

## THE PEP TOOLBOX PROMISING PRACTICES

### Summary

The objective of the awareness raising campaign is to reduce car use in commuter traffic. A website can be used for participating companies, where they can find supporting materials to set up a local campaign. In 2008 11,191 employees of 348 companies participated. Participants travelled 4,482,709 sustainable kilometres, saving 902,904 kg CO<sub>2</sub>. 98% of the participants reported permanent change to sustainable commuter traffic.

### General description of the promising practice

Project title	I Kyoto (Ik Kyoto)
Under the auspices of	
Funding	Government, Passage Fitness First, ProMove, Oxford, ASPAdventure, NMBS and De Lijn
Start date	May 2007
End date	Ongoing – every year in May
Coordinating partner	BBLV vzw (Bond Beter Leefmilieu Vlaanderen; Flemish Association for a Better Environment)
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Other partners involved (optional)	Komimo vzw (government-supported platform of 9 environmental and mobility NGOs) Kon. Maria Hendrikaplein 65 b 9000 Gent, Belgium Tel.: +32-(0)9-242 32 35 Fax: +32-(0)9-242 32 29 Email: <a href="mailto:contact@komimo.be">contact@komimo.be</a> Web: <a href="http://www.komimo.be">www.komimo.be</a>
Other members	Flemish Government (departments of MOW and LNE and Ministry of Mobility) Provinces of East Flanders, Flemish Brabant and West Flanders De Lijn (Bus Company) NMBS (Railway Company) Taxistop (Taxi Company) Vlaamse Stichting Verkeerskunde (Flemish Foundation for Traffic Knowledge)
More details can be found	<a href="http://www.ikkyoto.be">www.ikkyoto.be</a> <a href="http://www.komimo.be">www.komimo.be</a> <a href="http://www.bondbeterleefmilieu.be">www.bondbeterleefmilieu.be</a> Final Report I Kyoto 2008, BBLV
Other relevant links	<a href="http://www.varieerinheterverkeer.be">www.varieerinheterverkeer.be</a>

### Intervention description

The issue	Reduce car use and promote sustainable commuter transport in order to achieve a healthy, safe and sustainable living and working environment.
Aims & objectives	The campaign is part of the 'To-and-from-week' (Heen-en-Weer-Week), the objective of which is to reduce car use in commuter traffic by 10 per

	<p>cent. The quantitative objective of the campaign is to get at least 450 companies and 15,000 employees to participate. The project aims to</p> <ul style="list-style-type: none"> <li>• Reduce CO<sub>2</sub> emissions</li> <li>• Improve traffic liveability</li> <li>• Improve traffic safety</li> <li>• Improve access to business parks (reduce traffic jams)</li> <li>• Stimulate companies to take measures regarding sustainable commuter mobility</li> <li>• Improve the health of employees</li> </ul>
Type of intervention	Education (awareness, behaviour)
Intervention	Travel awareness raising campaign focusing on sustainable commuter traffic in the Flemish region of Belgium
Target population/groups	Employees
Magnitude of target population	Working population in the Flemish region and Brussels employed at companies with five or more employees.
Aspects of transport, environment and health included	Air pollution, congestion, walking and cycling
Methods used	<ul style="list-style-type: none"> <li>• Participating companies pay a small fee (€30 plus €8/50 employees excl 21% VAT)</li> <li>• Website with campaign materials that can be used by participating companies</li> <li>• Manual on how to set up a local campaign</li> <li>• Competitions (number of sustainable kilometres, weekly slogan competition)</li> <li>• Employees can participate in the competition offline or online</li> <li>• Prizes (worth €25,000)</li> <li>• Newsletter</li> <li>• Local campaign leader in each company, supported by project back office</li> <li>• Immediate online feedback to company leader and individual employees on CO<sub>2</sub> emissions saved</li> <li>• Mobitest (short questionnaire for companies to assess their position in sustainable transport)</li> <li>• Provincial Mobility Centre that advises companies on how to improve the sustainability of their company transport</li> <li>• Sustainable commuters as ambassadors: 'invite a colleague'</li> </ul>
Stakeholder involvement	The Flemish government and three provinces participated as employer (role model) and supported the campaign financially and with communication

## Evaluation














Evaluation methods & study design	<p>The evaluation was done using online data collection (by employees or company campaign leader) and at the end by evaluation forms that were completed by the company campaign leaders. After three months, an extensive questionnaire was sent to all online participants (37% response).</p> <ol style="list-style-type: none"> <li>1. Number of companies and employees participating</li> <li>2. Number of sustainable kilometres travelled by transport mode (foot, bicycle, public transport, car club). It is unclear whether these kilometres were new kilometres compared to commuting behaviour before the campaign</li> <li>3. Number of days worked</li> <li>4. Number of companies taking structural measures to promote sustainable transport (e.g. bicycle parking, full reimbursement of public transport and/or bicycle costs)</li> <li>5. Percentage of participants indicating permanent change (three months after the campaign) to more sustainable forms of commuter transport</li> <li>6. Percentage of participants with commuting distance &lt;5 km</li> <li>7. Number and percentage of participants shifting from car to sustainable commuter transport</li> </ol>
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	<p>8. Modal split participants</p> <p>CO<sub>2</sub> saved is calculated using the effective emission per km of car (235.2 g) bus (66.36 g/person), tram/metro (4.93 g/person), train (40.28 g/km/person) including emissions of fuel and electricity production (Source: TREMOVE 2.33 2005)</p>																																							
<p>Evaluation results</p>	<p>Direct effects</p> <ol style="list-style-type: none"> <li>Participation: <ul style="list-style-type: none"> <li>2008 11,191 employees (+20%) of 348 companies (+6%)</li> <li>2007 9,307 employees of &gt; 329 companies</li> </ul> </li> <li>Sustainable kilometres <ul style="list-style-type: none"> <li>2008 4,482,709 km (+38%, 400 km/participant)</li> <li>2007 3,243,510 km (349 km/participant)</li> </ul> </li> <li>CO<sub>2</sub> emissions saved* <ul style="list-style-type: none"> <li>2008 902,904 kg (+42%)</li> <li>2007 638,089 kg</li> </ul> </li> <li>50 companies took structural measures (2008)</li> <li>98% of the participants with permanent change (after three months) to more sustainable commuter transport <ul style="list-style-type: none"> <li>86% still use sustainable transport to commute to work</li> <li>12% still use sustainable transport to commute to work, but less frequently</li> </ul> </li> <li>40% of the participants with a commuting distance &lt;5 km (2008)</li> <li>Number and percentage of participants shifting from car to sustainable commuter transport <ul style="list-style-type: none"> <li>2008 1,917, 17% (+55%), 484,342 km, 94,735 kg CO<sub>2</sub></li> <li>2007 947, 11%</li> </ul> </li> <li>Modal split participants (2008)</li> </ol> <table border="1" data-bbox="646 1003 1284 1331"> <thead> <tr> <th rowspan="2">Mode</th> <th colspan="4">CO<sub>2</sub> (%)</th> </tr> <tr> <th>Km</th> <th>Kg</th> <th>All participants</th> <th>Car users shifting to</th> </tr> </thead> <tbody> <tr> <td><b>Bicycle</b></td> <td>38</td> <td>44</td> <td>84</td> <td>86</td> </tr> <tr> <td><b>Train</b></td> <td>43</td> <td>42</td> <td>20</td> <td>9</td> </tr> <tr> <td><b>Bus</b></td> <td>17</td> <td>6</td> <td>13</td> <td>6</td> </tr> <tr> <td><b>Car club</b></td> <td>10</td> <td>6</td> <td>13</td> <td>22</td> </tr> <tr> <td><b>Foot</b></td> <td>1</td> <td>2</td> <td>19</td> <td>10</td> </tr> <tr> <td><b>Tram/metro</b></td> <td>1</td> <td>1</td> <td>6</td> <td>3</td> </tr> </tbody> </table> <p>* Overestimation as it is assumed that all kilometres would have been made by car without the campaign</p> <p>Profile of the participants in the 2008 campaign:</p> <ul style="list-style-type: none"> <li>51% female, 49% male</li> <li>Average distance to work: 19.3 km</li> <li>Average teleworking days during campaign (n=544): 2.8 days</li> </ul> <p>Indirect effects (claimed but not evaluated)</p> <ul style="list-style-type: none"> <li>Improved company image</li> <li>Healthier, fitter and more productive staff</li> <li>More useful space around the company due to fewer parked cars</li> <li>Financial advantage: less money spent on parking spaces and commuter refunds</li> </ul>	Mode	CO <sub>2</sub> (%)				Km	Kg	All participants	Car users shifting to	<b>Bicycle</b>	38	44	84	86	<b>Train</b>	43	42	20	9	<b>Bus</b>	17	6	13	6	<b>Car club</b>	10	6	13	22	<b>Foot</b>	1	2	19	10	<b>Tram/metro</b>	1	1	6	3
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<p>Conclusions</p>	<p>The campaign has reached substantial participation (75% of the target) and probably awareness. 17 per cent of the participants are former car users. Modal shift seems to be sustainable. The campaign has not been evaluated in terms of awareness among non-participants. No before-after-measurements have been made. There is an improvement in indicators compared with 2007.</p>																																							

## Implementation issues

Costs	Total personnel and running costs were €110,000 in 2008
Sustainability	<p>The intervention seems to have a high transferability to other regions. The project will be continued in 2009 and 2010. The Flemish Association for a Better Environment is looking for European partners to distribute the concept across Europe.</p> <p>This project is part of the To-and-from-week, which has been organised by KOMIMO since 2007, and was preceded by annual awareness campaigns in May between 1996 and 2006 called 'The soft road user'. The To-and-from-week is an annual one-week event that focuses on commuter traffic. It consists of 1 Kyoto (one month), a car club awareness campaign, and an awareness campaign promoting the use of bicycles and public transport.</p>
Intersectoral collaboration	The project is a collaboration between environmental and mobility NGOs and the Flemish government (national and provincial). It is part of a broader campaign (To-and-from-week), which involves a wide range of stakeholders and passenger organisations. However, the health sector (e.g. municipal health services) does not seem to be widely involved.
Ease of implementation: Lessons learned	<p>Key success factors were:</p> <ul style="list-style-type: none"> <li>• Addressing concerns of employers regarding environmental and financial issues, accessibility and transport</li> <li>• Extensive and wide communication to employers during the preparatory phase of the project</li> <li>• Awareness campaign supported by the promotion of structural measures on sustainable transport in participating companies (e.g. bike parking spaces, showers, financial incentives for cyclists)</li> </ul> <p>Areas for improvements:</p> <ul style="list-style-type: none"> <li>• Better and more timely communication</li> <li>• More incentives (prizes) that are implemented in a smarter way</li> </ul>

## Full assessment

	HEALTH EFFECTS	INTERVENTION DESIGN	IMPLEMENTATION
			
Measured health effects		Study design	 Sustainability
Assumed health effects		Evidence base for effectiveness	 Inter-sectoral collaboration
		Combination of measures used	 Transferability
			
	no info	weak/negative	moderate/dubious
			
		good/positive	excellent/very positive

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