Implementing behavioral change initiatives

Shravan Shinde, MVV (Munich)

SaMBA website:
www.alpine-space.eu/samba

The SaMBA project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme

SaMBA – Sustainable Mobility Behaviours in the Alpine Region

A big community that cooperates....

The SaMBA project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme

...13 PROJECT PARTNERS

Interreg Alpine Space SaMBA

REGIONE PIEMONTE

LINKS ISMB SITI

LE DÉPARTEMENT

SMART CITY Salzburg

rsa iSPACE

MESTNA OBČINA KOPER
COMUNE CITTÀ DI CAPODISTRIA

Parc naturel régional du Vercors

BSC Business Support Centre Kranj
Regional Development Agency of Gorenjska

Climate Alliance

MIV SUSR

University of Ljubljana

... 41 OBSERVERS

5 AUSTRIANS - 1 BELGIAN - 1 SWISS - 9 GERMANS - 6 FRENCH - 15 ITALIANS - 3 SLOVENIAN

A big community that cooperates…

…to achieve a common goal

to **promote low carbon mobility** in the AS area

by creating a **transnational community** and providing them with **knowledge and tools**

to implement **behaviour change** policies

based on **reward and pricing schemes** that are co-designed by the citizens, equitable, related to the external costs of transport

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CITY OF SALZBURG (AT)

TARGET GROUP

- People in changing life situations like the change of residence

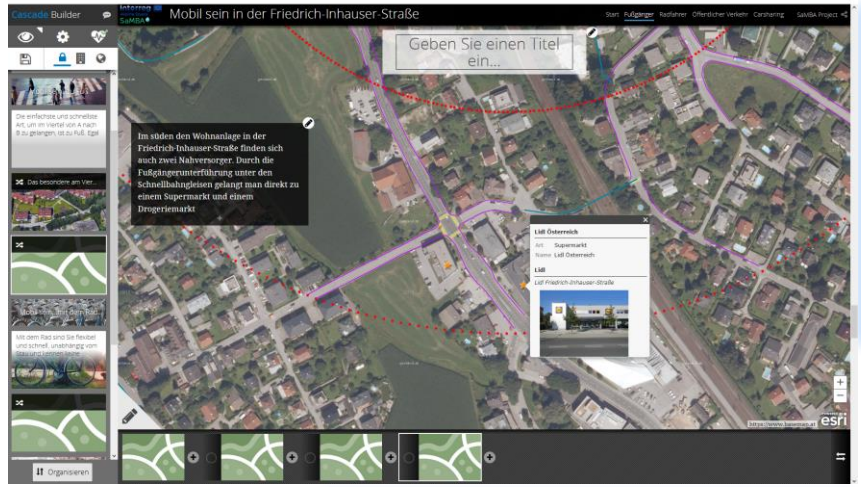
TWO PILOT AREAS

- new building projekt „Kendlerpark“
- refurbishment project „Friedrich-Inhauser-Straße“

PERSONAL MOBILITY ADVICE supported by the development and provision of site-specific mobility information (brochures, folders, story maps ...) analog & digital.

MOTIVATION through incentives and ICTs

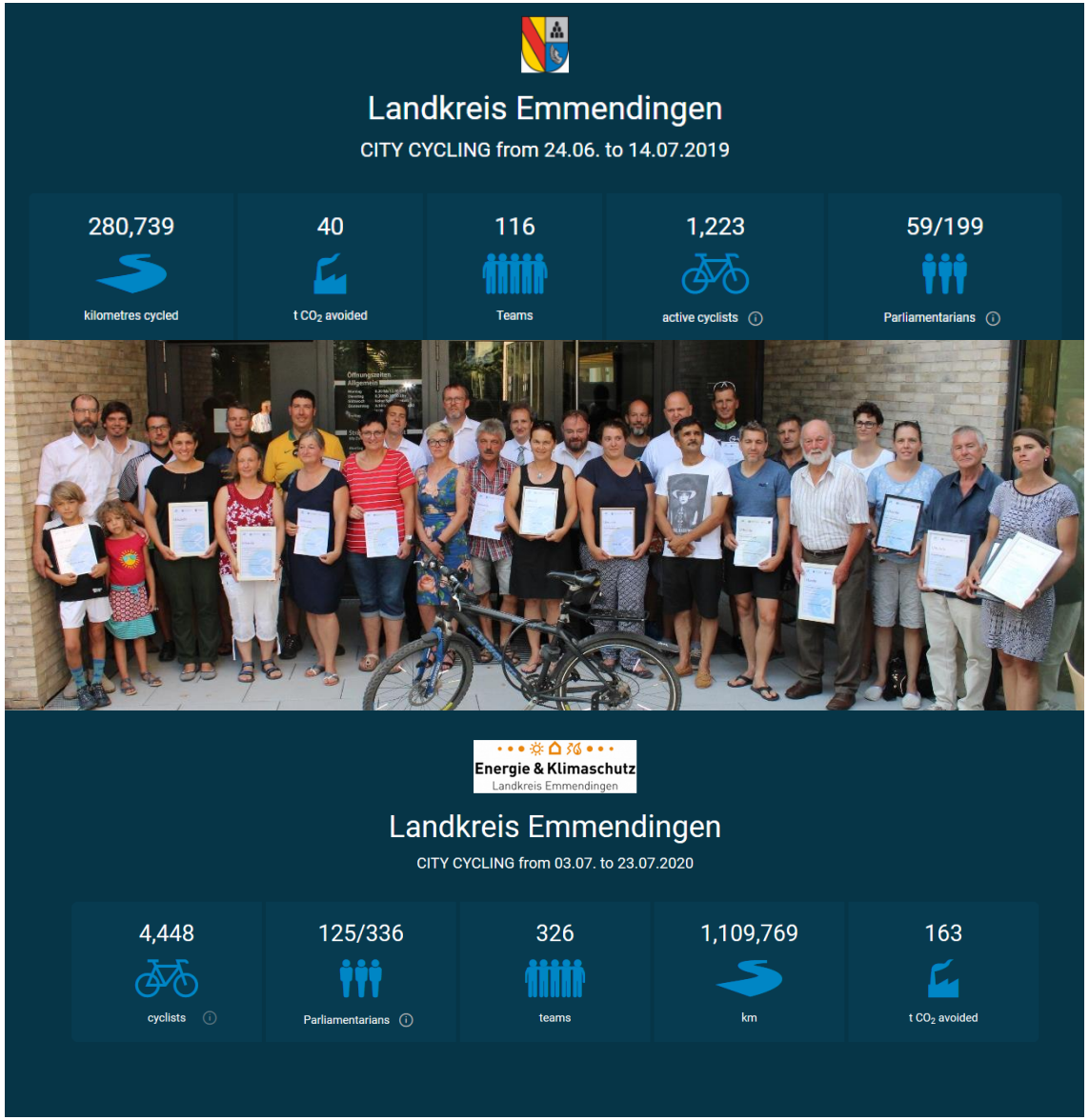
Enhancing mobility behaviour change in new building and refurbishment projects



CITY CYCLING (DE)

Competition as a way to get people to cycle

Target groups: Policy-makers and general public



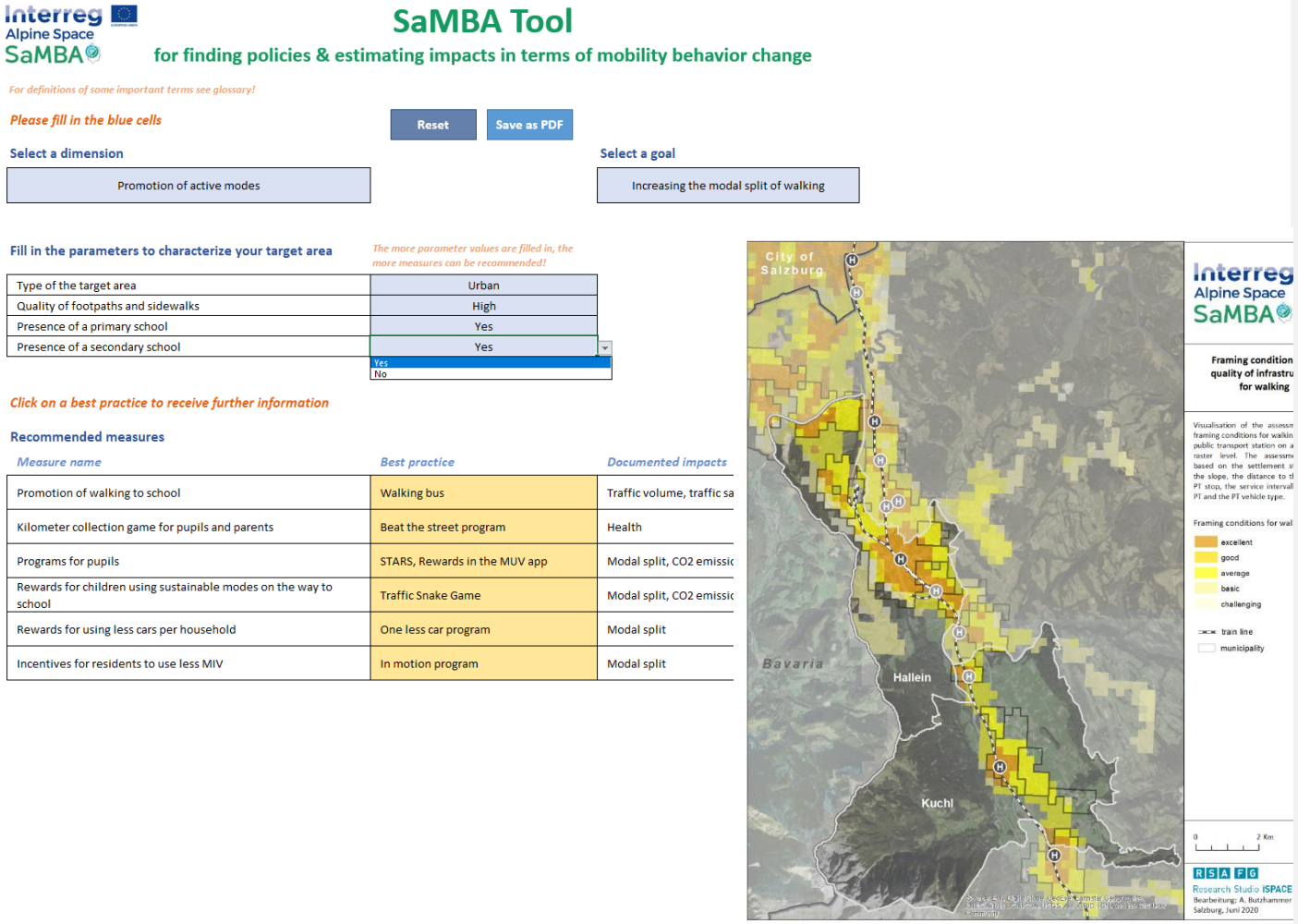
Interreg Alpine Space SaMBA

SaMBA Tool – for finding policies & estimating impacts in terms of mobility behavior change

- Introduction of measures and incentives that help to promote sustainable forms of transportation
- Combination of a transferable excel tool for decision makers and optional GIS-based components for visualizing and modeling potentials

Main functions:

- filter measures derived from best practices based on transport political goals and characteristics of the target area
- show impacts of selected measures taken from best practices



SaMBA Tool

for finding policies & estimating impacts in terms of mobility behavior change

For definitions of some important terms see glossary!

Please fill in the blue cells

Reset | Save as PDF

Select a dimension: Promotion of active modes

Select a goal: Increasing the modal split of walking

Fill in the parameters to characterize your target area

The more parameter values are filled in, the more measures can be recommended!

Type of the target area	Urban
Quality of footpaths and sidewalks	High
Presence of a primary school	Yes
Presence of a secondary school	Yes

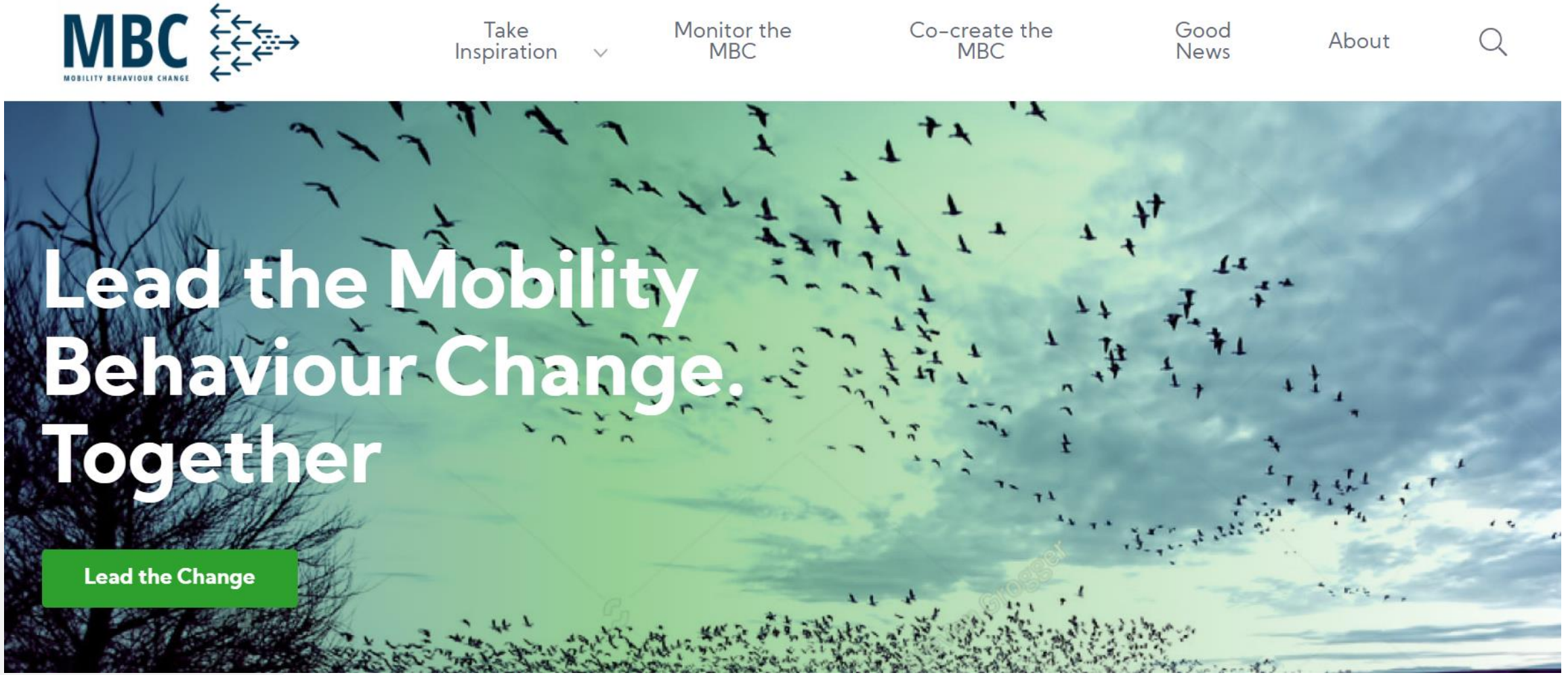
Yes / No

Click on a best practice to receive further information

Recommended measures

Measure name	*Best practice*	*Documented impacts*
Promotion of walking to school	Walking bus	Traffic volume, traffic sa
Kilometer collection game for pupils and parents	Beat the street program	Health
Programs for pupils	STARS, Rewards in the MUV app	Modal split, CO2 emissic
Rewards for children using sustainable modes on the way to school	Traffic Snake Game	Modal split, CO2 emissic
Rewards for using less cars per household	One less car program	Modal split
Incentives for residents to use less MIV	In motion program	Modal split

SaMBA Mobility Behaviour Change Platform



SaMBA Mobility Behaviour Change Platform

- The MBC platform is a virtual transnational community, which gives a voice to public administrations, individual citizens and enterprises who care about sustainable mobility and who want to move unsustainable mobility habits towards less impacting ones by promoting behaviour change measures and initiatives
- The MBC Platform addresses public administrations, individual citizens and enterprises
- It provides:
  - information on existing good practices
  - visibility to public and private entities who are implementing mobility behaviour change measures
  - stories of people who changed their mobility habits
  - a tool to monitor the mobility (through direct creation an publishing of surveys)
  - a tool to launch challenges to solve local mobility problems
  - a tool for the evaluation of mobility policies impacts
  - social network functionalities to like, rate or comment on favorite content

SaMBA competition: Your vision of the future Alpine mobility

Send in **videos and pictures** of sustainable Alpine mobility and win a prize!

The main prize? A trip to SaMBA‘s final conferencec in Turin in 2021.

Spread the word in your networks!

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Thank you for your attention!

Questions?

Contact: Shravan Shinde
Transport Planner / Researcher at MVV, Munich
shravan.shinde@mvv-muenchen.de

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ASTUS

ALPINE SMART TRANSPORT AND URBANISM STRATEGIES

Rural Week
Workshop “improved mobility, improved air quality in rural and mountain areas” Euromontana
March, 25th 2021

Chloé RIBAUDEAU, Project officer, Région Auvergne-Rhône-Alpes
chloe.ribaudeau@auvergnerhonealpes.fr

The ASTUS project

- A European project funded by the INTERREG Alpine Space programme
- 12 partners from 5 alpine space countries : Austria, France, Germany, Italy and Slovenia
- Lead partner : Région Auvergne-Rhône-Alpes (FR)
- Implementation phase : November 2016 – December 2019
- Overall budget : 2,4 M € including 2 M € ERDF

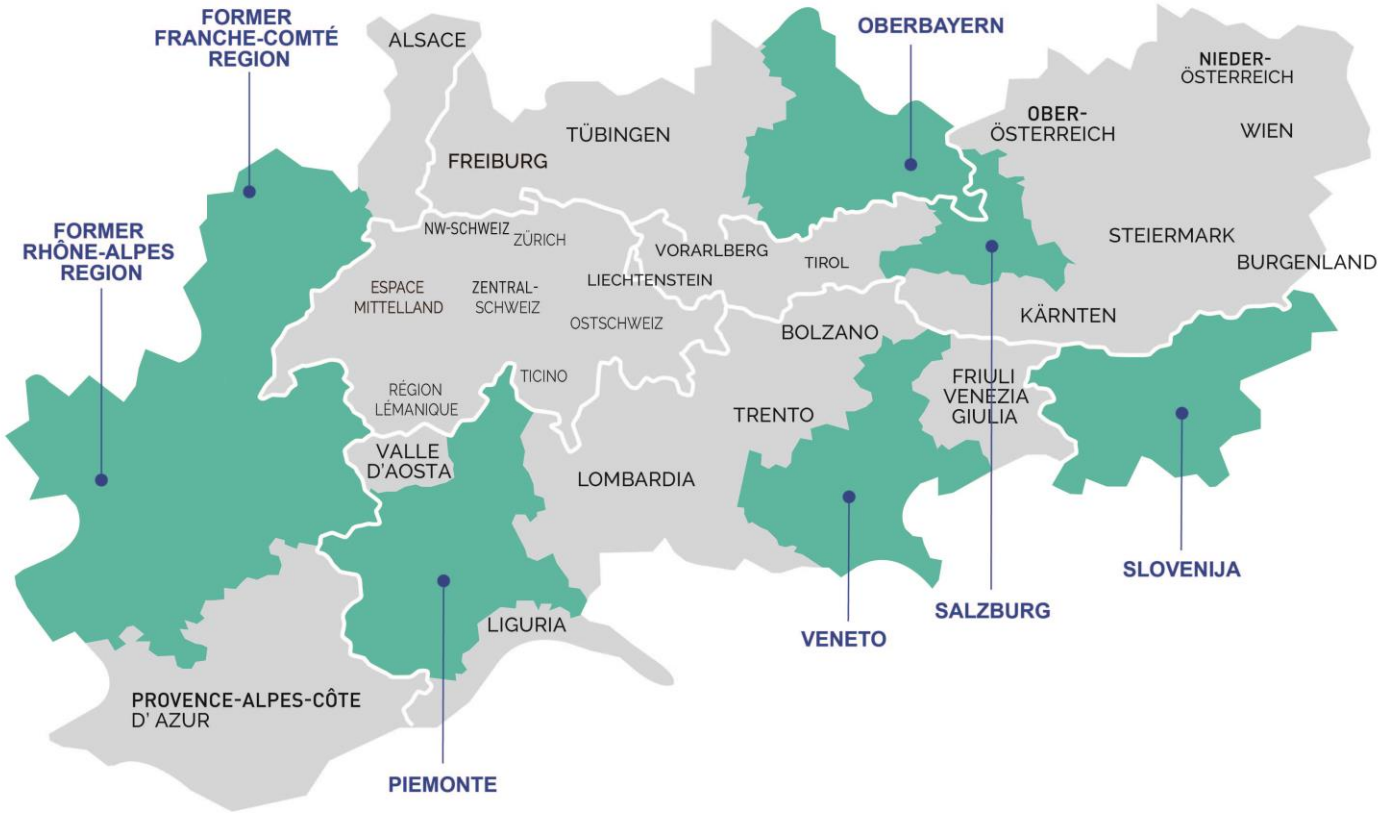
Project objectives

ASTUS' overall objective : reduce, in a long term perspective, the carbon impacts linked to daily mobility in the Alps.

- Identify and assess low CO2 options
- Support alpine local authorities to define and implement relevant low CO2 solutions, combining transport and spatial planning solutions
- Create transferable instruments for any alpine regions willing to improve its CO2 footprint in the field of mobility

ASTUS pilot sites

17 pilot sites in the alpine territory



ASTUS results

1. A typology of Alpine territories

Research studios ISPACE, CEREMA (Center of Studies and ressources regarding land use)

- based on a comparative analysis of the 17 Astus pilot sites;
- … that refers to existing alpine space typologies;
- … that defines 7 Astus region types.

This transnational typology indicates regions with **similar challenges and needs**, and **capitalize information, experiences and practices** from each pilot site, as representative for the Alpine space.

ASTUS results

2. A transnational methodology for low CO2 scenarios

TUM (Technical University of Munich), MVV (Munich Transport and Tariff Association)

- The methodology aims to support territories in finding their own specific pathway towards a low carbon transport future :
  - identifying key factors on transport-related emissions;
  - defining the basic steps towards the development of low CO2 scenarios;
  - highlighting the main requirements for successfully implementing low CO2 scenarios.

ASTUS results

3. A CO2 minimizer toolbox

TUM (Technical University of Munich)

- A collection of **10 decision making tools** assessing the social, environmental and financial impacts of potential innovative low CO2 solutions ;
- Tools developed by project partners CEREMA, RSA FG iSPACE, TUM, UGA, and UIRS ;
- Target groups : public authorities on all levels, infrastructure and service providers, interest groups, educational institutions, enterprises, and also citizens.

ASTUS results

4. Transnational conclusions report and recommendations

Bourgogne Franche-Comté Region, SYSTRA

- **Sharing conclusions and recommendations** drawn from the experiences of the pilot sites who applied ASTUS' methodology

TO LEARN MORE ABOUT ASTUS

- **ASTUS website**
  https://www.alpinespace.eu/projects/astus/en/home

- **ASTUS video**
  https://www.youtube.com/watch?v=J63ygGBvcJg&t=1s

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EUROPEAN UNION

ASTUS

Auvergne-Rhône-Alpes
La Région

Contact of the Lead Partner
Auvergne-Rhône-Alpes Région
Spatial planning and Mountain Department
+33 4 26 73 46 67 • astus@auvergnerhonealpes.fr

comunidel piave

rsa iSPACE

Cerema
Direction territoriale Centre-Est

Landeshauptstadt München

UNIVERSITÉ Grenoble Alpes

MVV

SALZBURGER INSTITUT FÜR RAUMORDNUNG & WOHNEN

Technical University of Munich

REGION BOURGOGNE FRANCHE COMTE

Urbanistični inštitut Republike Slovenije

Unione Nazionale Comuni Comunità Enti Montani
UNCEM
Delegazione Piemontese

ALPENKONVENTION
CONVENTION ALPINE
ALPSKA KONVENCIJA
CONVENZIONE DELLE ALPI

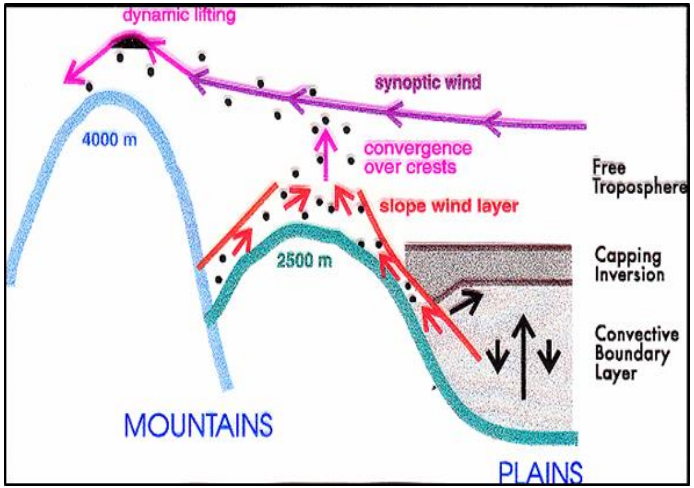
8th Report on the state of the Alps
Air quality in the Alps

December 10th,nd 2020

Éric Vindimian

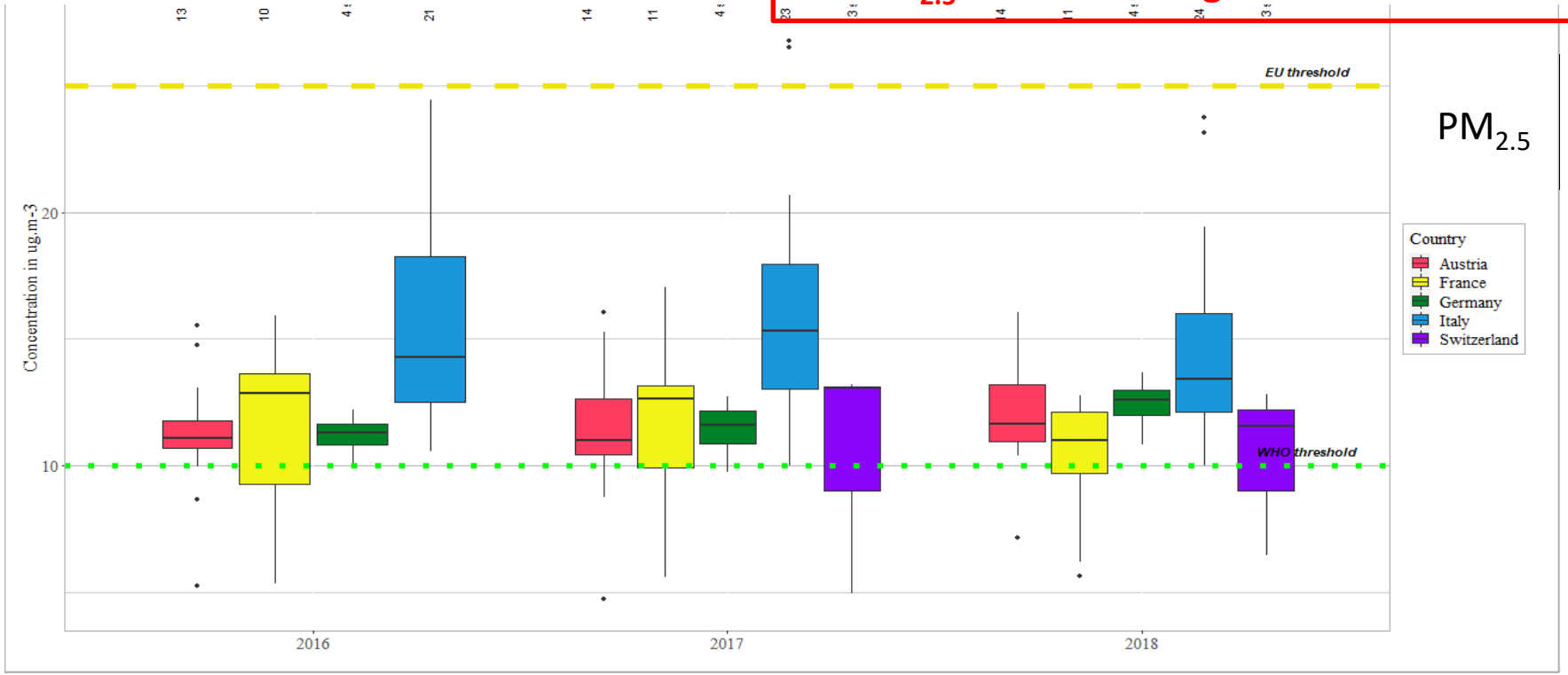
What is specific in mountains?

Pollutants are trapped within valleys by the inversion layer

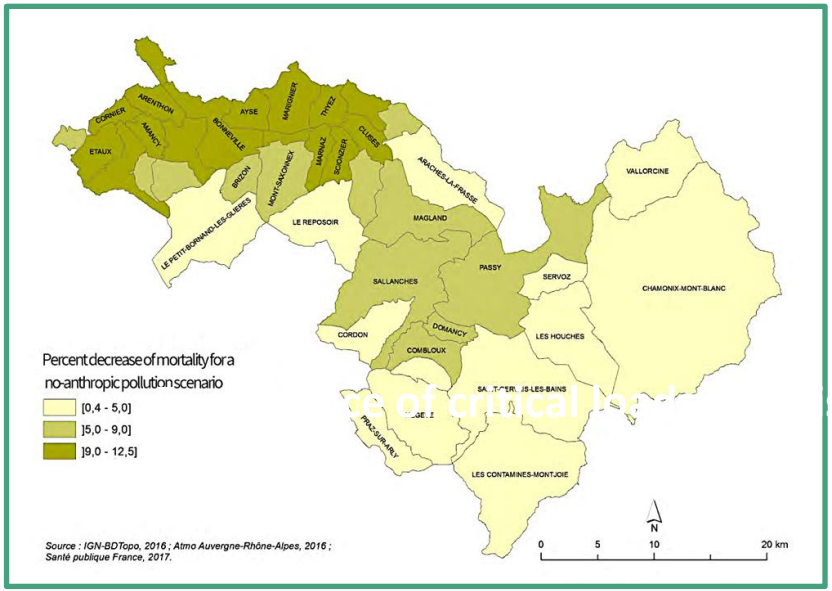


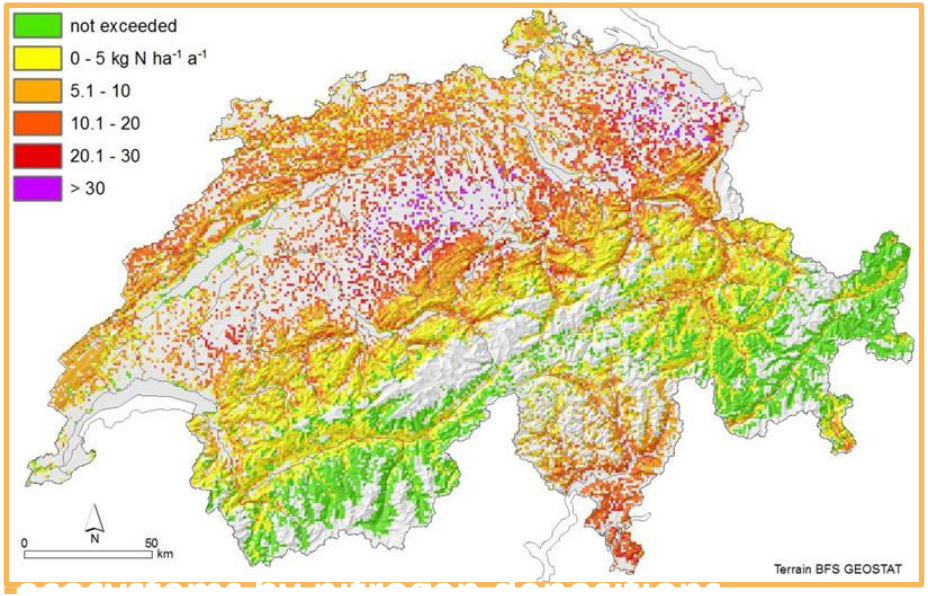
How good is the air in the Alps?

No illegality,
but $PM_{2.5}$ exceed WHO guidelines for health!

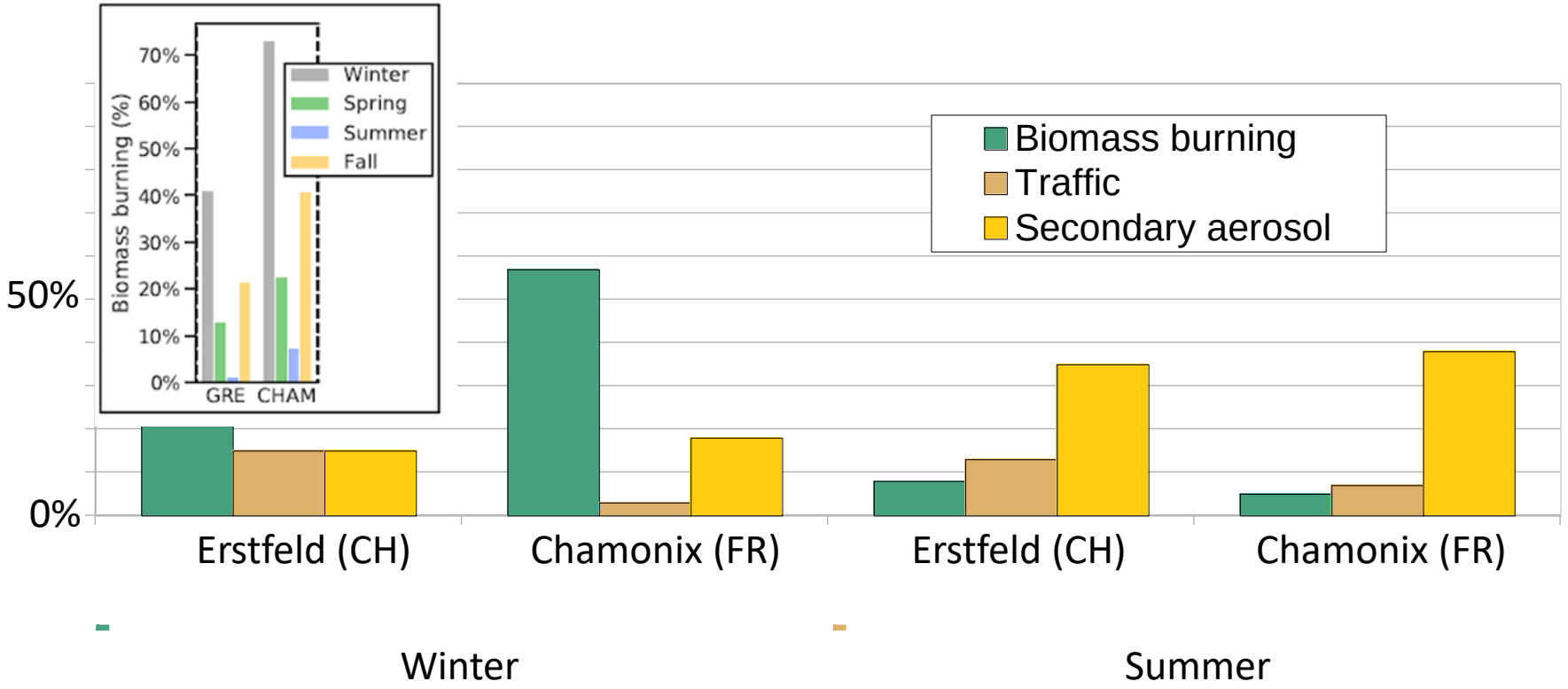


What kind of impact?





What are the main causes?



What is RSA 8 proposing?

A set of examples of smart solutions dealing with:

- Biomass combustion and general heating
- Reduction of VOC/Ozone precursors
- Reduction of $N0_2$ and PM from transport
- Integrated planning (mobility and spatial planning)
- Reduction of ammonia emissions by agriculture

10 recommendations for policy makers:

- 2 on improving heating systems
- 3 on mobility management
- 1 on good agricultural practices
- 1 on local air quality initiatives
- 1 on reducing transboundary pollution
- 1 to support the AQ chapter of the EU green deal
- 1 to further develop in depth specific studies

Most liked recommendations

2: Reduce domestic heating emissions by improving overall energy performance of buildings and renewing heatings systems towards low emitters by support and guide to all operators by:

- improving the energy performance of buildings;
- replacing old heavy polluting heating systems and boilers;
- substitute traditional fuel to a cleaner one.

5: Promote the use of smart traffic management, e.g. speed limits, road pricing, favouring clean vehicles on alpine motorways and tunnels to lower emissions,

- encourage implementation of alternative transport technologies and combined transport,
- integration of public transport in multimodal mobility systems
- incentivise modal shift of passenger and freight transport

9: The Alpine convention contracting parties

- - to support the Air quality chapter of the EU green deal
- - to strive to achieve WHO air quality guide-lines.

Thank to all the members of the group for the work being carried out

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And thank you for your attention

Permanent Secretariat of the Alpine Convention
Herzog–Friedrich–Str. 15, A – 6020 Innsbruck
alpconv.org