

Newsletter 3 - December 2014

Welcome to the third EMAH-Newsletter!

After the second EMAH workshop in June 2014 in Eisenstadt (see EMAH Newsletter 2), the activities of the EMAH partners - nine companies and organizations in the program area continued.

The focus was particularly on awareness-raising measures for environmentally friendly transport. There were actions for the Car Free Day on 22nd September and during the "Days of Action in Sustainability" in October.

For example, leaflets were distributed with thought provoking impulses for sustainable transport behaviour and a bike repair for WU staff at the Vienna University of Economics was offered.

EMAH turns now in the home stretch. This means that the activities at the research level are completed and the course should be made ready for future measures of corporate mobility management. All this also was subject of the EMAH final conference on December 15, 2014 at WU campus.

More information on recent EMAH activities, on measures towards eco-mobility and details of the EMAH final conference please find on the following pages.

We wish you an inspiring read.

The EMAH project team



**Eco-mobility -
Please wait?!**



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The EMAH research was continued. Focus groups with representatives of some EMAH partners were held and scientifically evaluated. The detailed results were presented in Eisenstadt at the third EMAH workshop on October 28th, 2014. Quite many experts took part in this event.

Detailed information on the results of the mobility surveys can be found on the EMAH web site under www.wu.ac.at/ruw/emah/news

Car free day at University of Economics

On September 22, the Car Free Day was held in Europe. This day members of the EMAH project team used and organized a day of action on eco-mobility at the Vienna University of Economics and Business. Leaflets with relevant information on eco-mobility were distributed to students, teachers and passers-by and a free bike check for the employees of the University was organized.



Flat tire of a student

Peter Vesecky in action

The free bike check was a great success and Peter Vesecky from the bicycle repair shop of the same name, who carried out the repair work, had his hands full.



Michael Soder (WU) spreading information material on the Car Free Day at WU.

A special highlight was the spontaneous repair of a flat tire of a cyclist who was passing by chance, and who was actually already on the way to a bicycle repair shop.

Focus groups at ENERCON and Designer Outlet Parndorf

On October 8th 2014 Days of Action in Sustainability, an initiative of the Austrian Ministry of the Environment, a focus group discussion with staff members of the company ENERCON in Zurndorf, Burgenland was organized with labor commuting in the Austro-Hungarian border region in the frame. Within a 60-minute roundtable issues on mobility and pendulum behavior of eight employees of ENERCON were discussed.



Employees of ENERCON in a group discussion

In addition to the staff survey at the company ENERCON another focus group with participants from the Designer Outlet Parndorf took place on November 26.

In the respective discussion topics such as car-pooling, public transport, electric mobility, commuter allowance, travel time to work, reasons for the use or non-use of cars and other traffic issues were discussed.



Employees of the Designer Outlet Parndorf

The focus groups completed the staff survey, qualitative interview with transport authorities and the on-site visits carried out in early 2014.



Helmut Lemmerer (TU) in discussion with an ENERCON employee

Third EMAH-Workshop in Eisenstadt

At the third EMAH workshop on October 28, 2014 at the Burgenland state government in Eisenstadt, among others the previous project results which were already presented in the first two workshops, were further explained and discussed comprehensively. In addition, new insights gained in the meantime, to the participants were presented.



Discussion of the transport strategy of Land Burgenland

On this occasion, the recently completed overall transport strategy of Land Burgenland has been analyzed in detail, "Cooperation between transport companies and local companies" has been explained with practical examples from Hungary and the scientific background regarding the evaluation of potential for eco-mobility and their methodology were presented.



Takeru Shibayama presenting EMAH-project Data

Furthermore, the results of the most recent focus groups have been presented and placed in the context of previous analyzes with the participating companies.



EMAH-Team at the Workshop in Eisenstadt

EMAH final conference, Vienna University of Business and Economics

On Monday 15 December, the final conference of the EMAH project took place in the ceremony hall 1 of the Vienna University of Economics and Business. After a tour of the WU campus with particular attention to the local traffic conditions the conference was officially opened. Quite a number of people interested in the topic of traffic were attending the event.



Andreas Havelka (WU) opened the conference

During the conference, the results of the EMAH studies were presented and explained by the project partners. The following issues were presented in detail.

- The cross-border EMAH traffic survey by rail and road
- Student surveys at the University of Győr and at WU on mobility
- The EMAH methods for corporate mobility management
- Presentation of results of investigations of the participating companies from Austria and Hungary
- Potential for Eco-mobility



Álmos Virág (KTI) and Michael Soder (WU)

In between, there was plenty of room for question and answer sessions, discussions and input from the public about the project itself, the methods used and the results.



Participants of the EMAH-Conference

The conference was rounded off with a panel discussion led by Univ. Professor Sigrid Stagl. The discussion revolved around the theme of "challenge corporate mobility management". In addition to the presenter Thomas Hader (AK Vienna), Thomas Macoun (TU Vienna), Petra Völkl (Ministry of Environment), Márk Hary (GYSEV) and Agoston Winkler (Kisalföld Volánbusz) discussed on the podium.



Participants of the EMAH panel discussion

The EMAH project team wishes you all the best, Merry Christmas and a Happy New Year.

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