



The ivm – serving the Frankfurt RhineMain region for an integrated traffic and mobility management

Our task is the development of measures which lead towards an integrated traffic and mobility management. In cooperation with our stakeholders, namely the cities and districts within the Frankfurt RhineMain region, as well as the states of Hesse and Rhineland-Palatinate, we jointly put these measures into practice. Our aims are to:

- safeguard a lasting and sustainable mobility
- optimise regional transport and mobility services
- improve information for a more efficient use of mobility services
- provide our stakeholders with support in all matters related to traffic and mobility
- raise regional awareness

The ivm offers information and consultancy to develop suitable mobility concepts. Please get in touch with us:

bmm@ivm-rheinmain.de

WHAT IS MOBILITY MANAGEMENT FOR COMPANIES?

Within the Frankfurt RhineMain region roughly one million people commute every working day, three in five of them using their car. The consequences are congestion during rush hours, high costs for the supply and maintenance of parking spaces as well as pollutant and noise emissions.

Through a mobility management approach, private and public employers work out mobility concepts for their workplace locations and thus contribute to shifting car traffic towards more sustainable modes of transport.



ivm GmbH
Lyoner Straße 22
60528 Frankfurt am Main
Germany
Tel. +49 (0) 69 – 660 759 0
Fax. +49 (0) 69 – 660 759 90
Email: info@ivm-rheinmain.de
www.ivm-rheinmain.de



MOBILITY MANAGEMENT FOR COMPANIES

Ensuring sustainable mobility in commercial areas.



WHO STANDS TO BENEFIT?

Companies and employers profit from a better accessibility of their locations, cost savings, contributions towards climate protection goals, satisfied employees and image improvements.

Employees often have a positive perception of their employers' dedication. They are shown options to save money and arrive at work less stressed.

*»It's so easy to make
a contribution towards
climate protection!«*



Mobility Management for Companies makes a vital contribution towards strategic goals at local and regional levels, such as climate protection and the relief of traffic infrastructures. It is a central component of business development.

WHERE CAN MOBILITY MANAGEMENT BE APPLIED?

For employees, incentives are created for walking, using their bicycles or public transport on their trips to work.

Through an integration of services, such as company owned bicycles, car sharing and season tickets for public transport, as well as an efficient vehicle fleet management, business trips can also be carried out in an ecologically friendly way.

Specific information services for customers and visitors allow for the use of alternative modes of transport as well.

Using new and sustainable approaches from transport logistics, deliveries can also be handled more efficiently.

THIS IS HOW WE PROMOTE MOBILITY MANAGEMENT FOR COMPANIES!

Within the programme "südhessen effizient-mobil", the ivm and its stakeholders offer companies and public employers within the Frankfurt RhineMain region support in working out concepts for sustainable mobility at their locations. Therefore, the ivm has developed a workshop scheme, in cooperation with the CCI Rhine Main Neckar. We assist employees charged with mobility management in carrying out a status quo analysis, the development of measures, the estimation of potentials and effects and the preparation of a company specific mobility plan.

Employers who have successfully completed this process can obtain certification as an exemplary company.

NETWORKING IS THE KEY TO SUCCESS!

One of the central factors of success in such a programme is the integration into regional and local networks. Experience has shown that the actual long-term realisation of measures strongly depends on a continuous support of the implementation process.

Parts of this network are the decision makers relevant for location marketing, business development and other institutions at regional and local levels. Here, the ivm especially cooperates with the Rhine/Main Regional Transport Association and local transport associations. Additionally, local chambers of commerce, industry and crafts and other associations are also integrated as disseminators.

Being the regional coordination unit for mobility management for companies, the ivm forms the regional arc over the individual networks. As a network node, the ivm coordinates and organises the implementation of subregional support programmes, ensures quality management and exchanges among the networks within the whole region. Through subregional networks the concept of company mobility management can be established and stabilised locally and within the region.

The mid term goal is to make the relevant decision makers and institutions perceive mobility management to be part of a repertoire of actions within transportation and traffic and, where possible, to make use of it and establish permanent work structures for the promotion of mobility management.

The ivm – your regional partner of the national programme "effizient-mobil"

www.effizient-mobil.de

