

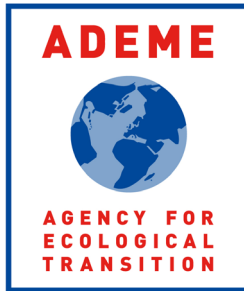


European Energy Network

The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

ADEME - France



Name of Project/Programme

The “Mobility Challenge” initiative

<https://www.defimobilite-paysdelaloire.fr/>

<https://www.challenge-mobilite-hdf.fr/>

Description of Project

The “Mobility Challenge” is an initiative conducted by ADEME for more than 10 years in different French regions in cooperation with local stakeholders (Chambers of commerce, regional councils, associations ...). The initiative is organized annually during the European Mobility Week and targets private companies, public administrations or associations supporting them in the organisation of a collective challenge on the theme of mobility.

It is an important tool for promoting and raising awareness of alternative modes of transport to the private car use, as participants are invited not to use their car, but instead prefer walking, cycling, using public transport or carpooling to make their home-work journey. For companies, this “turnkey” event provides an opportunity to promote, enhance and reinforce their mobility initiatives (such as mobility plans, for example).

It is also a mobilising tool to unite employees and local actors around a common event and, in a fun and friendly way, to promote public transport and other safer, cheaper and cleaner solutions for getting around, be it for one day or every day.

Aim/Expected Impact of Project

The Mobility Challenge aims to promote alternative modes of transport and discourage the use of the private car: walking, cycling, public transport, car-pooling, working from home, etc., are being promoted for the working people, for their home-to-work journeys. It also aims to promote good practices in terms of mobility, whether they are carried out by employees themselves or by the companies that facilitate the use of alternative transport modes for their employees.

ADEME and 6t-bureau de recherche (research agency) evaluated the initiative in 2018 and findings show that the Challenges seem to have had a noticeable impact on participants encouraging more action towards alternative transport modes use.

The 2020 edition mobilised :

- in Pays de la Loire region: 216 participating organisations (including 20 schools) amounting to a total of 3 625 participants (incl. 567 pupils).
- in Hauts-de-France region: 129 participating organisations and 7800 participating employees.



Involvement of the Agency and Link to the EU Green Deal

Sustainable Smart mobility

ADEME, through its Regional Departments, co-organises this initiative annually with regional partners and provides technical support for the organization, but the agency's involvement varies in different regions. For example, in Pays de la Loire region, ADEME's Regional Department signed a 3-year partnership agreement with the association Alisee to organise the event.