



Welcome to the second newsletter of the COMMERCE project

COMMERCE is a three year project funded by the European Commission through the Intelligent Energy Europe programme. Its principal objective is to increase the number and improve the quality of Mobility Plans (or Travel Plans) that are developed by public and private organisations across Europe.

COMMERCE brings together experience from leader cities – London and Paris – and provides a framework of training and skill sharing to enable the transfer of this knowledge to four learner cities - Plovdiv, Bucharest, Budapest and Kaunas.

For more information about the COMMERCE project please visit the website www.commerce-eu.org

Pan-European Workplace Mobility Plan Award 2009

The COMMERCE project and EPOMM jointly organise an annual award to recognise the key role that mobility plans can have in reducing CO₂ emissions, congestion and other negative environmental impacts of transport.

The award gives EU-wide recognition for Workplace Mobility Plans and has the following prizes:

- €1000 to develop Mobility Plan facilities
- Paid travel and delegate fees to ECOMM 2009 for shortlisted candidates

- Paid travel and expenses to a Mobility Plan study trip in the EU

Awards - www.epomm.org/award

The number of awards has been extended, and now has 3 categories:

Public Authorities - concentrates on local authorities' efforts to facilitate the implementation of workplace mobility plans regionally and locally.

Employers - concentrates on companies or local authority organisations which have delivered a successful workplace mobility plan (travel plan) for their own staff (minimum 100 employees).

Networks - concentrates on the coordinated efforts of a set of local organisations, which are based within the same locality and which may collectively be responsible for a large percentage of traffic generation, for example business parks, shopping centres, airports and hospitals.



IN THIS ISSUE

Prizes and ECOMM 2009	2
2008 Award Winners	2
Mobility Forums established in Partner cities	3
Skills share programme Kicks off!	3
COMMERCE at Spicycles in Bucharest	4
Synergies COMMERCE/ASTUTE	4

Prizes and ECOMM 2009

Shortlisted candidates will receive an all-expenses trip to the European Conference on Mobility Management (ECOMM) in San Sebastian 13-15 May 2009, www.ecomm2009.eu where the prize winners will be announced. The Conference has been an annual event since 1997 in cities across Europe and regularly attracts 400 delegates from over 30 countries - predominantly European but often Asia and the Americas also. The delegates are a cross-section of national political and ministry representatives, city municipality decision makers, practical implementers of innovative ideas, businesses and consultants. The winners of the 3 award categories will also receive an all expenses study trip to a city and workplace with well established mobility management best practice. This furnishes the winners with new ideas to further roll out sustained and innovative measures, to provide commuters real alternatives to the car and ultimately reduce CO2 emissions. Finally, the €1000 prize for each winner will allow them to fund a few new actions to reward them for their efforts to date. Full details of the awards are available on the EPOMM website. www.epomm.org/award



2008 Award Winners



Left: The Winner of the Employers Award: ST Microelectronics Grenoble, presented by Ben Plowden, Director, Smarter Travel Unit, Transport for London, and Paul Henderson, Head of European Projects, London European Partnership for Transport.



Right: The Winner of the Public Authorities Award: Grenoble Alpes Metropole, presented by Ben Plowden, Director, Smarter Travel Unit, Transport for London, and Paul Henderson, Head of European Projects, London European Partnership for Transport.

In 2008 there were 2 categories of awards: employers and public authorities. The 2008 winner of the Employers category was ST Microelectronics, Grenoble whilst the three shortlisted candidates were Stansted Airport, Inficon AG and the London Borough of Lambeth.

The 2008 winner of the Public Authorities category was Grenoble Alpes Metropole. The three shortlisted candidates were the Brussels region, the City of Zurich and West Trans.

Award winners 2008 study visit to Graz

The 2008 winners of the Pan-European Workplace Mobility Plan Award (PEWTA) for Public Authorities visited the city of Graz to learn about the transport organisation and policies in Graz. The study visit took place from 3-4 November 2008.

The study visit was organised by FGM-AMOR represented by Karl-Heinz Posch and Armin Tüchler on behalf of EPOMM, the European Platform on Mobility Management in the framework of the COMMERCE project.

The winners were represented by Fabienne BARDIN from the Chamber of commerce and industry of Grenoble, who is in charge of the promotion of work mobility plans for employers, and Stéphane GUSMEROLI, manager of transport planning projects in Grenoble Alpes Métropole.

The first meeting was at the Public Transport Company of Graz, GVB, regarding the Graz public bus fleet, which is run on bio fuels. The team discussed the details of implementation of the innovative Graz approach and about future projects, there is a replacement programme in operation which means that when older busses need renewing they will be replaced by new busses powered by biogas-engines.

The following meeting with the Styrian Traffic Association (StVG), an association which negotiates the tariffs with all public transport providers in Styria, focussed on integrated tariffs for customers.

The team also visited representatives from the City of Graz, specifically those with responsibilities for planning the public transport of Graz. The Director

of the GPG and GPS (outsourced parking companies of Graz), explained the parking system of Graz, the implementation of the "green zones" and the expansion of the "blue zones". This included details of the Park & Ride facilities in Graz, the costs/prices, the utilisation and the challenges presented by an ever increasing number of commuters.

The Vice Mayor of Graz met the winners for an interactive discussion about traffic and transportation challenges in Graz. The final visit was to FGM-AMOR's office to discuss European projects and the cycling policies of Graz, several experts on these topics met with the team to provide information and to answer questions.

"We just came back from our study tour in Graz,It really was a great experience and we really want to thank everyone for everything!!! Thanks to the Commerce project partners and Eurocities for giving such an opportunity for our city.

Thanks ...for organising two really interesting days, with lot of meetings (!), visits and discovers in the city. Thanks to the Vice-Mayor of Graz for hosting us and for the interesting exchanges of views on Tuesday. And congratulations to Graz to be such a nice city!!!"

Mobility Forums established in partner cities

Each of the learner partners in the COMMERCE project have established a local workplace forum. The Forums have been set up following an intensive training session run by Transport for London in June 08 for the COMMERCE partners. The Forums are multi stakeholder and reflect the local circumstances. Each Forum has developed a 3 year action plan to

increase the number and quality of workplace mobility plans that are developed in their city.

The first meeting of the Kaunas Forum, which brought together employers, the municipality and transport providers to develop an action plan.



Skill Share programme kicks off !

The skill share programme is one of the key point of the commerce project. Indeed it is at the core of the transferability principle, the skill share programme will ensure the sharing and transfer of methodological know-how and practical experiences. The skill share programme consists of 3 parts :

- training to provide the learner cities with methodological and technical advice so that they can develop and promote mobility plans in their own territories,
- mentoring to guide the partners by giving them advice and answers on a case-by-case basis in order to develop concrete actions,
- work shadowing during which the leaders partners (London and Region Ile-de-France) will host the learner partners for a few days and organise visits and meetings with mobility plan stakeholders to present details of their local situation (regulation, incentives,...) on mobility planning.

During the last project management group, which took place in Plovdiv in early December, the partners worked together to develop the content of the skill share programme, after matching the needs of the learners with the available resources of the leaders.

The delivery of the courses has been distributed between the 2 leaders in the following way : London will provide input for Plovdiv and Kaunas, and Region Ile-de-France will provide support in Budapest and Bucharest. The mentoring and shadowing aspects of the skill share will be developed through an interactive ongoing process based on the key current questions from the learners.

Training materials will be prepared in advance to guarantee the same level of information for every partner. The aim is to provide learners with all the necessary information so that can implement an efficient policy to promote mobility plans in their own local area.

A 3 levels programme has been developed to progress the training step by step.

These 3 levels are :

- 1 Basics : how to get businesses on board : all you need to know about mobility plans. Background knowledge.
- 2 How to develop and manage a travel plan
- 3 How to draw up a territorial approach and support the uptake of mobility plans.

A Fourth level will be added in 2010 : this will be bespoke training for each learner and will be defined according to actions which will be scheduled, or to help overcome specific barriers. Participation in the skill share programme will enable the learner cities to become trainers themselves and so build local capacity.

This information will be available on the European Platform on Mobility Management which is host to a growing number of Mobility Plan Resources and Best Practice. Follow the link where you can request a login and user name:

www.commerce-eu.org/epowt.asp

COMMERCE at Spicycles in Bucharest

As part of the ongoing dissemination activities, Paul Curtis, LEPT was invited to take part in the final conference of the Spicycles project in Bucharest. <http://spicycles.velo.info/>

This interview was first published in the CCIB' newspaper Afacerea nr. 160 (issue date : January 21, 2009 – www.afacerea.ro or www.ccib.ro/ afacerea) This article has been translated and reproduced with permission of CCIB.

“Measures to turn Bucharest into an appealing destination for investors and business people”

How do you feel about the efficiency of Commerce project for a country like Romania and, mainly, for a city like Bucharest?

I think the project will prove to be very efficient, based on what we have learned from the Astute project, whose main objective was to promote walking, cycling and mobility plans in high-density European cities, and encourage and stimulate enterprises to tailor and introduce mobility plans for their employees.

We have conceived mobility forums as a central point to unite all the partners, companies and organisations to discuss mobility plans, focusing on the advantages for the economy and

people's health. We have successfully organised such a forum at CCIB. The next step will be very important: in the following 12 months, Region Ile de France and London who are leading partners in the project, will send specialists in mobility plans to the partner cities from emerging Europe, including Bucharest, at RATB, CCIB and municipalities to discuss with politicians and business people. In the following 12-18 months we expect to see changes in the habits of the people. We have the necessary resources and the framework to do this slowly but surely.

How do you feel about the commitment of CCIB into this project?

CCIB is one of the most enthusiastic and active partners in this project, an assessment reiterated by president Sorin Dimitriu, who confirmed the intention of the Bucharest Chamber of Commerce to get involved in any program that may have a contribution to make Bucharest a more attractive place to work in, for businesses and investments. I think the Commerce project will help CCIB turn the capital city of Romania into a better destination for businesses.

Editor : Sorina VOICA -CCIB

Synergies – COMMERCE/ ASTUTE



In order to increase their knowledge of mobility plans, walking and cycling, the COMMERCE partners have taken part in the final dissemination stages of the ASTUTE project: by becoming ASTUTE Agents.

Bucharest, Budapest, Plovdiv and our observer partner Warsaw all attended a 3 day ASTUTE training session in London 3-5 December

where they met with various mobility management experts such as Sustrans, Walk21, the London Travel Awareness Team, ADEME, Region Ile-de-France, CEN, and Rethinking Cities.

Participating at the ASTUTE final conference along with a briefing on the ASTUTE toolkit helped to give Mobility Plan best practice, supplementing the COMMERCE skill share programme due to start in 2009.

5 resulting ASTUTE Agent workshops have since taken place back in the New Member States in December and January bringing together local

stakeholders to transfer the ASTUTE methodology of identifying and overcoming barriers as well as the best practice in the Toolkit.

The Slovenian Planning Institute has also taken a fully active role.

COMMERCE partners and all Mobility Plan stakeholders are invited to consult the ASTUTE Toolkit which is home to a large number of Best practice examples from across Europe.

www.ASTUTE-eu.org/



ile de France

