

FOURTH UNECE REGIONAL IMPLEMENTATION MEETING ON SUSTAINABLE DEVELOPMENT

GENEVA, 1-2 December 2009

Agenda item 5. Transport

Intervention by Austria¹

“klima:aktiv mobil” – Austrian Initiative for Climate Protection in Transport to reduce CO2 emissions, to promote environmentally friendly and energy efficient mobility and stimulate innovative green business opportunities and green jobs

The Austrian Federal Action Programme klima:aktiv mobil is undertaken by the Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management, supported by the Austrian Chamber of Commerce, the Austrian Association of Cities and Towns and the Austrian Association of Municipalities. klima:aktiv mobil motivates and supports companies and public services, cities, municipalities and regions, leisure and tourism operators, construction companies and real estate developers, schools and youth groups to develop and implement measures to reduce CO2 emissions from related transport activities. Supported measures are focusing on mobility management, alternative vehicles and renewable energy, eco-driving, cycling and innovative flexible public transport. klima:aktiv mobil builds on partnerships with the relevant stakeholders and players in transport and is designed to move the relevant players towards climate friendly mobility in order to reduce CO2-emissions, to improve energy efficiency and to provide new opportunities for green businesses and green jobs.

The measures implemented include fleet changes to alternative vehicles, focusing on renewables, promotion of public transport, improving cycling and walking for company staff and citizens, car-sharing, improving transport efficiency by intelligent logistics; setting-up regional mobility centers and on demand (“dial-a-ride”) bus and taxi systems; “soft mobility packages“ for tourism; climate friendly traveling and mobility on site e.g. transport, cycling, walking; promoting alternative fuels and electric vehicles. Implementing fuel-efficient driver training programs has resulted in substantial fuel saving for passenger cars, trucks and busses (e.g. driver training of the postal bus services reduced fuel consumption by 2 million liters of diesel fuel). Therefore, the program will be extended to the agricultural sector, in particular training for tractor drivers and young farmers.

The entire strategic concept, which is part of the Austrian Climate Strategy, consists of four interconnecting modules such as consulting, funding, motivation, awarding, education and certificating of the partners.

Consulting – to develop projects to reduce CO2 emissions

Five programmes for climate friendly mobility management inform, motivate and support all players, including companies and public administrations; cities, municipalities and regions; leisure and tourism; real estate developers, investors in the building sector; schools and youth organizations to develop and implement environmentally friendly mobility measures. Furthermore, the programmes offer technical consulting and advice to apply for funding covered by the ministry.

¹ The text is presented as received from the author.

Funding – financial support for transport projects to reduce CO2

klima:aktiv mobil also offers financial support to companies, federal provinces, cities and municipalities, leisure, tourism and other institutions when adopting fleets to alternative fuels and drives, when setting measures to encourage cycling and for climate friendly mobility management such as mobility centers, local busses and innovative ideas regarding public transport.

Motivation – awareness raising campaigns for cycling, eco-driving, clean vehicles

The klima:aktiv mobil awareness & information campaigns inform press/media as opinion makers and citizens as road users/traffic participants and consumers about the benefits of climate friendly alternatives like cycling, a fuel saving driving style (eco-driving), clean vehicles and public transport and motivate to a sustainable mobility style..

Awards, education and certificates – commitment to climate protection

klima:aktiv mobil attaches great importance to partnerships regarding climate protection. Projects committed to CO₂ reduction are rewarded by the environmental minister for their exemplary work regarding the reduction of CO₂ in the transport sector as klima:aktiv mobil partners. Post graduate education for practitioners is another key element e.g. upgrading of driving teachers to certified eco-driving trainers.

Lessons learned and successful results

The klima:aktiv mobil programme stimulates the environment and the economy! It enables companies and municipalities to reduce emissions and to save their costs. Financial support of 1 million € may trigger investments up to 10 million €, thus securing and creating green jobs. Furthermore it achieves social and health benefits promoting physical active mobility by walking and cycling!

After four years of operation the initiative has achieved successful results: more than 700 klima:aktiv mobil project partners (companies and public administration, cities, municipalities and regions, leisure and tourism institutions, schools as well as real estate developers and investors in the building sector) are reducing more than 325,000 tons of CO₂ per year by their projects! The programme has achieved the 300,000 t CO₂/y reduction target already 2009, which was determined in the Austrian Climate Strategy for 2010. 400 klima:aktiv mobil projects have been already financially supported by the klima:aktiv mobil programme of the Ministry of Environment with around 24 Million € inducing 6-10 times more investments and so creating around 1,500 green jobs.