



Dear reader,

As dissemination partner in the recently finalised COMMERCE project, EPOMM is happy to present you with this extra issue on the results of COMMERCE. Increasing the quality and quantity of Workplace Mobility Plans in the EU. With levels of understanding and implementing of Workplace Travel Plans differing so much across the EU, how can cities work together to empower the relevant stakeholders, and increase the take up and the quality of Travel Plans? The COMMERCE project has achieved this objective, by using a structured methodology of engagement.

Introduction

The objective of COMMERCE was to develop, deliver and mainstream workplace travel plans (WTPs) amongst Europe's commuting public, ultimately to reduce associated CO2 emissions. It aimed also to create the demand for Travel Plans in the New Member States, when in 2007 they did not exist.

It further worked towards improving and standardising the Travel Plan Programmes of London and Paris and developed new Travel Plan techniques such as Travel Plan Groups or Networks comprising multiple businesses.

To achieve this, and lay the foundations for a sustainable delivery of Travel Plans amongst partners and beyond, COMMERCE developed:

- Pan-EU Workplace Travel Plan Standards;
- An online Platform with many downloadable Travel Plan resources (this is found in the [COMMERCE Group](#) on www.allinx.eu);
- A programme of Travel Plan Training and mentoring;
- Workplace Travel Plan Awards recognising excellence; and
- Workplace Travel Plan Forums constituting a permanent driving force for the delivery of Travel Plans.

The COMMERCE partners were London, Paris (region Ile-de-France & ARENE Ile-de-France), Bucharest, Budapest, Kaunas and Plovdiv with EPOMM providing expertise on Mobility Plans.

European Platform on Workplace Travel Plans

Over the course of the project, COMMERCE collated a significant amount of downloadable resources allowing public and private sector stakeholders to better promote Travel Plans locally.

The Platform is actually a specially designed Group Page of the Mobility Management platform [allinx](#).

Resources available on Allinx COMMERCE Group include:

- Travel Plan best practice examples;





- Translated best practice and guides on Travel Plan benefits;
- Travel Plan Award winners and other applicants;
- Downloadable Travel Plan training presentations;
- Travel Plan standards publication and newsletters;
- Guide to travel plan monitoring tools; and
- Carbon calculators.

Several of these resources are also available in Bulgarian, French, Hungarian, Lithuanian and Romanian. You can then also search for the many related Travel Plan pages and projects on Allinx.

How to access the Travel Plan Platform (for the first time):

- Go to www.allinx.eu.
- Register to gain your login and password.
- Then log in and click on GROUPS.
- Go to [COMMERCE Group](#) and "Join Group"
- Then look through all the "Group Pages".

A selection of the publications of COMMERCE and other Mobility Management projects is also available on EPOMM's [Country pages](#) (click on a country and go to "Documents").

European Workplace Travel Plan Standards



COMMERCE has developed standards and guidance for the delivery of successful workplace travel plans across the EU. This constitutes a benchmarking tool to compare travel plan quality as well as a management tool for self improvement. They have been designed to be relevant to public and private sector stakeholders. The criteria to be fulfilled are organised under the following headings:

- Strategic focus
- Stakeholder commitment
- Site audit and Travel Survey
- Objectives and targets
- Actions and measures
- Monitoring an evaluation
- Costs and cost benefits

The criteria belong to either a basic, an intermediate or an advanced level of workplace travel planning. In order to achieve a certain level, the business should be able to demonstrate compliance with all criteria from that level.

The glossy publications of the Travel Plan Standards are available in [English](#), [French](#), [Romanian](#), [Bulgarian](#), [Lithuanian](#) and [Hungarian](#).

Pan-European Workplace Travel Plan Awards (PEWTA)



The [Pan-European Workplace Travel Plan Awards \(PEWTA\)](#) awarded best practice in Travel Plans. They proved to be a real success attracting 111 applications over 3 years, and extended awareness to countries where the value of travel plans was not well known. They were managed by EPOMM. COMMERCE developed a tried and tested model for the delivery of an award, which can be transferred to other EU projects.

The 3 categories of awards for Public Authorities, Employers and Networks became an integral part of the [European Conference on Mobility Management \(ECOMM\)](#) through the annual award ceremony. The last winners include [Tisséo](#), the public transport authority in Toulouse (France) - see measures also on [MaxEva](#); [British Sky Broadcasting](#), a media company - see case also on [MaxEva](#); [Heathrow Airport](#) in London - see case also on [MaxEva](#); and [Studio Metropolitana](#) for their travel plan project on Rakoczi Avenue, a shopping street in Budapest.

The applications captured over the last three years have been brought together on the Platform and constitute a strong source of best practice. For this and to see all the winners' travel plan details, click [here](#). You must log into the site and become a COMMERCE group member to access all the information.

Skill Share Programme



One of the key components the COMMERCE project was to transfer know-how from London and Ile-de-France to the 4 learner city partners Budapest, Bucharest, Kaunas and Plovdiv, with the addition of Warsaw, an observer city.

This was conducted through 9 tailored programmes of training, workshops and presentations on travel plan rationale, techniques and examples. It has furnished Budapest, Bucharest, Kaunas, Plovdiv and Warsaw with the skills to make their first steps in implementing WTPs. Trainees included 24 municipal staff across the partner cities, business staff, trade unions, ministerial staff, public transport authorities, university staff and students...

Many of the training presentations are available for download on the Platform [allinx](#).

Workplace Travel Plan development



In London, one of the lead COMMERCE partners LEPT took forward the travel plan agenda by developing a large scale travel plan network encompassing 40 businesses, local authorities and NGOs. This network is called the Golden Mile Transport Group, based in the London Borough of Hounslow, and covers 20,000 staff. Through the pooling of resources, economies of scale have been derived in the provision of shared pool bikes, real-time public transport information and a joint website. A single travel plan now covers 20,000 staff and businesses contribute the running costs of the Group making it self-sustaining. Modal shift will be calculated in 2012.

An example of one of the many initiatives rolled out in the Golden Mile, is the 'Try Cycling' scheme. This offered a free bike to staff for a 4 week trial including equipment, cycle training and route planning. At the end of the trial the employee had the option to buy the bike and equipment at discounted rate with an analysis of kilometres cycled, CO2 saved and calories burned. 71 out of 74 participants completed the trial and 19 bought bikes at the end. 75% said their journey to work was less stressful.

Please see the [Golden Mile website](#) for more details on the outputs of the group, the [real-time map](#) and the [GM Group publication](#) showing how they have successfully set up a large scale network.



Elsewhere, in the Ile de France region, COMMERCE entailed the establishment of an exciting and revolutionary partnership called [Pro'Mobilitéé](#) (FR). It includes eight main stakeholders acting for the transport in the region Ile-de-France and is delivering a new regional policy to support business WTPs. This was triggered partly by exchanges with COMMERCE partners benchmarking the different approaches. A network of mobility advisors have been trained up to engage businesses who are offered financial incentives if they form Travel Plan groups. 275,000 employees are now covered by a travel plan in the region, a massive achievement. Read more about Pro-Mobilitéé and

the travel plan achievements of the other COMMERCE partners in chapter 6.3 of the [COMMERCE Final Report](#).

Conclusion



The approach and methodology adopted by the COMMERCE project, from training through to implementation is a success, and such transferability should be considered for future EU projects.

This exercise has proven that the COMMERCE project has directly developed and enhanced the environment in which Travel Plans now operate. This is apparent both in the New Member State cities, as well as London and Paris. Future monitoring of modal shift will determine the level of CO2 saved by such actions.

MORE INFORMATION

Full information on Results, Recommendations and Outputs can be downloaded from the [COMMERCE website](#) with practical downloads to help you deliver a successful Travel Plan available on the Platform [allinx](#) (go to Groups/ COMMERCE Group/ Group Pages. You must log into the site to access all the information).

Upcoming events

- Momo Car-sharing Final Conference"
15 September 2011 - Brussels, Belgium
www.momo-cs.eu
- PIMMS TRANSFER & EPOMM-Plus Network Meeting
4 October 2011 - London, UK
More info on this [here](#)
Please register [here](#)
- Apply for a 2012 Eurostar Ashden Award for Sustainable Travel
EPOMM supports the 2012 Eurostar Ashden Award for Sustainable Travel. If your organisation is delivering or facilitating sustainable travel at a local level, and is based in Belgium, France or the UK, then you can apply for this award. Winners will share £30,000 in prize money. Deadline for submission is 25 October. Find more information [here](#).

For more events, please visit the [EPOMM Calendar](#).



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