


Mobility Policy for Employees

2012

 **University**
HU University of Applied Sciences Utrecht (UUAS)
Country
The Netherlands

Location 

Size 
40,000-50,000

Mobility Organizational Structure 

Summary

Since 2012 the Utrecht University of Applied Sciences (UUAS) has introduced several measures to reduce CO2 emissions resulting from staff commuting.

Aims

The main aim of the policy is to reduce total CO2 emissions by 100% in 2030, and 20% in 2020 compared to 2014. To achieve this, car mobility should be reduced by 20% in 2020, when compared to 2013. It aims to stimulate the use of the bicycle, e-bike, public transport, the efficient scheduling of classes, blended learning etc.

Stakeholders

- HU University managing body (Board, Human Resources and Facility Management).
- Employees' Union.

Background

Not available.



Description

The following constitute major measures taken to stimulate sustainable mobility among employees since 2012:

- Bikes, electric bikes, and electric cars are available for use by staff for business related travel.
- Financial incentives for employees who buy and use their e-bike to work (discounts and 'bike-for-your-bonus' by using your e-bike-to work-incentives) together with the Dutch Ministry for Infrastructure & Mobility.
- The use of public transport in the region of Utrecht is partially subsidised. (subscription/pass discounts on public transport)
- Financial subsidy of up to €850 for purchasing a bike.
- In 2014 and 2015 a special program (Low Car Diet) was launched to allow employees to try out ways they can travel without using the car by providing free public transport and the use of electric shared cars, e-bikes and bicycles.
- In 2015 active parking management has been introduced in which only employees living more than 10 km from the UUAS are allowed parking privileges.
- In 2016 an agreement with the local government was signed to stimulate commuting outside rush hour periods.
- Over the past few years, several measures have been introduced to facilitate working / studying from home (VPN, teleconferencing, Skype, blended learning, etc.)
- Since March 2016 a mobile bicycle repair service is available each week at the University campus; employees can get their bike fixed for a reduced fee and they can also buy a pre-used bicycle for only €95.



Indicators

- CO2 emission reduction.
- Modal split.
- Usage of e-cars.

Results

CO2 emission reduction:
available in March 2017

Modal split 2013:
Car usage 38%
Public Transportation 27%
Bike and e-bike 34%

Usage of e-cars:
All six cars are being used every day by an ever growing number of employees.

Expense

Not available.

Financing

Most of the measures have been financed by HU University. Some form of financial support has been provided also by local, regional, and national governments.

Findings

Mobility has the greatest impact on CO₂-emissions. To persuade our staff to be more sustainable in their business travel and commuting, routine behaviour needs to be influenced and changed.

The solution is both technical (parking restrictions) and behavioural (demotivating un-desired behaviour e.g. by imposing parking fees and stimulating the desired behaviour, e.g. by using financial incentives for public transportation, bike, and e-bike usage).

Also important is the fact that a single institution can never solve the problem on its own. You need to address the challenge with your internal and external stakeholders, which include the municipality, province, other institutions and businesses in the area.

 Pictures



Fig 1. The Low Car Diet initiative at HU



Fig 2. E-cars and e-bikes for business related travel

 Links

<https://www.hu.nl/los/hu-en-duurzaamheid/duurzame-bedrijfsvoering/mobiliteit>

 Contact person

Sandra Valenbreder
Program manager Sustainable business operations
Sandra.Valenbreder@hu.nl