

"Businesses Solve Traffic Problems" – Rethinking Mobility with Businesses in Bonn, Germany's United Nations City



Susanne Nolden, International Affairs and Global Sustainability

Bonn – Geographical Position and City Area



City of Bonn

Area:	141.1 km ²
Inhabitants 2013:	310,088
Active Population:	234,800

Blue region

Inhabitants 2013:	1,016,810
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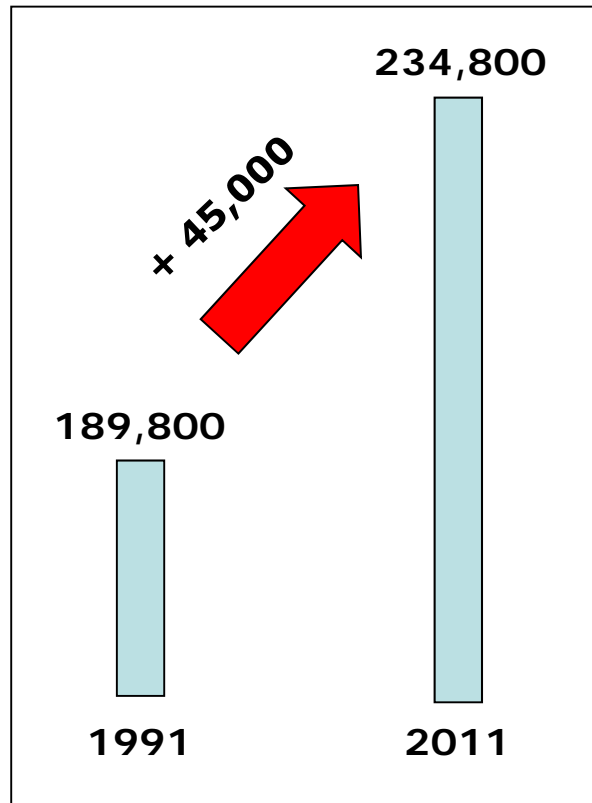
Metropolitan region

Inhabitants 2013:	1,842,400
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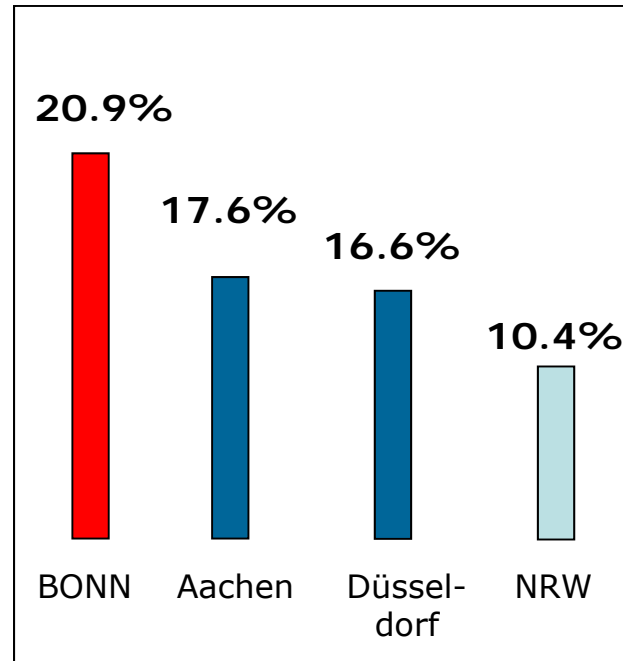
Quelle: Bonner Wirtschaftsförderung, Karte: Lutum + Tappert GmbH

Booming Economy and Highly Educated Citizens in Bonn

Active Population Growth

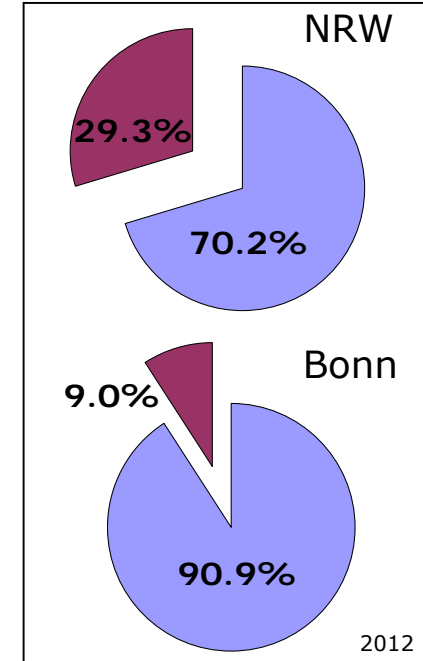


Share of College / University Graduates Among the Active Population in North Rhine-Westphalia in 2010



Bonn Takes the Lead with a Share of 20.9%

Services Sector (Blue) and Industry in Bonn and North Rhine-Westphalia

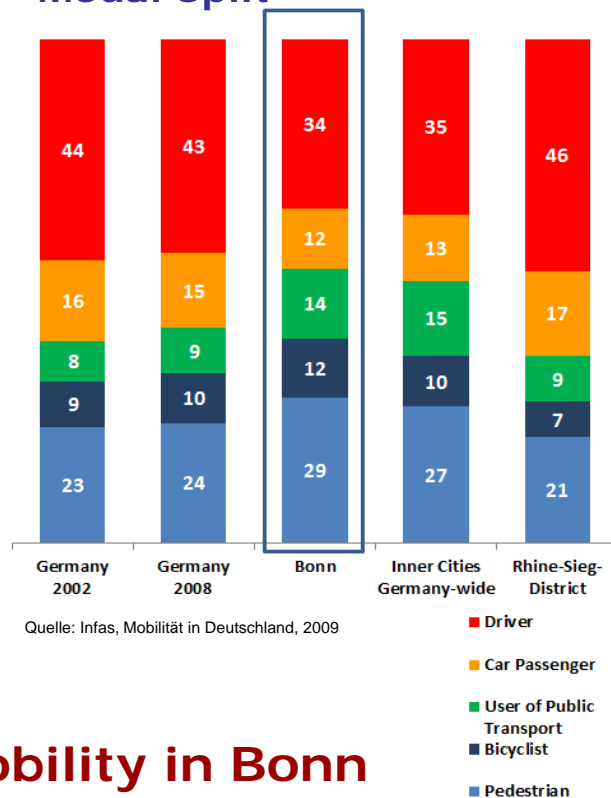




Bonn (2011)	
In-Commuters	92,125
Out-Commuters	34,846
Balance	57,279



Modal Split



Mobility in Bonn



"Businesses Solve Traffic Problems" -



... Rethinking Mobility with Businesses

Our Approach

Project Goals: The private economy, institutions and authorities support diversity of mobility and, in particular, eco-mobility.

They provide new offers and support the health of their staff.

Local Actors: Bonn-Based Businesses, Institutions, Authorities

Our Main Principle:

The City is not the main actor, but supports a process!

Project Partners: The City of Bonn – Local Businesses and Authorities –
Two Universities – The Federal Ministry of Education and Research

NACHHALTIGKEIT.
SUSTAINABILITY.
DURABILITÉ.
BONN.

universität**bonn**
Geographie



Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences

Gefördert durch:



raumkom



SWB
Bus und Bahn

ICLEI
Local
Governments
for Sustainability

Internationales Zentrum für
Nachhaltige Entwicklung – IZNE
International Centre for Sustainable Development

Businesses Solve Traffic Problems – a Project for Sustainable and Environment-Friendly Mobility

Project Goal:

Sensitize and Mobilize Businesses, Employees and Multipliers in Bonn for Sustainable Mobility Concepts

Results:

- Findings as to Business Infrastructure and Measures, Personal Travel and Means of Transportation as well as Needs of Staff
- Networking among Multipliers in Economy and in the Field of Mobility
- Close Dialogue on Mobility-Related Questions with Local Businesses and Key Multipliers

Scientific Community Involvement:

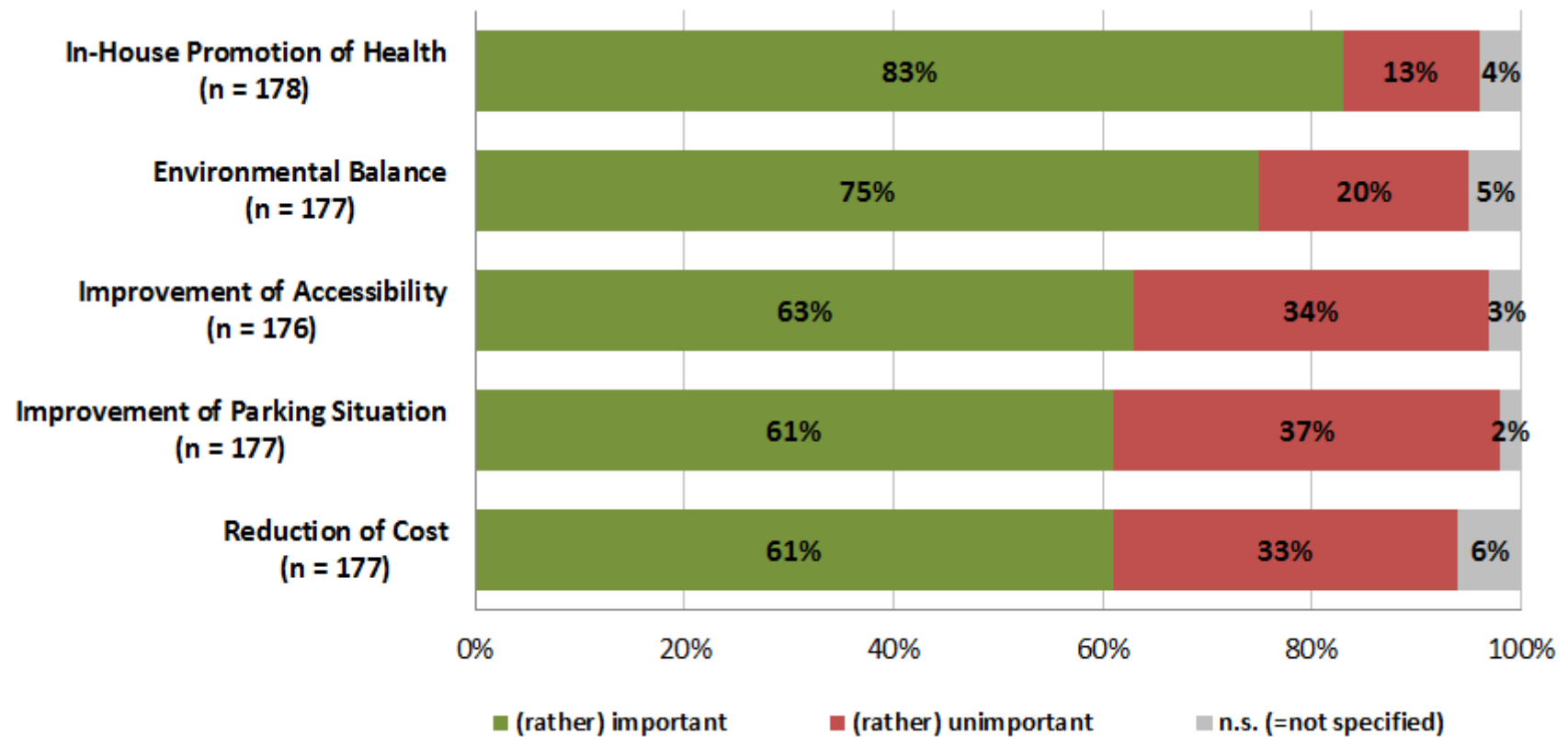
- Scientific Director: Prof. Dr. H. Monheim
- Cooperating Partners: Geographical Institute of the University of Bonn and International Center for Sustainable Development of the Bonn-Rhine-Sieg University of Applied Sciences
- Empirical Opinion-Poll with 180 Public and Private Businesses, Statistical Evaluation of Findings
- Counseling for 20 Other Local Businesses
- Development of a Cost Calculation Tool and Survey on Health Implications of Mobility Decisions

Implementation:

- Continued Development of Mobility Strategies for Participating Businesses
- Networking among Multipliers in Economy and in the Field of Mobility
- International Case Study (ICLEI Local Governments for Sustainability)

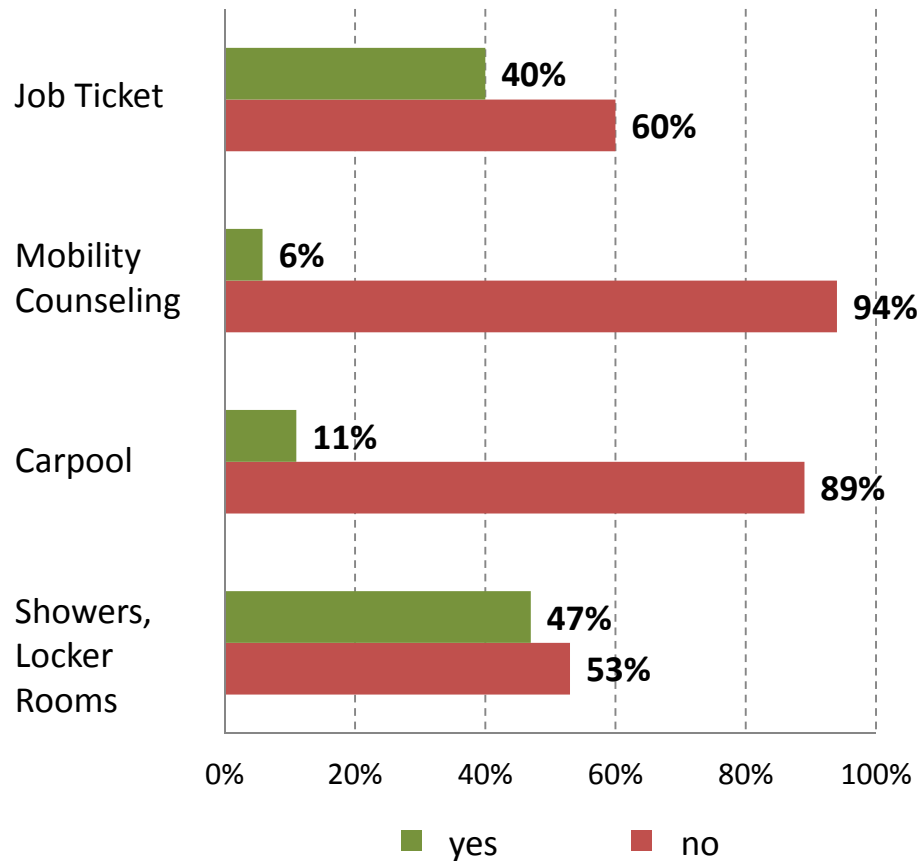
First Findings

“How important do you think the following topics are for your business?”

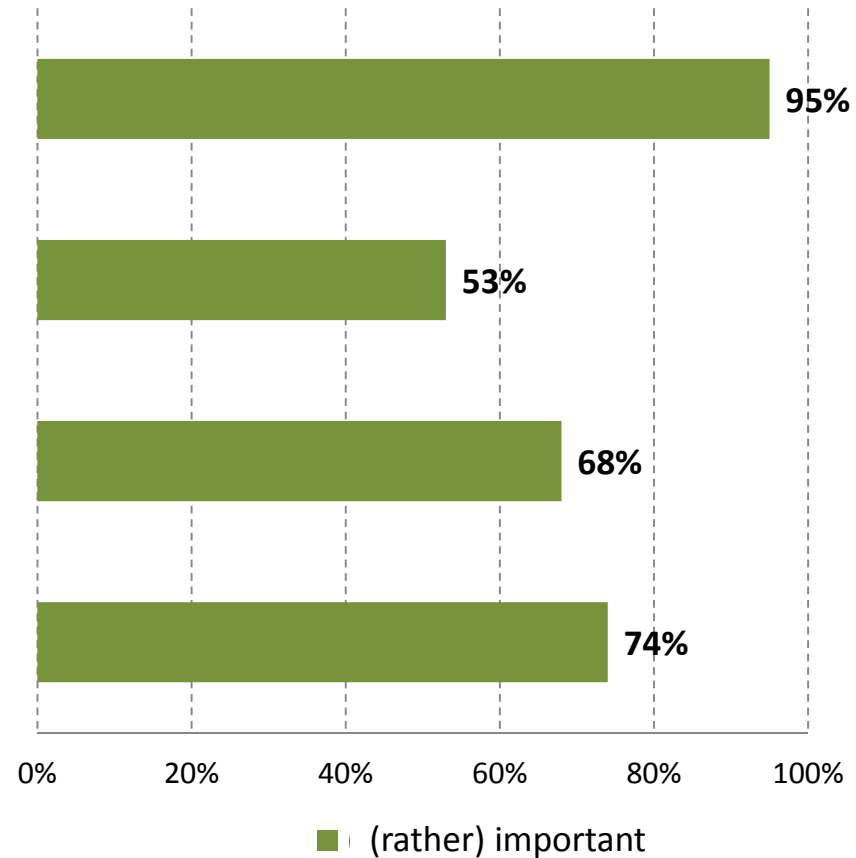


First Findings

In-House Offers (n ≥ 172 Businesses)

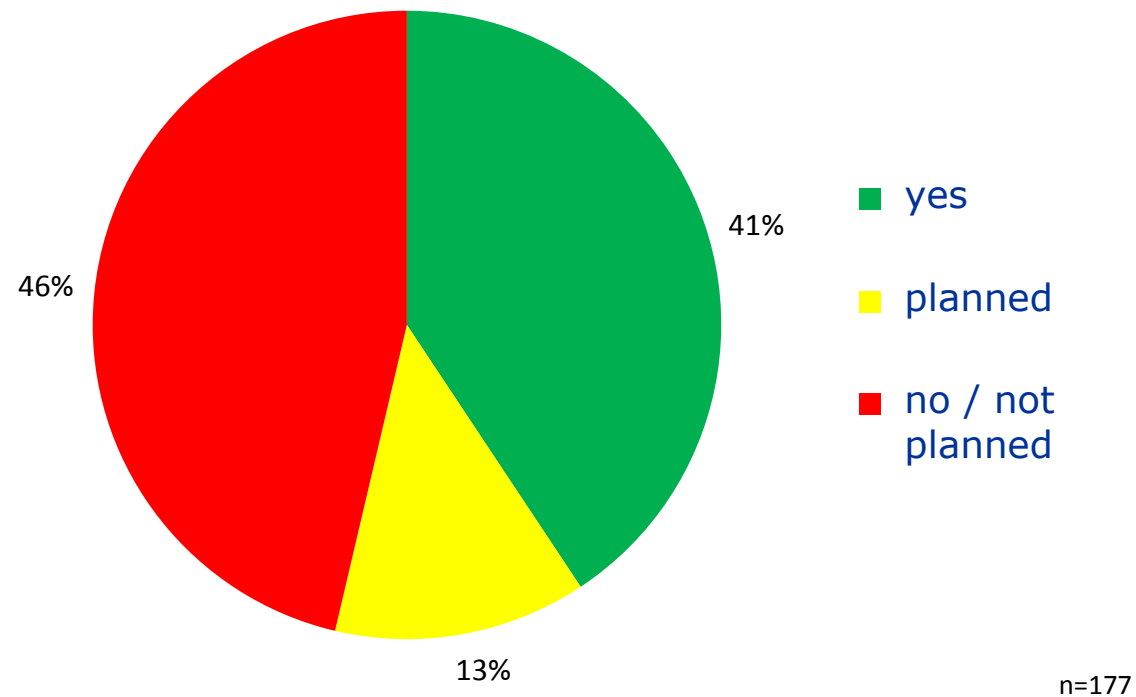


Assessment of Staff (n ≥ 1,113 Employees in 14 Businesses)



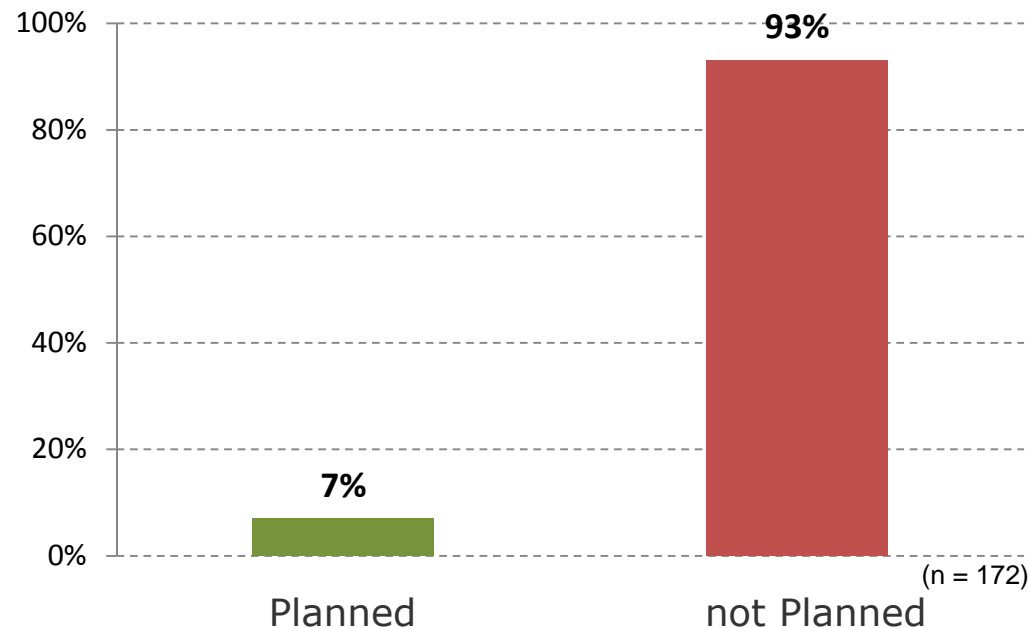
First Findings

41% of the Businesses Have Integrated In-House Promotion of Health Into Their Overall Business Strategy.



First Findings

Planned Measures to Further Enhance In-House Mobility Management for Participating Businesses



Conclusion: High Potential – Businesses Must Discover and Take Up the Issue for Themselves

**Advantage of Supporting Urban Mobility Diversity: Healthier Staff – Lower Sick Rate
– Smaller Motor Pool and Less Parking Space – Better Image and Incentives for New Employees**

Outlook



Guiding Principle:

The City of Bonn will not be the driving force as a sustainable long-term improvement will only take place if businesses and institutions discover and take up the issue for themselves.



Promotion

Yes!



Support

Yes!



Development Aid without

Local Business Initiative

No!

The approach:

The Chamber of Industry and Commerce Bonn/Rhein-Sieg will initiate a process to provide businesses with best practice by other businesses via publications and events.

The idea and principle is:

Businesses talk to businesses – businesses listen to businesses.

**DANKE.
THANK YOU.
MERCI.
BONN.**

Susanne Nolden, City of Bonn
International Affairs and Global Sustainability

Thank you for your attention ...



... and see you in Bonn!

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