

Pan European
Workplace Mobility Plan
Award 2010

PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2010: NO.1 PUBLIC AUTHORITY

To be presented at ECOMM, Graz, 5-7 May 2010



OBJECTIVES	<p>The Pan-European Workplace Mobility Plan Award (PEWTA) was created to reward efforts to reduce CO₂ emissions in urban areas by implementing workplace mobility plans. The PEWTA is awarded in three categories: Public Authorities, Employers and Networks (such as business parks)</p> <p>PEWTA-Public Authorities concentrates on local authorities' efforts to facilitate the implementation of workplace mobility plans. The award aims to demonstrate the essential role that local and regional authorities can play in reducing CO₂ emissions from transport through the implementation of workplace mobility plans as well as to raise awareness of the health, economic and other benefits that such plans can generate.</p>
WHY APPLY?	<p>This is your chance to be rewarded for your efforts in achieving modal shift away from single occupancy car use and to be recognised across Europe. Your prize will be an expenses paid trip to the city of your choice to learn from a pioneering public authority, organisation or network in the field of workplace mobility plans.</p> <p>In addition, we offer a cash prize of 1000 Euros to allow the winner to further develop their mobility plan measures.</p> <p>Last year's PEWTA–Public Authorities winner was WesTrans Travel Plans from United Kingdom.”</p>
CRITERIA	<p>Candidate dossiers will be evaluated by an international panel of experts based on the criteria in the application form which includes:</p> <ol style="list-style-type: none"> 1. the commitment of the public authority for reducing CO₂ emission levels in its urban area (policy strategy); 2. the inclusion of workplace mobility planning as an important measure within the action plan (objectives, measures and targets); 3. the strategic approach adopted for communicating and promoting workplace mobility planning in the urban area; 4. the measurable impacts of workplace mobility plans in terms of modal split.

REQUIREMENTS/ STANDARDS FOR CONTRIBUTIONS	<p>The award is open to local and regional authorities. All applicants should submit a complete and detailed application form in English. In addition, applicants are invited to submit:</p> <ol style="list-style-type: none"> 1. a copy of the action plan on coordination of efforts and promotion of workplace mobility planning, 2. a list of organisations implementing a workplace mobility plan in the urban area, 3. local, regional or national policies or documents supporting the uptake of workplace mobility plans, 4. an evaluation report highlighting the impacts of the implementation of workplace mobility plans, in particular regarding evidence of CO2 reductions (if available).
DEADLINE FOR SUBMISSIONS	<p>Send your application to:</p> <p>EUROCITIES 1, square de Meeûs, BE – 1000 Brussels Ms. Melanie Leroy, Tel: +32 2 552 08 81 melanie.leroy@eurocities.eu</p> <p>Deadline: 8 February 2010</p>
BACKGROUND	<p>The PEWTA is delivered in a partnership between EPOMM and COMMERCE</p> <p>EPOMM is the European Platform on Mobility Management, a network of governments in European countries that are engaged in Mobility Management (MM). They are represented by the Ministries that are responsible for MM in their countries. EPOMM organises the yearly European Conference on Mobility Management, ECOMM.</p> <p>COMMERCE is a European project funded by the Intelligent Energy Europe programme, comprising the cities of Budapest, Bucharest, Kaunas, London, Paris and Plovdiv. COMMERCE aims to facilitate the uptake of workplace mobility plans by establishing concrete partnerships between local authority actors and businesses across Europe, enabling mentoring and exchange of expertise. The ultimate goal of COMMERCE is to reduce excessive CO2 emissions in urban areas through the promotion of workplace mobility plans.</p>
AWARD CEREMONY	<p>The presentation of this Award will take place at an official award ceremony in Graz during the European Conference on Mobility Management on 5-7 May 2010. The winner of the prize will be invited to present and display its experience on stage and will be highlighted in the EPOMM and COMMERCE websites.</p>
FURTHER INFORMATION	<p>For further information, please contact:</p> <p>Ms. Melanie Leroy, Tel: +32 2 552 08 81; melanie.leroy@eurocities.eu Mr. Paul Curtis, Tel: +44 (0) 20 7934 9536; Paul.Curtis@lept-eu.org</p> <p>For more on ECOMM 2010, see www.ecomm2010.eu For more on EPOMM and ECOMM, see www.epomm.org For more on COMMERCE, see www.commerce-eu.org</p>

APPLICATION FORM

PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2010: PEWTA-PUBLIC AUTHORITY

Please send your entry to EUROCITIES:

*1, square de Meeûs, BE – 1000 Brussels
melanie.leroy@eurocities.eu*

This call closes on 8 February 2010

DETAILS OF APPLICANT

Local or Regional Authority	Brussels Environment – IBGE in collaboration with Brussels Mobility - AED
Country	Belgium
ADDRESS:	
Street / Post box	Gulledelle 100
Postal Code, City	1200 Brussels
CONTACT PERSON:	
Name	Hollander Sarah
Telephone	+32/27757952
Fax	+32/27757679
Email	sho@ibgebim.be
Website	www.bruxellesenvironnement.be

Key data on the authority's jurisdiction	Municipality or region: Brussels-Capital Region
	Size of jurisdiction: 160 km ²
	Population: 1.000.000
	Other useful information: - Brussels Environnement –IBGE is the administration for the management of the environment and energy of the Brussels-Capital Region - Brussels Mobility – AED is the administration of transport equipments of the Brussels-Capital Region - The Follow-up Cell on WMPs is composed by members of both administrations.

0. Summary

Please provide a brief overview of how your local/regional authority is promoting workplace mobility planning in its urban area (max 150 words).

Since 2004, all public or private law organisations in the Brussels Region employing **more than 200 people on a same site** have to draw up a WMP. This obligation was foreseen in the Brussels' Decree of 1999 on the improvement of air quality.

It currently concerns 270 sites and affects 240,000 employees, i.e. a third of the labour force in Brussels.

The obligation consists of making a mobility analysis and drawing up an action plan. The Region helps companies to draw up their WMP and gives an advice on each plan.

Since the aim is to improve air quality, the Region places emphasis on the action plan.

In order to increase efficiency, the Region recently approved a new decree, relating to WMP (14/05/09). It lowers the responsibility threshold to all organisations employing **more than 100 people on a site**, facilitates the procedures and provides for compulsory actions. Planned implementation date: 2011.

1. COMMITMENT. Please provide information on:

- Long term policy strategy (aims and objectives)
 - Information on specific modal shift
- Support from high-level politicians

Today, the Brussels-Capital Region offers employment to about 680,000 people. More than half of these workers live outside the Region and 57% of them travel to work by car with most driving alone. Improving mobility is essential to maintaining the economic appeal of Brussels.

In its Development Plan and its Mobility Plan, the Brussels Region has set 2020 as its goal to reduce traffic in the Region by 20 % compared with 2001. This is necessary to achieve the Region's Kyoto commitments, to respect air quality standards and to improve its inhabitants' living environment.

As such, the development of public transport remains the priority of the authorities in Brussels, as well as the development of walking and cycling both for private purpose and for travelling to and from work. Consequently, the challenge consists of setting up a range of measures aimed at ensuring sustainable mobility, and this range should feature in the mobility plans. Since 2004, WMP are compulsory in the Brussels Region. The new decree of 14/05/09 relating to mobility plans reinforces the WMP responsibility and also makes it compulsory to set up mobility plans for schools and activities.

In terms of WMP, the implementation of the new decree will allow the Region to:

- extend the scope of the WMP by making them compulsory as from 100 employees instead of the current 200. This will double the number of sites concerned (approximately 300 additional sites and 40,000 more employees);
- make some actions compulsory:
 - Designate a mobility coordinator;
 - WMP information and communication campaign among employees;
 - Creation of a multimodal access plan;
 - Installation of bicycle parking spaces;
 - Creation of an action plan for peak pollution times.

These actions should lead to a modal shift.

2. INCLUSION OF WORKPLACE MOBILITY PLANNING

- What support do organisations receive from your local/regional authority?
Do you have dedicated staff and budget?

- The Follow up Cell of Brussels Environment and Brussels Mobility is in charge of managing the WMP responsibility. Its role is to give an **advice on each WMP**, but also to help companies during each stage of elaborating their plan.
- Brussels Environment provides organisations with **global methodological help** associated with setting up their plans on her [website](http://www.bruxellesenvironnement.be) of (www.bruxellesenvironnement.be > professionnels > mobilité):
 - Information about the WMP responsibility
 - Information sheets on the measures to take within the framework of an action plan: organising car-pooling, encouraging cycling, etc.
 - a **mapping tool** called “Gismob”. This allows organisations to visualise the journeys made between work and home by their staff according to the types of transport used. This information is indeed essential for choosing the most suitable measures and to establish the WMP’s priorities. The Gismob tool also allows you to calculate the environmental impact of the journeys made (www.gismob.irisnet.be).
- Brussels Mobility provides organisations with help relating to mobility issues of the plan and plays the role of relay between companies and mobility partners (public transport, cycling, car-pooling) and social partners.
- The Follow up Cell organise **seminars** for corporate mobility coordinators on various subjects: Multimodality and WMP (2007); Managing CO2 Emissions: which tools to choose (2008); My company takes action during pollution peaks (2009), etc.
- They also offer organisations to participate in **employee awareness campaigns** concerning alternative travel methods to the car, such as:
 - The “Friday Bikeday” campaign, which consists of promoting and encouraging cycling to and from work on Fridays. The “Friday Bikeday” depends on the mobilisation of the participating companies. They set themselves the goal of encouraging their employees to participate in Friday Bikeday. For this purpose, they have a series of communication elements (explanations, concrete tools, logos, posters, e-mail, etc.) on the operation’s website (www.fridaybikeday.be).
 - The “Car-free workday” campaign on 22nd September, European car-free day. Brussels Mobility encourage companies to organise a “Car-free day” and offer them communication supports and a platform to exchange ideas and experiences. Brussels Environment calculate the results in terms of CO2 reduction for each organisation. (www.dimanchesansvoiture.irisnet.be)
- Finally, some companies (according to certain conditions) can receive **financial aids** from the Brussels-Capital Region to install cycling infrastructures (parking, showers and changing rooms). For more info: www.primespme.be

As regards human resources, the number of people currently involved in implementing the WMP responsibility and the budgets is as follows:

Brussels Environment :	Brussels Mobility :
- 3 university-level people - ½ administrative assistant	- 1.5 university-level people
Help tools to implement a WMP: €30,000/year	

3. COMMUNICATION

Please list all awareness-raising specific methods used to promote workplace mobility plans towards businesses, employees, visitors and external partners. Please give examples.

Raising awareness with respect to creating a WMP is mainly aimed directly at companies. However, some information actions are also aimed at private individuals (employees).

Companies

Direct mailing

- Companies are informed by letter if they have not submitted their WMP, or suitably updated their WMP.
- In the **advice** on the WMP, the Follow Up Cell encourages the companies to take the measures that best correspond to their situation.
- **E-news.** The Follow Up Cell regularly send out a WMP e-letter to companies to encourage them to participate in actions, inform them of the latest developments in terms of mobility, communicate the results of the WMP action, etc.

Information through company federations

- The follow-up cell has presented the WMP responsibility and its results several times at seminars of the Brussels association of companies (BECI).

WMP training and mobility forums

- The follow-up unit has organised several training sessions for company mobility coordinators as well as for union representatives on creating WMP. The training sessions also aim to share good practices.
- In 2009, the Region subsidised the “corporate mobility management” training sessions, organised by the CIEM interuniversity centre.

- The follow-up unit organised several “mobility forums”, allowing mobility coordinators to meet operators of public transport, the promotion of cycling and car-pooling.

Raising awareness through the regional eco-dynamic company label

- To obtain EMAS certification or the regional eco-dynamic company label, the companies concerned with the WMP responsibility must have everything in order for their WMP.

Information via the internet, brochures, magazines

- Brussels Environment informs companies through its [website](#). Articles on WMP are published in “Brussels Environment News”, the magazine for Brussels Environment professionals.
- Brochures were created on the measures to be taken, the installation of a good bicycle shed, etc.

Companies and employees

Awareness campaigns

- The Region developed the Friday Bikeday campaign (www.fridaybikeday.be) to encourage companies to promote cycling within the company. The campaign also allows employees to participate and convince their company to participate.

Press

The WMP results were communicated by the Ministers of the Environment and Mobility.

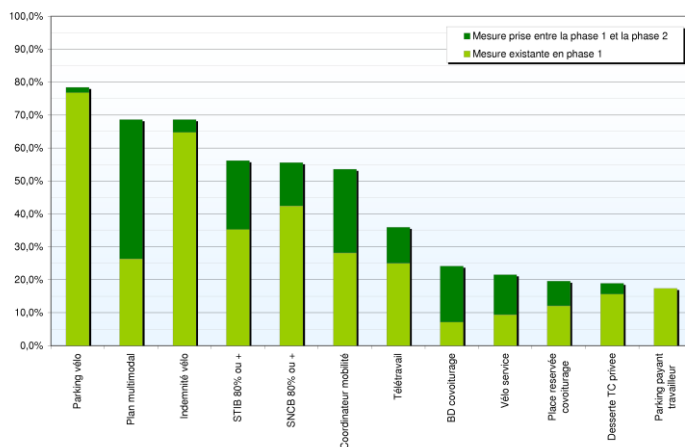
4. EVALUATION
 Please describe monitoring schemes used to evaluate your actions. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc. (max 150 words).

The WMP obligation has to be introduced in phases. This makes a long term monitoring possible:

- WMP Phase 1-form: mobility analysis (modal data distribution, parking, etc.) and action plan (measures in place and planned)
- WMP Phase 2-form: action plan
- WMP Update-form: updating the mobility data and the action plan

The Follow-up Cell gives companies an advice on each phase allowing follow-up at company level. The data is encoded allowing the evaluation of the action on a global level.

Example: evolution of the measures taken by companies:



The administrative procedure provided for an annual follow-up of the data. In reality, this procedure turned out to be too cumbersome and difficult to apply. The new decree subsequently provides for a follow-up of the WMP every three years.

Some indicators on the journey to and from work are also available through the federal survey for all companies with more than 100 employees, which takes place every three years.

5. MEASURABLE IMPACTS. Please tell us:

- a) how many organisations (including sector and number of employees) have adopted a workplace mobility plan during the current programme
- b) how many organisations are committed to making a workplace mobility plan

If available, figures relating to modal shift as a result of your activities

On 31st December 2009, 270 WMP (concerning 240,000 employees) in phase 1 were introduced. Among those, 215 sites (200,000 employees) have introduced a phase 2 (81%) and 70 sites have already completed their updating phase.

<i>Activity sector</i>	<i>Nb of sites</i>	<i>Nb of employees</i>
Federal administrations	43	41.408
Bancs and insurances	32	40.970
European Institutions	10	30.069
Hospitals	27	22.649
Head quarters / private sector	43	21.413
Others	25	12.558
Local administrations	20	10.076
Telecommunications	8	9.966
Education	7	9.941
Administrations of the Flemish Region	8	7.382
Administrations of the Brussels Region	6	6.085
Medias	4	5.057
Transport services	7	4.945
Distribution and logistics	7	5.193
Water and energy	7	3.463
Industrial sites	4	3.262
Mutuality	6	2.569
Commerce	3	1.153
Hotels	3	897
Theatres	1	450
Total	271	239.506

With the implementation of the new decree, which extends the WMP responsibility to companies employing more than 100 people (instead of 200 as before), some further 300 sites and 40,000 employees will be concerned with a WMP.

Modal Shift

On the basis of the data from the federal survey relating to journeys to and from work, it was observed in Belgium that between June 2005 and June 2008, the part of the car had reduced by 1.6 %.

In 2005, 65.6 % of employees took their car to work, compared with 64 % in 2008.

This reduction is even more pronounced in Brussels, because the share of cars dropped from 44.7 % in 2005 to 40.8 % in 2008, i.e. a reduction of 3.9 %! At the same time, the use of public transport into the capital has increased, reaching 34 % for the train (+2.5%) and 15.7% for urban transport (+1.2%).

This positive evolution could be partly linked to the WMP action in Brussels. The same survey shows that the number of measures taken within companies to develop alternatives to car travel (information, reimbursement, infrastructure, etc.) has increased more in Brussels (+25%) than in Wallonia (+17%) or in Flanders (+15%) where there is no WMP responsibility.

6. Value for Money.

Indicate the level of investment made by your local/regional authority in the current programming period on mobility plan activities

Year	Brussel Environment:	Brussels Mobility:	Total budget
2004	-1.5 university-level people -Help tools to implement a WMP: 30,000	- 1 university-level person	120.000€/an
2005	-1.5 university-level people -0.5 administrative -Help tools to implement a WMP: €30,000/an	-1.5 university-level people	149.000€/an
2006	-1.5 university-level people -0.5 administrative -Help tools to implement a WMP: €30,000/an	-1.5 university-level people	149.000€/an
2007	2 university-level people -0.5 administrative -Help tools to implement a CMP: €30,000/an	- 1 university-level person	149.000€/an
2008	3 university-level people -0.5 administrative -Help tools to implement a CMP: €30,000/an	- 1 university-level person	185.000€/an
2009	3 university-level people -0.5 administrative -Help tools to implement a CMP: €30,000/an	-1,5 university-level people	203.000€/an
Total 2004-2009			955.000€/2004-2009

Furthermore, projects aimed at raising awareness in companies about other forms of mobility, the costs of which are not listed here, are carried out in partnership with other partners such as public transport companies, cycling associations, Carpoolplaza, etc.

7. BONUS

Please describe what you feel is particularly innovative in your approach to workplace travel planning. (max 150 words).

The most important innovation is the fact that the “work travel plan” is a legal obligation for all public and private companies that employs more than 200 workers.

The approach aims long term results and is based on management, investment and tools.

The next points make it particularly complete:

- Follow-up shared between the administrations of mobility, environment, public transports and local authorities
- The administration plays the role of a free advice expert for all companies and gives a huge added value
- Many tools are created to help companies to manage their mobility (cartographical tool, access map, information guide, seminars,...)
- Ideas and experiences are collected and shared with all companies (Enews,...)
- Appliance to all activity sectors
- Concerns 30% of the employment in Brussels
- In 2011 following actions become obligatory:
 - o Bicycle parking
 - o Mobility manager
 - o Mobility information for workers
 - o Access map
 - o Plan for acute pollution situations



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CERTIFICATION FORM

Name of local authority:	Brussels Environment – IBGE in collaboration with Brussels Mobility - AED
Country:	Belgium
Name of contact person responsible for the award submission:	Hollander Sarah
Contact person Telephone n°:	+32 2 775.79.52
Contact person Email address:	sho@ibgebim.be

Dear Sir/Madam,

On behalf of Brussels Environment – IBGE I hereby verify that the information contained within our application for the Pan-European Workplace Mobility Plan Award 2010 is an accurate reflection of the work that is being undertaken by Brussels Environment – IBGE in collaboration with Brussels Mobility – AED.

Yours sincerely,

Name of signatory: Jean-Pierre Hannequart
Title of signatory: Directeur Général

Jean DELFOSSE
Directeur