

**Interreg  
Europe**



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## The Transport efficient Project of Region Kronoberg, Sweden

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Region Kronoberg



EUROPEAN UNION  
European Regional  
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**Method** We support SMEs in reducing the climate footprint from work commuting

## Mobility Management in SMEs

1. **Measure** – Investigate business travel and commuting
2. **Inventory** – Create a transport plan tailored to the company
3. **Act** – Carry out the activities in the plan
4. **Measure Results** – Follow up and benefit from experience

# Tools for Inventory

# Mobility Management plan

	LEVEL						PRIO
<b>Comprehensive and fundamental work around sustainable travel</b>							<i>Klicka i nedan</i>
1 Meeting and travel policy	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
2 Vehicle policy	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
3 Sustainability goals and vision and/or strategy	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
4 Green travel plan/action plan with measures to encourage and facilitate sustainable	●	●	●	●	●	●	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
<b>Coordination, control and information</b>							
5 Central vehicle/mobility responsibility	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
6 Digital meetings	●	●	●	●	●	●	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
7 Optimization of vehicle fleet	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
8 Booking system	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
9 Follow-up and communication of business travel & digital meetings/activities	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
10 Mapping and follow-up of work commuting	●	●	●	●	●	●	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
<b>Bikes</b>							
11 Service bikes	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
12 Bicycle parking	●	●	●	●	●	●	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
13 Bicycle facilities	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
14 Benefit bikes	●	●	●	●	●	●	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
15 Campaign to encourage cycling	●	●	●	●	●	●	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
16 Try-on campaign for increased cycling	●	●	●	●	●	●	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
<b>Bus and trains</b>							
17 Ticket solutions	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
18 Real-time information	●	●	●	●	●	●	<input checked="" type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
19 Encouragement to use trains	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
20 Try-on campaign for commuting by public transport	●	●	●	●	●	●	<input checked="" type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
21 Dialogue with public transport companies on improved conditions for public	●	●	●	●	●	●	<input checked="" type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
22 Subsidizing public transport travel for work commuting	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input checked="" type="radio"/> 3 <input type="radio"/> Ej prio
<b>Car</b>							
23 Electronic driving records	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
24 Car pool for company cars	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
25 Charge/refuel correctly	●	●	●	●	●	●	<input checked="" type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
26 Parking for employees' and visitors' cars	●	●	●	●	●	●	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> Ej prio
27 Charging facilities for electric cars	●	●	●	●	●	●	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> Ej prio
<b>Other measures</b>							

Evidence of success



# Test activities, inspiration and results



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# Thank you!

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