

**Cross-border mobility
in the Alpine Region**

Co-financed by the European Parliament through
the Alpine Region Preparatory Action Fund (ARPAF)



Workshop Invitation

Training on Company Mobility Management in the Alpine Region – company and regional level

3 - 4 June 2019

Energieinstitut Vorarlberg, Dornbirn/A



What can you learn at this training session?

- How Company Mobility Management can be introduced into a company
- How Company Mobility Management facilities can be set up in a region
- What tools are available for Company Mobility Management and how they can be used

Through the exchange with Company Mobility Management practitioners from model companies you will experience first hand what CMM is about. This Training session was designed by the Energieinstitut Vorarlberg and the tools that will be explained here are based on the long and successful activity of the Institute.¹

Target audience:

- I. People in charge of establishing company mobility management at regional level in administration and/or political level
- II. Employees in planning offices and professional and would-be consultants
- III. People in charge of mobility in businesses

Agenda

Monday, 3 June

Morning

- **Theoretical session *Company Mobility Management at regional level:*** Approaches, models and establishment, business acquisitions, consultant development | Speakers: Magdalena Pircher and Martin Reis Energieinstitut Vorarlberg
- **Practical session** Speaker: Daniel Oehry | Mobility Manager Hilti AG Liechtenstein member of the Liechtenstein Parliament

Afternoon

- **Theoretical session *Company Mobility Management at company level and company visit:*** Successfully introducing the CMM into a company, tools, instruments and measures implemented
Company: Haberkorn, Speaker Gerhard Berlinger | mobility manager

Dinner together

¹ Support of the WirtschaftMOBIL network, leading the project PEMO – sustainable commuter mobility, winner of the VCÖ Mobilitätspreises Österreich (VCÖ Mobility Award Austria) for the project Alpstar – Toward Carbon neutral Alps, Winner of the Mobility Award of VCÖ-Vorarlberg for WirtschaftMOBIL and much more, see. : <https://www.energieinstitut.at/unternehmen/mobilitaet/>

Tuesday, 4 June

Morning

- Morning **Observation of practical examples** in two committed companies: practical tips: Omicron and Zumtobel

Speaker Robert Hoschek: Mobility manager Omicron
and Burkhard Mangold: Mobility manager Zumtobel

Participation, Training documents and Local transportation (with public transport) for the training session are free of charge. The Training session will be held in English.

Travel and accommodation: individual organization. CIPRA International will be pleased to help you find the best options for your journey and accommodation. Participants must pay the costs themselves.

Contact:

For any questions on the training session, please contact Magdalena Pircher:
+43 5572 31 202 53, magdalena.pircher@energieinstitut.at

For any questions regarding travel and accommodation, please contact Corinna Schmidt,
CIPRA International: +423 237 53 53-306, corinna.schmidt@cipra.org

Application:

Link to registration: <https://goo.gl/6TSou5> – Please register before 10 May 2019

In the two-year „Cross-border mobility“-project, the current situation of cross-border commuter mobility is analysed within the framework of the EUSALP macro-regional strategy for the Alpine region, good examples of cooperation are presented, solutions are sought and concrete action plans with measures are drawn up in selected hotspots. Another focus of this project is the establishment of company mobility management in businesses and regions. This training session is organised for the first time together with administrative and political players and as further training for active mobility managers. Experiences and knowledge from this first training session will be included in the existing documents at a later stage. All documents will be made available in the future to all those concerned in the entire Alpine region in all the Alpine languages.

Project partners:

