

Factory for Non-Ferrous Metals in Plovdiv – Mobility Green Label (Plovdiv, Bulgaria)

Labelling at the service of mobility

How Mobility Labelling can be of great use to the development of a Mobility Management Plan.

Industrial area: Factory for Non-Ferrous Metals in Plovdiv

City: Plovdiv

Country: Bulgaria

Implementation body: Factory for Non-Ferrous Metals in collaboration with the Energy Agency of Plovdiv

Level of implementation: site specific

Topic: home-work mobility

Target group(s): employees and visitors of the Factory for Non-Ferrous Metals

Stakeholders involved:

- Management of the Factory for Non-Ferrous Metals
- Employees
- Energy Agency of Plovdiv

INTRODUCTION

The Factory on Non-ferrous Metals (FNM) is a corporation of 10 companies situated 10 km south of Plovdiv (the second largest Bulgarian city). It covers an area of 0.9 km² and has approximately 2,500 employees, 90 per cent of which are factory workers and 10 per cent administration staff. In addition, it receives around 2,700 visitors per year, mainly students and interns, that represent 12-15 per cent of the people flow.

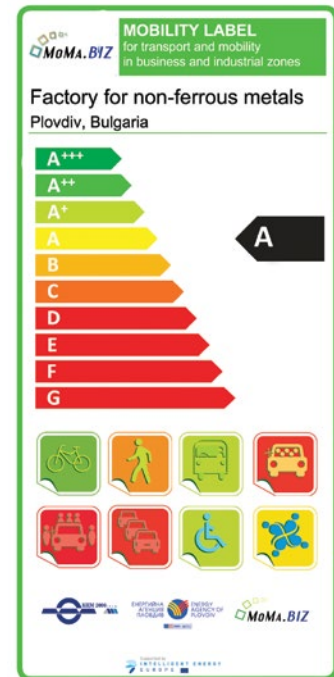
Although FNM is easily accessible by public transport, car, and motorbike (the last one in good weather conditions), there were still mobility issues on site including:

- Low quality of the public transport service
- Inadequate parking management with parking area being overcrowded
- Lack of carpooling culture
- Lack of bike lanes to and from the site rendering cycling to work dangerous
- Flexible working hours or teleworking not available to administration staff.

It should be noted that FNM has a centralized management that is responsible for the development and the implementation of policies at its premises.

OBJECTIVES

- Improve and promote sustainable mobility options to, from and within the site.
- Decrease the number of home-work trips carried out by car.



MOBILITY MANAGEMENT ACTIONS

FNM collaborated with EAP within the framework of the European Union project MoMa.BIZ, and following the Mobility Labelling⁸ methodology proposed by the project produced a mobility plan entitled “Transport and Mobility Improvement Plan”, which focused on the following areas:

- Improvement of public transport connecting the site with the surrounding areas
- Setting up and promotion of carpooling
- Introducing a parking management scheme
- “Greening” of deliveries within the site
- Raising awareness on sustainable mobility.

MEASURES IMPLEMENTED

- Definition of new quality tender obligations for the transport operators and improvement of existing bus stops. It should be noted that public transport is organized and co-financed by FNM.
- Development and dissemination a Parking Management Map allocating special spaces to carpoolers and bikes.
- Facilitation and promotion of carpooling through:
 - An online platform for bringing together employees interested in carpooling
 - Reserved parking for carpoolers
 - Guaranteed ride back home
- Introduction and test drive of cargo bicycles for deliveries within the FNM site. They serve a dual purpose:
 - Facilitate greener deliveries within the site
 - Encourage employees to consider cycling for their trips
- Awareness raising:
 - Information campaign highlighting to the employees the benefits of using sustainable transport
 - Use of MoMa.BIZ’s Mobility Labelling tool for the promotion of sustainable mobility as well as promoting a green image for FNM. In particular, the mobility situation at FNM was evaluated before and after the implementation of the mobility plan by using the Mobility Labelling tool. The tool indicated a net improvement in the sustainable mobility options since FNM passed from Class B to Class A thanks to the measures implemented
 - Organization of an information day at FNM that included:
 - Presentation of the Transport and Mobility Improvement Plan to the employees
 - Individual trip advice for employees
 - Dissemination of transport related information material
 - The Green Label Award Ceremony during which FNM was awarded with an “A Class” Mobility Label Certificate
 - Press conference.

RESULTS

- The first industrial area in Bulgaria to develop a Mobility Management plan.
- Improvement of the mobility situation at FNM which is also certified by the Mobility Labelling tool.

SUCCESS FACTORS

- Interest and support of the Senior Management of FNM to the mobility plan and sustainable mobility initiatives.
- Creation of a common vision regarding sustainable mobility at the FNM site by triggering dialogue regarding the needs of the businesses and their employees.

⁸ MoMa.BIZ Mobility Labelling <http://moma.biz/et/documentation/mobility-labelling>.