

# klimaaktiv



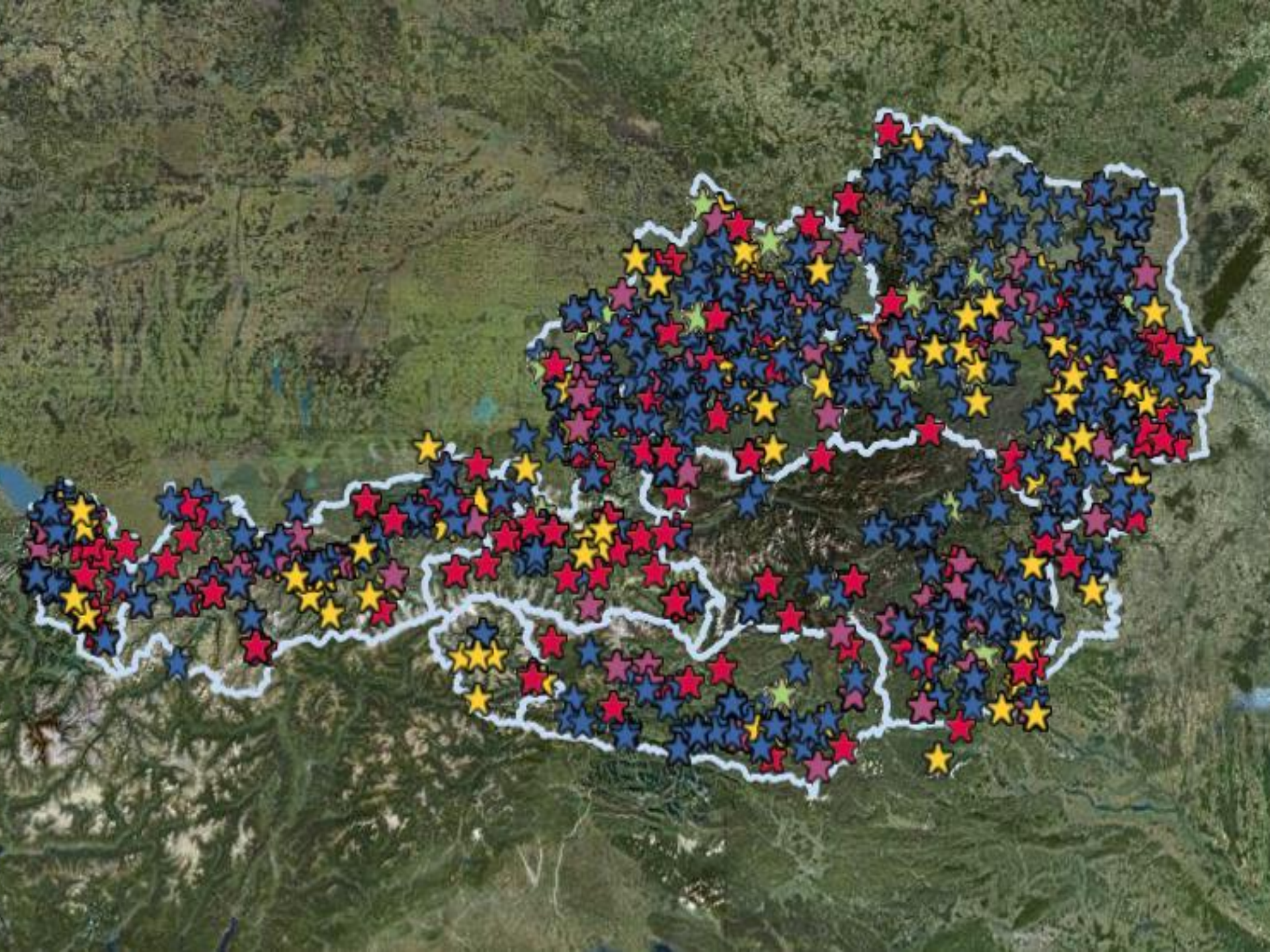
mobil

## **Austrian Showcase** **klimaaktiv mobil - national program** **for environmentally friendly mobility**

*Robert Thaler, Austrian Ministry for Agriculture,  
Forestry, Environment and Water Management  
Head of Division Mobility Transport Noise*

klimaaktivmobil.at  
bmlfuw.gv.at

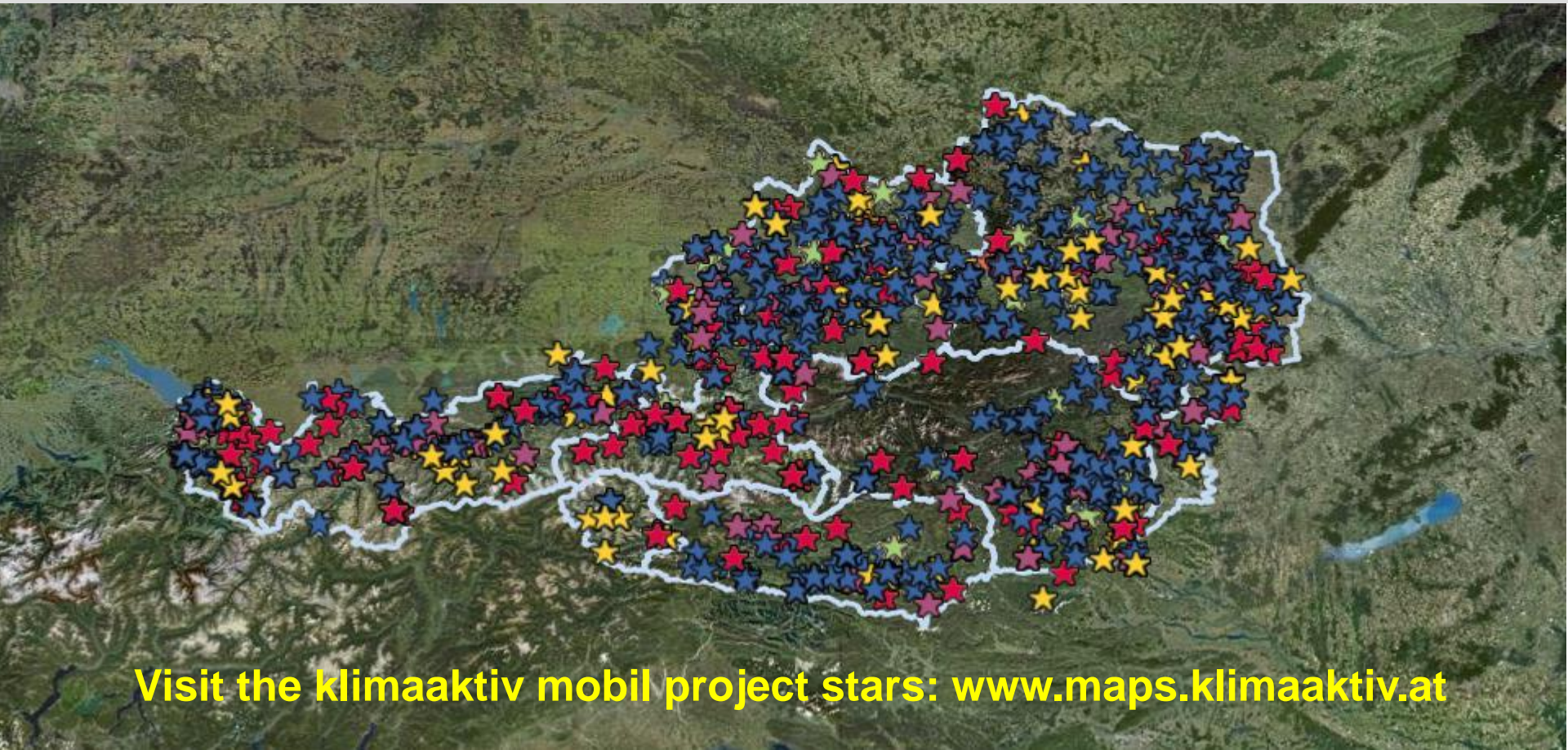




# klimaaktiv mobil

National program for environmentally friendly mobility

*More than 4.900 klima:aktiv mobil projects  
save 570.000 Tonnen CO<sub>2</sub> per year!*



Visit the klimaaktiv mobil project stars: [www.maps.klimaaktiv.at](http://www.maps.klimaaktiv.at)

# klimaaktiv mobil

## National program for environmentally friendly mobility



klimaaktiv mobil has been launched by the Federal Ministry of Agriculture, Forestry, Environment and Water Management in cooperation with the Austrian Economic Chamber, the Associations of Cities and Municipalities, the Federal States, several companies and organisations



MINISTERIUM  
FÜR EIN  
LEBENSWERTES  
ÖSTERREICH



klimaaktiv mobil contributes to EU and Austrian objectives, strategies and legislation as well as CEHAPE and THE PEP

- > climate protection, renewable energy, clean air
- > promotion of healthy and active mobility
- > sustainable transport and mobility
- > sustainable development
- > action program for alternative fuels and e-mobility
- > master plan for cycling/walking
- > masterplan for green jobs



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# klimaaktiv mobil

## Support for cities and companies for green mobility



klima:aktiv mobil is a national program to motivate & support cities, municipalities and regions, companies, fleet operators, tourism operators, schools and youth groups to implement mobility projects for reducing CO2 and pollution



klima:aktiv mobil supports investments in mobility management and transport efficiency, in alternative vehicles, electro-mobility and renewable transport energy and fuels, in eco-driving, in cycling infrastructure and innovative flexible public transport

# klimaaktiv mobil

## Stimulates economy & fair mobility



klima:aktiv mobil stimulates the economy and green jobs by supporting investments in green technologies and alternative vehicles, in infrastructure for environmentally friendly transport as well as in innovative mobility management and services



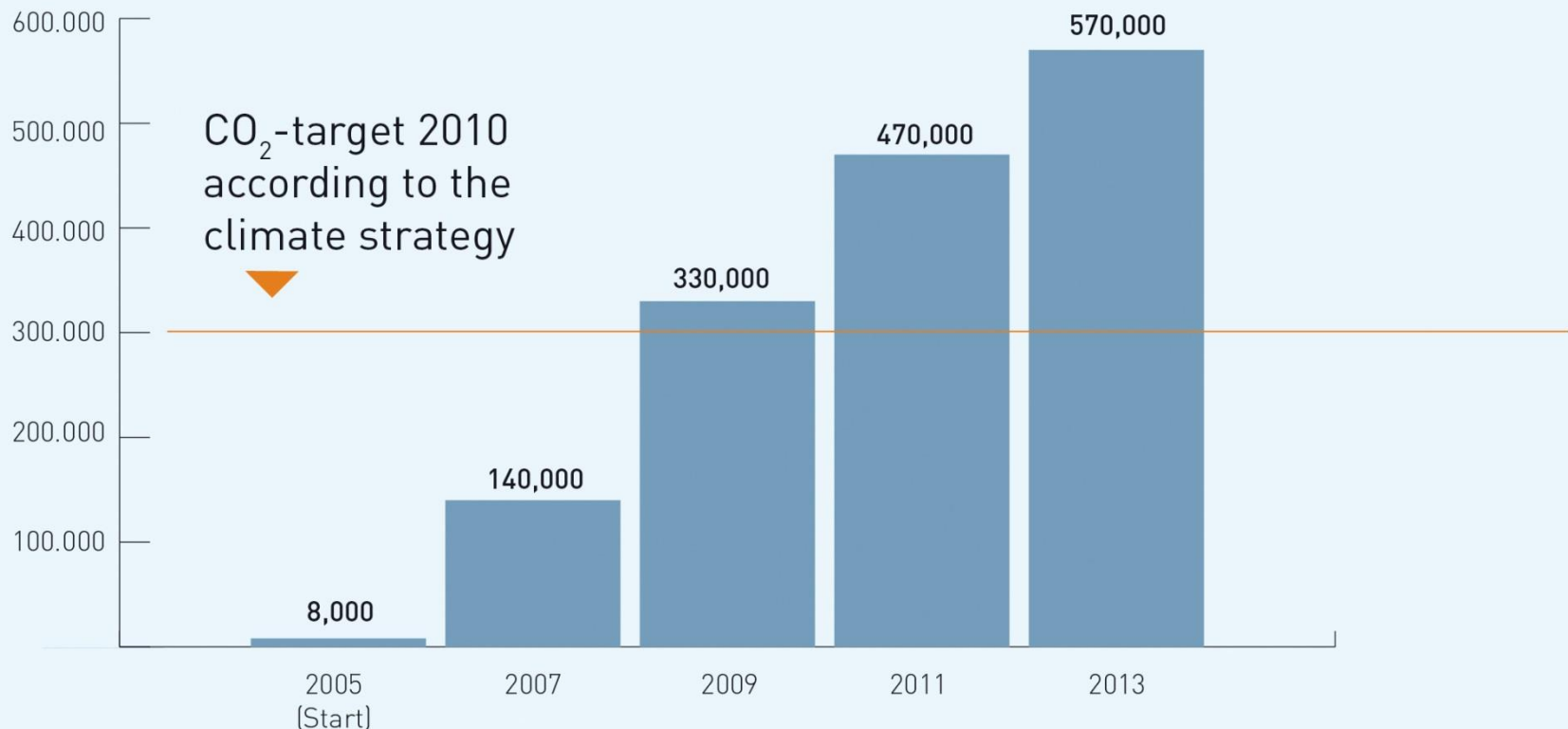
klima:aktiv mobil improves fair mobility choices and access for all groups of society in particular children, women, elderly

klima:aktiv mobil awarded as EU Best Practice EPSA 2009 and 2011

## Achievements GHG-Reduction

### How klima:aktiv mobil projects reduce CO<sub>2</sub>-emissions

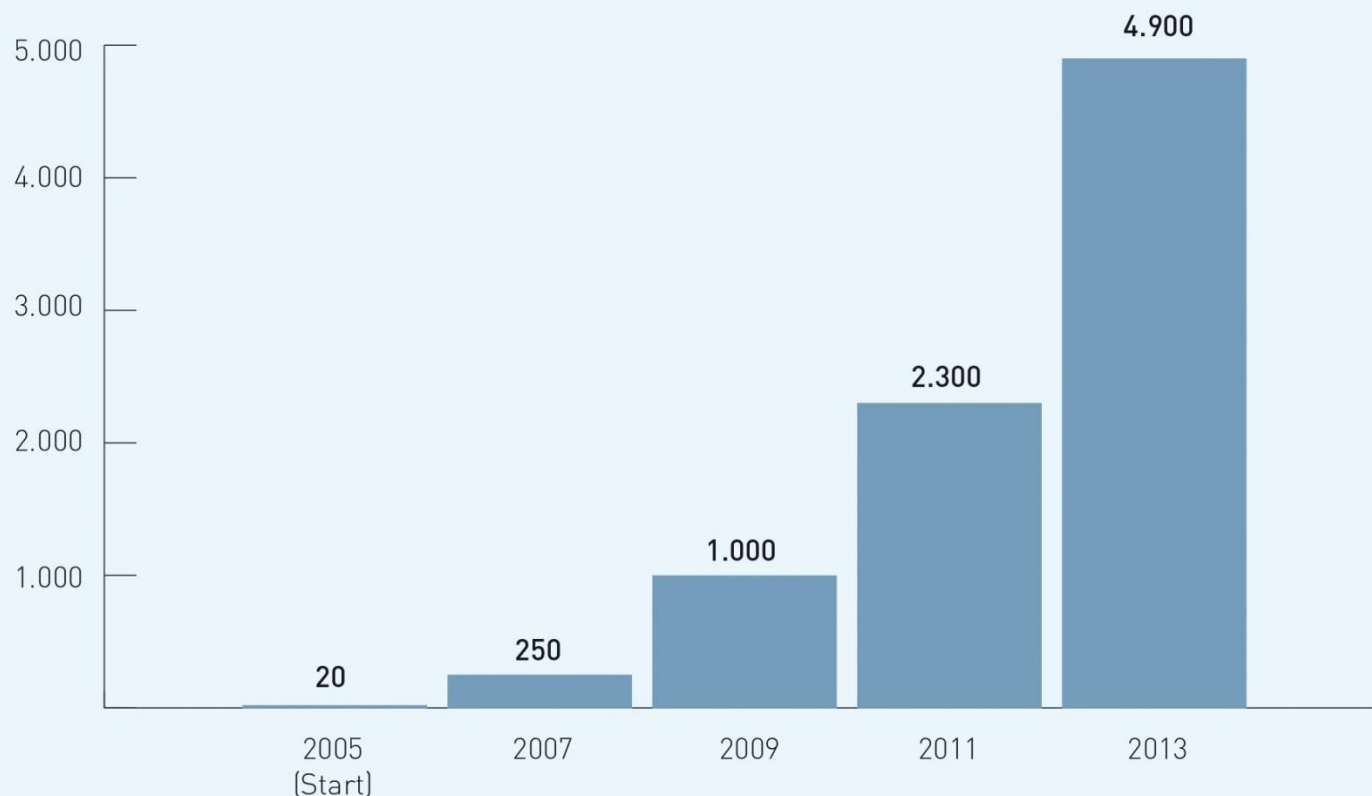
tons CO<sub>2</sub>/year, cumulative figures



Source: Austrian Ministry of Agriculture, Forestry, Environment, Water Management

## project partners klima:aktiv mobil

years 2005-2013



Source: Austrian Ministry of Agriculture, Forestry, Environment, Water Management



**4.900 klimaaktiv mobil partners implementing environmentally friendly mobility projects in Austria:**

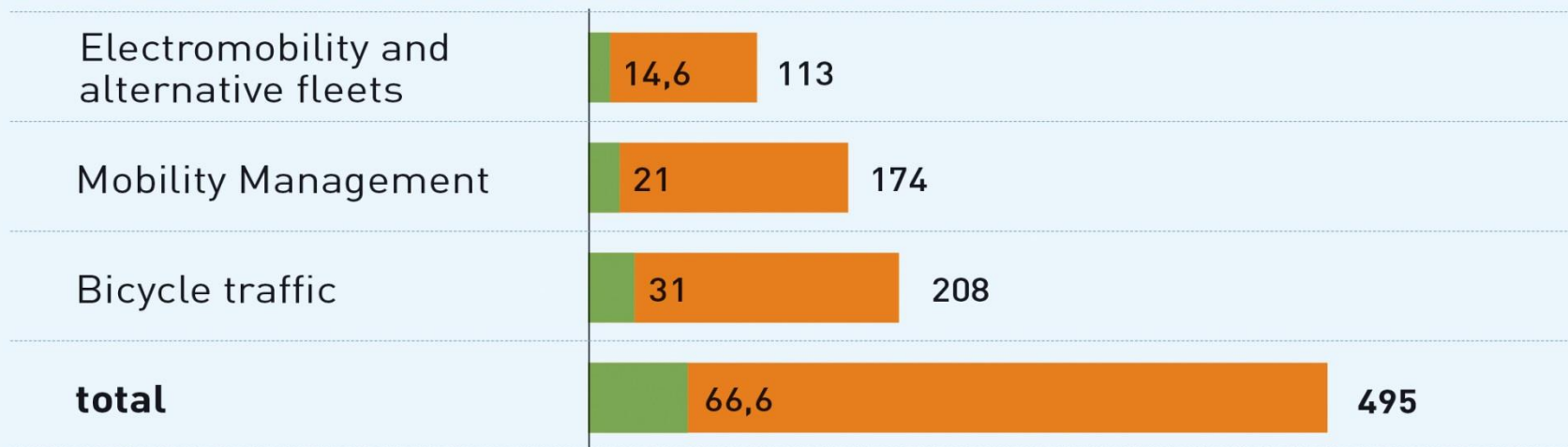
- **3.500 companies saving -395.000 t CO<sub>2</sub>/a**
- **600 Cities and Municipalities saving -100.000 t CO<sub>2</sub>/a**
- **550 Tourism Institutions saving -75.000 t CO<sub>2</sub>/a**
- **250 Schools and Kindergardens**

## Achievements Investments 2007-2013

### klima:aktiv mobil financial support programme

Mio € rounded, including Climate und Energy Fund support, cumulative figures 2007-2013

■ total investment volume  
■ ministerial financial support



# klimaaktiv mobil

## Achievements 2007-2013

### Funding Program



**66,6 Mio. € financial support provided**

**Austrian Ministry of Agriculture, Forestry, Environment and Water Management with klimaaktiv mobil and Climate and Energy Fund**

**495 Mio. € total investments induced**

**5.600 Jobs created or saved**



# klimaaktiv mobil

## Achievements 2007-2013

### Promotion of cycling



## Financial support for cycling projects

- > more than 130 Cycling projects funded with € 31 Mio.€
- > Cofinancing the extension of cycling infrastructure in all Austrian Federal States and big cities



# klimaaktiv mobil

## Achievements 2007-2013

### Alternative Vehicles and E-Mobility



### Funding of alternative fleet conversions of companies and municipalities:

**12.000 alternative vehicles funded with € 14,2 Mio.**  
among them:

**10.000 E-Vehicles funded with € 10,8 Mio.**  
among them:

**7.778 E-Bikes**

**566 E-Scooter/Motorcycles**

**1118 E-Cars and light duty vehicles**

**1.000 E-Charging stations funded with € 0,4 Mio.**



# klimaaktiv mobil

## Achievements 2007-2013

### Eco-driving Initiative

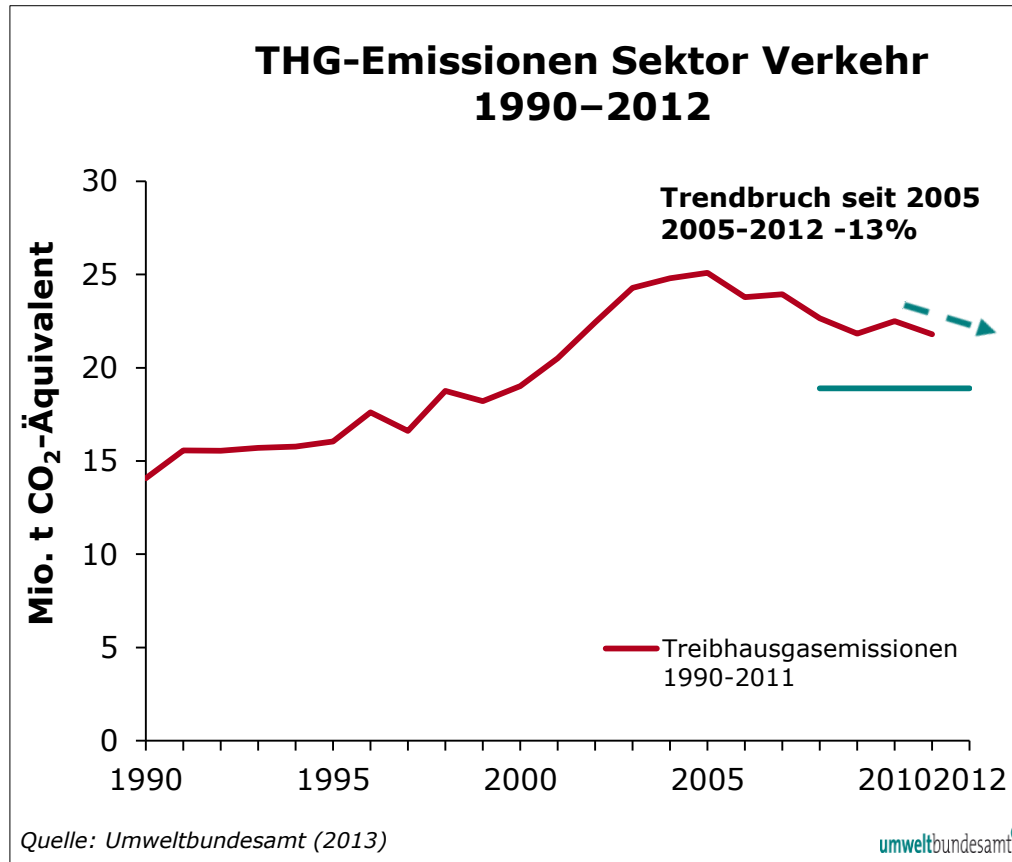
- 1.100 educated and certified eco-driving trainers
- 300 companies with 20.000 drivers participated in eco-driving trainings
- Successful pilot project : Austrian Postbus Company
- 90.000 novice drivers undertaking eco-driving courses within driving licence exams
- More than 20 klima:aktiv mobil driving schools certified



## Active for climate protection and pollution reduction

Change of trends is possible:

Green House Gas emissions of transport in Austria -13% 2005-2012



Measures contributing:

- > 5,75% Biofuels  
(-1,7 Mio. To CO<sub>2</sub>/Jahr)
- > klima:aktiv mobil program  
(-0,5 Mio. To CO<sub>2</sub>/Jahr)
- > Fuel efficient cars
- > NoVA – fiscal incentives for  
purchase of low emitting cars  
(-0,06 Mio. To CO<sub>2</sub>/Jahr)
- > Fuel tax increase

# klimaaktiv mobil goes 2020

## Success encourages!

**Our Goal: environmentally friendly healthy mobility and transport!**  
**Our Task: undertaking further actions!**





# klimaaktiv mobil 2020

## Portfolio and new focus

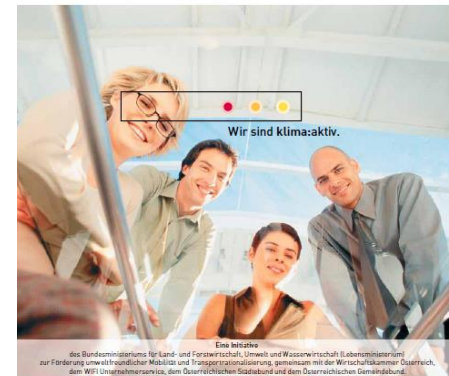
- **Advisory programs on Mobility Management:**

- for companies, fleet operators, contractors
- for cities, municipalities and regions  
**NEW: for climate and energy model regions**
- for tourism, leisure and youth
- for children, parents and schools
- **Eco-Driving Initiative**

- **Funding Program**  
**Measures for reduction of CO2 in transport**  
**but also NOx and PM**

- **Climate friendly mobility management,**
- **Promotion of Cycling traffic**  
**NEW: cycling parking facilities**
- **Alternative vehicles and E-Mobility**  
**NEW: E-Cars with ranger-extender, E-Busses**
- **Innovative mobility systems**

Erfolgreiche Wege für Wirtschaft, Verwaltung & Umwelt  
Mobilitätsmanagement für Betriebe  
und öffentliche Verwaltungen  
Leitfaden für Betriebe und öffentliche Verwaltungen



# klimaaktiv mobil 2020

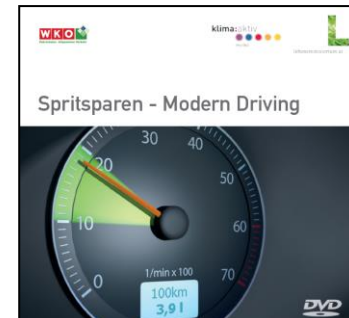
## Portfolio and new focus

- **Education and Certification:**
  - > Eco-driving trainers
  - NEW: Construction machinery, THE PEP Partnership**
  - > klima:aktiv mobil driving school certification
  - > Cycling mechanics
  - > Youth mobility coaches
  - NEW: Course for youth mobility coach 2014**
- **Information und Awareness Raising:**
  - Climate friendly Mobility
  - Energy saving coach - campaign 2013
- **Partnerships and Awarding:**
  - klimaaktiv mobil Partnerships
  - Awards for comittment for climate protection

klimaaktiv



mobil



**100 JAHRE ELEKTROMOBILITÄT  
BEI DER ÖSTERREICHISCHEN POST**



# klimaaktiv mobil 2020

## Target groups

- Companies
- Fleet operators
- Construction companies
- Cities municipalities and regions
- **NEW: climate and energy model regions**
- Tourism (Destinations and Tourism organisations)
- Leisure- und tourism companies
- Big events
- Transport companies and mobility providers
- Schools
- Youth organisations
- Institutions



# klimaaktiv mobil 2020



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mobil

## Examples for measures eligible for funding



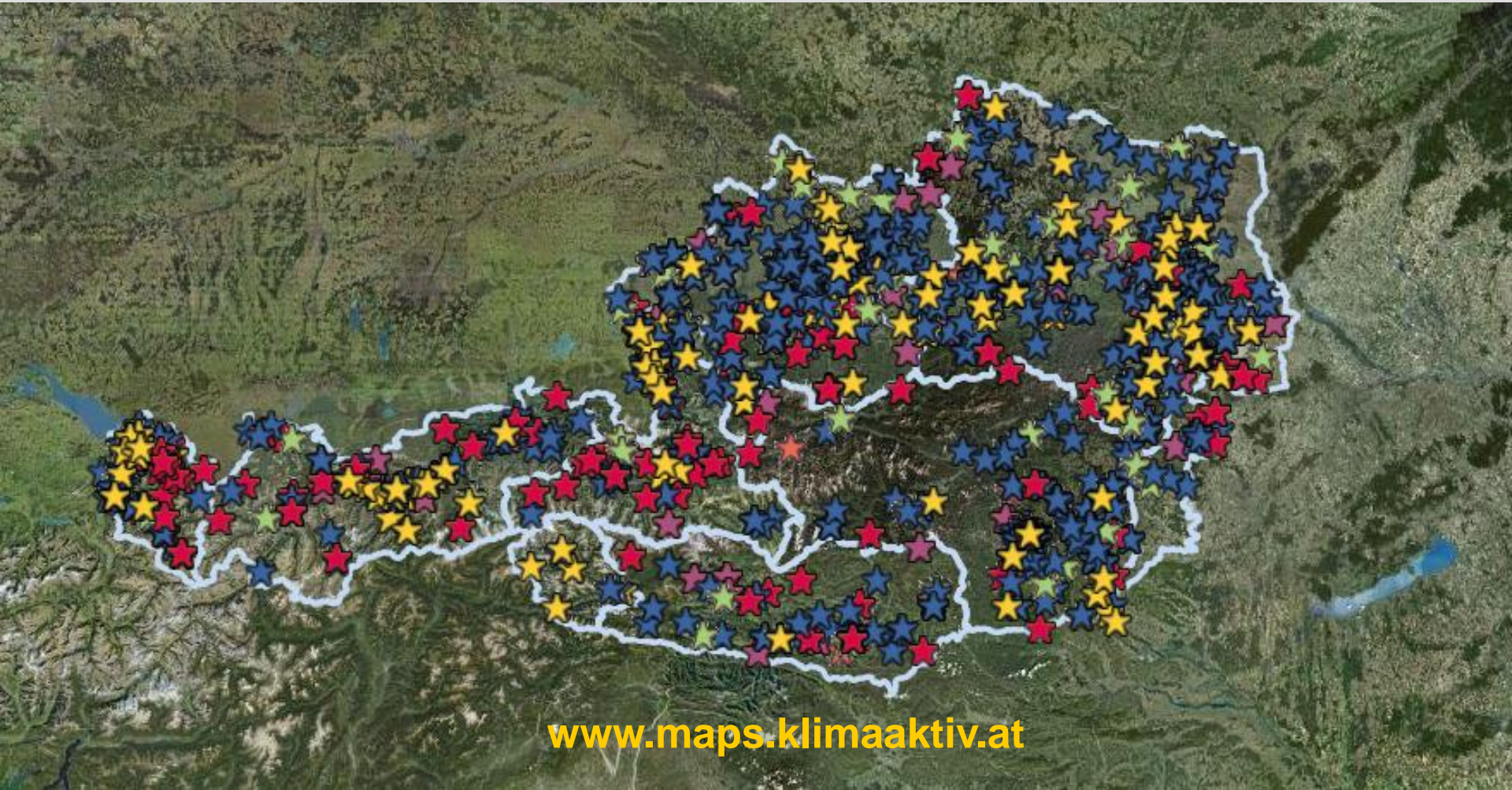
- Electromobility und alternative vehicles
- Mobility management for companies, cities, municipalities, regionen, tourism, schools, youth
- Cycling infrastructure, cyclin parking facilities, bike rental systems and E-Bikes
- Innovative flexible public transport, local mini busses, dial-ride-busses, taxis
- Transport and logistics optimization
- Soft mobility packages in tourism and marketing
- Mobility centres
- Information und Awareness raising

**Measures have to achieve in particular reduction of CO<sub>2</sub> emissions but also NO<sub>x</sub>, PM!**

# klimaaktiv mobil

## Lessons learned

Everybody – companies, fleet operators, cities, municipalities, regions, tourism, citizens – can contribute to pollution reduction and climate protection in transport and save CO2!



**Investments in environmentally friendly mobility -  
Benefits for citizens, environment, economy and jobs !**

### Benefitting economic areas:

- + alternative car manufacturers and retailers,
- + E-Bike und bicycle manufacturer, bicycle shops, bicycle tourism
- + new businesses like E-mobility provider, car-sharing und rental systems
- + mobility provider and transport companies, public transport
- + tourism, local shops, local retailers
- + construction companies ...



# klimaaktiv mobil

## Lessons learned

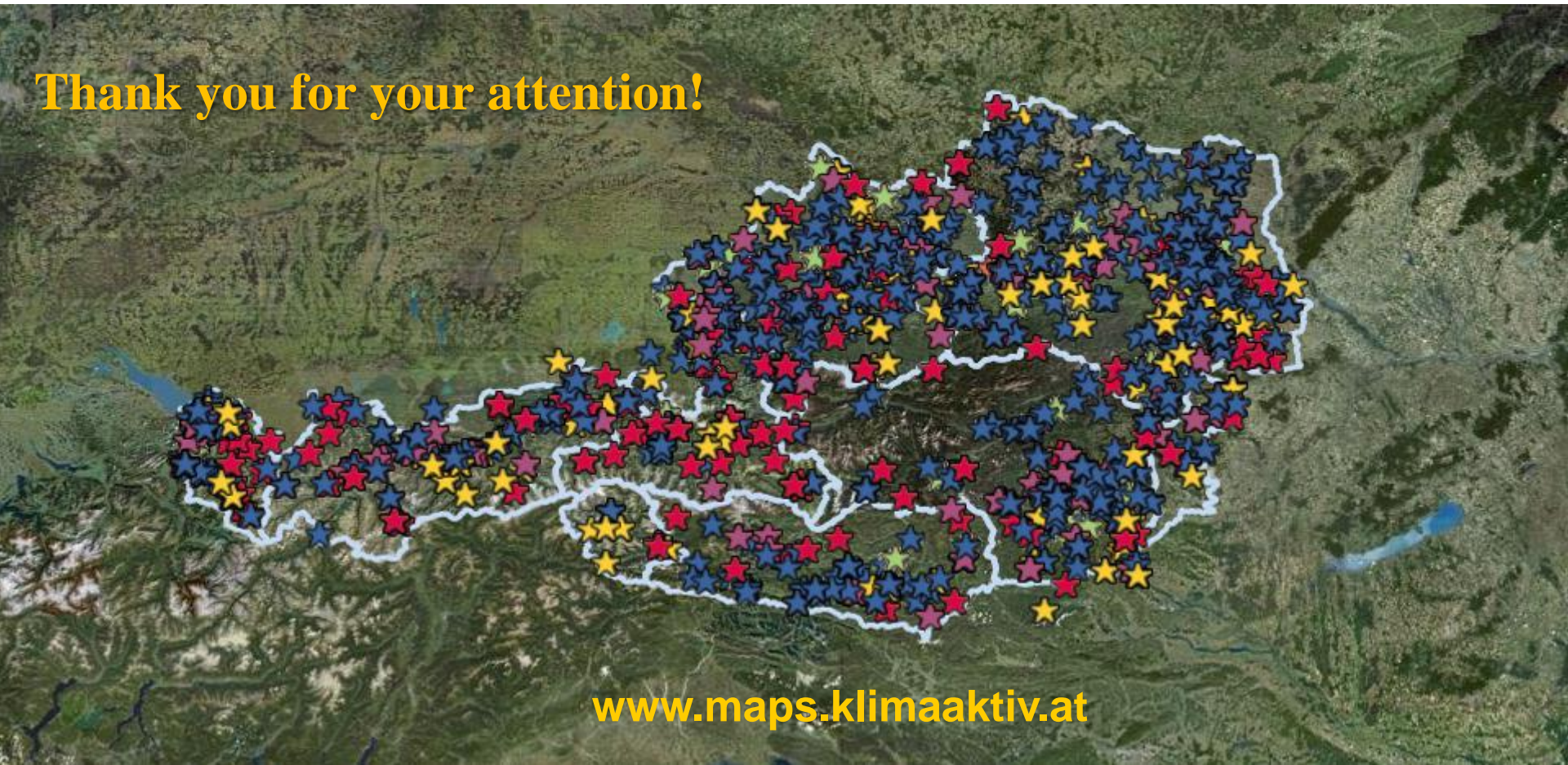
### Environmentally friendly mobility creates:

- > Benefits for environment and better quality of life for citizens
- > Benefits for transport and economy due to funding of investments and promotion of jobs, increasing transport efficiency and cost savings
- > Benefits for health due to cleaner air, increased physical activity and traffic safety and social benefits due to better mobility choices for all !



# klimaaktiv mobil goes 2020! Let us join our forces!

Thank you for your attention!





# klimaaktiv mobil goes 2020



We want to take advantage of the benefits of environmentally friendly mobility:

**klimaaktiv mobil will be continued and extended till 2020!**

**In 2014 around 11 Mio € are allocated for the klima:aktiv mobil funding program by the Austrian Ministry of Agriculture, Forestry, Environment, Water Management in the Climate and Energy Fund**

**Strong partners for better environmentally friendly mobility!**



A partnership for environmentally friendly mobility in Europe



# **klimaaktiv mobil 2020**

## **NEW focus in funding program**



**Mobility Management for companies, cities, municipalities, regions and tourism**

**> Funding rates:**

**→20 % of eligible costs of companies**

**→40 % of eligible costs of cities, municipalities and regions**

**NEW:**

**up to + 10 % Funding Bonus  
for high project quality and  
cooperation projects with several partners  
und bundles of measures**



# klimaaktiv mobil 2020

## NEW focus in funding program



### Funding flat rates

for alternative vehicles and e-mobility for companies and cities

**100% eco-bonus for 100% electricy of renewable energy sources**

- **CNG / Biogas:** 500.- / 1.000.- €
- **E-Bikes:** 200.- / 400,- €
- **E-Scooter:** 250.- / 500,- €
- **E-Car:** 2000.-/ 4.000,- €

> **NEW E-Vehicles range extender/Plug-in hybrids E-bus&Trolley busses**

> **NEW: Range Extender 1500.- / 3.000,- € ( $\leq 35$  g CO<sub>2</sub>/km)**

> **NEW: Range Extender 1000.- / 2.000,- € ( $> 35$  g CO<sub>2</sub>/km)**

> **NEW: Range Extender 500.- / 1.000,- € ( $> 70$  g CO<sub>2</sub>/km)**

> **NEW: E-Busses/Trolley-Busses: 40.000.- / 60.000,- € ( $< / > 40$  passengers)**

Funding rates for companies max 30% for cities max 50% of eligible costs.



# klimaaktiv mobil 2020

## NEW focus in funding program



### Funding of cycling infrastructure and cycling traffic projects

**Cycling infrastructure: funding rate 10% for companies, 20% for regions, cities and municipalities**

**Cycling projects : funding rate 20% for companies, 40% for regions, cities and municipalities**

**> NEW: up to 10% Funding Bonus for integrated cycling promotion projects with cooperating municipalities and bundles of measures!**

**> NEW SCHEME for cycling parking facilities**

**200.- € for one cycling stand with roof**

**400.- € for one cycling stand with roof and with E-Charging**

For 100 bicycles in buildings constructed before 2000  
with more than 3 flats, more than 10 jobs, 20 education places or 40 visitors / customers

