

# Mobility Management in Nordic Countries “MOPPI”

**Nordic Council of Ministers: Group Hållbar Mobilitet**

Partners:

Finland: WSP LT-Consultants Ltd. (coordinator)

Sweden: WSP Sweden

Denmark: Thomas Krag Mobility Advice

Norway: Syklistenes Landsforening, Naturban

**Report: Tema Nord series, "Mobility Management in Nordic Countries"**

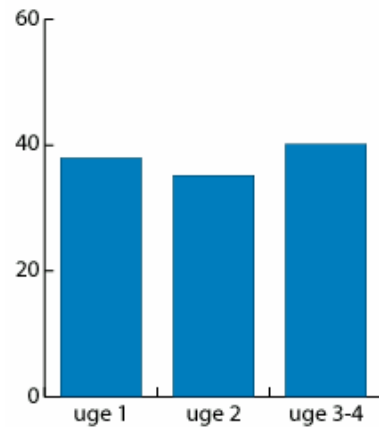


# Erfaringer 2001-2003

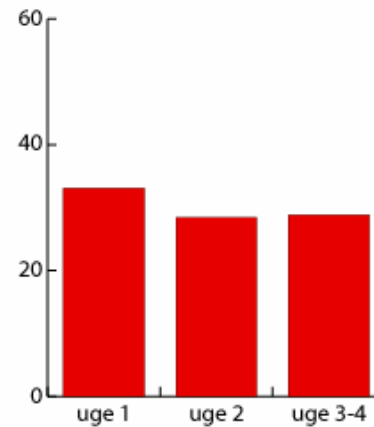


2003: Kursus i bilafvænning

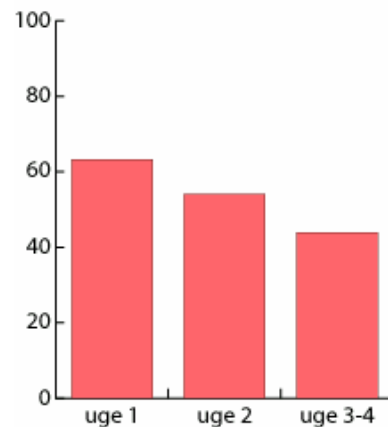
Km i alt pr. dag



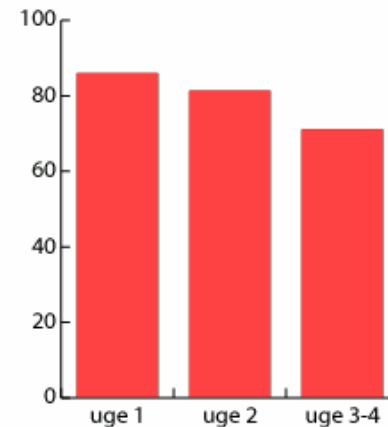
Km bil pr. dag



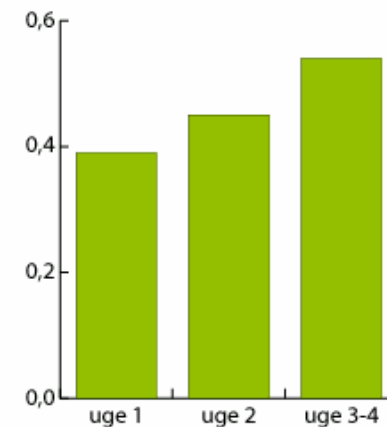
Andel bilture (%)



Andel bilkm (%)



Motion, timer pr. dag



# Mobility Management in Nordic Countries

## Project aim:

Collect, analyse and inform on Nordic Mobility Management activities related to commuting

**Duration:** 11/2003-11/2004

## Contents of the MOPPI report:

- The role of mobility management in Nordic transport policy
- Policy instruments
  - taxation structure
  - building regulations
- Case studies from Nordic countries
- Future promotion of mobility management in Nordic countries

# Policy instruments - taxation

## **Business trips:**

Mileage allowance is provided for car use.

## **Commuter trips:**

Deductions on travel expenses (max and min levels) do not depend on transport mode (principally deductions can be based on the assumed costs of public transport).

## **Tax imposed on fringe benefits:**

Company cars have special tax benefits.

- In Sweden eco-cars have a lower taxable value.

A public transport ticket is normally seen as a 100% taxable benefit

- In Denmark an employer can pay for a season ticket without any tax consequences for the employee other than that the employee cannot at the same time claim the usual deductible value for commuter trips.

An employer can be a member of a car share club and give employees the possibility to use the benefit without tax consequences. The employee pays only the running costs.

# Policy instruments

## - building regulations and e-work

### **Fringe benefits:**

Car parking at an employer's place of business is usually viewed as a non-taxable benefit

- In Sweden parking privileges are considered a taxable benefit except in the case of company cars

### **Local building codes:**

Car parking is usually regulated by minimum norms.

- CBD areas and some special sites may have maximum (or absolute) norms.

Bicycle parking is rarely regulated but some municipalities have minimum norms.

Social premises are not considered as a transport issue and accordingly are not regulated.

### **E-work:**

Equipment can be provided (employer owned) without tax consequences.



# Detailed examples

Vision Lundby, Göteborg	SE	760-880,000 Euro/year	since 2000
LundaMaTs, Lund	SE	33,000,000 Euro total <sup>1</sup>	since 1998
BikeBus'ters, Århus	DK	385,000 Euro	1995-96
HUR Pendlerkontor	DK	200,000 Euro/year	2002-2004
SMART in Oslo	NO	125,000 Euro	2003-2004
Local Transport Forum in Jyväskylä	FI	25,000 Euro	2004

Note 1: Infrastructure included



# What kind of companies can be activated?

- Those who have **plans to move** and need more information about the impacts of relocating for employees and associated travel costs.
- Service sector where **employees can be reached** by e-mail and sufficient information can be disseminated via intranet/internet easily.
- Companies having a quality and environment **management system**.
- Companies that have high costs, **parking place** deficiencies or employee **health concerns**. To solve or mitigate these problems through mobility management, however, requires strong marketing.

Employers can be activated by identifying **monetary savings**. Direct savings can be attained by decreasing the demand for car parking spaces. Indirect savings arise from better physical health, increasing the satisfaction of employees (equity questions), and image benefits (environmental and society responsibility).

Employees can be activated by showing **health** improvements.

# Denmark, Norway and Finland – an overview

- Big care taken not to mention reduction of private automobile use.
- Initiatives taken by non-state bodies (NGOs, municipalities/regions, consultants, ...).
- Varying rules and regulations, but still in all cases possibilities to do quite a lot under current conditions.

Some interest in Mobility Management however on the state level:

- CBA guidelines (YHTALI) and national cycle promotion programme in Finland.
- National Cycling Strategy, Norway.
- Official statement that road extension may not always be the solution in Denmark.