



**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

On behalf of

**BMZ**



Federal Ministry  
for Economic Cooperation  
and Development



CENTAR ZA EKONOMSKI, TEHNOLOŠKI I OKOLINSKI RAZVOJ

# Sustainable mobility – best practice

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Fojnica, 28.08.2012

# Possible GHG emission reduction measures by sectors and sub-sectors (by UNDP)

- Reconstruction of railways, including securing quality passenger service
- Promoting public road transport (bus)
- Precedence of walking and cycling before cars in urban development
- Tax incentives discouraging old, polluting, inefficient cars
- Policy of expensive fuel
- Developing settlements, road network and intermodality facilitating public transport

# Best practice *Examples*

# Public transport (1)

- Are you using public transport?
- How often?
- Barriers:
  - inconvenient stops and inadequate shelters;
  - difficulty in boarding buses;
  - infrequent, indirect and unreliable services;
  - lack of information on services and fares;
  - high cost of fares;
  - long journey times;
  - lack of practicability of connections between different modes of transport;
  - fear of crime, particularly at night.

# Possible measures to increase the share of public transport

- Indicators to measure access to public
- Collective transport programmes for schools and businesses
- Implementation of public transport information service centre
- Informing users about advantages of using public transport
- Info displays about arrival and departure time
- Good maintenance
- Suggestion box for new ideas

# Cycling (2)

- The international transport forum (OECD) has identified key policy areas in which authorities can act to promote cycling:
  1. Image of cycling
  2. Infrastructure
  3. Route guidance and information
  4. Safety
  5. Links with public transport
  6. Bicycle theft prevention



# Making car travel less attractive (3)

- Pricing
- Parking management
- What are lower parking tariffs for low emission vehicles?
  - Any examples???

# Car sharing (4)

- Who has a car and how often do you drive it (in hours)?
- Car sharing – model of car rental
  - Short periods (several hours)
- Who does it work?
- Zipcar – Google it!



**ShareLocal &****SharePlus**

Add Household

Members

App Fee (one-time)

\$10 or \$20/mo

\$0

\$30

**DRIVING WEEKDAYS**

Per Hour Rates from

\$5 (+ 35¢/mi)

Day Rates from

\$48 (+ 10¢/mi)

**DRIVING WEEKENDS**

Per Hour Rates from

\$6 (+ 35¢/mi)

Day Rates from

\$54 (+ 10¢/mi)

**DRIVING NIGHTS ( midnight-8 a.m.)**

Night Owl Rates from

\$1 or \$0/hr (+ 35¢/mi)

**ALWAYS INCLUDED**

Gas &amp; Electricity

Maintenance

Premium Insurance

Roadside Assistance

Sales Tax

\$1 million protection

inc. w/driving rate

Average Cost Per Hour (including mileage)

*ShareLocal* =**\$6.39***SharePlus* =**\$6.20**

Source:

[www.citycarshare.org](http://www.citycarshare.org)

# Examples from praxis

## *European Mobility Week*



# Almada (Portugal)

- Bicycle zones, charging stations for e-bikes and e-vehicles
- Campaign “Trips for Trash”
  - 10 batteries = 1 ferryboat ticket



# Murcia (Spain)

- Promotion “Burn calories not petrol”
- Social inclusion examples
- Campaign “Apple or Lemon”



# Eindhoven (Netherlands)

- “Green steps” camapign
  - One step one green certificate



# Bologna (Italy)

- Campaign “Thank you”
  - Promotion of bike use
  - E-bike for trial rides
  - Who has best ice cream in the town?
- “Clean Fuel for Clean Vehicles” project



# Zaanstad (Netherlands)

- Replacement of city's car fleet until 2013
  - Use of electric cars
- “Check your tires” campaign
  - By correcting pressure in tyres reduce fuel consumption and CO<sub>2</sub> emission



# Luxembourg

- Get your hair done at the bus stop



# Zagreb (Croatia)

- “Travel Smarter, Live Better” campaign
  - Train them when they’re young
- “Grow up with the bike”
  - Kindergarten



# UNDP LEDS B&H

- Five NAMAs
  - Better road infrastructure and railway modernization
  - Production and use of biodiesel
  - Car sharing
  - Promotion of public transport
  - Urban planning from the aspect of transport



**DRIVE THIS CAR!**

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**Thank for your attention!**