TEMPLATE

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

Project index number and acronym	CE1074 – LAirA
Lead partner	Municipality of 18th district
Output number and title	OT2.2.4 Transferable ITS tool for low carbon mobility management of employees *(IT Pilot Application Test)*
Responsible partner (PP name and number)	PP02 Budapest Airport
Project website	https://www.interreg-central.eu/Content.Node/LAirA.html
Delivery date	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

The company car-pooling platform has the following functionalities:

- users can create a user account with a company (BUD) e-mail address,
- uploading itinerary form home to work (collecting information like departure and arrival address, type of vehicle used daily to get to work,
- searching for best travel companions for the itinerary (drivers and passengers)
- sending or receiving friendship requests from other users to connect each other;
- providing a customer care service,
- support for BUD in implementing an awareness campaign for employees and in forming a company policy to better enable employee ride-sharing

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

At BUD, ride-sharing is aimed at two main 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), to help them reduce their carbon footprint during airport related travels.

The purchased services of the phone application are available to BUD employees for the test period from project budget and for an additional period until the end of 2020 by BUD own budget**. 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.

Based on the results of the LAirA airports employee mobility survey in February 2018 (https://www.bud.hu/file/documents/2/2724/20180711_laira_greenairport_munkavallaloi_felmeres.pdf), LAirA project partners have found that most of the airport's employees are commuting daily by car and the most significant reduction of CO2 emissions and of other harmful effects of commuting and transportation in the FUAs could be achieved by reducing the travelled distances and number of cars. Therefore LAirA PPs, including BUD, have decided to create on-line ride-sharing platforms at the participating airports. The task of creating and testing the on-line ride-sharing platform should be implemented according to the guidance of BUD and by the LAirA Application Form (Activity A.T.2.2., Deliverable D.T.2.2.1. and Output O.T.2.2.). LAirA PPs and the supporting PP AustriaTech (ATE) has also complied a documentation of the Pilot Planning Workshops, which, besides the Application Form, describes the Pilot Plans of the PPs and provides guidelines for the tasks to be implemented in relation with the ride-sharing platform.

The ride-sharing platform, the awareness raising campaigning and a new company policy for employee ride-sharing are the three main measures/pillars to urge BUD employees, currently commuting with their own cars individually and often using fleet cars individually to going to the same destination, to share their cars with their colleagues, in order to reduce the number of cars used within and outside of the airport premises and therefore achieve behavioral change and environmental benefits for the airport FUA.

The **ride-sharing platform** is aimed to reduce environmental effects originating from the use of BUD fleet and manager cars, as well as commuting employees. Users will register at an on-line ride-sharing platform which is to share their planned journey's starting points and destinations and organize common travels, in order to reduce the environmental effects of transportation at the airport and its catchment area.

The introduction of the ride-sharing platform should be accompanied by a **specific communication and awareness raising campaign for airport employees**, which is to be implemented at all participating LAirA airports by creating press releases, newsletter articles and employee related communication materials via social media. The campaign is targeted at all airport employees. Communication tools of BUD are to be applied (company e-mails to all employees, BUD's own weekly on-line newsletter (BUD Heti hírek), Interreg and BUD visibility requirements should be followed.

Besides, a **company policy initiative** should be formed together with the relevant departments of BUD (HR, EHS), in order to create a benefit system and/or company policy related to employee ride-sharing.

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 is 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).

Commuting, affecting the airport FUA and intra-airport travels are both to be reduced.

The target group of the IT Pilot Test were the BUD airport employees.

The ride-sharing related awareness-raising campaign was to support the deployment and usage of the ride-sharing platform.

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

BUD PP2 has purchased the usage of the phone application for the test period. The application is available for all other companies, which are to conclude an agreement with the ride-sharing service provider. Both the webpage and the application is available in multiple languages, including English. BUD is also ready to provide info for a request. Therefore, the application and the related experiences and know-how is available for other airport or any larger company, where employee ride-sharing could create environmental benefits.

During the test period, PPs used the services of a ride-sharing service provider, but has not purchased a software and infrastructure (servers, etc.), therefore there are no maintenance costs after the test period, as the service is finished. BUD is to provide all project and it application related info to anyone interested, but these institutions also have to conclude a contract for tailoring the application for their needs and for using it for their purposes.

BUD has already decided to sustain the availability of the tailored BUD ride-sharing application beyond the project test period, until the end of 2020 from its own budget. BUD is to launch a company-wide ride-sharing competition, ending at the middle of December 2020. Continuation of the usage of the IT application is to be decided based on the results of the award competition and popularity of the application among employees.

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 employees, BUD is to launch the award competitions after the pandemic.

Besides, 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 (05.2018) 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 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.

The IT Pilot test was presented at the Stakeholder meetings, as well as at the Final Conference of the Project. Besides, it become a cooperation topics 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 is the motivation of users and the easy to use interface of the application.

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.

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 deliverables and especially:

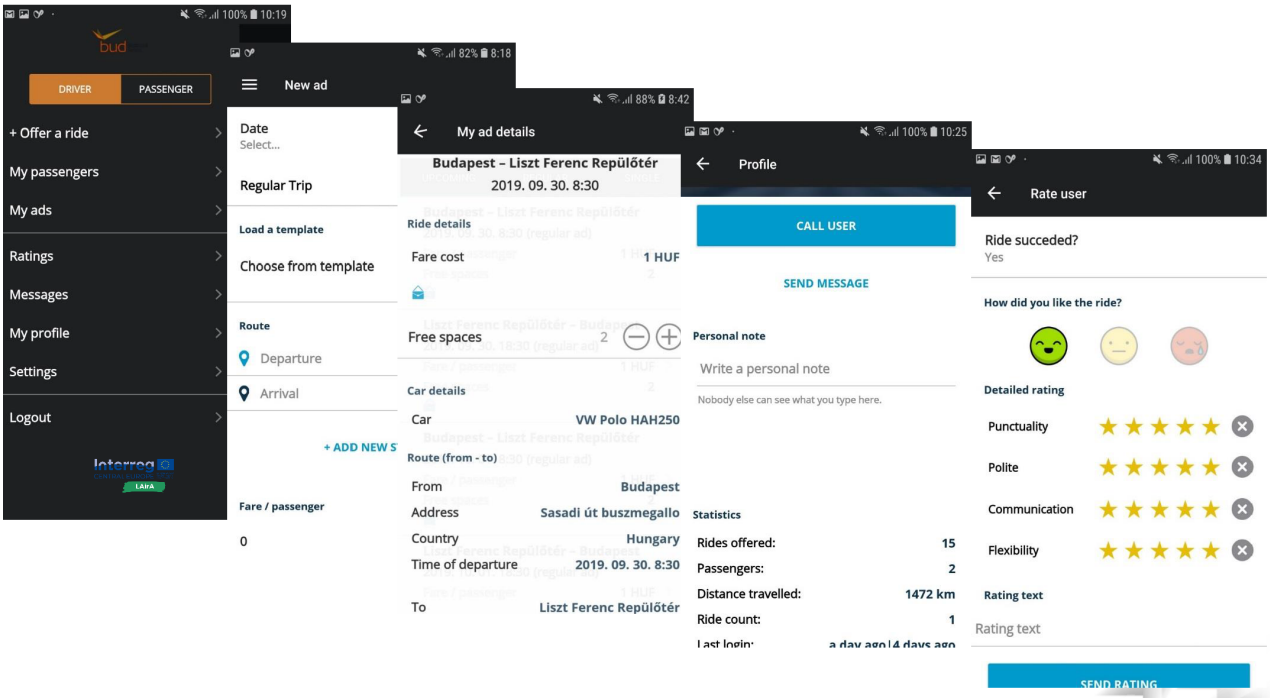
- D.T2.2.1 Transnational transferable ITS tool for low carbon mobility management of employees
- D.T2.2.2 Pilot planning workshop in each LAirA FUA
- D.T.2.2.4 Transnational pilot on low carbon mobility management – ITS tool application
- D.T.2.2.6 Planning the sustainability & future ownership of the low carbon mobility management ITS tool

Annex 1. Images about the mobile app

Annex 2. Poster of the IT Pilot

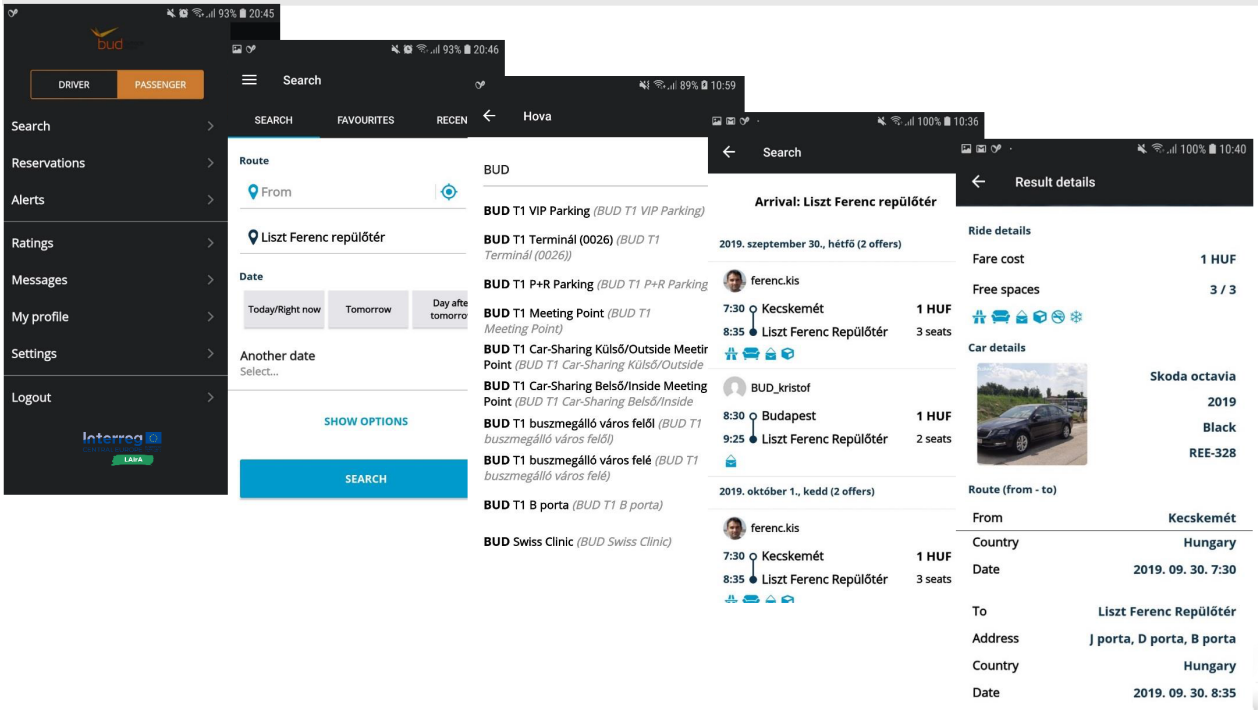
ANNEX 1. – IMAGES ABOUT THE MOBILE APP

BUD-OSZKAR IT APP:DRIVER MODE



BUD-OSZKAR IT APP: PASSENGER MODE

Interreg CENTRAL EUROPE European Union European Regional Development Fund
LAirA



ANNEX 2. – POSTER OF THE IT PILOT