

# „European Energy Efficiency Directives – Tools and Recommendations for Regions and Cities“

Wednesday, 25 September 2013, Saxony Liaison Office, Brussels

# How to move a car driver without gasoline

Sarah Nilsson

Energy Agency for Southeast Sweden

## SustraMM

Mobility Management (MM) is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour.



# Mobility management principals

- Improvement of accessibility to sustainable transport modes for everyone.
- Efficient utilisation of current transport systems.
- Influence mobility behaviour in order to increase the popularity of sustainable transport modes.
- Increase accessibility while decreasing traffic volume
- Multimodal mobility, the usage of various transport modes for different purposes of travel and the combination of several transport modes for one trip.

## Bicycle competition for workplaces

(Mobility behaviour is not only rational, but subjective and even contains an emotional component)

- Companies, commuting, leisure, business trips.
- Goal: replacing "unneeded" car driving trips by cycling + increasing bicycle modal share
- Teams compete in 6 weeks
- Winners
- 50% increased cycling
- People tired of competitions
- 900 participants in 2010, 1100 in 2011, 800 2012



## Information and facts

(Improvement of accessibility to sustainable transport modes)



1 m<sup>2</sup> bicycle parking =  
15 Euro shopping

1 m<sup>2</sup> car parking =  
1 Euro shopping



Shop owners  
want's more  
parking space  
for cars.

## Test commuters

(Mobility behaviour is not only rational, but subjective and even contains an emotional component)



- Habitual car drivers promise to only ride with public transport.
- Free public transport card for buses and trains during one month.
- One year after the test period, 38 % of the participants still mostly travelled to work with public transport.
- The costs amounts to about 250 €/participant.

## Main outcome of SustraMM

Mobility Management measures may have a **high benefit-cost ratio** and is an **efficient tool** for reaching the EU goals for energy efficiency and greenhouse gases.

*Reports free to download:*

"Guidelines and recommendations on mobility management in rural areas and small cities"

"Mobility Management in the SustraMM regions"

"Commuter traffic - effects on region's prosperity"

"Cost and benefits of cycling"

"Advantages and disadvantages of free public transport services"

# „European Energy Efficiency Directives – Tools and Recommendations for Regions and Cities“

[www.energitee.eu](http://www.energitee.eu)