

Newsletter 4 - April 2015

Welcome to the fourth EMAH-Newsletter!

After 30 months of transport research in the Austro-Hungarian border region the project EMAH is over. Cross-border traffic surveys and scientific analyzes on occupational mobility management are a thing of the past, but at the same time have laid the foundation for the future.



**New
From
old:
Future
Eco-
Mobility**



A variety of activities was carried out at the EMAH partners and numerous ideas for eco-mobility have been developed. Work-bus services, electronic ride-sharing portals, the promotion of e-mobility and new bicycle parking facilities are to be mentioned in this context. The implementation of all that is now available in the coming weeks and months.

The fourth and final EMAH Newsletter reports on the final workshop of the project. One took place in Austria on "Mobility management: problem-areas, new ideas and solution proposals". Another was held in Hungary. In this, the results of the EMAH study of the Hungarian funding opportunities for eco-mobility were presented.

Furthermore this newsletter holds resumé over 30 months of EMAH and thanks all who have contributed to the success of the project. All project results can be found on the Internet at the project site:

www.wu.ac.at/ruw/emah

We hope that the project has delivered EMAH interesting aspects, exciting results and new facets for you and your work area. And although in this newsletter resonates a little sentimentality, as always, we wish you a pleasant read!

The EMAH project team!



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EMAH-Workshop in Győr and Vienna

The last workshops under EMAH were held simultaneously in Austria and Hungary - and took place in Győr on February 16th and in Vienna on February 18th. While the focus of the Hungarian part was on methods of financing, tax breaks and other incentives for the promotion of eco-mobility, we sat in Vienna at a workshop on "Mobility management: problem areas, new ideas and solutions."

In the first part of the workshop in Hungary the current status of the EMAH project was discussed. Afterwards an eco-mobility toolkit that recommends specific measures to increase the share of sustainable modes of transport was presented by KTI.

In the subsequent second part legal and financial incentives for bicycle commuters using best practices examples from Austria and the Netherlands were described. Furthermore, a study was presented, which dealt contentwise with the topic of this workshop.



Discussion at the EMAH-Workshop in Győr

At the creative workshop in Vienna traffic experts were invited to discuss in an informal and spontaneous form the subject of mobility management in small groups.

Problem areas at the level of the individual, the employer and the policy should be analyzed and new ideas and solutions were developed towards eco-mobility.



Participants of the Workshop in Vienna

In this context, the following three core questions about Eco-mobility were discussed:

- How do I get employees to commute eco-mobile to work?
- How do I get employers to promote eco-mobility within their employees?
- How do I get "politics" to promote eco-mobility for employees and employers?

The visually documented results of this workshop are available on the EMAH-website.

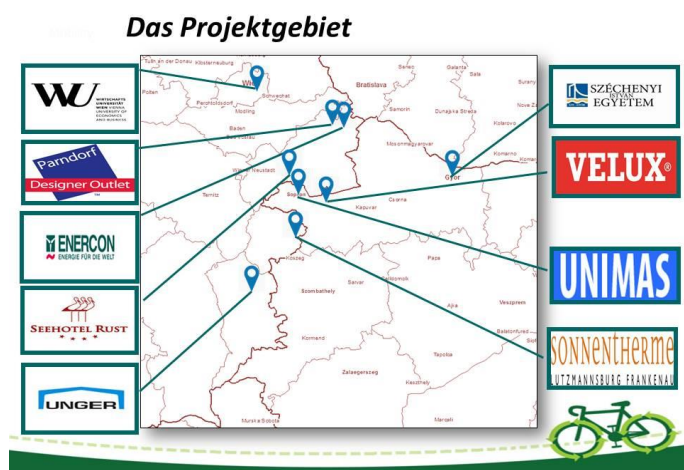
<http://www.wu.ac.at/ruw/emah/news>

Presentation of the workshop results in Vienna



That was EMAH in figures

From September 2012 to February 2015 about 23 employees from three partner institutions in two countries dealt with one project, namely the commuting behavior in the Austro-Hungarian border region. Funding for the project came from four different agencies. During the term of EMAH there was one cross-border traffic survey, two waves of research on the subject of railway and one road survey, resulting in one traffic survey report. In addition, there were nine cooperation partners in the field of mobility management, consisting of seven companies (five Austrian and two Hungarian) and two universities (Vienna University of Economics and Business, University of Győr).

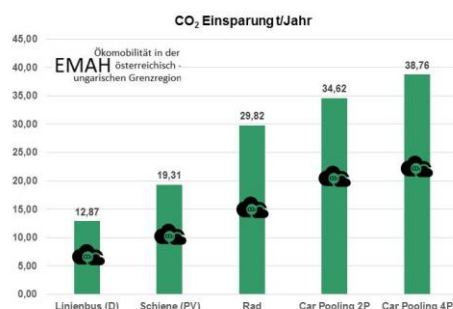


EMAH-project area und project partners

This resulted in seven employee- and two student surveys, completed in 420 questionnaires and 1.650 online questionnaires. As an incentive to participate in the student survey at the Vienna University of Economics and Business coupons for 1.000 free Caipirinhas were provided. From nine on-site visits, nine qualitative interviews and two focus groups with the cooperation partners seven Company reports and two analyzes for the universities with recommendations for operational Ecomobility were created.

The following saving potential at the five participating companies from Austria was calculated: 131 grams of CO₂ savings per kilometer - bike instead of car. 126 grams of CO₂ savings per kilometer - Railway instead of car. 84 grams of CO₂ per kilometer savings - bus instead of car. 58.5 grams of CO₂ savings per kilometer - car pooling instead of car. 29.82 tons of CO₂ savings per year - Scenario cycling. 38.76 tons of CO₂ savings per year - Scenario car-pooling.

Einsparungspotenziale der teilnehmenden Firmen (CO₂)



CO₂- Saving potential of participating companies

Distributed over the whole duration of the project, there were seven project meetings of all project partners, five workshops and a final conference, with a total number of more than 150 traffic experts participating.

In addition, both one activity within the scope of the days of sustainability and one action within the Car Free Day were organized. In this framework, more than 20 bicycles were repaired with a free bike check. The dissemination of EMAH project data took place over four sent electronic newsletters, one website and one information session. Last but not least 13,127 cups of coffee were drunk by the project team against zero smoked cigarettes.

Eco-mobility is the future, participate with us! So you can be eco-mobile!



Until April 4th the annual Car-Fasting takes place. Also you can take your personal travel behavior under the microscope and slim down commuting costs this time.

Wouldn't be the way to work possible in other forms? Couldn't be the way to school by kids also covered on foot? Is shopping not possible by bike? For more information on the campaign at:

<http://www.autofasten.at>

Or like that...



GEFAHRENE KM ÖSTERREICH	TEILNEHMERZAHLEN GESAMT 2014/15	ERSPARNIS GESAMT 2014/15
3.586.422 km	2.429 Firmen	64.555.599 kcal
	3.983 Teams	1.649.754 €
	14.259 Personen	570.241 kg CO ₂

Another possibility: "Austria cycling to work"! In the month of May in teams of 2 to 4 persons as much as possible should be cycled to work. You will save costs, boost your fitness and can simultaneously win great prizes! In 2014 over 3 million kilometer were biked! More information can be obtained at:

<http://www.radelzturarbeit.at>

Or like that...



You can also participate in activities of the European Mobility Week in September 2015 and perform together with your colleagues actions for environmentally friendly transport. The highlight is once more the Car Free Day on 22nd September. For more information:

<http://www.mobilitaetswoche.at>

You see, there are a variety of options and even more reasons to switch to eco-mobility. If you want to know more about the topic or the EMAH-project in general and the traffic studies at your company, you are welcome to visit our project website:

<http://www.wu.ac.at/ruw/emah>

The EMAH-Project Team...



Gábor
Albert (KTI)



Andreas
Havelka (WU)



Reinhard
Jakits (WU)



Brigitta
Járó (KTI)



Helmut
Lemmerer (TU)



Thomas
Macoun (TU)



András
Németh
(KTI)



Stefanie
Peer (WU)



Viktor
Sérban (KTI)



Takeru
Shibayama (TU)



Michael
Soder (WU)



Sigrid
Stagl (WU)



Hajnalka
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Álmos
Virág (KTI)

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