



CiViTAS

Cleaner and better transport in cities



CIVITAS CITIES SPEAK OUT

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CIVITAS

Sustainable urban mobility has come to rely strongly on the actions of citizens. Behavioural shifts, participatory strategies, and modern mobility solutions are required, questioning even the most ubiquitous and fundamental behaviours, such as the use of the private car. While politicians strive to leave behind a more livable city of tomorrow, they encounter a high risk that environmentally-friendly and sustainable transport solutions may not gain the acceptance of citizens, the business community or the media.

CIVITAS aims to help cities remove the barriers that prevent sustainable urban transport, whether technical, economic, social, or political. Recognizing the impact politicians have, and reflecting on the advances already made by CIVITAS member cities, we interviewed leaders from seven CIVITAS cities – Bremen, Gothenburg, Graz, Krakow, Nantes, Rome and Toulouse – who are changing the way their cities look at urban transport.

We discovered how these politicians view their role in promoting sustainable mobility, what key challenges they encounter, and how being a member of CIVITAS has helped them both influence and exchange information between cities, and realize their visions. Each leader shared his or her own thoughts and experiences, revealing valuable insights into attaining clean and better transport in cities.



THE INTERVIEW PARTNERS

Leaders from seven CIVITAS cities



Antonello Aurigemma
Councillor for Mobility Policies
of Rome

ROME



Anneli Hulthén
Mayor of Gothenburg

GOTHENBURG



Christian Lavigne
Vice President of Tisséo-SMTC
(the Public Transport Authority
of the Greater Toulouse)

TOULOUSE



Joachim Lohse
Senator (Minister) for Environment,
Urban Development and Transport
in the City of Bremen

BREMEN

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Jean-François Retière
Vice President in charge of
Transport and Mobility in Nantes

NANTES



Lisa Rücker
Vice Mayor of Graz

GRAZ



Gerhard Rüsç
City Councillor of Graz and
member of the CIVITAS PAC
(Policy Advisory Committee)

GRAZ



Wiesław Starowicz
former Deputy Mayor of Krakow

KRAKOW

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THE ROLE OF POLITICIANS IN SUSTAINABLE URBAN TRANSPORT

Politicians impact the behaviour of their citizens, the quality of life in their cities, and the opportunities for their city's future. Recognizing the important influence that city leaders have, we asked CIVITAS cities' politicians about how they view their roles in promoting sustainable mobility. We learned that expressing a clear vision, gaining widespread commitment, and setting an example for others, were each ingredients for success amongst the leaders.

When asked about the importance of the role of politics, and the presence of a political champion in moving from conception to implementation, Joachim Lohse, Senator (Minister) for Environment, Urban Development and Transport in the City of Bremen, replied:

"Transport is a field of high political sensitivity. A clear political vision is necessary – and should be represented in the participation process with citizens and with stakeholders like the business community. The political vision of a tram city and of a cycle-friendly city was developed years ago and has a good pay-off now as fuel prices go up. Today we have to anticipate the conditions of a low carbon and post-fossil mobility of the future – a big political challenge!"

Jean-François Retière, Vice President in charge of Transport and Mobility in Nantes, agreed that a clear vision is necessary, together with strong political support:

"If carrying coherent views, if ensuring in a clear and visible manner the indispensable link with the population, he or she embodies the project and will guarantee its success. A strong and stable political involvement is therefore crucial to launch and support any innovative action."

Reflecting on the significant transformation that his city has made, Mayor of Gothenburg, Anneli Hulthén, also affirmed the importance of committed political leadership.

"I strongly believe that without our convinced political commitment from all parties in Gothenburg we would not have come as far as we are today. The City of Gothenburg has for the last decades transformed significantly and I believe that this is much thanks to a committed political leadership. The City Council is the elected body closest to the citizens and we know that we have a strong popular support for transforming the city into a city which is prosperous and attractive for ourselves and for future generations. This is the duty that all political representatives of Gothenburg try to fulfil every day."

Setting a good example was another important role that politicians have, said Wiesław Starowicz, former Deputy Mayor of Krakow:

"The best way to educate society is by our own involvement and example. This may sound like a slogan, but it is true. The participation of politicians supporting a given idea is very important. Acting without assistance from such politicians is extremely difficult. If the key people in the city are pro-car, they will oppose the idea of sustainable transport and will refuse to promote sustainable development. The fascination with the car is deeply rooted in many Polish cities, and the politicians do not appreciate the methods offered by sustainable mobility."

"A strong and stable political involvement is crucial to launch and support any innovative action."

Jean-François Retière, Nantes

CHALLENGES CITY LEADERS FACE

INTEGRATED URBAN TRANSPORT

Integration across transport modes, strategies, and related fields is an important problem that mobility planners must address. Politicians we interviewed remarked on the importance of integration, one of the core values of the CIVITAS programme.

When asked about the importance of addressing sustainability in an integrated way, Anneli Hulthén of Gothenburg, emphasized that there is no “quick-fix.”

“Addressing urban mobility in an integrated way is essential in order to achieve sustainability. Urban mobility is complex with many different issues interrelating, from human behaviour and societal trends, vehicle and product development, to city planning. They all affect each other and it is therefore important to acknowledge the complexity and not to go for quick-fixes. The CIVITAS programme reflects this complexity by bringing eight thematic areas together in each city, which is very beneficial.”

“Addressing urban mobility in an integrated way is essential in order to achieve sustainability.”

Anneli Hulthén, Gothenburg

Even with political involvement, clarity and strong commitment, advancing or transforming a city is not without challenges. Through our conversations with the CIVITAS city leaders, we gained insights into some of challenges they face, including the inherent complexity of urban transport and specifically integration, financial and resource limitations, and social participation and awareness. We also learned of the benefits of CIVITAS membership in meeting these challenges.

With respect to integration of transport modes, Jean-François Retière of Nantes, described the new plan his city is adopting requiring that each mode is considered for any new development.

“It is the synergy between all transport modes that can ensure a better efficiency: the motives to travel have widely diversified over the past years and the user has to be aware of the overall range of solutions available to answer his various mobility needs. The integration of all modes from their conception also improves the quality of public spaces: in Nantes, the new urban mobility

plan clearly states that each new development has to take all modes into account. For instance new bus corridors are currently being created and soft modes are systematically treated: through the creation of cycle paths, road marking, and sidewalk enlargement, for example. Treating each mode independently of the others is a nonsense.”

Vice Mayor Lisa Rucker of Graz also highlighted the need to consider the impact of urban transport on fields outside of transport planning, citing the effects on health and education.

“Sustainable urban mobility is a question of both: technological solutions but also behavioural change of human beings. Sustainable urban mobility affects other political fields than only transport planning: e.g. health and educational policies – therefore it should be promoted as an integrated field of many policies responsible for the quality of our urban life.”

“It is crucial for cities to have an easier access to structural funds.”

Antonello Aurigemma, Rome

RESOURCE AND FINANCIAL CONSTRAINTS

In addition to the challenges that surround a holistic and integrated strategy, a common issue cities face is simply the lack of sufficient funds or resources. The demonstrated impact and continued importance of EU funding was a prevalent theme amongst the respondents, and a significant benefit of participating in CIVITAS.

Anneli Hulthén of Gothenburg, remarked on the impact European funding has had for her city:

“Funding for pilot schemes and innovative actions have given Gothenburg and many other cities support for which otherwise would not have been possible. I strongly believe that funding for integrated solutions, such as CIVITAS, is a confirmed successful way of sharing ideas, projects and methods among European cities and countries. This creation of common knowledge, understanding of the different conditions in European cities, and mutual learning would never have become possible without European funding.”

Despite the increase of dedicated EU funding, politicians commented on the need for additional funds in specific areas. Antonello Aurigemma, Councillor for Mobility Policies of Rome, described the importance of funding for research and infrastructure.

“In this period of scarcity of resources it is crucial for Public Administration to gain funding for research and innovation, that would otherwise be ‘disregarded’ compared to routine activities, or to bigger infrastructural investments. Also funding research creates an important leverage for developing future technologies. It is crucial for cities to have an easier access to structural funds; urban mobility infrastructures have to be tackled in the same way as larger regional or national infrastructures.”

Concurring with Antonello Aurigemma, Christian Lavigne, Vice President of Tisséo-SMTC (the Public Transport Authority of the Greater Toulouse) highlighted the need for infrastructure funding.

“The impulse given by the European Commission through the funding of initiatives like CIVITAS is crucial to put our cities forward a sustainable and efficient mobility.

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Christian Lavigne, Toulouse

Thus, a European funding programme dedicated to sustainable urban transport would be an interesting initiative. Finally, the use of the CIVITAS brand to fund infrastructure investments would materialize this experimental initiative launched over 10 years ago. Indeed, standardization, the availability of funds, the economical rational, the cooperation of local institutions and the involvement of the general public participate to develop the Culture of Mobility: the key for a successful policy.”

SOCIAL PARTICIPATION AND AWARENESS

It is common belief that participation and awareness are needed to help address the challenges of urban transport. While all cities face obstacles with respect to public involvement, the issues vary based on the city’s population and culture.

Wiesław Starowicz of Krakow described a social challenge his city faces with respect to city culture and awareness.

“The problem in Krakow is reaching society, reaching every citizen. Unfortunately, we often come up against citizens interpreting their right to consultation as the right to protest. This hinders the implementation of new solutions. The current situation in Poland makes it difficult for city authorities to influence their citizens. Remembering the former socio-political system, they treat this as an attempt to infringe on their freedom, independence and democracy. Two methods clash in the decision process: the method of prohibitions and orders and the method of conscious choice. The latter should be employed in the EU. In my opinion, force-based methods should not be used anywhere in the 21st century.”

CITIES INFLUENCING CITIES THROUGH CIVITAS

Throughout Europe and beyond, politicians meet to inspire and be inspired. Politicians share ideas and experiences, and disseminate knowledge that contributes to the collective growth of a nation, continent or global world. Through these activities they build a network of leaders, stakeholders and active participants that serves in the long term to help achieve sustainable transport.

One of the main motivations for joining the CIVITAS family is this resulting exchange with other cities. Leaders from each of the seven cities described the benefits of sharing best or bad practices with their peers and cited specific examples of cities transferring knowledge to other cities, across various transport modes and strategies.

When asked about the usefulness of sharing experiences with other European cities, Christian Lavigne of Toulouse described the benefits of sharing both good and bad practice in helping cities to evaluate new initiatives.

“Sharing experience in the field of transport and mobility with other EU cities is a good way to promote and build a clean, sustainable and efficient urban transport network. Indeed, sharing best or bad practice with public authorities from other Member States enables cities to discover and evaluate new local initiatives in order to transfer them at their local level successfully. This is the objective of the European programme CIVITAS. Since 2002, with over EUR 200 million allocated to almost 60 Eu-

ropean cities acting as “labs”, CIVITAS has been gathering local practices and lessons learned to help cities develop innovative measures and policies towards sustainable urban mobility.”

Joachim Lohse of Bremen, replied that inspiration between cities is reciprocal.

“Bremen has got quite some feedback. We have presented our strategies and experiences in many other cities to support our colleagues there. We have also hosted many study visits. But that exchange is never a one-way street: it also helps us to understand where we are and how we can become better. The exchange helps us to acknowledge own achievements and to learn from other examples.”

To avoid myopic thinking, Jean-François Retière of Nantes, added that sharing information between cities is essential.

“It is not useful, it is essential. The recesses in our own ivory tower (both at a city and at a national level) can only lead to a fossilization of thinking.”

EXAMPLES OF KNOWLEDGE TRANSFER BETWEEN CITIES

Knowledge transfer and influence between cities has facilitated sustainable mobility practices across many transport modes and themes. An example of this exchange from each of the seven leaders are listed below.

Antonello Aurigemma highlighted the Limited Traffic Zone in Rome, and the exchange of relevant information with London and Stockholm’s charging schemes which confirmed a similar traffic flow reduction rate, regardless of the policy.

“I am aware that Rome was the first city in Europe to introduce a Limited Traffic Zone with the ANPR technology. It has been useful to have a comparison with the bigger European cities that have comparable size and problems, especially for what concerns the implementation of Access restriction zones. We have gained and compared

“Especially in the field of cycling and car-sharing, we have had extensive exchange with other European cities – and even beyond.”

Joachim Lohse, Bremen

interesting data for example from London’s congestion charging scheme, Stockholm’s road charging scheme and of course Rome’s Limited Traffic Zone; this exercise suggested that whatever policy is applied for preventing private traffic from reaching a sensitive area of the city, the reduction of flows is very similar (-20 %).”

Jean-François Retière described the vast interest received from other cities in the Nantes BusWay project, resulting in visits by many cities facing questions on the topic.

“One of the most relevant projects in this respect is the BusWay. Many cities have come, which were facing similar questions as to how to choose between a tram and BHLS, or Buses with High Level of Service, and wanted to hear about our own analysis and results. As a matter of fact, among the 34 delegations who visited Nantes in 2011 on the topic of sustainable mobility, 16 were directly interested in this project.”

When asked about knowledge transfer from the Greater Toulouse, Christian Lavigne referred to Toulouse’s Intelligent Transport Systems and his region’s influence on Eindhoven, Treviso or Ljubljana.

“Through the exchange of best practice and the experiment of innovative measures, the CIVITAS MOBILIS, CIVITAS CATALIST and CIVINET projects contributed to make Tisséo-SMTC and the Greater Toulouse a reference in the field of Intelligent Transport Systems (e.g. ticketing and fare policy, traffic management systems, vehicle scheduling control systems, travel information systems, telematics solutions for access control, freight management systems) inspiring other EU cities like Eindhoven, Treviso or Ljubljana.”

Lisa Rücker described how her city transferred Mobility Management Concepts in Graz to cities including Burgos and Gdansk.

“We are hosting very often international study visits where we share our know-how and projects with international people. And we “exported” project concepts from the mobility management sector to the cities of Burgos and Gdansk.”

Anneli Hulthén discussed the early adoption of clean and efficient Urban Freight in Gothenburg.

“I hope that my involvement in CIVITAS has provided other cities with examples and in-

spiration and the realisation that change is possible. In our CIVITAS project TELLUS we started to address the issue of urban freight. At that time, in 2002, this issue was by no means an obvious issue neither for cities nor for the European Union. During the years we have step by step developed concepts for making freight distribution in city centres more efficient and clean. Today, we have an excellent cooperation between the university, industry, real estate owners and many others which has resulted in a common understanding of urban freight and how to jointly solve this issue.”

Highlighting Bremen’s Cycling and Car-Sharing, Joachim Lohse described exchanges within European cities and beyond, including Luxemburg, Zagreb, and Shanghai, China.

“Especially in the field of cycling and car-sharing, we have had extensive exchange with other European cities – and even beyond. There is reference to Bremen in Luxemburg and Zagreb in the development of car-sharing in those cities. But Asian cities have also referred to Bremen – as the city and its car-sharing service from ‘cambio’ were selected for a permanent exhibit as an “Urban Best Practice” at the World EXPO 2010 in Shanghai. About a million people visited the Bremen Urban Best Practice pavillon. We also hosted a CIVITAS workshop at the expo, which led to a visit of the Shanghai city government to Bremen to see how car-sharing works in practice.”

Lastly, Wiesław Starowicz referred to its tram, as well as Krakow’s Tele-Bus and BikeOne systems as sources of inspiration.

“The Tele-Bus and BikeOne systems were inquired about by the delegates from the Italian province of Caserta and the Greek City of Grevena. Krakow also ‘infected’ several other cities in Poland, such as Wrocław, Warsaw and Rzeszów, with the idea of city bike rental points.”

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Wiesław Starowicz, Krakow

PUTTING VISIONS INTO ACTION

The city exchanges supported by CIVITAS provided inspiration and assurance that existing visions for sustainable urban mobility can become reality. The leaders we spoke with described specific implementations in their cities. These implementations were made possible in part by the cities' involvement in CIVITAS, and primarily, CIVITAS I which was its first phase (2002–2005). The continued benefits witnessed today demonstrate the long-standing impact that the programme has had, together with the important role that political leaders play.

The following quote from Wiesław Starowicz describes the Krakow Mobility Forum in 2009, which served as the first official communication platform involving the public and important stakeholders in the decision-making process.

“The Mobility Forum, as a place for representatives of the authorities and the citizens to discuss transport problems in the city, is an interesting effect of CIVITAS CARAVEL. For several years now, many interesting meetings have been held. Recently, the meetings have only taken place once per quarter, and I do not approve of this. In order to ensure that talks with the citizens are effective, monthly meetings are required, as these allow for discussing smaller and bigger problems and accus-

toming the citizens to regular contact with the authorities with respect to transport issues.”

Starowicz also described the successful implementation of camera monitoring in Krakow attributing its realization to the availability of CIVITAS funding. He added that the biggest challenge Krakow had to overcome in this implementation was social:

“If not for European funds, a number of innovative solutions, not only in Krakow, but throughout Poland, would have never been implemented. European co-financing is very important, as it supports actions that inspire larger and broader implementations in the future. The example of the camera monitoring the entrance to the

limited traffic zone in Krakow is a good example of a development of an action started under the CIVITAS CARAVEL research and implementation project, and continued in a new investment project. Lack of understanding for the idea of sustainable development was problem number one.”

As another example of moving from vision to action, Antonello Aurigemma discussed the issue Strategic Urban Sustainable Mobility Plan achieved in Rome.

“As soon as the new Administration was established in 2008, the Mayor decided that a specific study and action plan on sustainable mobility had to be implemented. With the issue of the Strategic Urban Sustainable Mobility Plan achieved in 2009–2010 the present Administration has given to its action in mobility a unitary synthesis of strategic value in line with the aims and ambitions of the environmental sustainability which is the basis of the our policy program in Rome. The central issue of the Strategic Urban Mobility Plan (SUMP) was based on the philosophy of the CIVITAS Initiative, with a mix of policies and technologies.”

“An impressive total of 17 projects regarding traffic policies has been realized in Graz thanks to the EU project CIVITAS TRENDSETTER.”

Lisa Rucker, Graz

“We are proud to be an active family member of CIVITAS and to get the chance to share know-how in the framework of the existing city network and also with future CIVITAS partners.”

Gerhard Rüsçh, Graz

Joachim Lohse of Bremen highlighted the implementation of an Integrated Ticketing and Information Centre, car-sharing and the first EEV diesel buses, stemming from the early CIVITAS I program and still leveraged today.

“Bremen was involved in CIVITAS I in 2002–2005 and we can still find the implemented measures – proudly recognisable with the CIVITAS logo. There is the Integrated Ticketing and Information Centre for the entire public transport system with its 38 operators in the region, there are the car-sharing stations and, maybe of special importance, the first diesel buses available on the market fulfilling the EEV emission standard. These ‘CIVITAS buses’ changed

procurement in Bremen and also served as a reference in other German cities. Since then, we have procured only EEV buses and, as of 2010, we had reduced the emission of the entire bus fleet by 68 percent!”

Additionally, Lisa Rüscher of Graz summarized a series of successes related to traffic policies since becoming a CIVITAS member.

“Since the year 2002, Graz has been a partner in the most important EU program on facilitating and promoting innovative traffic measures. “CIVITAS TRENDSETTER Graz” sets new trends in traffic policies and extends the success story of the concept “Gentle Mobility“. An impressive total of

17 projects regarding traffic policies has been realized in Graz thanks to the EU project CIVITAS TRENDSETTER. Together with the project partners Stockholm, Lille, Pecs and Prague, Graz implemented this EU Program started in 2002 and for a period of four years. During this time, a total of EUR 12 million (with EUR 4.2 million of EU funding) was spent on new innovative strategies for more environmentally-friendly and more efficient urban traffic measures.”

Since a few years Graz is also deputing a permanent representative to the CIVITAS PAC (Policy Advisory Committee) to support the CIVITAS Initiative from the political perspective. In this sense Gerhard Rüsçh, City Councillor of Graz and member of the PAC, considers that “beside the fact that Graz was able to implement quite a number of sustainable measures in the field of urban mobility we are proud to be an active family member of CIVITAS and to get the chance to share know-how in the framework of the existing city network and also with future CIVITAS partners.”

Reflecting on the successful implementations from these CIVITAS projects allows us to see the long-lasting benefits of some of the ambitious initiatives these cities have undertaken. But, the full impact is yet to be determined. Bremen, Gothenburg, Graz, Krakow, Nantes, Rome and Toulouse are only a few of the many cities working towards sustainable urban mobility. The contributions of these cities’ leaders have been invaluable, and we look forward to continued success in these and other European cities, as they continue to share experiences and inspirations.



CIVITAS CATALIST Consortium Partners

CIVITAS CATALIST, the dissemination and best practice transfer action of the CIVITAS Initiative ran from 2007 – 2012 and was composed by cities, networks in the field of sustainable urban transport and the environment, as well as research and consulting organisations in the field of sustainable urban transport.

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CIVITAS INITIATIVE

If you have general questions on the CIVITAS Initiative please contact the CIVITAS secretariat:

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