



Mobility solutions in local areas across Europe

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LIVING IN
THE ALPS

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Mobility in the rural Alpine space

The Alps are crossed by numerous major international transport axes, including road corridors. In recent decades, traffic in and through the Alps has increased extremely. In the process, rail traffic increased by a factor of 1.5, while road transport increased by a factor of more than eight. Every year, the alpine road network is used by millions of trucks, tourists and Alpine residents: an average of 40,000 vehicles per day travel over the Brenner Pass alone (as of 2019), and 38.8 million net tons of goods are transported by road over the pass each year (2018). At the same time, intra- and transalpine traffic is expected to continue growing. The challenges here are the management of traffic flows - especially the separation of transit and local road traffic - and the emissions of CO₂, pollutants and noise. Because of the topography of the valleys, the environmental impacts of traffic and the impacts on health and on the landscape are greater in mountain areas than elsewhere: pollutant accumulations can reach metropolitan proportions. Another important aspect of traffic in the Alps is the dissection and fragmentation of the natural habitat for wildlife.^{1,2,3}

But besides these big traffic axes and touristic attraction points, the more remote areas in the Alps are mostly not well served by public transport or are not well connected. This is also due to the complex topography of the mountainous regions and their particular challenges such as road layout, difficult cross-connections from valleys over passes and severely restricted space for railway lines and other mobility infrastructure.

As a result, the traffic in these areas is very much dominated by motorized individual transport or by passenger cars. This creates a variety of problems for nature conservation and environmental protection, for recreation seekers and residents, and for the recreational attractiveness of the areas (contribution to climate change, air pollution, noise, land consumption, etc.). In order to avoid or at least reduce these problems, it is very important to offer feasible alternatives in mobility; however, this requires a great deal of coordination, communication, funding and networking. Thus, innovative solutions to minimise the environmental impact and design environmentally friendly mobility are necessary.⁴

¹ Veit, Heinz (2002): Die Alpen. Geoökologie und Landschaftsentwicklung. Stuttgart (Hohenheim): Ulmer (UTB Geowissenschaften, Ökologie, Biologie, 2327).

² Internationale Alpenschutzkommission (1994): Verkehr in den Alpen. Mehr als nur Transit; Referate anlässlich der CIPRA Jahresfachtagung Belluno (Italien), 6.–8. Oktober 1994. Hrsg.: CIPRA, Internationale Alpenschutzkommission. Schaan: CIPRA (CIPRA-Schriften, 12).

³ Alpine Convention (2023): Transport. Available under <https://www.alpconv.org/en/home/topics/transport>; last checked on 05.02.2024.

⁴ Rein, Hartmut; Schuler, Alexander (Hg.) (2019): Naturtourismus. In collaboration with Elke Baranek. München: UVK Verlag.

Mobility solutions

The number of sustainable mobility options has increased significantly in recent years. The hire of vehicles and bicycles plays a major role here, as do the expansion and affordability of local public transport, e-bikes and external incentives for sustainable mobility. A short overview over the different mobility solutions is provided below.⁵

Car Sharing

The owner of the car is usually the car sharing provider. Customers sign a framework agreement with the provider when they register. They can then book all of the provider's vehicles independently around the clock. Only the actual use of the vehicle is paid for. All costs are included in the fare. With station-based car sharing, the cars are parked in a fixed car park. Customers collect the car there and return it after their journey. With free-floating, the vehicles are parked freely in the area where they are used. Users locate and book them via smartphone. There are many different forms of car sharing, billing and providers (NGOs, companies, private rental municipalities; short term, long term or subscriptions).



Citiz, GetAround, Roadstr, Turo, Mobilize Share, Mobylyus, Clem'



Miles, Grüne Flotte, INNenergie GmbH, Greenmobility, Alpenmobil

Bike Sharing

There are many different approaches to bike sharing, which are mostly similar to those of car sharing.



NextBike (Deutsche Bahn AG), Swapfjets, Callabike, Lime, Münchner Verkehrsges. mbH, PubliBikes

Landerneau, M Vélo, In'VD



⁵ <https://www.vdv.de/new-mobility-projekte.aspx>

On-demand bus systems / bus ride pooling

Public transportation service that operates in response to passenger requests rather than following a fixed route and schedule. Unlike traditional fixed-route bus systems that adhere to predetermined paths and timetables, on-call bus systems offer a more flexible and adaptive approach.



Rosi, EMMI-Mobil, Kexi, Omobi



TAXI TER, Padam Mobility, Viacitis

Rideselling

Rideselling (or ride-hailing) is digitally mediated, paid and on-demand, i.e. demand-driven, transport. The journeys are usually offered with a private car and a private driver. Commercial platform providers set the price according to the current market situation and „broker“ the requested journey. A commission may be charged for arranging the journey.



Uber, Free Now, Blablacar



Uber, Free Now, Blablacar

Ridepooling

Ridepooling is a form of rideselling - but as a collective service, taking into account public transport interests and within the framework of the Passenger Transport Act (PBefG). Ridepooling can be offered both as part of local public transport and as a parallel service.



Free Now, ViaVan, ioki, door2door, GHT Mobility GmbH, Landkreis Karlsruhe, Regionalbusverkehr Südwest, MOIA GmbH, Stuttgarter Straßenbahnen AG



Caroster, covoiTribu, Togetzer

PT-Ridepooling

Ridepooling to stations of public transport. Can be integrated in the public transport systems, on trial basis by several German transport associations.



Door2door, Stadtwerke Augsburg, ioki, MVV GmbH, Landkreis München, Clevershuttle, ViaVan, Steber Tours GmbH, Stadtwerke Bad Wörishofen, Flexibus KG, FLEX (MVV)



Rezo Puce

All-inclusive ticket subscriptions

Ticket subscriptions, which are valid for all public transport options in a region or country. Intercity express trains can be excluded. Usually special conditions for certain groups of people.



Deutschland-Ticket (49€-Ticket)
(Klimaticket Austria)



TGV Max

Autonomous shuttle systems

Driverless shuttle solutions on a fixed route. Mostly still in project phase or on trial basis on short routes.



Mach2 Châteauroux



Autonomer People Mover Regensburg,
Autonomer Shuttlebus Heilbronn

Development

The number of car sharing services has increased in recent years, especially in urban areas. Almost 5,5 million authorised drivers are registered in Germany (as of January 2024). The greatest demand is for station-independent car sharing services, where the number of users has grown to over 4,5 million.

The number of customers of station-based car sharing services rose about 1 million.⁶ Car sharing services were available in more than 90% of major German cities (over 100.000 inhabitants) in January 2024. In municipalities with 50.000 to 99.999 inhabitants, 73,5% were recorded.⁷ Regarding the alpine region, a variety of car sharing service can be found among bigger locations or tourist attractions, for example the “Alpenmobil” in Sonthofen, E-Carsharing in the nature parc Ammergauer Alpen (e-ALOIS), Inntal (INNenergie), Tegernsee (eSee) or in Berchtesgaden (Watzmann Mobil).

Traditionally, bike sharing is based on short-term bike hire at fixed stations and booking via an app. Newer developments in bike sharing are the availabilities of cargo bikes and the lending for longer periods, which could also be called bike leasing, as service as bicycle lock, breakdown assistance and bicycle insurance are included. Big bike sharing companies often offer special conditions for certain groups of people. In transport associations, they are often included in the ticketing system of the public transport system. As car sharing, bike sharing first developed and is still most popular and mostly offered in cities. This makes it difficult for people traveling to or inbetween smaller cities and villages in the alpine region to find access to a shared bike. Bigger companies like nextbike or callabike, offer Munich as their southernmost service area. Bike rentals in smaller alpine villages involve more effort on the part of the users and it is often not easy to hire them for just a few hours or by using an app.



⁶ <https://de.statista.com/statistik/daten/studie/324692/umfrage/carsharing-nutzer-in-deutschland/> (11.06.2024)

⁷ <https://de.statista.com/statistik/daten/studie/813657/umfrage/carsharing-anzahl-der-fahrzeuge-in-deutschen-staedten/#:~:text=Bei%20den%20Gemeinden%20mit%2050.000,Millionen%20registrierte%20Nutzer%20der%20Angebote.> (11.06.2024)

Public transport-integrated ridepooling is already being trialled. In Germany, the amendment to the Passenger Transport Act now makes permanent public transport-integrated ridepooling possible with scheduled demand-responsive transport. Many public transport authorities (transport associations) and transport companies have recently put ride pooling services out to tender and are gaining their first experience with them. Regular demand-responsive transport offers a strategic opportunity to become active in the ridepooling market in order to create equal living conditions in urban and rural areas and enable people to live without their own car.⁸

On-call bus systems are often employed in areas where providing a fixed-route service may not be economically viable or where there is a need for more flexible transportation solutions. They can be useful in suburban or rural areas, as well as for late-night or low-demand periods in urban settings.

Ticket subscriptions and all-inclusive tickets lower the barrier to using local public transport, as it is no longer necessary to buy a ticket and people are more willing to use it, as this increases the feeling of „free use“.⁹

Most of the above-mentioned examples are located in urban areas; only a few of the services are represented on a large scale in rural communities. The car sharing and bike sharing fleets are significantly larger in cities than in rural areas. Accordingly, these services cannot yet function as a reliable substitute for the car in rural areas.¹⁰ However, more and more municipalities and organisations work hard on finding solutions and adaptations to existing systems to be able to offer real mobility alternatives for rural or remote areas in the Alps.



⁸ <https://www.vdv.de/aktuelle-oepnv-ridepooling-projekte.aspx>

⁹ <https://www.zdf.de/nachrichten/drehscheibe/bilanz-49-euro-ticket-100.html>

¹⁰ <https://www.vcd.org/artikel/ohne-auto-mobil-im-laendlichen-raum/>

Mobility Interviews with French and German NGOs

Summary

Germany

France

DAV Sektion Oberland (German Alpine Club)



Mobility is both the decisive emission factor and lever in mountain sports and alpine leisure tourism. The DAV is therefore increasing its activities in the area of sustainable mobility: from A to the mountain, convenient, fast and climate-friendly.



Ulrike Lierow



Project Manager Sustainable Mobility in the Alpine Region



Train



Nobody wants to be reprimanded or patronized: Mountaineers should not lecture. **It is important to demonstrate the advantages of sustainable mobility and to make them tangible** (e.g. overpasses, joint tour planning on the train, no parking fees, traffic jams). This also helps against the arguments that are always reflexively put forward as to why people continue to use their cars.

The DAV has switched more of its tour program to public transport and introduced the mountain bus. They are training multipliers and are in talks with transport companies to improve travelling comfort and the transport of sports equipment. There is also currently the „Sustainable mobility in the Alpine region“ project. This involves the temporary and long-term use of valleys and pass roads with sustainable forms of mobility to relieve the burden on the target regions, raise awareness among mountain activists and keep the public debate on sustainable mobility going.

Build up perseverance, network and promote sustainable mobility together!

BUND Naturschutz (Friends of the Earth Germany in Bavaria)

BUND Naturschutz wants to achieve a turnaround in transport without building new roads or runways, without land consumption, air pollution, noise and high costs. With 650 local and district groups, we campaign locally for more walking, cycling, bus and rail transport. This also includes participating in planning procedures and taking legal action.



Thomas Frey

Director of working groups Alps and Transport; Regional Representative



walking



Mobility policy and mobility behaviour are subject to very strong forces of inertia. **Changing mobility policy and mobility behaviour is a long-distance run, although short-term changes are urgently needed.** Success can be achieved time and again through credible, long-term, consistent work.



With a consistent change in mobility policy and mobility culture among the population, almost all journeys will be possible in a sustainable way. However, it is also about the fact that journeys are becoming ever longer and traffic is increasing. This requires a change in transport infrastructure policy. The European framework plays an important role in shaping mobility (environmental regulations, infrastructure costs directive, etc.). In addition, there are many transnational mobility needs that can only be organised sustainably together. BUND Naturschutz has a clear policy of using sustainable means of transport. As a rule, we also plan our events and appointments in such a way that they can be travelled to using sustainable means of transport. However, there will always be individual journeys that have to be made by other means.

Consider sustainable mobility in all activities!

Alliance in the Alps

The "Alliance in the Alps" network of municipalities is a network of around 300 municipalities in the Alpine region with the aim of sustainable development in Alpine municipalities. Sustainable mobility plays a major role there.



Maya Simon 

Project Manager 

Bicycle 



The improvement of sustainable mobility cannot be mastered by one municipality alone.

The Alpine region is known for its heterogeneity and diversity of municipalities and regions. This is precisely why the investment of many regions is needed, including at a higher state level. Improving local public transport is always an uncertain investment, the benefits of which only become visible with a time lag.

The network of municipalities works closely with pilot regions and their members within the projects. European cooperation is very important here, especially with regard to cross-border mobility solutions both for guests of tourist destinations and for locals in municipalities close to the border.



It is important to exchange ideas with other municipalities or organizations. Especially in the area of mobility, you can learn a lot from best practice examples.

Mountain Wilderness France



The “Changer d’approche” campaign (changing our approach) is 16 years old now. The main aim is to raise the awareness of mountains users by asking mountain-user relation and how to get there in a less consumerist, carbon-intensive and environmentally damaging way by challenging the mountain/user relation.



Juliette Dané



Mission Manager



Cross-country skiing

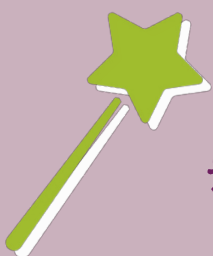


Efforts should be made to promote existing transport services and develop new weekend options. A challenge is the availability of public transport data and car-free mountain activities. Despite many private initiatives to practice mountain activities without taking the car, they are poorly referenced online and unknown to tourist officers. The biggest challenge is the lack of time to identify potential pilot areas, meet them, and encourage the adoption of good practices.

Currently there are 3 main objectives for the campaign:

- raise awareness: find ambassadors for new approaches
- deconstruct preconceived ideas about how cars are the best way to go mountaineering
- meet public authorities (especially those who continue to promote their territories without thinking alternative to private car) and convince them to get involved in sustainable mobility

An alliance between the cycling activist community and nature associations to combine their expertise to make cycling not just a leisure activity but a real mean of transport.



L'Escarpade

"L'Escarpade" is a sportive and educational challenge to show that it is possible to ski without a car. This challenge was born out of the long-time realisation that there is a real need to go to the mountains in a sustainable way. The aim of the annual event is to go beyond sporting activities, with a desire to be instructive and to offer workshops to raise participants awareness.



Louis Didelle



Bike

Founder



The participants of the event were 2/3 of men for 1/3 of women. There are preconceived ideas about the abilities required, which means that there are psychological barriers to attracting a less sporty public. Mountain users pointed out other obstacles to practice bike during the last years survey. They talked about uneven terrain, weather conditions, a **lack of facilities for bicycles, but also about the notion of speed and time-consumption.** In this project, public participation is an integral part of the project by taking part at l'Escarpade, but also by making a feedback which could help the project to evolve.

The first edition of 2023 took place in the Belledonne massif. The participants took the train to the starting point of the cycling course, where they pedalled to the top of the mountain. The following day, the participants were able to ski on the touring route before cycling back to Grenoble. During the event, the participants took part in a number of workshops on pastoralism, mobility, climate change and the history of Isère. The initial target audience was mountain fans, with the aim of raising awareness of the impact of their activities.

It is important to create more facilities for bicycles. Local authority can unblock subsidies for the purchase of electric bikes to reinforce the use of cycle-skiing as a mean of transport.

Protect Our Winters France



Protect Our Winters (POW) aims to be a gateway to climate involvement for anyone who feels concerned when they practice their outdoor sport, whatever their activity and wherever they are. The work of the association focuses on the subject of carbon-neutral mobility in mountain areas, not only through the lens of accessing a leisure area, but also through the lens of everyday journeys.



Antoine Pin



walking & skiing



Director POW France

The POW Mobility Plattform was created to provide tools for change. It enables anyone to find an itinerary and buy their transport ticket online to reach 110 ski resorts in Savoie and Haute-Savoie from all over Europe.



The problem lies within the digitisation of the information despite it being the main goal of the 2019 Mobility Orientation Law (LOM) - mountain resort municipalities are particularly bad performers in this regard. For instance, the tool cannot read PDF formats, and can only give an itinerary if it is possible to buy a ticket online.

Seven solutions that could be quickly operational

1. Create a transalpine inter-regional mobility programme, integrating many Alpine territories, which would facilitate planning tools.
2. Tax fuel on aircraft at European level. This would make sense because mountain tourism (especially during the winter season) is extremely dependent on air travel.
3. Reintroduce and develop night trains, in alliance with national elected representatives.
4. Implement a policy to encourage car-pooling, following the example of the Savoie department.
5. Work on standardising inter-regional ticket prices.
6. Continue to fund cycling paths and biking equipments (such as secure parking spaces) to make it easier for local residents to cycle.
7. Lower the speed limit to 110 km/h on motorways to limit carbon emissions.





Best Practice Examples

from the French and German Alps

Selection

Germany

France

EMMI-MOBIL



The innovative mobility solution “EMMI-MOBIL” started as a project in 2022 in the municipality of Bad Hindelang in the Allgäu Alpine region. The name EMMI combines in short the attributes emission-free, together and individual. The EMMI-MOBIL is the seamless addition to the free public transport and closes the gaps in local public transport (ÖPNV). The app-based system intelligently utilises the existing mobility network intelligently and solves - without fixed timetables and rigid routes - the problem of local mobility in the rural Alpine region conveniently, environmentally friendly and functionally. The numerous stops in the municipal area are served on demand (as and when required) as soon as a passenger needs mobility. EMMI-MOBIL acts as a feeder service to the existing main public transport lines and connects neighbourhoods that are not well reachable by public transport. In particular the free choice between EMMI-MOBIL, local public transport and taxi (or a combination) distinguishes the sustainable Bad Hindelang mobility concept from conventional shared taxis or bus shuttles. Travelling by public transport is thus made much easier. Tourists and guests with the guest card and citizens with the citizen card can use EMMI free of charge. There are currently two electrically powered minibuses, each with eight seats for passengers in Bad Hindelang on the road as EMMI-MOBILES. Additionally, and as a support for the concept, the municipality of Bad Hindelang ceased to offer free parking for guests and second home owners.

Bad Hindelang

Germany

How does it work?

After downloading the EMMI-MOBIL app, users can book their journey via the app, either from now or up to 24 hours in advance. The EMMI app evaluates and analyses the user's position after an online request and shows the ecologically and economically best option. With the average wait at eight minutes, electric busses pick you up at stop nearest to your location and take you the closest bus station to your destination. If there is no bus within a short distance, the EMMI-MOBIL travels directly to your destination in the municipal area, while you only have to scan your guest or citizen card. Users without guest or citizen cards pay cashless over the app. Luggage and outdoor equipment can be transported as far as space available. Passengers who want to travel in the same direction get on and off along the way.

Governance

The project was initiated and is executed by the municipality of Bad Hindelang. It started in 2022 and For this purpose, the EMMI-MOBIL mobility concept relies on the platform technology of ioki GmbH. The Deutsche Bahn technology company is the market leader for digital local transport solutions in Germany and supplies the ridepooling and routing software for EMMI-MOBIL. "Komm mit" Morent GmbH is also partner in the project. In its first year of operation, over 18,000 passengers have already used the EMMI-MOBIL, saving over 43,500 km of individualised passenger transport. The service is rated with 4.8 out of 5 points. The project was awarded multiple times for its innovation and sustainability. The cost of the project for the municipality lies by 300.000 € per year.



Rosi - Mobil



Rosi is a public transport service in the Chiemsee area that enables on-demand bus travel. A fleet of electric vehicles takes the users of the Rosi-Mobil from A to B according to demand and without a fixed timetable. The service intends to enable 50,000 inhabitants of eleven communities between Rosenheim and Lake Chiemsee to live their everyday lives without their own car. The system behind the service bundles the wishes and journeys of several users wherever possible. Goals of Rosi are a better social participation for less mobile individuals, increased ecology of transport and a more ecological public transport. There is no fixed route for Rosi. The passengers choose their start and destination point from a network of stops and the time of their journey themselves.

How does it work?

After downloading the Rosi app you can log in and book a ride. You can also book via telephone. The App navigates you to the chosen nearby stop, where you will be picked up by a Rosi vehicle. Rosi will now take you to your desired destination stop. During the journey, other passengers who have a similar destination to you may get on. The app enables cashless payment by credit card. Alternatively, the fare can also be paid in cash on board the bus at the start of the journey. You specify your payment method when booking. The actual fare will be shown to you in advance or given to you over the phone.

Lake Chiemsee

Germany

Governance

The Rosi mobility concept started operating on the 1st of May 2022 with five cars and Minivans. It has been in planning for five years and is funded with around three million euros in the first few years of operation by the state government. 65 per cent of the costs are to come from the State of Bavaria in the first year, after which the funding will gradually decrease over five years to a permanent 35 per cent. Without money from the state, on-demand transport such as Rosi would be virtually unaffordable at present. The Rosi service is not intended as a competition to the railway and its regional buses, but as an ideal complement. After all, anyone who has to get into their car to get to the station, as is so often the case in rural areas, may well travel the whole route by car. If it turns out that a certain route is in high demand at Rosi, the establishment of a normal bus route could be considered together with the district.

Rosi is operated by the Rosenheimer Verkehrsgesellschaft m.b.H, Regionalverkehr Oberbayern GmbH, CleverShuttle and ioki on behalf of the administrative district Rosenheim. The shuttles stop at over 600 stops in the municipalities of Aschau im Chiemgau, Bad Endorf, Bernau, Breitbrunn, Eggstätt, Frasdorf, Gstadt am Chiemsee, Höslwang, Prien am Chiemsee, Rimsting and Samerberg. Part of the Rosi fleet has wheelchair ramps and can take passengers in wheelchairs. Pushchairs and buggies can also be transported. Larger items of luggage than hand luggage, bicycles or electrically powered light vehicles (so-called e-scooters) can not be transported for capacity reasons. Rosi is operating all week with additional hours on Fridays and Saturdays nights. The costs for using the Rosi-Mobil are divided into the zones starting with 2,50 € for a range up to 4km. Groups get a discount. The Deutschland-ticket is (with a small fee) valid. The participating municipalities pay for the transport service depending on their size; the municipality of Höslwang for example paid 7053€ from May 2022 to April 2023.



Find out
more!



Bürgerbus Chiemsee



The „Chiemsee Citizens‘ Bus“ in north-west Chiemgau has been connecting the ten municipalities of Amerang, Pittenhart, Obing, Eggstätt, Bad Endorf, Rimsting, Prien, Breitbrunn, Gstadt and Seeon-Seebruck for 20 years. The all-volunteer drivers supplement the local public transport system and thus offer the citizens of the participating municipalities a special service at a favourable price. This is mainly possible thanks to the volunteer drivers – usually, the cost for the driver take up 60 to 70% of the total cost for public transport companies. In 2003 the initiative started with one bus, now, a fleet of seven busses service the area.

How does it work?

The citizens‘ bus is a public service with its own route licence and its own route number. The citizens‘ bus has a fixed place in the timetables of RoVG, the transport company of the district and city of Rosenheim. The small busses drive on fixed routes and on fixed times to marked stops, where anybody can get on or off, just as in standard bus services.

Chiemsee

Germany

Governance

The Citizens' Bus is a joint project of the districts of Rosenheim and Traunstein and the participating municipalities and is fuelled by the voluntary commitment of the drivers. Originally overseen by the Abwasser and Umweltverband Chiemsee, the RoVG took over the tasks in 2023. In the summer months (April to September), the citizens' bus runs daily from Monday to Friday and in the winter months on Mondays, Wednesdays and Fridays. Around 30 people use the bus per day. The funding is provided by all participating municipalities and the district of Rosenheim, represented by RoVG (Rosenheimer Verkehrsgesellschaft), and RVO (Regionalverkehr Oberbayern) as the licence holder. Within travelling through up to two municipality, the fare is 1€; from three municipalities onward 1,50€. Children pay half price. Capacity per bus is 8 seats.



Citiz




Citiz Alpes-Loire is one of the very first car-sharing initiatives in France, founded in Grenoble in the early 2000s under the name „Alpes Autopartage“. Today, its car-sharing service offers 450 vehicles in more than 70 municipalities in the Auvergne-Rhône-Alpes region. Citiz Alpes-Loire is one of the founding members of the Citiz network, a national cooperative network set up in 2002 to bring together local car sharing organisations. The Citiz national network now has 2,200 cars shared by more than 40.000 users in France, divided between 18 local networks such as Citiz Alpes-Loire.

How does it work?

Book a car close to you 24h/7 thanks to the Citiz online platform. There are 5 categories of car to choose from, so you can tailor each booking to your needs at the time (whether you're travelling alone, with colleagues, with equipment to transport, for a short or long journey, etc.). Some electric cars are available. Open the car with your Citiz badge (secured with a PIN) or your smartphone. Make your journey and return the car to its place. Each Citiz car has a dedicated parking spot at its station, even in city centers! You can also set up a station near-by your company. The service is billed by the kilometer and by the hour.

**Auvergne-
Rhône-Alpes**

France



The prices are digressive depending on the duration (day, week) and the distance travelled. Everything is included in the price: fuel, reserved parking space, fleet maintenance, insurance, 24-hour assistance, etc. In partnership with the region's public transport and self-service bicycle hire services, Citiz offers special deals enabling you to travel by bus, bike, tram or train, to or from Citiz stations.

Governance

Citiz Alpes-Loire is a Société Coopérative d'Intérêt Collectif, which can be translated by a Cooperative of collective benefit. This kind of companies place people (users, employees) and services of collective interest at the heart of their business plan. The cooperative democratically involves all its stakeholders in its operation, and allows them to acquire a share in its capital by becoming a „cooperator“. Today, around a hundred cooperators from all sorts of backgrounds are associated with the SCIC: users, vehicle owners, ambassadors, employees, local authorities, suppliers, transport and soft mobility companies and structures that are members of the Social and Solidarity Economy. A SCIC conducts a commercial activity on a not-for-profit basis, meaning that any surpluses are reinvested to develop the business. The SCIC's reserves cannot be shared out, which protects it from being taken over by outside investors, thereby guaranteeing its independence and long-term future. The SCIC status combines the solid legal and financial framework of a commercial company with the ethics and contribution to the general interest of the social economy. It also enables its users to participate in the democratic life of the cooperative as members.



Find out
more!





In'VD (Innovation Véhicules Doux) promotes alternative forms of mobility in rural mid-mountain areas. Created in the Aveyron département (south of the Massif Central, in the middle of the triangle Toulouse – Montpellier – Clermont-Ferrand) in 2018, the association lives and promotes sustainable means of transport on a daily basis. This association aims to make rural mobility a sustainable reality, accessible to all in semi-mountainous rural environments where, because of the topography, distance is measured in time. At the cutting edge of low-carbon mobility, they support innovators and manufacturers to come up with new vehicles, and try to popularise vehicles that are carbon-free, inventive and practical. Their position is to defend that environmentally-friendly modes of transport are the solution of the future and that a new virtuous economy, based on local resources and talents, can be developed in their region around these new vehicles. A driving force behind proposals, the association is a constant point of contact for local authorities, particularly the Parc des Grandes Causses, which aims to reduce the fine-particle emissions of the territory by 24%.

Aveyron

France

How does it work?

In'VD project tries to encourage and develop new prototypes of ultra-light vehicles, with three- or four-wheels, two seats, plenty of storage space, reliable protection against the elements, pedal assistance and a top speed of 45km/h. In short, an ideal vehicle for gentle, utilitarian travel in the Grands Causses region, where hills and distances are still an obstacle to the development of eco-mobility.

Their current project is the development of the Véloto – a bus word combining vélo and auto – a pedal-powered cart with a maximum power rating of 3,000W, enabling it to reach speeds of up to 45km/h. The association plans to work with manufacturers to obtain approval for this type of vehicle, classified as a light quadricycle, and hopes to encourage a shift in practices from the individual car this quadricycle on the shared roads of the Parc des Grands Causses.

In'VD also rents existing vehicles to its members. They have almost 10 vehicles of all types, including electric bikes, trailers, two cargo bikes, two speedbikes (45km/h), two folding bikes and two quadricycles. These vehicles are chosen according to their handiness (ease of use for everyone), their practicality (as a real alternative to the car), their (looking for solutions that are affordable for as many people as possible) and their suitability for the rural environment of medium-sized mountains.

Finally, In'VD has developed a training offer and organises local awareness-raising events.



Carpooling Savoie



Four local authorities of Savoie department joined forces in 2023 to develop carpooling more significantly throughout the whole département. The local authorities are: the city of Chambéry, the city of Annecy, the Communauté de Communes Coeur de Savoie and the Savoie Département itself.

How does it work?

From January 2023, a car-sharing reward scheme using BlaBlaCar Daily was introduced: Passengers can travel free when the journey is more than 5km and drivers are paid €0.10/km/passenger. The scheme is based on the BlaBlaCar Daily platform, on which passengers and drivers must register to offer or find their journey. The three city authorities adapted that service already offered by the „Blablacar Daily“ application to develop a „local“ version. All you have to do is register on the application and book your journey. The only difference is that when paying, passengers will see the message «subsidised by the Departement de la Savoie, Coeur de Savoie, Grand Lac and Grand Chambéry“. Whereas normally residents who carpool have to pay the fare, they do not have to anymore because the local authorities fund it. The local authority, on the other hand, pays the motorist.

Savoie

France

What are the expected impacts?

The objective for the region is clear: there are very complicated rush hour situations around the main cities, with more and more cars and an increase in journey times, which means more pollution. Each car weighs 1 to 2 tonnes and has a static surface area of 10 m², not including safety distances. All that to carry just one person, when they can carry 4 or 5. So one of the ways of using cars less, in addition to using soft mobility, is to make better use of them by filling them up a bit more. A budget of 230,000 euros will be made available each year for this new carpooling scheme for the next 4 years.

In a press statement, the Savoie département claims: “At a time of galloping inflation and high fuel prices, we think it’s the right time to launch this scheme, with the aim of increasing car-sharing in our living area by a factor of 30“. A living area that only fits to the perimeter of the three local authorities. If the journey is not made within this area, it will not be compensated.

This scheme can be combined with the €100 subsidy paid by the government to new daily carpoolers who book at least 10 journeys over a period of 3 months. At national level, the government is encouraging local authorities to set up car-sharing routes or compensation schemes such as this.



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Publisher and reference address

CIPRA Deutschland e.V.
c/o BUND Naturschutz
Pettenkoferstr. 10a, 80336 München, Germany

CIPRA France
Maison de la Nature et de l'Environnement de l'Isère
5, Place Bir Hakeim, 38000 Grenoble, France

deutschland@cipra.org | france@cipra.org
www.cipra.de | www.cipra.org/fr

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