



WUR Mobility Implementation Agenda 2018-2022

Executive Board decision – 21 January 2019

The key words for the sustainable mobility policy of Wageningen University & Research (WUR): safe, healthy, sustainable, accessible, and future-focused. WUR is currently at an average level of climate neutrality and is striving to lower CO₂ emissions even further, decrease particle emissions, lower noise pollution, increase general energy efficiency, avoid any exhaustion of natural resources, and increase health. This is achieved by: 1) reducing transport movements, 2) transitioning to more sustainable transport options, and 3) actively improving upon less sustainable transport methods. The objective is to further decrease our annual CO₂ emissions by at least 2%.

Current policy

To date, a great deal of progress has been made by limiting business travel as much as possible through the use of video conferencing and Skype, through travelling by train instead of aeroplane, and by using public transport for business trips whenever possible (see implementation regulations for business trips). Measures were primarily focused on facilitating more sustainable transport options: cycling, public transport, and driving electric vehicles. Examples of this included making the NS-Business Card available for business trips, establishing the Optare bicycle scheme, improving our physical accessibility and making it safer, and installing charging stations for electric bicycles, scooters, and cars. WUR also actively participates in policy programmes from the municipalities and the Province of Gelderland to improve campus accessibility by public transport and to encourage bicycle use for greater distances (>7.5 km) by means of express bicycle routes.

The methods that employees use to travel to work are regularly assessed. The last survey (2015) showed that many (55%) WUR employees that work on campus travel by bicycle. This is very high when compared to the national average (22%). Of all these employees, 34% travel by car, 5% carpool, and 6% use public transport. The latter figure is related to the average level of campus accessibility by public transport. 91% of the employees who live within 7.5 km of the workplace travel by bicycle. 30% of employees who use cars live between 7.5 and 30 km from the workplace. It is precisely in this demographic that there is still room for improvement, e.g. by encouraging the use of e-bikes even more. The percentage of employees using public transport to commute is low. However, the use of public transport for business trips in the Netherlands is rather high, roughly equal to travel by car, which is in part thanks to implementation regulations for business trips and the NS-Business Card.

Implementing agenda focus points

This implementation agenda for Wageningen Campus elaborates on the key principles for long-term mobility policy as outlined in the Mobility Plan 2030. In the upcoming period (2018-2022), WUR aims to more firmly and actively dedicate itself to making mobility on Wageningen Campus even more sustainable. Measures to achieve this objective focus on:

1. Encouraging cycling (including electric);
2. Encouraging the use of public transport;
3. Discouraging car use for commuting from home to work and for business travel;
4. Facilitating alternatives to air travel and other business travel methods;
5. Making transport options more sustainable.

See Appendix 1 for detailed information on the measures. A distinction is made between measures that fit into current policy and those that require changes to the existing policy. As such, this implementation agenda is based on continuing with the existing areas of focus in conjunction with new actions to be taken. This enables the agenda to offer insight into how WUR will focus on sustainable mobility in the years to come.



Appendix 1: Sustainable mobility measures

1. Encouraging cycling (including electric):

Current and implemented measures:

- Employees can purchase a bicycle (including electric) using tax benefits.
- Providing company bikes, bike pumps/repair kits, and showering facilities.
- Constructing well-lit bicycle parking areas with charging stations for electric bikes.
- Building a good cycling network to and from Wageningen Campus¹.
- Continuing to improve bicycle safety on campus, e.g. through the use of clear intersections, obvious signage, and removal/adjustment of poles.

Other actions that can still be taken under our existing policy:

- Expanding the number of bicycle parking areas: well-lit with charging stations for electric bicycles.
- Expanding facilities for cyclists: spacious, easily accessible, and partially enclosed bicycle parking areas with charging facilities for e-bikes and scooters.
- Encouraging the use of e-bikes, e.g. by holding test days and offering loan options.
- Expanding bicycle loan options (including electric in order to cycle between locations (as well as to the B&S park and the city).
- Strengthening our local portion of the bicycle network, such as the [Cykl](#) network.

Other actions that can be taken under a modified policy:

- Broadening the bicycle reimbursement option in Optare: higher reimbursement amounts for purchasing e-bikes and the addition of a repair budget for all bicycles.

2. Encouraging public transport use:

Current and implemented measures:

- For business trips in the Netherlands, employees must use public transport as much as possible instead of their personal vehicles (WUR Implementation Regulations for Business Trips).
- Employees can use the NS-Business Card (for public transport, public shared bikes, and shared cars).
- WUR has invested in high-quality public transport (financially as well as with land and maintenance): bus line 84 (Wageningen Station, Ede-Wageningen) with three stops on campus.
- Participation on municipal and provincial policy programmes for better campus accessibility by public transport, such as increasing the bus frequency to and from campus and the development of the Rijnlijn (express bus connection to Arnhem Central station) ².

Other actions that can still be taken under our existing policy:

- Strictly adhering to arrangements with suppliers regarding sustainability (among the mobility contracts: travel agent, public transport).
- Stricter enforcement of compliance with policy and contract agreements for more sustainable transit via the organisational divisions (travel policy).
- Better facilitation of public transport for business travel in conjunction with sanctions and monitoring the public transport use during these trips.

¹ In order to encourage bicycle use for distances greater than 7.5 km as well, WUR is actively involved in the planned express bicycle paths for Ede-Wageningen and Veenendaal-Wageningen, including the potential for adding paths that lead to campus.

² The planned new construction (expected completion date in 2021) of Ede-Wageningen station, with increased train frequency, expansion of bicycle parking areas, and a new express bicycle path, will make trains a more appealing alternative to cars, especially when combined with cycling.



Other actions that can be taken under a modified policy:

- Making public transport subscription tickets available for commuting to and from work (at employee expense) as well as business travel (easy to claim).
- The use of buses to and from locations that are currently difficult to reach by public transport, preferably with other large employers such as FrieslandCampina, Unilever, and Menzis.

3. Discouraging car use for commuting and business travel:

Current and implemented measures:

- WUR uses a scheme in which commuting from home to work can be reimbursed for up to 30 km (WUR Implementation Regulations for Relocation Expenses).
- New employees who are moving closer to the workplace can (under certain conditions) claim reimbursement for relocation expenses (WUR Implementation Regulations for Relocation Expenses).
- For business trips made using public transport, travel expenses will be fully reimbursed (including train, taxi, or OV-bicycle). Expenses for business trips made using a personal vehicle will be partially reimbursed (€0.28 per km; WUR Implementation Regulations for Business Trips).
- The number of parking spaces on campus will be consistently maintained at the 2019 level, despite the expected growth at Wageningen University and among third parties.
- Improving the use of central parking spaces (P1-P4; minimising parking near the buildings).
- Flexible working hours and teleworking are both possible to a certain extent.

Other actions that can still be taken under our existing policy:

- Continuing to encourage carpooling for commuting and business trips.
- Encouraging flexible work: meeting at central locations, teleworking, and working while in transit.

4. Facilitating alternatives to air travel and other business travel methods:

Current and implemented measures:

- In principle, all business trips will be taken using public transport, unless the destination is difficult to reach by train and the travel time is twice as long as it would be if the employee's own mode of transport were used (WUR Implementation Regulations for Business Trips).
- Taking the train for business trips in Europe with destinations that can easily be reached by rail, e.g. Brussels, Paris, and Frankfurt (Wageningen University & Research Travel Policy).
- Pricing agreements have been made for train tickets to destinations within Europe.
- Facilitating and encouraging teleconferences and video conferences.

Other actions that can still be taken under our existing policy:

- Strictly adhering to arrangements with suppliers regarding sustainability in the mobility contracts for international travel.
- Stricter enforcement of compliance with policy and contract agreements for more sustainable transit via the organisational divisions (travel policy).

Other actions that can be taken under a modified policy:

- Establishing a limit in the travel policy for air travel from destinations (in terms of distance and time) which would ordinarily be travelled to using public transport.



5. Encouraging the improved sustainability of transport options:

Current and implemented measures:

- There are currently 24 charging stations for electric cars on Wageningen Campus, which are frequently used.
- In our purchasing programmes, transport requirements have been set for suppliers with regard to sustainability.
- Introducing central vehicle fleet management.

Other actions that can still be taken under our existing policy:

- Encouraging electric-powered transport: for regular suppliers (for gardeners, catering, etc.) and our own vehicle fleet (for IT support on campus, etc.)
- Replacing our vehicle fleet with electric alternatives.
- Making our leasing policy more stringent (electric alternatives).
- Improving the use of electric and energy-efficient rental cars.
- Refining sustainability-related agreements with suppliers (in the mobility contracts: rental cars, leased cars, and rental coaches).
- Stricter enforcement of compliance with policy and contract agreements for more sustainable transit via the organisational divisions (lease and rental policy).
- Further expansion of charging stations for electric cars (based on monitoring).

Other actions that can be taken under a modified policy:

- Exploring the option of a car park as a city transfer location during weekends. Please note: including modifying bus lines accordingly.
- Exploring the option of collaborating with other businesses/organisations in Wageningen on the use of shared cars (including electric).