activities

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Schirmherrin: Mechthild Ross-Luttmann  
Niedersächsisches Ministerium für Soziales, Frauen, Familie und Gesundheit

In der Region Hannover mit freundlicher Unterstützung von: **Freie Hansestadt Hannover**

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# Aktionstag

# Klimafreundlich Autofahren

Freitag, 21. September 2007  
9.30 bis 13 Uhr

Haus der Region,  
Parkplatz Hildesheimer Str. 18

- Große Kfz-Ausstellung
- Informationen und Beratung zu Erdgasautos, Hybridfahrzeugen, Elektroautos, Carsharing
- Verlosung eines VW Caddy Life EcoFuel für ein Wochenende mit Erdgasstreibstoff bis 500 Kilometer
- Informationen zu Klimaschutz & umweltfreundlicher Mobilität
- Info-Stand zu Regl.E – Region spart Energie
- Kaffee, Kuchen & mehr



