

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE1074 LAirA
Lead partner	Municipality of 18 th District of Budapest
Output number and title	O.T.2.3.1 Pilot on low carbon mobility management - ITS tool application and awareness raising campaigns
Investment number and title (if applicable)	
Responsible partner (PP name and number)	PP5 - WRS
Project website	https://www.interreg-central.eu/Content.Node/LAirA.html
Delivery date	31 st of January, 2020

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

WRS organized in cooperation with Stuttgart Airport a behaviour change campaign for employees of Stuttgart airport. WRS is planning a workshop series with mostly employees in interdisciplinary groups from HR, workers' committee, parking management, operations, executive management to establish grounded and accepted sustainable employee mobility management measures, administration etc. The aim is to plan and communicate a corresponding systematic mobility concept for employees of Stuttgart Airport and further with the other companies on its campus to reduce CO₂-emissions. The target group of this pilot are 1,000 employees and the duration was 6 months (from June 2019 until December 2019). However, the strategy and developed measurements will be carried on without Interreg funding by Stuttgart Airport until the end of 2020.

Objectives:

- Reduction of CO₂-emission (it is in line with the FAIRPORT strategy from Stuttgart Airport)
- Promoting sustainable mobility options for Stuttgart Airport employees
- Enhancement of health and motivation of Stuttgart Airport employees
- Target value: 20 percent shift from vehicle use to sustainable mode of transport
- Sustainability: the administration staff of Stuttgart Airport will extend the employee mobility management to the airport campus with more than 11.000 employees

The cost of the pilot was approximately 40,000 €. Interreg CE funded part of the pilot with approximately 10,000€. The entire pilot of Stuttgart Airport goes on until the end of 2020. This also shows the sustainability of the pilot since Stuttgart Airport covers 75% of the total investments with their budget.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The pilot action refers to the FUA Stuttgart, i.e. the city of Stuttgart plus the five surrounding counties, are usually seen as the best approximation. The Stuttgart Region is the part of the larger “Regierungsbezirk Stuttgart” (NUTS 2, DE11) that is composed of NUTS 3’s DE111-DE116 (Stuttgart city, plus the counties: Böblingen, Esslingen, Göppingen, Ludwigsburg and Rems-Murr-Kreis, but not including the remaining counties DE117-DE11D of DE11. Since the pilot is implemented at Stuttgart Airport and the catchment area of employees is consisting of the whole region and employees commuting from even further.

Investment costs (EUR), if applicable

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

One expected impact is the establishment of a sustainable cooperation with other companies from the Stuttgart Airport campus to extend the employee mobility management with the possible inclusion of more than 11.000 employees! Another expected impact when strengthening the cooperation with other campus companies to actually include a more critical number of employees from the airport city to the Stuttgart Airport employee ride-sharing platform. Another impact would be the tailored implementation of monetary incentive of carbon free mobility options for employees to work. The organization of a mobility day/week for Stuttgart Airport employees in spring 2020 with experts and examples on sustainable mobility options, especially for testing possible options as well as receiving the information. A moderate, minor change in modal shift when updating the communication strategy on employee mobility management and the offered incentives for sustainable mobility of Stuttgart Airport.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

The project will continue for 2020 and 2021 with a mix of analyses, feedback loops and development of further measures. Performance is very important for the Airport Stuttgart.

For changing the mobility behavior of the employees, we have to consider:

- It is a long-term run
- We need push and pull instruments to lead us to “green deals”
- We need transparency in the policies and incentives
- We need role models, who live the new behavior
- We have to design a sequence of intentions

In terms of sustainability, the project is seen as part of the Fairport strategy of Stuttgart Airport. But an action plan alone does not create change. That’s why Stuttgart Airport will continue with the external experts B.A.U.M. Consult and EcoLibro. They will therefore actively support the transformation process until the end of 2020 and beyond.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

For a step-by-step evidence-based development of a mobility strategy and its implementation, an iterative plan with analysis and moderation phases for a period of one year was drawn up. The first analyses shows, that it is important to quantify the potentials so that no stranded investments happen. In the specific case, due to the relatively small number of employees within cycling distance, the relocation effect and thus the reduction in emissions through bicycle traffic should be classified as low. Without an analysis of the residential locations, this potential might have been overestimated and the prematurely too extensive offers would not have led to an adequate modal-shift result. The project will continue for 2020 and 2021 with a mix of analyses, feedback loops and development of further measures. Performance is very important for the Airport Stuttgart. We will focus at first on the low hanging fruits /quick wins to show efforts in reducing emissions. On the long run it is important that all measures will fit into an integrate concept, which brings all mobility options together in one green mobility policy. The so called mobility budget should be the perfect instrument for offering this as an incentive package.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

The pilot is seen as part of the Fairport strategy of Stuttgart Airport (<https://www.stuttgart-airport.com/fairport-str/>). Stuttgart Airport wants to minimize their impact on the environment and aim to become one of the highest-performing and most sustainable airports in Europe. The strategy is based on binding values and guidelines for the employees, which are all compiled in the fairport code. Sustainable management at Stuttgart Airport means: creating added value for the employees, the environment as well as for the economy and people in Stuttgart region. Stuttgart Airports mission is to become one of the best-performing and most sustainable airports in Europe - the fairport STR.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

- Short summary of the pilot: D.T.2.2.1 Defining pilot actions including IT tool for low carbon mobility management of employees
- D.T.2.2.4 Post-Pilot Report of Awareness Raising Campaign at Stuttgart Airport