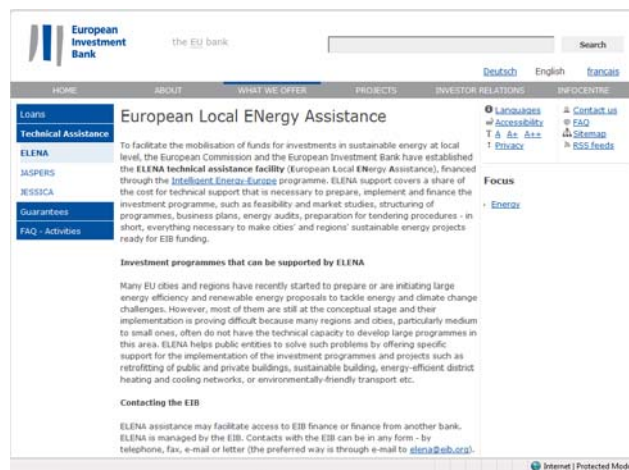




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sustainable building, energy-efficient district heating and cooling networks, or environmentally-friendly transport.



Introduction

This is the fifth issue of the CIVITAS Plus Internal Newsletter, providing CIVITAS Plus projects with relevant and up-to-date information and news from the CIVITAS support actions for dissemination and evaluation, as well as from the respective collaborative city projects.

The sixth newsletter will be published in April/May 2010. If you want to contribute to the newsletter with a news item, please contact internal.newsletter@civitas.eu. We wish you a pleasant read!

News from the EC

European Local Energy Assistance

To facilitate the mobilisation of funds for investments in sustainable energy supplies at local level, the European Commission and the European Investment Bank (EIB) have established the ELENA technical assistance facility (European Local ENergy Assistance) financed through the Intelligent Energy - Europe programme. ELENA covers a share of the cost for technical support that is necessary to make cities' and regions' sustainable energy projects ready for EIB funding.

Many EU cities and regions have recently started to prepare or are initiating large energy efficiency and renewable energy proposals to tackle energy and climate change challenges. ELENA helps public entities by offering specific support for the implementation of their investment programmes and projects such as retrofitting of public and private buildings,

ELENA is managed by the EIB. It can facilitate access to EIB finance or finance from other banks. Initially, a brief description is needed of the planned investment (e.g. type of investment, approach to implementation), the expected investment cost and time schedule for the programme, plus the amount, scope and main needs to be addressed by the requested technical assistance.

Further information: www.eib.org/products/technical_assistance/elena/index.htm?lang=en

EC Conference on Urban Mobility



The European Commission will host a Conference on Urban Mobility at its Charlemagne Building in Brussels within the framework of the European Union Sustainable Energy Week, on Wednesday 24 March from 14:30 to 18:00.

It is foreseen that this conference will consist of high-level interventions from representatives of the European Commission, the Spanish Presidency, the European Parliament and the Committee of the Regions, followed by a lively panel discussion between stakeholder representatives and the audience on the subject of integrated transport, perspectives for public transport, and freight delivery in cities within the context of the Action Plan on Urban Mobility.

Further information: www.eusew.eu



Intelligent Energy for Europe



On 3 February, the European Commission organised an Information Day to announce the upcoming call for proposals of the Intelligent Energy Europe (IEE) funding programme. The call is expected to open around mid March, with a submission deadline around mid June.

By improving energy efficiency and encouraging the wider uptake of new and renewable energies, the IEE programme aims to boost actions which will help achieve the EU's targets, including measures to:

- foster energy efficiency and the rational use of energy resources;
- promote new and renewable energy sources and to support the diversification of energy sources;
- promote energy efficiency and the use of new and renewable energy sources in transport such as biofuels.

STEER is IEE's sub-programme focussing on energy-efficient transport. For the 2010 call, the following funding priorities are envisaged:

- Energy-efficient transport: safe walking and cycling; auditing and certification of urban mobility policies; eco-driving schemes; more efficient freight distribution;
- Capacity building on clean transport: mutual learning of practitioners; support to academic training; training for local/regional agencies.

Further information:

http://ec.europa.eu/energy/intelligent/index_en.html



CIVITAS Plus Community Support Study Tours for CIVITAS Plus Cities

VANGUARD is currently designing a programme for study tours aimed at facilitating knowledge exchange between CIVITAS Plus cities. Study tours have generally proven to be successful knowledge transfer schemes, which offer the possibility to learn from best practices on site, interact with key local stakeholders and see how projects operate in reality.

VANGUARD will soon launch a survey in order to gather information from each CIVITAS Plus city on their "offer and demand" for a study tours programme. In this survey, each city will describe its offer - in terms of what could be shown and explained to visitors from other CIVITAS Plus cities -, and its demand, describing the interest in particular topics(s) that could be addressed by potential host cities.

With the results of this survey, VANGUARD will prepare a programme of study tours targeted to those CIVITAS Plus cities interested in participating.

Further information: training@civitas.eu

Dissemination Liaison Group

The third Dissemination Liaison Group (DLG) meeting is taking place on Wednesday 10 February. As always, the meeting will provide a platform to discuss the Collaborative Projects' progress and challenges in the field of dissemination. At the same time, CIVITAS VANGUARD provides the DLG with an update on the services offered by them. More time will be dedicated to discussing common dissemination challenges and solutions among the city representatives. Special attention will be paid this time to tackling the issue of evaluation and monitoring methods for communication activities.

Further information: dlg@civitas.eu

VANGUARD Call for Trainers

CIVITAS VANGUARD has scheduled eight training seminars until early 2013 that will address urban transport professionals involved in the CIVITAS Initiative. Experienced and motivated trainers are invited to express their interest by forwarding their CV and a cover letter to training@civitas.eu by 30 April 2010. Results of the call will be made available to the Collaborative Projects, to provide them with new ideas on who to involve in their events as speaker or trainer. The call will soon be available online at www.civitas.eu

1st VANGUARD Training Evaluated

VANGUARD, in cooperation with ELAN, organised its first training workshop on 18-19 November 2009 in Ghent. The first day of the training was dedicated to stakeholder consultation, while the second day focussed on citizens' engagement. Upon registration for the event, participants were asked to fill in a quick scan questionnaire on their knowledge about and



experience in the subject. After the event, they were invited to fill in an evaluation questionnaire.

91 percent of the respondents evaluated the first day as "good" or "very good", while 100 percent evaluated the second day as "good" or "very good". The quick scan revealed that 72 percent of the respondents had limited experience in stakeholder consultation and citizens engagement. The evaluation then showed that 100 (day 1) and 78 percent (day 2) of the respondents felt they had acquired the appropriate competences for setting up stakeholder consultation and citizens engagement processes, while 73 (day 1) and 78 (day 2) percent said that the competences would enable them to change and improve their current situation.



Since 64 percent indicated that they have planned a stakeholder consultation activity within their CIVITAS project, we can assume that these competences will be used in setting up the planned activities.

Participants had indicated a preference for practical examples (93%), exercises (61%) and theoretical models (45%) and according to the evaluation, the training fulfilled this expectation with 82 (day 1) and 100 percent (day 2) of the respondents stating that there was a good balance between theory and practice.

We can conclude that both training days were evaluated positively on the most important aspects of the training: content, presentations, and practical organisation.

2nd VANGUARD Training Workshop

The second VANGUARD training workshop is taking place on 8-9 February 2010 in Leuven (Belgium), in conjunction with the third DLG meeting on 10 Febru-

ary. The workshop will focus on communicating CIVITAS to the citizens. In a very practical, concrete and interactive way, participants will learn more about relevant communication and marketing techniques that can assist them in their local activities. The workshop is supported by the CIVITAS MIMOSA project.

Further information: training@civitas.eu

3rd VANGUARD Training Workshop

The third VANGUARD training workshop will take place in autumn in Szentendre (Hungary). It will focus on the Mobility Management cluster of the training series, i.e. on soft measures and communication measures to influence travel behaviour. These include the provision of specific information on sustainable transport alternatives, travel campaigns and travel education. The aim of this training is to showcase best practice examples and to let participants evaluate and discuss their chosen soft measures. Collaborative Projects that are interested in cooperation for this workshop are invited to contact training@civitas.eu.

CIVITAS Secretariat News

At Your Service!

The CIVITAS Secretariat acts as the central coordination hub of the CIVITAS Initiative. The most important day-to-day secretariat activity is an information request service. It primarily provides information support to the CIVITAS Network through e-mail and telephone. It also provides information related to the CIVITAS Initiative itself (such as about the upcoming CIVITAS Forum Conference or Award), about technical issues on clean urban transport and about dissemination issues. The secretariat is run by VANGUARD and hosted by the Regional Environmental Center.

The CIVITAS Secretariat office receives inquiries from different urban transport stakeholders on a daily basis. In 2009, the Secretariat received as many as 600 inquiries via e-mail and countless via phone-calls. The topics varied from everyday correspondence and information requests, to inquiries about funding opportunities, best practices and CIVITAS membership. The Secretariat is also an important source of sustainable urban transport knowledge for students and experts who refer to CIVITAS in their research, theses and PhD studies.



The CIVITAS Secretariat maintains a continuous relationship with the growing membership of the CIVITAS Forum Network. Contact details of cities are regularly updated and profiled through a detailed city page on the CIVITAS Website. The CIVITAS Network currently includes 169 cities and the membership is still growing. The number of CIVITAS Declaration signatories has increased with 15 percent since March 2009. The five most recent members are Koprivnica (Croatia), Enschede (Netherlands), Aviles (Spain), Dun Laoghaire (Ireland), and Tirana (Albania).

CIVITAS Forum

CIVITAS Forum Conference 2009

Two reports summarising key facts and figures from the Krakow Forum are now available. The first serves as the conference "proceedings" and summarises a variety of indicators related to participation and the main discussion points during the conference's plenary, parallel and Politicians' Forum sessions. It also gives an overview of the media coverage of the event.

This first part is complemented by a second that encompasses a more detailed and critical evaluation on participation and of the success of the conference, including a summary of participant responses received via questionnaire. This is not being widely circulated beyond the CIVITAS Plus community. "Part One: Proceedings" will soon be available online at www.civitas.eu.

Further information: secretariat@civitas.eu

CIVITAS Forum Conference 2010

The 2010 Annual CIVITAS Forum Conference will be hosted by the city of Malmö in Sweden from 27 to 29 September. Malmö is an ideal location for the Forum. Located in southern Sweden's Oresund region and with approximately 276,000 inhabitants, it has developed as a thriving industrial and trade centre from its mediaeval roots. Today, it is renowned for its eco-friendly neighbourhoods and is often referred to as "the world's smallest big city," not least because you can reach anywhere with a bike in 15 minutes.

This philosophy of using sustainable means of transport over short journeys is one that has underpinned Malmö's involvement in CIVITAS SMILE, the achievements of which the city looks forward to sharing with visitors of the Forum. In December 2010 for instance, the Citytunnel will be opened to commuters,

while the new Triangel-station will become Sweden's second largest station and will host an innovative bicycle parking area. Other areas of interest are expected to be its biogas production facilities, interregional commuting to and from Copenhagen and its bicycle network, which is among Europe's most extended per capita.

Malmö looks forward to welcoming participants of the Forum Conference and demonstrating and discussing its own and others' successes in the field of urban transport policy.

Further information: secretariat@civitas.eu

Political Advisory Committee



The next Political Advisory Committee meeting will take place in Brussels, most likely on 26 April 2010. The PAC Secretariat, together with the EC, is currently finalising the agenda as well as the draft work plan 2009-2011, which should be sent out during the course of February. Details about the current PAC members can be found at: http://www.civitas.eu/cms_pages.phtml?id=2397&lan=en

Further information: pac@civitas.eu

CIVITAS Plus Pan-European Dissemination

Keeping Communication on the Right Track

As we enter 2010, your CIVITAS communication activities are already well under way. Now more than ever, it is a good idea to ensure that communication efforts are effective and are meeting the needs of your target audiences.



Evaluation activities are an essential tool to assess whether communications efforts are going as planned. As objectives can change over time, it is important that dissemination objectives are moni-



tored, measured, evaluated and realigned on an ongoing basis. Setting realistic goals allows you to see if your activities are having the desired effect and to make corrections or budget reallocations if, and where, necessary.

With this in mind, a working session at the upcoming Dissemination Liaison Group meeting (10 February) will focus on evaluation and monitoring methods for communication actions. Representatives from the city and project level will gather to discuss the identification and measurement of indicators to demonstrate the strength or weakness of their activities at the strategic or tactical level.

Further information: support@civitas.eu

Giving You the Tools for Success

A variety of products and tools are being produced by VANGUARD to back up dissemination managers in their communication activities.

Exhibition materials, such as city and project poster templates are available for download in InDesign format from the CIVITAS Members Area, where the images used for the posters are also stored (under CIVITAS Photos). Dissemination managers can either use the existing template to adapt the poster or can contact us to receive the ready-for-printing file for a specific project and city.



Roll-ups with general CIVITAS information, the CIVITAS Forum Network and CIVITAS cities are also ready for use; eight additional roll-ups on the CIVITAS measure fields are under way and will be produced by April 2010. A CIVITAS stand is available for major events. Prior to exhibitions, it is recommended to download the CIVITAS slide library for presentations to participants.

Smaller products for promotional activities include the first two editions of the MOVE newsletter. While the CIVITAS leaflet is expected by the beginning of March, postcards and gadgets will be ready in April 2010. All products can already be booked through the PR Tracker.

Finally, the CIVITAS website offers dissemination managers the possibility to showcase their city and project's achievements. We encourage you to profit from it, not only by regularly uploading news and events, but also by sending us scanned articles from any media in your local language, which will contribute to the press clipping inventory webpage coming soon. Images from your events are also welcome; they will be stored in the Photos section of the Members Area and can be used for your products within CIVITAS.

Further information: support@civitas.eu



Keeping Track of History

Communication can come in different shapes and, very often in projects of this size, lots of activities get lost in history. ARCHIMEDES has therefore designed a reporting tool in the form of a common database to help Local Dissemination Managers keep track of project related dissemination products and activities on a regular basis.

In addition to offering a central storing room for all materials and activities produced, this will give a good indication of which topics are being disseminated well, and which are not. It will therefore be very useful to plan dissemination, both at the project level and at the local level.

Similarly, to ensure that the project is providing regular news to the CIVITAS community and beyond, a calendar has been set up to guarantee active news posting from all ARCHIMEDES sites. An online form is also available on the website now, for anybody who wants to be registered in the project's contact database to receive all communications.

Further information: www.civitas.eu/ARCHIMEDES

Public Transport Forum in Iasi

Iasi launched a public transport forum as a modern way for users to communicate with the management



of its public transportation company. At the same time, this creates opportunities for adapting the public transport services to users' demands. The forum is part of the local public transport company's website and can be accessed at <http://www.ratp-iasi.ro/forum> address.



It covers four sections: one for discussions on topics lead by moderators, one about public transportation in Romania, one about public transportation in Europe, and one about the CIVITAS Plus initiative. Moderators and administrators of the forum are employees of the local public transport company and of the municipality.

Hybrid Bus & Free Bus Tickets in Donostia-San Sebastián

During the last week of November, DonostiaBus tested the MAN IDEAS 2 Hybrid bus in the streets of San Sebastián. An improved version of this model will be operating on the regular San Sebastián public transport service system in 2011. This hybrid bus saves up to 25 percent of fuel compared to conventional diesel buses and easily complies with the EEV emission standards.

Around the same period, Christmas shoppers that parked their car on one of the Park & Ride sites in San Sebastián received free bus tickets to reach the city centre. This action is part of a wider collaboration programme between the city and shopkeepers to promote comfortable shopping in San Sebastián. The city aims to spread the word about Park & Ride among visitors from the wider region.

BYPAD Audit in Ústí nad Labem

Recently, the second meeting of the Bicycle Policy Audit (BYPAD) was held with assessors, to agree on the arrangements for an action plan to improve the cycling situation in Usti. The results of the assessment were presented along with the draft of the measures for the Action Plan. The BYPAD meeting was successful and Usti nad Labem is now preparing to obtain its BYPAD Certificate.



Further information about ARCHIMEDES: msh-teknik@aalborg.dk.



Cycling and Tourism in Ljubljana

ELAN participated in the trade fair "Tourism and Leisure" in Ljubljana, which took place in January. ELAN representatives were present with a special, attractive tricycle with carriage, handed out gadgets, and promotional material, while also providing information about the project. They also organised a prize "cycling" quiz and presented some of the measures during a roundtable debate, with a special emphasis on cycling strategies related to tourism.



The Department for Economic Public Companies and traffic officials from the city of Ljubljana complemented the ELAN presentation with information about cycling traffic measurements in Ljubljana. These show that the number of cyclists is increasing. While having all the facilities of a modern capital, Ljubljana is still small enough to allow almost anyone to cycle through it in about an hour! Furthermore, the city representatives introduced the website "Gremo na pot" ("Let's hit the road") to the public, where citi-



zens can find up-to-date information, maps and advice about cycling in Ljubljana and its surroundings.

Cycling Coordinator for Ljubljana

In December 2009, the city of Ljubljana appointed Mr. Janez Bertonec as cycling coordinator, to focus exclusively on challenges related to urban cycling. Officials concluded that taking such a person on board was necessary to meet the city's needs, as the number of cyclists is increasing steadily across all seasons. The cycling coordinator will invest all his



efforts into improving cycling conditions in Ljubljana, including a broad range of tasks within ELAN measure 4.6 "Comprehensive cycling strategy".

His responsibility is also to connect different bodies and departments within the municipality, as well as non-governmental organisations, associations, educational institutions, interest groups, stakeholders, public media and the general public. The development and implementation of programmes and projects on local bicycle planning is also in his hands, as well as acting as the public contact for cycling inquiries, complaints and suggestions.

The traffic, environment and urban spatial planning departments of Ljubljana already welcomed the cycling coordinator and agreed to help achieving the CIVITAS ELAN goals. One of these is to increase the number of cyclists in Ljubljana by 20 percent in three years and to make cycling safer and friendly for all traffic users. This will put Ljubljana in line with other "cyclist-friendly" cities in Europe.

MAN Hybrid Bus Trial in Ljubljana

Public transport company LPP tested a MAN hybrid bus prototype last December, to determine whether it



is suitable for Ljubljana in terms of economy and pollution. Both companies, along with the ELAN team, presented the bus to the public, which met with positive

feedback and enthusiasm. Mayor of Ljubljana Zoran Jankovič, came to express his support and welcomed any action that contributes to the further development of sustainable transport in the city.

One of the ELAN measures in Ljubljana foresees the purchase of several hybrid buses. The first step, however, is a trial of different types. Last June, LPP tested Van Hool's and Solaris' hybrid buses, currently they are analysing the characteristics of MAN's City Hybrid, and in February 2010 they plan to study how Volvo's hybrid bus operates. Trials are performed on test roads, as well as on Ljubljana's streets.

Hybrid buses could have a significant impact on the quality of life in Ljubljana. They contribute to transport efficiency and to the mitigation of the CO₂ problem, and LPP expects them to lower diesel consumption and gas emissions with 20 percent.

The Shared Space Approach

Last November, Ljubljana's ELAN team and local initiative "Za mesto po dveh" invited Mr. Pieter de Haan from the Shared Space Institute in the Netherlands, to present a special concept of public space design called "Shared



Space", as part of the ELAN Open Academy programme. The audience at the City Hall was also addressed by Deputy Mayor professor Janez Koželj.

The lecture and workshop attracted many experts on mobility, traffic, environment and urban spatial planning, as well as interested citizens. Shared Space includes a new philosophy and set of principles for the design, management and maintenance of public spaces, based on the integration of various forms of human activity.

The most recognisable characteristic of Shared Space is the absence of conventional traffic signals, signs, road markings, humps and barriers – all the clutter essential to the highway. The driver in shared spaces becomes an integral part of the social and cultural context, and behaviour (e.g. speed) is controlled by everyday norms of behaviour. People are therefore guided by values, such as equality, freedom and respect for each other, which leads to higher quality of life and mutual understanding.



Three New Minibuses in Brno

In autumn 2009, three new minibuses were delivered to extend the car fleet of the Brno transportation company. Minibuses mainly operate on special lines for disabled citizens. These low-floor buses were developed to meet the needs of disabled persons, to secure their comfortable and safe transportation. Vehicles have specifically redesigned interiors and can accommodate up to six wheelchair-bound persons at the same time. Only simple adjustments are needed if the minibus is to operate on standard lines.



Five minibuses will gradually enter the service, with a priority to operate on the special lines. There, they will replace older buses with high decks and raised platforms. In a later stage, these minibuses will also operate on other less busy lines, where using standard vehicles would not be economical. In addition, they may be used for various prearranged trips of disabled citizens.

Learning History Workshop in Porto

The Learning History Workshop that took place in Porto last month, was a useful exercise for the process evaluation of measure 2.10 "Participatory Planning for New Intermodal Interchange".

Fifteen participants from several institutions attended the workshop. Their positive attitude allowed for a collective dialogue about the barriers, drivers and actions taken. The moderator, the Site Evaluator Manager of Porto, gave an extensive overview of actions taken so far. The event also contributed to defining a new action plan for the future to further improve acceptance from stakeholders.

Wednesdays in the Tram

In order to foster communication with citizens on mobility issues in Zagreb, a series of public events was launched under the name "Wednesdays in the Tram".

Workshops, public debates, public hearings, as well as lectures are being held in the CIVITAS ELAN FORUM – a stationary tram that was refurbished and positioned in the middle of the CIVITAS demonstration corridor.

The main objective is to inform citizens about CIVITAS and its benefits, to receive feedback from them on mobility problems, as well as recommendations on how to improve mobility in the city.

The strategy is to create a visible and well-known place for communication and public dialogue between the city administration and citizens on mobility issues. By creating a tradition of holding public events on mobility issues on Wednesdays, citizens get used to this principle. Due to the high demand of citizens, this initiative will run until the end of the project.



So far, three public events were held on topics such as the possible introduction of public bikes in the city, the demonstration corridor in relation to project objectives, and the use of bicycles in the city.

First Private Bike Storage Boxes in Ghent

With the help of the CIVITAS project, Ghent launched the first 25 bike storage boxes. These private bike boxes can be used to park a bicycle and should encourage commuters and citizens to leave their car parked outside the city centre and to continue their trip by bicycle.

Reaching the city centre by car is not always easy, often stressful, time consuming and above all, expensive. For some time now, free Park & Ride sites have been available at the main entrance roads to the city centre and at important public transport hubs.



Since December, commuters and visitors can switch safely to their bike here. The City of Ghent realised this new 'P+C' (Parking and Cycling) concept, together with Max Mobiel.



Twenty five of these boxes will be installed at big Park & Ride sites in the suburbs of Ghent. Bicycles are thus stored safely and always protected from the weather. Renting such a box is possible from EUR 5 per month. This initiative offers citizens and commuters a safe and cheap solution to reach the city centre.

Vandalism Prevention Tour Bus in Ghent

At the CIVITAS ELAN press conference during the annual consortium meeting in Ghent, partners were in for a treat. The new "Trammelant bus" was launched as part of the anti-vandalism project by public transport company De Lijn.

This bus will travel from school to school to raise awareness about the consequences of vandalism in a playful way. An educational film is shown on the bus and pupils have to guess the price of possible misbehaviour, for example, the price of replacing a broken window, a stolen fire-extinguisher, a vandalised seat or removing chewing gum. They can also



spray some graffiti, but afterwards they have to remove it themselves and experience how hard that is.

At the end of the session, the instructor sets up an evacuation exercise. The smoke machine transforms the inside of the bus into a thick mist and pupils have to try to get out as fast as possible. The lesson to be learned is not to throw their schoolbags around the bus.

The bus is the first of its kind. After a testing period and evaluation, the public transport company may decide to install such a bus in each Flemish province.

Successful Information Event in Ghent

On 21 November 2009, the CIVITAS team camped out at one of the main squares in Ghent for a genuine CIVITAS happening. The team not only informed the public about the CIVITAS project, there were also plenty of entertainment activities going on.

Children had the chance to ride a crazy bicycle or paint their ideal "World without cars". There was free anti-theft registration for bicycles, and people whose bike had a small breakdown could line up at the free bike repair service. The car sharing company Cambio

was present to explain the service to the audience, while public transport company De Lijn showed its brand new "Trammelant bus" (see previous article).



A brass band set the example of how fun it is to walk. About 1,000 CIVITAS shopping bags were handed out and postcards were distributed to

generate feedback on mobility issues in Ghent.

Shopping Bag Ghent Walking Campaign

To push people to go on foot or take the bike for short trips, Ghent created the unique CIVITAS shopping bag. This bag has a message with a twist,



which must be seen as a dating message: "Bag looks for M/F to take a walk". It is distributed at events and used for networking purposes, as well

as for specific measure related actions, e.g. the walking campaign or guerrilla marketing actions for sustainable transport.

Further information about ELAN:
zdenka.simonovic@ljubljana.si



Lively Presentations

After MIMOSA took a new approach to presentations at its first policy workshop in Gdansk in June 2009, the approach was further refined in Rome last November.

With the "Pecha Kucha" method, a presenter brings the essence of the debate with twenty images for twenty seconds apiece, in a total time of six minutes and forty seconds. No graphs, no figures, no words are used, just images and spoken word.

Also the "Opening Rap" was introduced. Two raps were prepared so far: Safety & Security in Mobility



and Accessibility. The two raps introduced the five topics of each workshop.

The objective of the debates was mutual learning and consolidation of a common vision, for translation into a publishable policy statement, which was signed by the politicians present. The set of policy documents will be one of the inheritances of the project.

Participants learned two things from the new approach, which may be useful to others as well:

- The format is light, which can also prove to be effective for all kinds of workshops with an audience. Consortium meetings can benefit from this format as well.
- The Policy Statement can better be prepared way in advance of the workshop. This will allow the statement to be better formulated.

Cartoon & Drawing Exhibition in Bologna

Every year, more than 600 pedestrians are killed and more than 20,000 injured in road accidents in Italy. With over 50 percent of the casualties older than 65, elderly people are the most vulnerable victims. This unnecessary carnage, which neither is due to chance, nor to inevitable fate, could be drastically reduced by simply observing the rules. It is surprising to know that almost 30 percent of the pedestrians killed in road accidents are hit on zebra crossings.

The aim of the cartoon and drawing exhibition "We all are pedestrians" in Bologna was twofold.



Take care! Go through the wood. If the worst comes, to the worst you will meet the wolf

On the one hand, it wanted to make the audience think about how dangerous pedestrians' everyday life can be in a city. On the other hand, it aimed to raise more awareness of the actual possibility to create an environment and structural context in which walking, which is good for people and the earth, becomes a pleasant activity.

The communication strategy was based on the use of satire and irony, since making people laugh, even if bitterly, is a very powerful means to make them reflect too. Concise text, sharp cartoons and scientific panels were used to promote respect for pedestrians and to rediscover the most ancient means of transport.

The communication strategy was based on the use of satire and irony, since making people laugh, even if bitterly, is a very powerful means to make them reflect too. Concise text, sharp cartoons and scientific panels were used to promote respect for pedestrians and to rediscover the most ancient means of transport.

Bologna Receives National Euromobility Award

Thanks to its initiatives in the field of sustainable mobility, Bologna was awarded as "Eco-Mobility Italian City" by the Italian mobility managers association Euromobility, within the framework of its annual report in which it ranks the 50 most populated Italian cities in Italy on their municipal policies regarding the management of urban mobility, pollution levels compared to public and private vehicles fleets, public transport services offered, bicycle mobility scenarios, and traffic planning and management measures adopted.

Bologna was followed in rank by Florence, Parma, Trento and Milan. Areas that the report highlighted as



Bologna's strengths, were related to the efficient public transport services, innovations introduced to improve urban mobility management, the considerable

reduction of pollutant vehicles numbers, and an overall sense that pollution is under control in the city.

Electric Two Wheelers Rental in Funchal

Cycling has not been very popular in Madeira, partly because the island is quite mountainous and has very few flat areas, and partly because there is no tradition of using the bike as a transport mode.

In 2009, the City of Funchal inaugurated the first bike path in the region, to encourage the use of less polluting modes.



This will be complemented in 2010 by the introduction of an electric bicycle and scooter rental service, supported by MI-MOSA.

A network of cycle and scooter hire facilities will be created throughout the city, which will offer a clean transport alternative and simultaneously raise the awareness of citizens on the need to increase the use of such transport modes.



New System for Restricted Access to Funchal's Historical City Centre

Since the 1980s, the city of Funchal has restricted traffic on about three kilometres of roads in the historical centre, only allowing access to residents and deliveries.



Yet, the current system of street closure in the area is rudimentary and inefficient. Since control is done by props, chains and padlocks, people often disregard the access rules in place. In 2010, within the scope of MIMOSA, a new system of restricted access will be launched, controlled by posts and cameras with automatic

recognition of the vehicle registration, to achieve better monitoring of limited traffic.

2nd Phase Green Bus Line in Funchal

The public transport landscape in the western part of Funchal, a growing residential area where most of the hotels are located, changed completely with the full implementation of the new Green Line. This reorganisation was a highly sensitive one, as it changes the habits and routines of many citizens.

The main goals behind the changes were an improved efficiency of the network and the development of a high quality and frequency line. The new and improved bus stops, with a tailored brand and shelters, provide information regarding the new service and highlight the most exciting spots in the city.

In the near future, new mobile phone communication tools and technologies will be introduced. In addition, new entertainment equipment will be installed on board the vehicles and on the street.



The Green Line operates in an area where many tourists are accommodated. To promote the use of public transport, a new commercial agreement around an appealing Tourist Kit is being concluded between the public transport operator and hotels in the area.

The creation of a new peripheral terminus has decreased the number of buses that otherwise would enter the city centre from the Green Line impact area with 22 percent. Hence, this measure fits perfectly within the local policy of developing a polycentric

model of urban development, supported by new urban connections linking highly attractive sites.

Parking Discount for Hybrid & Electric Vehicles in Funchal

The market for clean vehicles in Madeira is currently still small, with only 28 electric or hybrid vehicles circulating in the city of Funchal. In order to encourage the use of less polluting vehicles such as hybrid and electric ones, the city has introduced a reduced parking rate for these vehicles, known as green rate or "Tarifa Verde". This entails a discount of 50 percent on the fee currently applied at the parking



meters in Funchal.

Gdansk Wants Citizens to Return Home Safely

Gdansk and the daily local newspaper "Polska The Times" launched a campaign called "Return Home Safely". During 11 days in November 2009, the newspaper published educational articles about safety issues, especially concerning children's safety in traffic.

The aim of the campaign was to raise people's



awareness of the danger that children returning home from school are exposed to. Main issues addressed included children's lack of knowledge of traffic rules, limited visibility

after dusk, the need for children to wear reflective items, and the lack of on-street assistance to help children cross roads on the way to and from school.

Each article was labelled with the CIVITAS MIMOSA logo and MIMOSA reflection bands were attached to the final article.

The campaign also had two competitions, one for the best drawing, painting, model or map, addressed to primary school children, and one for the best campaign logo. The best young artists and the authors of the best logo designs will be awarded.

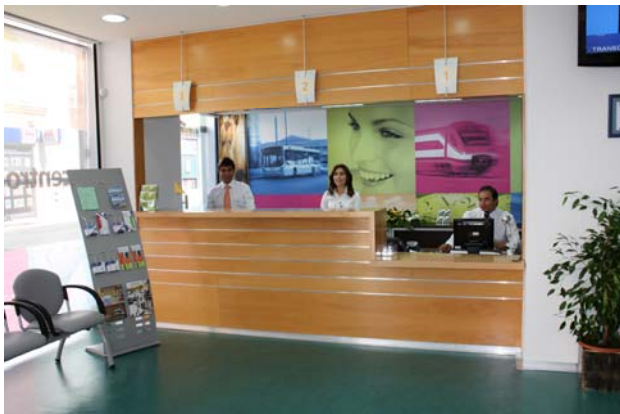
Further information about MIMOSA:
Andrea.Arcelli@comune.bologna.it



Infomobility Centre in Coimbra

The Infomobility Centre of Coimbra that officially opened on 15 September 2009, proves to be a success, with hundreds of people using it to get information, buy tickets, charge smartcards and learn about schedules of public and private transport operators in the city of Coimbra.

Well placed in the very heart of the city, the Infomobility Centre not only hands out information about transport, but also advises people about the most sustainable means of transport.



Along with these services, the "SMTUC Mobile" is also available to the citizens. It provides information about all the SMTUC lines to a mobile phone or PDA, and users can obtain all bus schedules. People just need to go to the SMTUC webpage www.smtuc.pt, click on the "SMTUC- Mobile" icon and download the free application to their mobile device. Afterwards, all timetables are always available. Just pick a line, find the next bus stop, and the last departure and next arrival will be given.

Further information about MODERN:

www.modern.ipacv.ro

k.fischer@methodos.com, a.besana@methodos.com



RENAISSANCE Exhibition in Bath

A public exhibition on RENAISSANCE measures was held in Bath on 12-13 November. A display by Bath & North East Somerset Council highlighted the full range of RENAISSANCE measures being undertaken in the city. Exhibition panels with a selection of the fifteen designs submitted from around the world to the ATU ULtra design competition were displayed at Bath's Green Park Station.



In addition to the competition entries, an ULtra vehicle was set up at the station for the public to view. ULtra is a Personal Rapid Transit (PRT) system, which is a new form of urban transportation using small, silent, electric vehicles driven by computers through a dedicated network of guideways. The competition asked designers from around the world to submit their visions of how ULtra could be customised to suit the specific environment of a world heritage city. A great deal of interest in the exhibition was shown by the public and the press.

CIVITAS Presented at West of England Travel Plan Awards

Bath & North East Somerset Council hosted this year's West of England Travel Plan Awards Ceremony on 22 September, to coincide with 'In Town Without My Car' Day, marking the end of the European Mobility Week. Fifteen companies received awards.



The Keynote Presentation was given by Colin Rees of Bath and North East Somerset Council, Site Manager of RENAISSANCE Bath, and professor Graham

Parkhurst of the University of the West of England, Evaluation Manager for RENAISSANCE Bath, on "The Challenge of Delivering Sustainable Mobility in



a Heritage City: Early Experiences from the CIVITAS RENAISSANCE Project". They explained the aims of CIVITAS, how RENAISSANCE is developing measures to tackle transport problems in heritage cities, and gave details of the measures taken forward in the City of Bath.

Workshop on Sustainable Urban Transport Plans

On 11-12 March 2010, the second RENAISSANCE workshop will take place in Gorna Oryahovitsa, Bulgaria. It will focus on the design and implementation of Sustainable Urban Transport Plans (SUTPs), building on the recommendations of the EC Action Plan on Urban Mobility.

The workshop is structured as a platform for discussion and exchange of experiences between cities from all over Europe. The ten "best practice missions" for developing a SUTP, identified by the EC PILOT project, will be debated in parallel discussion panels, following case study presentations from cities that have implemented SUTPs, or are in the process of developing them. The workshop targets city representatives, public transport specialists and even citizens interested in a better life in their cities, through a more rational use of transportation.

CIVITAS Bus in Skopje



A bus branded with CIVITAS RENAISSANCE can now be seen on the main routes in Skopje. Bus branding is a cost effective way to turn buses into a professional and high impact mobile promotion tool. Wherever the bus travels, you'll be building the brand or promoting the campaign. Already, the mayor's office has received many questions about the project progress and the benefits for the city. Pictures of the branded buses are now used by written media for describing Skopje's work in the mobility field. All of these actions are part of the city's new promotion campaign "Skopje - Clean City through mobility measures".

ZELS EXPO 2009 Hosts RENAISSANCE

The widely recognised ZELS Exhibition of the Macedonian Association of Local Self-Government Units was organised on 25-26 November 2009, as a platform for cities to present their existing projects, partnerships and possible future projects and activities.



Skopje participated with its own stand, presenting the city's projects and partnerships. RENAISSANCE was also presented during the main discussion panel. A large number of city representatives were interested to find out more about CIVITAS and the way to join.

Kids Campaign in Szczecinek

More than 600 children answered Szczecinek's invitation to learn how to be safe. On 20 November, pupils from two primary schools and one kindergarten gathered to talk with police representatives and watch a film about how to behave on the streets as pedestrian or cyclist. The event was very interactive. Starting from the idea that "being safe is being visible", all children received reflecting arm bands.



One of the main activities within RENAISSANCE in Szczecinek, is the campaign to promote public transport and cycling with children as prime target group. In Szczecinek, there are no routes to school without crossing the street, and therefore the educational activities for children are considered very important by the city.



Car Driver Habits Tested in Perugia

The city of Perugia, together with the main public transport operators APM (buses) and Minimetro, carries out many surveys to understand citizens' habits in using different means of transport in the city. As part of this activity, the municipality recently completed a large survey among car drivers, to assess their mobility mind sets and their response to the package of RENAISSANCE measures. The survey was carried out at the beginning of December, involving almost 2,000 car drivers at eight strategic points in the city.



Campaign Assessing Performance of Pavement Markings in Perugia

CIRIAF, the Inter-University Centre for Research on Pollution by Physical Agents, has selected and purchased all the instruments needed for assessing the performance of road pavement markings. The first test started in January and will investigate the performance of several kinds of street markings in around thirty sites, which were selected together with the city of Perugia.



The selected sites will be differentiated by the kind of material used, the pavement, the traffic flow and the colour. The aim is to test the reflectivity and luminescence of the markings in different conditions, to improve the safety of the road.

The first results are now available and will be used for setting up the procedure for in-situ measurements. These measurements will be able to take into account the characteristics of the road markings in every site selected, including major road junctions and public transport stop areas.

PIPE\$NET Fighting Global Warming

The World Energy Council (WEC) published a report on the state of European environmental policies against global warming titled "European Climate Change Policy Beyond 2012". The innovative freight transport system Pipe\$net is identified in the report as one of the most promising policies to fight global warming in the mid and long-term future.



Pipe\$net, which is part of the RENAISSANCE project in Perugia, was also presented to the European Commission in 2009, and was defined by European Transport Commissioner Tajani as "the fifth mode of transport", following transport by road, train, plane and ship.

Dual Fuel Kit on Perugia's Buses

The implementation of "dual fuel" retrofit equipment is an important public transport measure in RENAISSANCE, led by Perugia's local operator APM. This innovative kit can be applied to Euro 2 diesel-powered buses, allowing for the combustion of two fuels: diesel and methane.



Methane is utilised in conjunction with diesel fuel to operate the engine.

After conversion, the engine is able to operate on either 100 percent diesel fuel, or on a mixture of diesel fuel and methane fuel. The conversion technology has been designed to allow for in-field retrofit of diesel engines without the need to change or modify the design of the engine.



Thus, the main advantages of dual-fuel operation relate both to environmental sustainability and economic benefit:

- the system produces a major reduction in the environmental impact of diesel fuelled buses, especially the more dangerous emissions;
- the system generates fuel cost savings, resulting from operation in dual-fuel mode, which can be varied according to the respective cost of each of the fuels at any point in time.

APM is currently testing the system through an initial simulation in garage conditions of the primary urban bus routes in Perugia.

Further information about RENAISSANCE: l.naldini@comune.perugia.it



First Round of Reviews

In November and December 2009, the POINTER monitoring team reviewed the first periodic reports of the five CIVITAS collaborative projects (CPs). The monitoring team, which is led by Walter Koehn from Gopa-Cartermill, has a supportive role towards the five CPs and an advisory role towards the European Commission and its independent experts, who produce a review report as well.

Following the review of the periodic reports, review meetings are being held, with the participation of delegates of the CP concerned, the EC scientific officer, the independent experts, and representatives of the POINTER monitoring team. These meetings offer good opportunities to discuss the main problems and risks that are being faced in the implementation of the CP and its measures, and to openly discuss possible solutions. The nature of the meetings is constructive rather than critical. So far, successful review meetings have taken place for ARCHIMEDES, MODERN and ELAN. Meetings for RENAISSANCE and MIMOSA will be held within the next few weeks.

Further information: ab.schelling@tno.nl



CATALIST Supporting Coordination of Outreach and Communication

A key activity for all CIVITAS projects is to disseminate the achievements and objectives of the CIVITAS Initiative amongst their respective target groups and to raise awareness of both the Initiative in particular and clean and sustainable urban transport in general.

To support and co-ordinate this ambitious goal, a "CIVITAS PR Tracker" has been developed by CATALIST and VANGUARD, which lists all relevant public relations (PR) opportunities for CIVITAS. This includes clean and sustainable urban transport events, some of which may be hosted by CIVITAS projects themselves.

The PR Tracker supports the coordination of PR work on behalf of the CIVITAS Initiative via CIVITAS and non-CIVITAS events in the field of clean and sustainable urban transport. On the one hand, it ensures that outreach and communication is coordinated amongst participants representing CIVITAS who take part in the same event, while on the other hand, it ensures representation at events that are relevant for CIVITAS.

The screenshot shows a web form titled "CIVITAS PR - Events Tracker". The form includes fields for:

- Name of Conference/Conference Website
- Location: City, Country
- Date: Start date, End date
- Type of audience: Public, Professionals, Other
- Countries addressed
- Size of audience: Multiple choice options (e.g., 100-500, 500-1000)
- Exhibition fee: Yes/No
- CIVITAS CATALIST/CIVITAS VANGUARD Partner at Conference?
- Material needed: Checkboxes for various materials like roll-ups, posters, leaflets, etc.

This password-secured online tool is accessible via www.civitas.eu/internal. The login is "civitas" and the password "con4ence". It provides the opportunity to book all products which are available for the entire CIVITAS Initiative, such as the CIVITAS exhibition stand for fairs and bigger conferences, the CIVITAS roll-ups, the CIVITAS leaflet, information on CATALIST and other materials.

Further information: dotter@fgm.at



CIVINET kicks off

CIVINET is a three-year project co-funded by the European Commission, to support the development of national networks promoting the CIVITAS concept.



The project officially started on 5 December 2009 and kicked-off on 11 and 12 January 2010

in Burgos. It is coordinated by APEBU (Burgos), in partnership with Tisseo and GART, Lancashire County Council, Genoa, REC Slovenia, Transport & Travel Research (TTR) and Euro Project Consult (EPC).

Starting point of CIVINET, is that many cities, which could implement CIVITAS based strategies, are far from the European initiative because of language and contextual barriers. A national peer-to-peer approach will enable those cities to interact more easily with their most advanced counterparts, on integrated transport strategies and urban mobility plans.

CIVINET's first goal is to establish the networks. It plans to organise site visits, workshops and training sessions in Spain & Portugal, UK & Ireland, France and other French speaking European regions, Italy, Slovenia and their neighbours. With this national-based method, CIVINET hopes to further spread the CIVITAS concept in EU countries where a critical mass of CIVITAS cities exists and may constitute a significant pool of ambassadors.

Further information: proyectos@burgosciudad21.org



CIVITAS Plus Events Calendar

Public Events

VANGUARD Training Workshop: Communicating with the Citizen		
Leuven	08-09.02.2010	www.civitas.eu
CATALIST Urban Goods Workshop		
Brussels	11-12.02.2010	www.civitas.eu
RENAISSANCE Sustainable Urban Transport Planning Workshop		
Gorna Orhyahovitsa	11-12.03.2010	lucia.cristea@eiproject.eu
ARCHIMEDES City Bike Opening 2010		
Aalborg	27.03.1010	aml-teknik@aalborg.dk
EC Conference on Urban Mobility (European Sustainable Energy Week)		
Brussels	24.03.2010	www.eusew.eu
ARCHIMEDES Sustainable Urban Transport Plans Workshop		
Usti nad Labem	05-07.05.2010 (tbc)	tom.campbell@brighton-hove.gov.uk
CIVITAS Forum Conference		
Malmö	27-29.09.2010	secretariat@civitas.eu

Closed Events / Meetings

ARCHIMEDES 'Green Transport Policy' Event (Urban Goods Transport)		
Aalborg	04.02.2010	man-teknik@aalborg.dk
Dissemination Liaison Group Meeting		
Brussels	10.02.2010	dlg@civitas.eu
ELAN Consortium Meeting		
Ljubljana	23-24.02.2010	m.braun@rupprecht-consult.eu
ELAN Mid-Term Workshop & Teambuilding		
Bled	25-28.02.2010	m.braun@rupprecht-consult.eu
VANGUARD Consortium Meeting		
Freiburg	03-05.03.2010	jsimpson@rec.org
Political Advisory Committee Meeting		
Brussels	26.04.2010 (tbc)	pac@civitas.eu
ARCHIMEDES Consortium Meeting		
Usti nad Labem	05-07.05.2010	msh-teknik@aalborg.dk
ARCHIMEDES Thematic Day 74 'City Logistics, Freight and Congestion in Cities		
Arhus	27.05.2010	man-teknik@aalborg.dk
ELAN Project Management Group Meeting		
Brno	15-17.06.2010	m.braun@rupprecht-consult.eu