

TEMPLATE

Output factsheet: Pilot actions

Version 1

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| Project index number and acronym | CE 25 MOVECIT |
| Lead partner | LP Development Agency Sinergija, Slovenia |
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| Responsible partner (PP name and number) | PP3 Climate Alliance Austria |
| Project website | http://www.interreg-central.eu/Content.Node/MOVECIT.html |
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Summary description of the pilot action explaining its experimental nature and demonstration character

The Pilot Action, which was implemented by CAA was a soft measure in form of a Walking Competition. With the, so called Walking Award we pursued the goal to increase short travel trips done by foot and to decrease number of short travel trips done by car. With the walking competition campaign, we invited participants to count their steps over a period of four weeks. All employees who reached at least 60.000 steps were allowed to participate on prize draw. Participants were allowed to count all steps from Monday to Friday. Three of four Austrian municipalities Baden, Leoben and Mödling participated on the Walking Award, so that, not only individual persons, but also the municipalities where in competition with each other. Before we started the Walking-Award- Competition with the employees in September 2018, we implemented campaign actions like experts' lectures on health aspects of walking & cycling and mobility quizzes for promoting the Walking Award and to raise the awareness in this context of sustainable mobility.

The implementation of the whole campaign can be described in five phases: development of the campaign, its promotion, implementation of the Walking Competition, evaluation of the competition & Award Ceremonies.

This pilot measure was proposed in two Action plans of Workplace mobility plan, namely of the city of Baden (measure 13) and Mödling (measure 9).

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

Baden and Mödling are part of the AT 127 Wiener Umland Südteil with the FUA AT 130 Vienna. The Walking Award was developed for employees of the municipality. In each town nearly half of the employees live in the city

center and the other half come from the surroundings and urban settlements. Both cities are in the belt or hinterland of Vienna. Vienna is near and reached easily with good public transport. In the surroundings there is a lot of industry and on the west side mountains and Greenland starts.

Bruck and Leoben are part of the NUTS Region AT 223 *Östliche Obersteiermark with the FUA AT 221 Graz*. In each town most of the employees live in the city center and a few comes from the surroundings and urban settlement.

Expected impact and benefits of the pilot action for the concerned territory and target groups

In Austria's MOVECIT Municipalities daily working trips of the employees are quite short. More than a half has daily travel trips of less than 5 kilometers and at the same time e.g. in Mödling at travel distances of more than 1-kilometer 49% percent use their private car for transport. On the other hand, many of the municipalities' employees do sedentary work, especially those, who work at the city hall where the highest share of employees has its working place. So, we wanted to motivate those, who do short travel trips by car and do sedentary work to use healthy sustainable transport modes. In Austria Bike2Work-Campaign had been implemented several years ago and already is promoted at the Climate Alliance Austrias' partner municipalities. For that reason, a Walking Award offered a good opportunity to tackle another target group - those who prefer to walk.

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

The Walking Award was already presented to other municipalities for example at consultancy meeting (D.C.6.5.) and awoke great interest. The vice mayor of Neunkirchen (municipality in Lower Austria) was really amazed and would like to take part on another Walking Award next year. He argued that he already implemented mobility measures for cyclists but also would like to address those who prefer to walk for that the Walking Award would offer a great opportunity. Furthermore, the Walking Award will be implemented in the course of another European project in 2019, the European Mobility Week, where it perfectly fits the theme "Walk with us".

The Walking Award's transferability to other municipalities is its greatest strengths and to transfer it to other municipalities makes the campaign even more effective. Because:

- With walking on short distances over a time period of one month the impact on CO2-emissions is quite low but the more people, municipalities and public institutions participate, the more impact can be received even on limited time.
- The impact is not finished with the campaign. People experience fun whilst walking, they get motivated by counting their steps every day and they want to reach certain numbers of steps per day/per week, etc. they feel the impact of moving more, are physically activated and they infect others.
- The campaign material had been developed in good coordination with the municipalities, and the results are designed and, in its wording, formulated as general as possible and as specific as needed. For that reason, the developed material is very easily transferred to other municipalities and need only little adoptions to use it for public institutions like hospitals.
- The development of the campaign was the most intensive part of it, while the implementation can be seen as a repeated process, which will stay similar even with much more participants.

Lessons learned from the implementation of the pilot action and added value of transnational cooperation

- Design, advertising aspects and good coordination are very relevant for a good campaign.
- A campaign like the Walking Award is intensive in development but quite easy in regular implementation and becomes cost effective after several implementations.
- The weakness of the Walking Award campaign is its time limited implementation (one month) but its strengths is its good transferability to other municipalities and public institutions to reach high number of participants.
- A competition must make competing possible: Participants need to compare with each other and need a possibility to monitor the own and others processes. That could be supported by progress bars on a website.
- Prices can be encouraging if they are very attractive for a municipality or a public institution or a person.
- Prices selected from local shops, little enterprises and start ups from the region support regional economy and might also be promotion for sustainable goods.
- A campaign offers good opportunities for media appearances, which is important for municipalities and their representatives.
- A campaign action like the walking Award is easy to implement for municipalities with low cost effort for them.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

D.T3.3.3 Report on Implementation of pilot action “Walking Award” in Austria
D.T3.3.10 Stakeholders’ Input on Pilot Action
D.T3.4.7 Report on campaign Actions for awareness rising

Walking Award:



Presentation about walking around the world:

