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## **The effects of mobility management for companies in the course of the German Mobility Management Action Programme "effizient.mobil"**

REAL CORP  
14<sup>th</sup> May 2012



## Content of the presentation

- Background and objectives of the programme
- **Estimation of possible reduction of staff car mileage and CO<sub>2</sub>**
  - **Methods**
  - **Results**



## General information about the programme

- Background: until 2009 no national initiative to foster mobility management on a larger scale
- Motive: Action Programme first attempt to encourage MM networking and MM activities systematically
- Financing: funded by the Federal Ministry of the Environment (BMU) <sup>l1</sup>
- Performance: performed by the German Energy Agency (dena)
- Runtime: present runtime: 01/2009-12/2010
- Target groups: main target groups are municipalities and companies/institutions
- Objective: Special focus on possible CO<sub>2</sub>-reduction

**I1**

**Summe ergänzen?**

loun; 25.02.2011

## Initial Consultation

- Initial consultation for more than 100 companies and municipalities
- Consulting done by qualified consultants
- Standardised approach for initial consultation (category companies):

analysis of location characteristics

employees mobility behaviour

analysis of home to work distances

→ development of a location specific concept

- determination of mobility management for companies
- emphasis mobility of employees
- aim: CO<sub>2</sub> saving

## Data Base

### Profile of the Companies

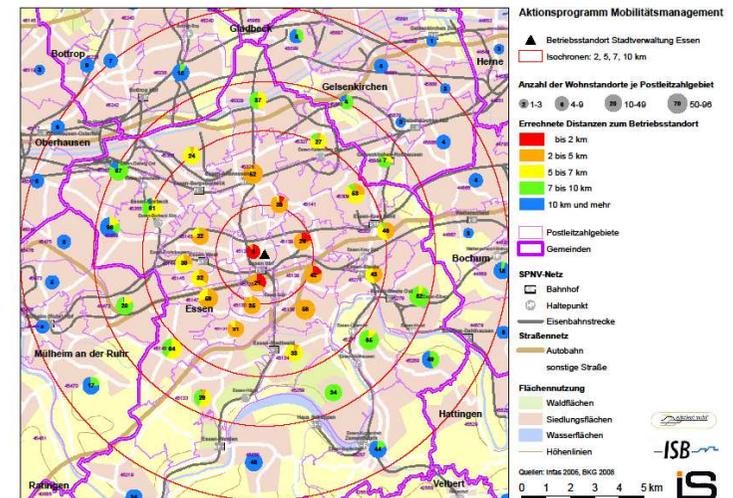
- accessibility for PT/ NMT
- infrastructure for bikes/ pedestrians
- situation of stationary traffic
- activities of the company

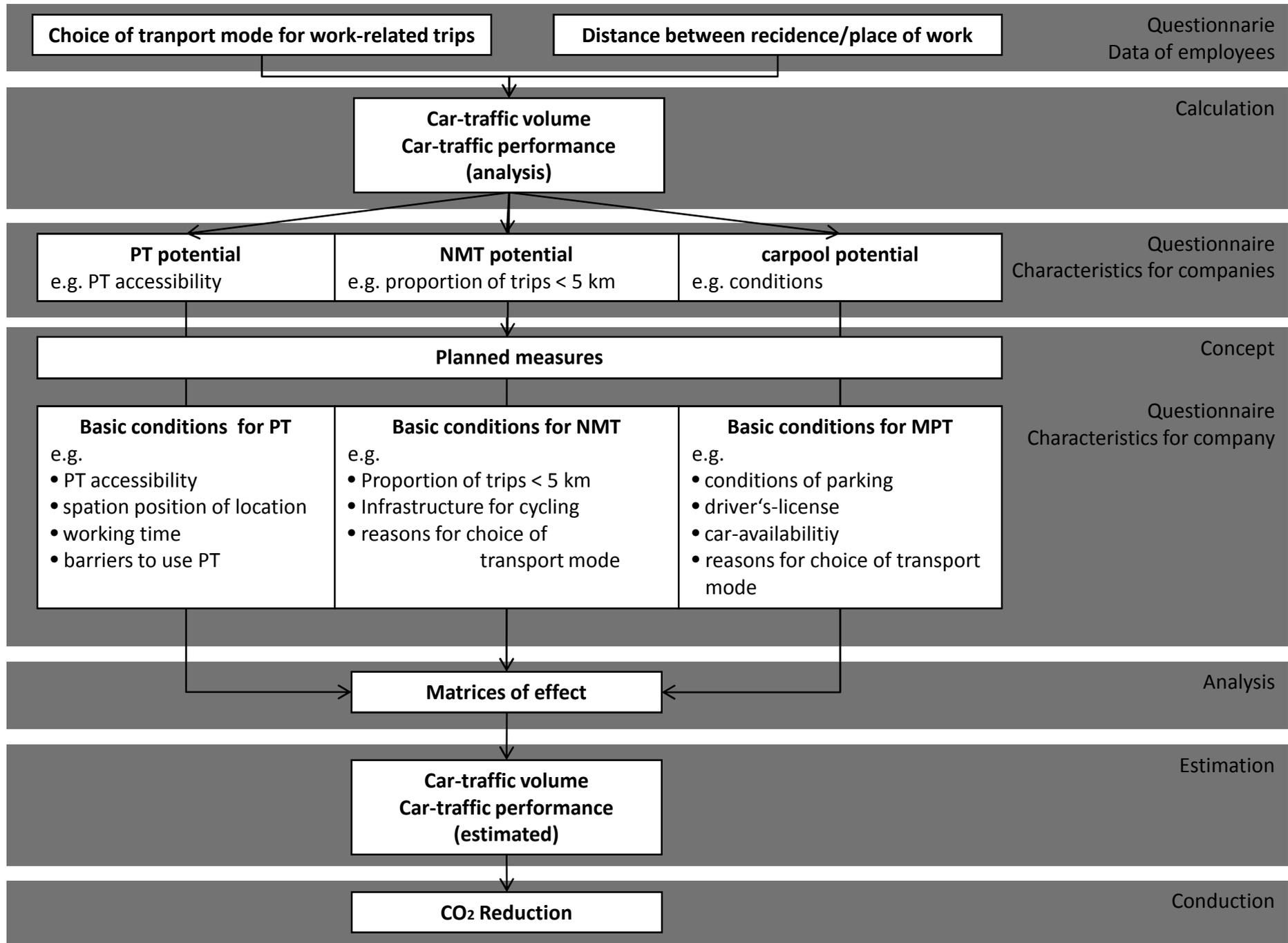
### Employee Survey

- travel behaviour of employees
- availability of transport modes
- personal situation in relation to the different transport modes

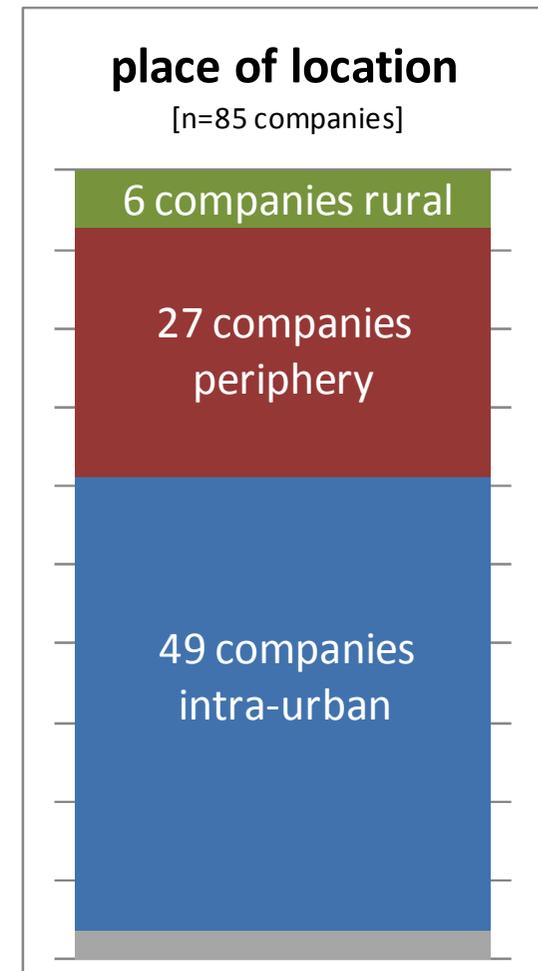
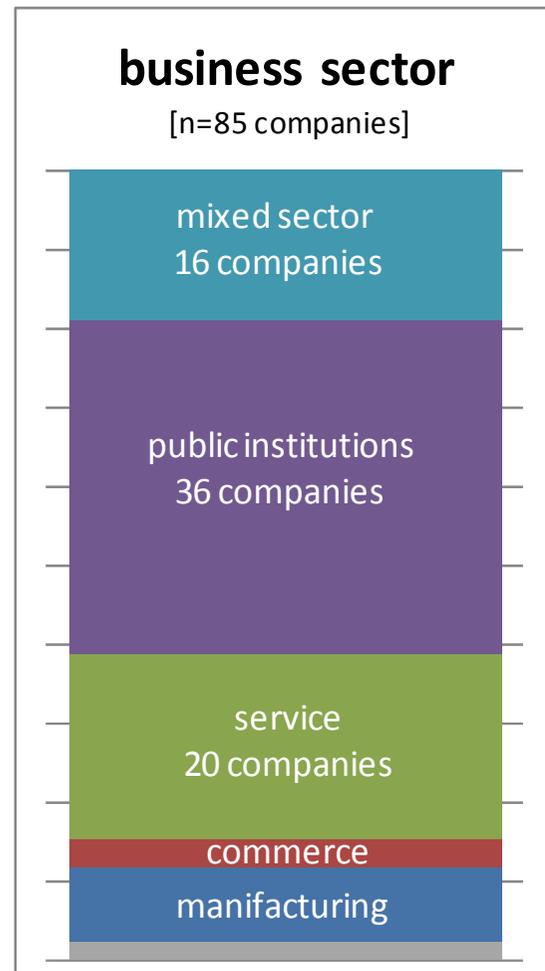
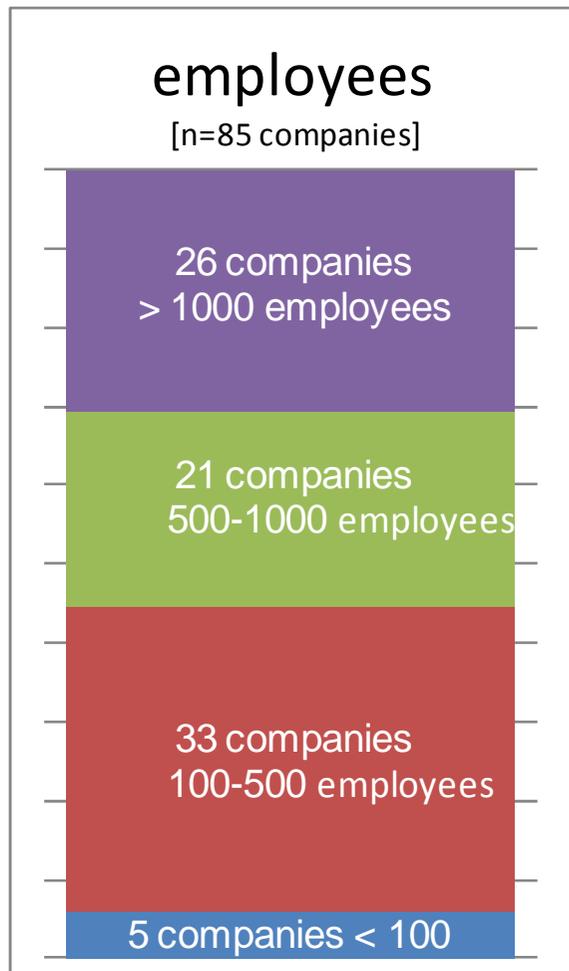
### Dispersion of places of residence

- Distance between residence and workplace

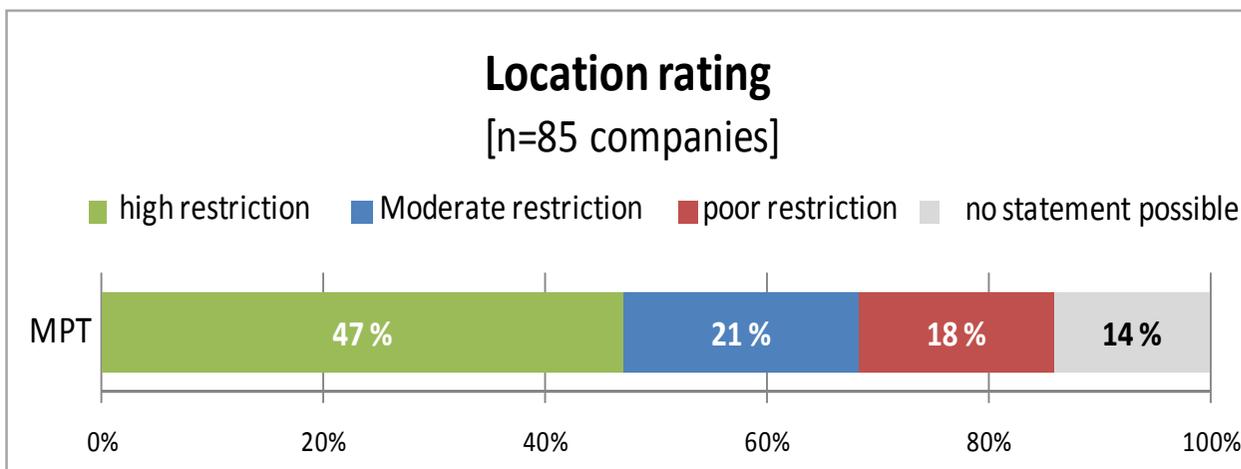
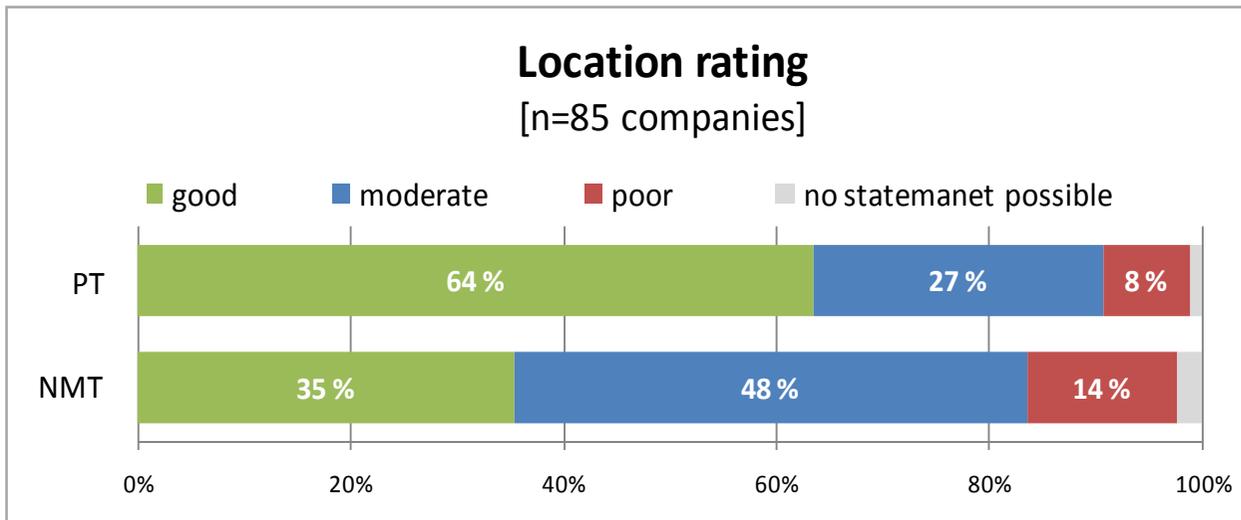




## The Evaluated Locations

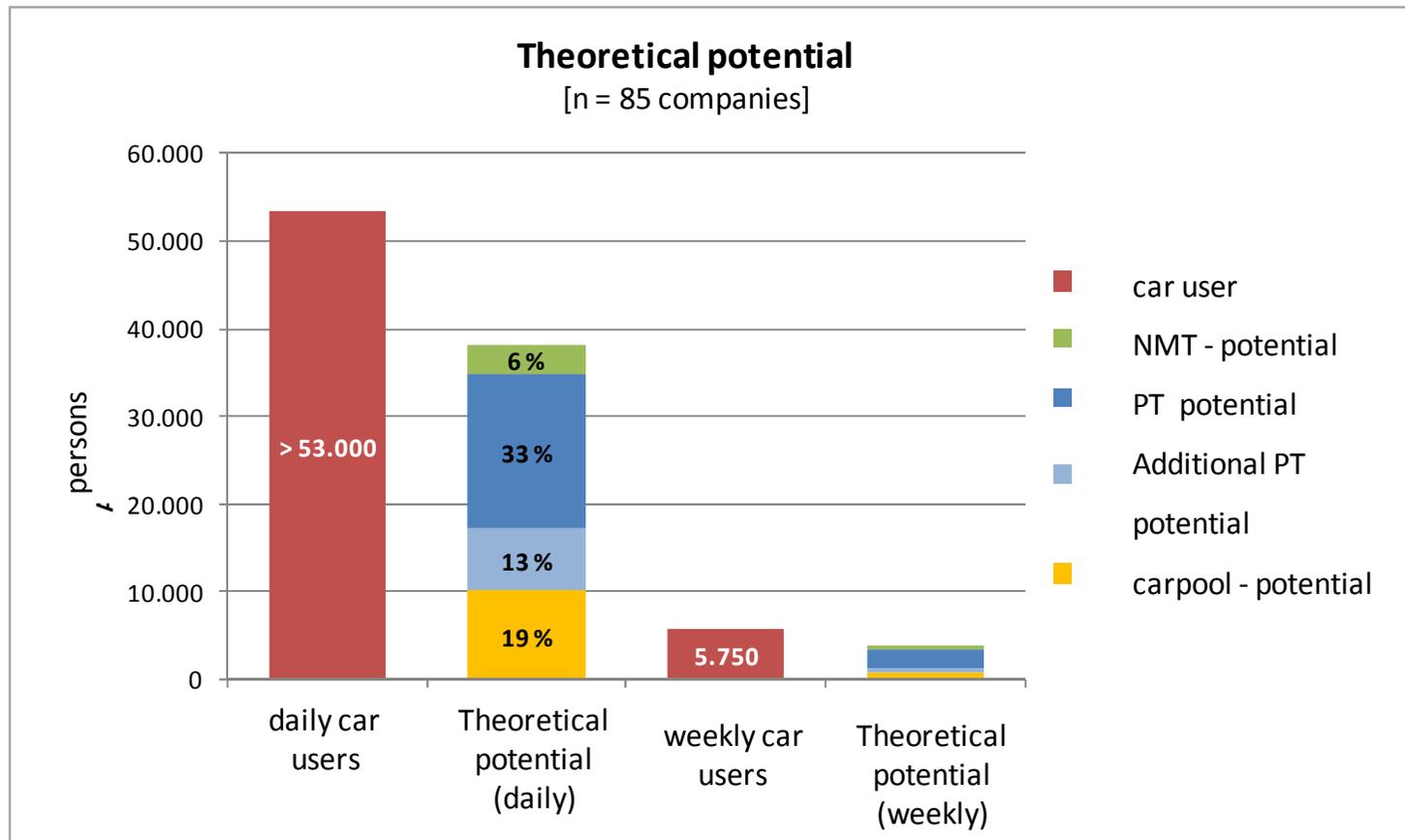


## Accessibility for mode of transport

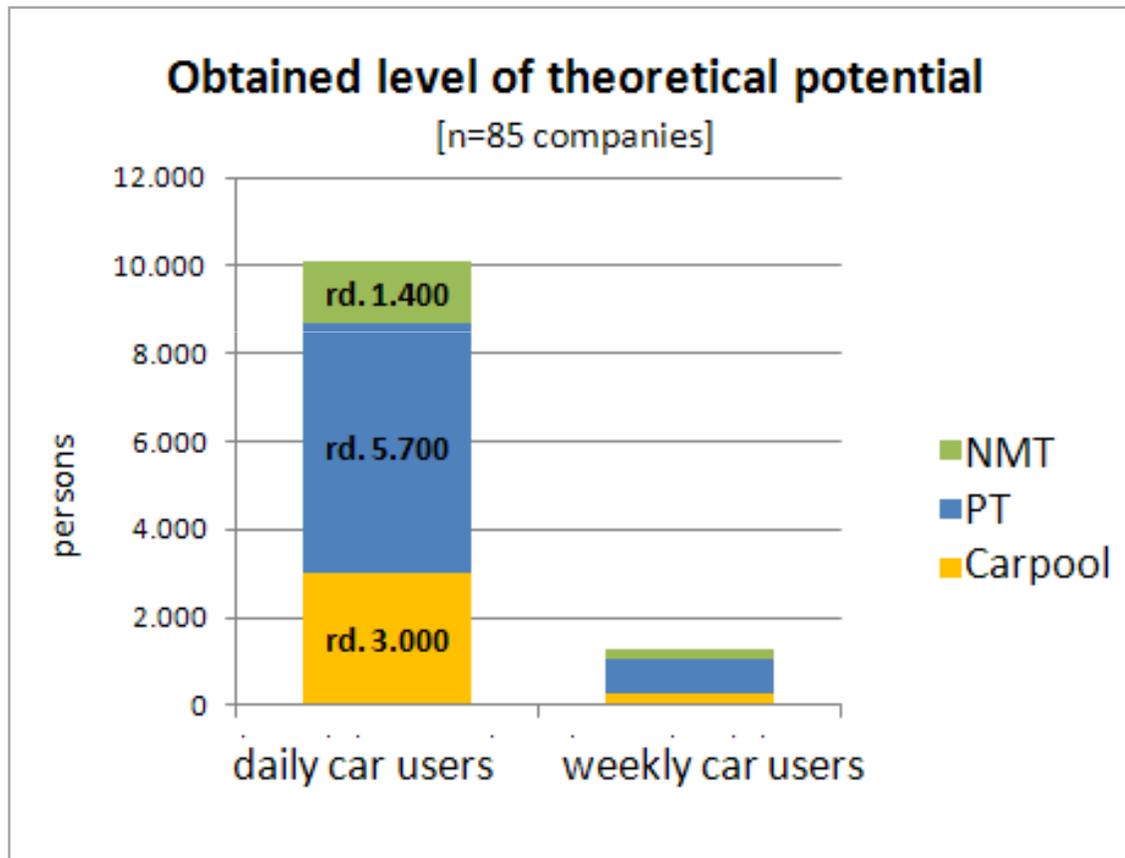




## Theoretical Potential



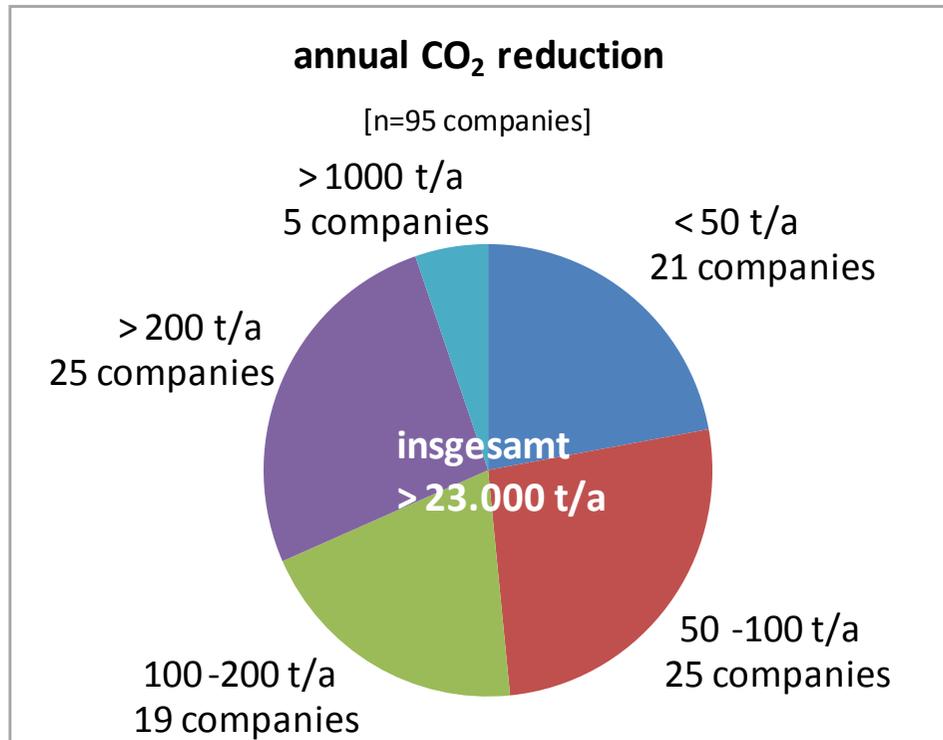
## Utilization of the theoretical Potential



At an average 26% of the theoretical potentials can be obtained

At an average 119 daily and 17 weekly car-users of each location can be shifted

## CO<sub>2</sub> Saving



At an average 0.19 t/a CO<sub>2</sub>-saving for each employee

At an average about 248 t/a CO<sub>2</sub>-saving per location

**Total CO<sub>2</sub> saving at 95 companies: about 23.000 t/a**

## Perspective

- So far only little knowledge about the effects of mobility management measures
- Classification of the measures only roughly
- Standardized survey tools and the comparison of the situation before and after provide a chance for
  - a comparable evaluation
  - the development of the method
  - an update of the tool for assessment



Thank you for your attention!

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