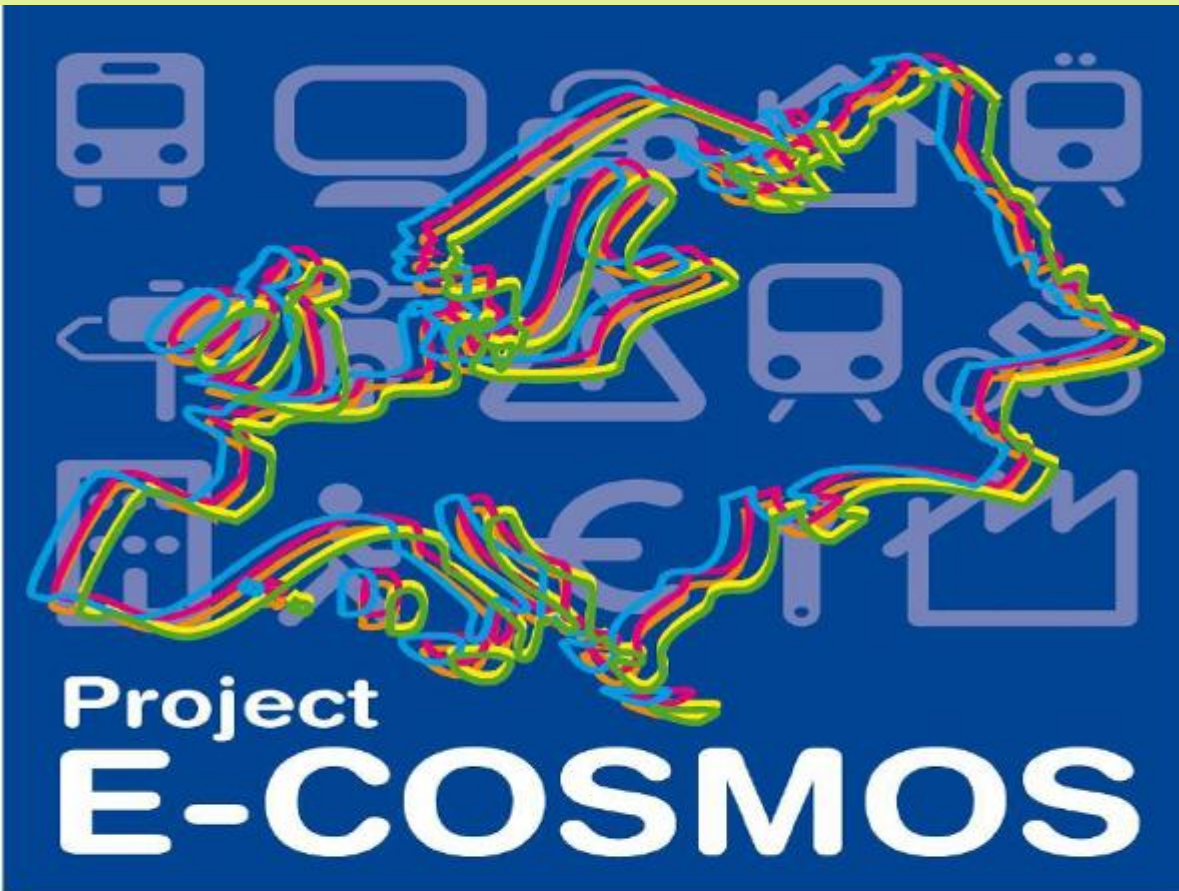


## Secretaría Confederal de Medio Ambiente CCOO



**European Commuters for  
Sustainable Mobility Strategies**

This project has received funding from the European Union



**Manel Ferri,  
Mobility Dpt<sup>o</sup> CC OO  
responsible**

**Brussels, 5th February 2013**

# European Commuters for Sustainable Mobility Strategies



**European Commuters for Sustainable Mobility Strategies**  
This project has received funding from the European Union

E-Cosmos Project

**European commuters for sustainable mobility strategies**

Executive Summary

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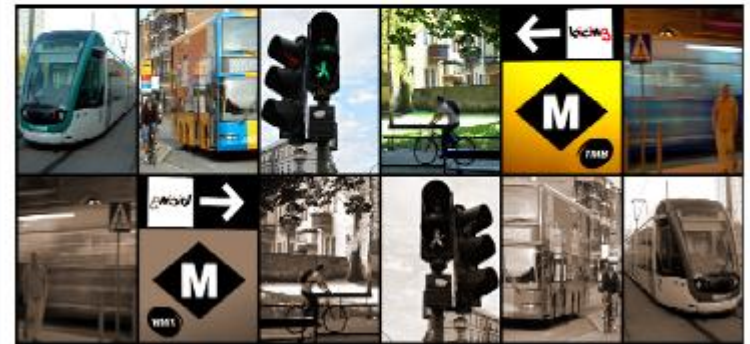
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Eva Piera

October 2011



## Strategies for a Sustainable Mobility of the European Commuters



- EU Project: European Commuters for Sustainable Mobility Strategies
- Aimed at studying, quantifying and defining procedures in favor of a socially and environmentally sustainable mobility for commuters in the EU
- The project was led by the CC OO union confederation, and included as partners various European unions as Italian CGIL, Belgian ABVV and Auto Club Europa in representation of the German trade union confederation DGB





E-Cosmos partners considered that the current mobility model, focused mainly on private motor vehicles, faces serious limitations

The current mobility model has three types of impact:

- 1. Social impact:** labor exclusion of workers who do not have driving license,
- 2. Economic impact:** externalities that imply loss of competitiveness and the individual and collective costs of mobility.
- 3. Environmental impact:** transport consumes around 40% of primary energy in industrialized countries and is considered to have an equivalent share in the increase of greenhouse emissions



- Conducting a comparative survey on mobility problems of commuters in Belgium, Germany, Italy and Spain.
- Making a comparative analysis of public policies to promote sustainable mobility in these four European countries.
- Defining guidelines to support trade unions' and employers' actions in favor of sustainable and safe access to workplaces.
- Providing inputs for a possible legal framework at EU-level to support an evolution towards a more sustainable work-related mobility.

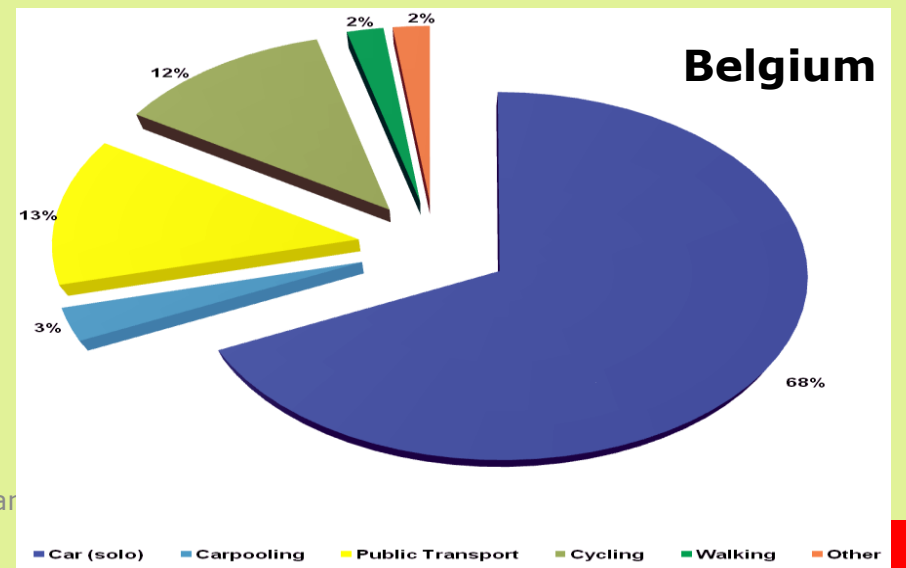
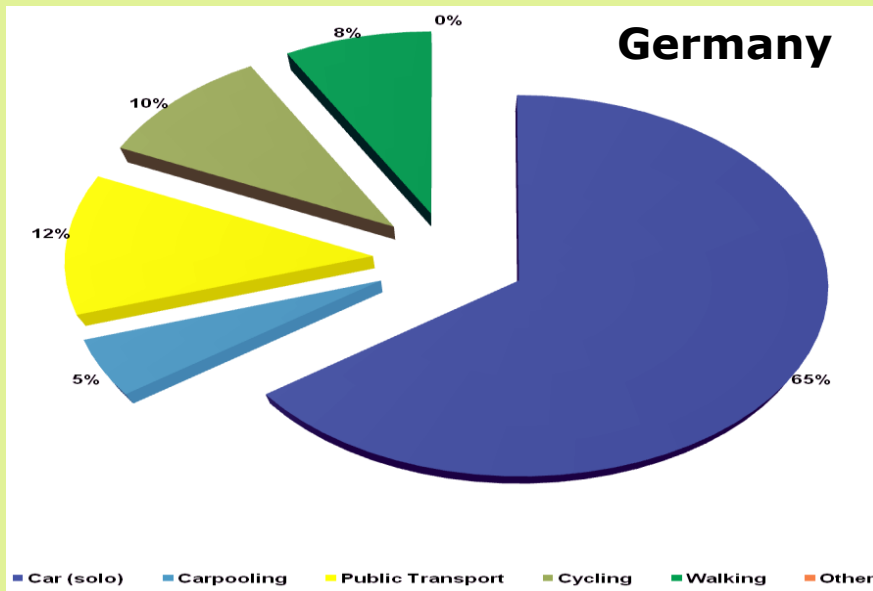
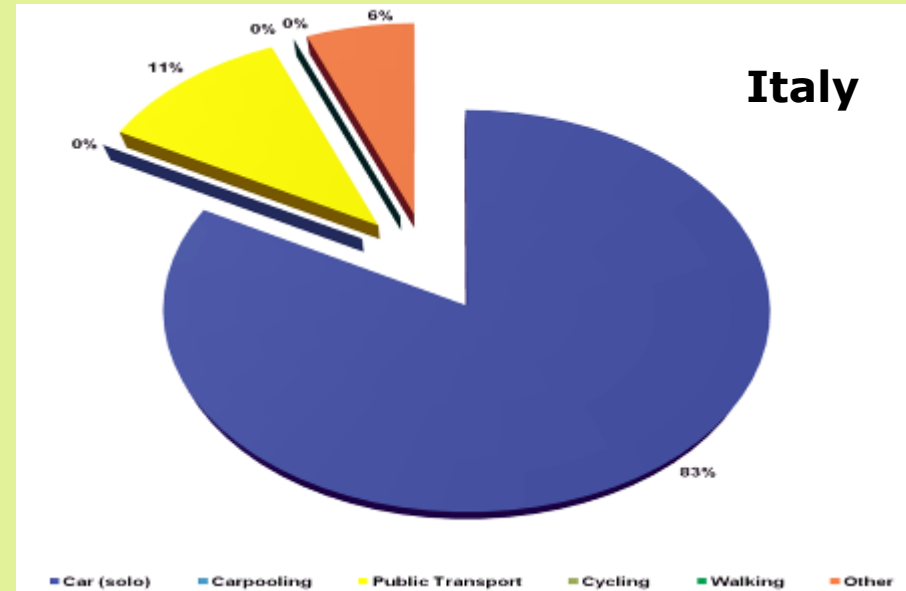
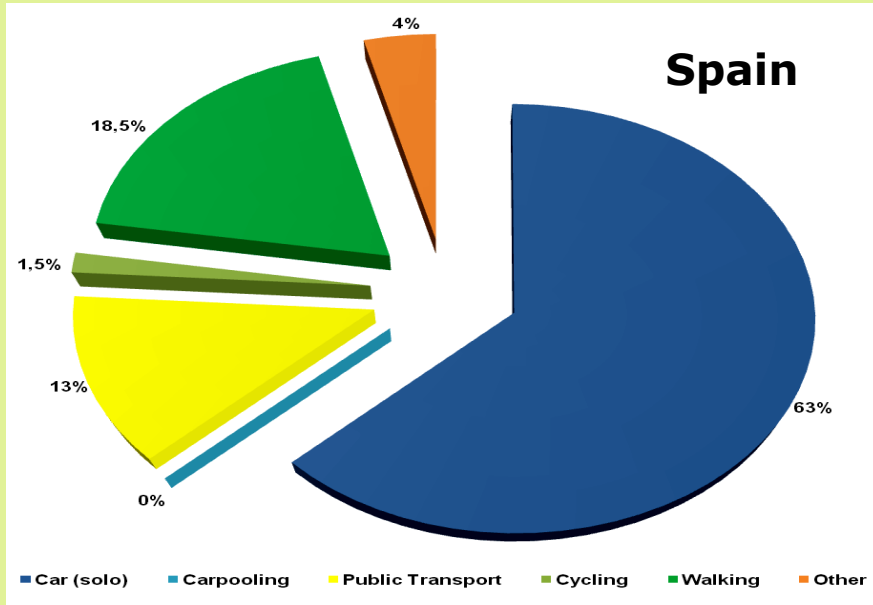


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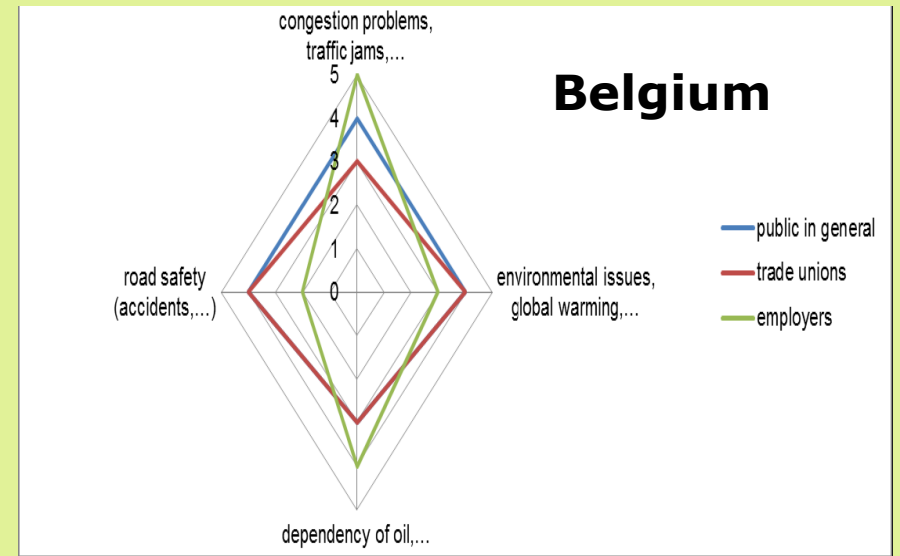
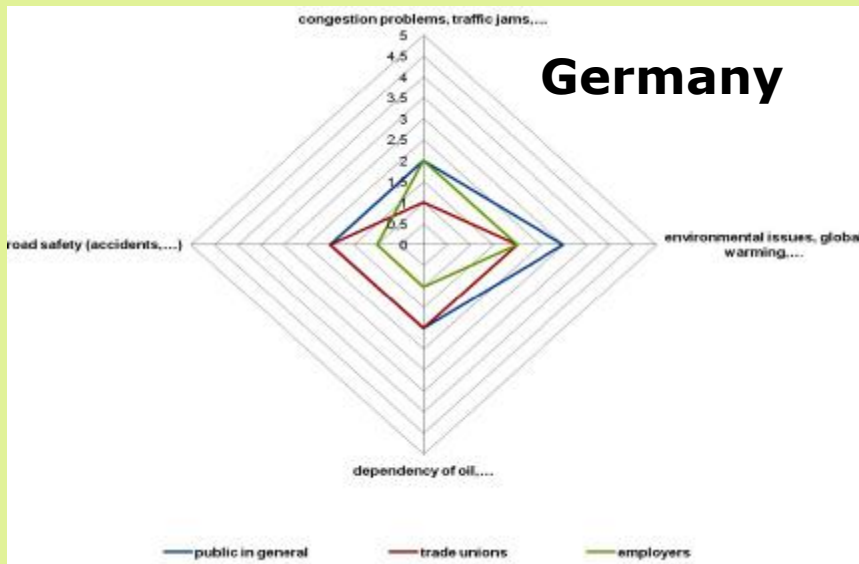
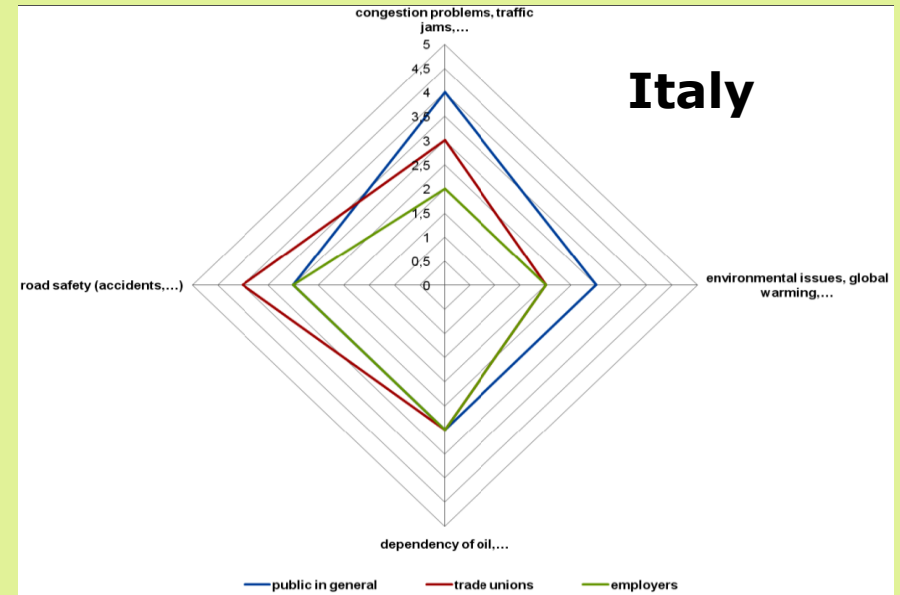
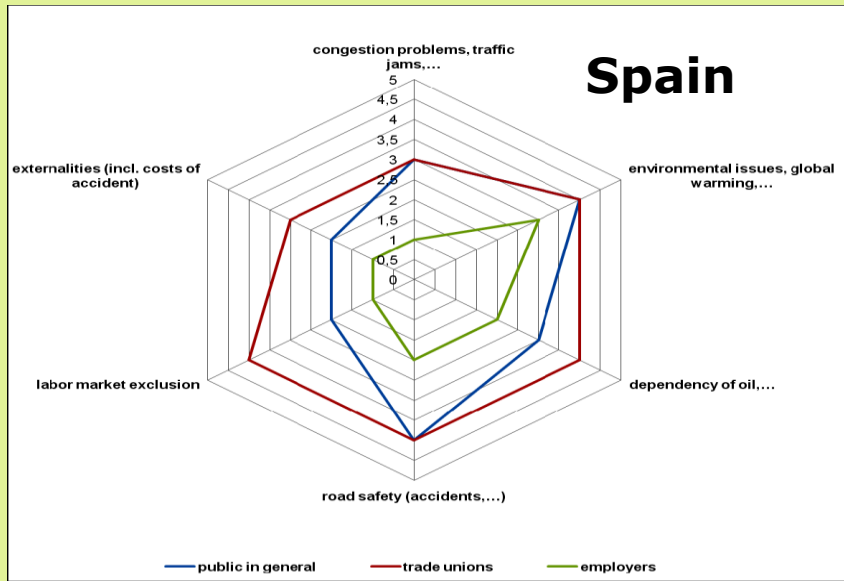
- the development of a comparative study on mobility problems in Belgium, Germany, Italy and Spain
- a comparative analysis of public policies to promote sustainable mobility in these four European countries
- the definition of guidelines to support trade union actions in companies in order to grant a safe and sustainable access to workplaces
- laying the foundations of a future EU legal framework to support sustainable mobility for commuters



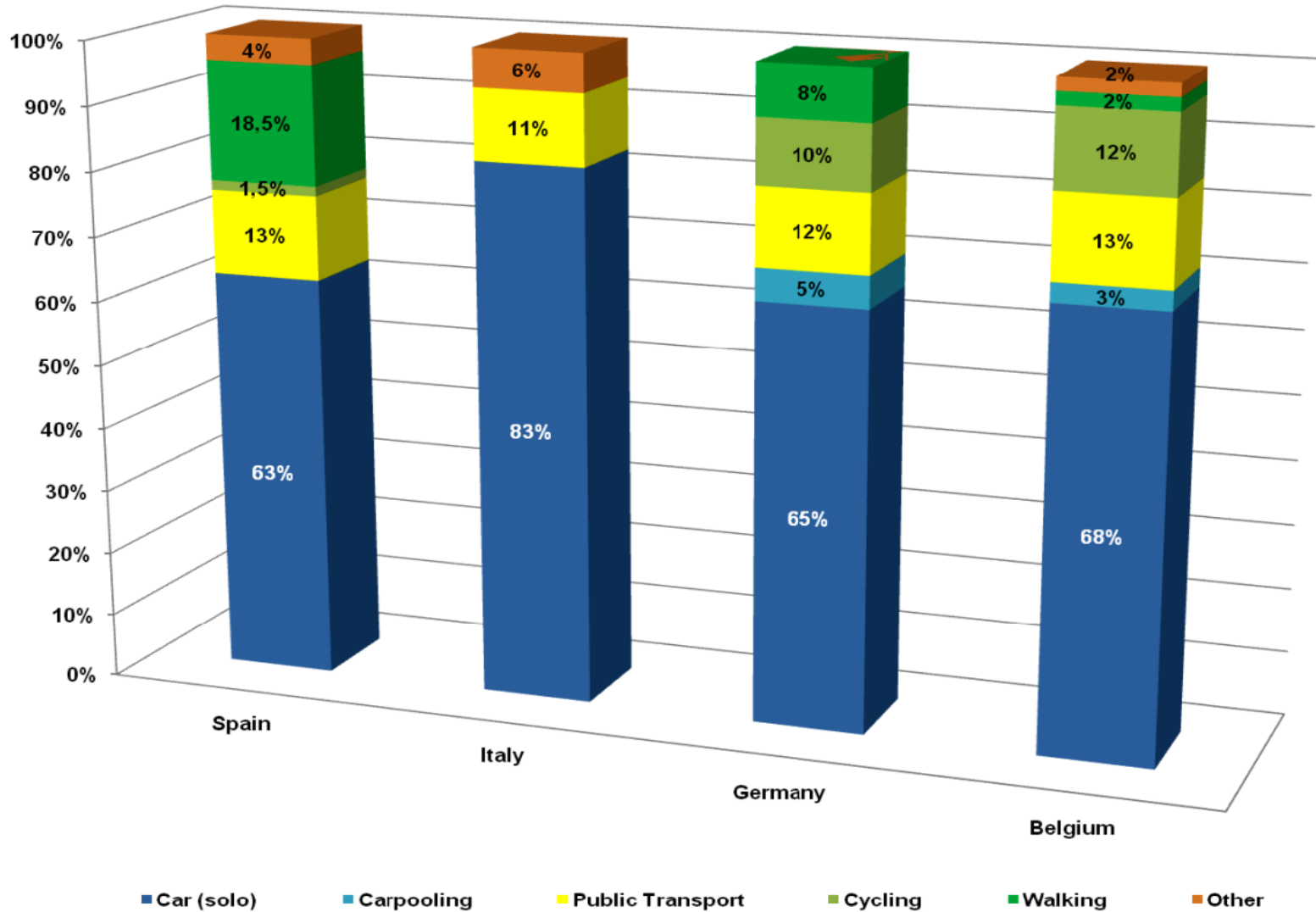
# Overall modal split for home-work trips







# Comparison of modal split in the four countries



## Conclusions of modal split in the four countries

- high share of car use in Italy
- share of public transport is equal in every country
- cycling is especially popular in Belgium and Germany and (almost) non-existent in Italy and Spain
- high share of walking in Spain (and Germany)
- no registration on carpooling available in all countries



The following guidelines and recommendations are based on the following research steps:

- starting position in the countries represented in E-Cosmos
- existing guidelines on EU-level
- findings and best practices collected during the site visits
- discussions and conclusions of the workshops during the project



# 1 – create mobility platform within the trade union

## WHY?

- trade unions can play a major role in working towards a more social, more ecological and more efficient mobility system.
- an internal consensus within the whole trade union about the need for a more sustainable mobility system is necessary before being able to raise awareness amongst others or to enter in debate with employers.



# 1 – create mobility platform within the trade union

## HOW?

- organizing courses on the impact of the current mobility system on social, economical and physical wellbeing of all workers.
- a broad basis on the issue on sustainable mobility can help avoiding conflicts of interests
- a mobility specialist within the trade unions organization can clearly facilitate the spread of interest and attention for sustainable mobility.
- or a mobility cell can clearly facilitate the spread of interest and attention for sustainable mobility too

## Formación



# 2013



# 1 – create mobility platform within the trade union

## EXAMPLES:

- ~ In Belgium (ABVV and other trade unions) and in Spain (CCOO) organize courses for delegates on sustainable mobility.
- ~ Some courses are part of the general training programs for delegates and help raising awareness for sustainable mobility amongst all members of the trade union. Others examples can of course be added for this and the following guidelines



secretaría de mº ambiente CS CC OO



## 2 – exchange of expertise and good practice

### WHY?

- Expertise and knowledge is necessary to facilitate discussions and awareness campaigns on sustainable mobility.
- An exchange of knowledge and good practices would be a very efficient way to learn from each other and to build a common understanding of the problem and of possible solutions.





## 2 – exchange of expertise and good practice

### HOW?

- Trade unions can collect all relevant findings on mobility on their website. However, it would be much more effective if the expertise could be shared on European level.
- The E-Cosmos project wants to launch the idea of having a European observatory on workers mobility.
- The activities and the outputs of the observatory can be published on or linked to well know mobility management sites as *www.epomm.eu*



## 2 – exchange of expertise and good practice

### EXAMPLES:

Special training programs on sustainable mobility are organized within the Spanish and the Belgian trade unions

~ CCOO started recently with online courses where mobility is one of the topics delegates can follow from a distance.

~ CCOO/ISTAS have website where all documentation and information on mobility is collected



## 3 – obligation sustainable mobility plan companies

### WHY?

- A sort of obligation seems to be a necessary precondition for a mental shift amongst employers and employees into a more sustainable mobility consciousness and behavior.
- The partners in the project believe that an obligation will only work on two conditions:
  - the focus should be more on the implementation of actions and less on the study process (avoid administrative burden for companies)
  - there should be a clear support and/or engagement by the public administration
- An obligation to develop a mobility plan creates the opportunity for trade unions to bring mobility issues on the negotiation table in companies.



## 3 – obligation sustainable mobility plan companies

### HOW?

- The focus in the obligation should clearly be put on the output:
  - ~ Which actions is the company willing to take for promoting sustainable mobility?
  - ~ Which commitment can be asked from the workers?
  
- As a company's mobility plan involves both employer and employees, there is a key role to be played by the trade unions
  - ~ trade unions should be involved in the development and the drafting of the plan
  - ~ they have a major responsibility in persuading all workers of the need to change their mobility patterns

### 3 – obligation sustainable mobility plan companies

#### EXAMPLES:

- ~ the Spanish “mobility law” establishes the obligation for companies with more than 500 employees (more than 200 in Catalonia) to develop a mobility plan.
- ~ the region of Brussels establishes the obligation for companies with more than 100 employees to develop and implement a green commuter plan. Support and expertise is provided given by the regional administration
- ~ in Italy, the “Decreto Ronchi” (1998) obliges companies and administrations of a certain size (more than 300 or for certain cities, more than 800 workers) to have a company mobility plan
- ~ the Belgian federal government obliges all companies with more than 100 employees to provide the government with some key mobility data used for monitoring modal shifts for work related trips and are available for public transport providers

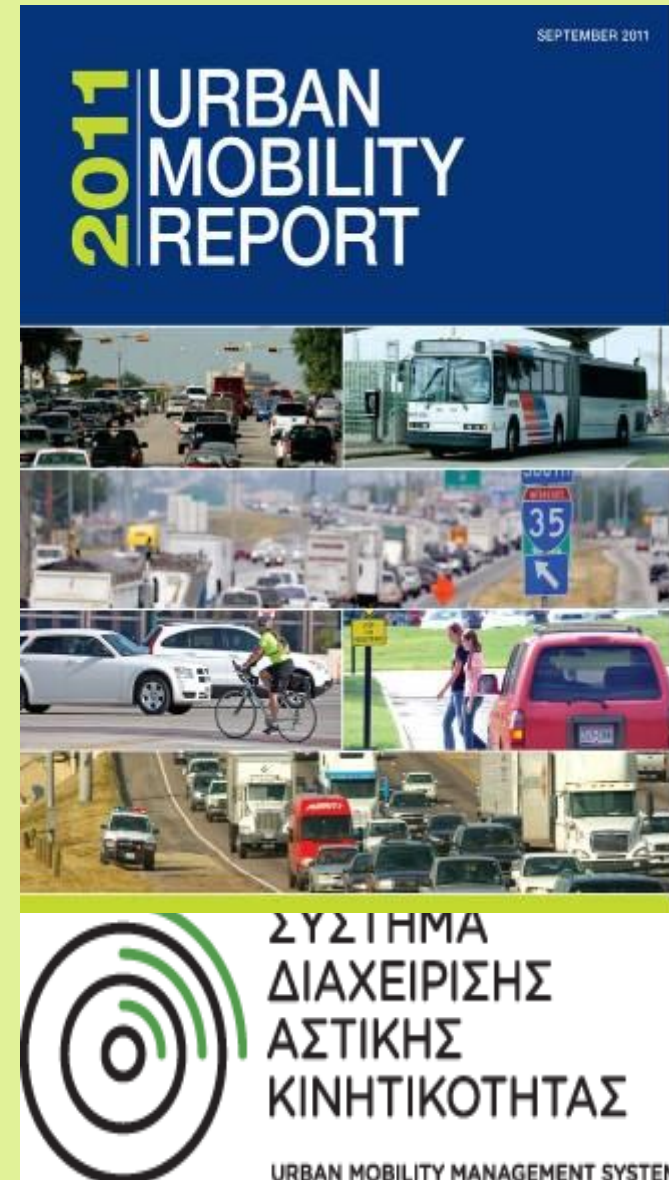
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**HOW?**

- Data on mobility management projects should be collected on a systematic and objective way.
- The lack of reliable data is a main problem within the field of mobility management.
- It would be of major interest for trade unions all over Europe to have access to objective data and convincing examples of successful mobility projects.
- The partners in the E-Cosmos project believe that a kind of *work related mobility management-observatory* at EU level would also be helpful.
- The observatory can be a main source of arguments and support for promoting a more sustainable mobility behavior for commuters.
- It is worthwhile to examine the possibility of extending this obligation to other EU countries the obligation in Belgium (where companies with more than 100 employees have to provide some key mobility data).



## EXAMPLES:

- ~ CCOO estimated the number of jobs that would be created with more investments in sustainable mobility.
- ~ The number of new jobs created for bus and tram drivers exceeds the potential job loss in the car manufacturing industry.
- ~ This kind of objective calculation is of great interest for the debate (especially within trade unions).
- ~ This discussion is now very active in Germany.





**WHY?**

- Trade unions should therefore invest in collaborators specialized in mobility management:
  - ~ at national or regional levels where mobility and urban planning policies are designed
  - ~ at more local levels where sustainable urban mobility plans are developed
  - ~ at the level of industrial areas or individual companies (company mobility coordinators)
- The mobility coordinator or the mobility cell
- The mobility coordinator in the company or group of companies is especially necessary for the implementation of mobility measures.



## HOW?

- Trade unions have to organize themselves so they can have one or more persons in charge of all mobility issues.
- These people need to be trained in the field of mobility in order to join the debate with sufficient expertise.
- The mobility coordinator at company or industrial area level is the main contact person for the employer(s) but also for workers.
- The mobility coordinator is a facilitator of the whole process.
- It has to be able to pick up signals from employees and to take advantage of external opportunities (increase of fuel prices, lack of parking spaces, etc.).

### Gestor de movilidad

La Fundación UNED desarrolla la primera edición del curso de Gestor de Movilidad.

La Ley 2/2011 de 4 de Marzo de Economía Sostenible fomenta la elaboración de Planes de Movilidad tanto para municipios, como para empresas públicas y privadas, así como la designación de gestores de Movilidad para el desarrollo y seguimiento de los mismos.



**Datos del curso : Gestor de Movilidad**

<b>Matriculación :</b> hasta el 9 de Noviembre de 2012	<b>Mail de inscripción :</b> gestor.movilidad@fundacion.uned.es teléfono : 91 509 84 98
<b>Duración :</b> 5 meses, inicio el 13 de Noviembre de 2012	<b>Precio :</b> 880 €
<b>Horas :</b> 14 ECTS (350 horas)	

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**Datos del curso : Coordinación de Movilidad y Seguridad Vial en Empresas**

<b>Matriculación :</b> hasta el 12 de Noviembre de 2012	<b>Mail de inscripción :</b> gestor.movilidad@fundacion.uned.es Teléfono : 91 509 84 98
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## BRESCIA MOBILITÁ

## EXAMPLES:

- ~ CC OO has a head of the trade union mobility department. He is involved in both national and local mobility discussions and plans and is able with his know-how and expertise to facilitate the process into a more sustainable mobility for workers.
- ~ in Italy the “Decreto Ronchi” (1998) establishes the obligation for companies and administrations of a certain size to have a company mobility manager
- ~ in Belgium the function of the mobility coordinator have become more and more common in private companies and public administrations.
- ~ trade unions participate in the decision committee on funding proposals financed by the Flemish Commuter Fund and are members of the regional mobility advisory committee



**CURSO: TECNICO/A EN MOVILIDAD SOSTENIBLE**

Del 4 al 26 de Junio  
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 Más información en [www.emausnet.org](http://www.emausnet.org)

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## WHY?

- Sustainable mobility is not in the core business of most companies or institutions.
- In order to to implement some measures, it is necessary to collect and analyze key data.
- In most countries private consultants are available for this activity.
- Experiences and good practices show that public authorities can focus better on supporting the implementation phase of mobility plans.
- Investment and implementation of different actions are the most difficult steps to take by companies.
- It is often a difficult process to make resources available for investments in sustainable transport solutions (shuttle buses, bicycle parking) in companies.



## HOW?

- Local or regional governments can facilitate and encourage investments in sustainable transport through the public funding of private projects.
- For instance a local authority can commit itself to develop a good bicycle infraestructure or invest in better public transport if the company or group of companies (industrial area) invest in good bicycle parking or refund the costs of the public transport to their employees.



## Smart Work Smart Travel The Netherlands



## El Plan de movilidad en Orange Madrid



**EXAMPLES:**

~ the Effizient Mobil program in Germany performs free mobility analysis for companies. By doing so the authorities want to further introduce mobility management and increase the number of companies with a green commuter plan.

~ Flanders Commuter Fund supports on a 1€ for 1€ - basis the investments of companies in sustainable mobility solutions like shuttle buses, bicycle infrastructure or promotion of carpooling.

~ the mobility points of Provinces in Flanders support companies in the development of small mobility plans and also assist companies in preparing proposals for the Commuter Fund.



## WHY?

- A fiscal and legal framework which that favors sustainable transport modes for commuters is a clear incentive for workers to choose cycling, public transport or carpooling.
- Apart from the financial stimulus given by this kind of legislation, it also symbolizes the mobility policy of the authorities.
- By giving financial advantages to cyclists, public transport users or carpoolers a government shows its intention to generate a modal shift.
- This would be even more valid if besides stimulating sustainable transport, single car use would be financially discouraged via taxation, road pricing or higher parking fees.



## HOW?

There are different ways to encourage sustainable mobility:

- providing cheap public transport fees for home-work travelling
- obliging companies to reimburse the cost of public transport use for their workers
- allowing tax free incentives for cyclists
- penalizing the use of the car via road charging or taxation on parking spaces
- creating a difference in fiscal treatment or cost reduction depending on the modal choice of the workers (e.g. cost of single car use is less deductible than when carpooling)





## EXAMPLES:

- The Belgian legal framework is very favorable for sustainable commuting:
  - ~ employers are obliged to refund at least 75% of public transport costs, which leads a lot of companies to be willing to fully refund such costs (100%)
  - ~ companies can support cycling with a tax free bicycle allowance of 0,21€/km
  - ~ investments in collective transport (shuttle buses) or bicycle infrastructure (parking, lockers) are deductible for 120% by the companies
  - ~ the refund of travel costs for carpoolers is 100% tax- free.
  - ~ this is not the case for single car users



## WHY?

- The current mobility problems are so severe that the classical solution based on increasing road infrastructure will not solve the problem.
- Mobility management can provide various economic, social and environmental benefits compared to new road infrastructure.
- Conventional, car-oriented solutions generally focus on improving the flow of car traffic whereas mobility management takes into account different aspects like energy conservation, use of public space, health issues, road safety and social mobility issues (e.g. access to labor market for different target groups).

European Conference on Mobility Management



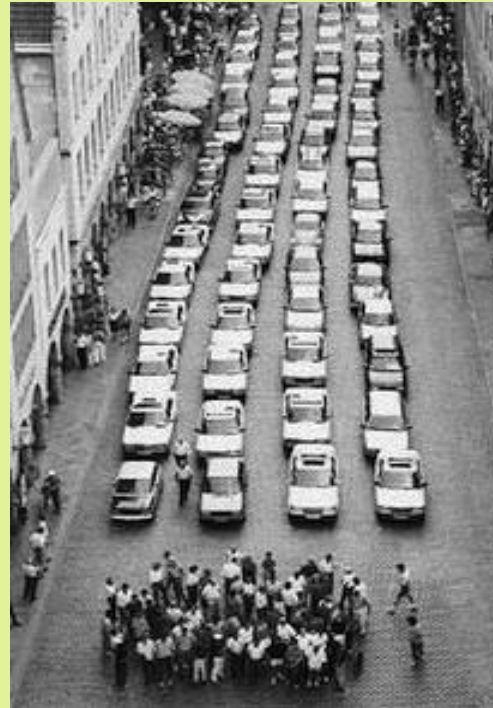
**HOW?**

- There is an obvious need for a correct and integrated assessment methodology for mobility projects.
- By collecting and comparing data in a systematic way the benefits of mobility management compared to investments in road infrastructure will be clearly noticeable.
- This will allow social partners and trade unions in particular to prove of the efficiency of investments in mobility management.



## EXAMPLES:

~ A single parking space for cars offers space for 12 bicycles.  
~ This would not only be an efficient use of companies space but also would have positive effects on the workers' health, reduce the company's ecological any and lead to a safer and healthier environment.



**WHY?**

- avoid the need to use the car is the most efficient mobility management measure one can imagine.
- locate the workplaces with regard to public transport and/or bicycle networks
- design of the areas has a major impact.
- good accessibility to workplaces with public transport and bicycles



**HOW?**

- Trade unions must play a major role in stressing the importance of a good location for new workplaces.
- A good location from the point of view of sustainable mobility would favor both workers and potential workers. It would also show the clear commitment of the company of assuming its social responsibility.
- Employers that choose a location in or close to a city center, or near a main railway station will on the long term, have a strategic advantage in terms of recruiting and keeping their staff.



**EXAMPLES:**

~ In Belgium, huge investments are made to build business areas near the main railway stations.

~ Public administrations are traditionally located close to public transport networks.

~ Recently private companies also seize the opportunity of setting their offices in the vicinity of railway stations.



## 10 – invest sustainable mobility = avoid labour exclusion

### WHY?

- A car oriented mobility approach discriminates a number of workers who have no access to a car or who do not have a driving license.
- Research shows that in most families with one car, women are forced to use other means to commute
- The same limitation is faced by young workers who do not have a driving license or the financial resources to buy a car.
- Migrant workers and disabled people are also groups that would be discriminated if no attention is paid to sustainable mobility.
- Achieving equal labor opportunities is key aspect of the trade union activity.

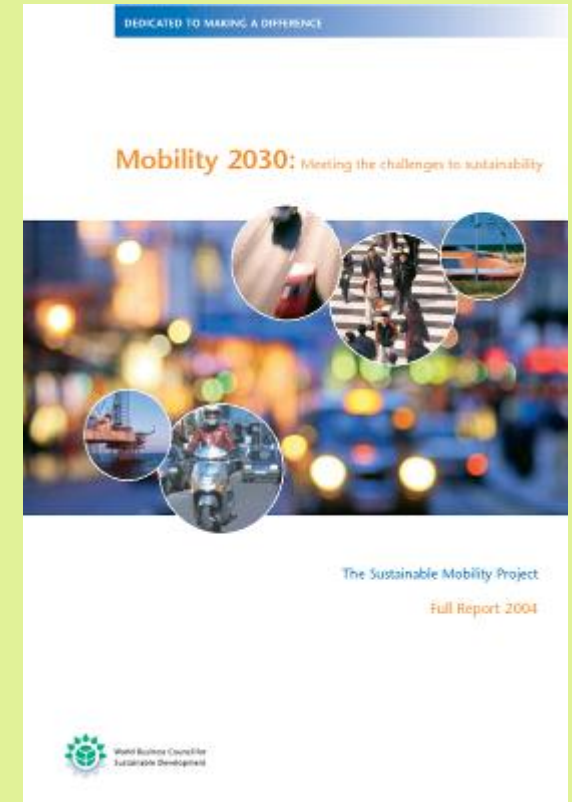
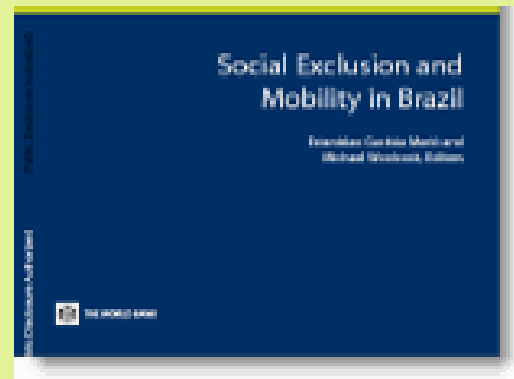




## 10 – invest sustainable mobility = avoid labour exclusion

### HOW?

- The location choice is of major importance from the point of view of social mobility.
- Workplaces with good public transport service will provide the opportunity for people without car mobility to apply for a job.
- Companies with a poor public transport service can invest in shuttle buses or implement carpool matching systems to improve accessibility of workers without a car.



## 10 – invest sustainable mobility = avoid labour exclusion

### EXAMPLES:

- ~ Subsidy proposals submitted to the Flemish Commuter Fund are also rated by their social mobility impact.
- ~ Tenders must prove that accessibility to the company or the industrial area will improve for commuters who so not use private cars.





Barcelona airport



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**PER UN TRANSPORT PÚBLIC  
AL SERVEI DE LES PERSONES,  
TREBALLADORS I TREBALLADORES**



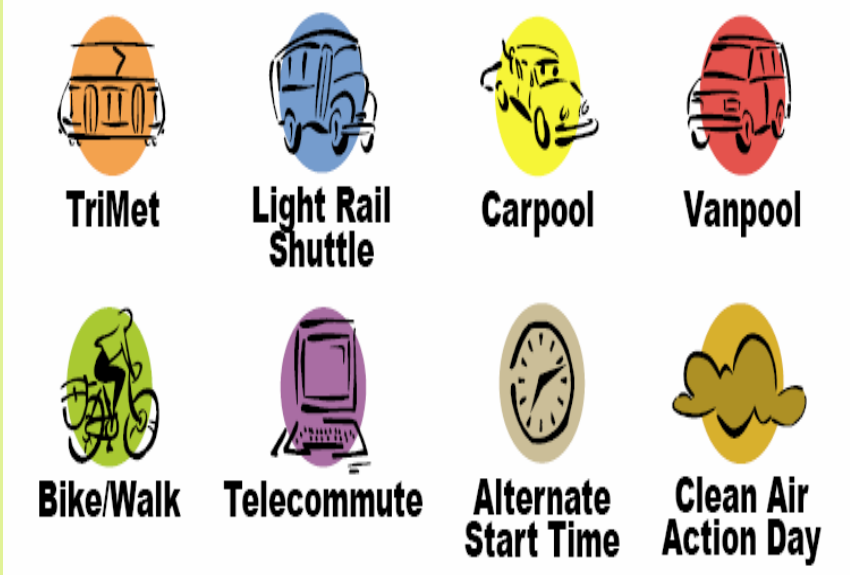
Barcelone

# European Projects



## ***FINAL RESULTS CONFERENCE E-COSMOS PROJECT***

***Transport plans to workplaces  
Experiences and Best Practices  
Madrid , 18th & 19th October 2011***



**thanks for your attention!**  
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