

Partners Experiences

Ina Karova
Energy Agency of Plovdiv





MoMa.BIZ

FINAL CONFERENCE

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Birmingham, United Kingdom

Shining Example

Project Partner: Energy Agency of Plovdiv



Factory for Non-ferrous Metals Plovdiv, Bulgaria





About FNM

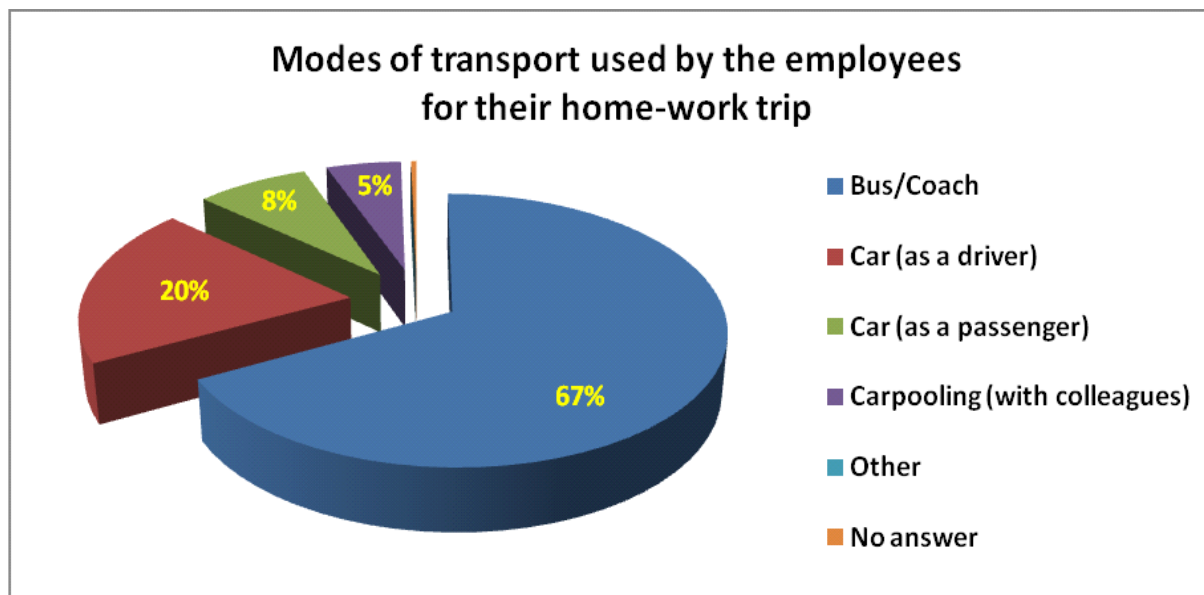
FNM is a corporation from **10 companies** producing and refining non-ferrous metal materials and alloys. It covers 900 000 m² near Bulgaria's second largest city – Plovdiv. There are number of small towns and villages near-by.



- **Employees: app. 2 500** (2 300 workers and 128 administration).
- **Visitors: app. 2 700 annually** (400 students observers, 2 000 internship and practice students), or **12-15 %** of the people flow in the industrial area.



Transport options from/to FNM



Means of transport	Target group
BIZ collective Transport	Shift workers
Private vehicle	Administration staff, Senior management
Bicycle, motorcycle	Workers (in summer)
Public transport service	Interns, Students, Visitors



Transport & Mobility Situation

Background:

- Well-developed internal pedestrian and cycling infrastructure
- Established BIZ Collective transport, schedules and stops
- Transport policies for workers (travel costs reimbursement, guaranteed ride home)

Related problems:

- Low quality of the BIZ collective transport service
- Lack of carpooling culture
- Inadequate parking space
- Inflexible working hours

FNM scored Class “B” during the first MoMa.BIZ audit



FNM scored Class “A” after the implementation of the Mobility Plan developed through MoMa.BIZ

- ❖ **Convincing evidence** in support of the Sustainable Mobility
- ❖ **Clearing the doubts** of the employees regarding sustainable travel

- ❖ Senior Management officially **supported** the Mobility Plan

- ❖ **Long-term commitment** to the Mobility Plan
- ❖ **Future plans** on Mobility Plan implementation
- ❖ **Attitude, and behaviour change** of FNM



Measures Implemented, Policies Built

❖ Branded Transport & Mobility Plan

- ❖ Guaranteed ride back home established
- ❖ Revision of the Collective transport tendering criteria
- ❖ An internet platform for carpooling platform suggested
- ❖ Participation in the Mobility Week and the Green Energy Days
- ❖ Sustainable mobility articles issued in the BIZ Newsletter
- ❖ Study on vanpooling possibilities
- ❖ MoMa.BIZ common brochure
- ❖ Raising Awareness on the Benefits of Public Transport and Carpooling
- ❖ Test drive of cargo bicycles
- ❖ Parking management map and time schedules updated
- ❖ InfoDay and Award Ceremony

In Future:

- ❖ Transport Air Quality Profile of the BIZ
- ❖ Kick-off of Carpooling scheme



MoMa.BIZ Impact

The realistic scenario appoints that all of the currently individual trips could convert to carpooling and BIZ collective transport

	Baseline (2010)	50% Carpooling 50% Collective BIZ transport (2013)	Reduction
Total fuel consumption (l/y)	93 232	70 224	-23 008
Total transport emissions (CO₂/y)	90 435	68 117	-22 318
Total transport costs per employee (BGN/y)	103,25	77,77	-25,48
Total transport costs per employee (EUR/y)	52,79	39,76	-13,03
Total saved emissions per employee (kg CO₂/y)	37,09	27,94	-9,15



THANK YOU
for your attention!

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ENERGY
AGENCY OF
PLOVDIV



Ina Karova

Energy Agency of Plovdiv
139 Ruski Blv. Plovdiv 4000

Tel: +359 32 62 57 56

Fax: +359 32 62 57 54

ina.karova@eap-save.dir.bg