Interreg CENTRAL EUROPE

Co-funded by the European Union

GreenPATH

D 3.1.2 FUA Action Plans

BOKU University, Vienna

Final Version

05 2026



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1. Introduction

Building on BOKU's Bike2BOKU pilot — which demonstrated a stated modal shift toward cycling during the challenge and the accompanying measures — this action plan sets out a pathway to consolidate and scale impacts in the future. It embeds a clear ownership by a mobility manager to maintain continuity, campus visibility, and target group engagement beyond the project lifetime. To broaden reach, the plan advances by widen the target group, while managing interest risks through proactive coordination. Incentive design and communication will be refined — alongside optimized timing (e.g., spring or autumn starts) to help establish durable cycling routines. Together, these measures institutionalize the approach, increase participation, and nurture a lasting cycling culture at BOKU.

2. Policy & Strategic Framework

On national level, a Mobilitätsmasterplan 2030 (mobility masterplan) was agreed in 2021 by the Austrian Federal Ministry of Innovation, Mobility and Infrastructure. The plan states: "The mobility transition calls for integrated approaches to bundle measures, create synergism, prevent counterproductive effects and help players change their behaviour. The 2030 Mobility Master Plan therefore takes the mobility needs of transport players into account using mobility management and awareness-raising — in parallel with infrastructure measures, alternative drive technologies, digitalisation and automation".

On city level, the city of Vienna committed itself to climate and decarbonisation targets on international and national level. During the GreenPATH projects´ lifetime, an updated city development plan was decided in April 2025. As for active modes, especially cycling, extending the infrastructure is prioritized in this plan. "A safe and comfortable main cycling network that is tailored to the needs of all user groups is planned. Extensive investments in the further development of cycling infrastructure are intended to contribute to increased safety and comfort. Existing gaps in the cycling network will be closed in the coming years, and outdated infrastructure will be improved or newly constructed. The expansion of cycle highways as attractive connections to the Vienna suburbs and new urban development areas is a key project."

BOKU University follows a sustainability strategy covering the UN Sustainable Development Goals (SDGs) as a framework in teaching and research. Among those BOKU aims for climate neutrality by 2030 and promotes sustainable business travel and mobility for employees. "Mobility is particularly climate-relevant in Austria and contributes significantly to BOKU's CO2 emissions. Therefore, it is crucial for everyone to reconsider their behaviour. Additionally, teachers have a significant role model effect, for example, in climate-friendly travel to work, conferences, and congresses. BOKU works to raise awareness among employees and students about the impact of their mobility, promote debate on the topic, and actively support alternative actions in the mobility sector (e.g. using public and CO2-neutral transportation, online conferences, avoiding air travel)."

Strategy / Plan / Policy	Level	Relevant objective or measure	How this Action Plan contributes
Mobilitätsmasterplan 2030 (mobility masterplan)	National/FUA	Mobility transition, increasing the share of active modes, mobility management.	Developing actions to support cycling both for students and university staff members.
Viennese city development plan	City	Safe and comfortable main cycling network.	Developing actions to improve the infrastructure and support the objective by improving the parking situation for bicycles at university campus.
BOKU University sustainability strategy	University	Teachers have a significant role model effect, for example, in climate-friendly travel to work.	Inclusion of university staff in the action plan.

3. Stakeholder Analysis

A BOKU mobility manager will be established as the central, visible point of contact for all mobility-related agendas, coordinating strategy, implementation and communication across the university, which will be a new stakeholder in the architecture of mobility management at the university. The mobility manager will work closely with fleet management, business travel coordinators and other relevant units to define framework conditions, identify barriers and develop practical improvements. Systematic dialogue with staff and students will be used to understand their mobility needs, preferences and constraints, and to feed these insights into planning and decision-making. Active participation in internal networks (such as environmental management structures) and external networks (for example alliances of sustainable universities) will foster the exchange of good practice, generate new ideas and build strategic alliances.

Since the mobility agenda will be closely linked with the university's health and well-being strategy, collaboration with the BOKU health manager will be further strengthened. To ensure implementation capacity, support from the Rectorate is essential, including formal backing for mobility objectives and the provision of a dedicated budget for pilot projects, quick interventions and longer-term measures. Finally, the integration of the social media team into mobility management is crucial, as targeted online communication can help raise awareness, showcase success stories, and help build a strong campus culture of cycling, walking and healthy, sustainable mobility.

Stakeholders identified during the project pilot activities are listed in the table below.

Organisation / Name	Contact details	Sector public / private	Role	Involved in Actions
vice rectorate of university	*boku.ac.at*	public	BOKU management and lead, responsibility for staff and budget	was informed about the project and the action
mobility working group at university, BOKU mobility manager	*boku.ac.at*	public	responsible for mobility management at BOKU	exchange about the project and planned mobility interventions
Network Environmental Management (NUM)	*boku.ac.at*	public	internal university working group	was informed about the project and the action
Alliance for Sustainable Universities in Austria	*nachhaltigeuniversitaeten.at*	public	inter-university platform for exchange	not actively involved
Austrian student council (ÖH)	*boku.ac.at*	public	students' representatives	supported the recruitment of participants for the BIKE2BOKU challenge
Social Media Team BOKU	*boku.ac.at*	public	public relations	made a promotional video, send out information about the activities at social media channels
Users (students/employees)	*boku.ac.at*	private	users, commuters	actively involved in the BIKE2BOKU challenge
BOKU Facility management	*boku.ac.at*	public	responsible for allocating BOKU bikes	Discussing options about BOKU bikes and parking facilities for bicycles

4. Objectives

The main objectives of the BOKU pilot actions were

- to improve commuting and sustain or even increase the already high share of active mobility by encouraging students who currently use motorised modes (car, motorcycles or public transport) to switch to cycling.
- to stress the health effect of active mobility and raise awareness for sustainable modes.
- to expand the interventions to all groups of people at BOKU university (especially employees).

After the project's end the main objectives will remain largely the same. A key objective is to embed mobility management into university governance and everyday operations by establishing the role of

mobility manager. In this role, she/he will design and deliver a coherent package of measures that combines awareness-raising, campaigns and events (for example challenges, group cycling trips, and bicycle repair workshops) with tangible infrastructure improvements, such as safe, well-located and covered bicycle parking. Mobility management will explicitly address not only walking and cycling, but also parking management, including the development of transparent criteria to ensure fair allocation of the limited car parking spaces.

The mobility agenda will be closely linked with the university's health and well-being strategy. Collaboration with the BOKU health manager will be further strengthened to highlight and communicate the health benefits of physical activity through active mobility, making cycling and walking visible as everyday opportunities for movement and stress reduction.

5. Actions

BOKU University will strengthen its mobility management framework by promoting active and sustainable mobility as a visible part of campus culture, health, and well-being. In particular, the university will increase awareness of walking and cycling, improve the visibility of mobility-related measures, and position the mobility manager as a recognized coordination role with clear responsibilities and access to decision-making processes. The collaboration between the mobility manager and the health manager will continue and the potential for synergy between these positions will be realised.

Infrastructure for cycling including secure parking will be improved, challenges and activities (repair workshops, mobility & health day etc.) will be planned, and a social media strategy be deployed. These measures will be integrated into campus planning and supported by monitoring and stakeholder engagement to ensure continuous improvement and measurable progress.

Four key actions have been identified, which are to be implemented in the near future.

Action ID	A-01
Action Title	Extension of target group to employees
Type of Action	Motivation for commuting with bicycle.
Challenge Addressed	Increasing share of commuters using the bicycle to/from university.
Link to existing strategies	BOKU University sustainability strategy, mobility masterplan 2030
Description and Key implementation steps	Repeat the GreenPATH actions with employees of the university. Sending out information via internal newsletters. Additionally, recruitment by distributing flyers with QR codes (e.g. mailboxes, cantina, entrance areas of buildings). Organising accompanying activities (e.g. cyclists´ breakfast, repair workshops, cycle trainings, offering BOKU-bikes at reduced prices, see also A-04). Define the requirements for the challenge and the prices. Set up the challenge APP and define period of challenge (ideally over a longer time span than in GreenPATH).
Responsible institution	Mobility manager of the university
Other institutions involved	Vice rectorate, work council representing the employees of the university
Expected results	Increasing share of cycling in the modal split for commuting

Action ID	A-02
Action Title	Installing a mobility manager at BOKU University
Type of Action	Installing a Mobility Manager at BOKU and looking for synergies with existing workplace health manager to promote and sustainable mobility plan
Challenge Addressed	Institutionalising activities promoting sustainable modes for commuting (and beyond), anchor responsibility and resources for activities
Link to existing strategies	BOKU University sustainability strategy
Description and Key implementation steps	Call with job description (portfolio), ensuring resources and workplace, agreeing and contracting suitable person. Agreeing on first activities at the university.
Responsible institution	Vice rectorate of the university
Other institutions involved	none
Expected results	Setting up a favourable environment to initiate a concept and initiatives for supporting sustainable modes for commuting from/to Boku University.

Action ID	A-03
Action Title	Improving infrastructure for cycling
Type of Action	Safe and covered cycle parking, new or improved cycle paths accessing the university area
Challenge Addressed	Improve the infrastructure for cycling as it is stated as a barrier for commuting with the bicycle.
Link to existing strategies	Viennese city development plan
Description and Key implementation steps	Analysing the gaps and unsafe sections, develop a plan, receive permissions, implement infrastructure
Responsible institution	Public space: city of Vienna, district of Vienna At university area: facility management of the university, vice rectorate of the university
Other institutions involved	Cyclists´ lobby group
Expected results	Barriers for not cycling will be reduced and share of cycling increases in general and for commuting from/to university as well

Action ID	A-04
Action Title	Increase visibility of cycling, awareness raising:
Type of Action	• Bicycle repair workshops • Cyclists‘ breakfast • Bicycle challenges • Role models • Discounted bikes for employees and students
Challenge Addressed	Raising awareness, cycling, if commuting to the university is an option.
Link to existing strategies	BOKU University sustainability strategy, mobility masterplan 2030
Description and Key implementation steps	Organising the events (define a date, venue, invite experts needed, buy the goods), sending out invitations, order bikes, organising hand over procedure of the bikes.
Responsible institution	Mobility manager of the university
Other institutions involved	Health manager of the university
Expected results	Increasing share of cycling in the modal split for commuting

6. Implementation Timeline

In the short term, the implementation focuses on establishing a dedicated mobility manager to coordinate and drive all mobility-related activities. This has already kicked off during the project. The rectorate has recognised the importance and necessity to install this position to coordinate all mobility agendas at BOKU (e.g. (car) parking management, promoting walking and cycling, information and communication, launching activities and organising events).

In the medium term, the emphasis is on creating synergies between workplace health promotion and mobility management, as well as on improving bicycle parking facilities on the BOKU campus to make cycling more attractive and convenient. As a continuous and long-term task, ongoing challenges and activities could be addressed to promote walking and cycling, aiming to embed active mobility sustainably in everyday campus life and organizational routines. On a medium to long term, the bicycle infrastructure on the public space surrounding and accessing the university need to be improved. The university need to contact the responsible persons on city and district level to initiate a discussion process.

7. Risk Analysis

Action ID	Risk	Likelihood (L/M/H)	Impact (L/M/H)	Mitigation measure
A03	City of Vienna: no prioritization of construct cycle paths around the University Campus (focus on other areas within the city)	M-H	M-H	Convince rectorate to formulate a petition to the city with needs.
A02, A03	University budget restrictions	M	M-H	Try to get external funding for the projects and actions.
A01, A02, A04	Time and personnel restrictions at BOKU	L-M	M	Additional staff paid by external funding.
A02, A03	Mobility Management: no prioritization for promoting cycling at BOKU	L-M	M	Highlight the benefits for the University if engaging in mobility management. Face to face talks to convince stakeholders.

8. Financial Overview

The funding sources can be allocated to different scales and responsibilities.

- City of Vienna: providing and improving infrastructure for walking and cycling
- BOKU University: university budget for mobility management — staff, interventions, activities, infrastructure for cyclists etc.
- National Fundings e.g. Austrian Research Promotion Agency (FFG), Austrian Health Promotion Fund (FGÖ), Climate and Energy Fund
- Trans-national projects (Driving Urban Transitions, Interreg)

Action ID	Action Title	Estimated cost (EUR)	Funding source	Status
A-01	Extension of target group to employees	-	-	*part of A-04*
A-02	Institutionalization of mobility management at BOKU	*€ 70.000 / a*	*University budget*	*Mobility manager approved*
A-03	Improving infrastructure for cycling at BOKU campus: bicycle parking	*€ 3.000 - € 20.000*	*University budget*	*needs approval*
A-03	Improving infrastructure for cycling on street, cycle paths	*€ 1.000 / m*	*City of Vienna*	*Need to be kick off*
A-04	Increase visibility of cycling, awareness raising: activities and actions	*€ 10.000 / a*	*University budget*	*Budget need to be ensured for such activities*
TOTAL				

9. Monitoring

Monitoring of BOKU mobility management will be based on a systematic, long-term process of data collection, analysis and feedback, designed to track progress, support decision-making and enable continuous improvement. It will cover behavioural aspects (e.g. mode choice, awareness, health-related outcomes – as far as feasible), physical conditions (e.g. infrastructure quality, parking management, public transport access) and the impact and visibility of measures and campaigns.

The mobility manager will coordinate the monitoring process and act as the central contact point for all mobility-related data and reporting within the university. In cooperation with relevant units (e.g. facilities, HR, student services, health management, IT/data services), she will establish and maintain a structured monitoring framework with clearly defined indicators, responsibilities and reporting cycles.

It will rely on a set of agreed key performance indicators (KPIs) that reflect the main objectives of the university's mobility strategy, including awareness and visibility of active mobility, quality and availability of cycling and walking infrastructure, parking management measures, public transport access, and overall modal split. Data sources will include regular mobility surveys (e.g. biennial surveys of mobility habits), counts and audits of infrastructure (e.g. bike racks and shelters), parking utilisation data, and records of communication campaigns and participation in mobility-related activities.

Monitoring results will be analysed in relation to the university's targets (e.g. increased share of active modes, reduced car use, improved perceived safety) and used to identify trends, success factors and areas requiring corrective action. Where indicators show that measures are not delivering the expected effects, the mobility manager will work with responsible units to propose and implement adjustments, additional measures or alternative approaches. Ideally, an annual mobility progress report will be produced, summarising the main findings, including at least one indicator each for awareness, infrastructure delivery and mode share, and highlighting key achievements and challenges. This report will be shared with the Rectorate, relevant internal committees, staff and students, and will serve as the basis for reviewing and updating objectives every two years. The overall aim is to ensure that mobility measures are effective, aligned with institutional goals, and responsive to the needs of students and staff.

10. Conclusions

Supportive urban cycling infrastructure is essential but lies outside BOKU's direct control.

Attractive and safe commuting by bicycle depends on high-quality infrastructure such as continuous cycle lanes, a well-connected cycling network, and good accessibility between the city and the campus. These infrastructural preconditions are the responsibility of the City of Vienna and the surrounding districts, not the university itself. Effective promotion of cycling to BOKU therefore requires ongoing dialogue and cooperation with municipal authorities to close gaps, address unsafe sections, and improve routes to and around the campus.

Campus-level conditions and culture for cycling must be created and maintained by BOKU.

Within its own sphere of influence, BOKU is responsible for providing favourable conditions for cycling on campus, including safe and preferably covered bicycle parking facilities, showers and changing options, and a visible, supportive cycling culture. This is complemented by continuous awareness-raising campaigns (e.g. flyers, social media communication), cycling challenges, and targeted activities such as cyclists' breakfasts, bicycle repair workshops, safety trainings, and lectures. The uptake and effectiveness of these measures by students and staff should be regularly evaluated to ensure they are well adapted, impactful, and scalable over time.

Corporate mobility management should be embedded in BOKU's social responsibility and health strategy.

Mobility management needs to be recognised as an integral part of BOKU's corporate social responsibility, linking climate-friendly commuting with employee and student wellbeing. The university should actively support environmentally friendly and active travel to campus (walking, cycling, public transport) by providing suitable measures and incentives. Since active commuting increases physical activity and contributes to personal health and wellbeing, mobility management is both a sustainability and a health promotion tool. To be effective, it requires adequate financial and human resources, ensuring that mobility initiatives can be planned, implemented, and monitored over the long term.

A dedicated mobility manager is a key enabler of lasting behavioural change.

The mobility manager serves as the central contact point for all mobility-related agendas and is crucial for continuing and expanding the initiatives started within the project. This role coordinates activities, develops new measures, and works across departments to make it easier for employees and students to choose cycling, walking, or public transport for their commute. By institutionalising this function, BOKU creates stable ownership and continuity, which are necessary to foster a bicycle-friendly culture, support a shift in attitudes, and encourage individual behavioural change from car use towards active mobility in a sustained and systematic way.

11. List of Annexes

Annex 1 – Action Plan Canvas

Annex 2 - BOKU Pilot KPIs (D2.3.1_GreenPATH_Ex-Post Pilot report_BOKU)

KPI	Brief description	Value
KPI1: Participation1	Number of commuters who register for mobility management campaign	Number of people who accepted a flyer: 626; Number of people who scanned a flyer: 126; Number of people, who met challenge criteria: 54
KPI2: Participation 2	Number of commuters who participate in mobility management campaign	Number of people registered in app: 34; Number of registered people, actively participating in challenge (cycling): 20
KPI3: Visibility 1	Number of commuters reached by newsletters, social media, mailing lists	The videos related to the promotional campaign were posted by the official social media account of BOKU University and the following KPI were provided on 15.01.2026 by BOKU's social media team: On social media (Instagram & Facebook), the videos of the promotional campaign were viewed 67,128 times (63,767 on Instagram + 3,361 on facebook). On Instagram, 31,957 accounts and 1,483 interactions were reached. Overall, the videos demonstrate excellent reach beyond the existing community and solid engagement. GreenPATH related posts on all webpages of the Institute for Transport Studies reached 161 unique pageviews and 295 pageviews from 02.06.2025 until 11.12.2025. No data is available for the BOKU screens across university.
KPI4: Visibility 2	Number of participants who shared their experience with challenge/competition as role models	1
KPI5: Multiplicator effect	Number of participants who spread their experience with the challenge/competition with peers	9 participants (multiplicators) stated that they have talked with 58 other students about their participation at the Bike2BOKU Challenge. Therefore, each participant, who replied to the question, talked to roughly 6,44 other students. 14 other students were encouraged to cycle to BOKU by the mentioned multiplicators, which results in an effective acquisition rate of 24%. Therefore, it can be concluded, that talking to 6,44 other students, results in the encouragement of 1,54 other students to cycle.
KPI6: Long term effect	Willingness of participants to commute further by bicycle	After the Bike2BOKU challenge 12% of the participants stated to be in stage 3 (preparation/ action) and 88% of participants to be in stage 4 (Maintenance) of Van Acker et al. (2013) approach. This shows an overwhelming shift towards trying to use their bicycle as much as possible for their trips to BOKU and are eager to continue to use other modes of transport as little as possible to continue to cycle in the coming months.