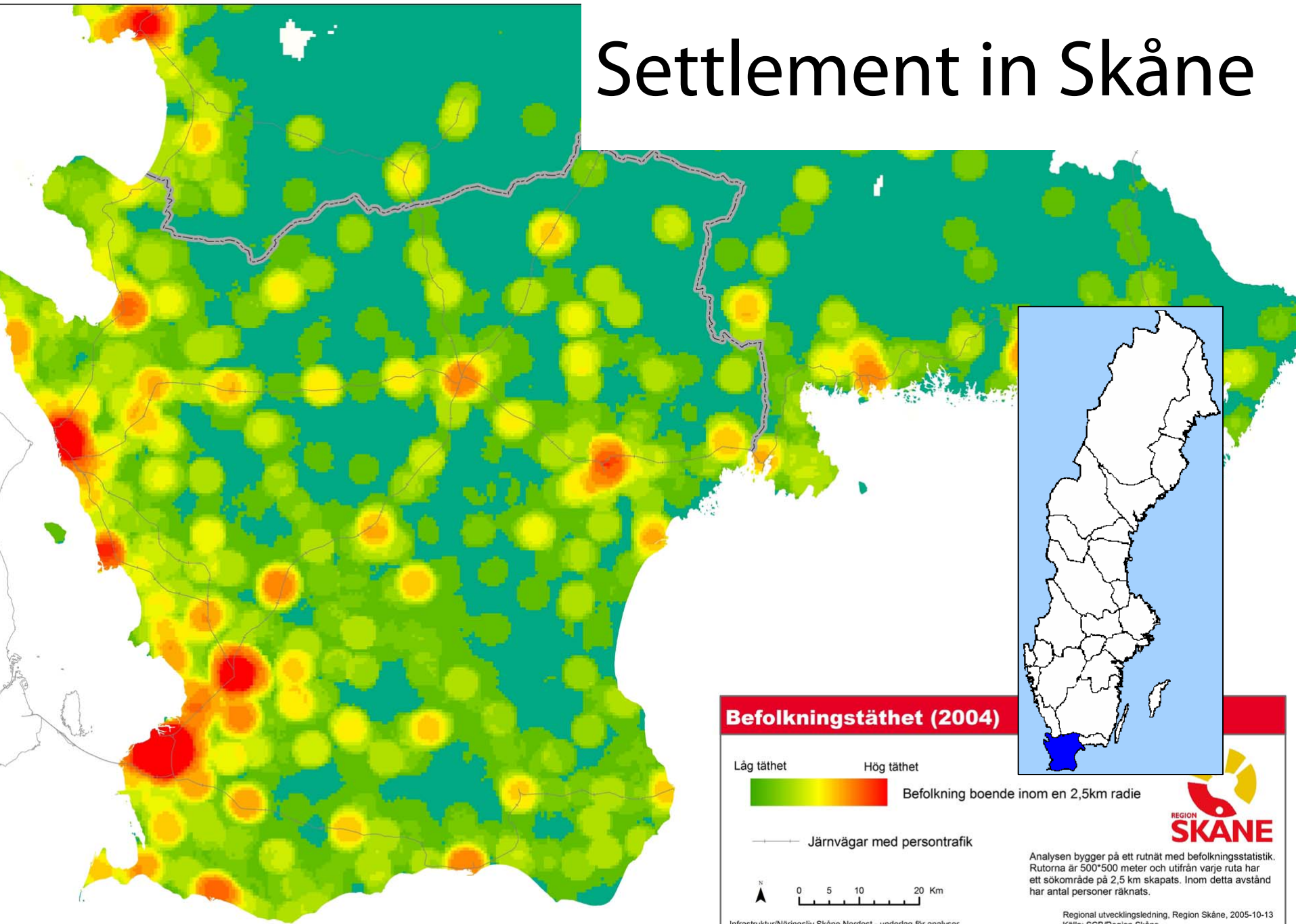


Evaluation of 2 years regional co-operation centre for sustainable transport

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Hållbar Mobilitet Skåne
(Sustainable Mobility in Skåne)




Settlement in Skåne





Vision

It is easy to choose the most sustainable journey and transportation in Skåne.



A regional center for sustainable transports

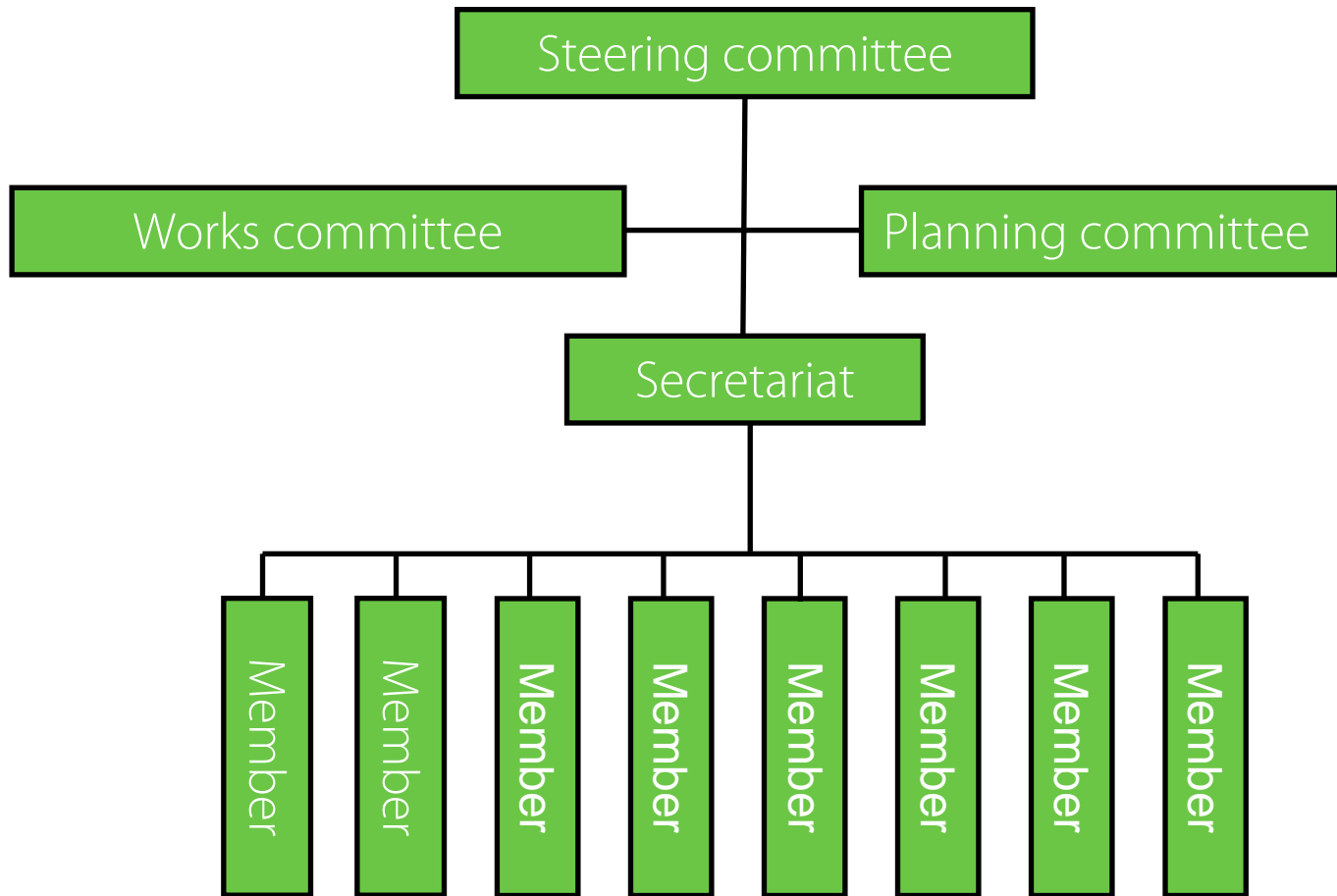
Funded by ...



En investering för framtiden



Structure



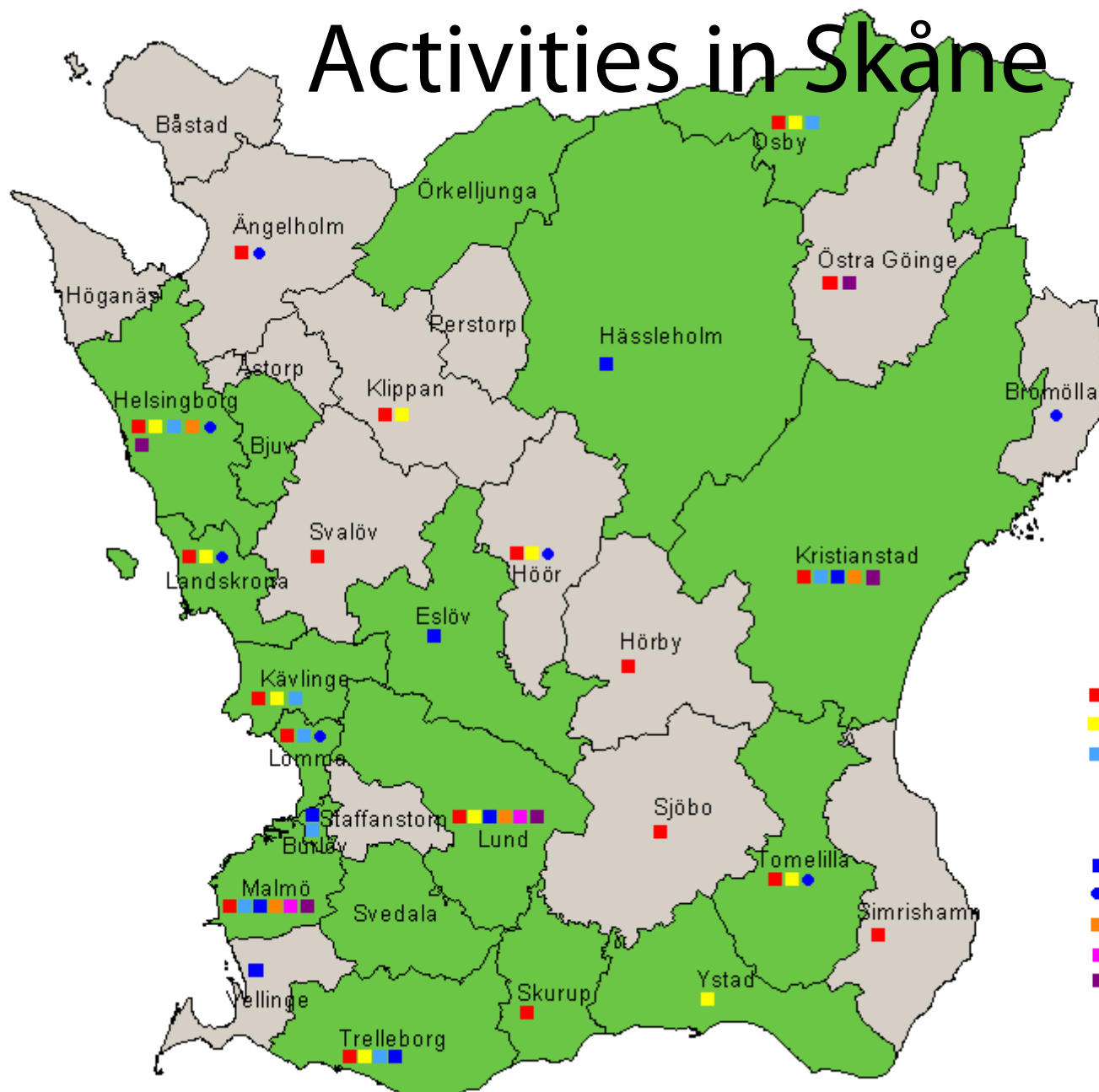


Evaluated by SUMO

(System for Evaluation of Mobility Projects based on MOST-MET)

- Services
 - Home page
 - Newsletters
 - Invitations
 - Projects
 - Forum for consultation
- Option offered
 - Member ship
 - Meeting places (seminars, workshops, study tours)
 - Participation in projects
 - Information
 - Educations
- Effects
 - Collaboration
 - Increased knowledge
 - Change in travel behaviour/mode of transportation
 - Carbon dioxide reduction

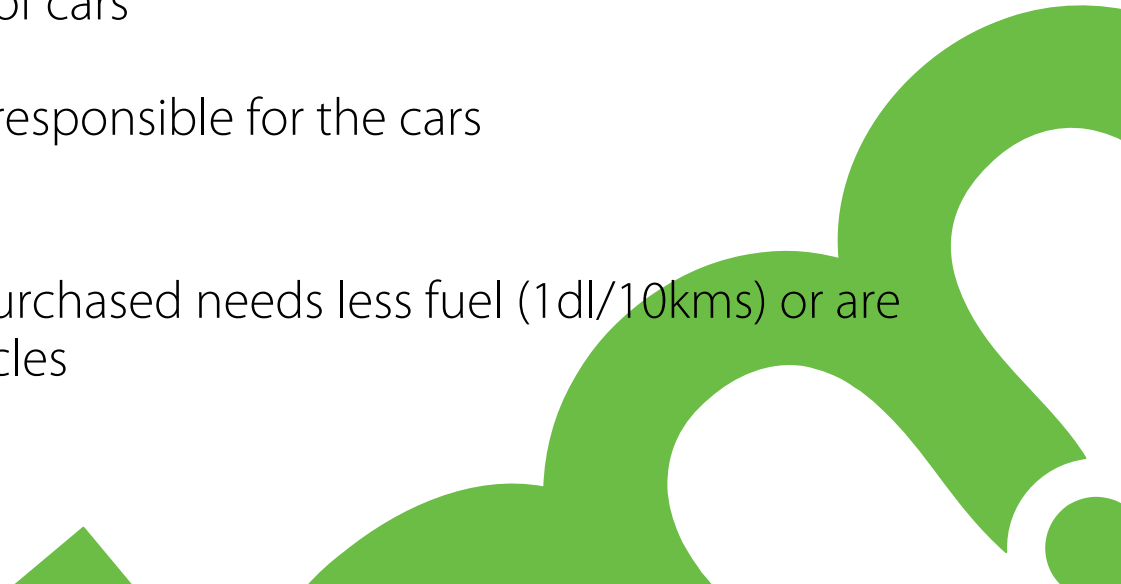
Activities in Skåne



- Purchase policy for cars
- Maintenance
- MM-smörgåsbord (buffet) for Skånes municipalities
 - No ridiculous car trips
 - A friendly road to school
- Pedal Skåne (financing and participants)
- Pedal Skåne (only participants)
- Forum for carsharing
- Tillhåll step 1
- Tillhåll step 2

Purchase policy for cars

- Process together with the municipalities
- Base document
- Areas in the policy
 - Environment and traffic safety
 - Choice of cars
 - Fuels
 - Energy efficiency
 - Exchange of cars
 - Follow up
 - Someone responsible for the cars
- Goal
 - The cars purchased needs less fuel (1dl/10kms) or are clean vehicles



Evaluation

Project: Purchase policy for vehicles

	Level	Today	
Background	External factors	Economic climate Cars offered on the market The price of petrol, ethanol and biogas/natural gas	
	Person-related factors	Political climate in the municipalities	
	Level	Objective	Indicators
Services	Useful activities	<ol style="list-style-type: none"> 1. Phone contact with all municipalities i Skåne (33) 2. Gather and collate facts from the municipalities 3. Workshops 4. Consultant support 5. Contact 	<ol style="list-style-type: none"> 1. All municipalities in Skåne have been contacted 2. Information about the municipalities' car ownership is collected 3. Two workshops have been arranged 4. A consultant has been involved in the process 5. The municipalities have been in contact with a consultant and HMSkånes' employees
	Awareness of mobility services	100 percent of the municipalities are invited to join the project	All 33 municipalities have been invited to take part in the project
	Usage of mobility services	<ol style="list-style-type: none"> 1. 30 percent of the municipalities participate in the project 2. 80 percent of the participants agree to the policy 3. 50 percent of the participated municipalities purchase or lease cars that use 1 dl (0.33 fluid ounces) less fuel per 10 km (6.2 miles) than earlier or choose clean vehicles. 	<ol style="list-style-type: none"> 1. 55 percent of the municipalities participate in the project 2. 28 percent (44 percent) of the participants agree to the policy 3. No valid information available yet.
	Satisfaction with the mobility services	<ol style="list-style-type: none"> 1. 80 percent satisfaction with the workshops 2. 70 percent satisfaction with the product (purchase policy) 3. 50 percent satisfaction with the support offered during the process 	<ol style="list-style-type: none"> 1. 100 percent satisfaction with the workshops (3,9, 12/18) 2. 100 percent satisfaction with the product (4,2, 15/18) 3. 100 percent satisfaction with the process (4,1, 14/18)

Evaluation

Project: Purchase policy for vehicles

Option offered	Acceptance of the option offered	1. At least 10 municipalities from Skåne join the project 2. At least 8 municipalities agree to the policy	1. 18 municipalities joined the project 2. 5 municipalities (8) agree to the policy
	Experimental "individual" behaviour	At least 4 municipalities will purchase more fuel efficient cars or clean vehicles by the end of 2008.	3 municipalities purchase clean vehicles. More to come...
	Satisfaction with the option offered	60 percent of the participated municipalities are satisfied with the purchases made after the purchase policy is accepted.	No valid information available yet.
Effects	Permanent individual behaviour	30 percent buy more efficient cars or clean vehicles	No valid information available yet
	System impact	1.Reduced carbon dioxide emissions 2.More fuel efficient cars and clean vehicles on the second hand market	No valid information available yet



Skånetrampar

Pedal Skåne

- Biking campaign for working places in Skåne
- Target group – companies, regional authorities, hospitals, schools and administrations
- Admission fee 11 € per team member
- 4-15 people in each team
- Two competition periods
 - 27 April-7 June
 - 24 August-4 October



Evaluation

Project: Pedal Skåne

	Level	Today	
Background	External factors	Other similar campaigns Regression	
	Person-related factors	Decision order at the employers	
	Level	Objective	Indicators
Services	Useful activities	1. Home page 2. Advertisement in regional newspapers: Sydsvenska Dagbladet, Skånska Dagbladet, Kristianstads-bladet, Trelleborgs Allehanda 3. Billboards in Lund 4. Build relations with employers	1. www.trampar.se 2. Advertisement in Sydsvenska Dagbladet, Skånska Dagbladet, Kristianstadsbladet, Trelleborgs Allehanda, Landskrona Posten, Helsingborgs Dagblad, Ystads Allehanda, Norra Skåne, Metro, punkt.se, City 3. Billboards in Lund (64 places) 4. 64 employers in Skåne have been contacted by phone
	Awareness of mobility services	100 employers in Skåne have noticed the campaign/competition	Not evaluated - 64 employers in Skåne have been contacted by phone - Information has been sent to 5936 addresses in Skåne
	Usage of mobility services	1. 90 percent of the contestants register cycling 2. 80 percent of those taking part of the competition register at least 10 cycling days	1. 94 percent of the contestant register cycling 2. 86 percent of the contestants register at least 10 cycling days
	Satisfaction with the mobility services	80 percent of the contestants are satisfied with the competition format	86 percent of the contestants were satisfied with the competition format

Evaluation

Project: Pedal Skåne

Option offered	Acceptance of the option offered	1. 2000 people register and take part in the competition 2. 25 employers take part in the competition	1.1448 people took part in the competition 2.58 employers took part in the competition
	Experimental "individual" behaviour	25 percent of the contestants drove to work before the competition	18 (31) percent of the contestants drove to work before the competition
	Satisfaction with the option offered	80 percent of the contestant consider cycling a good mode of transportation	Not examined 20 percent of the contestants have a more positive attitude to cycling after the competition
Effects	Permanent individual behaviour	1.50 percent of the car users continue to cycle after the competition 2.40 percent of the cyclists cycle more after the competition	1.26 percent of the car users continue to cycle after the competition 2.23 percent of the cyclists cycle more after the competition
	System impact	Reduced emission of GHG due to increased cycling, 60 ton CO ₂	20 ton reduced CO ₂ during the competition. During the competition cycling corresponding to 98 ton CO ₂ was registered.

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