

Mobility Management for Business and Industrial Zones

MoMa.BIZ

Contract N°: IEE/09/810/Sl2.558287

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MoMa.BIZ will implement an innovative mobility management methodology and mobility labelling at 6 Business and Industrial Zones (BIZ) located in small/medium cities of 5 European countries.

Project Aim:

The project aims at using the results of the local implementation in order to establish a **mobility management methodology and labelling system** that will constitute the bases for:

- a successful **organisation and promotion of sustainable mobility** in European BIZ,
- contribute to **energy efficiency** in transport, and
- contribute to a **decrease in greenhouse gas emissions**.

Country	Municipal.	Population	Nr of companies	Nr of employees	% of car usage	Other means of transport	Partner
BG	Plovdiv	53.000	19	2625	90%	Intercity bus	EAP
EE	Tartu	100.000	5	280	80%	Public transport, bicycle	Tartu City Government
ES	Atarfe	17.000	163	1322	85%	Bus, foot, bicycle	ALTERnet
ES	Ponferrada	67.497	41	600	90%	Foot, bus, train, bicycle	EREN
IT	Asti	71.276	189	2105	90%	Insufficient bus service, bicycle	Province of Asti, Municipality of Asti, iMpronta
UK	Cannock Chase	134.400	159 (located in 4 different BIZ)	2700	90%	Train, bus, bicycle, foot, taxi, motorbike	SSCCI
Total	6	443.173	576	9.632	87%		

The Need

- Several small and medium cities have developed in recent years **BIZ containing mainly small enterprises** usually located in the outskirts or in the countryside.
- Mobility towards these areas relies mostly on **private car**.
- Due to the number of **small enterprises**, the BIZ are very much fragmented. This hinders a collaboration between the companies for setting a common mobility management strategy. Therefore, a need emerges in **assisting small, medium and large companies for working together towards sustainable mobility**.
- **Cities** have a great interest in reducing the impact of private mobility in their territory (translated in reduction of pollution, noise, congestion, etc).

- Coordinating authorities have an interest in making all of these bodies work in synergy (**area-mobility-management**) in order to reduce the impact of mobility.
- **There is a lack of mobility related policies** having an impact in the **mid-term period** (6month-2years) in the participating countries. On the contrary, most of the policies adopted have very short-term impacts (i.e car-free-Sundays) or rather long-term impacts (i.e. new infrastructures).

The Market

- The project's market includes the BIZ located at cities with a population between 15.000-100.000 inhabitants.

The **project's overall objective** is to use the results of the local implementation for the **promotion and dissemination of sustainable mobility in Business and Industrial Zones at a European level**, through the establishment and dissemination of a **standardized and easily transferable mobility management methodology and labelling system** (Boxed Solutions Methodology).

The project objectives include also:

- **Increase in the number of alternative choices** for the mobility to and from BIZ.
- **Promotion of co-modality.**

- Promotion of a **Public-Private Partnership** approach for the creation and implementation of realistic and commonly-agreed local mobility plans.
- Promotion of **Flexible/Innovative transport systems** in order to increase the attractiveness and use of energy-efficient public transport.
- Promotion of the **sustainable mobility culture at the local level** through, training, e-learning and e-support of the involved decision makers.

The project relies on five main pillars:

- **Strong international partnership** that will enable the exchange of information and competences between the partners and will lead to the standardisation of a mobility management methodology and labelling for BIZ (Boxed Solutions) based on the local implementation results.
- Activation of a **Local Mobility Group** coordinated by the **area-mobility-manager** in every BIZ involved. This group establishes a **public/private partnership** composed by representatives of companies, worker unions, municipalities and public transport.
- **Participatory planning** of the actions that are best suited locally. Signature of a **voluntary agreement** among all key actors that engages them in implementing the plan.

- **Mobility Surveys** on the behaviour of workers and their tendency to change towards more sustainable means of transport.
- **Training for decision makers.** This will be both an **awareness raising training** (intended for politicians, business managers, human resources managers, environment and safety responsible persons), and a **technical training** (for public transport companies managers and technicians in the bodies responsible for mobility in the area) about how to implement successful innovative solutions and low cost solutions (a particular focus will be put on the topic: **on flexible/innovative public transport**).

The project aims at achieving the following results at each participating BIZ:

- The creation of a network of decision makers “experts” on mobility management who will act as a reference point for other small and medium sized cities with remote BIZ.
- Implementation of mobility management.
- Reduction in the number of employees going to work by car: -5%
- Increase in the number of alternatives to private car for reaching each BIZ: +30%.
- Dissemination and establishment of Flexible/Innovative transport.
- Decrease in energy consumption for home-work mobility: -5%
- Decrease of the CO₂ emissions: -5%

Participant number	Participant name	Participant short name	Country
CO 1	Province of Asti	Asti	IT
CB 2	Energy Agency of Plovdiv	EAP	BG
CB 3	Public Regional Energy Agency of Castile and Leon	EREN	ES
CB 4	Renewable and alternative Energies Network	ALTERnet	ES
CB 5	Tartu City Government	Tartu	EE
CB 6	ENGIM Piemonte	ENGIM	IT
CB 7	Impronta di Massimo Infanti	iMpronta	IT
CB 8	Southern Staffordshire Chamber of Commerce	SSCCI	UK
CB 9	Municipality of Asti	Comune di Asti	IT

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