

Conference „Mobile into the Future“, Belluno I, 24 September 2010

# Mobility Management in Companies Consulting Services in the Agglomeration Brig – Visp – Naters (Valais / Switzerland)

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# „Traffic is the waste-product of mobility“

- avoid
- shift
- make it more tolerable





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Mobility innovation  
Mobility consulting  
Mobility marketing



## Role model Switzerland?

- Country of public transport, alps, transit, leisure, banks, ...???
- Balanced system of cash flows and direct democracy

### Legende

- Urbaner Raum
- Ländlicher Raum



# Governmental strategies



- The federal government aims at creating sustainable mobility
- The pressure on agglomerations is reduced by financial aid for public transport and non-motorised traffic (agglomeration policy)

=>In comparison, Swiss people travel ecologically, socially, and economically sensitive. However, traffic process is not sustainable!

## National promotion of mobility management in companies

- Federal programme „SwissEnergy“ supports cities / municipalities / regions
- Duration of the programme: 2010 - 2012
- 21 project coordinators with 119 companies take part
- The offer includes transfer of know-how and financial support
- The programme is being evaluated

# Mobility management as a corporate necessity

Optimise the mobility behaviour of the company's employees and partners





## Frequent triggers

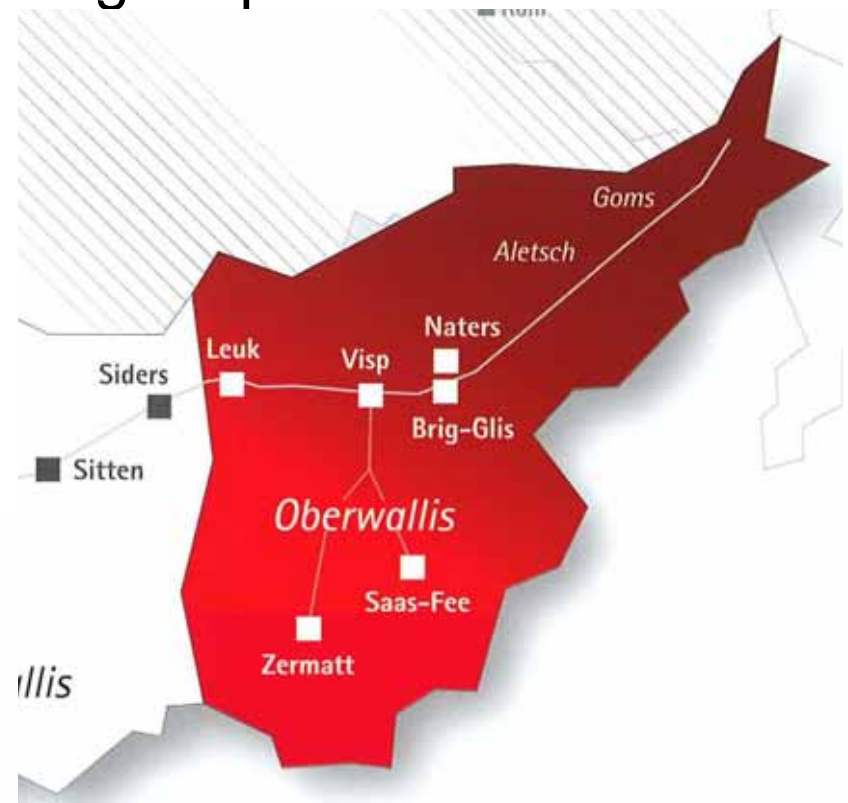
- Pressure on parking areas (spatial, judicial)
- Costs
- Relocation / new buildings
- Sustainability („state of the art“)





## What motivates the Upper Valais?

- Promote the business location and improve the quality of life
- Goals of the agglomeration Brig-Visp-Naters:
  - facilitate innovation
  - realise potential
  - enhance competitiveness



There is interest and motivation!



**Lonza**



## Lonza invests in public transport

- Largest employer in the Upper Valais (approx. 3'000 MA)
- Mobility management since 1999
- Contributes 75% to the costs of public transport subscriptions per employee
- Approx. 50% use public transport



### 3. Mobility program

Communication measures  
3) Mobility-Jackpot

**Example: Mobility-Jackpot**



Playful approach

Every week one employee is selected at random

Account of CHF 50.- if the employee traveled this day not by car



## Success story: Business CarSharing



- Simple
- Clever
- Pays off



## Mobility management has an impact!

- SwissEnergy for municipalities, pilot phase „mobility management in companies“  
=> 25% changed their mobility behaviour
- SVI survey: domestic and foreign companies  
=> between 8 and 30% changed
- Clariant Products (Switzerland) plc:  
=> 7% changed after 1 year,  
14 % changed after 3 years









# Premises for operational mobility management in alpine regions

- Priority for the realisation of potential lies in the valley
- Public transport coverage builds the backbone
- BUT: support of new, creative and locally developed solutions (carpooling, work@home, operational processes, inter-company transports, etc.)



# Premises for operational mobility management in alpine regions

- Motivate companies and municipalities to work together
- Rethink the functional separation of habitation and workplace

⇒ look,  
⇒ think,  
⇒ act!



Thank you for your interest!



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