



Mobility Management for companies: mobil gewinnt



Facts & Figures

Organization

Federal Ministry of Transport and Digital Infrastructure

Type of initiative

Federal Funding Project

Target Group

The initiative supports companies and authorities that want to newly setup or strengthen their corporate mobility management.

Duration

Phase 1 started in 2017 and ended in December 2020.

Phase 2 started in 2019 and is currently scheduled to end in December 2021.



Description of the Initiative

Motorized private transport adds to CO₂-emissions in the transportation sector. A significant portion of these emissions originates from traveling to and from work or results from business related transportation. This federal funding project “Betriebliches Mobilitätsmanagement” supports mobility management for companies and authorities and aims to contribute to the overall climate change goals of the federal government.

The objective of the initiative is to implement mobility management in the corporate environment by suitable measures to influence company-related mobility in a sustainable manner. Funding is provided for measures that are suitable for avoiding, reducing, shifting and optimizing company-related passenger transport. The aim is to reduce emissions and provide a positive impact on air quality. The funding projects are intended to serve as role models and to inspire other companies to design and implement a corporate mobility management system in their own environment of action.

Two funding calls were carried out under the roof of the initiative “Betriebliches

Mobilitätsmanagement”. Resulting from the first call, 17 projects that had previously won the federal “Mobil gewinnt”-competition were funded. In the second call, six additional projects were sponsored. The Federal Ministry of Transport and Digital Infrastructure finances both calls.

The projects chosen in the first call are funded with a total of € 3.0 million, the projects resulting from the second call are granted a total of € 1.5 million.

For more detailed information, please see: www.mobil-gewinnt.de.

Implementation

In phase 1 following the “mobil gewinnt”-competition winners were able to submit a formal funding application. In phase 2, interested parties were invited to submit a project outline describing a comprehensive set of measures. Among others, the measures were also expected to use communicative elements to trigger a permanent change towards sustainable corporate mobility. The projects were chosen in a structured way



Mobility Management for companies: mobil gewinnt



along transparent set criteria. The best-rated projects were invited to submit a formal funding application. Funding rates are up to 60% for companies and 80% for authorities.

Lessons learned

Some of the preliminary findings show that the most successful projects were those that combined soft and hard measures and so-called push and pull factors. Other projects were turning out well, where incentives were created that change the mobility behavior of employees and where appropriate new infrastructure was made available. In par-

ticular, continuous support and guidance for employees is crucial for success of corporate mobility management as a cornerstone of a comprehensive traffic turnaround.

Impact

As part of the call for projects, companies were asked to submit a concept for an accompanying evaluation of their measures, targeting on traffic impacts, potential modal shifts and emission reductions. These results will be included in an overall program evaluation, which is currently underway. Since this initiative is scheduled to end in

December 2021, no final results are available yet. However, preliminary results were presented at the initiative's status conference in late 2020. Here it was announced that an estimated average of up to 300 kg of CO₂ could be saved per employee/year as an impact of the subsidized measures of this funding initiative.