

CiViTAS

Cleaner and better transport in cities

SMILE

MALMÖ • NORWICH • POTENZA • SUCEAVA • TALLINN



Project Brochure

Cleaner Cities, Better Journeys



Bus route system – Malmö - Photo credit: Kasper Dudzik



Cycling – Malmö - Photo credit: City of Malmö



GPS – Malmö - Photo credit: 215 215

SMILE – Bringing CIVITAS onto the road

CIVITAS SMILE provides the strategy to combine a set of measures to develop an intelligent, sustainable and intermodal city transport system, making it possible to live an active life independently of private car use and ownership.

The project addresses these issues by promoting bio-fuels, clean vehicles and intelligent travel from door to door to improve urban air quality, improve safety and security and increase the quality of life and health of all citizens, irrespective of social status or gender. The cities will work together to demonstrate and evaluate what is required to ensure the rapid deployment and take-off of clean urban transport systems in the EU.

The objectives of CIVITAS SMILE are to improve urban air quality, create a sustainable, safe and flexible traffic system that improves the quality of life in two leading cities, Malmö (Sweden) and Norwich (UK), and in three follower sites, Tallinn (Estonia), Suceava (Romania) and Potenza (Italy). It will reverse the current trend of increased use and ownership of private cars by promoting sustainable alternatives and stimulate efficient and clean city distribution of goods.

CIVITAS SMILE brings together 29 partners in total who will implement 51 demonstration measures, which will reduce the damaging emissions from city traffic. In the long run it aims to create a modal shift towards public transport, cycling and car-sharing.

<http://www.civitas-smile.org>



SMILE.Malmö

Malmö is Sweden's third largest city with a population of 276,000 that from medieval roots has developed into a thriving industrial and trade centre. During the eighties and nineties Malmö underwent a period of economic recession and high unemployment but in the new millennium the city is full of initiative and developing fast. During the last decade Malmö has consciously reinvented itself as a sustainable multi-cultural European city of the future with major developments such as the opening of Malmö University, the construction of the Öresund Bridge to Copenhagen and urban renewal including attractive new housing and commercial areas. The Western harbour, an award-winning ecological housing area, finished in 2001 was a major European housing expo Bo01. The area is showing fantastic results in terms of housing energy consumption and design and in addition to that proudly presents the "Turning Torso" by the architect Santiago Calatrava.



SMILE.Malmö focuses on:

- Clean Municipal Fleet
- Biogas on the net
- Clean heavy vehicles with CO2 cooler
- Environmentally adapted cars
- Extended environmental zone for heavy goods vehicles and enforcement
- Marketing of clean vehicles through subsidised parking
- Marketing of a new bus route system
- Improved safety and security on buses
- Integration of cycling with public transport
- Car sharing for businesses and private people
- Freight driver support
- Satellite based traffic management for SMEs
- Sustainable SME logistics for the food industry
- Management mobility for the needs of private people and the business sector
- Eco-driving for municipal employees
- Use of real time information for the traveler
- Traffic monitoring
- Mobile internet service with bus information
- Internet tool for traffic planning
- Bus priority system
- Eco-driving for hospital employees
- Heavy goods vehicle eco-driving

Malmö Partners: City of Malmö, Malmö University, Lund University, E.ON Gas AB, Skånemejerier, UMAS, Skånetafiken, Sunfleet Car sharing, Malmö LBC, 215 215



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Low Emission Zone - Norwich



Timetables by Text - Norwich



Mobility Centre - Potenza

SMILE.Norwich

The City of Norwich, situated in the east of England, is the administrative centre of the County of Norfolk. It covers some 50km² with a population of about 120,000, although this increases to 250,000 if the immediately adjacent built up area lying outside the city boundary is taken into account. Whilst the city itself is relatively compact, it is built on a radial pattern, and with a relatively large but low-density catchment movement patterns are essentially disparate. Reliance on car-based travel, particularly beyond the urban area, is very high. The City Centre is highly accessible by non-car modes of transport. Public transport services within the Norwich Area focus on the City Centre. A significant proportion of the urban population has access to a 20-minute (or better) service. Park and Ride services increasingly provide long stay car parking beyond the urban edge, reducing the need for car travel within the urban area.



SMILE.Norwich focuses on:

- Alternative fuel vehicle fleets
- Introduction of a low emission zone
- Introduction of time controlled access restrictions
- Influencing the choice of vehicle towards smaller and more fuel efficient vehicles
- Rail station interchange
- On-street ticket vending machines
- Linking individual passenger transport information with healthcare appointments
- Development of a city centre car sharing club
- Development of strategic freight holders club to deliver improved freight operations and air quality in the city area
- Priority access for clean goods vehicles
- Urban trans-shipment centre
- Goods delivery to park and ride sites
- Travel planning
- Car-pooling
- Individual travel advice
- Customised traffic and travel information service for freight operators
- Provision of real time passenger information

Norwich Partners: Norwich CC, Norfolk CC, UEA, Anglian, First, Smart Moves



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SMILE.Potenza

Potenza, in southern Italy is situated 820 metres above sea level, on a mountain range next to the Basento River. It was only in the twenties that Potenza outgrew its walled perimeter, expanding on the lower part of the territory, towards the Basento valley. In 1959 the Industrial Consortium of Potenza, established by public organisations, local authorities, financial institutions and big industrial firms, introduced a number of different activities within the provincial territory. The town steadily grew during the second half of the twentieth century until the destructive earthquake in 1980. After about twenty years of reconstruction, Potenza is nowadays facing a huge process of renewal, increasing commercial activities, particularly developing industry and presently modernising industrial sites in the sectors of food, metal, electronics, shoes, clothing and plastic materials. At the same time, the Potenza authorities are paying close attention to sustainable development with particular attention being paid to transport. The ambitious local policy goal is to realise the vision of a vital and attractive city with a sustainable, safe and flexible traffic system that enables all citizens to lead a good and active life independently of private car ownership and use. The city has one of the biggest pedestrian mobility support systems within the EU, with elevators and escalators leading to the historical centre and linked to a car park interchange which is close to the main accesses. Public transport is being overhauled and an integrated scheme under development at regional level will allow people to reach the city by public transport. Within the CIVITAS framework a Mobility Centre will be set up that will coordinate all the activities linked to sustainable mobility and increase awareness and participation of citizens and visitors.



SMILE.Potenza focuses on:

- Introduction of clean vehicles in a large fleet of urban buses
- Demand responsive transport system
- Development of car pooling
- Mobility Management Centre

Potenza Partners: Comune di Potenza, MEET, ARPA, CTP, Regione Basilicata



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Bus Improvements - Suceava



Before



After



New Bus Fleet - Suceava

TAK - Tallinn

SMILE.Suceava

Suceava City is in the north-eastern part of Romania, 450km from Bucharest, and has been the capital of Suceava County since 1388. The municipality of Suceava, with a surface area of 52.1km² is located on the Suceava riverside, in a highland area, 400m above sea level. There are 118,500 inhabitants in the town and suburban areas. Suceava City is located at an important road junction, crossed by two European roads (the European corridor 9 of TINA network is situated near the city), five national roads and four county roads. The historical centre of Suceava includes many monuments and orthodox churches and is declared a UNESCO world heritage site. Since 1999, the northern part of the country, where Suceava is situated, has been involved in a government regeneration scheme to boost the local economy and promote foreign investment. One important aspect of this regeneration is the improvement of the transport network. Suceava began implementing clean vehicles and quality public transport services within the ALTERECO Project in 2000. The municipality owns the local transport company, which provides public transport in the city. The municipality of Suceava has formed partnerships with Merseytravel and CTP in several projects (ALTERECO, CATCH) concerning measures to reduce the impact of traffic and improve public transport.



SMILE.Suceava focuses on

- Alternative fuels for the bus fleet
- Promotion of alternative fuels in the public and private sectors
- Extension of a low emission zone
- Bus priority measures and other bus improvements
- Improved public transport information

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SMILE.Tallinn

The City of Tallinn is the capital of Estonia and at the centre of cultural, economic and higher education activities in the country. With 400,000 inhabitants, Tallinn is also the largest city in Estonia. Since Estonia gained independence in 1991 Tallinn has undergone considerable change. An economic downturn and then rapid economic growth have imposed large structural changes on the city and its transport system. The number of private cars has been increasing rapidly and the public transport network has not developed at the same pace as the private modes and faces huge competition. Between 1990 and 2000 public transport use fell from 250 to 94 million and the modal share of the public transport in Tallinn decreased from 77% to 31%. The decline in the quality of public transport has affected virtually everybody in the city, but most of all women, children and elderly people who are most dependent on it. The massive shift to private car use has also damaged the city environment. The old part of the city has been declared a UNESCO world heritage site and it is in urgent need of actions to prevent damage caused by traffic. The existing public transport network (bus, trolleys, tramways and suburban trains) needs to be renewed and extended so as to support sustainable urban development.

SMILE.Tallinn focuses on:

- Public transport priority system
- Automatic stop calls and information signs in vehicles

Tallinn Partners: Tallinn City, TTU, Tallinn Tram & Trolleybus, MRP, TAK



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