



Welcome to the final COMMERCE newsletter

After 3 years the COMMERCE project draws to a close. It is funded by the **European Commission** through the **Intelligent Energy Europe** programme. Ending in September 2010, we have helped to improve the quantity and quality of Workplace Travel Plans in the EU, especially in the New Member States.

We have developed travel plan awards and standards, delivered training and mentoring, set up an online forum of resources as well as physical forums in each partner city, and have driven forward the travel plan agenda, thanks to the resulting frameworks that have been established.

There will be a wealth of transferable travel plan resources available for download at the end of the project on both the COMMERCE and Allinx websites. Read on for more information!

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Pan-European Workplace Travel Plan Awards (PEWTA) 2010



Employers Award Winner - British Sky Broadcasting, London

Recognising successful travel plans of individual organisations.

Graz played host to the third PEWTA awards, as part of the European Conference on Mobility Management. The award recognises and rewards the strongest and most innovative Travel Plans across the EU making significant steps in reducing carbon emissions from commuting journeys.

Public Authorities Award Winner – Tisseo, Toulouse

Recognising efforts of local authorities to promote and implement workplace travel plans in urban areas, regionally and locally.

The Toulouse Public Transport Authority, offers a support package to companies throughout the city region to help them get their Travel Plans started. Two

dedicated Personalised Travel Assistants engage companies and then offer tools such as car sharing, car pooling and bicycles. This is helping to hit the target of 15% cycle modal share by 2020.

Runners up: Lambeth Business Travel Network in London and the Brussels Environment IBGE in Belgium

This Travel Plan covers 7,000 staff across its Osterley site and has achieved a significant decrease in car use at this site between 2006 and 2009. Also, modal share of walking and cycling have both increased thanks to extra showers, personalised travel plans for staff and an on-site cycle centre.

Runners up:
MaterMisericordiae Hospital in Dublin and Université Catholique de Lille.



Fig.1



Fig.2



Fig.3



Fig.4

Figure 1: SKY Cycle Centre
Figures 2-4: SKY secure cycle parking



Networks Award Winner – Heathrow Airport, London
Recognising successful area-based travel plans, or networks.

Heathrow Airport in London took the Networks Award. With 42 companies signed up to the Heathrow Travel Plan, it encompasses 75% of the 76,000 staff that work at the site. Between 2004 and 2009, the Travel Plan achieved a reduction in single occupancy car use from 72% to 62% modal share.

Runners up: Saint Quentin en Yvelines and CCIV, France and Teddington Travel to Work, London.

The 3 winners received €1000 cash to spend on Travel Plan measures as well as a study trip to the destination of their choice.



Special Achievement Award Winner - Rakoczi Avenue, Budapest

Recognising organisations making significant progress in Travel Planning by overcoming local barriers

A Special Achievement Award was also presented to Studio Metropolitana for its work in developing Travel Plan measures for the businesses and residents along Rakoczi Avenue, making it more attractive to shoppers and improving the walking environment.

The PEWTA reports can be downloaded from the COMMERCE website www.commerce-eu.org.

PEWTA applications from the last three years can be downloaded from the COMMERCE Group on www.allinx.eu.

Skill-Share Programme



One of the main goals of the COMMERCE project was to transfer know-how from London and Paris to the 4 learner city partners. This has been carried out through a tailored programme of training, workshops and presentations on travel plan rationale and techniques. It has furnished Budapest, Bucharest, Kaunas and Plovdiv with the skills to make their first steps in implementing WTPs. These resources comprise a step by step tool to train up both public and private sector staff and cover themes such as;

- What are travel plans / mobility plans?
- Successful case studies
- Travel Plan Groups
- Marketing Behaviour Change
- Workshop Exercises

All available to download from the COMMERCE Group on www.allinx.eu.

As an illustration of this customised training, the experience of Bucharest is really interesting.

It transpired that direct training of companies was not yet suitable, as no firm was ready to engage. Instead of targeting companies, it was more useful to focus on the development of mobility advisors within local authorities who will be able then in a long-term view, to advice companies.

Some Skill Share Programmes

London to Plovdiv 2009 & 2010
Kaunas to London 2009
London to Kaunas 2008
Paris to Bucharest 2009
Budapest to Paris 2010

Impact

- Network Travel Plan set up in Kaunas
- 4 Mobility Plans set up in Budapest including PEWTA winner 2010!
- Political support for Travel Plans in Plovdiv
- Bucharest public transport authority and chamber of commerce able to give travel plan training. SIVECO PEWTA winner 2009!

Workplace Travel Plan Forums

A fine achievement of the COMMERCE project, has been to successfully establish Travel Plan Forums in each of the partner cities. These have acted as the focal point for public and private stakeholder engagement, and the driving force for local travel plan delivery.

Forum meetings have taken place at least 3 times in each over the last 18 months, and now have mobilised Trade Unions, Chambers of Commerce, Businesses, Public Transport Authorities, municipalities, NGOs, energy agencies and multi-nationals. The on-site travel plan training has been targeted to this broad audience, and the benefits have started to emerge, with travel plans now finally being set up in the New Member States.

Resources continue to be uploaded on the COMMERCE

Group on www.allinx.eu to help these forums continue to engage businesses, using tried and tested engagement models and tangible business cases.

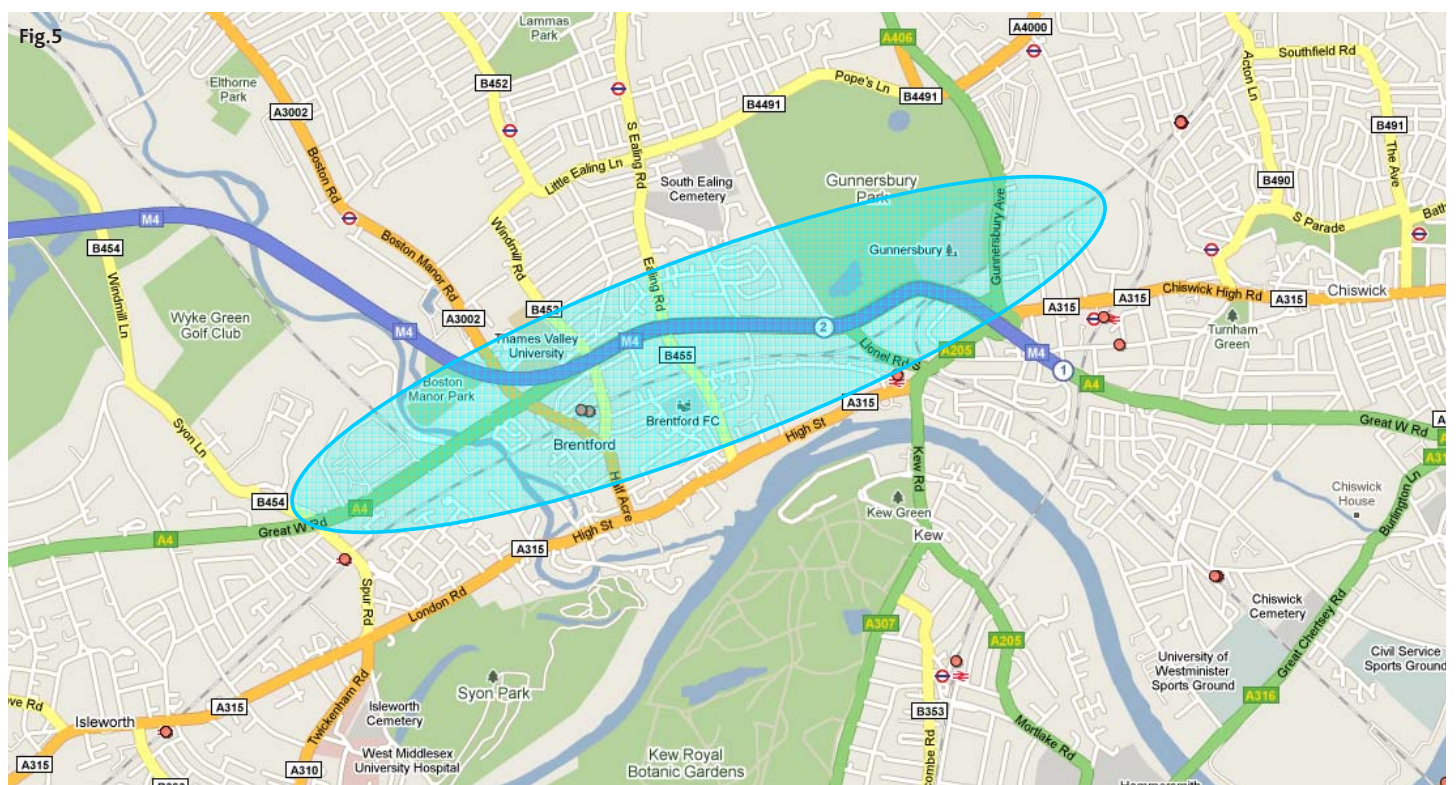
In London, COMMERCE has taken forward the Golden Mile Transport Group, by providing time and resources to help business recruitment. On 14 July 2010, we organised an evening reception in a prestigious venue, in order to attract new businesses representatives along. Amongst high profile speakers from Transport for London and West London Business (Chamber of Commerce), we included a networking part of the agenda including a quiz with prizes. This proved a successful way of targeting prospective new members, one to one. The evening's agenda serves as a model which can be transferred

to any other Forum events, and is downloadable from the COMMERCE Group on www.allinx.eu.



Golden Mile members are invited to pay a subscription, who then have a say over how the joint budget is spent on travel plan measures, such as the real time travel map listing public transport departure times see: www.goldenmilegroup.org.uk.

Figure5: Location of Golden Mile Transport Group



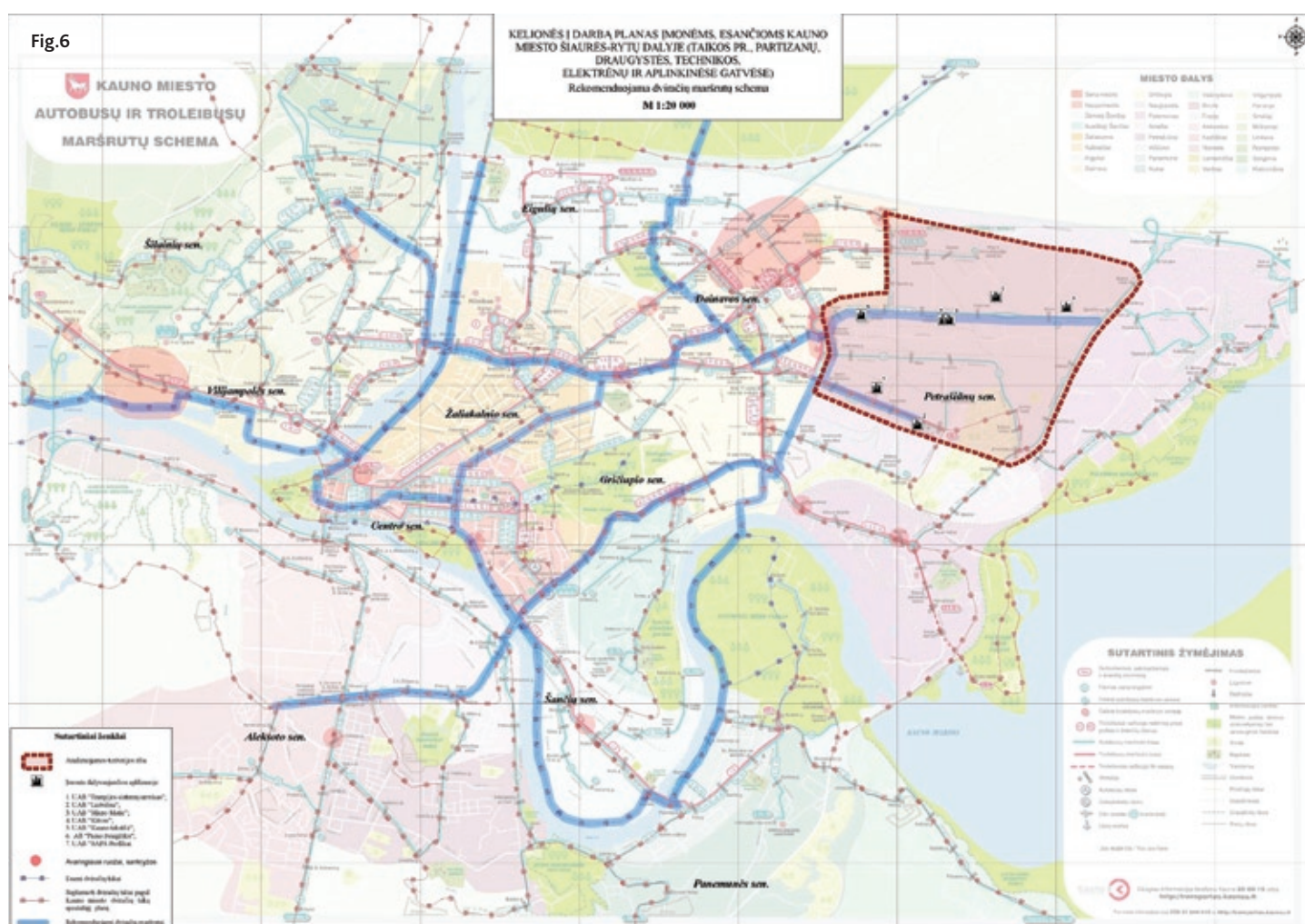
Area-based Travel Planning in Kaunas

The Kaunas Travel to Work Plan was created in 2010 to analyse the mobility situation in the north-eastern part of the city and offer transport solutions where there are many large businesses and a total area workforce of 30,000 workers.

This followed a detailed travel survey revealing areas in which more sustainable commuting could be achieved. For example 32% of journeys of 3km or less, are done by car. This gives scope for conversion to walking and cycling. The Action Plan has been adopted, which could now be taken forward via a central coordinator.

This network approach is similar to the programme being developed in Paris through Pro'Mobilité and so there is scope for more skill sharing in future.

A Kaunas forum has been set up on www.allinx.eu to allow the continued exchange of knowledge both trans-nationally and locally.



Workplace Travel Plan Standards

COMMERCE has developed standards and guidance for the delivery of successful workplace travel plans across the EU.

They have been designed to be relevant to public and private sector stakeholders, with a slight emphasis on those which are developing travel plans for the first time. They also offer a numerical methodology of assessing quality, which has been used in the assessment of the annual PEWTA award.

There are 2 principal components of the Final Standards: Guidelines and Delivery Criteria.

Travel Plan Guidelines

This comprises a tabulated set of components, which should be included in the travel plan document. It provides the framework from which successful delivery can be pursued.

Standards for Workplace Travel Plans – Delivery Criteria

This constitutes a benchmarking tool to compare travel plan quality as well as a management tool for improvement, as each of the 50 criteria are ranked either as basic level, intermediate level, or advanced level standards.

They are captured 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

In order to achieve BASIC, INTERMEDIATE and ADVANCED standard levels, it should be possible to demonstrate compliance with all criteria at each respective level.

The publication also includes a useful list of common actions and measures delivered as part of travel plans.

Both the complete and summary Travel Plan Standard publications can be downloaded from the COMMERCE website (www.commerce-eu.org) as can all the deliverables from the project.

ALLINX

So that these resources and tools can be shared going forward, COMMERCE has set up a Travel Plan Forum on the Mobility Management community website www.allinx.eu. Here, there is a COMMERCE Group which is home to an ongoing collation of Travel Plan tools from the project to assist pan-EU implementation, as well as a discussion forum to solve common challenges. You must register as a member which only takes a few seconds. Since allinx is home to 600 Mobility Management professionals and dozens of project resources, this is your first point of call for all travel planning resources! Project deliverables will be available on the COMMERCE website as well as some other selected items. (www.commerce-eu.org)



Pro'Mobilité, the new Workplace Travel Plan platform in Ile de France

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Through the COMMERCE project, CRIF has boosted the development of Workplace Travel Plans (WTPs) through a new and innovative strategy. Following an exchange of best practice with their partners in London, they launched a new brand called Pro'Mobilité under which all the actions to promote travel plans in Ile de France are captured.

Pro'Mobilité refers to 5 main objectives that aim to:

1. Gather key stakeholders that share a common regional strategy.

The steering committee has 8 public and private actors involved in the promotion of WTPs across

the region sharing information notably through the new website.

2. Define a regional strategy that encourages companies to develop network or business area WTPs.

Subsidies are available for these, with bonuses for those that can be integrated into a local transport plan.

3. Transfer know-how from public bodies to companies that are looking for information and advice.

The network today comprises 350 members representing 120 bodies involved in a WTP. Bi-monthly workshops are held to debate specific WTP topics, including urban cycling, economic zones, changing behaviour and business travel. The next step will be the hand over to local networks.

4. Develop a regional mobility advice network.

The objective is to set up a specific mobility "regional focus point" for all the companies located within each area. Financial incentives are being offered to facilitate the creation of the first

12 mobility managers, with up to 60% costs covered during the first 3 years. Four Travel Plan advisors have already been recruited with 5 more on the way.

5. Improve the access to information on Workplace Travel Plans by:

- organising campaigns on the Pan-European Workplace Travel Plan Awards
- launching a dedicated website on WTPs in IDF called www.promobilite.fr

It is a company-facing resource including information on WTP benefits, case studies, Travel Plan Advisor support and an online directory to enhance communication between companies and municipal staff. The site received 1,300 hits in its first month!

This model, inspired by Transport for London's "A New Way to Work" workplace travel plan programme, is a proven transferable model, and other cities should consider it! More information is available on www.promobilite.fr.

PRO'MOBILITÉ

LE PORTAIL D'INFORMATION SUR LES PLANS DE DÉPLACEMENTS D'ENTREPRISE EN ÎLE-DE-FRANCE

