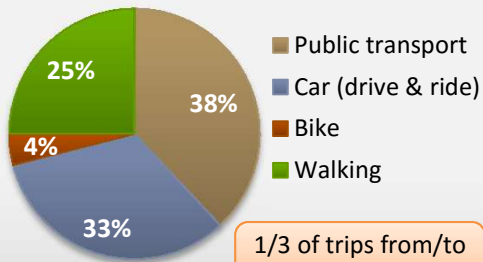


Our assumption

One of the most important reasons for using motorized individual modes of transport instead of active modes is the **'lack of time'** in everyday life.

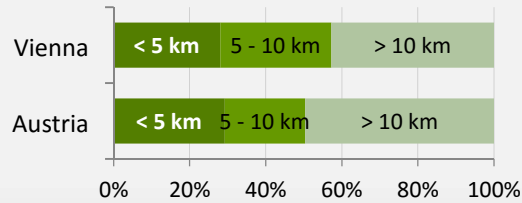
Status Quo

Modal Split Vienna 2013/2014 (working days)



1/3 of trips from/to work by car

Length of car trips to work 2013/2014

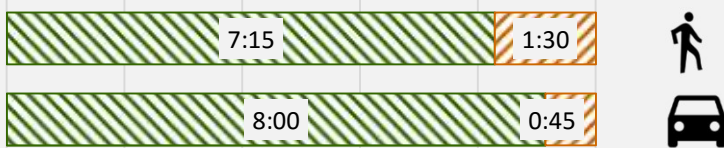


1/3 of those car trips are shorter than 5 km → a2w use case for active modes

Data: BMVIT (2016): Österreich unterwegs 2013/2014.

The main idea: a 'new deal'

Working time + Travelling time



Overall consideration of working- and travel-time

→ For all modes of transport: same **sum of working- and travelling-time**

→ **Proving feasibility: 'new deal'** between employers and employees

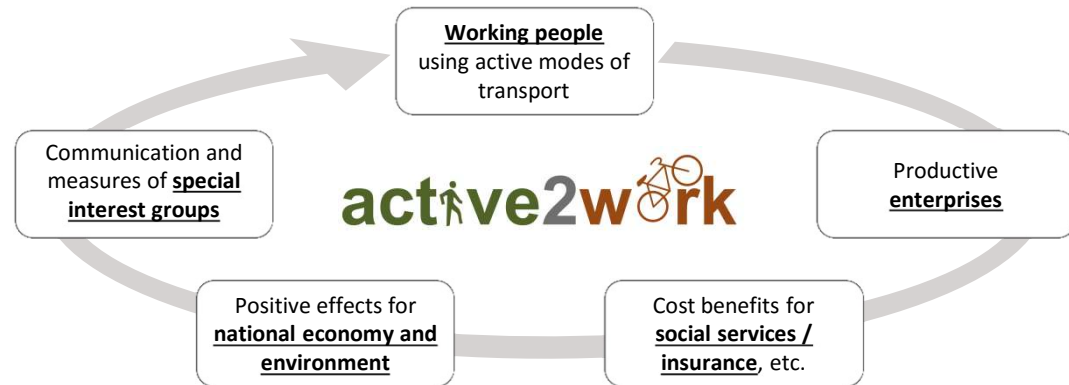
- agreement for a **reduction of working time by the additional time for mobility**
- enabler for 'multimodal lifestyle' (actual freedom of choice)

Overall objectives

- Essential contributions to a **change of mobility patterns** and **decarbonisation**
 - (1) Revaluation of active, financially viable, healthy, sustainable forms of mobility
 - (2) **Deceleration of everyday mobility**
- **Facilitate equivalent opportunities** for all modes of transport & to **enhance active modes**

In practice that means:

- (1) Examining the necessary framework **conditions and structures**
- (2) Making the foreseeable **benefit for enterprises and national economy** measurable
- (3) Creating the **basis for an innovative mobility- and operational approach** for a future R&D-innovation-project



Work Plan (March 2018 to February 2019)



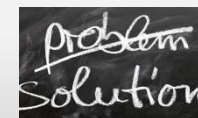
Analysis: target groups, typology of potential enterprises & trips



Cost-benefit analysis (CBA): 3 scenarios with different degrees of implementation



Role-specific rating: mind-sets, rebound effects, max. acceptance



Assessment of feasibility: innovative mobility- and operational concept