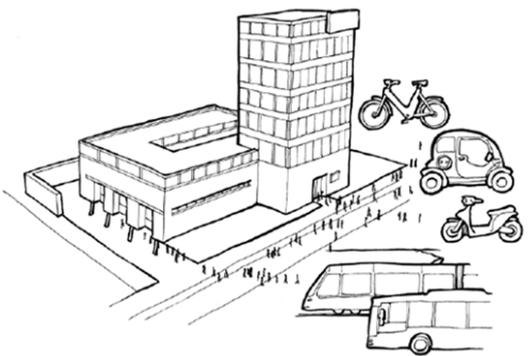


# Neighbourhood oriented marketing of sustainable multimodal mobility services

Summer 2019



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- Low emission, safer neighbourhoods
- Car independent lifestyles
- Campaign tailored to achieving long-term changes in mobility behaviour

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.*

**Location:** Munich, Germany

**Organisations involved:** [City of München](#)

## What is the solution?

The newly developed Domagkpark district will soon be home to more than 4,000 residents, schools, educational and other kinds of facilities. Various innovative mobility services and amenities are available in the neighbourhood already, and as part of CIVITAS ECCENTRIC, the City of Munich will implement a marketing campaign for the residents of Domagkpark. This shall include carrying out a customised marketing for sustainable mobility, mobility management for locally-based schools and childcare facilities, as well as mobility consultation for the (over 200) companies located in the adjacent business area, Parkstadt Schwabing. Both of these districts are Munich's 'living labs' (or demonstration areas) in the CIVITAS ECCENTRIC project, and together have an outreach of approximately 8,000 residents.

The marketing approaches have been chosen to help create acceptance and thereby increase the use of alternative mobility offers and services, which do not involve the use of cars. The measure shall also serve to increase the awareness of sustainable mobility in childcare facilities and schools. Furthermore, companies and their employees will be encouraged to reduce car traffic and switch to more sustainable means of transport - for example, through ride sharing.

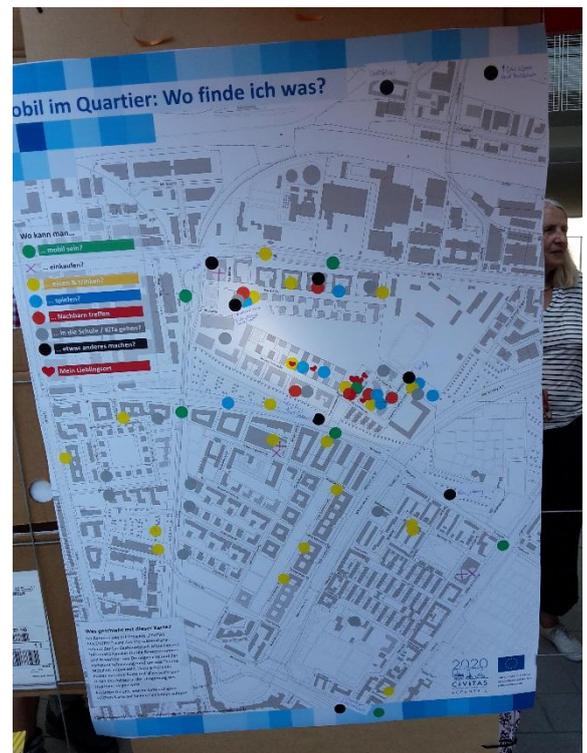
## How does it work?

There are essentially three main focuses of mobility management:

**1. Residents.** This involves direct and 'dialogue marketing' on sustainable mobility including, for instance, providing all households with encouraging, target group specific material about the mobility services on offer in the neighbourhood (public transport, walking, cycling, (e-)car sharing, (e-)bike sharing, cargo bike sharing, (e-)scooter sharing, etc.), personalised mobility advice/consultancy, and incentives to test new offers and services.

**2. Schools and childcare facilities.** Mobility marketing for residents will be accompanied by mobility management for local schools and childcare facilities. Education and training on various sustainable mobility forms will be offered to children and parents (such as, 'walking buses', bike repair training, educational offers on sustainable mobility suitable for children) in order to reduce the number of parents and teachers using their car.

**3. Companies.** This part of the measure targets the companies located in Parkstadt Schwabing, and shall include an analysis of the companies' mobility situation (commuter trips, business trips, mobility options, incentives, etc.) and customised mobility advice. This will also include promoting ECCENTRIC measures that do not only attract citizens but also businesses (e.g. mobility stations, e-mobility measures). The programme is currently being carried out with four companies. Ride-sharing was identified as a solution and has already been introduced in four companies via 'JobRide' - a web-based ride sharing solution.





THE CIVITAS INITIATIVE  
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## Expected results

- Together, all three mobility management components will achieve a reduction of 5% in car use, an annual reduction in CO<sub>2</sub> emissions of 180 tonnes, and a reduction in kilometres driven by car (and commuter traffic) by at least 870,000 km per year in the living lab areas.
- 1,700 households in the living lab areas receive personalised information, guidance and motivation; at least 30% of the households contacted will make use of the offer and engage in trying out new sustainable mobility services. In the long term, these shall be integrated into everyday lives and become habitual.
- The share of children brought to school by car is 50% lower in the living lab areas than the average rate of comparable schools in Munich.
- Wide-ranging awareness of the great variety of transport and mobility offers available, particularly in the districts targeted, by providing residents with customised advice on how to organise their individual mobility more sustainably and efficiently – not only in the living lab but also in the entire city.

## Business model

The measure is funded by the EU. Most of the funding is required for the mobility management actions targeting residents, and schools/childcare facilities - the first two parts of the measure.

A part of the funding is required for the part targeting companies in the Parkstadt Schwabing area.

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