

GOOD PRACTICES

4.1 Home-work mobility

Green Way – Infineon’s Mobility Management Programme (Villach, Austria)

50 per cent of employees travel to work with sustainable modes of transport

How a Company in Austria, manages to achieve a strong modal shift using a motivated Mobility Management Team, which focusses regularly on mobility and has a clear company mandate.

Company: Infineon Technologies Austria AG⁴

No. of people working at the Villach site: about 3,400 people are employed by Infineon in Villach. In addition, a large number of people from other companies (supply industry) support Infineon at the site. The daily peak is at 2 p.m. with about 3,300 people simultaneously present.

Sector: semiconductor

Location: outskirts of Villach

Country: Austria

Implementation body: Infineon Technologies Austria AG – Mobility Team of 8 employees from various departments and varying from senior managers to shop-floor employees. The team is led by the company’s mobility manager.

Level of implementation: site specific with a positive impact for the local community in general

Topic: company mobility management

Target group(s): Company employees

Stakeholders involved: a variety of stakeholders including

- Company board
- Employees
- City administration
- Regional government
- Public transport operator
- Tourism union, or city and region marketing
- Companies in the area

INTRODUCTION

In 2016 Infineon Technologies Austria AG launched the mobility management initiative “Green Way” in order to promote sustainable mobility as an alternative to the daily trip to work by car. A mobility survey and an analysis of the employee’s



⁴ Reference to commercial companies and products does not imply endorsement by the United Nations or its member States.

residential location was carried out at the beginning of the project that provided useful insight on the mobility habits for home-work trips (Wukovitsch, 2018):

- More than 70 per cent of the employees travelled to work by car due to inadequate public transport connections, long commuting distances, shorter travel times, perceived lack of alternatives;
- Only 25 per cent of the employees live within 5 km (road network) of the company, around 50 per cent lives within 10 km and more than 20 per cent over 30 km away;
- A considerable number of employees were willing to carry out at least part of their home-work journey by bike.

This information formed the basis for the development of the “Green Way” measures.

OBJECTIVES

- Create attractive and sustainable alternatives to single occupancy home-work car trips that are available all year round.
- Reduce the CO₂ emissions from home-work trips and comply with the company’s commitment to sustainable growth.

MEASURES IMPLEMENTED

Mobility management at Infineon is a dynamic activity that evolves through the years in order to better meet the needs of the employees. In fact, the mobility team has regular meetings (once every two weeks) in order to discuss the development and implementation of mobility measures.

Mobility measures that have been implemented in order to facilitate and promote sustainable mobility include:

- **Public transport:**
 - Improvement of the public transport connections: since September 2017, there are two bus connections between the company and Villach’s city centre with a 15-minute frequency on two different bus routes;
 - Promotion of public transport through economic incentives: since March 2019 the company offers free annual public transport tickets to the employees that request them;
 - Continuous collaboration with the city government and the local public transport operator in order to further improve the connections with the different parts of the city and increase the number of employees for which public transport presents a valid alternative to car.
- **Cycling:**
 - Upgrading of bicycle parking facilities: a total of 800 parking spaces are now available, with further cycling parking facilities currently planned;
 - Creation of a covered multifunctional service station for bicycles;
 - Financial subsidies for the purchase of e-bikes;
 - Discussions with the city authorities for the creation of bicycle lanes.
- **Carpooling:**
 - Reserved parking spaces for carpoolers: 100 spaces with direct access to the company’s building;
 - Access to visitor parking spaces for employees that carpool to work;
 - Carpooling app “TwoGo” to facilitate employees in offering and finding a ride; Infineon has promoted the app to other local companies and at a city level in order to increase the number of users and, thus, the formation of carpooling groups.
- **Electric mobility:**
 - Creation of parking spaces with charging points for electric cars with a plan to further expand them;
 - Raising awareness on electric mobility.
- **Smart working:** employees can be offered the possibility to work from home for a number of days per week - max. up to 20 per cent following approval by the group manager.
- **Communication and visibility:** communication and visibility of the measures implemented are an important part of the “Green Way” programme. Since the beginning, all the above measures were accompanied by a number of communication activities including the creation of a visual identity for the project (e.g. logo), development of a motto (e.g. Take the Green Way), e-newsletter, communication messages on screens, emails and so on.

■ Miscellaneous measures:

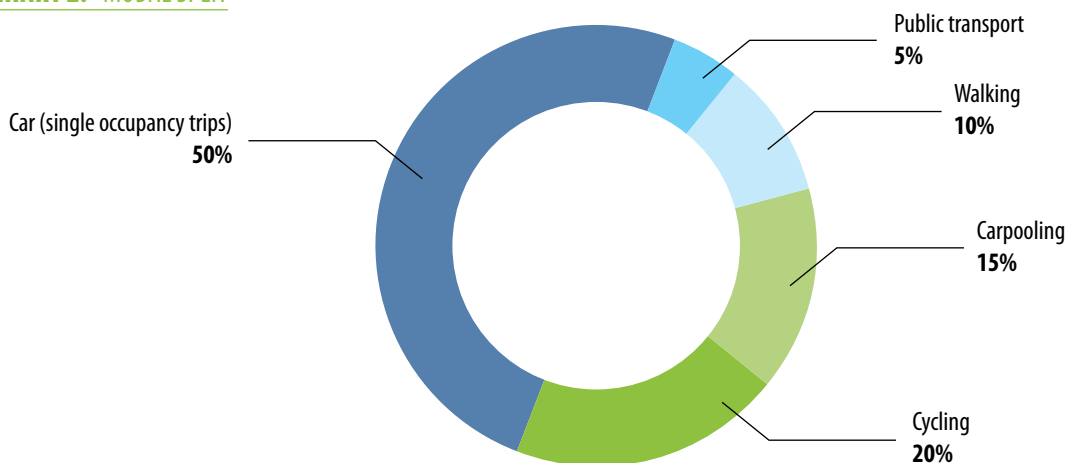
- Encourage employees to live in Villach in order to shorten home-work distance: Infineon contributes to the welcome2villach.at platform and in the development of measures to increase the attractiveness of the city (including transport planning approaches, public transport improvements and creation of new cycle paths);
- Participation in the European Union project STEVE,⁵ one of the objectives of which is the development of an e-bike and quadricycle sharing system.

Note: Infineon is currently expanding its Villach site with a new factory and office buildings. During construction works, challenges could arise for certain mobility measures, e.g. carpooling reserved parking spaces, nonetheless the mobility team follows a very flexible approach that allows it to adapt to changes and continue the “Green Way” programme without major alterations.

RESULTS

The amount of car trips fell from 76 per cent to 50 per cent, therefore 50 per cent of employees commute with sustainable modes of transport and the ongoing efforts continue to increase this percentage with a particular focus on public transport.

CHART 2. MODAL SPLIT



Source: Felsberger, Matthias (2019). Infineon Case Study v3, 15 May 2019

SUCCESS FACTORS

- Management board supported the “Green Way” initiative from the beginning.
- Identification of transport solutions that meet the needs of the employees.
- Good communication and information campaign targeted at the company employees.
- Visibility of the mobility measures at a local and national level.
- Close collaboration with the local stakeholders.

The success of Infineon’s “Green way” initiative was recognized at national level when in 2018 the company won the VCÖ⁶ - Kärnten Mobility Award and the Austrian VCÖ award in the category “workplace and education”.

BARRIERS AND OBSTACLES

The greatest barrier encountered in the change of travel behaviour towards sustainable modes of transport was the general pro-car mindset among employees and society as a whole.

⁵ <http://www.steve-project.eu>.

⁶ The VCÖ is Austria’s biggest competition for sustainable mobility carried out in cooperation with the Ministry for Transport, the Ministry of Sustainability and Tourism, and the ÖBB.