



# Local and overall dissemination – Trendsetter project

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## Summary

This report describes the dissemination carried out at the European and local levels in the Trendsetter project during 2002- 2006.

The communication activities in Trendsetter have been of three types and have taken place on two levels. The different types of communication have had different purposes and target groups:

- Communication to make measures successful,
- Communication about project results and findings
- Internal communication.

Information and dissemination has been an important part of all measures, in many cases crucial for making the measures successful.

Communicating achievements and results of the project has been a vital way of providing good examples to induce change and attract followers conducting similar projects, both at local level and at the Trendsetter project level.

Internal communication within the Trendsetter project has been important for keeping all partners informed and a prerequisite for good project management. The internal communication at partner level and city level has ensured support, understanding and continuation within the own organisation and city administration.

The dissemination activities in Trendsetter have taken place at the overall European level and at local city level. There has been a dissemination coordinator for the European level and a dissemination manager in each city. The dissemination managers at city level have worked with local and national dissemination and contributed information to the European level. Dissemination at the European level has been focused on exploiting the project results and find joint dissemination actions for Trendsetter measures.

The most important communication products for Trendsetter at the European level have been: the website, information leaflet, fact sheets, newsletters and workshops. On the local level information has formed a major part of many measures and a great number of communication products have been produced in addition to numerous communication actions. In this report the most successful examples are presented and a short summary is given of the dissemination carried out for each measure.

Effective dissemination depends on local and national channels. Local and national contacts, with an interest in the same field of work, are extremely valuable channels for dissemination also for the European level. The local dissemination managers need to build up and maintain contact databases. Establishing and maintaining good relations with amplifiers and ambassadors within existing networks, media and important organisations is probably the most efficient way to ensure real outreach.

Communicating in English can be a barrier. Disseminating information about measures and basic information about the project in the native language is often a success factor.

It is important to ensure that the dissemination staff have marketing and communication skills, or have access to in-house or hired professionals in these fields.

Encouraging media to inform about the activities is both a cheap way of marketing and a way of reaching a wide audience. It can also be more effective than to buying advertising space. Authorities are often able to use the city's own information platforms for free or at limited cost.

It is vital to know who the receiver of the message is, in order reach out. It may be a good idea to buy help from professional PR consultancies, and to put in that extra effort to find the target groups and make a proper dissemination plan for the measures.

## **Communication with different aims**

In general the Trendsetter communication activities have been of three types: Communication to make a measure successful, communication about project results and findings and internal communication. The different types have had different purposes and different target groups, something that is important to keep in mind while working with dissemination.

### ***Communication to make a measure successful***

Communication is often crucial for ensuring interest, support and action by those involved in making a measure successful, those who are required to change behavior, etc.

For example, if people are supposed to leave their private car and start traveling by public transport they need to

1. first of all, experience some problem with their normal travel habits (clogging, costs, time waste, environmental disadvantages etc.) The negative experiences inducing change may be individual.
2. be aware of public transport as a viable alternative,
3. see personal advantages with public transport,
4. consider a change,
5. be willing to change behavior,
6. try a new alternative and
7. finally, stay with public transport in the long run.

In Trendsetter some individual measures are primarily focusing on inducing change by a combination of information and incentives, e.g.:

- 100 000 new public transport users in Stockholm,
- clean vehicles in Stockholm private company fleets,
- mobility management in small and medium sized companies in Graz and
- mobility management in municipal administration in Lille.

Some information activities in Trendsetter are "hidden" in measures combining both information and other activities. One such example is the reduced parking fee for clean vehicles in Graz where Trendsetter financed parking meters and work to establish the system in addition to substantial communication activities once the system was set and introduced.

Another such example is Co-transportation in the Old Town of Stockholm, where a targeted information campaign was part of the work to ensure customers to the new co-transportation scheme.

A third example is the new city bus line in Prague where a lot of work was done to plan and realise the new line, procure the buses, etc. But to make the bus line successful it was also necessary to make the potential users aware of the new opportunity through advertising, information material and media work.

This communication, necessary to ensure success of individual measures, is targeted at well defined groups of receivers at local level. To be successful it is important to know the target group, understand their situation and find ways of customising an attractive offer. Marketing of the offer must "sell" the desired new behavior with the personal advantages perceived by the well-defined target group.

Several examples of local communication work aiming at changing behavior are given on pages 12-41.



## ***Communication about project results and findings***

In a demonstration project like Trendsetter one main task is to communicate project achievements and results, serving as good examples to induce change. This is a task for all individual measures in Trendsetter. It is also an issue for the project as a whole, showing the extra effect and added value through the integrated approach of Trendsetter and Civitas.

This type of communication aims at attracting followers conducting similar projects. It targets other cities and actors in similar situations at different levels of detail and involvement, from policy making to actually conducting technical projects.

Since Trendsetter covers such a wide scope of measures it is also necessary to customise and direct communications thematically. Thematic focus is more important the more practical and directly involved the target group is.

## ***Internal communication***

Internal communication within the consortia helps all project partners to know what is going on all around in Trendsetter. It is also a prerequisite for good project management. It serves to create, and keep, the feeling of being part of a big project, that in turn is part of an even bigger, and growing movement within the Civitas family. This can motivate and inspire partners and co-workers.

Internal communication is also important both at partner level and city level to ensure support, understanding and continuation within the own organisation and city administration.

This report, however, does not cover Trendsetter internal communication work.

## **Organisation**

The Trendsetter project has had a dissemination coordinator for the European level and a dissemination manager in each city. The dissemination managers at city level have worked with local and national dissemination but also contributed information to the dissemination products produced in English for the European level. They have also translated some general basic information about Trendsetter, e.g. the presentation leaflet and web-texts into their native language.

Sometimes the local project coordinators have also taken the role as local dissemination manager. Local dissemination coordinators have had different levels of experience of communication work. Sometimes the local dissemination coordinator has relied on existing PR staff and information managers at the many companies and authorities involved in Trendsetter. The partners have also engaged experts in different fields of communication as subcontractors to varying degrees.

### ***Meteor***

The Trendsetter dissemination team has worked together with Meteor to disseminate information. The Trendsetter projects have been presented in the frame of Civitas at various international seminars, for example the Civitas forum in Graz, Rotterdam and Nantes. Information provided by Trendsetter has been promoted by Meteor to relevant target groups through their contact database. Meteor has also organised internal workshops and meetings for informal exchange of experiences between measure leaders and others involved in the projects.

Together with the Civitas I sister-project Tellus, Trendsetter has developed a keyword and dissemination-reporting questionnaire in order to provide each other and Civitas with a mutual exchange and overview of dissemination activities at local and project level. Trendsetter constraints were motivated by problems of matching measures from Trendsetter with similar measures within the Civitas family. It was difficult to find out what the other projects were doing and Meteor could not help in this respect.

## **Exploitation and dissemination at European level**

The aim for the dissemination at the European level has been to exploit the project results and find joint dissemination actions for Trendsetter measures with similar target groups. The dissemination coordinator has also delivered materials to Civitas for the joint Civitas dissemination.

The general strategy of the dissemination coordination has been to produce some strategically important communication products for the European level, which should be possible to digest also at local or national level, provided the receiver had enough motivation and interest in the specific field. To reach a less motivated, and maybe even non-English-reading audience, a local touch and personal dimension needed to be added. This is often hard to add in European level communication. To a high extent, this outreach has been mediated via local information about local measures in each city in the native language.

The coordinating role has also been to give some general ideas, input and encouragement on how to improve the outreach at local and national level. For example, local dissemination actors have been encouraged to map media, web, networks and conferences in order to find the most relevant information channels for specific themes and targets groups in each Trendsetter country.

In the preparations for the mid-term reporting, local dissemination managers were requested to think strategically about each individual measure. Detailed information on communication activities was collected at measure level via a reporting tool on Internet. The information included target groups, planned and conducted communication activities, preferred channels, available information material, etc. The results were summarised in a mid-term report. This also resulted in a process of having to start describing communication activities for each individual measure.

Work in the field of public and media relations has mainly been conducted at local level. The activities have varied in each city. The reason for concentrating media work mainly to local level is that success is more likely (attractive news are relevant, geographically, culturally and time-wise, and have a human dimension and direct relevance to the readers).

Some attempts with joint press mailings were also made, e.g. inviting media in connection with the Trendsetter seminar in the European Parliament. Media interest, however, was very low even though 300-400 correspondents/publications had been invited. A general conclusion is that the message/seminar did not fulfil the general criteria of news relevance.

However, at the end of the Trendsetter project some press mailings will be prepared to promote both the final policy report and some of the most interesting findings. Local dissemination managers will be encouraged to help with local/national contacts for distribution of the general press mailings. They will also be encouraged to distribute slightly modified local/national versions with a local touch in their native language.

## ***Communication products***

The major communication products for Trendsetter at the European level have been: website, information leaflet, fact sheets, newsletters and workshops.

### **Trendsetter website**

*www.trendsetter-europe.org*

On the website, the Trendsetter project work packages and all measures are described. The website serves as the main platform for presentation of project updates, results, invitations to conferences, etc. It enables interactive exchange of information between the partners and the public, local decision makers and other target groups. It also contains a members' site (where password is needed) making it possible for the partners in Trendsetter to exchange information required for the different measures.

The website has been updated continuously with news from the project, achievements and findings. Local dissemination managers have been in charge of providing the information for updates on achievements and from the different measures.

The website also contains local corners in each of the Trendsetter languages. Each city is in charge of the content and the management of their local corner. This part of the web was constructed on request of the cities and some of them used the feature well, others not. A lesson learnt is to ensure that partners have personal resources for content production and maintenance before launching this type of sub-webs.

### *Usage of Trendsetter Web in 2005*

Between 1 Jan-21 Dec 2005, the total hits on the website were 483 648, with 6 930 unique visitors. Around 94 % of the visitors found the site through Google.

Other ways to trendsetter-europe.org:

- 182 visitors  
<http://www.civitas-initiative.org/>
- 33 visitors  
<http://trendsetter-graz.fgm.at/videoclip.phtml>
- 31 visitors  
<http://www.lillemetropole.fr/page.php>
- 22 visitors  
<http://trendsetter-graz.fgm.at>
- 18 visitors  
<http://busca.uol.com.br/www/index.html>
- 17 visitors  
<http://www.vivaldiproject.org/>
- 16 visitors  
<http://www.cudl-lille.fr/page.php>
- 15 visitors  
<http://trafiken.nu/Sthlm/kontakta/trendsetter.htm>
- 14 visitors  
<http://www.tellus-cities.net/>

The visitors come from:

- 13.60 % Sweden
- 11.50 % Commercial (.com)
- 10.50 % Network (.net)
- 5.10 % Belgium
- 4.10 % France
- 3.50 % Austria
- 3.10 % United kingdom
- 2.70 % Germany
- 2.50 % Italy
- 2.50 % Czech Republic
- 1.70 % The Netherlands
- 1.50 % Hungary
- 1.00 % Canada
- 0.90 % Poland
- 0.80 % (Education in U.S.A.)
- 0.50 % Portugal
- 34,50 % Unknown

### **Information leaflet**

An information leaflet, presenting the Trendsetter project, has been produced in English, French, Czech, Hungarian and German. It has been published on the web site and also distributed at conferences, seminars, etc., by all cities.

### **Fact sheets for individual measures**

The individual projects have been described in more detail on the Trendsetter web. This information has also been used for the production of Fact sheets. There has been some co-operation with Civitas/Meteor on the distribution of the fact sheets to relevant target groups. The printed versions have been updated and produced on demand, e.g. in connection with Civitas conferences on a specific theme. A few fact sheets concerning Graz measure have been translated into German and Italian. For two examples of Fact sheets, see Appendix 1.

## **Trendsetter electronic newsletter**

5 thematic Trendsetter newsletters have been produced:

- Access Restriction August 2003
- Clean vehicles September 2004
- Public transportation November 2004
- Traffic management May 2005
- Logistics June 2005

Initially, only electronic newsletters were foreseen. Due to the reality of increasing spam and virus attacks a dual strategy was selected. The newsletter was produced both as html-version and as downloadable PDF, to extend the number of receivers. Individual html mailing was selected as distribution form to avoid receivers filtering out the mails as spam.

The newsletters have been published on the website and have also been distributed to a relative limited contact database maintained by Trendsetter with request for further distribution. They have also been distributed by Meteor to their contact database.

The Newsletters are inserted in Appendix 2.

## **Six open Trendsetter workshops**

Six workshops on specific and selected themes have been held:

- *Prague - Accessible cities- 16 May 2003.*

In Prague, practical experience from the European projects Miracles, Vivaldi, Tellus and Trendsetter were presented, and technical issues were discussed. The City Hall and the public Transport Company of Prague organised the workshop.

- *Pécs - Open seminar/Clean fuels- October 2003*

The scope of the seminar was to introduce the general public in Pécs to the Trendsetter actions, the cities and the way of European cooperation. The key lectures introduced the biogas fleet in Lille, the biodiesel programme in Graz and the different clean-fuel alternatives used in Stockholm. Approximately 80 people participated from various technical / scientific institutions, the university, municipality and companies with transportation orientation.

- *Lille - Efficient public transport- 11 October 2004.*

In Lille, the workshop was divided into three parts: Intermodality-easy travelling with interchanging, Fare integration- one ticket for the whole trip, and Smart ticketing system-everything on one card. The Trendsetter project and Lille metropolis jointly organised the workshop. Some 15 speakers from transport operations across Europe. Over 100 participants (50% from regional origin, 25% from other French regions, 25% from other European countries)

- *Graz - traffic management - 13 April 2005.*

The workshop dealt with the issues of improvement of mobility and quality of life, improvement of air quality, as well as the reduction of noise and traffic congestion. The participants presented a variety of measures and technical solutions for the improvement of traffic flow. Traffic experts from Graz, Munich, Crete, Stockholm and the European Commission contributed. This workshop was organised by the city of Graz on behalf of the Trendsetter project.

- *Brussel - sustainable urban mobility in Europe - 28 June 2005.*

European Mayors from Stockholm, Lille, Graz and Pécs invited Members of the European Parliament to discuss urban transport issues and mobility. The Mayors presented a list of desiderata to the European level, containing seven major issues, all with the aim to improve

mobility, quality of life, air quality, and reduce noise and traffic congestion in European cities. The five cities in Trendsetter also presented what they had achieved during four years of the project.

- *Pécs - Open seminar Trendsetter experiences january 2006*

A conference about Trendsetter experiences took place in Pécs on 16 January 2006 with around 100 participants from all over Hungary. Debrecen, the only Hungarian Civitas II city, also introduced their measures. A press conference was held with the mayors and government representatives present.

### *Additional workshops*

In addition to the "true" Trendsetter workshops described above, Trendsetter has been deeply involved in organising some very closely related workshops, which can be seen as direct spin-offs from the work in Trendsetter:

- *Graz - Civitas Forum on Clean Vehicles - October 2003*

The CIVITAS Forum took place in the year when Graz was the European Cultural Capital. There were over 150 participants from all over Europe. The Forum included six thematic working sessions on several themes around clean vehicles (e.g. procurement, fuels, policy), an exhibition of clean fuel vehicles in Graz, tours to all major Trendsetter locations and related items.

Exhibitions about CIVITAS and Trendsetter were shown in the Forum location as well as in the City Hall – this involved a prototype for the environmental parking vending machine, biodiesel taxis, biodiesel busses, gas-taxi and gas-truck.

Through the participation of local politicians and the organisation of special press events in the City Hall and in the Main Square, the Forum received good attention in the local press

- *Stockholm - Clean Vehicles & Fuels - June 2004.*

The exhibition and conference attracted 250 participants from 23 countries. The conference included more than 60 presentations and a Civitas workshop on clean vehicles that also gave input to the Dutch presidency's work on urban environment. During the conference, an informal meeting of the Civitas Political Advisory Committee was arranged. The event was well reflected in Swedish media, but to a lesser extent in other European countries.

(The conference was repeated in October 2005, also in Stockholm. This time Trendsetter engagement was mainly limited to local activities due to the fact that Civitas Forum and Final Conference was taking place in Nantes shortly after this event, thus making extended Civitas participation unrealistic).

### **International conferences, etc.**

The Trendsetter project has been invited to numerous international conferences and seminars. The following list provides examples of where Trendsetter managers have presented the Trendsetter project.

- BESTUFS conference in Paris, June 2002, Gustaf Landahl
- Polis Annual Meeting, Brussels, November, 2002 Gustaf Landahl
- DG TREN conference in Barcelona, November 2002, exhibition
- Access conference in Barcelona, November 2002, Yves Baesen
- managEnergy conference, Brussels November 2002, Jonas Ericson

- Clean Cities Annual Conference, Palm Springs, Spring 2003, Gustaf Landahl
- Public round table discussion on traffic and Trendsetter at the French National Sustainable Conference (*Durable et Desirable*), June 2003, Eric Quiquet and Viviann Gunnarsson
- Clean Cities Annual Conference, Fort Lauderdale, May 2004, Jonas Ericson
- International European Conference on Mobility Management in Lyon, May 2004, Jörg Kastelic representing the City of Graz
- Gerhard Ablasser Werner Reiterlehner at Civitas Forum Rotterdam (Parking)
- Gerhard Ablasser at Civitas Forum Nantes (Pricing)
- Werner Reiterlehner at Civitas Forum Nantes (Public Transport Guidance System)
- Tellus workshop, Gdynia (sept. 03), Gerhard Ablasser, (Parking)
- Tellus Workshop Citylogistics, Gothenburg (17.06/18.06.05), Gerhard Ablasser,
- Clean Vehicles Conference Stockholm 2005, Andreas Solymos, Gerhard Amtmann (Biodiesel)
- Noise (French Environment Ministry+ French National Noise Information Center) reduction conference, Avignon (F): 18.01/20.01.2005 Gerhard Ablasser
- ÖAMTC Akademie Vienna (A): Clean goods transport; 08.03.05 Gerhard Ablasser
- City Ports Conference Vienna (A) (Citylogistic) 26.04.05 Gerhard Ablasser
- TAJEX-Regional Training Program; Klaipeda (Lit), 24.05.05 Gerhard Ablasser
- Clean Cities Annual Conference, Palm Spring, California, USA, 14.05.05 Yves Baesen
- AMUS 2005 – 6. Aachener Kolloquium Mobilität und Stadt, July 2005, Gerhard Ablasser
- ENVISION 2005 Västerås, Nov. 2005, Gerhard Ablasser
- Trico Conference Graz, 18.09.02 Trendsetter programme in general by Ablasser, Luser, Posch

In addition, individual measures have been presented in numerous international and national seminars.

## ***Experiences***

During the course of the project there have been some lessons learnt on important considerations when working in the field of dissemination.

### *Balance “branding” and content communication*

Branding of an EU project like Trendsetter can be of interest in order to strengthen the internal feeling for the project. This is also important in order to create the networks required for spreading internal information and sharing experiences. Externally, on the other hand, it can be difficult to communicate a project like Trendsetter, which deals with so many different thematic fields and measures. The information can become too unfocused and does not lead to the same interest and engagement as single themes and projects do. This becomes more obvious the more involved in practical action the receivers are. Still, branding is important within “the community of EU-projects” simply because most projects want to be recognised and associated with positive results and findings. If one has the ambition also to reach outside this “project-world”, e.g. to politicians, media and practitioners in the “real world”, a balanced mix of branding and overall project communication and close and target-oriented fact-communication is necessary. This is true for the Trendsetter project.

### *Do not mix internal and external communication*

In a big and long project like Trendsetter, an internal project language gradually develops. It is however important not to mix internal project needs for communication and messages with external communication. Bad examples can be the use of internal project acronyms and terms, and terms often used in European project management but relatively unknown to target groups outside the "project world".

In the same way, it is easy to lose the understanding of the possible needs and realities of the end target group when being deeply involved in a project for a long time. Thus, it is always important to use surveys and tests outside the project's own world to verify and modify communication etc.

### *Go for amplifiers and local ambassadors*

Local and national contacts, with an interest in the same field of work, are vital. The local dissemination managers need to build up and maintain contact databases in a way that makes it possible to identify a special target group for each type of information and also to customise information for a certain target group. Establishing and maintaining good relations with amplifiers and ambassadors within existing networks, media and important organisations is probably the most efficient way to ensure real outreach.

### *Language barrier*

Communicating in English can be a barrier. The barrier differs in different countries and among different receivers. That's why it is often a success factor to disseminate information about measures in the native language. Even basic information about the entire European project in the country's own language must be accessible and easy to find.

### *Professional communicator*

It is important to engage professionals in marketing, communication, etc. when the local project contains elements of awareness-raising or result-communication. This increases the chance of correctly assessing target groups, and identifying motivations, considerations and passable arguments. It is also a valuable help in finding messages and channels. The same goes for European communication.

## Dissemination at city level

This chapter presents examples from dissemination activities in the Trendsetter cities and different measures. Methods used, target groups and results are shown for all the measures, compiled in tables. For each city, at least one successful activity is presented in more detail.

The input to this chapter has been delivered by the local dissemination coordinators or measure leaders.

### Stockholm

The web for Clean Vehicles [www.miljobilar.stockholm.se](http://www.miljobilar.stockholm.se) and the newsletter *Clean Vehicles in Stockholm* are the two general channels for information about all Trendsetter Stockholm measures. The Swedish measures are not only published on the Trendsetter web site, but also on local Swedish web sites: [www.miljofordon.se](http://www.miljofordon.se), [www.miljobilar.stockholm.se](http://www.miljobilar.stockholm.se) and [www.trafiken.nu](http://www.trafiken.nu).

The members of the project management group have made several different presentations about Trendsetter, the Civitas initiative, and their own measures at different events.

One large seminar about Trendsetter Stockholm and all different measures was arranged in spring 2005 with many participants. A final seminar about Trendsetter Stockholm as well as European experiences was held in January 2006.

On two occasions Trendsetter covered a thematic strand at the big national conference *Transportforum* visited by nearly 2 000 actors within the transport sector.

### Examples of dissemination activities

Measure	Period	Method	Target group	Results
<b>5.1 Widening the environmental zone</b>	2002-2006	Personal meetings with colleagues in other cities. Participating in conferences and seminars arranged by others to tell about the Stockholm example.	People who are working with environmental issues in these cities. The people who are developing environmental zones in Sweden, and perhaps widening of the environmental zone in some of the towns. People who are interested in introducing environmental zones in other cities in Europe	Invitations to talk at conferences on measures for cleaner cities organised in Brussels and London.
<b>5.6 Congestion charging</b>	2002-2006	Seminars will be held to present the project and plans. A communication programme will be developed before the system is launched, in order to reach all car owners in the Stockholm region. Large dissemination through newspaper and TV advertisements and letters to all car owners in Stockholm. A call Center has been set up to answer all kind of questions from the public.	Decision makers, city planners and the public (car users)	The congestion charging trial is mentioned and talked about everywhere. A lot of people have now ordered a transponder. The Call Centre receives a lot of calls.



<b>6.1 Smart Card systems and integrated ticketing</b>	2002-2006	Education of all traffic and sales agents. Sales agents can be employees at SL contractors as well as employees at kiosks or food stores, or where SL has installed an agent unit.	All customers	
<b>6.3 Reduced parking fees to promote clean vehicles</b>	2002-2006	Ads in papers and on parking payment machines, information on the web, press releases. Production of an information brochure.	Drivers of clean vehicles and potential drivers; in companies and households in Stockholm	So far over 1 000 permits have been given out. This incentive is very much mentioned in the press.
<b>7.1 100 000 new public transport customers in Stockholm</b>	2002-2006	Visits, by knocking on doors in newly built areas where the citizens might not have a clear picture of the local PTA	Citizens in newly built areas	593 people, 412 in Haninge and 181 in Tyresö. (see p18)
<b>9.1 Material logistic centre- to optimise freight deliveries at construction sites</b>	2002-2004	Information meetings with the construction companies to make them use the Logistic Centre and tell their delivery companies to deliver their goods there.	The construction companies in charge of building	The Logistic Centre was much used and highly appreciated among the construction companies.
<b>9.3 Logistic centre for the Old Town, Stockholm</b>	2002-2006	Direct marketing and company visits, press-releases and PR.	Freights/logistic sector, transport buyers and administrations	New customers. (see p 20)
<b>10.2 Make bicycling attractive (B&amp;R information on the Internet)</b>	2002-2006			
<b>10.3 Creation of a visitor web for optimal trip planning</b>	2002-2006	Mainly through already established publications and meetings for the selected target groups.	Public Transport Company, Car users, Environmentalists, Commuters	160 000 visitors per month
<b>11.4 Accessible road network (street) data</b>	2002-2006	Seminars, meetings with target groups.	Freight companies, public transport companies, automotive industry, car users, fleet managers, transport buyers, city planners, ITS stakeholders, administrations, road maintenance authorities, citizens, taxi, commuters, bicyclist	
<b>12.6 Waste collection with biogas vehicles</b>	2002-2006	Articles on the experiences of biogas waste trucks. Press release on operational experiences, Presentation at conferences and/or workshops.	Politicians, fleet managers, heavy vehicles transport operators	22 additional biogas waste trucks have been ordered outside of Trendsetter.

<b>12.4 Clean Municipal Fleets</b>	2002-2006	Visits/individual meetings at the local administrations in the City to inform about available clean vehicles and infrastructure for. Production of an information brochure. Production of a news letter, approx 5 issues/year. Information through the national web site. Presentations at conferences and workshops. Follow-up on the status, percentage of clean vehicles and fuels in the municipal fleet, twice a year Results are disseminated to politicians, directors of administrations, and companies within the city body.	Local people with responsibility for purchasing and leasing of vehicles to the local administrations	The high goals will be reached.
<b>12.10 Improved biogas refuelling infrastructure</b>	2002-2006	Seminar and articles on the biogas situation in Stockholm and existing and planned fuel stations. Improved fuelling information on the website of the clean vehicles project in Stockholm. Press releases when a new biogas station opens. Inaugurations.	Local city administrations and private companies	More biogas sold.
<b>12.13 Increasing clean vehicle use in private company fleet</b>	2002-2006	Visits to inform about clean vehicles, information material, and continuous press activities to make clean vehicles an issue in the press. Contribute to web portal on clean vehicles (12.14)	Private companies	(see p 22)
<b>12.14 Web portal for drivers of clean vehicles</b>	2002-2006	Th most effective means of getting visitors to the site have been the newsletter connected to the site and some strategic work with linking other sites to <a href="http://www.miljofordon.se">www.miljofordon.se</a>	Existing and prospective buyers/drivers of clean vehicles	Nearly 900 unique daily visitors. More than every fourth visitor returns and uses the site more than one time.  A survey among the visitors autumn 2004 shows that the site is very appreciated by the users who gives very high scores to the information and to the reliability of the content.
<b>12.1 Clean and efficient heavy vehicles</b>	2002-2006	Personal meetings with people in charge of vehicles.	Local freight companies, public transport companies	

Local example

## **Direct marketing campaign, 100 000 new public transport costumers in Stockholm (measure 7.1)**

Stockholm transport, SL, operates Stockholm's subway, local trains, buses and trams. To gain 100 000 new passengers by 2005, which was the goal, both capacity and quality have been increased. The passenger information has been improved and frequent opinion polls have been conducted. This has given 60 000 new passengers.

The goal of 100 000 new passengers was not reached. The reasons for not reaching the goal was that the population grew less than expected in Stockholm County, high unemployment, and raised ticket price.

Several actions were undertaken to increase capacity, to use existing capacity better, to increase the quality and commitment of subcontracting operators, and to improve passenger information about service schedules and disruptions. Stockholm Transport also hoped to increase the share of satisfied passengers, through yearly travel surveys and marketing campaigns.

One of the activities was a direct marketing campaign towards people who had recently moved into the Stockholm area.

### Aim

The aim of the marketing campaign towards new inhabitants was to reach people living in the service area of Stockholm Transport who recently moved to a new neighborhood, to give them more knowledge about SL and the service, improve the attitude towards SL and in the long run to increase the number of public transport passengers.

### Target group

The target group was people who had recently moved to the municipalities of Haninge and Tyresö.

### Methods

To gain more knowledge about how attitudes and travel behaviour are affected by direct marketing campaigns SL conducted a test in the municipalities of Haninge and Tyresö. SL measured the attitudes towards SL and travel behavior before and after a direct marketing campaign.

The measures were conducted in two groups. One group received a welcoming letter with an offer from SL and the other group was a control group which did not receive any offer. The control group was composed of people who moved to the municipalities during September. They were interviewed by telephone about their attitude towards SL and about their traveling habits. Those who moved during November received a welcoming letter with timetables, line maps and an offer of a free traveling pass and special VIP number to customer services.

Seven percent of those who received the welcoming letter called customer services and received individually adjusted information and the free traveling pass. Those who called were interviewed about their attitude toward SL and about their traveling behavior. Those who did not call and the control group were also called and interviewed. After four months both the control group and the group who received the offer were interviewed again about their traveling behavior and their attitudes towards SL.

### Number of people reached

593 people; 412 in the municipality of Haninge and 181 in the municipality of Tyresö.

### Actions resulting from the activity

The group who received the welcoming letter with the offer from SL was more positive towards the company than the other group already at the first interview. Four months later they were still more positive towards SL and the services. Most of them thought this type of campaign was good and many said that they travelled more than usual with SL during the period they had had the free pass and some continued to travel even after the free trial period.

Both groups were asked how a campaign like this would affect how SL is perceived and how often people travel with SL. Of those who had been addressed in the campaign, 80 per cent thought that this kind of campaign gives a positive image of SL compared to 50 percent of those who didn't get the offer. Of those who participated in the campaign 70 percent thought that the campaign would make more people travel with SL. Of those who didn't participate around 40 percent thought that campaigns would increase travel with SL.

### Recommendations

Focus on a target group that is inclined to change behaviour. In this case it was successful to focus on people who recently moved to the city, because they had to find new ways of travelling in any case.



*Those who moved to the municipalities of Tyresö and Haninge in the Stockholm area during November 2004 received an offer of a free travelling pass to public transport in Stockholm.*

*"We offer you a 7-day- test-card worth 150SEK!"*

Local example

## **Marketing campaign, Logistic centre for the Old Town in Stockholm (measure 9.3)**

A logistic centre has been set up near the Old Town in Stockholm. Here, a clean vehicle co-transport goods from several delivering companies to restaurants in the Old Town. The company Home 2 You, the local Agenda 21-group and the Environment and Health Administration took the initiative to start a Logistic Centre that coordinates and provides co-transport of goods within the Old Town. This coordination has cut the number of direct deliveries, reducing traffic jams, improving the environment for inhabitants, visitors and people working in the area and reducing energy use and emissions.

To get customers to the Logistic centre the company Home 2 You, H2U, started a marketing campaign.

### Aim

The aim was to find suppliers who wanted to use H2U as a distributor for their goods.

### Target group

The main target group was the suppliers to the restaurants in the Old Town. The indirect target group was the restaurants themselves.

### Methods

The first step was to carry out a market analysis to see if there was any interest from the restaurants and their suppliers to participate. *Gradient AB* conducted the market analysis. The next step was to set up a market strategy. The strategy was produced together with the marketing bureau *Full tank* in the spring of 2004. A great effort was made in the beginning to select the right marketing activities.

- The market strategy has focused on three different dissemination activities: Direct communication, (as the main target group was limited in size, the most important method was direct communication.).
- Marketing materials, including logo and promotional materials.
- Web site.

On 15 June 2004, the Logistic Centre (LC) was inaugurated. Representatives from the media, local businesses, politicians, NGOs and others were invited to the event. About 50 guests appeared. A lot of newspapers and radio stations reported on the event.

### Number of people reached

It is hard to say how many people have been reached through direct communication. Visits to suppliers, discussions with customers and public meetings have been held to spread information about the project. One meeting was mainly to gain acceptance from the locals for H2U delivering in the Old Town after regulated hours.

Much information has also been spread on a daily basis by local ambassadors (i.e. members of the local Agenda 21- group) to locals and restaurants in the area.

### Actions resulting from the activity

Today, H2U has two large delivery companies as customers. H2U delivers mainly to all of the restaurants in the Old Town at least once a week. Discussions are held with others as to widening the business.

### Recommendations

Use a PR-company and go through the needs of the future costumers thoroughly to identify how your services can satisfy their needs. Use this knowledge when designing your information strategies.

When the number of customers is small, as in this case, it can be successful to use direct communication.

Try to get local ambassadors for the project. In this measure the members of the local Agenda 21-group have been ambassadors for this project, and together with H2U they have spread information about the project to suppliers, locals and associations in the Old Town. The ambassadors have been deeply involved in the discussions about the district and have also been the driving force to find a solution for goods transportation. They have been very important for the dissemination.

Local example

## **PR campaign, Clean Vehicles in Stockholm Companies (measure 12.13)**

In this measure efforts were made to encourage private companies to choose clean vehicles. Information campaigns, test fleet and investment grants helped to increase market penetration.

### Aim

The aim was to raise the level of awareness and influence attitudes and purchasing behaviour among Stockholm companies regarding clean vehicles. The overall target for Clean vehicles in Stockholm is that clean vehicles shall have a market share of 5 percent in 2006. This PR campaign was one of several measures to reach this.

### Target group

The target group was companies and official bodies in the Stockholm area.

### Methods

The campaign was performed by the City of Stockholm Environment and Health Administration with help from the PR consultant *Effektiva Media*. Nine companies or parties (dealers of clean vehicles and fuel companies) were also closely attached to the campaign.

The channels were media, sales people for environmentally adapted cars and alternative fuels, and leasing and finance companies.

The communication strategy focused on four points – tailor-made communication, special media canvassing and events, linking events to the parties, using senders such as satisfied users, journalists, and company directors, and putting on test drives and test refuelling.

**Press releases** were sent out on a total of five occasions. Several additional news items were successfully promoted to a specific editorial office prior to broad distribution.

**Fact sheets** about environmentally adapted car models, alternative fuels, and a map of filling stations met an expressed need on the part of the target group, and served as basic information for various target groups.

An **advertising campaign** on 350 of the city's large hoardings during one week in September also strengthened the campaign message.

**Seminars** about environmentally adapted cars as company cars, aimed at large and small companies in the city, was so popular that it was significantly oversubscribed and had to be repeated.

Other activities carried out during the campaign included a **support for parallel activities** such as the Swedish Television press conference by the "At least one environmentally adapted car – network", involvement with the car-leasing company Autoplan's seminar, and ad hoc contingencies alongside a fixed plan of activities.

Other parallel supporting activities during and after the campaign:

- Targeted gathering of addresses on a personal level to executives responsible for vehicles and executives responsible for environmental matters in Stockholm companies with big fleets or companies active in the field of transport, distribution and taxi, or having a record of environmental interest.
- Newsletter from Clean Vehicles in Stockholm with a clear focus on clean vehicles in companies

- Web-portal [www.miljofordon.se](http://www.miljofordon.se) with updated and complete information about clean vehicles available on the market, and fuelling facilities in Sweden.
- Presentations at several companies, seminars and Networks of companies
- Personal advice to individual companies planning for an introduction of clean vehicles.
- Test fleet available for interested companies, with an opportunity to try clean vehicles up to one week for free.
- Investment grants covering 30 per cent of extra costs for clean vehicles

### Number of people reached

About 200 people took part in the seminars, including motor journalists from newspapers and technical magazines. The number of people who actually saw the campaign has not been measured, but “media work” and personal contacts with individual journalists gave result. Some 49 articles (of a total of 346, i.e. 1 in 7 articles) during the monitoring period emanated from the campaign, and just as much in the Stockholm daily press as in the periodicals.

### Actions resulting from the activity

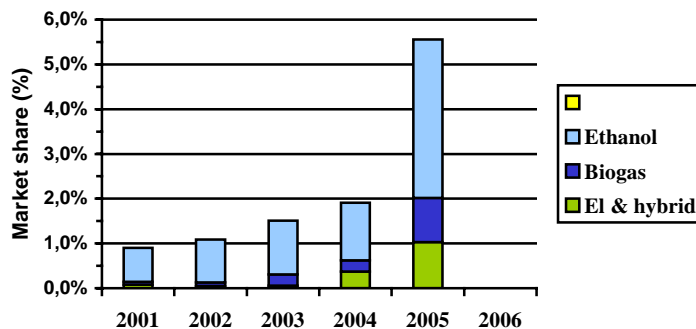
Many articles in the daily press and periodicals emanated from the campaign. Reporting during and after the campaign is much more targeted than before. Articles have been about clean vehicles in companies, economy, environmental issues, driver’s aspects and available models. There were frequent articles from specialist reporters. Clean fuels and the development of new power trains have big impact in the media, both in technical journals and the daily press.

A round of interviews with parties, players, and politicians – gave the following description of the situation by the end of the campaign:

- Economy and the environment were perceived as the most important factors when choosing an environmentally adapted car (others were safety, technology, and status).
- More than half of those asked reported increased interest in purchasing a clean vehicle for themselves or on the part of their company. A number of decisions to purchase were reported.

Three questionnaires were also carried out during the campaign:

- The seminar participants were very satisfied or satisfied
- The overall impression of test drivers, making use of the test fleet vehicles, was that “environmentally adapted cars work”.
- The companies that received a Trendsetter grant had a common attitude and the wish for more filling stations. Similarly, many of them stated the media as the primary source of information on environmentally adapted cars.





*Sale of clean vehicles in Stockholm increased during the campaign and the increase continues. The graph shows the market share for private clean vehicles 2001 – 2004 and the prognosis for 2005.*

The conclusions are that the knowledge of environmentally adapted cars is greater after the campaign than it was two year before. The campaign has contributed to this through active media canvassing, information material, and seminars. An attitude survey shows the importance of environmentally adapted cars to have increased during the year. The media are more interested and more knowledgeable at the end of the campaign than a year ago. Environmentally adapted cars continue to be on the editorial agenda

### Recommendations

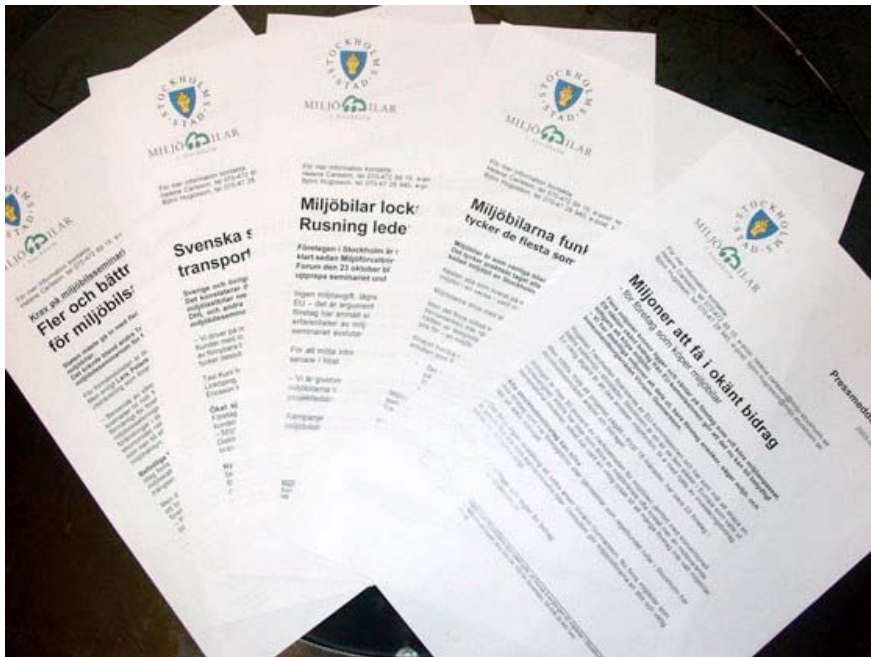
Try to encourage the press to write about your campaign. It can be strategically correct and cheaper than buying advertising space.

Use a professional PR consultant.

Put great effort into finding relevant people to invite to seminars. For example, buy addresses to find a good match.

Identify the receiver of your message and try the message on a few receivers before sending it out. In this campaign it was successful to focus on the needs of the companies. In this way, the message was prioritised in the same order as companies set priorities when choosing vehicles:

1. Function: environmentally adapted cars are like normal cars
2. Economy: economically comparable to other cars
3. Environment: environmentally adapted.



*Press releases were used to ensure a continuous flow of news*



*One week in September ads were put up on 350 large hoardings, "Clean vehicles are better than ordinary cars"*

## Graz

Important channels for dissemination are the Trendsetter Graz Website [www.trendsetter-graz.at](http://www.trendsetter-graz.at), the Trendsetter Graz folder and the Trendsetter Graz project-internal newsletter. The local Trendsetter folder has been distributed at various events, action days and meetings. The Trendsetter-Graz website has been updated continuously (especially sections like measure description and news). The Public Relations department of the City of Graz has announced several Trendsetter activities on the city website, which is also linked with the Trendsetter website.

There have been articles about Trendsetter in local newspapers and in the local magazine BIG or the City of Graz (distributed to every household). The GVB busses have been labelled with the Trendsetter logo and the address of the Trendsetter-Graz website. There has been publicity for some separate measures like car-free day, opening of the mobility centre, etc. Trendsetter has also been presented to representatives (mayors, city councillors) from over 200 Austrian cities and towns. There was a broadcast on the local Radio Station Radio Sound Portal on Trendsetter and information about Trendsetter in national TV.

Some other general activities:

### Film Material:

- Video about city logistics with electrical cars.
- TV Nikkei CNBC Japan: CIVITAS measures in Graz were filmed from 24.02.-26.02.2005 for a broadcast in Japan
- Contribution to a film about the environment to be shown in New Zealand with examples from all over the world – Graz Biodiesel example

### Information stands in Graz:

- Common Challenge Conference Graz; 21.03. – 23.03.04; Poster/Rollup/Info material on CIVITAS - Trendsetter
- Environment Celebration (Festival) of the City of Graz 2003 and 2005
- European day Graz 2004
- Car-free day 2003, 2004, 2005

## Examples of dissemination activities

Measure	Period	Target group	Method
<b>5.3 Implementation of strolling zones</b>	2002-2006	General public	Information Board Karmeliterplatz and Neutorgasse
			Information in local newspaper
			Website city of Graz
			Report in BIG
<b>8.1 New services &amp; services for special costumer groups</b>	2002-2006	General public	Producing a flyer, which informs about night buses and special services
			Report in BIG
			Information in local newspaper

<b>6.4 Integrated pricing strategy for parking zones – differentiation between polluting and non-polluting vehicles</b>	2004-2006	General public	Press conference at start of new parking scheme (April 2004)
			Report in BIG
			Info brochure distributed to each household in Graz to inform about new parking tariff
			Scheme to promote new parking tariff together with car retailers was introduced
		Information in local newspaper	
		Technicians	Workshops between various city departments
		Technicians, policy makers	Article in “Firmeninfoblatt Erdgas” (April 2004)
<b>7.4 Seamless linkage of modes</b>	2002-2006	General public	Information flyers in tramway and buses
			Information in local newspaper
			Information at linkages
			Information on video screens in tramways
			Report in BIG
<b>7.5 Costumer-friendly stops for bus and tram</b>	2002-2006	General public	Information on Trendsetter and European Co-financing at public transport stops
			Report in BIG
			Information in local newspapers
			Information board in Andritz
<b>8.3 Increasing car occupancy</b>	2002-2006	General public	Information board
			Information in local newspaper
			Report in BIG
<b>8.4 Site level Mobility Management</b>	2002-2006	General public	Report in BIG
			Information in local newspaper
			Production of flyers, posters and roll-ups
<b>9.2 Distribution of goods – Green city logistics</b>	2002-2006	General public	Production of a video clip

<b>10.1 Innovation in bicycle transport</b>	2002-2006	General public	Underpass GKE - information board
			Promotion flyer for bicycle training
			Brochure for BYPAD process
			Digital bicycle map
		Underpass Keplerbrücke – information board	
		Policy makers, Technicians	Workshops for city councillor, bicycle lobby and transport planner
<b>10.4 Taxi drivers as information multipliers for clean transport</b>	2002-2006	General public	Education material for taxi drivers
			Participation at Car-Free Day
<b>10.5 Marketing and quality management</b>	2002-2006	General public	Production of posters for leisure ticket
			Production of jingle for leisure ticket
			Information in local newspapers
			Production of video clip
<b>10.6 Awareness for speed reduction and less car use</b>	2002-2006	General public	Press conference, action day, distribution to media, participation of business
			Article in newspaper „Woche“ and „Kleine Zeitung“
		Production of flyer, informing about 30km/h zones	
		Technicians	Actions together with the Board for Traffic Safety
<b>10.7 Integrated Mobility centre</b>	2004 - ongoing	General public	Information in local newspaper
			Information in BIG
<b>11.1 Technical basis for efficient customer focused operation and information</b>	2002-2006	General public	Information on Trendsetter and EU on RBL information boards
			Information poster in tramways and buses
			Information in local newspaper
			Information about Trendsetter on pillars

<b>11.3 Dynamic traffic management system</b>	2002-2006	Technicians, policy makers	PowerPoint presentations in City Council and Municipal Committee on Transport
		General public	International workshop carried out by City of Graz
			Project information sheet
<b>12.3 Clean and user friendly bio-diesel bus fleet</b>	2002-2006	General public	Article in "Kleine Zeitung"
			Trendsetter Logo on all buses
			Press conference on bio diesel buses, study visits
<b>12.7 Bio-diesel taxi fleet and bio diesel service station</b>	2002-2006	General public	Information letter to taxi enterprises
		Technicians	TU Graz, University of Graz: Study on usability of biodiesel made of rape-seed; publication
<b>12.8 Optimisation of the bio-diesel collection system</b>	2002-2006	General public	Use of dedicated Trendsetter Info Bus
			Action day at City of Graz
			Project information sheet

Local example

## **Local awareness campaign - all Trendsetter measures in Graz**

With 240 000 inhabitants, Graz is the second largest city in Austria. It is the capital and the cultural, economic and university centre (with about 40 000 students) of the Styrian province, and in 2003 it was the Cultural Capital of Europe. Almost 360 000 people live in the greater Graz area (Graz and its environs), which is roughly one third of the total population of Styria. 114 000 cars are registered in Graz and about 80 000 people commute daily to the city thanks to different dynamic industry sectors, particularly the motor vehicle industry.

In 2002 CIVITAS-Trendsetter started, aiming to decrease single car usage in favour of a substantial shift towards more sustainable modes of transport. Straight from the beginning of the CIVITAS Trendsetter project the City of Graz has put a lot of effort into informing the general public about the introduction of various measures during the project lifetime. As CIVITAS-Trendsetter aimed to implement clean and better transport in cities, it is a prerequisite to inform the general public about the introduction of various measures to pave the way for a change in terms of transport behaviour towards more sustainable transport modes. To this end the city of Graz has introduced a handful of activities:

### Aim

The main aim of these activities was to prepare a supportive environment for the introduction of new and innovative transport measures. To this end various levels of stakeholders (policy makers, general public) have to be convinced to pave the way for such an ambitious transport project.

### Target group

The target groups are:

- Citizens – general public in the City of Graz. The citizens will help to prepare a supportive environment and establish positive feedback for radical policies, decision making and implementation of bold measures.
- Decision and policy makers in the City of Graz. They will become aware of the CIVITAS approach and its potential for social and environmental change.
- Technical personnel in the City of Graz. They will become aware of the CIVITAS approach and its potential for social and environmental change.
- Journalists and multipliers in the City of Graz. This important group will ensure an important multiplier effect. As mass media and more specialised media will most likely disseminate innovative transport solutions, CIVITAS Trendsetter addressed them regularly.

### Methods

**Articles in BIG:** The City of Graz publishes a local magazine, called BIG-Bürgerinformation Graz, on a regular basis six times a year. It is distributed to all households in the city, in total 138 500. Several articles were published in BIG explaining the main aims of the project and various measures in more detail, like mobility management in schools, bicycle training for pupils, car-free day activities, traffic management etc. A special edition contained 4 pages informing exclusively about a dozen of measures introduced by CIVITAS – Trendsetter.

**Special effects:** In 2003, the City of Graz was the Cultural Capital of Europe. Thus, a lot of exhibitions were undertaken and the Art House opened. This building has a special surface allowing special effects via its night illumination system. Trendsetter was typed in big letters on the surface of the building. Lighttypingwriter - The writing Trendsetter emerged by switching on

and off lamps in a tower block, art project from Constantin Luser 2003. Nikkei CNBC (Japanese Broadcasting Company ) produced a video about Trendsetter. A Part of the video was the writing Trendsetter on the Art House façade.

**Web sites:** A local German CIVITAS Trendsetter-Graz web site was installed, including a description of the project, a list of all local partners, all measures and local weekly updated news about CIVITAS Trendsetter were presented. The city public relations department has announced several CIVITAS Trendsetter activities on the city website.

**Videos:** A video about CIVITAS TRENDSTTER in the City of Graz was produced, which contains short sequences about all introduced measures in Graz. The video will be disseminated via the local CIVITAS-Trendsetter web site The Nikkei CNBC produced a video about the Trendsetter measures in Graz.

Furthermore, a short video highlighting the logistics concept of one CIVITAS Trendsetter measure was produced. Information about Trendsetter was highlighted at a video wall, located in the main square – Jakominiplatz.( see attached photo Gerhard Ablasser)

**Brochures:** A CIVITAS Trendsetter brochure was produced, containing a set of measures, objectives of the project and further relevant information. Additionally, a brochure will be produced, which will illustrate the development of transport in the City of Graz, stressing the effort of introducing so called “gentle mobility”. All trendsetter fact sheets of Graz are available in German and a selection of 8 fact sheets are also obtainable in Italian.

#### Number of people reached

The number of addressed persons varies and depends on the activity. But as already explained the local magazine –BIG - is distributed to each household in Graz, so approximately 138 500 copies were provided. Several news items about CIVITAS Trendsetter were announced via the City of Graz web site. Taking into consideration that about 150 000 users per month visit the web site, a broad impact is guaranteed.

#### Actions resulting from the activity

The local awareness campaign aimed to get as much support and understanding of the project as possible, within the above mentioned target groups.

#### Recommendations

- Produce a local dissemination plan, outlining and identifying target groups and all potential activities and embed them into an overall campaign.
- Most city departments receive special fares or are even able to use various dissemination platforms (video wall, local magazines) for free. Try to use these dissemination channels as much as possible, this will avoid expensive marketing.





*Video Wall, Main Square*



*Trendsetter was written on the façade of the Art House.*



*The words CIVITAS and Trendsetter were displayed on very large displays during the Cultural Capital City year in 2003. Special effect showing Trendsetter at tower block. Art – project by Constantin Luser*

Local example

## **Modular package for visiting experts - all Trendsetter measures in Graz and related measures in the field of traffic-**

During the time of Trendsetter, a number of interested traffic experts visited Graz in order to look at traffic measures realised in the city. Due to the great number of very different measures in Graz, many of them realised within Trendsetter, some related to Trendsetter, and some not related at all – it can be quite a challenge organising such a trip at short notice – finding the right people, locations, suitable information, and so on.

Therefore, Graz decided to organise a modular package for visiting experts.

### Aim

The aim was to provide optimum information on Trendsetter measures and related measures in the field of traffic.

### Target group

The target group was the visiting experts.

### Methods

The modular package contains the following items:

- Short overview of the theme
- Fact sheet
- Location
- Contact Address – person able to supply information
- List of information materials that can be provided on the spot
- Time needed for visit
- Eventual costs to be covered by visitors

Along with the single modules the following is supplied:

- A general overview for potential visitors – they can select what is interesting for them
- An information brochure on Trendsetter Graz and traffic in Graz in English and German (under preparation)

Currently, the following modules are available:

- Biodiesel: Operation (taxi and public transport), production, scientific background (Institutes for Chemistry and Combustion Engines)
- Mobility Management (including mobility centre and all soft measures)
- Parking and speed control (speed 30)
- Public transport marketing and fare integration
- Public transport guidance systems, traffic light priority
- Bicycle measures, bicycle policy
- Traffic management
- Noise reduction policy
- General traffic policy (meeting with politicians)

The various information modules were tested quite on several occasions during Trendsetter. The first big pilot test was during the CIVITAS-Forum, when the forum participants had the possibility to choose between three site visit packages – involving biodiesel, CIVITAS measures in general, and measures of the URBAN programme.

In the following years, this scheme was further elaborated, as visitors came that were specifically interested in the biodiesel experience, in the mobility management including the mobility centre and other soft measures, or into the telematics experience including internet platforms and the guidance systems of the city of Graz.

### Number of people reached

All in all, about 250 experts visited various CIVITAS measures in Graz. A large number of delegations made excursions in Graz to obtain impressions about CIVITAS projects and general traffic policy in Graz. A selection:

- London borough of Bromley/ Experts from Thames water and Transport for London
- City and region of Frankfurt
- Stockholm
- Lund (Sweden)
- Dublin
- Terrassa (Spain)
- Tres Cantos (Spain)
- Eastern Europe (organised by REC, Hungary)
- Sapporo ( Japan) Departement for Urban Development, Community Development and City Planning Bureau
- Site visit participants from the CIVITAS Forum

### Actions resulting from the activity

There are no reliable data – however, visiting experts profit from the hands-on information they acquire and apply this in their local work. The success was not measured in a systematic way. It can be determined as follows: whether the visitors were content with the visit, and how many visitors are using the offer.

In general, all visitors were quite content, and although Graz is not very accessible in comparison to many other cities (there are just a few cities connected with regular direct flights to Graz, train connections are rather slow) there is a regular stream of visiting experts, between 4-6 groups per year.

The success lies in the following factors:

- Graz has some very interesting traffic features (mainly traffic management, mobility management, biofuels, city development – and many successful EU-project participations in the field of traffic and in the field of city development) that attract interested visitors
- Telephone access to the right person in Graz is easy, as there is an own department for EU-projects and as there are various websites where contacts can be found
- The tours are well organised and provide good value for the visitors
- The many contacts in Graz and FGM-AMOR in Europe promoting Graz advertise the visiting possibility most effectively.

### Recommendations

- There has to be a person or institution responsible for taking care of visitors. This person has to have basic knowledge on what is to be shown and also a reasonable command of the English language
- The visiting trips have to be well organised: timing, travel, people, information materials, if necessary translation.
- The project, measures or organisations to be shown should be prepared to receive a group of visitors, the number of people, their requirements and expectations have to be communicated well in advance of the visit. Contact between the organising person and the various projects should be well established.
- In case of very frequent visits, a fee for visiting should be agreed, to cover some of the expenses of the hosts.

## Lille

Several specific actions have been taken for the local dissemination. One of them is insertion of information in the Metropolis web site:

[www.lillemetropole.fr/page.php?P=data/tout\\_sur\\_la\\_metropole/infrastructures/projet\\_trendsetter/](http://www.lillemetropole.fr/page.php?P=data/tout_sur_la_metropole/infrastructures/projet_trendsetter/)

Another activity is spreading information about Trendsetter and its web to local partners (authorities, operators, etc.) and negotiation for links between their sites and Trendsetter.

Systematic information and explanation of Trendsetter actions in local, regional and national newspapers about the transport initiatives in Lille.

Trendsetter politicians and high civil servants held a public round table discussion on traffic and Trendsetter at the French National Sustainable Conference in Lille (*Durable et Desirable*).

Lille participated to the 11th Annual Clean Cities Conference and Exposition, Palm Springs, California, May 1 - 4, 2005 with a very successful contribution on the "Lille biogas buses project" attracting much interest from the participants.

### Examples of dissemination activities

Measure	Period	Method	Target group	Results
<b>6.2 Smart card systems and integrated ticketing</b>	2002-2006		Politicians and decisions makers of the three main PT authorities	Not yet in service.
<b>7.2 Public Transport Safety</b>	2002-2006	Articles in daily newspapers, internet news, web sites (transpole.fr) and conference presentations.	Public transport, planners, citizens, commuters, city administrations and public transport operators	Better image of public transport; frequency on a constant rise.
<b>7.3 Inter modal local / regional transport interchanges</b>	2002-2006	Daily newspaper, periodical interviews, web (transpole.fr; lillemetropole.fr), conferences and on-site presentations.	Public transport, car users, planners, citizens, bicyclists and commuters.	The Lille inter modal interchange has been refurbished, other still under study / construction.
<b>7.6 Park and Ride facilities</b>	2002-2006	Daily newspapers, periodicals, web (transpole.fr), conferences and on-site visits.	Public transport, car users, planners, citizens, bicyclists, taxi and commuters.	3 P&R facilities (2,200 places) are open now and very successful; new services developed (see text below - Successful activity).
<b>8.2 Company Mobility Plan in the administration fleet</b>	2002-2006	E-news, exhibition, web (transpole.fr), daily newspapers and by internal information.	City administration, public transport, commuters and bicyclists.	10% of the Staff benefiting from the Company Mobility Plan (see text below - Successful activity)
<b>8.5 Urban mobility plan</b>	2002-2006	Daily newspapers, periodicals, web (lillemetropole.fr).	All modes of transport as well as transport buyers and freight companies.	All Urban Mobility Plan measures implemented; a UMP "2" with a cross-border dimension, under study.

<b>11.7 High level service bus routes</b>	2002-2006	Regular press conferences by PT operators when a new LAHNS was launched and distribution of dedicated flyers. Political communication speech.	Citizens	The citadine shuttle is now well known to public transport users ; the results proved encouraging for the future LAHNS services
<b>12.2 Biogas bus fleet</b>	2002-2006	web (transpole.fr; lillemetropole.fr), interviews in daily newspapers, periodicals, internet news and in scientific papers. The experience will also be presented at conferences, in an exhibition, in workshops and by presentations on-site.	Public transport, vehicle producers, fleet managers, city administration, fuel companies and other companies, citizens and commuters.	Biogas buses are now considered as "normal" buses; replacement of the diesel buses going on. Good feed back from citizens and local politicians who want to see gas buses in their cities instead of diesel buses.
<b>12.5 Clean municipal fleet</b>	2002-2006	Website (lillemetropole.fr), conference, workshop and presentations of the fleet on-site and in daily newspapers. The results will also be spread trough European networks.	Car users, fleet managers, city administration, fuel companies, environmentalists, citizens and taxi.	Regular use of the clean vehicles by all the staff
<b>12.9 Analysis of the biogas experience</b>	2002-2006	The experiences from the massive production and use of cleaned biogas as a fuel is disseminated in daily newspapers, in periodicals, at conferences both public and scientific and by on-site presentations. The results is spread trough European networks. Visits from delegations from non European countries.	Public transport companies, companies, city administrations, fuel companies, fleet managers and experts.	The biogas issue well-known at local level; recent large press coverage as the EIB has granted a loan for the organic recovery centre construction. A strong lobby action has now been developed at national level.

Local example

## **Campaign for Park and ride facilities and the Citadine bus line (measure 7.6)**

“You have to get to the city centre, and of course you are in a hurry. At the busiest times, avoid the bottlenecks, and avoid traffic lights that turn red when you arrive. Save yourself the “three times round the block” looking for a nearby parking space, and no more searching desperately down the back of your car seats for parking change you forgot to save. With metro park and rides, you reach the centre in no time at all and what’s more, you don’t have to pay for your car! One to two minutes at rush hour, this is how long it takes for a metro train to arrive and take you to the town/city centre.”

Outside the city centre of Lille there are 6 metro park and rides, P&R, that are free of charge and available 24 hours a day. A representative, who can provide information about the public transport network and do minor repairs and supervision of the cars is at your service.

Also available are the "Citadine" car parks (Champ de Mars, Norexpo and Porte de Valenciennes), in service since January 2004. These 3 car parks, which are open 24 hours a day with a capacity of 2 200 parking spaces, are linked to Lille city centre by the Citadine shuttle bus. The shuttle runs every 10 to 13 minutes. Citadine buses provide a high-quality service thanks to the use of dedicated lanes in the city centre. A low-price integrated ticket pays for the cost of parking as well as the Citadine shuttle bus for all the passengers in the vehicle.

At the “Citadine” car parks, vehicles are supervised from 7am to 8pm Monday to Saturday and parking attendants are available for:

- Minor assistance for vehicles, like starting difficulties requiring change of battery, etc.
- Help with car-sharing by putting car park customers making the same journey in touch with each other (distributing car-share forms on windscreens to identify and put people in touch living in the same town, making the same journey)
- Collect mail-order parcels from a number of different companies, for collection from the car park reception.

To make the *park and ride* facilities known and used, much dissemination has been carried out.

### Aim

To offer a quality service to encourage car drivers to park their car on the edge of the metropolitan area and travel to the city centre on public transport.

### Target group

Target groups:

- All inhabitants travelling to the city centre or towards Lille and especially car drivers, employees and casual workers.
- Special awareness-raising activity for companies and inhabitants residing near park and rides
- Opinion leaders: local shopkeepers’ associations, businesses and organisations

### Methods

Mass communication:

1. Providing high visibility:

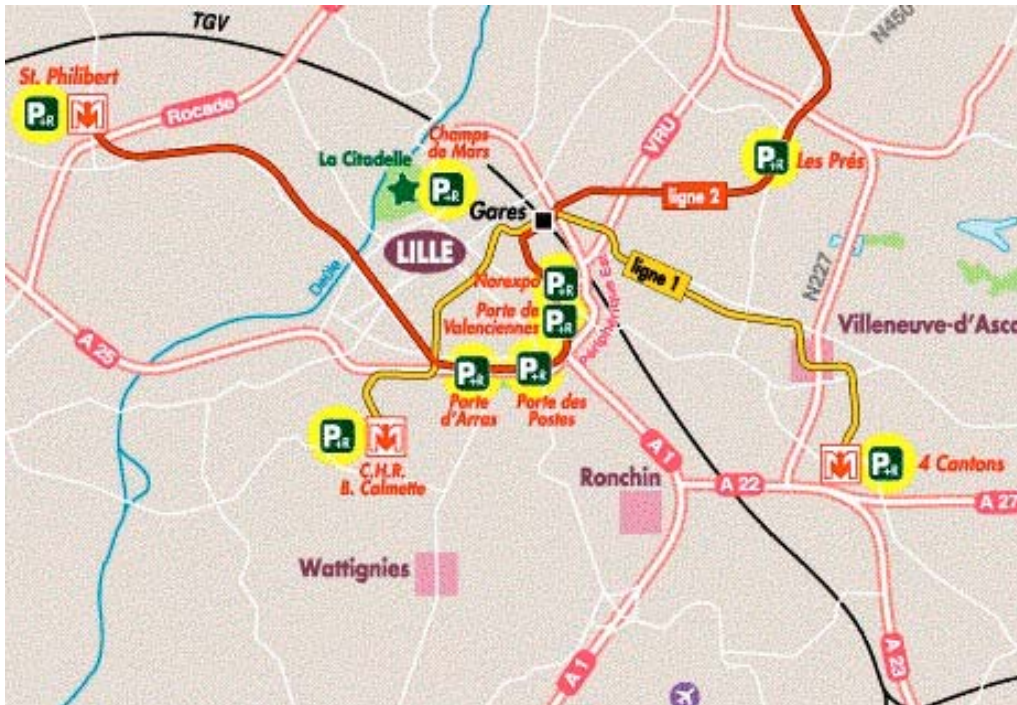


- Providing high visibility: logo, special bus cut-outs, “Citadine” logo floor marking, signposting, totems in car parks, equipping park and rides with appropriate signals
  - Promotional board 3m x 1m at the entrance to park and rides involved in the scheme
  - Advertising on the sides of vehicles, bus shelters, in metro stations, buses, metros and trams
2. Information by pamphlets:
    - Distributing fliers at the entrance to car parks promoting free cards and subscription during the launch (first 6 months) as well as the tariff regime applied afterwards
    - Information pamphlet: 50 000 copies, available in kiosks and from shuttle car park attendants, attached to local residents mail shot sent by the City of Lille and mail shot to enterprises along the routes involved.
  3. Use of a broad media panel:
    - Press releases
    - Articles in the local press
    - Articles in free papers in Lille Métropole Urban Community and the City of Lille
    - Internet (website of Transpole transport operator)
    - Radio adverts

The 100 000<sup>th</sup> customer of the Citadine shuttle won a prize one year after the launch of the service.

### Number of people reached

Since the launch of the operation, several tens of thousands have been reached.



Map of Park and Rides in the metropolitan area of Lille

### Actions resulting from the activity

The P&Rs were quite full at the beginning (80% occupancy during the day), during the first months when it was free. Then the occupancy rate fell (January 2005) but has risen step by step; currently, the occupancy is 890 vehicles/day on average.

One P&R is used mostly for occasional purposes and by tourists, as it is located near to the city centre. The other two are used more by workers who have a season ticket for public transport (incl. Citadine shuttle): there is a direct link between P&R service/ PT frequentation (on the rise, but gradually...).

Local example

## **Actions to implement company mobility plans (measure 8.2)**

Lille Urban Community's Urban Transport Plan, adopted on 23 June 2000, is based on a participatory approach bringing together local authorities, transport companies, associations and businesses in the metropolitan area. One of the objectives of the Urban Transport Plan is to rebalance modes of travel by 2015, developing the use of public transport and stabilising car use.

One of the actions conducted consists of encouraging the implementation of company mobility plans (PDEs) in Lille Urban Community as well as in businesses in the metropolitan area. The public transport operator TRANSPOLE is conducting a regular campaign with businesses to encourage their employees to use public transport.

The PDE is a voluntary initiative on the part of the employer to facilitate employee mobility. It is a tool available to optimise and better manage employee mobility. It provides an opportunity for all public and private employers to pay for all or part of the public transport costs for home-workplace projects.

The most common measures in a company mobility plan are:

- Developing the use of public transport
- Encouraging car-sharing
- Facilitating travel by bicycle or on foot
- Optimising management of parking and accessibility.

The employer, in consultation with employees and according to the specific needs of their company, chooses to implement measures liable to facilitate staff mobility, or even modify their habits.

Actions have been taken to implement company mobility plans.

### Aim

The aim is to encourage workers to reduce car use and increase the use of public transport to get from home to the work place.

### Target group

The main target group was companies with over 50 employees.

### Methods

The public transport operator has put in place an action to support implementation of company mobility plans.

The first companies approached were those situated near the city centre suffering from real parking problems. This was followed by companies situated near public transport "heavy routes" (metro, tramway); then shortly after, companies situated near high service level lines. Finally, companies in the more outlying parts of the metropolitan area were approached.

The 1<sup>st</sup> PDE put in place was in the Urban Community itself (2 200 employees), at the start of 2002.

The approach began with companies with a large workforce (cf major impact), e.g. mail-order companies (3 Suisses, La Redoute), and the regional hospital. For these companies, special shuttles were also organised.

A special action that took place during the mobility week, was a general approach to all companies by post. The information pack (letter and brochures) informed about services that the companies could obtain for putting in place a PDE (consultation with employees and development of a follow-up procedure to optimise results.). Free journey passes were also sent so that the company's employees could benefit from free use of public transport, to discover how simple it is to travel by public transport.

### Number of people reached

LMCU (Lille Metropole Urban Community): all staff. Thanks mainly to the employer paying half the season ticket, this doubles the number of Transpole network season ticket holders, i.e. 10% of the salaried workforce.

Now, around 15 large public and private companies have implemented a PDE.

In several large companies, between 10 and 15% of the staff have chosen to use public transport for the home-workplace journey, as part of a PDE where the employer pays up to 50% of the price of the corresponding season ticket.

### Actions resulting from the activity

Transpole has employed one full-time member of staff responsible for promoting PDEs with companies (human resources departments). Support includes:

1. Drafting a diagnosis of the company
  - This involves understanding the current public transport provision for the company, places of residence of employees, their modes of transport (including public transport), their travel times, potential constraints and difficulties, employees prepared to choose public transport and under what conditions
  - Drafting a list of possible measures, like: organising parking, planning public transport provision, subsidising travel season tickets, car-sharing, developing the use of bicycles and walking
  - In the case of contributing to the purchase of travel tickets, the company must specify the rate of reimbursement it wishes to allow its employees, in consultation with organisations representing the staff.

In practical terms, Transpole's contribution involves:

- Proposing a standard questionnaire to be distributed to the employees
  - Looking at the addresses of employees in relation to the public transport routes on a geographical level
  - Carrying out a more comprehensive approach with service planning studies or special studies
2. Optimising employee mobility:
    - Linking up places of residence and public transport provision: distance from places of residence to metro, tram or bus stations, comparing home-workplace travel times depending on mode of transport
    - For work-related travel: customised studies on the company's current practices and identifying avenues for improving company resources by using public transport or green travel methods
    - Helping organise travel to seminars and major events.
  3. Helping communicate about the PDE to employees:
    - Organising promotional initiatives in companies: home-workplace travel survey, direct marketing campaigns with employees, staff information day about

transport provision and tickets, season tickets, promotional offer on travel tickets, setting up sales points, etc.

- Creating an information day for company employees.
  - Transpole takes part in the information with a stand displaying the network and services between employees' homes and companies, information about season tickets, and by producing season tickets for employees that request them
  - Producing a "user's instruction guide" distributed to every employee. Transpole helps companies produce season tickets on site for employees and makes available to companies passes to be sent to season-ticket holder homes within 48 hours
  - Using the company's in-house journal or intranet to publish articles on the subject
4. Implementing a shared monitoring mechanism and follow-up initiatives. Conducting a mobility survey after a few months will enable an initial assessment to be made and potentially to propose follow-up initiatives and information targeting. A more convincing follow-up initiative will then be possible in collaboration with the company's in-house services
5. Identifying actions to be developed for improving company accessibility
- avenues for improving transport provision to the company: link with major hub; improved access route to metro station, bus timetable unsuited to the company routine
  - technical expertise: effective tools enabling Transpole to assess the travel time needed to reach the company from every point in the metropolitan area by bus, metro, tram or train
  - explicit mapping highlights the nearest sectors and those less well served; photo reports are done on site to highlight the gaps in current pedestrian and cycle links
  - the types of responses made: identifying avenues for improving local pedestrian and cycle links; identifying lines in need of alteration in terms of timetables and routes
  - highlighting, where necessary, the need to put in place more innovative solutions: creating request services in cases of well identified light flow, making bicycles available for employees to travel between sites or to get to a metro station, etc.

### Recommendations

Success of the approach is achieved over the long term, by long-term action with the company.

1. Choose companies that are most likely to get involved. Important factors are the size and location of the company. Target large companies as a priority (greater impact and these companies have the resources to implement a PDE). Choose companies that are located near an existing/future public transport service. Also produce a relevant address book and keep it as precise and up-to-date as possible. (The human resource department of the companies).
2. Approach companies at the right time: the PDE can be launched as a favour during periods of change in the company such as:
  - The creation of a new site or change of geographical location
  - The company moving premises (appropriate as it re-examines all the staff's habits)

- Internal change in the company: job reorganisation, increase in workforce, etc.
- Change in surroundings: New public transport infrastructure in operation (metro, tramway, new bus line, etc.), change in parking conditions, etc.

One possibility is to consider a PDE with one or several neighbouring companies: by discussing needs with neighbouring companies that have the same kind of problems, the company has an opportunity to better prepare the requirement and share the required public transport resources.

3. Of prime importance is a clear explanation, in addition to the “civic” approach, of the concrete benefits that this approach can offer to the employer as well as to the employees.

Benefits for the company:

- Limiting the surface areas and therefore the costs generated, by parking spaces, and availability of surface area for enlarging the company, and merging or moving the latter
- Rationalising transport costs (company car, expense claims, etc.).  
Reimbursement of the cost of public transport season tickets is exempt from national insurance and health contributions
- Improving access to the site for visitors and deliveries
- Easier recruitment and potential reduction in staff turnover
- In the long term, helping establish a social climate and better corporate image (civic, ecological, environmentally-friendly, etc.)
- Better management of issues surrounding the 35-hour week (staggered working hours, time sharing, annualising working time, etc.).

Benefits for employees:

- The difficulties and risks associated with home-workplace travel by car (traffic congestion, lateness, accident, etc.)
- Less travel-related tiredness and stress
- Reduction in transport costs (reimbursement of season ticket is tax exempt for the employee)
- Improvement in productivity in the company (less lateness, use of travel time to read files, etc.)

## Prague

Information campaigns are parts of all Prague's measures (5.2, 7.7 and 11.6). *DP-Kontakt* (monthly news paper from Prague Public Transport Co. Inc) is used to inform professionals and the public about new outcomes of the measures.

Yearbook 2004 of the Institute of Transportation Engineering of the City of Prague gives detailed information on Trendsetter outputs and EU-support for the project. Information describes the new city-bus line; new crossroads with preference, and decrease of heavy trucks trips by 11 % in the new access restriction zone.

Detailed information about measure 11.6 has been published in the monthly magazine of Prague Public Transport Co. Inc "Metro". At the end of 2004 there was a leaflet published that informed about the new access restriction zone for heavy vehicles. This leaflet has been disseminated through Prague's Public transport information points.

### Examples of dissemination activities

Measure	Period	Target group	Activity	Result
<b>5.2 Widening of the environmental zone for vehicles over 3.5 tons</b>	2002-2006	Local authorities Prague 4 and 5, local enterprises, decision makers, drivers	Dissemination of the new zones borders to decision makers and local inhabitants	
<b>7.7 Linking different modes of public transport</b>	2002-2006	Public transport users, local authorities	Press releases, TV and radio releases, leaflets	Preparation and implementation of another minibus line
<b>11.6 More adaptive signal control system in a bus priority system</b>	2002-2006	Experts and decision makers, passengers, drivers, transport experts on the results of the bus priority system and its chances to be implemented all over the City.	Press releases, which will result in news articles (professional magazines) and interviews.	Preparation and implementation of another 5 intersections and planning another 65 intersections using structural funds for financing.

Local example

### **Campaign for the new minibus line in Prague (measure 7.7)**

In this measure a new city bus line has been established. The city bus line complements the Subway in certain parts of the city. The line is operated with small city-buses (20 passengers, up to 8 m long). Several possible routes have been studied and evaluated in a feasibility study and one line has been chosen for implementation within Trendsetter. Since the new city bus line was highly appreciated similar buses have now also been introduced on line 128, with very narrow streets. This new bus line has been in operation since September 2005.

#### Aim

The aim of the campaign was to provide information about the new mini bus line to all public transport users.

#### Target group

The target group for the campaign was public transport users, especially people attending hospitals and health centres in the area.

#### Methods

The campaign was launched in close cooperation with the City of Prague, the Public Transport Company and the regional transport organiser, Ropid. The Public Transport Company's PR department helped the operations department before the start of the operation. The campaign focused on following points:

- **Press releases** – all information about the new bus line were sent and implemented in all main Czech newspapers. A very detailed description appeared in Metro, Prague's most popular daily newspaper.
- **Leaflets** – The Public Transport Company published a detailed leaflet containing the plan of the new line and the timetable. It was published not only in Czech, but also in English and German, since the new line is in the centre of the City.
- **TV and radio** – information about the new line was broadcast on national public TV, regional TV news and on several of Prague's radio stations.

#### Number of people reached

It is difficult to measure the number of people reached by the campaign. But because the information was in all main newspapers and on TV, it is possible to estimate that nearly every user of public transport was reached by the campaign.

#### Actions resulting from the activity

The new bus line was fully used from the very beginning of the operation.

#### Recommendations

Encourage all media to inform about the activity, use PR departments.



## Pécs

The transportation strategy has been officially presented. The Civitas and car-free zone (World Heritage Zone) tables have been placed in the central areas of Pécs. The Trendsetter project and the efforts in Pécs have been presented on several local and international conferences.

Measure	Period	Target group	Activity	Result
<b>5.4 Establishment of a car-free zone in the inner city of Pécs</b>	2002-2006	Planners, city administration and citizens	Daily newspapers, internet news, press releases, conference and workshops.	Public acceptance and after some months support for the measure, better living circumstances
<b>5.5 Preparation of a new traffic and transport strategy</b>	2002-2006			Transportation, planning and policy has been become the number one local issue in Pécs
<b>6.5 Establishment of a zone-model parking system in central Pécs</b>	2002-2006	Planners, city administration	Daily newspapers, web: <a href="http://www.pecs.hu">www.pecs.hu</a> , press releases, conference and workshops.	After a lot of time and effort, finally public acceptance of the measure and no more political debates about its effect

Local example

## **Introduction of the car-free zone and a zone-model parking system (measure 5.4 and measure 6.5)**

In order to decrease the burden of parking and vehicle emissions and make the inner city more attractive for both residents and tourists, the City of Pécs has restricted accessibility to its centre in various ways:

- established a car-free zone in the inner city centre
- introduced a speed limit of 30 km/h within the world heritage zone
- limited access of heavy freighters (6 tons) to the world heritage zone
- closed several streets, limiting access to others.

Different parking zones have been introduced. The city is divided into four parking zones:

Red zone - the core of the inner city - where parking is expensive

Blue zone - adjacent to the red zone - where parking is moderately priced

Yellow zone - the distant parts of the city centre - subject to a rather low parking fee

Green zone - outside the city centre - where parking is free

In a second step, maximum parking times will be introduced in the Red zone.

Different actions have taken place to introduce the car-free zone, the access limited zone and the parking-system in Pécs.

### Aim

To introduce the long-term positive effects of the measure and to persuade the public that the short-term negative effects will improve in the longer run (e.g. less consumers in shops).

### Target group

- Residents, shopkeepers, students
- Opinion-formers (teachers, taxi-drivers, etc.)

### Methods

We have involved as many decision-makers as possible in the elaboration of the programme, and tried to inform the public in as many ways as possible. In the framework for this, local forums have been organised. Local television, radio and newspaper dedicated much time to discussing the effects. The key factor for success was that we gained media support from the beginning, and that politicians have dedicated sufficient time to discussing these issues.

### Number of people reached

The whole city has been reached via television and local paper, about 160 000 people.

### Actions resulting from the activity

Public acceptance for the measures.

### Recommendations

Give the time needed to persuade citizens, organise political support also from the opposition.  
Gain media support from the beginning, otherwise you will fail.

## ***Recommendations from the cities***

Dissemination at local level has varied greatly from city to city, and from measure to measure. However, the cities have some common experiences from the dissemination work that can be kept in mind for future work and for others to learn from.

### **Inexpensive marketing**

The media and the city departments are two important channels for marketing the activities in the measure and the measures themselves. Encouraging media to inform about the activities is both a cheap way of marketing and a way of reaching a great number of people. It can also be more effective than to buy advertising space. The authorities of the municipalities with their city departments are often able to use information platforms for free or at a limited cost (local magazine, video wall, web page etc.). A good cooperation with the city departments gives opportunities for using these platforms.

### **To know the receiver**

It is of great importance to identify the receiver of the message in order to design information for specific target groups. Different groups have different needs that can be important to know about, so that the service offered can satisfy the need of that specific target group. Sometimes it can be a good idea to buy help from professional PR consultancies, and to put in that extra effort to find the target groups, addresses to people to invite to seminars and conferences, and to make a proper dissemination plan for the measures.

# **Appendix 1**

## **Example of Fact Sheets**

# **Appendix 2**

## **Trendsetter News**

# **Appendix 3 Trendsetter Workshops**

## Trendsetter Reports

This report is produced within the European project Trendsetter. More reports from the Trendsetter project can be downloaded at [www.trendsetter-europe.org](http://www.trendsetter-europe.org):

<b>Trendsetter Report No</b>	<b>Title</b>	<b>Language</b>
2002:1	Environmental Zones in Europe.	Eng
2002:1	Environmental Zones in Europe	Eng
2003:1	Hammarby Sjöstad Logistik Center, Samordnad distribution på en stor byggarbetsplats	Eng
2003:2	Clean Vehicles in Europe. An overview of fuels, vehicles and national strategies	Eng
2003:3	Biogas as vehicle fuel– an European overview	Eng
2005:1	Evaluation of a Clean Vehicle Web site	Swe
2005:2	Successful methods to introduce clean vehicles in companies	Swe
2005:3	Evaluation Report – Access Restrictions	Eng
2005:4	Evaluation Report – Integrated Pricing Strategies	Eng
2005:5	Evaluation Report – Public Transport	Eng
2005:6	Evaluation Report – New forms of vehicle use (wp8)	Eng
2005:7	Evaluation Report – New concepts for the distribution of goods (wp9)	Eng
2005:8	Evaluation Report – Innovative Soft Measures (wp10)	Eng
2005:9	Evaluation Report – Transport management (wp11)	Eng
2005:10	Evaluation Report – Clean Vehicles (wp12)	Eng
2005:11	Evaluation Report – Stockholm local activities	Eng
2005:12	Evaluation Report – Lille local activities	Eng
2005:13	Evaluation Report – Prague local activities	Eng
2005:14	Evaluation Report – Pécs local activities	Eng
2005:15	Evaluation Report – Graz local activities	Eng
2005:16	Overall Evaluation Report – Trendsetter project	Eng
2005:17	Local and overall dissemination - Trendsetter project	Eng

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**The European project** Trendsetter involves 50 individual projects, all of which aim to; improve mobility, quality of life, air quality, and reduce noise and traffic congestion. Five European cities participate to ensure real impact, by setting good examples and encouraging others to follow.

Trendsetter is part of the Civitas project and is co-financed from the European union.  
Read more about Trendsetter at [www.trendsetter-europe.org](http://www.trendsetter-europe.org).  
Read more about **the Civitas project** at [www.civitas-initiative.org](http://www.civitas-initiative.org)



# **Local and overall dissemination – Trendsetter project**

January 2006, Stockholm

Trendsetter Report No 2005:17  
Trendsetter external Deliverable No D3.3