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„GREEN DEALS TODAY FOR THE GREEN FUTURE OF AUSTRIA“

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Short Description

Clean mobility – mobility which is emission-free, decarbonised, powered by renewable sources of energy, cycling or walking and which includes attractive multimodal alternatives with high service quality – this is the vision of mobility we would like to achieve and how we force it with our klimaaktiv mobil programm, based on the #mission2030, the Austrian Climate and Energy Strategy.

Main part

Austria´s municipalities and cities, businesses and tourism, children and young people – all of us, every single citizen, need clean mobility to ensure our quality of life, health and wellbeing, to protect our climate and environment, to improve our business opportunities and high-quality tourism and to make our cities, villages and regions desirable places to live. So more and more municipalities, businesses and citizens throughout Austria wish for green and climate-friendly mobility; and they are making the vision of clean mobility a reality today, supported by the klimaaktiv mobil Programme of the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK).

The klimaaktiv mobil fundings for alternative vehicles and electro mobility by renewables, for investments in active mobility – esp. cycling infrastructure, bike parking, etc. – as well as investments in climate friendly mobility management are the backbone of the different and extensive offers. We develop and refine the portfolio of klimaaktiv mobil continuously and implement new and green deals:

- “E-mobility offensive 2019+2020” to promote electromobility with renewable energy:
After the action package to promote e-mobility 2017-2018 had proven to be successful, the BMNT (Ministry for Sustainability and Tourism) and BMVIT (Ministry for Transport, Innovation and Technology) – since 2020 together the BMK (Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology) – together with automobile importers, two-wheeler importers as well as the bicycle industry, launched the E-mobility offensive 2019-2020 to accelerate the market introduction & penetration of E-mobility in a public-private partnership. The financial measures comprises a total volume of around € 93 million for the two years (2019+2020), therefrom approx. € 30 million will be provided by the vehicle industry.

- EU co-financing by the European Agricultural Fund for Rural Development (EAFRD):
The Austrian Rural Development Programme 2014-2020 provides co-financing of klimaaktiv mobil projects through EU funding and stimulates green mobility in rural areas. For the period 2014-2020 a total volume of € 31 million is projected and will be used completely.

Since 2019 the national process for the development of the “CAP (Common agricultural policy) Strategic Plans 2021-2027” is under construction and the reorientation of the EU structural funds includes a linkage to the ambitious climate and energy objectives. So we are working intensive to anchorage the possibility for co-financing of klimaaktiv mobil projects again and under the new specifications and architecture of the EAFRD. Furthermore we try to argument a higher available budget and the arguments are building up on the successful performance within the current period 2014-2020 and the raising challenges to reduce GHG emissions in the sector of transport.

What is new?

The idea of searching and finding new partners, other funding sources, looking over the own system boundary to enable a broad implementation of mobility management. The arguments are versatile – for example from positive environmental and climate effects, energy savings and more renewable energy

to new business opportunities and triggered investment volume, positive health effects and high-quality tourism as well as the important attractive development of rural areas.

What is transferable to other cities and regions?

Every country, every city and every region has to find a way to contribute to the global, EU-wide, national and/or regional Climate- and Energy targets – esp. in the permanent growing sector of mobility. Using the Austrian model, other countries and responsible ministries, authorities and policy makers can be motivated:

1. to work together, to involve the industrial sector;
2. to use European Funds for their national programs and initiatives. The new architecture of the EU structural funds 2021-2027 shows a clear focus on environment and climate protection. So there are great opportunities for all member states to be successful in financing national mobility management measures by EU budgets.

What are outcomes and conclusions?

The successful track record with December 2018 shows, that more than 15,000 climate-friendly mobility projects were initiated and implemented by around 12,500 businesses, 1,200 cities, municipalities and regions, 900 tourism and leisure organisations as well as 400 schools all over Austria. These mobility projects have been financially supported by EUR 122.4 million, including approx. EUR 112.6 million from the national funds of the BMK via klimaaktiv mobil, the Climate and Energy Fund and the national environmental support scheme, as well as EUR 9.8 million from EU funds (European Agricultural Fund for Rural Development, EAFRD), having triggered an environment-related investment volume of EUR 816 million.

Who are the main target groups?

The main target groups of the klimaaktiv mobil programme are all relevant players in the mobility sector. So different offers are tailor made for businesses, fleet operators, for cities, municipalities and regions, for tourism and leisure operators, youth groups, for children, parents and schools as well as private individuals.

And what now? - what will change? - what is the relevance for the future?

Now in times of Covid-19 crises priorities and frame conditions are changing. After human lives and the health systems have been saved we need to recover the economic systems. There is a big chance to contribute to a green growth; to design a green mobility future. National budgets are going to be extended and more than ever we have to illuminate and focus on the positive effects of clean mobility for investments, for economic recovery, for green jobs, etc. It is a unique opportunity but also a great challenge, to anchor clean mobility measures, new business models, etc. in national business revival programmes.

Hope I can tell you more about it next year!

Link to the project

www.klimaaktiv.at/mobilitaet.html
www.umweltfoerderung.at