

# TEMPLATE

## Output factsheet: ITS Tool for mobility management of employees Version 1

<b>Project index number and acronym</b>	CE1074 - LAirA
<b>Lead partner</b>	Municipality of 18th district
<b>Output number and title</b>	OT2.2.3 Transferable ITS tool for low carbon mobility management of employees ( <i>Awareness Campaign</i> )
<b>Responsible partner (PP name and number)</b>	PP02 Budapest Airport
<b>Project website</b>	<a href="https://www.interreg-central.eu/Content.Node/LAirA.html">https://www.interreg-central.eu/Content.Node/LAirA.html</a>
<b>Delivery date</b>	2020.01.30

### Summary description of the key features of the tool (developed and/or implemented)

The pilot project's main goal is to develop low-emission solutions that will improve employees' access to airports. The total number of employees at Budapest Airport (BUD) is about 12,000. Besides the daily commuting to the airport, the internal airport traffic is also significant: the airport sites are very large and there are employees at different entities (employers) and with different roles, who work in various areas at the airports, sometimes far from each other. The ride-sharing application is aimed to help employees finding colleagues who have the most compatible commuting and work trip pattern and getting to know each other to share trips.

Oszkar ride-sharing is an innovative service for corporate carpooling and its objective is to allow employees to share their trips from home to the workplace or intra workplace travels.

The objective of applying the Oszkar application is to encourage employees currently commuting individually by their own cars and going to the same destination to share cars with colleagues, and consequently reduce car traffic within the airport FUA. The overall objective of the pilot is fostering behavioral change by employees and creating environmental benefits for the Airports' FUA. In order to reach these aims, two measures are applied: ride-sharing phone application and related awareness campaign.

Budapest Airport has purchased the usage of the employee ride-sharing iOS/Android phone application by a simple purchase procedure. The service provider selected was Oszkar Telekocsi Kft., the largest ride-sharing service provider in Hungary. The service provider also supported BUD in implementing a related awareness campaign via company channels.

The contract between Budapest Airport and the service provider does not include the deployment of the Information Technology tool (phone application), but the services that the software provides for company users and the assistance with the ride-sharing promotion. This is fully consistent with the approach that the LAirA project proposed, and specifically with the fact that the pilot development should consider available market solutions. A new individual design had been prepared for easier identification of the application, which incorporates both Interreg EU Visibility Guide and BUD brand design requirements.

The subject of the service contract with the provider was:

1. the implementation of and access to a ride-sharing mobile application,
2. ensure, that the IT background needed is always ready,
3. provide data for project and user+usage reports
4. **perform the related awareness campaign**

Based on the results of the Employee Survey (02.2018.) and the decision of the project consortium, as well as the approval of the JS, the IT Test Pilot activities are focused on employee ride-sharing.

At BUD, employee ride-sharing is aimed at two main BUD user groups:

- 1.: employees commuting to/from work
- 2.: employees travelling within the airport premises during the workday (locations are far away and intraday meetings are organized at various buildings of the airport)

The IT Application Test and the related Awareness Campaign are to help the user groups to reduce their carbon footprint during airport related travels.

Budapest Airport has purchased the usage of the employee ride-sharing iOS/Android phone application (2.2.4.) and support for the implementation of a related awareness-raising campaign by a simple purchase procedure. The service provider selected was Oszkar Telekocsi Kft., the largest ride-sharing service provider in Hungary. The service provider has also supported BUD in implementing a related awareness campaign (2.2.3.) via company channels, which is described in this document.

The IT Pilot Test (2.2.4.) was accompanied by an awareness-raising campaign (2.2.3.) for employees. The campaign had two aims: popularize the IT platform for employee ride-sharing (2.2.4.) and to enhance user participation among Budapest Airport (BUD) employees.

The foundations of the campaign were the preparation and the publication of employee-ride-sharing related communication materials at the relevant stages of the IT Pilot test period:

Period	Communication tasks
2019.07.15-2019.08.15	1 preparation of How-to-ride-share guide megírása 1 preparation of article promoting the IT platform 2 social media posts
2019.08.15-2019.09.15	1 preparation of article promoting the IT platform 2 social media posts
2019.09.15-2019.10.15	1 preparation of article promoting the IT platform 2 social media posts
2019.10.15-2019.11.15	1 preparation of article promoting the IT platform 2 social media posts
2019.11.15-2019.12.15	1 preparation of article promoting the IT platform 2 social media posts

No physical campaign materials (brochures and other printed materials) have not been printed in accordance with the request of the JS.

The prepared articles can be found in Annex 3.

Communication tools used by BUD to implement the campaign:

- article about the IT Pilot in the weekly company newsletter (Heti hírek) sent to all airport employees (including BUD employees and all other airport stakeholder employees)
- company e-mails to BUD employees (BUD company e-mail system)
- related communication via company INTRANET for BUD employees

- related communication via company e-mails to airport stakeholders (e-mail newsletters to airport stakeholders)
- internal company meetings with BUD departments to inform the departmental leaders
- internal company meetings with HR and Finance to establish the continuation of the IT Platform for 2020 and the support for the related monthly and annual award competitions for employees
- BUD has included the LAirA project results, i.e. the IT Pilot, into its airport environmental and sustainability cooperation program, the Greenairport Program. The members of the program are 37 partner companies active at the airport areas, representing approx. 9000 employees. The program is aimed to find areas of cooperation and implement sustainability related airport developments. 3 meetings are held in every year. Project results, PPTs, information for participation or establishment of similar employee ride-sharing systems had been provided at all Greenairport Meetings since the 1<sup>st</sup> Stakeholder Meeting in 2018.
- Final Conference and Press release: Employee ride-sharing had a complete section at the Final Conference in December 2019 and the related press release was published at 7 relevant (and popular) information webpages in Hungary.
- Preparation of printed or other physical materials had been excluded, in line with the request of the JS.

Several articles and social media posts about the IT Pilot and employee ride-sharing had been created and distributed through the above mentioned channels / Communication tools:

- How-to ride-share guide to support employees in registration and why to participate?
- news article about the launch of the IT application
- map + article about the relevant ride-sharing destinations at BUD
- posters about the ride-sharing app. to serve as media catching the attention
- check your tyre pressure and ride-share article
- press release about the Final Conference
- webpage article about the project
- article for the company Intranet
- social media posts for the company employee FB group
- PPT about the employee ride-sharing at BUD

**In line with our awareness-raising campaign plan, we have prepared various communication articles and social media posts to increase the number of registrations and the activity of users.** A “How to Ride-Share Guide” had been created, which served as a basis of articles in our company weekly newsletter and social media groups. We created articles about: launch of the application, map of the available airport addresses, how you can find an advertisement, useful tips for users, number of registered users, why is it environmentally beneficial to use ride-sharing, why to use ride sharing in general, use ride-sharing within the airport besides daily commuting, special ride-sharing meeting points at the airport. **This information and the prepared articles had been published via company channels (newsletters, social media posts, stakeholder meetings, conferences).**

The IT Pilot Test and the related awareness campaign are to contribute to change of the commuting habits of airport employees, in order to reduce CO2 and other transportation related emissions and traffic congestion within the airport region (FUA). The ride-sharing related awareness-raising campaign was specifically aimed to support the deployment and usage of the ride-sharing platform at Budapest Airport for BUD employees. Commuting and intra-airport travels are both to be reduced, as both have impacts on the airport FUA.

**BUD has decided to continue the use of IT application service beyond the test period and after the end of the project, financed from its own budget.** In order to support this decision, BUD has also decided to **launch a company-wide monthly and annual award schemes for the top three most active ride-sharing users (drivers and passengers).** The approval of the related and needed company financial and HR decisions (November 2019), a launch date of 15. January and end date of 15. December 2020 for the competition had been decided, as it is an annual award competition. BUD is to see the success of the monthly and annual competitions, the popularity of the IT application among the employees and decide about the IT Pilot continuation after 2020 based on these results. **This includes the IT Platform related company communication to be continued simultaneously with the IT Platform.**

## NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

Country (NUTS 0): HU

Region (NUTS 2): HU11, Budapest

## Expected impact and benefits of the tool for the concerned territories and target groups

The IT Pilot Test and the related awareness campaign are to contribute to change of the commuting habits of airport employees, in order to reduce CO<sub>2</sub> and other transportation related emissions and traffic congestion within the airport region (FUA). The ride-sharing related awareness-raising campaign was specifically aimed to support the deployment and usage of the ride-sharing platform at Budapest Airport for BUD employees.

Commuting and intra-airport travels are both to be reduced, as both have impacts on the airport FUA.

The target group of the IT Pilot Test were the BUD airport employees. The campaign was also aimed at BUD employees, however Greenairport Partner Company employees (airport partners active at BUD) had also been informed via the partners and BUD communication channels, using the prepared materials.

## Sustainability of the tool and its transferability to other territories and stakeholders

The communication materials created and distributed on-line during the IT Pilot Test Period are accessible for the request of airport partners and all possible external stakeholders.

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However, due to the COVID-19 pandemic, the launch of the competitions had been postponed. Also due to the pandemic, it seems to be problematic to advertise a travel solution that is aimed to have more persons in a small confined space in the current situation. While the application is still available for BUD employees, BUD is to launch the award competitions after the pandemic.

The results of the IT Pilot Test are the Pilot Reports and related PP materials, which contain information about the experiences, arisen problems and solutions and how-to-do.

The results and prepared materials of the IT Pilot and the Awareness Campaign could be multiplied and scaled-up by the involvement of airport partners and at other airports as well. The results and the experiences gained are described in the Pilot Reports, as well as airport partners had been informed about the development at the Stakeholder (and other airport) Meetings and at the Final Conference, as well as at other project- and airport partner meetings during the project period.

BUD had informed its business partners and airport tenants (most important stakeholder groups) about the ride-sharing application since the planning phase of the IT Pilot Test (03.2018) and at the relevant other stakeholder and airport related meetings held within and outside of the project. DHL, AVIS and Lufthansa companies have expressed their interest to join the service and have started individual negotiations with the service provider.

The IT Pilot test was presented at the Stakeholder meetings, as well as at the Final Conference of the Project. Besides, it became a topics for future cooperation of airport stakeholders within the airport's own environmental cooperation program (the Greenairport Program). The presentations, the materials produced (documents, action plans, campaign articles, etc.) are available for external partners to read and the colleagues of BUD for consultation.

The company ride-sharing is to be one pillar of Budapest Airport's sustainability initiatives and measures for Airport Carbon Accreditation.

### Lessons learned from the development/implementation process of the tool and added value of transnational cooperation

The main concerns related to employee-ride sharing and related campaigns are enhancing the motivation of users, the easy to use interface of the application and providing relevant information for the users at the right time and place.

There is a critical number of users to have a big enough pool of users, so it is possible to find travels with the application. As environmental benefits are usually not enough to change mass behavior, there is a definite need for other combined measures to activate users:

- campaigns + award competition
- or some form of financial benefits for users
- Setting up an ambassador system (one employee at each department, providing info about employee ride-sharing)
- detailed map and address list of airport locations
- creating one meeting point for each locations, to avoid large number of destinations, resulting in user confusion and hard to notice suitable rides
- There are many other possible measures, but these should be tailored to the company.

Other important tool in this is scaling-up the development and involving project stakeholders and external partners into using the application. In case of BUD, there are approx. 12000 employees in total at all companies represented at the airport, with very varied shifts and work hours: in case of a big enough number of the users, this better enables users to find suitable rides.

The other crucial point of the development is how users can find suitable rides with the application: the app. should be able to provide a solution for users to be able to notice if an other users is offering a suitable ride, even if based on the starting or end point of the journey, it seems that the ride is not suitable. For example, the driver starts from an other part of the city than the commuter, therefore it seems that it is not possible to start the travel together, but the app. notifies the user about at which route point it would be possible to join to the driver.

Communication materials to be prepared has to offer practical solutions and support from colleagues (ambassadors) at company departments for the above-mentioned topics, in order to overcome the social and behavioral challenges related to ride-sharing.

During the IT Test Period, the information related to application development and later during the implementation, the efforts of the partners to motivate the employees had been shared and experiences had been exchanged.

References to relevant deliverables and web-links  
If applicable, pictures or images to be provided as annex

Website landing page: <https://www.motar.eu/>

Mobile App: Oszkár telekocsi:

<https://play.google.com/store/apps/details?id=com.zenheads.oszkar&hl=hu>

All A.T2.2 deliverable and especially:

- D.T2.2.1 Transnational transferable ITS tool for low carbon mobility management of employees
- D.T2.2.2 Pilot planning workshop in each LAirA FUA
- D.T.2.2.4 Transnational pilot on low carbon mobility management - ITS tool application

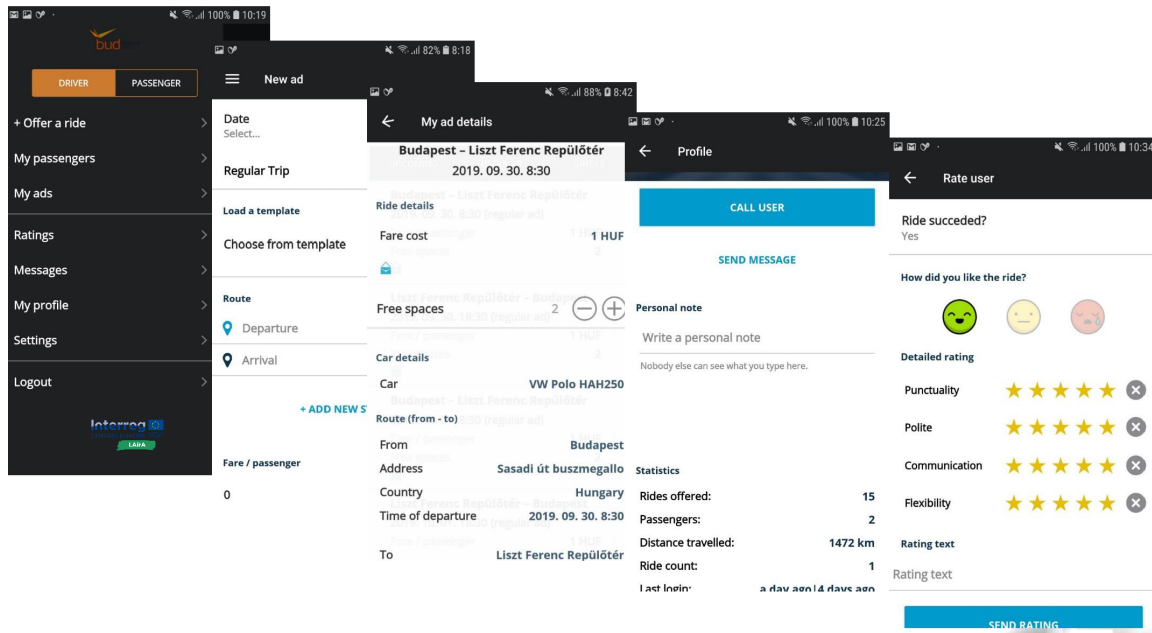
D.T.2.2.6 Planning the sustainability & future ownership of the low carbon mobility management ITS tool

Annex 1. Images about the Android/iOS phone application user interface

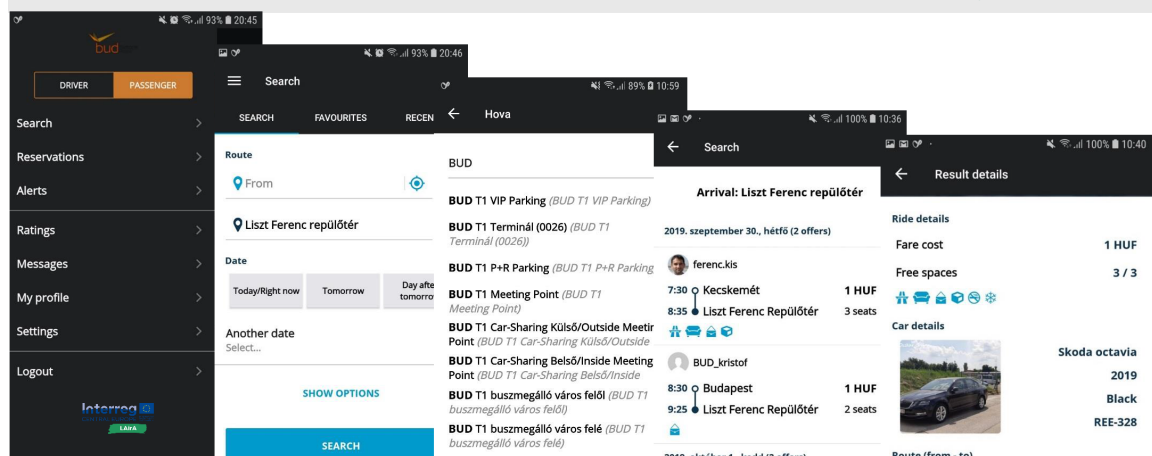
Annex 2. Poster of the IT Pilot

## ANNEX 1. - IMAGES ABOUT THE MOBILE APP

### BUD-OSZKAR IT APP: DRIVER MODE



### BUD-OSZKAR IT APP: PASSENGER MODE



## ANNEX 2. - POSTER OF THE IT PILOT:



**Greenairport**  
Budapest Airport  
Green Partner Program

**INDUL A BUD OSZKÁR! Csatlakozz Te is!**  
Tegyél a környezetért, utazz együtt másokkal!

Töltsd le az Oszkár alkalmazást, és regisztrálj a BUD-os e-mail címeddel!

Fel tudnál venni valakit?  
Hirdesd meg az autódban lévő szabad helyeket!

Szívesen csatlakoznál valakihez?  
Keress utat az autós hirdetések között!

**VEGYÉTEK FEL A KAPCSOLATOT,  
TALÁLKOZZATOK, ÉS UTAZZATOK EGYÜTT!**

**Greenairport**  
Budapest Airport  
Green Partner Program

**Interreg**  
CENTRAL EUROPE  
LAIRA 

**bud** Budapest Airport

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