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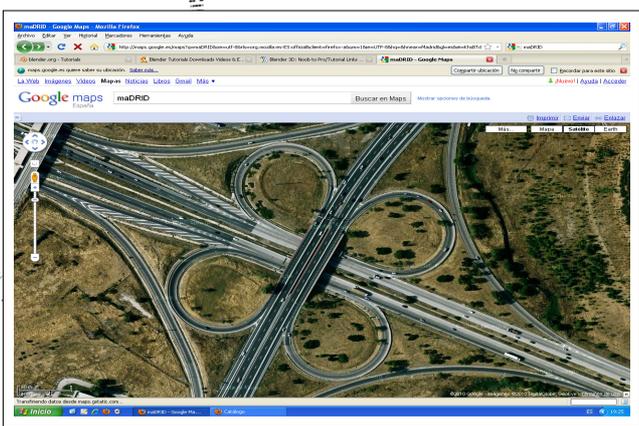
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Industrial parks are often difficult to reach, frequently located on vacant land on the periphery of medium-sized cities and so the car becomes the only means by which workers can reach them. The Mobility Management for Business and Industrial Zones ([MoMa.BIZ](#)) aims to alleviate this problem and reduce substantially car use and therefore curb CO2 emissions.

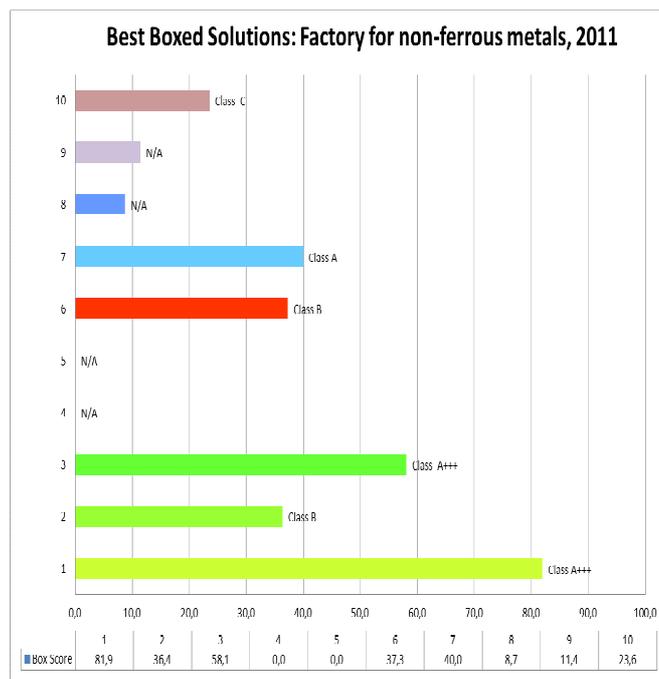
The Mobility Management for Business and Industrial Zones project ([MoMa.BIZ](#)) involves six zones located outside of small and medium cities in five EU countries (Bulgaria, Italy, Estonia, Spain and UK). It aims at producing a model which can be replicated throughout the EU to achieve a more environmentally constructive mobility to and from work for those working in these zones.

PLOVDIV: Sustainable transport and mobility plan

Last autumn, the Energy agency of Plovdiv (EAP) and the Factory for non-ferrous metals (FNM) conducted a study among the workers for the means of transport they use for their home-work trip. This was a great part of the common initiative for improvement of the transport in the business and industrial zone and implementation of new, alternative transport modes easing the trip to the factory.

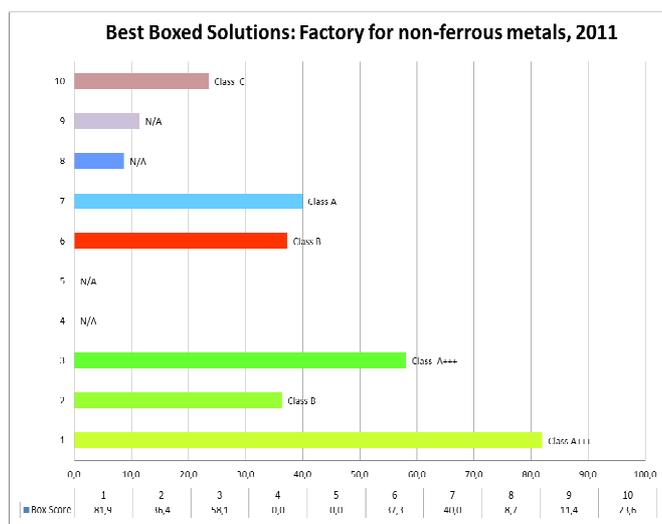
The results and analysis were presented in April 2012. They became the basis for creation of the Sustainable transport and mobility plan for FNM. It was officially presented at the National conference “Energy, environment, climate and green economics” during the spring international fair

The experts from EAP presented in detail the innovative technology they had created for the demand of the industrial zone. Thus, they explained to the broad public the results of the conducted studies and the corresponding calculations theoretically. FNM fulfils 33 out of 120 indicators from the Boxed Methodology which makes its mobility Energy class C; and if it reaches its personal maximum of 89 points, then it would become Energy class A+++.



The comprehensive STMP in FNM covers not only the results and the analysis, but also evaluation of the potential for optimization of the collective transport. The document contains nine types of measures and their elements, feasibility study of each of them, costs and timeline.

1. Implementation of carpooling
2. Parking and accessibility control
3. Improvement of the collective transport
4. Improvement of the bicycle infrastructure
5. Incentives for the employees who use the collective transport or carpool
6. Facilitating safety and security
7. Eco-driving trainings
8. Social policies related to mobility in FNM
9. Partnership with experts and local authorities for increasing the life quality of the local community



The innovative measure such as carpooling, informational campaigns and social policies for Mobility improvements are strongly proposed as measures. An interesting focus is set on the eco-driving which is also relevant to the drivers of heavy vehicles. It is aimed at vehicle-friendly driving style, but also helps for the reduction of fuel and improvement of road safety.

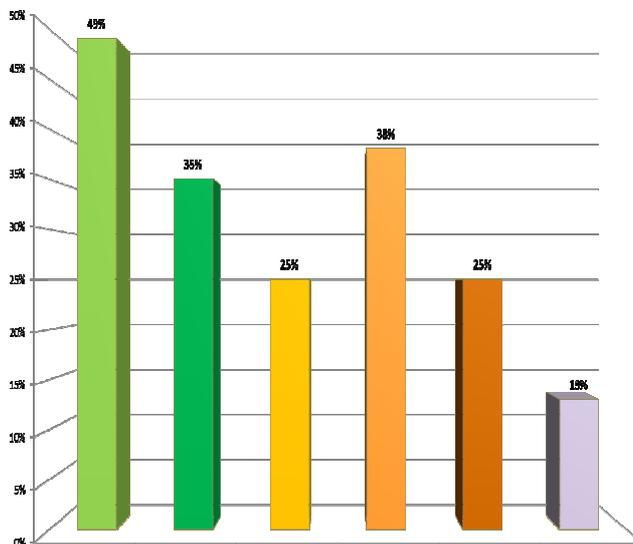
- The EAP’s experts succeeded in drafting a picture of the current state-of-the-art:
- 95% of the employees use collective transport, and 5% - private vehicle
- The fuel consumption in total (for all vehicles) is 93 231 l/y diesel fuel
- The transport costs per employee are 52 EUR/y
- 90 434 kg CO₂/y , 37 kg CO₂/y/employee

Based on the mobility audit, the Energy agency of Plovdiv developed six scenarios modelling the 5% of employees using their private vehicles as follows: 100%, 70% and 50 % modal shift towards the BIZ collective transport; 100% modal shift towards carpooling; 50% modal shift towards carpooling and 50% towards collective transport; 50% modal shift towards carpooling and other individual trips.

The most optimistic scenario is the 100% collective transport one that has 49% savings of fuel, emissions and resources. The transport costs per employee can be reduced from 52 EUR/empl. to 25 EUR/empl. if all measures are implemented. Thus, with a minimum courses of the collective transport, the consumed fuel and exhausted emissions will decrease – from 93 000 l diesel to 47 000 l per year and from 90 t CO₂ to 46 t CO₂. But this is the ideal scenario.

The Energy Agency of Plovdiv’s experience in the field has shown that even 50% is an aim hard to achieve, because using private vehicles seems to be inevitable.

Graph 1. Total reduction in the consumption of resources (%) - 100%, 70%, 50% collective transport and 100% carpooling, 50% carpooling and collective transport, 50% carpooling and individual trips



„It is a challenge to be a pioneer“, says Ina Karova – an expert on mobility management, “Both in Europe and Bulgaria, it is the first time that an evaluation of the transport and mobility in a BIZ has been made; not to mention the establishment of a BIZ sustainable transport and mobility plan”.

MOBILITY LABEL
Transport and Mobility
in business and industrial zones

Factory for non-ferrous metals
| Plovdiv | Bulgaria

Class C
Score: 297,4

BACKGROUND:

- 95% Collective BIZ transport
- 5% Private individual trips
- 93 231 l/y diesel fuel for buses and private vehicles
- Transport costs: 52 EUR/y/empl
- CO₂ emissions: 90 434 kg CO₂/y, 37 kg CO₂/y/empl

More flexible public transport and facilities for bikes are the most demanded in Ponferrada BIZ (Spain)

Workers of Ponferrada BIZ have showed from the mobility home-work trip survey their sensitivity to go into a more sustainable mobility.

According to the results obtained from surveys enterprises and workers, there is a large unification in the times schedules, being the common peak hours of trips going in and out of the BIZ. The use of public transport in those times would get a significantly reduce of private vehicle use, because surveys state that workers are willing to use a public transport if bus times schedules would be more flexible. Besides the most of workers, 70% are residents in Ponferrada city, which means that their journeys are short.

Although interviewers say that public transport must improve by 80.85%, more of the 50% have already used the public transport.

Companies agree with the number of traffic lights in the BIZ and the flow of traffic for vehicles' access. But consider it is insufficient signalling and data points. Instead of for pedestrian access, companies considered a problem the lack of lighting pedestrian crossings, narrow footpaths and the state of the paving. A review and improve of traffic conditions could be managed with the Mobility Plan.

The majority believe that access to their business is done without difficulty, and those who find no good saying that the biggest problems are the parked trucks and long distances to change sense which provoke more consumption of fuel for vehicles.

The willingness of workers to use "Car Pooling" (car sharing) is manifested in a high percentage, 72.20%, of the cases.

Even a 24.71% of workers would be willing to be part of this measure without conditions.

Almost half of workers would be willing to go to work by bicycle; some of them without conditions, instead of others demand safe bike lanes.



Workers are willing to use a public transport if it would be more flexible and miss to use bikes



Atarfe: Local Group of Mobility

The Local Group Mobility (GLM)-Northern Zone Atarfe Granada is currently composed of individuals representing leading companies and public entities of the first order.

This group is aware of everything that happened in the European Project MOMA.BIZ to achieve its objectives, aimed at promoting sustainable transport and mobility actions in the industrial and commercial zones (BIZ). The Local Group of Mobility shares this goals, and they and the companies and institutions they represent are interested in collaborating in the development of this type of action by committing to:

- Act as responsible for mobility of your company or institution.
- Participate in the Local Group of the European Project Mobility MOMA.BIZ main objective is to identify the needs and mobility solutions, to implement a local Mobility Plan to improve the quality of local transportation to and from the Industrial Zone and commercial.
- Attend meetings organized periodically by the local coordinator that will take place throughout the project duration.
- Participate in training and training on Mobility Management offered by the Project.

GLM involved in its representation:

- ALTERNET (as coordinator)
- City of Atarfe
- Metropolitan Transportation Consortium
- Association 's Empresari Atarfe
- Business association Juncaril
- Atarfil
- Business Centre Granada
- Group Euroinnova (training and editorial)
- Fertisac
- Granatel

On Thursday April 19 held a further meeting of the Local Group Mobility Atarfe. We are currently designing the plan of action to mobility, such as advertising campaigns (radio ads, banners, brochures, posters, etc.) Soon we will have news ...



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<http://www.moma.biz>