

Mobility Management for companies: klimaaktiv mobil



Facts & Figures

Organization

Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology

Type of initiative

Financial support and consulting programme including awareness-raising and further education initiatives

Target Group

Federal states, cities and municipalities, public sector entities and associations, businesses, tourism, schools and educational institutions

Duration

2004, ongoing



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Description of the Initiative

Through klimaaktiv mobil the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology supports Austria's businesses, fleet operators, cities, municipalities and regions, public administration, the tourism industry, educational institutions and youth initiatives with funding for climate-friendly mobility management (MM). MM aims to effectively combine a multitude of measures to foster climate-friendly mobility patterns. The klimaaktiv mobil funding for cycling projects and mobility management was recently increased tenfold to EUR 40 million in 2020.

The klimaaktiv mobil initiative "Mobility Management for Companies" supports Austria's businesses in rethinking (work) mobility and shaping it in a climate-friendly way. MM Measures range from the introduction of a "JobTicket" for the use of public transportation, the acquisition of bicycles for

employees, bicycle parking facilities, shower and changing facilities, to awareness-raising and information campaigns.

Implementation

The initiative provides free consultation services for businesses to help them with funding applications and with the implementation of climate-friendly mobility solutions. The consultation services are provided free of charge and include identifying possible courses of action and funding opportunities, calculating environmental effects and supporting the funding application process.

Lessons learned

The 21,000 mobility projects implemented in the framework of klimaaktiv mobil are examples of how a successful synergy between



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climate protection, mobility and economy works. The initiative is based on partnerships, particularly between the public and private sectors. It ensures long-term support and predictability of investments in active climate-friendly mobility in Austria, and the safeguarding of the klimaaktiv mobil financial support programme constitutes an important step towards climate protection.

Impact

Since its establishment, klimaaktiv mobil has initiated about 21,000 climate-friendly projects that were implemented by around 17,700 businesses, 1,500 cities, municipalities and regions, 1,300 tourism organisations and 500 schools. As a result, approximately 350,000 tonnes of CO₂ are being saved annually. The initiative has triggered



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investments in environmental projects in the amount of EUR 1.2 billion and more than 10,700 jobs have been secured or created as a result.