

# Smart Commuting? A Case Study in Switzerland

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## 1. Introduction

Today, transportation is responsible for 32% of Switzerland's CO<sub>2</sub> emissions, making it the **biggest CO<sub>2</sub> emitter**, even ahead of the industrial sector (20%) [1]. The motivation of the Smart Commuting project was to increase the share of public transport as well as active mobility and decrease private car usage in order to reduce CO<sub>2</sub> emissions from transportation.

Our aim was to understand:

- The **needs** and **characteristics of commuters** as well as **transport-related stakeholders**
- Current trends affecting the mobility sector and its implications for **sustainable commuting** with a special focus on new mobility concepts like **car-/ridesharing** or **mobility as a service**.

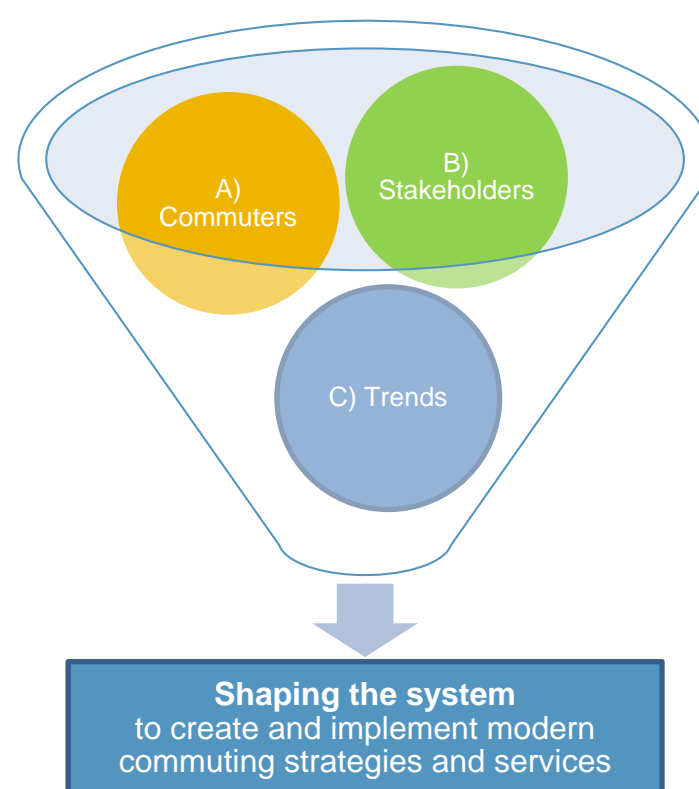
Research questions:

- What are the reasons for commuting by private car? **A**
- What factors could motivate a change? **A B**
- Which stakeholders and trends are relevant in this process? **B C**

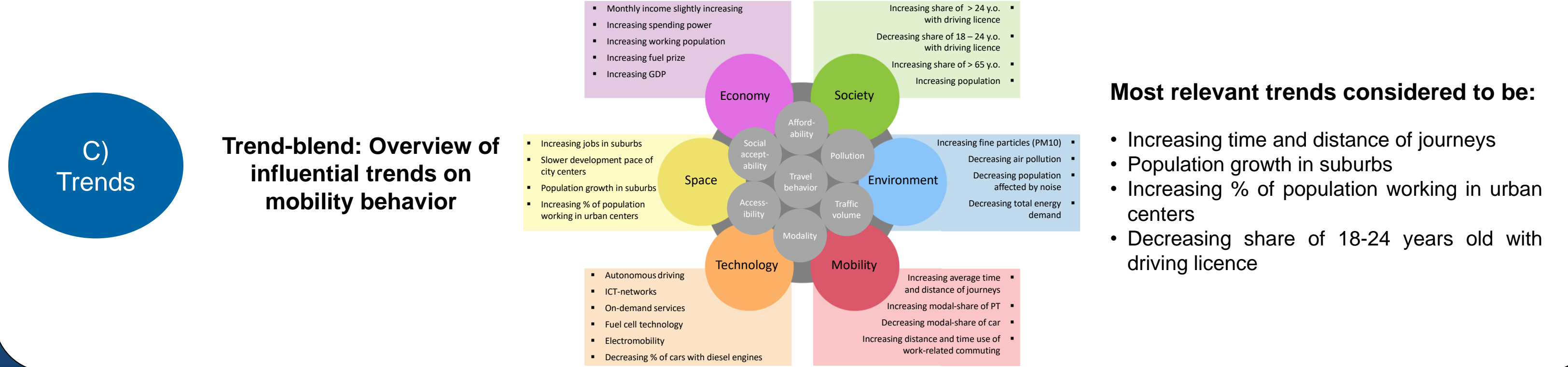
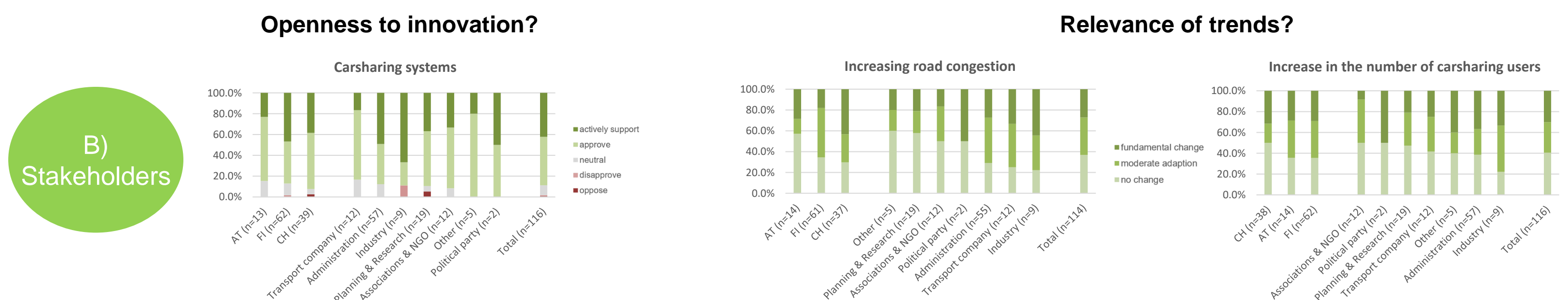
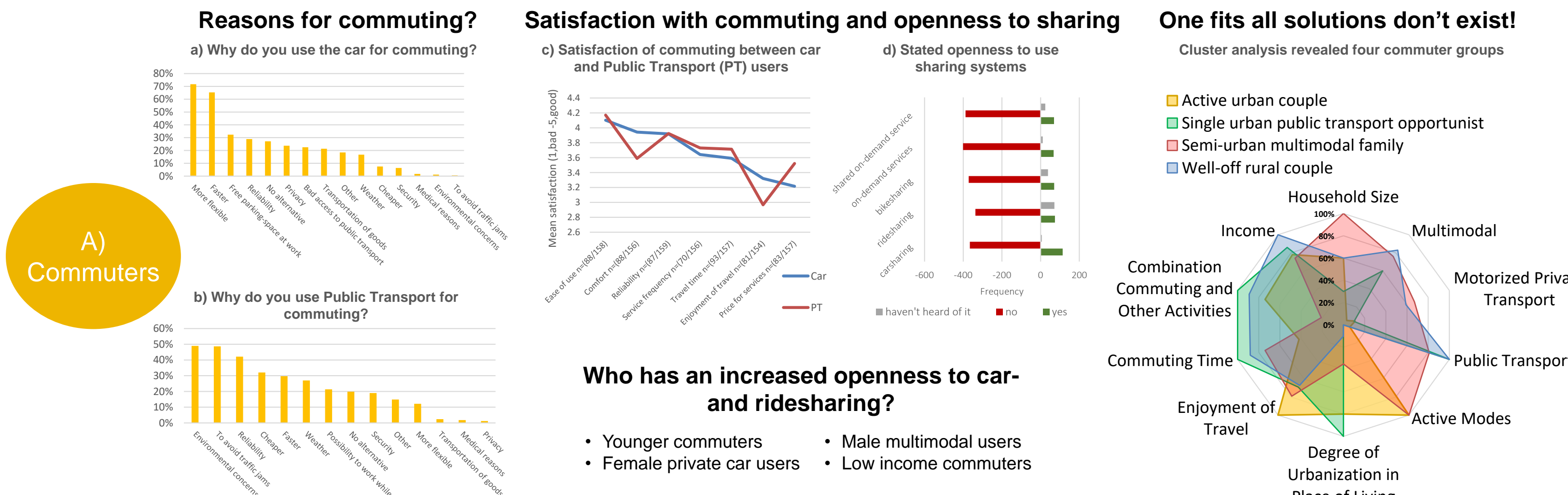
## 2. Methods

- Survey with **550** commuters in Basel (Switzerland) and **117** stakeholders from Switzerland (n=39), Austria (n=14) and Finland (n=64).

- The data was investigated using ordinal logistic regression and two-step cluster analysis with SPSS version 24. A comprehensive **literature analysis** revealed relevant trends in sustainable commuting.



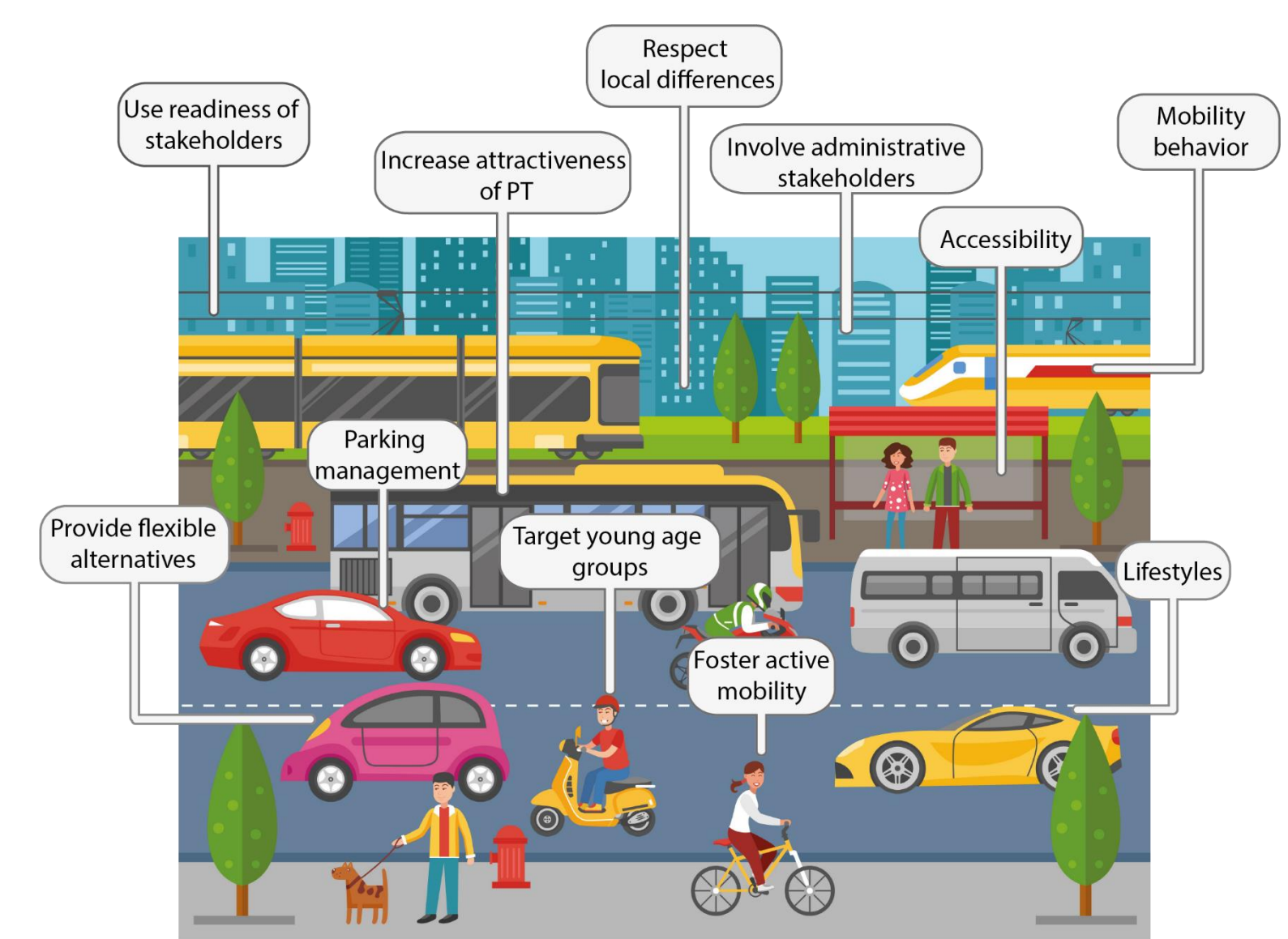
## 3. Results



## 4. Conclusions

High potential in reducing greenhouse gas emissions, lowering traffic jams and enabling access to mobility in rural regions is expected from new forms of mobility solutions like **mobility as a service**, including all sorts of transport options such as slow modes, public transport, **carsharing** or **ridesharing**. Generally, the **openness of society** to use such options is **low**, yet younger commuters and low-income groups may be more open towards such mobility offers. Interestingly, **stakeholders in the mobility sector are quite open** towards these transport services. To close this gap, it is thus encouraged to specifically target commuters that are open towards the new options in order to facilitate the **spreading of awareness** to other groups and enabling a paradigm shift to more sustainable commuting.

Starting points for smart commuting



## 5. Acknowledgments

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[1] BAFU (2017). Emissionen von Treibhausgasen nach revidiertem CO<sub>2</sub>-Gesetz und Kyoto-Protokoll, 2. Verpflichtungsperiode (2013–2020) (S. 21). Bundesamt für Umwelt BAFU.