

material efficiency schools energy saving
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wood chips traffic properties public sector
recycling biomass renewable energy solar energy climate change
energy efficiency energy auditing
service sector hydro power wind energy cooperation

Policies and measures in Finland – softer measures and campaigns to encourage modal shift

Kaisa Kauhanen, Motiva, 2014

heat pump environment municipal sector construction

How does mobility management work?

INFORMATION easily available

- Sites, applications, journey planners, counters, brochures

GUIDANCE near people and gatekeepers

- Direct marketing, visits to companies and schools

MARKETING for carefully selected target groups

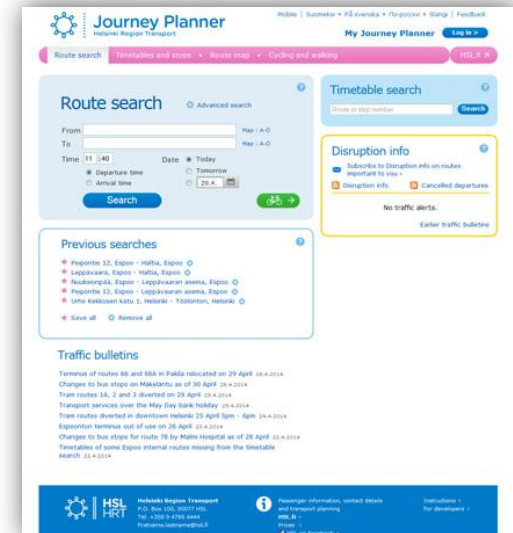
- Campaigns, experiments, competitions, new customer acquisitions

PLANNING

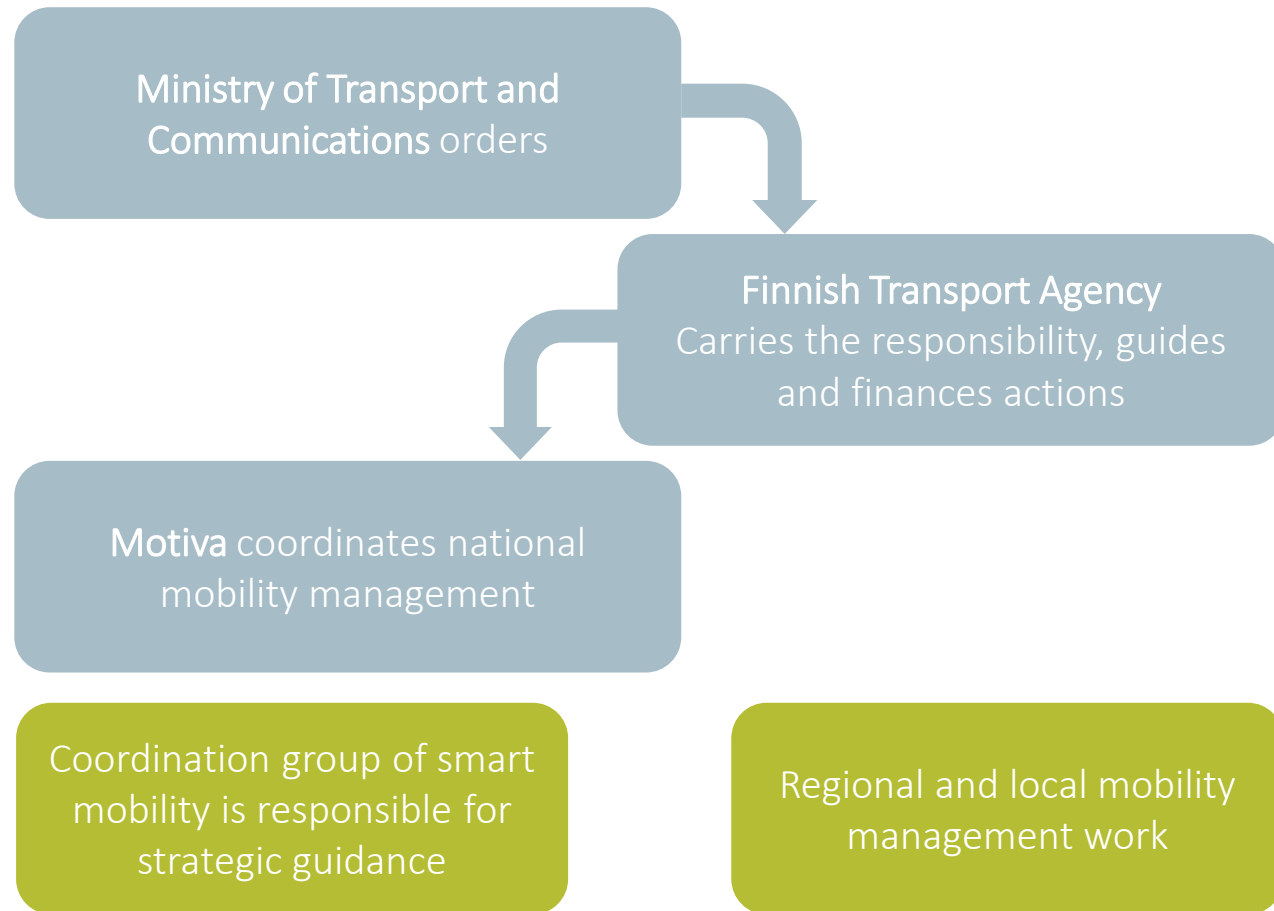
- Mobility plans, help for companies in finding the best locations

SERVICE DEVELOPMENT

- Real estates, events, park & ride, car-sharing



The organization of mobility management in Finland



National Policies

- Government foresight report on climate and energy policy (2009): establishment of national Mobility Centre and support for local MM action mentioned.
- National Strategy for Walking and Cycling (2011).
- Government transport policy report to Parliament (2008): importance to influence travel behaviour and attitudes is mentioned as an important tool. The Ministry of Transport and Communication (2012): new Government transport policy report to Parliament, goals to years 2020-2030. Mobility management recognized as one tool.
- The Ministry of Employment and Economy has prepared a National Climate and Energy Strategy (2013).
- Transport policy guidelines and transport network investment and financing programme until 2020.
- Environmental Strategy for Transport 2013-2020.

Legislative measures (incl. taxes)

- Public transport ticket as employee benefit, tax break.
- Car tax is based on CO₂ emissions.
- Annual vehicle tax is based on CO₂ emissions (from March 2011 onwards).
- The new highway law says that before deciding about the construction of a new road it should be considered whether the problem could be solved in some other way (the four-step principle).
- Voluntary national ecolabeling is available for all new cars and most of the second-hand cars.

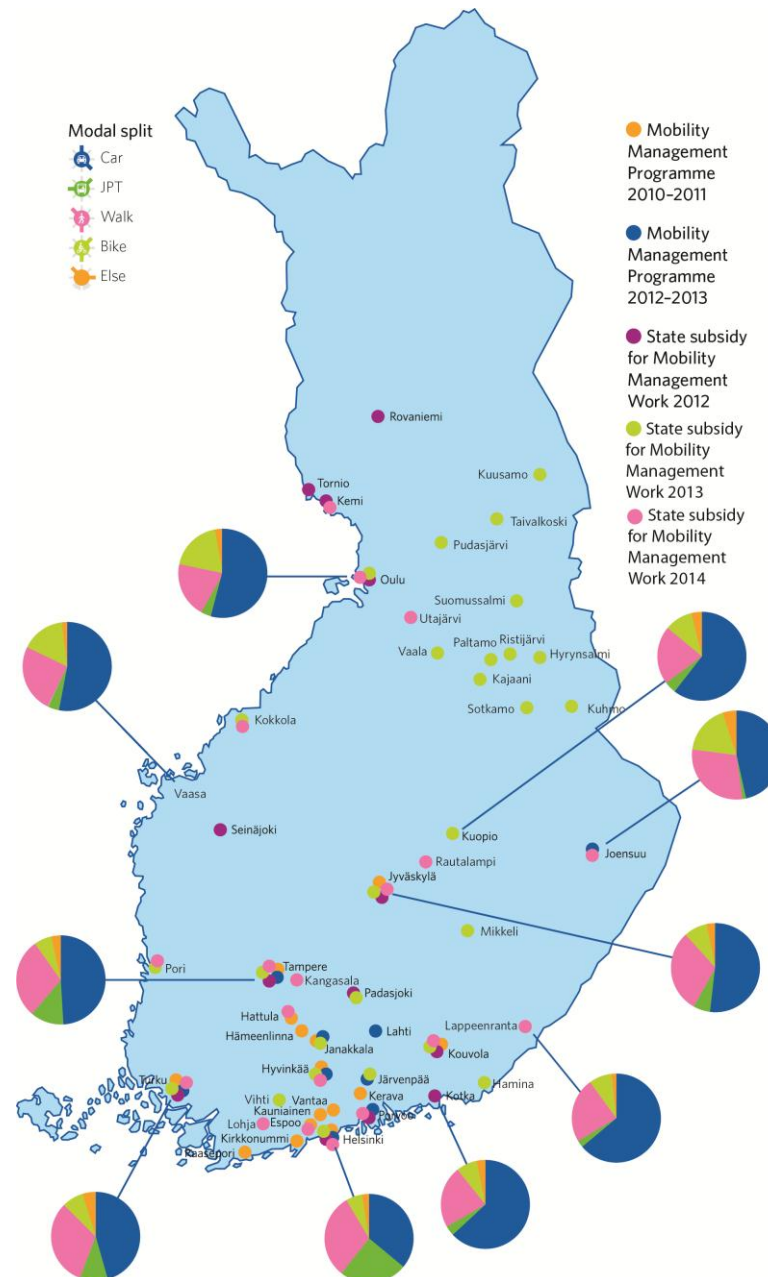


Picture: City of Helsinki

Financial measures

- The Ministry of Transport and Communications, Finnish Transport Agency, The Ministry of Environment and Fit For Life –programme finance jointly R&D in Mobility Management:
 - 2010–2011 LOHJELMA1(500 000 €), 13 projects
 - 2012–2013 LOHJELMA2(460 000 €), 13 projects
- Regions can apply for yearly (approx. 500 000 €) governmental support to their MM work since 2012.
 - 2012 14 projects
 - 2013 19 projects
 - 2014 19 projects
- Separate R&D projects e.g. cross-administrative MM for companies and pre-study MM for retail sector
- The Transport Agency orders national mobility management coordination services from Motiva.

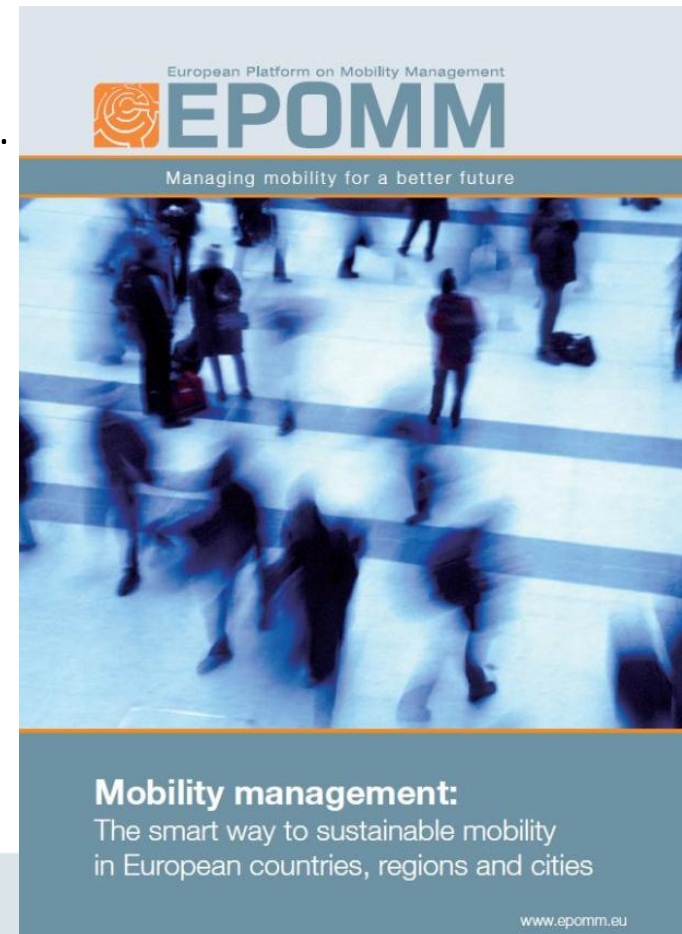
Mobility Management Implementation in Finland



The Achievements of MM in Finland

- The monitoring and evaluation of MM is in the beginning
- more development will be needed.
- MM work in Finland is also in its early stage when compared to forerunning countries in Europe.
- The national coordination in Finland has received international attention.
- In order to be truly successful MM should be implemented to the regional and local level.
This still needs a lot of work.
- More information: e.g. EPOMM book

<http://epomm.eu/index.php?id=2790>



Promotion & awareness building

- Mobility Week (incl. car-free day and in Finland also a Teleworking day since 2011) has been organized during several years. From 2010 Motiva has been the coordinator.
- Cycling week is organized every May (incl. Cycle to Work day, launching of kilometres competition for the cycling season).
- Transport issues are covered also by the national Energy Saving week.
- Kulkulaari.fi web portal specializes in cycling and walking matters.
- Car owning households receive information about environmentally friendly cars with the annual vehicle tax invoice information.
- Ecodriving has been promoted in Finland actively.



Promotion of electric vehicles – taxation of cars

Vehicle type	Taxation of passenger cars in Finland (class M1 or M1G)			
	Car tax after first registration (%)	Vehicle tax ¹⁾		
		Base tax €/year	Tax on driving power	
			c/day/100 kg	€/year ⁵⁾
Gasoline	5–50 ²⁾	43–606 ³⁾	0	0
Flexfuel	5–50 ²⁾	43–606 ³⁾	0	0
Diesel	5–50 ²⁾	43–606 ³⁾	5,5	401,50
Gas (CNG) ⁴⁾	5–50 ²⁾	43–606 ³⁾	3,1	226,30
Hybrid (Gasoline)	5–50 ²⁾	43–606 ³⁾	0	0
Hybrid (Diesel)	5–50 ²⁾	43–606 ³⁾	5,5	401,50
Plug-in hybrid (Be)	5–50 ²⁾	43–606 ³⁾	0,5	36,50
Plug-in hybrid (D)	5–50 ²⁾	43–606 ³⁾	4,9	357,70
Electric vehicle	5	43 ³⁾	1,5	109,50
Fuel cell ⁶⁾	?	?	?	?

- 1) if CO₂ emission is not available, vehicle tax is defined on basis of total weight (kg)
- 2) according to CO₂ emission of the car (0–360 g/km or more); EVs: 0 g/km
- 3) according to CO₂ emission of the car (0–400 g/km or more); EVs: 0 g/km
- 4) only cars that use methane based gases (biogas, CNG).
- 5) example: car with a total weight of 2,000 kg (for instance, vehicle tax for a diesel car is $0,055 \times 365 \text{ days} \times 20 = 401,50 \text{ €/year}$)
- 6) Taxation of fuel cell cars has not yet been defined.

Promotion of electric vehicles



- Low taxation of electricity compared to other fuels
- Subsidies by the Ministry of Trade and the Economy for purchase of EVs (2012-2014)
 - 30 % for capital cost of the leasing fee (36 months)
 - 35 % for investment of charging stations
- 68 Public charging stations (normal, fast charging)
- Today the structure of car taxation encourages purchase of EVs as much as possible
 - Due to high price and low re-sale value the total cost of EVs remains still too high given its moderate usability (limited range, long recharging time)

Promotion of electric vehicles

- In total only 225 EVs in use (June 2013)
 - 137 cars, 88 vans
- Experiences
 - Technology neutral taxation is a fair way to promote EVs and plug-in EVs as well as other alternative fuel vehicles
 - Temporary subsidies for purchase EVs may help a little
 - Public charging stations can help daily use of EVs, although over 90 % of recharging is done at home/depots
- However, the total economy of EVs should still be considerably improved in order to make an EV a viable option for gasoline or diesel cars and vans

Energy Efficiency of Logistics

- Training of truck and bus drivers
 - In accordance with the EU directive
 - Mostly lectures
- Raise of maximum dimensions and weight of trucks (Oct. 2013)
 - Total weight: from 60 tons to 76 tons
 - Total height: from 4.2 to 4.4 metres
 - Better energy efficiency and lower costs
 - Investments in roads and old bridges imperative
 - No results available yet
 - The use of modular vehicle concept (truck-dolly-semitrailer combination)



Energy Efficiency of Logistics

- Energy Efficiency Agreements (EEA)
 - A Finnish, voluntary way to implement Energy Efficiency Directive (EED) and its predecessor Energy Service Directive (ESD)
 - A success story in industry and energy sector
 - In transport sector there has been problems in getting the transport entrepreneurs to join the agreement
 - The customers have so far not been enough interested in favouring transport companies having joined EEA

If you have any questions, please contact:

Expert Kaisa Kauhanen, kaisa.kauhanen@motiva.fi,
mobile phone +358 40 544 7879