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COVER STORY



MOBILITY MANAGEMENT IN STUTT GART – 2MOVE2

Corporate Mobility Management in Stuttgart – Working hand in hand with companies for more sustainable mobility.

Despite all the efforts undertaken by the City of Stuttgart in recent years to reduce car traffic and to promote sustainable modes of transport, the city still suffers from congestion, noise and emissions. Corporate Mobility Management has become a major issue in the city's overall Action Plan on Sustainable Mobility. As a consequence, the municipality launched an initiative in the framework of the CIVITAS project 2MOVE2 to support companies and organisations regarding this topic.

There are around 472 000 employees in Stuttgart, and of these 55 % commute every day to the city from its surroundings – 60 % of whom travel by car, usually on their own. This motivated the municipality to initiate a campaign in order to promote corporate mobility management. Since 2013, a series of conferences and workshops has taken place on the topic. The main objective was to enter into a dialogue with employers in Stuttgart and to discuss strategies and concrete measures that lead to more efficient and environmentally-friendly mobility for their employees.

Today, the municipality offers interested organisations specific consultancy services which include a survey on the mobility behaviour of employees. The results of this survey form the basis for implementing measures that lead to more sustainable mobility within the organisation. These measures can cover various fields such as subsidised public transport tickets, shuttle services, parking facilities for bicycles and improvements in traffic infrastructure.

In addition, the Mobility Department of Stuttgart advises organisations on the design and development of suitable mobility measures. It acts as a facilitator to ensure that inquiries about traffic regulation, public transport itineraries, cycling routes and related issues

are handled with priority. Where necessary, the mobility manager organises joint workshops with municipal offices as well as the local public transport company and the tariff association. This service is especially interesting for companies located in the city centre, since limited parking and congestion can hamper the delivery of goods and undermine the attractiveness of a company for potential employees.

Some of the most common topics under corporate mobility management include promoting public transport, improving conditions for cycling and walking, optimising fleets and encouraging carpooling. Today, the consulting service provided by the municipality on the topic is well accepted among employers in Stuttgart. In this vein, several events will take place to further promote corporate mobility management, while new incentives will be offered in the future to expand the consultancy services for employers in Stuttgart.

Stuttgart is the coordinator of CIVITAS 2MOVE2 project. For more information contact Patrick Daude at patrick.daude@stuttgart.de



CIVITAS ONLINE

www.civitas.eu is your portal to the CIVITAS Initiative. Visit the CIVITAS website to learn more about the CIVITAS Forum City Network, the ambitious policies and innovative measures many of its members have implemented, and how you can learn more about these at the annual CIVITAS Forum Conference. With regularly updated news and events sections, the site is your one stop shop for sustainable urban mobility!

Simply go to our website
<http://www.civitas.eu>

CIVITAS FORUM NEWS



Have you marked the CIVITAS FORUM 2015 in your agenda?

The 13th edition of the CIVITAS Forum Conference will take place in Ljubljana between 7-9 October 2015.

The main theme of the conference will be titled 'Sharing the city' with a focus on sustainable urban mobility as an important driver to build an accessible and livable city for all, as well as to constantly improve the quality of urban life.

The discussions and exchange of experiences will focus on how sharing the physical and social space of the city can significantly contribute to further define and implement innovative, smart and sustainable solutions in European cities and beyond.

Ljubljana, the host city, is the Slovene capital and has been an active member of the CIVITAS community since 2003. It is perceived as a city made to the measure of man. With 280 000 residents, it is classified as a mid-sized European city, yet one that has succeeded in preserving the friendliness and relaxed atmosphere found in smaller towns while providing all the facilities of a modern, vibrant capital. In the last few years, the city implemented many CIVITAS and other mobility measures, as well as infrastructure projects that have increased that quality of life in the city. These measures include new pedestrian areas, green spaces, riverbanks, bridges and public squares that are all closed to motor traffic.

If you are interested in participating as a speaker in one of the parallel sessions, the Calls for speakers is now open! For more information check the CIVITAS FORUM 2015 conference website [here!](#)

Experience Ljubljana's green achievements and share yours with us!



CITY NEWS



Palma – Real-time information for public transport

Under one of the CIVITAS measures in Palma (Mallorca, Spain), the city's authorities recently launched a beta mobile application to bring public mobility to local citizens and tourists. The app focuses on buses, bike services, public parking and traffic conditions, including access to traffic cameras. Despite the wide range of options offered on the app,

mobility authorities are currently working on a second version inspired by users' contributions and addressing more key issues such as intermodality. The next version of the app is expected to calculate routes by taking into account different factors and modal combinations such as bus service, biking options and public parking. With Mobipalma

installed on citizens' smartphones, sustainable mobility is really closer.

Palma is the member of CIVITAS DYN@MO project. For more information contact Emilio López at Emilio Lopez Sancho elopez@conselldemallorca.net



SMART PARKING in the City of Brno

The municipality of Brno has joined with experts to implement an important smart parking project co-funded by the CIVITAS 2MOVE2 project. The project will contribute to better usage of parking spaces on Rooseveltova Street, a prominent thoroughfare in the city centre on the edge of pedestrian zone. Currently, drivers find all marked parking spaces permanently occupied and must drive in circles several times through surrounding streets until one of the spaces is vacant. To address this issue, sensors will be installed on road surfaces to wirelessly signal empty

parking spaces, providing information on parking fees as well. The project will initially yield reports on current occupancy individual parking spaces and on crosschecked information with paid parking fees. Finally, thanks to this smart system drivers will be able to access available real-time information about occupancy and will find vacant parking spaces without fruitless waiting and driving around – possibly even without having to enter the city centre. Last but not least, the system will increase parking fee collection, supporting funding for further development of SMART

PARKING in the city of Brno. The second technological implementation is based on a software module which will collect information on parking lots and parking garages, not only parking spaces on the street. The information will be evaluated and in real time and presented to the public through web pages and a smart-phone application.

Brno is member of CIVITAS 2MOVE2 project. For more information contact Pokorná Miluše at pokorna.miluse@brno.cz

CITY NEWS



Southeast Europe centre for urban mobility planning in Koprivnica

The Southeast Europe Competence Centre on Sustainable Urban Mobility Plans has been established in the framework of CIVITAS DYN@MO. The Competence Centre is hosted by the City of Koprivnica, one of the first cities in the region developing a Sustainable urban mobility plan (SUMP).

Planning sustainable urban mobility is a rather new approach in the region with an urgent need for a one-stop-shop platform for knowledge and expertise on SUMPs. The Competence Centre gathers together existing guidelines and material on SUMP development in Croatian and other languages in the region, presenting examples of national transport legislation and collecting good practices on SUMPs from various countries in the region. The

centre's visitors will be able to share their experiences, seek advice and connect with other cities which have developed or are in the process of developing their SUMPs. By sharing its own experiences on how the city has succeeded in overcoming obstacles, Koprivnica hopes to raise awareness on SUMPs and encourage other cities to launch the process, which will improve their urban mobility planning.



Koprivnica is the member of CIVITAS DYN@MO project. For more information

contact Helena Hećimović at helena.hecimovic@koprivnica.hr



Modal shift effects of mobility management measures at Aachen University

In 2010, before the first mobility management measures were implemented at the RWTH Aachen University, a mobility survey was carried out among the employees of the university. This survey aimed to enable the evaluation of the employees' travel behaviour and their interest in a job-ticket or combined ticket (parking and public transport).

In 2013, in the context of the CIVITAS DYN@MO measure titled Sustainable University Traffic, another mobility survey was carried out among the employees of the university to evaluate the effects of the implemented mobility management measures and determine the resulting modal split. Comparing the modal splits of 2010 and 2013 revealed distinct shifts from individual motor transport to public transport. Motor transport declined from 58 % to 46 %, while the share of public transport as the main transport mode increased from 19 % to 33 %.

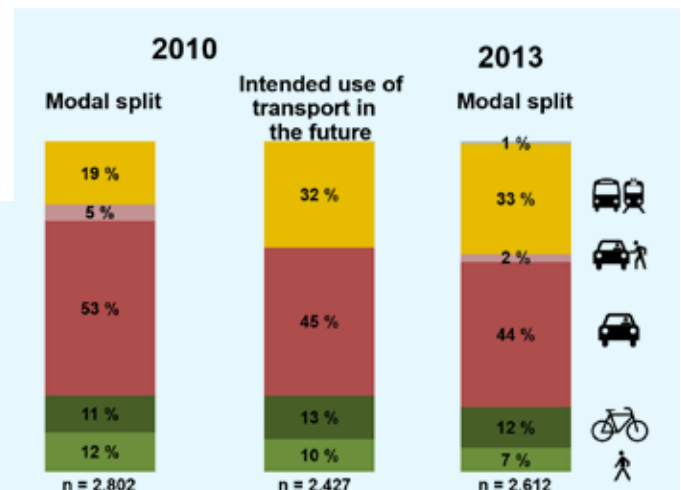
The survey also showed that more than half of the employees (57 %) possess a seasonal ticket for local public transport modes.

With the implementation of the described mobility management measures, the amount of trips by passenger car and of travelled kilometres on the trip to work was significantly reduced. The projections show that roughly 3.65 million car-km per year could ultimately be saved

in comparison to 2010. This is equivalent to savings of about 705 tons of CO² per year.

Aachen is the member of CIVITAS DYN@MO project. For more information contact Michael Bosshammer at bosshammer@isb.rwth-aachen.de

Question (2010):
Which mode of transport will you use, when there is the jobticket and the parking space management.



FACTS & FIGURES

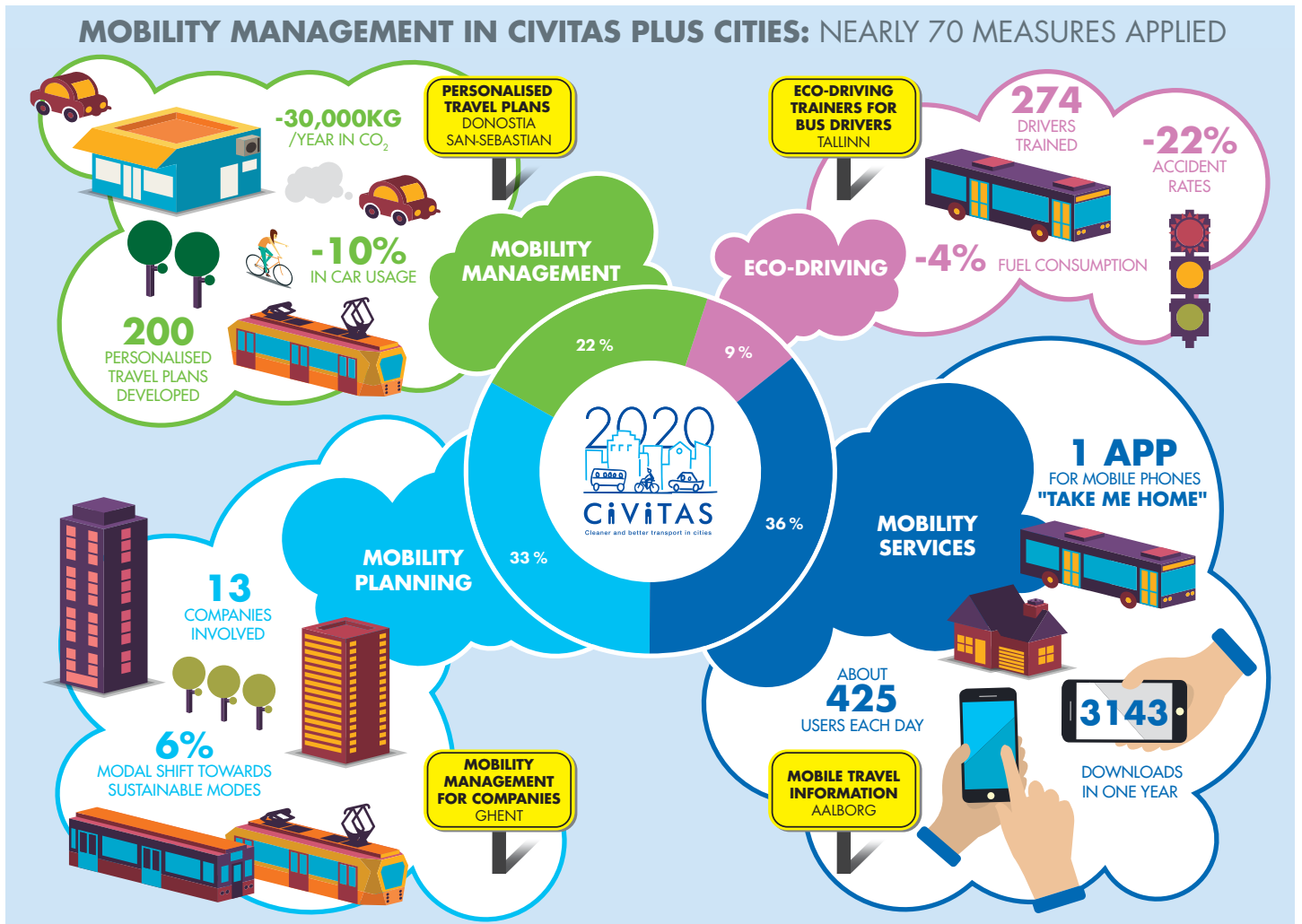


Mobility Management in CIVITAS Plus cities

Mobility management aims to create a new mobility culture using initiatives such as company travel plans that encourage employees to use sustainable modes of transport in order to get

to work. This also includes campaigns and initiatives to raise public awareness (including through mobile phone apps, personalised travel planners, etc.), as well as through educational

programmes in schools and eco-driving training sessions. Mobility management is one of the most popular topics under CIVITAS Plus, with 22 cities out of 25 cities having implemented mobility management measures.



CIVITAS FORUM NEWS



Host the next Annual CIVITAS Forum in 2016 - Call for application now open!

The CIVITAS Secretariat invites European cities interested in hosting the CIVITAS Forum's next annual conference in 2016 to submit an application.

European cities interested in hosting the CIVITAS Forum Conference 2016 should read the guidelines available and submit an application by email to the CIVITAS Secretariat at the following address: Secretariat@civitas.eu.

Please put 'Application for 2016 CIVITAS Forum Conference' within the subject of the message. For more information check the City Host 2016 webpage, [here](#). **The deadline for application is the 31 MAY 2015!**

CITY PROFILE



Welcome Volos!

Volos is a major port city situated in the centre of Greece. The city is famed for its connection to Greek mythology and history, while first two prehistoric villages in Greece were discovered here. The city is also the birthplace of Jason, leader of the Argonauts, who set sail from here in quest for the golden fleece. Despite its rich ancient history the modern city of Volos had to be rebuilt after two catastrophic earthquakes back in the 1950s. The new city of Volos, with a buzzing University, a busy commercial and tourist port, a nearby airport and proximity to the main highway connecting Athens to Greece's second largest city, Thessaloniki, the city has become a national and international gateway.

Volos is proud of its pedestrian city centre. Efforts have been made to introduce cycling in the city. However this project remains on a small scale with plans for further development in the near future. Bus transportation enjoys growing popularity with a steady increase of 6 % in passengers over the past two years. Its addition to the CIVITAS family will give the city a boost in enhancing sustainable urban transport and hopefully act as a model for other cities in the Balkan region.

For more information contact Aliki Mitropoulou at a_mitropoulou@hotmail.com



Welcome Leuven!

Leuven (Belgium) is home to one of the oldest universities of north-west Europe. It is also a very dynamic city with strong growth in population and employment. The high increase in population, students and jobs poses one of the biggest challenges for the city. At the same time there is spectacular growth in the number of people using public transport (a five-fold increase in 20 years), coupled with a high share in cycle use (ca. 17-20 % of modal share). Leuven is also the number one car sharing city in Belgium with 1.5 users per 100 inhabitants.

The last few decades saw several city development projects such as the railway station area, harbour area, and different inner city development projects. To cope with future urban development, the city feels the urgent need to transform its urban transport system into a more sustainable one. With this in mind, Leuven is currently rethinking its public transport network with focus on a high level regional public transport network which forms the basis for future urban developments in the whole region (RegioNet Leuven). At the same time it is investing in a high-end cycling network (from cycling highways to local traffic circulation measures), including bicycle parking facilities and bicycle parking management.

The city's ambitions regarding a sustainable urban transport system fall under the LKN2030 (Leuven climate neutral 2030) project. The goal of LKN2030 is to achieve a modal share in transport of 30-30-30 for cars, public transport and cycling. In this context, Leuven is reworking its spatial structure plan and its SUMP.

The city's interest in effective and realistic strategies and measures in urban transport planning encouraged Leuven to join CIVITAS in order to help realise the objectives of LKN2030. Leuven wants to become a benchmark regarding cycling policy and the integration of urban development and sustainable transport planning.

Take part in the CIVITAS Placement Programme!



We would like to invite members of the CIVITAS Forum Network to learn about the field from other CIVITAS Forum Network cities through the CIVITAS Placement programme. Within 2015 and 2016 we will give 30 people from 30 different cities the opportunity to work in another environment on a concrete local challenge that each city is facing. The emphasis during the placement is on practical knowledge. Developing new skills is important with focus on the concept of 'do and experience', giving you a chance to reflect on your own learning process. The cities of Koprivnica (Croatia), Donostia-San Sebastian (Spain), Bristol (United Kingdom), Madeira (Funchal, Portugal), Graz (Austria) and Brno (Czech Republic) have already expressed interest in hosting placement participants from other cities.

If you're interested in taking part in this placement program, please read all the information [here](#) and fill in the application form [here](#). For any questions don't hesitate to contact us via placement@civitas.eu

21 | March 2015

UPCOMING EVENTS



UPCOMING EVENTS



European Platform on Sustainable Urban Mobility Plans

2ND EUROPEAN CONFERENCE ON SUSTAINABLE URBAN MOBILITY PLANS: SUSTAINABLE MOBILITY FOR EVERYONE. 16-17 JUNE 2015, BUCHAREST, ROMANIA

Less than two years after the publication of the European Commission's Urban Mobility Package (2013) and of related Guidelines (2014), there is now a large and expanding network of cities committed to the preparation and implementation of Sustainable Urban Mobility Plans. This includes cities and institutions involved in various EU projects and initiatives, like CIVITAS, designed to drive forward mobility planning research, practice and innovation.

The European Conference is the principal annual event on Sustainable Urban Mobility Plans (SUMP) enabling the international community of practitioners, policymakers and academics from across Europe to come together to debate key issues, highlight developments

in mobility planning and exchange ideas and experience. The first European Conference on SUMP last year attracted 144 delegates from across Europe. This year it expects to reach the full conference capacity of 250 delegates, offering an excellent networking opportunity.

Romania provides an inspiring and informative host country for the event, as eight cities have recently embarked on preparing SUMP through the Growth Poles Programme. Within the conference theme, 'sustainable mobility for everyone', attendees will explore how the SUMP concept can be adjusted to suit different city geographic contexts, scales and budgets. They will also explore approaches on how mobility and accessibility can be improved for everyone in society. In parallel, planning technique sessions will provide practical guidance on specific aspects of urban mobility planning.

CIVITAS member cities and practitioners are warmly invited to participate and contribute

to the conference via the [Integrated Planning Thematic Group](#).

Conference attendance is free of charge. More information on the agenda and online registration will be made available on the [Eltis](#) website.

TRAINING MOBILITY MANAGEMENT FOR COMPANIES – SAVE THE DATE!

The CIVITAS Thematic Group on Mobility Management will be present at the next ECOMM conference in Utrecht, the Netherlands, and will organise a three-hour training event on mobility management for companies on Wednesday, May 20. Discover the best tips and tricks to engage companies in travel planning and learn from the experiences of the CIVITAS city of Stuttgart, Germany.

If you want to receive an invitation or more information, please send an e-mail to sarah.martens@mobi21.be.

CIVITAS THEMATIC GROUPS



How does segmentation make campaigns more effective?

The CIVITAS Thematic Group on Mobility Management is a growing group of city representatives and mobility management professionals who discuss a wide variety of 'soft measures' to further sustainable urban mobility. This includes providing information, organising campaigns and promoting sustainable modes, as well as education and training, school and company travel plans, and trip reduction through telework and other organisational measures.

One particularly successful example of mobility management is the SEGMENT campaign in Utrecht, the Netherlands. On April 28 at 11.00 CET the thematic group on Mobility Management will organise a webinar on how the city successfully achieved segmentation. Other examples of segmentation are available on the [CIVITAS Interactive Platform](#) and on our [LinkedIn page](#). Do leave us a message there if you have a segmentation-related experience to share or if you have comments or questions about the technique.

Join the discussion at www.civitas.eu/TG/mobility-management and register for the webinar on segmentation [here](#)

For more information, contact Sarah Martens at sarah.martens@mobi21.be.

CIVINET NEWS



The CIVINET Deutscher Sprachraum helps cities to put people first and to improve the quality of the decisions.

Quality of life is of special importance to European cities. This is defined by an intact environment, ideal living conditions, attractive economic events, and enhanced sustainable urban mobility. In this light, citizens have become increasingly interested in supporting the planning of urban mobility policies and measures and in implementing related concrete measures.

In addition, EU citizens are increasingly aware that involvement and joint decision making

are also being facilitated through EU policies and legislation, although legislation is being implemented very differently among Member States – from deliberative to centralised and closed approaches. In parallel good practices are rapidly increasing, expanding in EU cities and Member States.

The CIVINET Deutscher Sprachraum supports its members to understand relevant EU policies and legislations, and provides them with good practice examples on Mobility Management.

This approach helps to understand the needs, values and interests of citizens who depend on public transport, encouraging them to be part of decision-making processes and helping to improve the quality of the decisions.

www.civitas.eu/civinet/civinet-german | civinet_deutschsprachig@civitas.eu



CIVINET Spain & Portugal Annual Forum

The fourth local forum of CiViNET Spain and Portugal took place in the City of Malaga, Spain in February. The event happened in conjunction with the International Seminar on Bicycle, the local Workshop of the PTP-Cycle project, the peer-review exercise and the 2MOVE2 Consortium meeting. The main topic of the event was cycling policies and project, giving rise to the 'Agreement of Malaga' officially launched by the Deputy Mayor of

Malaga, Ms. María del Mar Martín, and considered the political statement of the year 2015. Other interesting presentations during the forum from the 2MOVE2 cities hailed from Malaga, Brno and Tel Aviv. External experts included aMarianne Weinreich, Chairwoman of the Cycling Embassy of Denmark, Sarah Martens from Mobiel 21 to explain the Champ (IEE) project, and Jan Bloemheugel from the City of Utrecht. Other remarkable forum events

included the Political Meeting, along with the General Assembly headed by the Councillor of Santander Ms. María Tejerina. The experiences of the City of Burgos in terms of the bike and in the PTP-Cycle project was explained by the Councillor Mr. Esteban Rebollo along with the presence of the coordinator, Paul Curtis, while the experiences of the cities of Madrid, A Coruña and Torres Vedras were also highlighted.

CIVITAS ACTIVITIES



Next CIVITAS Activity Fund call to open on 30 March

The third call for applications to the CIVITAS Activity Fund will open on 30 March. Cities and organisations are encouraged to launch their applications.

The third call focuses on the take-up of tools developed, applied, tested or evaluated within the CIVITAS Initiative, offering a total of EUR 60 000 in funding. Funding is available at four 'take-up' levels – being inspired, structural dialogue, studies, or systematic transfer. Different amounts of funding are available at each take-up level.

The CIVITAS Activity Fund aims to support the take-up of sustainable urban mobility measures, providing up to 50 % in co-funding to

successful applicants. In each call leading 'pioneer' CIVITAS cities share experiences and knowledge to accelerate the spread of sustainable measures in European cities.

The Activity Fund is also seeking CIVITAS cities who can share knowledge and expertise on the use of such tools with organisations applying to the fund. The tools can cover any of the ten CIVITAS themes as well as other areas such as planning, evaluation, business models and exploitation. Interested cities can send an outline of suitable tools as well as a short motivational letter to activityfund@civitas.eu until 16 March. For more information, visit [the Activity Fund page on civitas.eu](http://the.Activity.Fund.page.on.civitas.eu)

EU NEWS & EVENTS



EU Sustainable Energy Week to take place from 15-19 June 2015

The dates are set for next year's leading event on the promotion of a secure, clean and efficient energy for Europe. The EU Sustainable Energy Week (EUSEW) will take place from 15 to 19 June 2015 in Brussels and across Europe.



The CIVITAS initiative and the EUSEW Secretariat invites you to be part of it by organising an Energy Day, applying to the Sustainable Energy Europe Awards or attending one of the hundreds of events to take place during the entire month of June. Public and private actors working on sustainable mobility projects are encouraged to

apply, whether at city-level or through corporate actions. For more information, please check the following webpage:

[Apply for the Awards](#) | [Discover how to become an Energy Day organiser.](#)

<http://www.eusew.eu/> | dc@eusew.eu



Discover more about the 3 new EU funded Smart cities and Communities projects

The first three large integrated projects funded by the 2014 Horizon 2020 call on Smart cities and communities show great promise for deployment of transport and mobility innovations in urban areas. The funded projects, involving 84 consortium partners from 15 countries, will co-fund smart city investments in a total of 9 'lead cities' and 10 'follower cities'. The funded projects will be briefly presented here, highlighting the transport and mobility activities planned in the projects.

The **GrowSmarter** project aims to create sustainable economic development by launching integrated solutions in 3 flagship

cities (Stockholm, Cologne and Barcelona) in preparation for wider market rollout. Cities to follow are Graz, Suceava, Valetta, Porto and Cork.

The **REMOURBAN** project aims to develop and validate three flagship cities (Valladolid, Nottingham and Tepebasi/Eskisehir) within a sustainable urban regeneration model. This involves improving the sustainability of urban transport and drastically reducing greenhouse gas emissions in urban areas. Two other cities (Seraing and Miskolc) and will follow suit and will be involved in showcasing how the model could be replicated.

The **Triangulum** project will demonstrate how a systems innovation approach can take place in three flagship cities: Manchester, Eindhoven and Stavanger, which represent the main typologies of European cities. Other cities will follow suit, namely Prague, Leipzig and Sabadell. The suite of projects developed will be based around zero/low energy districts, integrated infrastructures and sustainable urban mobility designed to deliver a range of cross-cutting outcomes across different sectors and stakeholders.

For further information check [here](#)

About the MOVE newsletter

This quarterly newsletter serves to inform all those with an interest in sustainable urban mobility. It reports on developments in the field, including activities of pioneering CIVITAS cities and policy updates from the European Commission. Contributions are sourced from participating cities and organisations, as well as from the Directorate General for Mobility and Transport.

For further information on the MOVE newsletter please contact:

secretariat@civitas.eu

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Register on civitas.eu (if you are already registered, simply log-in) and start a new interaction. For more information <http://www.civitas.eu/thematic-cooperation> or contact Tito Stefanelli at stefanelli@trt.it