



Global Alliance for EcoMobility

Fact sheet 1.2 - Main Actors on the EcoMobility Scene

Featured in this Fact sheet:

1) Who are the EcoMobility actors?

Mobility involves at least four major categories of stakeholders: policy makers (local, national, regional, global) and organizing authorities, who are responsible for investigating and defining the final content of transport policies and guaranteeing their implementation; businesses and public or private operators, who provide transport and transport related services; experts and academics, bringing specialist insights within the transport sector that help identify needs, and define and evaluate policies; users, the ultimate actors affected by transport policies who provide feedback and input and, sometimes, contribute to the development of mobility options (including EcoMobility) by raising awareness on specific needs through their communities and organizations. The role of these users groups is strengthened by the efficiency of their reporting and monitoring of the outcomes of this process. Other stakeholders not analyzed here may also play a role (e.g. public and private operators who may be under contract for the provision of transport and transport related services).

2) Why does EcoMobility require a cross-sectoral approach?

EcoMobility represents a new approach to mobility and accessibility. It envisages an integration of different environmentally sustainable means of transport as a substitute to private motorized transport. For this transport strategy to be effective, a series of infrastructural, technological and service innovations as well as other incentives must be simultaneously introduced to achieve eventual adoption by the population. Such a comprehensive change requires cooperation among the different sectors responsible for implementing each of these variations. This includes an understanding, through dialog between actors, on behavioral change and how best to affect it.

3) Case studies:

this section analyses the experience of Nottingham, in the UK, and of the "IKEA Brussels test metro-bicycle combination (Belgium)" project. Through these examples, the importance of cooperation between policy makers, businesses and users in the implementation of a more sustainable transport policy, including a better integration among different means of transport, is highlighted.

4) Summary and conclusions:

reforms within the transport sector require the inclusion of the different stakeholders in all phases, from early planning to implementation. This will guarantee better cooperation and usually not only helps achieve the overall goals and objective, but also is more likely to bring significant co-benefits.

1) Who are the EcoMobility actors?

The main actors involved in the mobility and transport sector are:

- 1) **Governmental organizations and political institutions:** they are responsible for policy- and decision-making and have the power to determine the direction of private and public actors' choices creating incentive and opportunities.
- 2) **Businesses and public or private operators:** they are responsible for providing technological and practical solutions to mobility needs. They are responsible for offering transport and transport services, turning policy into reality. They are very receptive to people's needs and can influence the practical feasibility of certain choices. This includes innovation and investments in sustainable mobility,

incentives for employees and the design of the workplace to facilitate sustainable mobility.

- 3) **Experts' organizations and academic institutions:** they contribute to highlighting specific needs and problems. They can play an important role in raising the attention of governmental organizations, businesses, and civil society on crucial issues, indirectly determining policy and innovation outcomes. They also advise governments on best practice for detailed and large scale design.
- 4) **Users:** they can be individuals or collective organizations. This category includes the "consumers" of mobility. Their role is crucial: on the one hand they can provide input to the other stakeholders; on the other hand they can determine the success or failure of certain decisions, as they are those who eventually choose how to move. They are also ideally placed to monitor the effectiveness of mobility programs.

2) Why does EcoMobility require a cross - sectoral approach?

EcoMobility is based on the integration of different means of transport and is aimed at providing everybody with the possibility of effectuating a journey, especially within the urban environment, relying on intermodal transportation only, without need to resort to cars.

- In order to incentivize everyone, from individuals to businesses, to avoid the use of private motorized transport, viable alternative options must be available and easy to use. They range from the provision of different transport modes, the accompanying information and mobility aids, to infrastructure and other supporting services (e.g. tax deductions, carbon credits, events for the promotion of alternative forms of mobility. They may also include systems for not moving at all – telecommunications, tele-work, tele-shopping, tele-education...).
- Redirecting mobility choices entails the re-think of mobility opportunities and the creation of new mobility strategies. In turn, this development requires cooperation among the different actors concerned with the different aspects of transportation, from institutions and experts to businesses and users.
- The EcoMobility Alliance fosters cooperation among these stakeholders with the purpose of guaranteeing harmonizations of action and a smooth integration of the different means. The ultimate objective consists in facilitating the transition towards car-free mobility habits and environments, creating cities for people.

3) Interactions among the EcoMobility actors. Case studies and figures:

This section presents two case studies of innovative actions in the transport sector that encourage the reduction of car use. They demonstrate the importance of the participation of different mobility actors for fostering a less car-dependent behavior.

The first case study reports a project implemented in Nottingham aimed at reducing the use of private motorized transport. The successful implementation of the project relied on the inclusion and participation of different governmental institutions and private actors, contributing to the realization of the actions.

The second case analyses the “IKEA Brussels test metro-bicycle combination (Belgium)” project financed by the EU. It shows how the integrated action between public and private actors can produce innovative and at the same time acceptable solutions to solve specific problems that hinder the use of non-motorized transport.

Example 1 - Nottingham

Nottingham is the regional capital of the East Midlands and center of an urban area with 500 000 inhabitants. Nottingham has developed a travel policy for the region, which includes the city, its urban area and neighboring rural areas. The project relied on the joint participation of the City Council, the Nottingham County Council and private actors.

The following priorities were defined:

- develop a high quality integrated transport policy: well served, good intermodality, access for the handicapped and rural area residents;
- encourage economic activity within the urban area;
- inform the population;
- integrate this policy into local planning documents;
- develop sustainable districts.

Implementation

The city has already implemented several actions as part of this policy:

Parking: in 1990, a parking strategy was developed. Regularly updated, it aims to limit street parking and control the increasing number of off-street parking spaces.

Park & Ride: in the early 1970s, the city introduced a strong policy to promote a Park and Ride system. There are five park and ride centers with 4 300 spaces linked to a bus system on the edge of town. There are also two other sites close to suburban railway stations.

Shopmobility: it is a service for the handicapped. It allows them to borrow wheelchairs (conventional or electric) or special two-wheeled vehicles to move around in shopping malls.

Travel to work: the Municipality has set up the “Commuter Planners Club” which includes the heads of 40 companies in the region. It determines which initiatives are most likely to succeed and which appear to be the most effective, in order to draw up business travel plans.

Partnership and results

Nottingham transport policy is particularly innovative for its comprehensive approach. To draw up this integrated transport policy, the town council worked closely with Nottingham County Council, the regional authority and in particular with regional company heads on the “Travel to work operation”. An urban mobility counselor was appointed to promote Green Travel Plans to help local authorities and businesses to develop travel plans for commuters (home-work travel). For example, Boots, Nottingham’s biggest employer (6 000 employees) had to draw up and implement a company travel plan. This was a prerequisite to obtain a building permit to extend the company’s estates. The plan encourages car pooling and improves the bus service (including the bus traveling to and from the workplace). Limiting the number of parking

places available at the workplace is also an integral part of the plan.

Example 2 - Brussels

In Belgium, the Brussels public transport company MIVB and cyclist organization ProVelo started a new service to stimulate the employees of IKEA Anderlecht to go to work using the combination of metro and bicycle. In the nearest metro station, two boxes are installed. The boxes contain 8 bikes, reserved for the IKEA staff. The two partners want to provide the 100 employees that go to work by public transport on daily basis with an easier means to cross the distance from the metro station to the store. In addition, there is clear information and directions in the station and in the shop on how to access it by public transport (Metro, bus and tram connections).

Implementation

The initiators of the project installed two bicycle boxes in a metro station located about 600 meters from the IKEA store. MIVB chose the bicycle boxes and installed them. Each of the boxes has a different look and can contain 4 bicycles provided by ProVelo, and rented by IKEA. 8 staff members of IKEA have a key of the boxes and can do the distance to the store by bicycle. MIVB takes care of the maintenance and surveillance of the boxes as well.

Results

The project is aimed at incentivize employees to use public transport in their daily trips to and from work. The cooperation between the Belgian public transport authority and the private company IKEA made integrated transport possible, reducing employees dependency on private motorized transport. Creating the suitable infrastructure for using integrated transport required an adaptation and cooperation from both sides, the transport agency MIVB and the business company IKEA. Without a joint action the creation of suitable conditions for the promotion of cycling would have cost more efforts and would have been more difficult to achieve.

4) Summary and conclusions

- Reducing the impact of motorized-transport requires the introduction of new urban and transport policies, physical, spatial and technological solutions and a change in everyday habits.
- Such a shift implies a commitment to a new approach to mobility from different sectors: policy-makers, businesses, experts and users;
- Cooperation among these actors is crucial to raise awareness on problems, needs and potential solutions, to define new and shared policies, to promote better services and technologies as well as to assure final acceptance by users

and therefore eventual success. It is also important to clearly document the results and to evaluate the process so that other cities can learn from these examples.

- The reform of the transport sector is therefore mainly a multi-level process. Local governments, experts and academics, civil society organizations and businesses are the principal actors in the promotion of a new mobility culture and policies.
- From the interaction and cooperation among these four sectors more effective solutions can be envisaged and implemented and can produce a more significant impact.

5) References:

For further information on actors and partnerships within the transport sector:

- Global Alliance for EcoMobility, www.ecomobility.org
- European Commission, DG Transport, www.ec.europa.eu
- UITP, <http://www.uitp.org>

For further information on urban transport policies, reforms and projects:

- European Commission, DG Transport, http://ec.europa.eu/dgs/energy_transport/index_en.htm
- ELTIS, European Local Transport Information Service, www.eltis.org
- SMART, University of Michigan, <http://um-SMART.org>
- Institute for Transportation & Development Policy, <http://www.itdp.org>
- International Transport Forum, <http://www.internationaltransportforum.org>
- Victoria Transport Policy Institute, <http://www.vtpi.org>
- Managenergy, <http://www.managenergy.net>

For further general information, please contact:

The Global Alliance for EcoMobility at:
global.alliance@ecomobility.org
www.ecomobility.org