

# **Mobility Management in Norway**

State of the Art

Report for ECOMM 2008

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## Executive summary

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Mobility management is a relatively new concept in Norway. Mainly experts are aware of it and there are very few organisations that actually implement it. However, there is a large interest in increasing sustainable transport more generally and many different projects have been implemented or are in the planning stage. Still, most projects consist of single, independent measures and do not employ mobility management principles such as systematic working or long-term commitment. Furthermore, it is difficult to say whether projects have an effect, as often evaluations are lacking.

The best examples of mobility management in Norway are in the fields of workplace commuting as well as school travel. Norway as a holiday destination and place of a large number of festivals also has great potential for mobility management for tourism companies and event organisers.

In conclusion, it can be said that the potential for successful mobility management is large. The most important next step will be to increase the level of knowledge and competence amongst people who work with mobility management projects and decision-makers in general.

This report was prepared by Iris Gust, adviser at GRIP in Oslo, Norway, and was commissioned by the Norwegian Ministry of the Environment. GRIP is an environmental consultancy that focuses on advising public and private organisations in Norway. Focus areas for their work are green public procurement, environmental management systems, environmental accounting, mobility as well as tourism. Find more information on [www.grip.no](http://www.grip.no).

## 1 Introduction

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### 1.1 General info Norway

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Area:	185 155 km <sup>2</sup>
Population:	4.7 million inhabitants
Major agglomerations:	Oslo 546 000, Bergen 238 000, Trondheim 155 000, Stavanger 116 000, Kristiansand 74 600
GDP per capita:	Euro 54 300 (number from 2007), ranking second in the world.

Norway is a constitutional monarchy with a parliamentary system of government.

The federal government has legislative and executive power in many important matters such as finances, foreign affairs, public security, defence, railways, etc.

Norway is divided into nineteen first-level administrative regions known as fylker (counties) and 430 second-level kommuner (municipalities). The fylke is the intermediate administration between state and municipality.

### 1.2 Basic information on the transport system

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Motorisation:	516 passenger cars per 1000 inhabitants (2006)
Road fatalities:	50 fatalities per million inhabitants (2006)
Modal split:	About 79 % of all personkilometers in Norway are made by car.

### 1.3 Division of competences in the transport system

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Several actors are partly responsible for policy concerning transport. The parliament passes the National Transport Plan (NTP) and budgets for infrastructure projects. In addition to the Ministry of Transport and Communications, the Ministry of Environment has also influence on the transport system, as it is responsible for planning policy.

The regional level with the county authorities is responsible for the regional road network as well as decides on funding for public transport. The local authorities are responsible for spatial planning, parking policy and local road and street infrastructure.

## 2 The position of MM in the national, regional and local policy

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There is no policy specifically for mobility management in Norway. There are however several initiatives at every administrative level that aim to promote more environmentally friendly transport in general. Nevertheless, a systematic approach is still lacking.

## 2.1 Definitions of MM

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Mobility management is not very well known in Norway. A report by the Ministry of the Environment published the following definition, which is, however, not widely known or used:

*Mobility management should promote sustainable transport in companies, public and private organisations. The aim is that organisations and their employees, clients and providers can make environmentally friendly transport choices, in co-operation with actors such as local authorities and transport companies. Important tools for mobility management are information, awareness building and the provision of sustainable transport services. Mobility management also includes measures such as the localisation of organisations near public transport. Mobility management is a supplement for traditional means such as planning policy, infrastructure development, public transport operation, as well as tax policy and regulations (Gust 2007:17).*

Mobility management is the systematic work to increase sustainable transport of people and goods. The definition above states the importance of the interplay of several different measures and the co-operation between several relevant actors. There are very few examples yet for that kind of mobility management. Organisations often have a piecemeal approach. The most popular single measure organisations employ to increase sustainable transport is the promotion of cycling, for example by taking part in the annual "Cycle-to-work" initiative from the Norwegian National Association of Cyclists.

## 2.2 Mobility management in the national transport policy

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Mobility management has no special position in the basic policy documents. Several policies aim for more sustainable transport more generally. The following list gives a short introduction to them.

### **National climate policy (white paper)**

The national climate policy of the government vaguely mentions the necessity for a mobility management strategy, without any detail. Another important initiative that is proposed in the policy is the review of the tax system with a view to changes that will encourage environmentally friendly transport behaviour. Here it will be interesting to see whether use of parking at workplaces will receive a tax or whether the tax that currently has to be paid when an employer pays for public transport for their employees, will be removed. Both initiatives would be crucial to increase the incentive for people to use public transport instead of the private car, for example for commuting.

However, specific policies have not been implemented yet. Furthermore, the national climate policy proposes the establishment of a national centre for sustainable transport (see 5.1.).

### **National transport plan (NTP) 2006-2015 (white paper)**

The national transport plan recommends the co-ordination of regional and transport planning. Measures to promote the use of sustainable means of transport include densification of developments in urban areas, the localisation of flats and offices close to public transport hubs. The plan also gives recommendations for the development and implementation of measures that regulate the demand for transport. These can include taxes, fees or pricing measures of transport services.

## **National Policy Guidelines for coordinated land-use and transport planning**

These planning guidelines express the general aim of limiting the amount of transport as much as possible and of promoting the use of sustainable modes of transport.

### **Action plan to promote physical activity 2005-2009**

The action plan for physical activity that was decided upon by several different ministries, promotes measures for more physically active lifestyle. Among other measures are the promotion of cycling and walking on the way to the workplace.

## **2.3 Mobility management in the regional transport policy**

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Also on the regional administrative level there have not been any concrete efforts made to promote mobility management. Initiatives target sustainable transport in general.

### **Best practice: Trial of alternative organisation of administration of transport systems in larger city areas**

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The cities of Bergen, Trondheim, Stavanger and Kristiansand have all taken part in a trial of an alternative organisation of administration of transport in the period from 2004 to 2007. The aim of the trials was to better co-ordinate regional and transport planning policy on the regional level between neighbouring local authorities as well as counties. The different agencies should be able to freely pool their resources for transport planning and to spend them as efficiently and effectively as possible. This organisational model seems promising and the trials will be evaluated in 2008.

## **2.4 Mobility management in the local transport policy**

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Just as on the regional level, also on the local level there is no local authority that has a systematic mobility management policy, apart from the cities of Bergen and Oslo that have established a mobility management service for companies. Many local authorities are also active in the field of mobility management at schools. Many local authorities take part in initiatives for sustainable transport in general.

## **2.5 Conclusions regarding the position of mobility management in the transport policy**

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### **Need for policy focus on mobility management**

The government's national climate strategy aims for more sustainable transport, however, concrete initiatives are still lacking. As positive examples can be stated the establishment of the two mobility management programmes at Bergen and Oslo local authorities. Furthermore will it be interesting to see if and how mobility management will increase and systematically worked with across all the administrative levels, when the new centre for sustainable transport ("Transnova") will be opened in 2009.

## **Big potential and need for knowledge**

Mobility management as a concept for systematic work to achieve more sustainable transport is still only known amongst experts and only few concrete projects have been implemented. There is, however, some interest from both public and private organisations to become more environmentally sustainable, amongst other areas in transport. The potential for more sustainable transport is large but there is a need for more knowledge and competence building for managers who want to implement mobility management projects.

Areas of knowledge that managers who are working with mobility management are demanding are the concept of mobility management in general, tools and methods (such as commuter surveys) as well as social marketing skills.

## **3 Institutional framework for mobility management**

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Both the Ministry of the Environment as well as the Ministry of Transport and Communications are responsible for sustainable transport issues. However, there is no institutional framework specifically for mobility management in neither of the two ministries, or at any other administrative level. Oslo and Bergen are the first local authorities that have established a mobility centre (see below). Furthermore, a national centre for sustainable transport ("Transnova") will be established in 2009 (see below, 5.2).

## **4 Mobility management knowledge infrastructure**

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There is no knowledge infrastructure specifically for mobility management in Norway. There are plans, however, for the establishment of a national sustainable transport centre, called "Transnova", in 2009. Until then a few agencies provide some information and advice, also on mobility management. These are the mobility management offices at Bergen and Oslo local authority, the environmental consultancy GRIP, as well as the Directorate for Public Roads, under the Ministry of Transport and Communications.

## **5 Important mobility management fields including best practises**

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Mobility management is a rather new concept in Norway which only few organisations and companies are aware of and implementing. There is however some interest from public and private organisations especially in the field of workplace travel to reduce their employees' dependence on the car for commuting and business trips. Many reasons can lie behind, from a lack of parking spaces to traffic jams and the resulting delays, to wanting to show social and environmental responsibility as an organisation.

### **5.1 Mobility Centres**

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There is no network of mobility centres in Norway. Public transport organisations in the biggest cities usually have a customer information centre; however, most of them do not offer services other than information about public transportation routes and selling tickets.

In the national climate strategy, the government proposes to establish a national centre for sustainable transport ("Transnova"), similar to "Enova", which is a public enterprise owned by the

Royal Norwegian Ministry of Petroleum and Energy, and which has the aim to contribute to environmentally sound and rational use and production of energy. Enova implements a range of different programmes, with the help of a network of regional energy efficiency centres. The equivalent agency for sustainable transport is planned to open in 2009.

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**Best practise: Trafikanten mobility centre Oslo**

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*Trafikanten* is the mobility centre in Oslo. It is a private company owned by the main local and regional transport companies. Its aim is to promote public transport in and around Oslo. Its main activities are information, marketing, sales of tickets, and rental of venues as well as co-operation with other actors. *Trafikanten* also operates a public service centre next to Oslo main train station.

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**5.2 Mobility management at companies – mobility consultancy, mobility plans**

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There are some activities in this field in Norway. It is usually individual companies who take special initiative as "forerunners". There are few good examples for mobility management in companies, but they have an inspiring effect also for other companies. It can be stated that at the point of writing, the interest in doing something about their mobility is great among many companies, however, action is mostly still lacking. Amongst the organisations that work with mobility management are both private and public ones.

Since 2006, the cities of Bergen and Oslo have each started with their own mobility management offices. These services are the first ones embracing the systematic concept of mobility management. Advice is given to public and private organisations that want work with mobility management. These services are relatively new and they remain to be evaluated to see if their work is effectively causing changes in mobility behaviour in the organisations in question.

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**Best practise: Mobility Oslo and Bergen city mobility service**

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**Mobility Oslo**

Mobility Oslo is a mobility management service that works with public and private organisations in Oslo. The aim is to ensure a satisfying mobility for employees, customers and visitors of the organisation. Furthermore, economic gains should be realised through more efficient mobility. So far, the service is working with nine companies and seven schools. A typical process starts with mapping, then working out a travel plan, implementing measures and eventually evaluation. Mobility Oslo also participated in the 2007 Oslo Bicycle Festival with an information stand. Oslo Mobility receives funding till the end of 2008 and will possibly be continued in 2009.

**Bergen mobility management office**

The mobility management service from Bergen local authority is a similar service to Mobility Oslo. Their first project was to state a good example and introduce mobility management into their own offices. A commuter survey was done, trial tickets for public transport were distributed among staff and company bicycles as well as pool cars can be rented at work.

Working with other companies, the Bergen mobility management service focused on a larger business district called Kokstad-Sandsli-Flesland in Bergen. The service produced a map with cycle and walking

paths. Project workers distributed trial tickets for public transport to commuters in the area, and single companies were contacted and given presentations about mobility management. The company Aker Kværner has set up and funded their own company bus that runs between the areas of Åsane and Sandsli. Employees that share their car with colleagues to the work place can use specially reserved parking spaces next to the office's entrance.

### **5.3 Mobility management at administrations and institutions**

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There are fewer effective mobility management initiatives implemented in the public sector, in comparison with the private sector. However, the work done in Trondheim local authority is actually one of the few good examples on mobility management in Norway.

#### **Best practice: Trondheim city mobility management**

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Several administrative departments were localised in a new building in the centre of Trondheim in 2004-2006. The new offices are well served by public transport and in addition, several mobility management measures were implemented. A limited amount of parking spaces can be used by employees against a fee. Information on public transport was given to employees, cycling facilities are very good and there is a pool of cars that employees can rent when they need a car for journeys on duty.

The project has shown results. The percentage of employees who take their car to work has decreased from 50 to 10 % after the relocation. The percentage of employees who take their own car for journeys on duty has decreased from 72 to 38%. The project manager stated that it is crucial for local authorities to show a strong political will to work with mobility management, if the project should be effective.

### **5.4 Mobility management at schools**

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Many schools in Norway have been working with mobility management, especially with the youngest students, in classes one to four. The most popular measures are the promotion of walking and cycling to school, e.g. by organising groups of students led by a parent who travel to school together.

#### **Best practise: "Walking bus" Fredrikstad**

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The "Walking bus" project in Fredrikstad is a co-operation between several public and voluntary local organisations and is administrated by the local authority. The project has produced some information material aimed at children, parents and teachers. The message they want to promote is that walking to school is "cool". Parents and children in the first to classes are encouraged to organise walk-to-school groups or "walking buses". Information material will also be distributed to other cities in Norway that show an interest in setting up a similar project.

The project can claim good results. In the city of Fredrikstad, 18 of 22 schools participated. The school with the best results had 90 % of their students walking to school every day all year round.

### **5.5 Mobility management in the field of housing**

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There have not yet been made any efforts using mobility management in residential areas.

## 5.6 Mobility management for events

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Mobility management is important for sustainable events as they involve many people travelling. There are a large number of music festivals in Norway, especially during the summer time. Most of these festivals are working with measures of environmental management, such recycling of waste, organic food, and also sustainable transport.

### **Best practise: Hove festival in Arendal**

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Hove festival is a music festival that is taking place every summer for five days on an island near the city of Arendal. They have a clear environmental profile. In 2007 they were the first "carbon-neutral" festival in Norway. They had mapped all their CO<sub>2</sub> emissions and had compensated for them. They implemented environmental management measures at the same time. The car fleet that they used before, during and after the festival to go to meetings as well as to transport goods and people, consisted of fifteen electrical cars, two hydrogen-fuelled cars, 28 bio diesel or bio ethanol cars, two gas cars and two hybrid cars.

## 5.7 Mobility management in tourism/recreation

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Transport for tourism or recreation in Norway has not been an area for mobility management efforts yet. However, in 2008, the Norwegian eco-tourism labelling scheme has been introduced which also includes criteria for sustainable transport.

### **Best practise: Norwegian eco-tourism certification scheme**

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There are several criteria that eco-tourism businesses must comply with on transport. The company must distribute information on local public transport on their website as well as directly to their guests. The business must keep the use of motor vehicles to a minimum. Ordinary cars that they use should emit less than 140g of CO<sub>2</sub> per kilometre. All other vehicles should comply with EURO 4 standard. Drivers must receive training in economical driving. Organised activities must not be motor based. Furthermore, activities should be sold as part of a longer holiday, not short-trips, to markets that are dependent on air travel to the destination. Marketing should be used only for geographically close markets, restricted to Europe.

## 5.8 Awareness campaigns

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Awareness campaigns usually come in the form of marketing by public transport providers. The company *Ruter* in Oslo for example uses their own buses and tram as advertising means for messages that promote public transport as more effective and relaxing than driving a car. Some transport companies also work towards businesses and larger business districts with marketing and information. Some of the companies, such as *Ruter* in Oslo, start to work together with mobility management consultancies and other co-operations.

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**Best practise: Area oriented marketing for public transport**

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*Ruter*, the Oslo public transport company is targeting commuters by their marketing. They focus on business districts such as Nydalen or Lysaker in Oslo and produce maps of the areas with all transport available. In addition, time tables tailored to the specific areas are published. *Ruter* also contacts businesses directly with tailor made marketing material. They also conduct commuter surveys before and after implementing the marketing measures.

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**5.9 Car sharing**

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There are several different car sharing organisations in the five biggest cities in Norway. The first one was established in 1995, *Oslo Bilkollektivet* and they are now the biggest car sharing organisation in the Nordic countries, with 1000 members. Car sharing is actually growing. *Oslo Bilkollektiv* membership has grown with 30 % annually. Environmental organisations are calling for a co-operation between the car sharing organisations in the different cities as well as an integration with other transport services such as public transport and bicycle rental.

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**5.10 Car pooling**

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Commuter surveys in companies have shown that there is some interest for car pooling amongst employees, however, this mode of transport is not more than a niche. Employees practicing car pooling have most often organised themselves on their own initiative. The environmental organisation "Green everyday" (*Grønn Hverdag*) has developed a web-based database (*Haiketorget.no*) for people looking for car rides and people offering rides, also for everyday commuting purposes. Companies can register closed profiles where only employees of the same company can see ads for rides. The database is unfortunately very little used.

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**5.11 Intermodal and multimodal mobility and integrated products**

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The integration of all mobility possibilities into efficient multimodal services is one of the aims of mobility management. There have not yet been implemented any such projects in Norway.

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**6 Other best practises and the most relevant products**

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Norway has not yet developed standardised products for mobility management.

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**7 Trends and developments**

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Mobility management is a new concept which is little known and used in Norway at the moment. However, with the current focus on climate change and environmental management, the potential for mobility management projects is rather great, especially for larger employers in areas that are well served by public transport.

Knowledge and competence on mobility management is needed for organisations and authorities. This will be one task of the planned National centre for sustainable mobility (*Transnova*), which is to be opened in 2009.

## 8 References

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Gust, I. (2007) *Miljøvennlige arbeidsreiser – Erfaringer og anbefalinger fra pilotarbeid*. Miljødepartementet: Oslo.

### 8.1 Key mobility management personnel

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### 8.2 Websites

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GRIP	<a href="http://www.grip.no">www.grip.no</a>
Grønn hverdag	<a href="http://www.gronnhverdag.no">www.gronnhverdag.no</a>
Mobility Oslo	<a href="http://www.mobilityoslo.no">www.mobilityoslo.no</a>
Norwegian Ministry of the Environment	<a href="http://www.regjeringen.no/en/dep/sd.html?id=791">www.regjeringen.no/en/dep/sd.html?id=791</a>
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Trafikanten, information on public transport in Oslo	<a href="http://www.trafikanten.no">www.trafikanten.no</a>