Energy-efficient transport

Green mobility on the move

Project report

34 projects funded by the Intelligent Energy – Europe programme

N°5 – April 2009
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Editorial information

Project Reports are published by the Executive Agency for Competitiveness and Innovation of the European Commission (EACI). The reports showcase projects funded across the European Union by the Intelligent Energy – Europe programme (IEE), which promotes energy efficiency and renewable energy. The projects are presented by theme and contain contact details for participants to help build a network of project participants across the EU. The reports are available in English, French and German.

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More details on the IEE programme and the EACI are available online (http://ec.europa.eu/intelligentenergy).

Useful tools and guidebooks resulting from IEE and other projects can be downloaded from the Intelligent Energy e-library (http://www.iee-library.eu).

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Transport plays an essential role in the social and economic life of every European. It also accounts for about 20% of Europe’s primary energy consumption.

About 98% of the energy used by the transport sector comes from fossil fuels, which makes it a major source of greenhouse gas emissions and air pollution. This state of affairs also contributes to the European Union’s (EU) dependency on energy imports.

While efficient and reliable transport is vital to Europe’s competitiveness and quality of life, increasing demand has generated significant negative impacts on the economy and environment. In addition, transport is the fastest growing sector in terms of energy use: forecasts estimate an increase in demand of 50% for freight transport and 35% for passenger transport by 2020. The EU is determined to do something about this situation.

By 2020, the EU is committed to achieving at least a 20% reduction in greenhouse gas emissions across the entire economy, compared to 1990 levels. It also aims to reduce general energy consumption by 20% compared to projections and increase the market share of renewables to 20%.

Transport has its part to play in meeting these goals. According to the European Commission’s Action Plan for Energy Efficiency, the transport sector has the potential to cut its energy use by about 26%. To achieve this, Europe cannot simply rely on developing green technologies and improvements in infrastructure. Shifting to greener modes of transport and soft measures – such as transport demand management schemes, awareness-raising, and education and training – can play a significant role, as underlined in the Commission’s Green Paper for Urban Transport.

Europe’s mobility culture and travel habits have to change and embrace more sustainable transport choices. Making people aware of the environmental and social impacts of unsustainable travel choices and educating consumers in order to create a larger market for tried and tested energy-efficient vehicles is the key to success for any sustainable mobility policy.

STEER, Intelligent Energy – Europe’s mobility action, addresses energy aspects of transport.

STEER’s main objective is to make transport energy use more sustainable by stimulating demand for alternative fuels and clean and energy-efficient vehicles. It also aims to promote the use of the least-polluting transport modes, a more rational use of cars and integrated urban development policies that support sustainable transport.

Since 2004, STEER has co-funded 34 mobility projects, which are delivering tangible results. More than 100 cities have received help to promote modal shift towards zero-emission transport. Analysis and assessment of barriers that prevent people from leaving their cars at home, urban planning, public events and campaigns have all been harnessed to promote a new culture of safe walking and cycling.

Private and public companies, industrial clusters and schools all over Europe have reduced their impact on urban congestion and their emissions by implementing mobility plans, including measures to promote a shift from car use to more sustainable transport modes for everyday home-workplace journeys.

About 200 companies have been encouraged to optimise their vehicle fleets and operations. Energy consumption has been reduced 5–15% thanks to measures implemented under STEER. This has increased the companies’ competitiveness both in terms of reducing costs and through the cultivation of a ‘greener’ image.

Energy-efficient driving (eco-driving) has reached more than 2.5 million motorists in Europe thanks to STEER projects. And, people of all ages have been made aware of the value of good-quality public transport, car sharing and bike sharing as alternatives for their daily trips via tailored information campaigns and direct marketing initiatives supported by STEER.

High-quality training material has been developed and disseminated to energy and transport professionals, providing them with tools to face sustainable mobility challenges at local and regional level.

Finally, a key element of all STEER projects is their ability to forge collaboration between different stakeholders including local authorities, energy agencies, mobility bodies, businesses, public transport operators, NGOs and, of course, private citizens.

Get inspired by the STEER projects; by working together we can develop and promote energy-efficient mobility solutions for Europe!

“Europe’s mobility culture and travel habits have to change and embrace more sustainable transport choices.”
Energy Agencies Training On Mobility In Union Member States
e-Atomium


Objectives
The project aimed to increase the knowledge and competence of energy agencies, energy advice centres and local authority energy professionals in the field of sustainable energy use for transport.

e-Atomium started by analysing its target group’s know-how, experiences and needs before developing training and educational material in relation to energy saving and transport in four areas: awareness-raising; transport demand management; mobility management; and alternative fuels.

Four training sessions were held in six countries: Belgium, Ireland, France, Italy, the Netherlands and the United Kingdom, plus a special session in Bulgaria.

Results
> Two hundred and thirty-three people took part in the project’s training sessions.
> The training was tailored to the needs and culture of the different countries. Project partners were responsible for organising the training modules with local trainers.
> Training materials have been made available on the project website. Detailed information and specific sub-topics were provided in the training sessions.
> The training materials developed by e-Atomium have been used by the different organisations and partners in the project countries without any extra adaptation, which shows the contents are transferable. A set of reference materials and PowerPoint presentations support the training modules.

Budget: €621 556
(EU contribution: 50%)
Training programme for local energy agencies and actors in transport and sustainable energy actions

Treatise


Objectives

Treatise started life by developing training manuals about cleaner fuels and vehicles, eco-driving and mobility management issues. Complementary web-based training tools soon followed, which included an eco-driving simulator, a fleet management application, and a CO₂ calculator to help people choose low-carbon transport options.

Treatise has completed, initiated or planned almost 100 local transport projects around Europe, including a plant oil fuel trial in Austria, an eco-driving campaign in France with 500 fleet drivers, and an initiative to assess the viability of using natural gas vehicles in Athens, Greece.

Results

> Sixty-three workshops were held in eight countries, which trained 1,772 people.
> Production of three reference manuals in eight languages, along with three electronic training tools.
> The Treatise website received almost 400,000 hits during the project’s lifetime.
> Forty-one local projects are underway or have been completed and 50 more are planned.
> CO₂ savings of 95 ktonnes were achieved during the project, and a further saving of 1,011 ktonnes was forecast.

Budget: €1,431,033

(EU contribution: 49%)
3 Strengthening the knowledge of local management agencies in the transport field

Competence


Objectives

The main aim of the project was to produce and implement training and knowledge transfer initiatives relating to urban transport.

The project team designed the training and teaching materials and carried out a number of European training sessions. The training was aimed at local and regional energy agencies, as well as environmental and health bodies. Training case studies were devised to consolidate the participants’ understanding and know-how.

As well as supporting the policies and activities of the Intelligent Energy – Europe programme, Competence also sought to promote best practice in order to increase energy efficiency in the transport sector and encourage the use of alternative fuels.

Results

- Creation of the project website, which includes a partner search function, training materials and 20 well-documented training case studies.
- Production of training and teaching material in up to 11 languages.
- Holding four European training sessions (lasting between three and five days), led by experts with a lot of practical experience.
- Training 41 European ‘trainers’, who then acted as trainers in their own countries.
- Know-how transfer activities have been carried out by the trainers in 14 European countries.

Budget: €1 728 409
(EU contribution: 50%)
European Campaign On improving DRIVing behaviour, ENergy efficiency and traffic safety
Ecodriven

Duration: 1/2006–12/2008

Objectives
The project initiated a year-long campaign to promote the virtues of eco-driving, which was aimed at people who drive cars, vans, lorries and buses. Covering nine European countries, the campaign sought to help motorists learn to drive in a safe and more energy-efficient manner, thereby minimising emissions outputs.

To deliver the campaign the project consortium teamed up with national and local stakeholders, including car dealers, fuel companies, touring clubs, driving schools, municipalities and hauliers.

Results
> At least 2.5 million drivers were encouraged to embrace eco-driving methods.
> The campaign will help to cut about 0.5 million tonnes of CO₂ and significant amounts of other emissions from road transport until 2010.
> More than 130 national and local stakeholders from the public and private sectors have given their support to the campaign – including a number of NGOs.
> The project has managed to secure the involvement of a number of important umbrella organisations such as Ford Europe, BP, the International Automobile Federation (FIA), the German Road Safety Council, the European Automobile Manufacturers’ Association, GE Fleet Services and TNT.

Budget: €1 440 040
(EU contribution: 50%)
Measures to Influence transport Demand to Achieve Sustainability

MIDAS

Duration: 1/2006–12/2008

Objectives

The aim of MIDAS was to trial a number of 'soft measures' that could persuade people to cut back on their car use and try more sustainable and less energy intensive modes of transport. That meant testing information and marketing campaigns, establishing car-sharing clubs and finding other ways to encourage people to embrace public transport, cycling and walking.

Before rolling out its soft measures, MIDAS undertook reviews of local transport and planning policies in the six cities that were chosen to run project case studies: Aalborg (DK), Cork (IE), Clermont Ferrand (FR), Bologna (IT), Suceava (RO), and Liverpool (UK).

Results

> A range of soft measures were tested and assessed including the production of travel guides in Clermont Ferrand, developing a sustainable mobility zone in Bologna, and the use of mobile touch-screen information systems in Suceava. A marketing campaign in Liverpool aimed to persuade people to use public transport or to cycle and walk more often. Marketing campaigns in Cork and Aalborg also encouraged people to use less-polluting modes of transport.
>
> The project has developed a range of policy recommendations off the back of its research.
>
> Public attitudes to MIDAS were also assessed by the project team.
>
> The project led to some reductions in traffic levels, energy consumption and pollution.
>
> The project will be able to transfer knowledge and experiences to decision-makers in other cities. The MIDAS results could be especially relevant to the new EU Member States as they begin to form sustainable transport policies.

Budget: €2 245 795
(EU contribution: 49%)

CONTACT DETAILS

COORDINATOR
Neil Scales
Merseyside Passenger Transport Authority
Executive, United Kingdom

+44 1513301101
neil.scales@merseytravel.gov.uk
http://www.midas-eu.com

PARTNERS
Syndicat Mixte Central de Traitement des Ordures Ménagères de l’Agglomération Parisienne, France
Cork City Council, Ireland
ATC Spa, Transporti Pubblici Bologna, Italy
Aalborg Kommune, Teknisk Forvaltning (City of Aalborg, Technical Department), Denmark
Nordjyllands Trafikselskab, Denmark
POLIS – Promoting Operational Links with Integrated Services, association internationale, Belgium
Transport & Travel Research, United Kingdom
Suceava Municipality, Romania
Advancing Sustainable Transport in Urban areas To promote Energy efficiency

Astute

Duration: 2/2006–1/2009

Objectives

Astute’s aim was to overcome organisational barriers that prevent greater use of walking and cycling in Europe’s towns and cities.

The project team worked with the public and private sectors to devise ‘mobility management techniques’, which included travel awareness campaigns and workplace travel plans. The work was carried out in six European cities: Dublin (IE), Granada (ES), Siracusa (IT), Budapest (HU), Graz (AT), and London (UK).

Astute drew up a list of barriers that prevent people from switching to sustainable modes of transport. It also analysed a range of best practices that have been designed to overcome such barriers and so get more people walking and cycling in Europe’s urban centres.

Results

> Astute produced a tool kit for local authorities that will help them implement concrete measures to increase walking and cycling. The tool kit was developed as a DVD, available in 10 languages.
> The project can point to a 10% increase in levels of walking and cycling across partner cities.
> One hundred businesses across partner cities will harness work-based travel plans to further improve rates of walking and cycling.
> Astute improved coordination between organisations that are responsible for walking and cycling at regional and local level.
> The project increased public acceptability of walking and cycling.

Budget: €1 874 787

(EU contribution: 50%)
Further implementation and improvement of cycling audits in EU cities and regions, training of certified auditors and continuous exchange of knowledge on cycling policy by setting up a BYPAD-platform

**Duration:** 1/2006–9/2008

**Objectives**

By carrying out audits in a number of European cities and regions, this project aimed to improve cycling policies and thereby increase cycle use and safety. BYPAD sought to improve existing auditing methods and trained a number of qualified auditors. It also devised a quality label for cities and regions that aims to improve the uptake of cycling through good policymaking.

The project's auditing methods are flexible and can be used in small towns as well as in large metropolitan districts, counties and provinces. BYPAD developed a good practice database and ran seminars to encourage exchange of knowledge between Europe's towns and regions.

**Results**

> BYPAD's Total Quality Management in cycling policy is widely recognised as an efficient way to improve local and regional cycling policies.
> The project developed an international network of BYPAD auditors in cities and regions across Europe.
> BYPAD has encouraged the exchange of experiences on cycling policy between at least 80 EU cities and 35 EU regions.
> It has trained at least 10 new auditors in countries that are new to the BYPAD network, which include Greece, Spain and the new EU Member States.
> Project activities have led to an increase in cycling and a reduction in private car use.

**Budget:** €1 092 045

(EU contribution: 50%)
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Sustainable Planning and Innovation for Bicycles
Spicycles

Duration: 1/2006–12/2008

Objectives

Spicycles' goal was to provide a number of European cities with the tools and know-how that would help them increase cycle use and thus improve local people's quality of life. The objective was to show that it is possible to increase cycling's modal share in cities that have different geography, climate and cultural conditions.

The project produced an integrated set of measures to achieve its aims, such as information and awareness campaigns and providing parking spaces and racks for bikes. The project team also brought together stakeholders in a bid to improve coordination of cycling policies and activities.

Results

- The project prepared a transport study and bike-sharing test in Rome. Spicycles also provided the city with new bike racks and published a cycling network map.
- The bike-sharing test scheme was extended to Gothenburg, (SE), and a similar pilot was tested in Ploiesti, (RO).
- Promotional activities included organising Bike Week in Barcelona and explaining the merits of cycling during mobility week in Ploiesti.
- Spicycles produced draft guidelines on bicycle route network planning and parking in Berlin, along with a study on bike-user profiles in Bucharest. Other surveys examined the viability of cycling highways and a cycle centre in Gothenburg.
- Project work led to doubling of bicycle parking spaces in Barcelona – from 7,000 to 14,000.

Budget: €2,722,726
(EU contribution: 50%)

Helping European cities join the cycling revolution
e-learning for training Energy Agencies in mobility management and alternative fuels
e-TREAM


Objectives

e-TREAM’s objective was to integrate the training modules of three other STEER projects – Competence, e-Atomium and Treatise – into an e-learning platform. The overarching goal was to reduce energy consumption while promoting the use of alternative fuels and sustainable transport.

The project’s partner energy agencies used the online facility to improve their skills and knowledge in relation to mobility issues. The agencies involved each implemented a new mobility service. These included developing school mobility plans, training car sales personnel in Sweden, and setting up an advice centre in Germany to provide information on energy efficiency to the shipping sector.

Results

- The e-learning platform developed nine modules in 10 languages, which can be used in individual training sessions. The modules include best practice examples, audio and video files, presentations, and links to relevant information. A tutor is available to give instruction in each language.
- In 10 months the e-platform was used by more than 300 people.
- The project generated 13 new regional services in the field of sustainable transport and mobility, which together have attracted about 11 000 users.
- Various events have disseminated information about the e-learning tool, and have helped to raise awareness about sustainable transport issues.

Budget: €1 476 461
(EU contribution: 50%)
Demonstration, take-up and further dissemination of sustainable integrated planning methods in European cities
Snowball

Duration: 1/2006–12/2008

Objectives
This project aimed to help a number of European cities improve their performance in relation to energy saving and the environment by instigating a shift away from private car use towards more sustainable modes transport.

To achieve this, Snowball launched two integrated urban planning methods called ‘Local Transport Performance’ and ‘Drive Slow, Go Fast’. These plans were rolled out in six cities: Ludwigsburg (DE); Donostia-San Sebastián and San Fernando (ES); Verona (IT); and Zvolen and Martin (SK).

The project addressed institutional barriers to change and sought to provide the likes of urban planning professionals with the skills to tackle sustainable transport issues.

Results
> The project held ‘training the trainer’ events, city coaching sessions and local workshops to provide project participants with the information and skills they need to deal effectively with sustainable transport.
> Integrated urban plans have been developed for five of the cities: Ludwigsburg, Donostia-San Sebastián, San Fernando, Zvolen and Martin.
> National Quality Support Groups – or expert networks – on integrated planning have been developed for Denmark, Spain, the Netherlands, Poland and Slovakia.
> The project developed an online tool kit of integrated planning methods and best practices.
> Twenty-six other European cities have shown an interest in implementing the Snowball plan.

Budget: €1 508 238
(EU contribution: 50%)
Short-term Actions to Reorganise Transport of Goods

START

Duration: 2/2006–1/2009

Objectives

Every day, cities around Europe need replenishing with a plethora of goods, which are usually brought to shops and offices by the van and lorry load. The START project aimed to develop a set of measures that could be deployed to make the transportation of goods more energy efficient and reduce outputs of harmful emissions.

START tested different measures in five project cities: Bristol in the United Kingdom; Gothenburg, Sweden; Ljubljana, Slovenia; Ravenna in Italy; and Riga, the capital of Latvia. Actions included the use of access restrictions and the creation of freight consolidation centres, which are designed to reduce the number of journeys into town and cities.

Results

- Local freight networks have been established in the partner cities thanks to close collaboration between municipal authorities, transport companies and local businesses.
- The project has developed regulations for both new and expanded restricted areas in its partner cities. In addition, it has implemented a programme of incentives designed to reduce freight traffic.

Concrete results include:

- Implementation of a consolidation centre in the Lindholmen area of Gothenburg, leading to a 51% reduction in CO₂ emissions.
- Development of the Bristol consolidation scheme, now serving 72 retailers, which has resulted in a 78% reduction in vehicle movements among the participating companies.
- Providing support, technical guidance and training tools to four fleets in Bristol: more than 40 drivers have been trained in eco-driving, resulting in 8–13% fuel efficiency savings.
- Through an articulated package of incentives, the number of CNG vehicles in Ravenna has increased by 3,925.
- Improvement of urban freight distribution through consolidation of deliveries. The pilot project in Ravenna reduced the number of trips by 4%.
- START dissemination actions reached around 150 cities and 4,000 organisations/companies. 1,400 participants took part in a range of public events.

Budget: €1,786,483 (EU contribution: 50%)
International Cluster for Mobility Management Development and Research Dissemination

MOVE

Duration: 1/2006–12/2008

Objectives

The project brought together seven energy agencies that wanted to become more involved in developing sustainable transport policies and initiatives. MOVE ran model projects in every partner region in a bid to produce tools, methods and standards that could help increase the use of less energy intensive modes of transport.

The aim was to develop good examples and success stories to encourage more organisations to get involved in mobility issues while developing ‘green’ transport solutions that can reduce greenhouse gas emissions. Work here included setting up virtual mobility agencies, designing mobility management schemes for businesses and awareness raising in schools.

Results

> A website was created to act as a Mobility Management Network Cluster: it was used to disseminate best practice and exchange information between project partners.
> Indicators were produced to evaluate projects that were designed to promote mobility and improve transport sustainability.
> Mobility agencies were developed that will act as information and promotional centres. They will carry out projects for local authorities, businesses and other stakeholders.
> The best practice examples should act as an inspiration to and provide templates for new mobility management schemes in the participating regions.

Budget: €643 236

(EU contribution: 49%)
Sustainable tourism and recreation as an opportunity to promote alternative mobility
Stream

Duration: 10/2006–1/2009

Objectives

Leisure journeys generate more traffic than work or the school run. However, mobility management for the tourism and recreation sector is a relatively new concept. Stream’s objective was to change all that by running sustainable transport demonstration projects in seven countries: Belgium, Bulgaria, Italy, Lithuania, Austria, Poland and Portugal.

The project aimed to promote sustainable mobility for journeys to, and stays in, tourist areas, and find ways to use recreation to promote ‘greener’ mobility solutions in everyday life. Stream tested a range of mobility initiatives including intermodal travel solutions that encouraged people to use bikes in combination with public transport.

Results

> Awareness-raising and promoting responsibility among key decision-makers such as tourism development agencies, local government bodies, recreational site managers and holiday companies.
> Stream tested a variety of soft and inexpensive measure designed to change people’s behaviour in terms of the transport they use on trips and holidays.
> Tangible energy savings were achieved at the project sites, along with modal shift from cars to more sustainable transport.
> Reductions in emissions, noise and congestion from transport has increased environmental quality at the Stream project sites.
> Project information has been produced which can be disseminated and used throughout Europe.

Budget: €820 927
(EU contribution: 50%)
TRAining programmes to INcrease Energy efficiency by Railways
Trainer


Objectives

This project provides training programmes that will help to increase the energy efficiency of rail transport in Greece, Italy, the Netherlands, Slovenia and Slovakia. These programmes are aimed at train drivers, station personnel and company managers. The goal is to help rail operators initiate and optimise lasting energy efficiency improvements.

The project points to field tests in Germany that show it is possible to reduce the energy consumption of diesel and electric trains by about 10%. Trainer also aims to examine how organisational changes and technology – such as rolling stock and infrastructure – can be harnessed to produce additional energy savings.

Results

> At least five railway operators and 25 000 train drivers in the five project countries are receiving training on how to save energy.
> Trainer will help the rail sector avoid generating about one million tonnes of CO₂ every year, while also reducing the output of other emissions like nitrogen oxides and particulates.
> A collaborative network has been established between railway operators that spans Europe. It will be used to update and exchange energy efficiency training programmes and facilities.
> Trainer will contribute to the overall competitiveness of the railway sector compared to road transport.

Budget: €1 410 468
(EU contribution: 50%)
COORDINATOR
Johan Beukema
Buck Consultants International B.V., Netherlands
+31 313790222
johan.beukema@bciglobal.com
http://www.eu-interaction.net

PARTNERS
Motiva Oy (Motiva), Finland
Centre for Renewable Energy Sources (CRES), Greece
TRADEMCO – Consulting, Research, Development S.A., Greece
CONTE spol. s r.o., Czech Republic
Association of the Bulgarian Energy Agencies (ABEA), Bulgaria
Baltic Energy Forum e.V., Germany
Berliner Energieagentur GmbH (BE), Germany
WSP Finland Oy (WSP FI), Finland
EVO BV, Netherlands
SenterNovem, Netherlands

INternational Transport and Energy Reduction – energy efficiency equals cost efficiency: engaging sectoral organisations as champions and messengers to reduce energy use in freight transport

Interaction

Duration: 10/2006–9/2008

Objectives
Interaction aimed to reduce energy consumption, CO₂ emissions and costs throughout the freight transport supply chain. The project was established by energy agencies and consultants in six countries: Bulgaria, Czech Republic, Germany, Greece, the Netherlands and Finland.

The project identified and carried out energy reducing measures with companies that work in the freight supply chain, particularly shippers. Measures tested included reducing the frequency of deliveries, standardising loading units, introducing cleaner vehicles and the use of eco-driving techniques. The objective of this work was to identify best practices that can be used by the European freight transport sector.

Results

> One hundred companies linked to 21 industrial associations participated in the project.
> The potential exists to reduce CO₂ emissions by between 20 000 to 40 000 tonnes a year if participating companies implement project measures. A potential reduction in energy use of between 6–13% has also been identified for each company, which in turn could cut their logistics costs by 3–5%. Savings of about €3 million could be generated from within the Interaction project.
> Best practices that could lead to a reduction in energy use for freight transport have been put on a database, which can be used by other organisations in the supply chain. The database will be updated on a regular basis even though the project has finished.
> The structure developed by Interaction should make it possible to maintain a strong sectoral approach to energy saving.
> Project partners have identified a change in attitude in supply chain actors towards energy efficiency issues, thanks to the cost reductions that can be achieved.

Budget: €1 537 437
(EU contribution: 50%)
Reducing car use in residential areas

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Mobility Management for housing areas – from car dependency to free choice
ADD HOME


Objectives

The car dominates transport choices in residential areas. ADD HOME aims to change this by assessing how best to improve people's access to more sustainable modes like cycling, walking and public transport.

The project team will chose, develop and implement good practice case studies that have the potential improve sustainable mobility in residential neighbourhoods. ADD HOME partners will produce guidelines based on the case studies that will encourage others to develop practical alternatives to car use. Results and lessons learned will be distributed to stakeholders who are active in the field of sustainable mobility and housing.

Results

- The goal is to train more than 150 people to understand and apply the project's findings.
- Training units and results will be tailored to the needs of ADD HOME target groups, including construction companies, public authorities, property management companies, and transport and mobility service providers.
- Guidelines will clearly illustrate the potential for increasing the use of sustainable transport in residential areas, as well as any barriers that may hinder change.
- A number of implementation projects will be carried out and described for future application.
- Generally, the project seeks to provide people with a better quality of life in their domestic environments.

Budget: €1 229 190
(EU contribution: 50%)
Mobility Centres Network
MOBI-NET


Objectives

The aim of this project is to help mobility centres learn from each other’s experiences and to optimise local actions that improve the public’s access to sustainable transport. The centres are working together to create a network of know-how on sustainable mobility. The project will also produce a website and guidebook that explain how to set up a mobility centre.

Mobility centres will establish publicly accessible ‘Info Points’, which provide personalised information to help people find alternatives to car use. The Info Points will also offer schools and businesses mobility management services and actions that can improve their uptake of energy-efficient transport solutions.

Results

> The overall goal is to reduce emissions of CO₂ and particulates by 2–5% in the target area.
> Policymakers are finding that the mobility centres act as useful tools with which to coordinate and promote sustainable mobility. A number of decision-makers have been trained to mainstream mobility and mobility management.
> Various stakeholders have been involved in producing a mobility survey. They have also helped draft mobility plans and activities.
> The project will improve partner collaboration, provide effective dissemination activities and boost the network’s knowledge base.
> The project should point to a general increase in satisfied users of alternative transport modes which minimise car use.

Budget: €878 231
(EU contribution: 48%)
Young people find their voices to make greener transport choices

Youngster Overhauls today’s Urban Transport Habits

YOUTH


Objectives

YOUTH’s goal is to get young people more involved in sustainable urban transport policy development and implementation. By doing this, the project hopes to get more people to change their habits in favour of using environmentally friendly and energy-efficient transport while increasing traffic safety.

Groups of 10 to 18 year olds in the project partner cities – Berlin (DE), Rotterdam (NL), Gdynia (PO) and Bucharest (RO) – are being encouraged to put forward their own ideas and recommendations to local transport and urban development authorities. The project has a campaigning element as young people will be expected to communicate their ideas to their peers, adults and the media.

Results

> Participants will use tools like film productions, poster exhibitions and school competitions to get their messages and ideas across.
> A virtual platform will be set up which allows youngsters from the different cities to communicate.
> Award shows for youth groups and exchanges will help participants to disseminate their experiences and show other cities what they have been working on.
> Touring exhibitions, including contributions from the project competition, will take place in participating cities and in 10 other EU urban centres.
> The project will improve active participation of young people in the urban transport policy decision-making process.

Budget: €886,290
(EU contribution: 50%)
Developing and disseminating excellent mobility management measures for young people

**Connect**

**Duration:** 10/2007–9/2010

**Objectives**

Connect aims to encourage schoolchildren, students and their parents to leave the car at home and instead use more sustainable modes of transport when traveling to and from school. Local authorities, schools and communities are closely involved in the project’s activities. By sharing the experiences and outcomes, participants will build a Europe-wide network, which could extend the project’s lifespan.

Connect will provide best practices that can inspire young people and their families to change their travel habits and teach children how to get to school safely. The project will develop campaign concepts for primary and secondary schools that can be used across Europe.

**Results**

- During the project, the Connect team hopes to achieve a 20% increase in the use of sustainable transport by primary school pupils for home to school trips, and an increase of 10% for secondary school children. When the campaign is finished, the project aims to maintain a modal shift of at least 10% for primary schools and 5% for secondary schools.
- Educational materials and manuals will be produced for teachers in several languages.
- The project website will be used for networking and high-quality dissemination activities.

**Budget:** €1 438 224

**(EU contribution: 50%)**
Fleet Environmental Action and Assessment

FLEAT


Objectives

FLEAT’s objective is to improve the energy efficiency of a number of different types of road transport fleets including those run by local authorities, public transport companies, company car providers and utility businesses.

The project will test various measures and actions to increase the environmental performance of transport fleets such as the use of low-carbon vehicles, suggesting improvements in driver behaviour and the deployment of mobility management strategies. The project aims to carry out 31 pilot actions, covering about 8 500 vehicles, in Belgium, Germany, Greece, Italy, the Netherlands and Austria.

Results

> Project target is a 21 ktonnes reduction of CO₂ emissions, potential reductions using the multiplier effect could be up to an estimated 0.25 million tonnes.
> Monitoring and assessment will help FLEAT ascertain which measures work best for different fleets and vehicles.
> Recommendations will be drawn up for policymakers based on the pilot action findings and results.

Budget: €1 322 215

(EU contribution: 50%)
Green alternative postal vehicle project

Green Post

Duration: 12/2006–6/2010

Objectives

Green Post is a project that seeks to exchange best practices and know-how in the use of electric and hybrid vehicles for postal deliveries. The objective is to improve energy efficiency and reduce air pollution in Belgium, Bulgaria, Italy and Hungary.

The postal agencies in these four project partner countries will test different low-pollution vehicles. Their cost-effectiveness and environmental benefits will then be assessed by the project team. Environmental impact assessments, economic analyses, management training and maintenance regimes also form part of the assessment process.

Results

> A reduction in CO₂ emissions and fuel consumption is expected.
> The project will provide support to the electric vehicle market.
> Information campaigns will be used to reach target groups and to encourage similar initiatives that aim to improve energy efficiency in the postal and transport sectors.

Budget: €1 518 197
(EU contribution: 50%)
Making the most of Europe’s sustainable transport schemes

Information and awareness campaigns to enhance the effectiveness of investments and infrastructure measures for energy-efficient urban transport

Added Value


Objectives

Investments and infrastructure designed to provide alternative, energy-saving urban transport solutions could end up underused if the public do not know about them. This project aims to deploy marketing and information and awareness-raising campaigns to ‘add value’ to a range of urban transport initiatives that have been designed to increase walking, cycling and the use of public transport – such as park and ride schemes, tram networks and pedestrian zones.

The project runs in 11 European cities and regions, and seeks to enhance use of infrastructure that is already in place or that will be up and running during the project’s lifetime.

Results

The project is ongoing, though it does aim to:

> Raise awareness of the energy-saving potential that can be gained from the use of straightforward marketing techniques.
> Establish new standards for mobility management related to sustainable transport infrastructure.
> Provide easy access to know-how and build strong links between three disciplines: energy efficiency, transport planning and land use planning.
> Transfer knowledge to countries where such marketing activities are not well established, namely the new EU Member States, candidate countries and parts of southern Europe.

Budget: €1 742 907

(EU contribution: 50%)
Creating liveable neighbourhoods while lowering transport energy consumption

Pro.Motion


Objectives

Pro.Motion aims to help people in residential areas to cut back on the energy they use for transport. The objective is to tackle car dependency by changing people's perceptions and travel behaviour, and by motivating them to embrace an energy-saving lifestyle.

Project pilots will take place in 12 countries, involving local residents and other stakeholders such as construction and property management companies, developers and local authorities. Together, they will try to improve conditions that will make it possible for residents to consume less energy. The pilots will take place across a range of urban environments, from small neighbourhoods to complete city districts.

Results

> Training sessions will be held in 10 countries to explore measures that can improve accessibility and mobility services.
> About 500 people will take part in the national training events.
> The project will carry out a number of surveys on mobility behaviour.
> Training materials and guidelines on energy saving at home will be produced, along with best practices that will help to integrate mobility issues into the local Agenda 21 framework for sustainable development.

Budget: €1 883 316

(EU contribution: 50%)
Rewarding and Recognition Schemes for Energy Conserving Driving, Vehicle Procurement and Maintenance

Recodrive


Objectives

Recodrive brings together eco-driving, good management practices and the efficient use of logistics in a bid to make fuel savings of more than 10% for vehicle fleets.

The project will train energy consumption champions who will work with fleet vehicle buyers and maintenance staff. They will also monitor the way eco-driving techniques are applied. In addition, an auditing system will be established to check the energy efficiency of fleet operations.

Policy guidelines will be developed in order to support fleet owners who set up schemes to reward and recognise the fuel saving efforts of their drivers and procurement and maintenance staff.

Results

The project is ongoing, but outcomes will include:

- Developing a multilingual project website.
- Establishing a support desk for fleet owners and providing tools to aid driver training and the procurement of on-board and fuel management devices.
- Raising awareness of sustainable fleet management issues among managers and other stakeholders.
- Presenting tried-and-tested reward and recognition schemes to commercial fleet owners.
- Producing and publishing a reference manual.

Budget: €1 181 032

(EU contribution: 50%)
Today and Tomorrow
‘Students Today Citizens Tomorrow’

T.aT.

Duration: 10/2007–4/2010

Objectives

The goal of this project is to develop policies that will reduce the energy use and environmental impact of student travel habits. T.a.T. aims to give students choices that are geared towards the use of less energy-intensive modes of transport.

The project will introduce measures for mobility management in three university areas in Italy, Cyprus and Portugal, while seeking to reduce CO₂ emissions by about 5%. It will also educate students on their travel choices and promote awareness about sustainable mobility. In addition, T.a.T. intends to increase the use of public transport by 10%, and will try to persuade 5% of students covered by the project to buy bicycles.

Results

> Each university has appointed a university mobility manager.
> The project is developing three innovative sustainable mobility plans, one for each university area.
> Educational activities are spreading the message about sustainable mobility to the student population.
> Three university car-pooling services will be implemented.
> Bike-sharing services will be rolled out in the three university areas.

Budget: €946 755
(EU contribution: 50%)
Creating Optimal Mobility Measures to Enable Reduced Commuter Emissions

Commerce

Duration: 10/2007–10/2010

Objectives

Commerce is harnessing the experiences of London and Paris to help municipalities in Bulgaria, Lithuania, Hungary and Romania to reduce CO₂ emissions generated by unnecessary car journeys to work. The project will develop a European set of standards for the production of mobility plans which all the partners can use.

Commerce will provide best practice advice and support to establish transport forums in the partner municipalities, which will include the active participation of local employers. The project will also coordinate a European award to recognise best practice in the implementation of mobility plans. In addition, Commerce aims to run a series of staff exchanges and training programmes.

Results

- A Pan-European Workplace Travel Plan Awards scheme has been designed using standards developed by the project for assessing and recognising best practice.
- A European platform on workplace travel plans is being developed, consisting of a web-based discussion forum through which professionals can exchange experiences and good practice.
- Workplace travel forums have been established – each forum will develop an action plan. A good practice guide and seminars for key stakeholders will support forum activities.
- The project will produce a set of standards and criteria for the development of mobility plans, which can be used by all EU municipalities, employers and key decision-makers. Results here will address transferability issues between cities that have different social and economic circumstances.

Budget: €1 055 172

(EU contribution: 50%)
Emotions for sustainable transport

Trendy Travel

Duration: 10/2006–10/2010

Objectives

The car industry is very good at tapping into people's emotional choices through its sophisticated and expensive marketing campaigns. Trendy Travel aims to stir people's emotional responses by developing soft marketing techniques and actions that can 'sell' public transport, cycling and walking as fun, exciting and life-fulfilling choices.

The project will use promotional and education events, together with campaigns and advertising, in a bid to persuade more people to use clean urban transport. Trendy Travel also aims get its message across to decision-makers in public transport companies, energy agencies, educational institutions and local government.

Results

> Trendy Travel will help decision-makers to change perceptions by showing that soft marketing policies to promote sustainable transport can be used to solve urban traffic problems.
> The project team will ensure the Trendy Travel ethos finds its way into urban transport planning policies, budgets and job profiles.
> The project will create a virtuous circle for sustainable transport that can be measured through changes in attitude and perception, as well as in the growth of relevant investments in soft policies that boost the status of sustainable transport.
> The project targets energy savings, emissions reductions and cost savings equivalent to 7 000 tonnes of CO$_2$ or €2.5 million saved in direct fuel costs per year.
> Good practice will be disseminated to project partners.

Budget: €2 006 346

(EU contribution: 50%)
A Direct Marketing Programme for Public Transport
Ad Personam

Duration: 10/2008–9/2010

Objectives

Ad Personam’s objective is to implement and assess the use of direct marketing campaigns to promote greater use of public transport in seven small to medium-sized cities in Greece, Spain, France, Italy, Portugal, Romania and the United Kingdom.

In each pilot city, all citizens will be invited to fill in a questionnaire about their travel habits. Ad Personam will then select 1 000 people in each city to take part in its direct marketing programme. Thanks to the use of a travel planner, participants will receive tailor-made proposals for the use of public transport for their home to workplace journeys. The project team will analyse the results to evaluate the impact of its campaign.

Results

The project has some time to run but seeks the following outcomes:

- A change in the travel behaviour of at least 50% of the target group, shifting them away from cars to buses for their home to work journeys.
- An increase in residents’ knowledge of public transport availability in the pilot cities and to break down people’s prejudices against using sustainable travel options.
- About 3 000 daily uses of public transport travel planners in each pilot city one year after the direct marketing programme has been implemented.
- Encouraging at least 40 European local authorities or public transport companies to participate in direct marketing actions on a voluntary basis.

Budget: €1 387 389
(EU contribution: 66%)
Travel Reduction Attainment Via Energy-efficient Localities PLANning
Travel Plan Plus


Objectives

Local Travel Planning Networks (LTPNs) aim to provide communities with a package of measures that promote cleaner, greener transport choices while reducing reliance on the car. When run properly, these networks can deliver energy savings in transport and reduce local traffic congestion.

The Travel Plan Plus project seeks to develop policy recommendations on how best to set up LTPNs. To do this, the project will set up four LTPNs in representative locations in the EU and monitor and evaluate how they work. Project partners hail from Spain, Hungary, the Netherlands, Sweden and the United Kingdom.

Results

The project has some time to run but aims to:

> Develop and assess LTPNs in the following municipal areas: Bages, Spain; Gyor, Hungary; Stockholm, Sweden; and Cambridgeshire in the UK.
> Produce a framework to explain how to implement an LTPN in a systematic way, resulting in comprehensive guidelines that can support the future adoption of such networks throughout the EU.
> Raise awareness and understanding of LTPNs, mobility management and ways of reducing energy use in the transport sector.
> Provide a review of LTPNs, including case studies and examples that operate in a variety of physical, economic, policy and social environments.

Budget: €999 104
(EU contribution: 75%)
Attaining Energy Efficiency Mobility in an Ageing Society
Aeneas


Objectives

The proportion of the EU’s population aged 50 and over is expected to increase from 35% to 49% between 2005 and 2050. Walking and public transport used to be popular with older people, but currently there appears to be a strong and growing shift toward greater car use. Alternatives to the car are often seen as unattractive, confusing or impractical.

Aeneas will address these issues in a bid to encourage older people to use more energy-efficient modes of transport. The project aims to use information and awareness campaigns and provide mobility training and guided tours. These measures will target specific groups such as car drivers who are nearing retirement age and public transport users aged 80+.

Results

The project has some time to run but aims to:

- Achieve an increase in the use of walking, cycling, public transport and car sharing among older people, while raising awareness about the challenges that an ageing society present to urban mobility at local and European level.
- Organise five training workshops for mobility and transport practitioners.
- Develop a tool kit for passenger training.
- Provide good practice examples and an implementation guide to encourage further uptake of project activities.

Budget: €1 863 369
(EU contribution: 75%)
OPTIMISING BIKE SHARING IN EUROPEAN CITIES

OBIS


Objectives

OBIS aims to expand the role of bike sharing as a way to foster clean, energy-efficient travel in Europe’s towns and cities. Bike-sharing schemes have so much to offer – cycling helps people get fit, it is good for the environment and complements the use of public transport.

The project will develop its own pilot schemes to fully explore issues relating to running bike-sharing initiatives, such as accessibility and cost of use. The project will identify good practices and report on the potential and limits of bike sharing in urban centres.

Results

The project is ongoing but aims to deliver:

> A bike-sharing manual, which includes recommendations and guidelines for introducing and implementing bike sharing.
> Two international conferences for stakeholders.
> A website to provide project information and a regular newsletter.

Budget: €1 467 648

(EU contribution: 75%)
More Options for energy-efficient Mobility through Car Sharing
Momo Car-Sharing

Duration: 10/2008–9/2011

Objectives

Momo aims to promote energy-efficient travel through the use of car sharing. The project seeks to increase the number of car sharers in Europe and establish car-sharing schemes in cities where they do not currently exist.

The project will raise awareness while drawing up recommendations on how best to develop eco-friendly car-sharing schemes. The Momo team will show how car sharing complements sustainable modes of transport like walking, cycling and public transport, which together can provide an alternative to private car ownership without restricting people’s mobility.

Results

The project is ongoing but has the following targets:

> 20 000 new car-sharing customers.
> Reduce energy consumption by 58 000 gigajoules per year.
> Reduce CO₂ emissions by 6 000 tonnes per year.
> Reallocate urban space by replacing private cars.

Budget: €2 268 942
(EU contribution: 75%)

Car sharing to unblock Europe’s cities
Advanced measures for companies to increase public transport Use of their employees

Benefit


Objectives

Benefit aims to help the employees of private companies and public bodies to leave the car at home and use more public transport. The project is running in seven European cities: Sofia (BG); Brno (CZ); Palma de Mallorca (ES); Bologna (IT); Bistriţa (RO); Maribor (SI); and Zilina (SK).

The project will set up working groups in each city consisting of traffic management experts, public transport operators and representatives from the likes of local businesses, trades unions and chambers of commerce. The objective is to produce sustainable strategies and use various awareness-raising activities to increase use of public transport.

Results

The project is ongoing but aims for the following results:

- To conserve about 2.3 million litres of fuel and cut the output of CO₂ by 5 600 tonnes per year.
- To reduce the total fuel consumption of passenger traffic by 2% in the project target areas and five years after the project has ended the target will be a 5% reduction.
- To increase the number of public transport users by 20% in selected areas.
- Create role models for other cities, which can use Benefit’s measures and results to improve the uptake of public transport.

Budget: €1 276 713

(EU contribution: 75%)
Creating Sustainable Transport in Tourism Regions
Biosire

Duration: 9/2008–8/2010

Objectives

Biosire’s objective is to encourage greater use of alternative fuels – namely biodiesel and electricity – for transport fleets, ships and specialist vehicles that are used in tourist areas in Austria, Croatia, France, Greece, Italy and Spain.

The project will run pilots schemes to test the use of alternative fuels and clean technologies. It also aims to increase the use of recycled cooking oil as a fuel, and examine the potential for biofuel production and use in Croatia, Italy and Poland. In addition, Biosire will provide information about the advantages of alternative fuels for tourism transport, while offering training, consulting and support to fleet owners, regions and municipalities.

Results

The project’s targets include:

> Raising awareness among fleet operators about the benefits of alternative fuels.
> Establishing a sustainable production process and favourable legal and market conditions for biodiesel.
> Transferring outputs and recommendations to other European tourist areas.
> Involving other regions in workshops and training events.

Budget: €1 685 020
(EU contribution: 75%)
Find out more online

Intelligent Energy – Europe programme

Learn more about the Intelligent Energy – Europe programme online (http://ec.europa.eu/intelligentenergy).

The site provides guidance on how to apply for funding (http://ec.europa.eu/energy/intelligent/call_for_proposals/index_en.htm) and how to implement your project once you get funding (http://ec.europa.eu/energy/intelligent/implementation/index_en.htm).

The Executive Agency for Competitiveness and Innovation

Find out about the EACI, the Agency that manages the IEE programme, online (http://ec.europa.eu/eaci/).

European Commission – Energy and Transport

More information about what the European Commission is doing in the field of energy and transport is available online (http://ec.europa.eu/dgs/energy_transport/index_en.htm).

Photos

Energy-efficient transport
Green mobility on the move

This brochure presents 34 projects supported by the Intelligent Energy – Europe programme (IEE). The projects are designed to provide Europe with greener transport choices by improving transport energy efficiency. The objective is to encourage a shift away from energy-intensive modes by tackling non-technological barriers to the use of cleaner transport and alternative fuels (both for people and the movement of goods). The projects promote greener mobility solutions which help people and organisations to rationalise the number of trips they make while encouraging intermodality, greater use of public transport, cycling and walking.

The IEE programme promotes sustainable transport solutions in order to create a more energy-intelligent Europe. This series of reports provides examples of projects funded by the programme in key areas.

http://ec.europa.eu/intelligentenergy