



European Commuters for Sustainable Mobility Strategies

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Proposals for a EU Framework Directive to promote sustainable mobility for commuters

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Rationale for the project

The development of Project E-COSMOS (European Commuters for Sustainable Mobility Strategies) included a comparative study of commuters' mobility problems in Belgium, Germany, Italy and Spain which led to a clear conclusion: the problems do not differ greatly in each country and we face a problem on a European scale.

The study showed that most European workers choose private motor vehicles for commuting (home-work journeys).

Rationale for the project

Progress towards a more competitive, efficient and sustainable transport system - as expressed in the **European Commission WHITE PAPER Roadmap to a Single European Transport Area** – requires actions on a European global scale to modify the existing mobility and commuting models.

A framework EU Directive is a necessary reference for Member States in the development of active policies to reduce the dependence on private vehicles for commuting, and to propose /adopt sustainable alternatives for shifting to a new mobility model.

Proposal for a (EU) Framework Directive

Coordination between urban planning and mobility

A series of urban and territorial planning policies shall be promoted to reduce the number of journeys and commuting distances. Those policies must focus on the compacting of urban spaces, and on the mixed use of soil space into unified residence and workplace areas.

One of the priority policies must be the location and concentration of centers of generated mobility in areas with optimal accessibility by public transport, both in established urban areas and in future development and expansion projects, or in rearrangement projects within urban areas.

Proposal for a (EU) Framework Directive

Sustainable mobility plans for commuters

Sustainable mobility plans for areas with great concentrations of work/business activity (industrial estates, business complexes, hospitals, universities, etc.).

This course of action shall imply a joint approach to common mobility problems shared by several companies located in the same area, as well as recommending cooperation between employers and competent public authorities in charge of mobility policies in territories that generate commuting activity.

Proposal for a (EU) Framework Directive

Sustainable mobility plans in areas with great concentrations of industrial/ business/service centers

Strategies and measures to promote sustainable mobility must be based upon specific supply and demands studies. Those measures include defining temporary goals, making functional proposals, and determining the agents responsible for costs, funding and follow-up indicators.

Proposals must be aimed at:

- correcting the public transport deficit
- granting accessibility to pedestrians and cyclists
- promoting the shared use of company buses
- promoting carpooling and sustainable management of parking spaces
- facilitating intermodality and other measures to change the current mobility model

Proposal for a (EU) Framework Directive

Sustainable mobility plans for companies

The promotion of a modal shift among commuters not only requires the development of territorial mobility plans for areas where activity is concentrated, it also calls for individual mobility plans for working facilities (both private and public), since this is the area where specific intervention and workplace action are more viable.

Proposal for a (EU) Framework Directive

Sustainable mobility plans for companies

In work centers where it is possible to promote the implementation of specific safe and sustainable mobility measures negotiated by workers' representatives and employers, those measures must include:

- granting safe parking for bicycles
- management of company's shared bicycle services
- implementation of company shuttle bus services
- providing free public transport tickets for workers
- parking management with preference to carpoolers

Proposal for a (EU) Directive

Sustainable mobility plans for companies

Mobility shall be implemented at least in:

public agencies and public authorities' facilities with more than a 100 workers (regular or interim),

companies with more than 200 workers (regular or interim)

The plan must include strategies to promote sustainable mobility based on workers' mobility habits. It must also define temporary goals, make functional proposals, and establish control and follow-up indicators. The plan must have a detailed program of intervention.



Proposal for a (EU) Framework Directive

Sustainable mobility plans for companies

All companies whose staff exceed 100 workers shall submit an annual survey on workers' mobility patterns.



Proposal for a (EU) Framework Directive

Mobility management

Companies mobility desks in areas of concentrated activity

Mobility desks are stable negotiation and participation bodies that include all social agents: unions and employers, public authorities related to the territorial management of the plan, and transport companies.

The goal of mobility desks is to promote and cooperate in the mobility plan, and to encourage and disseminate proposals. They must be the main body of reference in terms of mobility management in each area.

Proposal for a (EU) Framework Directive

Companies mobility groups (commissions) in areas of concentrated activity

Mobility groups are participation bodies for the negotiation of measures to achieve a modal shift, and for the follow-up of implementation.

A task force must be designated to develop a company mobility plan. This task force must include employers, union representatives and if necessary, transport operators and local authorities on a temporary basis. Workers' representatives must seek the possibility of including both regular and interim workers in the commission.

The objectives of this commission include promoting and cooperating in the implementation of the mobility plan, encouraging and disseminating proposals, as well as monitoring the implementation.

Proposal for a (EU) Framework Directive

Mobility managers for areas of concentrated industrial activity

Mobility managers are responsible for the implementation of decisions of mobility commissions. They must coordinate with the different players involved, generate information and monitor the implementation of mobility plans.

Mobility managers are also responsible for the adequate implementation of the decisions and proposals of the mobility commission.

Proposal for a (EU) Framework Directive

Mobility managers for areas of concentrated industrial activity

Their functions include:

- negotiating with public and private agents of the industrial area to expedite the execution of the mobility plan
- adequately generating and forwarding mobility information in the industrial estate (public transport, bicycle rental services, etc.).
- carrying out training and advisory activities (for workers and employers) related with the promotion of sustainable mobility in the different companies.

Proposal for a (EU) Framework Directive

Company mobility manager

Company mobility managers are responsible for the management, control and organization of mobility in the company.

They are also in charge of promoting the actions of the mobility plan, their follow-up and assessment.

Their responsibilities also include the dissemination of the mobility plan, recommending collective public transport measures, mobility on foot/cycling, carpooling and other modalities that improve the global sustainability of the transport system.

Proposal for a (EU) Framework Directive

Assessment and follow-up of European commuting

European Commuting Observatory

The European observatory on commuting will help assess and monitor commuting in different Member States.

The observatory shall become an instrument to compile, process and disseminate information through specific publications and websites.



Proposal for a (EU) Framework Directive

European Commuting Observatory

Data collected by the observatory must focus on mobility indicators, follow-up of implementation, and on the results of sustainable mobility planning and the dissemination of good practices. The observatory shall also promote European research on commuting.

The observatory's staff must include European mobility experts and agencies, as well as European trade unions and employers' organizations.



Thank you

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