POLICY MEASURES FOR ENERGY EFFICIENT TRANSPORT

9 innovative projects for an energy-intelligent Europe

Status: December 2006
Editorial Information

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The Intelligent Energy Executive Agency implements the IEE programme. With more than 40 staff, the IEEA is at the service of all IEE partners by managing the different projects and events funded under the IEE programme, and by disseminating the know-how and best practices which they produce.

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Introduction

The transport sector plays a central role in the European economy and as such accounts for around 30% of the energy consumption in Europe. 98% of the energy consumed in this sector is fossil fuel. As transport is also the fastest growing sector in terms of energy use, it is essential to realise the potential for energy efficiency gains in this sector.

Policy measures can provide incentives for technical advances and can change the awareness and behaviour towards more energy efficient transport. STEER VKA 9 focuses on “Policy measures for an efficient use of energy in transport”. As of the end of 2006, there are 14 projects running, focussing on the target areas (but not excluding other target areas) as follows:

Reducing demand for transport (SNOWBALL, MIDAS, ADD HOME)

The three projects aim at reducing the demand for transport through a better integration of city or area development and transport planning. While MIDAS builds on existing urban development plans into which mobility issues are integrated, SNOWBALL implements two successful approaches (corridor based and area based) smoothing traffic flows and making areas better accessible for energy efficient transport modes. ADD HOME exploits the potential of residential areas built to avoid travel.

Enhancing energy efficiency in each transport mode (ECODRIVEN, TRAINER)

Both projects aim at a more energy efficient driving style, with ECODRIVEN addressing car, bus and truck drivers and TRAINER addressing train drivers and railway staff. Training manuals are elaborated, trainees recruited and educated – in ECODRIVEN through a Europe-wide campaign, in TRAINER through the direct involvement of railway operators.

Modal shift (ASTUTE, BYPAD platform, SPICYCLES, STREAM)

ASTUTE, SPICYCLES and BYPAD platform aim at a modal shift towards cycling. While ASTUTE and SPICYCLES reach out to employees and citizens as (potential) cyclists, BYPAD platform improves the conditions for cycling by policy quality audits for regions and small cities. The main goal of STREAM is to make tourist travel more energy efficient by shifting modes away from the private vehicle.

Economic instruments and incentives (START, INTERACTION)

Both projects address freight transport. START aims at the distribution of goods in urban areas and implements incentive schemes for regulated access with a preferential treatment on energy efficient vehicles. INTERACTION will make the transport of goods more energy efficient for various industrial sectors, including the whole transport chain of the goods.

Information, awareness, education (MOVE, MOBINET, YOUTH)

MOVE and MOBI-NET aim at an extension of services in the mobility sector by existing energy agencies. While MOVE will implement various local projects related to mobility management, MOBINET will establish new mobility centres. YOUTH aims to change policies related to energy efficiency and transport and renewable fuels via a sophisticated participatory approach addressing youngsters.

Grouped by target groups, the following picture arises:

- 7 projects address citizens, mainly as target group to change their awareness or mobility behaviour towards more energy efficiency.
- 4 projects address politicians or decision makers in terms of raising the awareness on more energy efficient transport and/or city development.
- 3 projects address employees as a target group to change their awareness or mobility behaviour.
- 3 projects address planners in order to integrate transport planning into their usual practice.
- 3 projects address school children as target group to change their awareness or mobility behaviour.
- 2 projects address the freight sector.
- Other target groups are: car drivers, train drivers, youngsters, the industry, local business and tourists.
The type of organisations involved are mainly agencies (mostly energy agencies), consultants and public authorities (see graph 1). This profile is similar for New Member States and Accession Countries. The average consortium consists of more than 10 partners from about 7 countries. Altogether, the geographical coverage of the projects is very good. The only EU Member States not yet represented are Norway, Malta, Luxembourg and Cyprus (See graph 2). The coordinators come from NL (4), IT, BE, GB, SE (each 2), DE and AT. The participating cities are shown on the map below.

Looking at the call 2005, about 30% of the involved organisations can be considered as newcomers that have not been involved in similar European projects before.
Illustrating graphs

Graph 1: Types of partners

Graph 2: Country involved in number of projects
Advancing Sustainable Transport in Urban areas to promote Energy efficiency (ASTUTE)

Programme area: STEER, policy measures for an efficient use of energy in transport
Status: ongoing

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University of Catania, IT

Website: www.astute-eu.org

Objective: To increase walking and cycling in cities by using ‘soft measures’ eg education, training, publicity

Benefits: Structured identification of organisational barriers, develop and test a toolkit with municipalities and employers

Keywords: Sustainable Transport, Municipalities, Employers, Walking & Cycling

Duration: 02/2006 – 01/2009
Budget: €1,874,787 (EU contribution: 49.65%)
Contract number: EIE-05-015 ASTUTE

Short description
Working in six urban areas (Budapest, Dublin, Granada, Graz, London and Siracusa) and focussing on behavioural change, ASTUTE will overcome the organisational barriers that prevent an increase in the use of walking and cycling in European urban centres. This will be achieved in a variety of different systems, in both the public and private sectors though the use of mobility management techniques such as Travel Awareness campaigns and Workplace Travel Plans.
ASTUTE will draw up a typology of barriers and analyse a range of best practice information from both partner and external organisations as a way in overcoming these barriers.
ASTUTE will then draft a toolkit for use by municipalities and employers that enable them to implement concrete measure to increase levels of walking and cycling.
ASTUTE partners will test the draft toolkit in a variety of situations and spread the final version on DVD in 10 EU languages.

Expected and/or achieved results
- Increase in the public acceptability of walking and cycling
- Improved coordination between all of the organisations responsible for walking and / or cycling on both a local and regional level
- Toolkit tested in 10 different ‘laboratories’ over 12-18 months and disseminated on project end via DVD in 10 languages
- 10% increase in the levels of walking and cycling across the partner cities and reduced emission of CO₂
- Private sector to realise extra benefits of Work Based Travel Plans through the adoption of travel plans in 100 businesses across all partners
Lessons learnt

ASTUTE project started in Feb-06. Our study of barriers and best practice typologises the variety of barriers and identifies 67 examples of best practice. We have consulted on this with stakeholders in the ASTUTE cities and new Member States; through the New Member State Forum we have already learnt about the wide variety of barriers that are transferable across not only our partner cities, but also across the whole of the EU25. This is a positive indication that the best practice examples we identify, and the subsequent toolkit we develop, will be accessible and appropriate to all member states.
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 (BYPAD PLATFORM)

**Programme area:** STEER, Policy measures for more energy efficient transport

**Status:** ongoing

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- Ökoinstitut Südtirol / Alto Adige, IT
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- Planungsgemeinschaft Verkehr, DE
- ALTERMODAL, FR
- Perform Energia, PT
- WSP LT-Konsultit Oy, SF
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- National Technical University of Athens, GR
- CINESI, SL, Consultoria de Transport, ES
- Pro Ûrbe Engineering and Town planning Ltd., HU
- Den erhvervsdrivende fond COGITA, DK
- Polish Ecological Club, PL
- Vänta Aga Cycling Club (Jalgrattaklubi Vänta Aga), EE

**Website:** bypad.org

**Objective:** More and better cycling audits in EU cities and regions, training of certified auditors, knowledge exchange on cycling policy

**Benefits:** Widespread geographical coverage (incl new member states), transferable methodology, independent long-term Bypad network

**Keywords:** Total quality management, cycling audits, exchange experiences

**Duration:** 01/2006 – 09/2008

**Budget:** € 1,092,060 (EU contribution: 50%)

**Contract number:** EIE/05/016/SI2.419486

**Short description**

The BYPAD-platform aims to improve the quality of cycling policies and increases the cycle use and – safety, by implementing the audit in cities & regions. BYPAD was developed in a former SAVE project and its outcome is a profound evaluation report of the actual cycling policy and a concrete Bicycle Action Plan. The platform safeguards a high quality by updating the audit method, by training qualified auditors, by offering a quality label.

The BYPAD-platform guarantees the exchange of experiences and good practices in cycling policies. It wants to expand the BYPAD-network to the new EU countries and wants to train new auditors. The BYPAD method will also be adapted for regions (large metropolitan districts, counties, provinces, …) and for small towns. The exchange of knowledge will be improved by developing a good practice database and by organising different international seminars. The website, newsletters, regional workshops, … will continue in the platform.
Expected and/or achieved results
The final outcome of this BYPAD-platform project is the start of a BYPAD-quality centre.

- Having an international network of BYPAD-auditors (consultants, universities), cities and regions
- Exchange of experience on cycling policy between at least 80 EU-cities and 35 Eu-regions.
- Train at least 10 new BYPAD-auditors in new BYPAD-countries (= new EU-countries + Spain, Greece).
- Implementing auditing techniques / total quality management in sustainable transport planning
- Having an increase in cycling use and a decrease in private car use

Lessons learnt
This project has just started. It is therefore too early to draw lessons.
European Campaign On improving DRIVing behaviour, ENergy efficiency and traffic safety (ECODRIVEN)

Programme area: STEER, Policy measures for more energy efficient transport
Status: Ongoing

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- Centre for Renewable Energy Sources, Greece
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- Stredisko pro Efektivi Vyuzivani Energie, Czech Republic
- Regie Autonome des Transports Parisiens, France

Website: www.ecodrive.org

Objective: Promote an energy efficient and safer driving style-behaviour (Eco-Driving) with a European-wide campaign

Benefits: More energy savings and road transport safety through optimised driving behaviour

Keywords: Ecodriving, energy, safety

Duration: 01/2006 – 12/2008
Budget: € 1,440,040 (EU contribution: 50%)
Contract number: EIE/05/007

Short description
ECODRIVEN is a synchronised European-wide ecodriving campaign aiming at drivers of passenger cars, delivery vans, lorries and buses in 9 EU countries.
During a one year campaigning period end-users will be regularly presented with Ecodriving activities within their familiar social environment, which will stimulate them to reflect on and optimise their driving behaviour in a safe and energy-efficient manner. The campaign is based on a bottom-up approach through European-wide local and regional collaborations of the ECODRIVEN consortium with relevant national and local stakeholders such as car dealers, fuel companies, touring clubs, drivers’ associations, driving schools, municipalities, SMEs and hauliers etc. who will support campaign activities and disseminate campaign material.
The consortium will be assisted by an Implementing Expert Committee in the development and implementation of the campaigning activities and materials. The committee consists of representatives of Ford Europe, BP, the FIA, the German Road Safety Council DVR, ACEA, CIECA, EFA, GE Fleet Services, TNT and the Dutch Ministry of Transport.

Expected and/or achieved results
- One year campaign in all participating countries supported by a network of collaborations with national/local and international actors and companies.
- At least 2,500,000 drivers will be stimulated to drive more safe and energy-efficient.
- 0.5 Million tonnes of CO2 and significant amounts of other emissions from road transport, will be avoided until 2010
- Until now, in 9 partner countries, more than 130 national and local stakeholders from public administration, private companies and NGOs have been stimulated to support the ECODRIVEN campaign activities
- The project has already succeeded in involving important (umbrella) organisations like Ford Europe, BP, the FIA, the German Road Safety Council DVR, ACEA, CIECA, EFA, GE Fleet Services and TNT. These organisations will be crucial for the implementation and results of the campaign
- ECODRIVEN and ecodriving in general have been presented by SenterNovem in relevant international conferences and events (ECOMM conference, ARVAL ecodriving conference in Paris and energy efficiency event in Slovenia)
**Lessons learnt**

The project only started in 2006. It is however possible to draw the following preliminary conclusions related to the project implementation:

- It is noted that potential stakeholders have high interest in ecodriving and in project participation. They see the marketing opportunities and the economical and commercial benefits and seem to be fond of using both the ECODRIVEN and the IEE logo in communication material.

- In most cases, potential stakeholders need clear and specific details from national project partners about their role in campaign activities in order to determine their level of participation. This takes a lot of effort by the project partners.
GreenLabelsPurchase – making a greener procurement (GREENLABELSPURCHASE)

**Programme area:** SAVE, energy-efficient equipment

**Status:** ongoing

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- Motiva Oy; MOTIVA; Finland
- Ente per le Nuove Tecnologie, l’Energia e l’Ambiente ; ENEA; Italy
- Building and Civil Engineering Institute ZRMK; ZRMK; Slovenia
- Efeko Ltd; Efeko; Finland
- Centre for Energy Efficiency; EnEffect; Bulgaria
- Ekodoma; Ekodoma; Latvia
- Budapest University of Technology and Economics; BUTE; Hungary
- Krajowa Agencja Poszanowania Energii; KAPE; Poland
- Centre for Environmental Studies Foundation; CES; Hungary

**Website:** [www.greenlabelspurchase.net](http://www.greenlabelspurchase.net)

**Objective:** Greater use of energy labels in the procurement of public and private organisations

**Benefits:** More “greener” procurement saves energy and develops markets for energy-efficient products

**Keywords:** Green procurement, energy labels, standard tools

**Duration:** 01/2006 – 06/2008

**Budget:** € 1,001,340 (EU contribution: 49.99%)

**Contract number:** EIE/05/038/2005

**Short description**
This project will promote the increased use of energy labels in the procurement process of public authorities, the tertiary sector, industry and SMEs.

The project partners will:
- Increase awareness and knowledge concerning energy labels as a simplifying instrument in public and private procurement departments
- Develop and spread standardised tools to support a wider distribution of energy related “greener” procurement procedures
- Identify the main barriers to energy related “greener” procurement and organise specific actions to overcome them
- Use energy related “greener” procurement pilot projects as the first step for comprehensive green procurement, and, thus, support of national, regional and European wide green procurement initiatives

A large-scale promotional campaign will enhance its impact through mailings, individual consultations, trainings, internet portals, press releases, expert articles, presentations, workshops and conferences during the lifetime of the project.
Expected and/or achieved results

- Procurement tools, which aim at a standardised implementation of green procurement based on energy label criterions, are currently under development. The draft versions are on the project website and are being revised by the project partners. The final versions will be translated into national languages and will cover IT, household appliances, standard lamps, vehicles, building components and systems and green power.
- Pilot projects of energy related “green” procurement are developed to promote them in the proposed action.
- A relevant rise of awareness at key actors and in the target group to achieve a long lasting effect by presentations, press releases and expert articles.
- International and national/regional websites providing background, actual information and developed tools have been launched.
- Recommendations for a sustainable procurement policy.

Lessons learnt

The development phase of the project focussed on a cross country analysis regarding the legal and practical experiences with green procurement. Almost 100 case studies and good practices were compiled and can be searched by key words on the international project website. The examples contain a section which reflects on the main barriers regarding implementing green procurement. It is recognised that the low awareness regarding green procurement remains as the major challenge. The tools, as well as the dissemination part will aim to address these findings.
Measures to Influence transport Demand to Achieve Sustainability (MIDAS)

Programme area: STEER, Policy measures for more energy efficient transport  
Status: ongoing

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ATC Spa, Trasporti Publici Bologna, Italy  
Suceava Municipality, Romania  
POLIS, Belgium

Website: www.midas-eu.com

Objective: To promote less energy intensive types of transport by marketing initiatives such as car clubs cycling.

Benefits: Urban mobility plans include more and better measures for sustainable energy; contribution to EU energy policy objectives

Keywords: Modal shift, promotion, environment

Duration: 01/2006 – 01/2009

Budget: € 2,245,795 (EU contribution: 50%)

Contract number: EIE-05-009

Short description
MIDAS will be implemented by partners in 6 case study cities which are representative of a wide part of the enlarged Europe: Liverpool (UK), Aalborg (DK), Cork (IE), Clermont Ferrand (F), Bologna (I) and Suceava (Ro). The cities will share recent experience with urban land use and mobility planning and will implement specific case studies linked to the overall urban plans. The project includes:

- A review of city land use and mobility plans and the potential contribution of cycle training, walking and car clubs.
- Innovative consultation approaches with a wide range of partners.
- A range of measures to encourage the use of walking, cycling and public transport such as cycle promotion for school children.
- Training workshops to transfer knowledge and experience, with particular reference to New Member States.
- Evaluating the impacts of the measures implemented.

Expected and/or achieved results
- Project website with members only area, download centre and events diary
- Assessments of the effect of MIDAS measures on public attitudes to sustainable travel.
- In partner cities travellers will be able to make ‘intelligent’ travel choices by enhancement of existing cycle, walking, public transport and car club promotion.
- Reductions in traffic levels, energy consumption and pollution in each city.

Lessons learnt
This project has just started. It is therefore too early to draw lessons.
**Mobility Management Development and Research Dissemination (MOVE)**

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- Ente Vasco de la Energia, Spain  
- Energy Agency of Plovdiv, Bulgaria  
- Agenzia Locale per l’Energia e lo Sviluppo Ambientale della Provincia di Chieti A.L.E.S.A. Srl, Italia

**Website:**
www.move-project.org

**Objective:** Contribute to the reduction of greenhouse gas emissions through awareness rising and good examples

**Benefits:** Project partners will be enabled to work on energy efficiency in transport and to advise others

**Keywords:** Mobility management and environment

**Duration:** 01/2006 – 12/2008
**Budget:** € 643,236 (EU contribution: 49.26%)
**Contract number:** EIE/05/186/SI2.421633

**Short description**
MOVE is built on the partnership of 7 European energy agencies or similar representing different stages of maturity and a variety of experiences in Mobility Management but with a common interest to increase their skills and engagement in transports.

During the project, the partners will acquire and apply the skills, the tools and the platform needed for the work with related to transport. By carrying out projects on the local level they will create some best practices and good examples.

During the first meeting, the partnership agreed about a common platform for their future work and to undergo common training on energy issues in transport (based on the IEE project e-ATOMIUM). It was also decide to use of SUMO-model based on MOST for the evaluation of local projects. This model has been translated into English and will be available at the project website.

**Expected and/or achieved results**
- A Mobility Management Network Cluster including an internet site for dissemination of best practices and information exchange between the project partners
- Monitoring of indicators based on existing European initiatives
- Main local achievements will be the establishment of Mobility Agencies or similar platforms that will act as information and promotion centres and carry out projects addressing local authorities, companies and other stakeholders
- New good examples and best practices to give inspiration and guidelines for further work within Mobility Management in the participating regions
Lessons learnt

Although the project has not yet been completed it is possible to draw the following preliminary conclusions:

- A good evaluation method offers improved project planning and helps in setting relevant goals. Evaluation gives the opportunity to:
  - Compare results with original targets
  - Compare local projects with others
  - Learn from results

- It is also very important to get the commitment of local key actors if you want to obtain permanent results. Positive results – when measured – also help to justify past policy decisions or financial contributions and to promote further change in future endeavours.
Demonstration, Take-Up and Further Dissemination of Sustainable Integrated Planning Methods in European Cities (SNOWBALL)

Programme area: STEER, Policy measures for more energy efficient transport

Status: ongoing

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- Ayuntamiento de Donostia - San Sebastián, ES
- Ayuntamiento de San Fernando de Henares, ES
- Stadt Ludwigsburg, DE

Website: www.steer-snowball.info

Objective: To provide municipalities with experiences on sustainable integrated transport and urban planning

Benefits: Integrated planning methods implemented in cities, more knowledgeable and skilled urban organisations, less transport and energy use

Keywords: Integrated urban, transport planning

Duration: 01/2006 – 01/2009

Budget: € 1,500,000 (EU contribution: 50%)

Contract number: EIE-05-109

Short description
Urban structure has a great impact on transport demand. Approaches that integrate transport and urban planning may cause reduced transport and thus energy savings.

SNOWBALL addresses two major specific barriers, (i) the lack of multi-sectoral skills and (ii) institutional barriers. Professionals tend to be trained in specific sectoral applications, which can lead to sub-optimal planning solutions. Furthermore, skills such as evaluation of methods, consensus building, and communication are rarely trained. The examples of three partner cities (Trnava, Hilversum, Stockholm) show that these complementary skills make the difference in the successful implementation of new, sustainable planning.

Key elements include a toolkit of integrated planning methods, a variety of workshops, and the development of national expert networks.
**Expected and/or achieved results**

- Anchoring of integrated-approach thinking in 6 cities (Ludwigsburg, San Fernando de Henares, San Sebastián, Verona, Martin, Zvolen)
- Integrated urban plans in 6 cities
- National quality support groups (expert networks) on integrated planning in 6 countries (Italy, Germany, Spain, Netherlands, Poland, Slovakia)
- A web based toolkit of integrated planning methods
- Identified best practices

**Lessons learnt**

This project has just started. It is therefore too early to draw lessons.
Short Term Actions to Reorganize Transport of goods (START)

Programme area: STEER  
Status: Ongoing

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Åkeriföreningen, Sweden  
CONSAR, Italy  
ITL, Istituto sui Trasporti e la Logistica, Italy  
City of Ljulbjana, Slovenia

Website: www.start-project.org

Objective: To reduce energy use by making freight distribution in cities more energy efficient.

Benefits: Less energy use and emissions; increased awareness & acceptance from the local transport sectors

Keywords: Goods distribution, freight networks, access restrictions

Duration: 02/2006 – 01/2009  
Budget: € 1,786,483 (EU contribution: 50 %)  
Contract number: EIE-05-169

Short description
An efficient distribution of goods is crucial for the vitality of the centres of European cities. Current goods distribution however, causes emissions and is not necessarily energy efficient. Complementary to the long-term planning to make goods transports more efficient, the cities within START, Bristol, Göteborg, Ljubljana, Ravenna and Riga, will take a short term approach and combine actions such as access restrictions, consolidation centres and incentives. These measures will benefit both businesses and citizens by making the goods distribution more energy efficient and hence reduce the related air pollution.

The START approach is based on close collaboration between the city government, transport companies and local businesses formalised in local freight networks, which will be established in every partner city. The networks will have periodic meetings where the activities and the progress are discussed. The networks will also serve as an effective marketing tool towards the transport businesses.

Expected and/or achieved results
- Develop regulations for new and expanded restricted areas in the partner cities; Implement consolidation schemes in new areas and with new participants.
- A complete new programme of incentives to be implemented.
- Local freight networks established in every partner city.
- A website will be set up and in total 6 newsletters and 5 fact sheets will be produced in the local partner languages and marketed primarily to the transport business.
- Reduction of energy use (minus 10%), CO2 (minus 7%), NOx (minus 10%) and PM10 (minus 15%) emissions by freight traffic in the target areas

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Lessons learnt

All cities within START have started to form their local freight networks. Why work in local freight networks?

- The private sector is facing increased pressure such as resource optimisation, legislative pressures and consumer demands which can lead to increases in cost and environmental impacts. Participation in a network can alleviate some of these problems as it enables operators to find smarter solutions on goods distribution.

- Early involvement of private partners generates benefits by allowing private operators to assist in the design of a coordinated approach and to achieve acceptance for the measures.

- A local freight network will facilitate the exchange of ideas and experiences amongst its users, which enables a focus to be generated on recurring items.

In the Recommendation report produced after the Peer-to-peer workshop in Riga (June 2006) some conclusions were drawn from the discussions stating that the future of freight delivery (especially in Riga but transferable to many cities) cannot leave aside:

- a carefully planned and fully enforced policy of traffic limitation to the city centre;

- a high level of political commitment for a smooth and continuing implementation of the policy;

- a true involvement of the main receiving stakeholders throughout the planning process;

- and finally a transparent communication campaign to inform the wider public about goals, rules and benefits of the policy.
New Projects (start 2007)

The projects outlined in this part of the document were submitted under the 2005 call for proposals of the Intelligent Energy – Europe programme and have successfully passed the evaluation. They are therefore very likely to start later in 2006 or in early 2007.

The information provided is of a provisional nature and given for information purposes only. It does not bind legally any of the involved parties.
Sustainable tourism and recreation as an opportunity to promote alternative mobility (STREAM)

STREAM aims at promoting more energy efficient transport behaviour through the development of new transport solutions and well targeted campaigns. The focus is on traffic related to "soft" tourism and recreation, also using these sectors of transportation demand as an opportunity for awareness raising about sustainable mobility in general. 13 types of destinations are covered: "green corridors", nature recreation and coastal recreation. A wide range of sustainable mobility solutions will be applied and promoted: information services on sustainable transport, development of soft mobility routes, tourist packages including sustainable mobility, clean vehicles and dedicated transport systems. The project will result in: creation of awareness, demonstration of new solutions, concrete energy savings and important potentials for reproduction.

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TRAining programmes to INcrease Energy-efficiency by Railways (TRAINER)

TRAINER aims at improving energy-efficiency by railways in at least 5 EU-countries, including Eastern-European countries. Training programmes and facilities will be established to initiate and optimise energy-efficiency improving measures by railway operators. TRAINER will focus on energy-efficient driving but will go beyond, addressing additional energy saving possibilities concerning technology (rolling stock and infrastructure) and organisation. TRAINER builds on Good Practices on energy-efficiency improving activities in the railway sector, on experiences and know-how concerning Long Term Agreements including Environmental Management Systems as a boosting mechanism. TRAINER will provide the EU railway sector with ready-to-hand and tailor-made training programmes and information facilities, as well as with a network of transnational collaborations that spans Europe.

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Energy efficiency equals cost efficiency: engaging sectoral organisations to reduce energy use in freight transport (INTERACTION)

INTERACTION will directly work on energy use reduction potential identification and implementation in 3 sectors of industry per country and 5 active companies per sector. In total 6 countries are involved, so 90 companies will be reached directly. A basic standard project approach has been developed which will be applied in each country in the sectors of industries. Besides that a very important part of INTERACTION is focused on the international dimension through sharing of best practices, identification of cross-border reduction potentials and the creation of European awareness. Measures to be identified and implemented at individual companies will comprise reduction of delivery frequency, adjustment of loading units, adjustment of vehicle technology, optimisation of planning systems, introduction of clean vehicles, etc. In the plans to be developed for the different industry sectors also attention will be paid to opportunities for translating the national results to the EU level.
Efficient Use of Energy in Transport: 9 Innovative Projects supported by the IEE Programme

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Mobility Management for housing areas - from car-dependency to free choice (ADD HOME)
ADD HOME aims to reduce transport needs and is fostering a modal shift from car-trips to energy saving modes especially starting from residential areas. The own front door is in 4 out of 5 cases the place where modal choices are taken. But hardly any other area of life is likewise influenced by private car use, the most energy-consumptive transport mode and the easiest accessible mode in daily life. The approach to tackle the current energy-intensive mobility patterns of residential areas includes three levels:
1) legal and regulatory settings will be reshaped to enable sustainable mobility before planning new residential areas
2) the accessibility of new residential areas and each household will be refocused to more energy saving modes of transport
3) mobility patterns and habits will be reorganised by mobility-services that bundle trips, shift trips and substitute them
The cooperation of municipalities and housing companies/neighborhood administrations will create liveable housing areas that enable residents to freely choose their transport mode. The project will influence the life of residents towards a more ecological, economical and social way of living.

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Youngster Overhauls today's Urban Transport Habits (YOUTH)
As an answer for the unsatisfactory recognition of the rights of young people to be heard and to have their views given serious consideration, the YOUTH project is going to develop and carry out an information and policy development campaign, involving the young generation actively as drivers of the process. By involving the youngsters in the process of urban transport policy development and implementation YOUTH is going to change the mobility behaviour in favour to environmental friendly and energy efficient transport modes and increased traffic safety. There will be 4 cities involved: Berlin, Bucharest, Gdynia and Rotterdam.

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