

MODAL SHIFT ACTIONS



TRANSPORT

In the Alpine Rhine Valley, the Principality of Liechtenstein, the Swiss Canton of St. Gallen and the Austrian State of Vorarlberg are demonstrating how commuters can be motivated to switch to sustainable means of transport.



DANIEL OEHR, Chief Mobility Officer Hilti AG Company

[...] Alpstär has been like a lift. We did have a basic form of mobility management before we joined the project, but we now have a new and coherent mobility management strategy. [...]



DANIEL GUT, President of the Buchs SG municipality

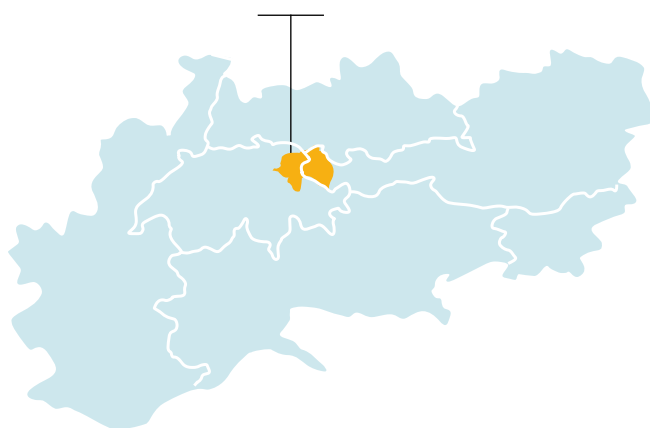
[...] The Alpstär activities have helped us to reduce road congestion, which is one of the key priorities of the agglomeration programme of the Sarganserland-Werdenberg Region and the Principality of Liechtenstein. [...]



CHRISTIAN HILLBRAND, General Manager of the Vorarlberg Transport Association

[...] The bus and train network in the Alpine Rhine Valley is already well developed. Therefore, it is particularly important to increase commuters' awareness of the network and to motivate them to change their travel behaviour. For me, the pilot actions were very successful in achieving this. [...]

ALPINE RHINE VALLEY



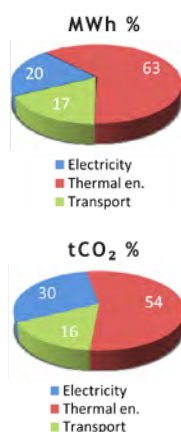
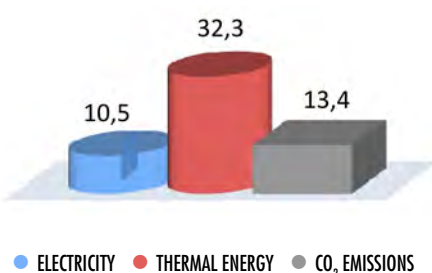
GOOD TO KNOW...

LOCATION	Alpine Rhine Valley with the Principality of Liechtenstein, the Swiss Canton of St. Gallen and the Austrian State of Vorarlberg
NO OF INHABITANTS	395,000
THEMATIC FIELD OF PILOT ACTION	transport
MAIN OBJECTIVES	modal shift activities for commuters
IN COOPERATION WITH	Hilti AG and the municipalities of Buchs SG in Switzerland and Feldkirch in Austria

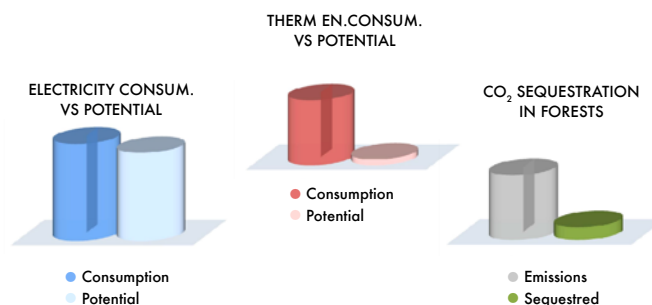
SITUATION ANALYSIS OF LIECHTENSTEIN

Electricity consumption is amongst the highest of the partners while thermal energy consumption is almost three times the average value. These values produce the highest CO₂ emissions of all the pilot regions considered. The CO₂ emissions include traffic.

CONSUMPTION AND EMISSIONS PER CAPITA



LOCAL RENEWABLE POTENTIALS



Liechtenstein presents a high level of per capita electricity consumption in comparison to the other pilot regions. Nonetheless the electricity production potential from renewables could almost enable it to cover the entire electricity demand. The other indicators show the necessity of improving the efficiency of the thermal sector. No traffic included.



HOW CAN COMMUTERS BE PERSUADED TO TRAVEL TO WORK BY BIKE, TRAIN OR BUS RATHER THAN BY CAR?

More than half of all employees in Liechtenstein commute from surrounding countries. Many of those commuting live close to the border and would be able to travel to work by bus, train or bike. The Alpine Rhine Valley has demonstrated that it is possible to motivate commuters to reconsider their transport choices and reduce CO₂ emissions. Hilti AG, one of Liechtenstein's largest employers with around 1800 staff, participated in the cross-border mobility activities as a pilot company.

Mobility Information Days

Drop-in sessions, one with a focus on bicycles and one with a focus on public transport, were offered over a period of several days next to the cafeteria at Hilti AG. Tailored mobility advice helped to motivate staff to make changes. The cost, time and emissions of personal routes to work via train, bus or bike were shown. In addition, staff could test E-Bikes, access a bicycle repair service, learn more about the benefits for their personal quality of life and take away a commuter cycling map.

Focus Groups

At the start of the project, Hilti AG staff were invited to join focus groups on sustainable transport. The participants developed ideas on requirements for sustainable commuting. These included simple measures such as covered bicycle racks, showers and changing rooms and departure monitors for public transport. Another key observation was that the concept of sustainable mobility must be firmly embedded in the company as a whole.

PUBLICATIONS



Commuter cycling Map

Cycle paths are mostly designed for leisure trips. Therefore, the project partners in the Alpine Rhine Valley developed a cycling map with everyday routes for commuters.

The proposed routes in the border triangle (Liechtenstein, Austria, Switzerland) are available as a print out, a digital map and an App for smartphones.

FOCUS ON

The Alpstar project has crossed borders and was an important step in shaping the future of sustainable transport in the Alpine Rhine Valley. A well-planned strategy and a participatory approach involving politicians at the local and national level, decision-makers of transport associations, NGOs, entrepreneurs and the commuters themselves, were the key to the project's success.

Persuading People

Targeted media work with a clear message was addressed to the relevant stakeholders to raise their awareness about the issue of commuter mobility. Personal statements by those from the immediate social surroundings motivated others to follow.

OUTLOOK

The Alpine Rhine Valley will build on the project's achievements and continue to implement opportunities for a modal shift process. The lessons learnt from the cooperation with the pilot company Hilti AG will be transferred to other companies in the region. Furthermore, products such as a commuter information package, cycling competitions and awareness-raising campaigns will be launched by the partners individually.



LIECHTENSTEIN
Office of the Environment
Roland JEHLÉ
roland.jehle@awnl.llv.li



VORARLBERG
Federal State Government - Department
of Energy, Climate Protection and
Resources relevant to climate protection
Christian VÖGEL
christian.voegel@vorarlberg.at



KANTON ST. GALLEN
Office for Spatial Development
and Geoinformation
Markus ZIMMERMANN
markus.zimmermann@sg.ch

ENERGIEINSTITUT VORARLBERG
Martin REIS
martin.reis@energieinstitut.at

CIPRA INTERNATIONAL
Wolfgang PFEFFERKORN
wolfgang.pfefferkorn@cipra.org