



## 4 Mobility management: make energy saving possible for all

Mobility management is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour, in particular at the level of companies, organisations and institutions. (European Commission, 2021)

### Good practice in the field of mobility management

#### Mobility management in SMEs, Kronoberg County, Sweden

- Goal: more sustainable commuting at SMEs
- Working with approximately 20 companies and a common method: (1) measure current behaviour; (2) create a transport plan tailored to each company; (3) conduct activities; (4) measure results.

#### Rejuvenation of university campus, Metropolia GZM, Katowice, Poland

- Objective: to explore the effects of spatial change on social behaviour.
- Transformation of a university car park into a safe and sociable pedestrian area using a co-creation approach
- Inspiration for local replication and debates on future use of urban space.
- Winner of **MOBILITYACTION** Award 2023.

#### Designing streets for children, Seville, Spain

- 11-12 year olds conducted research on economics, health, energy efficiency and the climate crisis.
- As a result, they shared with the public their vision and urban plans of different locations

Mobility management has the potential to decrease our collective mobility-related energy consumption by encouraging behavioural change by employees, students, clients, visitors...



### Ideas of activities during EUROPEANMOBILITYWEEK

- ✓ Cooperation with schools and companies on mobility management plans.
- ✓ Sustainable mobility competitions at schools and workplaces
- ✓ Present awards for mobility management plans.
- ✓ Promote initiatives for commuters : car-pooling, 'cycle buddies', pedi-bus for children, etc.
- ✓ Lead by example: adopt an ambitious mobility management plan for the city administration staff.