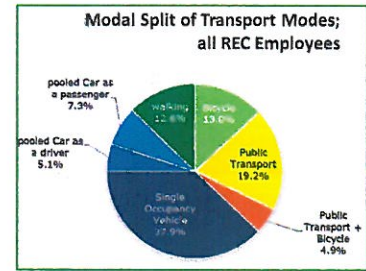


Who are we?

REC (short for the Regional Environmental Center) is an international organisation and one of the largest employers based to the north of Budapest with some 80 employees in its head office in Szentendre (population: 20,000). Inspired by its many years engagement in CIVITAS ('Cleaner and Better Transport in Cities') REC decided to put mobility management into practice within its own organisation, particularly given the rise in EU-based company travel planning, backed by Hungarian law.

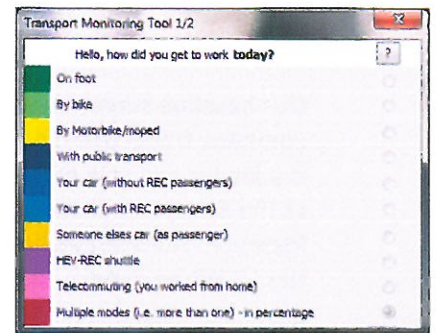


Process

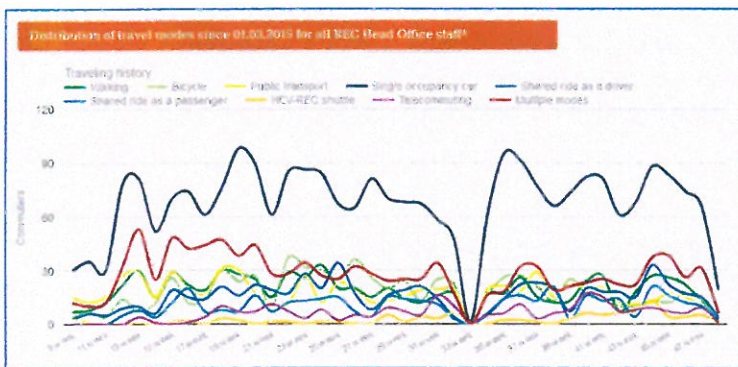
Following a baseline survey in summer 2014 of our peri-urban organisation's travel habits, a company mobility plan incl. eight integrated measures was drafted and consulted with staff of the REC.

Mobility Plan

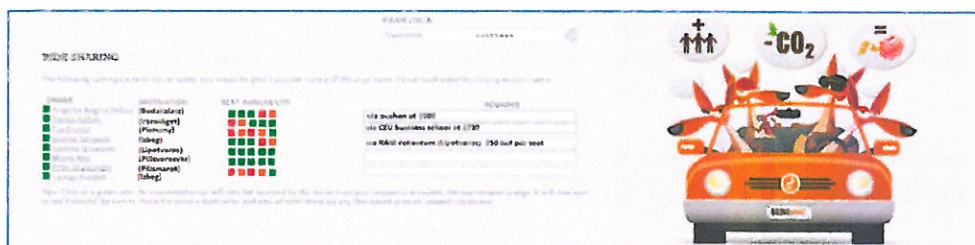
Our mobility plan features eight integrated measures: i) 'Smart' monitoring tool incl. reward scheme; ii) tele-commuting; iii) ride-sharing platform; iv) bicycle group; v) bike facilities; vi) renting out REC's vehicle fleet to staff; vii) REC parking management; and viii) bus shuttle to Budapest via Szentendre.



The Story so Far



Implementation to date includes a shuttle to/from the local PT hub, 'smart' travel monitoring application which surveys daily and graphically reports both the staff and the organisation's mobility patterns (incl. telecommuting), facilitates ride-sharing and incorporates a 'bike-to-work' (Facebook-linked) and email-group, all alongside on-site infrastructure improvements (e.g. biking facilities' such as showers, bike toolshed and storage) development.



Impact

Our smart tool's reporting feature allows each colleague to monitor and report on a daily and monthly basis both for organisation and individual the CO₂ and benzene saved and calories burned. Colleagues can also tweet or share on Facebook their environmental and health-related achievements. Year on year impact data incl. colleagues' modal shift (2014/2015) reveal an 8% fall in single occupancy vehicle

COMPANY TRAVEL PLANNING – EXPERIENCES OF A CENTRAL EUROPEAN NON-PROFIT (17/5/16)

use, a 3.2% growth in the size of REC's ride-sharing community and a 5% fall in car-use thus making a marginal contribution to reducing congestion in the host town as well as Budapest (where half our employees begin their journey), improvement to air quality and the health of employees. All new staff are now routinely introduced to the REC's mobility services.

REC staff's financial, environmental and health performance since 01.01.2015

Period	Benzene saved in Litre*	Benzene saved in HUF	CO ₂ emitted in Kg	CO ₂ saved in Kg*	Calories burned
April 2015	1,197.02	427,337	2,252.80	1,988.32	217,572.45
May 2015	1,213.73	446,694	2,598.72	1,924.19	199,594.51
June 2015	1,263.73	484,008	3,034.26	1,891.97	219,013.15
July 2015	1,189.50	459,262	2,828.07	1,570.91	186,984.39
August 2015	909.28	394,623	1,456.77	1,291.17	151,215.35
September 2015	1,225.51	469,389	3,160.69	1,705.72	171,954.39
Total	7,816.84	2,836,290	16,628.73	11,883.01	1,210,440.16



Context

Our baseline survey showed few non-profits (not to mention for-profits) in central Europe have tackled company travel planning. Organisational travel plans largely remain voluntary initiatives, however, REC is a leader and role model in central Europe, with interest already from the members of 'GREENWILL' at the European Chamber of Businesses, the CIVITAS Initiative, the Hungarian Transport Research Institute, Verkéiersverbond in Luxembourg besides H2020. Organisational mobility plans contribute to the EC White Paper's target; to assist employees to sustainably commute.

Critical Reaction

During an April 2015 presentation to part-time MBA students of a regional university's business school (which included employees of investment giant Morgan Stanley), reaction ranged to REC's 'Transport Monitoring Tool' from "Is it available for sale," "Have you patented the innovation" and "can you consult for us and adapt it"? A 3 hour workshop was subsequently held at the investment firm while a string of further promotions have occurred.

Challenges

REC is not as well connected to public transport as companies in big cities, therefore its shuttle service to the suburban bus/rail station on the far side of our community is key. Urban cycling infrastructure is also limited. Realising behavioural change requires continuous awareness raising.

Opportunities

REC's mobility plan initiative yielded a CIVITAS Activity Fund spin-off project to survey local bike-sharing as Szentendre moves towards a sustainable urban mobility plan. The achievements of our 'smart' tool lends potential to exploit the application and further its development, pending funds.

Take-Up

REC's ITS-based 'smart' travel monitoring application can be viewed at tmt.rec.org. REC's 'Mobility Manager' is also available at the contact details below to share experience and discuss transfer.

Contact

Jerome Simpson, REC Mobility Manager and Senior Expert, Smart Cities and Mobility Regional Environmental Center (REC) for CEE; Ady Endre ut 9-11; 2000 Szentendre; Hungary
Tel: 0036 20 3988 326; Email: jsimpson@rec.org; Twitter: @JeromeSimpson2

Keywords

Mobility management; company travel planning; integrated approaches; Car-independent lifestyles