

E-LETTER No. 02

The MODERN project – a consortium of the 4 cities of Craiova, Brescia, Vitoria – Gasteiz, Coimbra - share the common objectives to improve the quality of mobility and environment in their cities and develop and implement integrated set of interventions operating on different issues and themes.

www.modern.ipacv.ro

MODERN: MObility, **D**evelopment and **E**nergy use **R**eduction:

“to increase the overall quality of life in cities, through the reduction of pollution generated by transports, the implementation of energy-saving measures, the respect for the environment and the promotion of a less car-dependant life-style”

1st Political Meeting in Vitoria Gasteiz

New mobility plans for the citizens

One week before the launch of the **European Commission’s Action Plan on Urban Mobility** (http://ec.europa.eu/transport/urban/urban_mobility/action_plan_en.htm), and in the framework of the **European Week of Sustainable Mobility**, coinciding with the day of "the city without my car" MODERN held it’s first political meeting in Vitoria-Gasteiz.

The meeting started with a welcome by the **Mayor of Vitoria-Gasteiz, Mr. Patxi Lazcoz** and an introduction by **Mr. Gabriel Vladut, MODERN project coordinator**, on the CIVITAS Programme and Sustainable Mobility in Europe. **Mr. Salvador Rueda**, Director of the Agencia de Ecologia Urbana de Barcelona and **scientific representative of Vitoria-Gasteiz, later moderated** a roundtable composed by the political representatives of the European cities involved in the MODERN project and European experts in sustainable mobility - **Mr. Joao Rebelo**, Coimbra City Deputy Mayor, **Mr. Joaquín Esteban**, Vitoria-Gasteiz Mobility Councillor, **Mr. Aldo Molinari**, scientific representative of the City of Brescia and **Mr. Gabriel Vladut, MODERN project coordinator**.

The round table focused on the **new Public Space and Sustainable Mobility Plans** in the different cities of the consortium: the importance of a **long term consensus on the project** and the necessity to **engage with the citizens to facilitate a process of change in the perception of mobility**. As **Mr. Salvador Rueda** underlined, the new mobility plans in the cities of the **MODERN Consortium** have not only the aim to convert the mobility plans to a more sustainable model but also to return the public spaces to the citizens, often considered only as pedestrians.

The audience was composed by around 50 MODERN partners and guests from the municipality, county and Basque Government, University and public and private stakeholders related to mobility.

Gabriel Vladut, Joao Rebelo, Patxi Lazcoz, Salvador Rueda and Aldo Molinari at the Political Meeting.



CITY VOICE

1st Road Show in Vitoria Gasteiz

"Cycling and the City: Culture and Public Space"

Following the political meeting on the 22nd of September, a Round Show open to all the citizens of Vitoria-Gasteiz was held at the Palacio Europa moderated by **Alfonso Sanz**, expert in sustainable mobility, **Salvador Rueda**, Director of the Agencia de Ecologia Urbana de Barcelona, **Ruben Ziordia**, of the Association of Bicycle Users of Vitoria.Gasteiz (www.bizikleteroak.org) and **Monica Ibarondo**, Head of the **Sustainability Observatory** of Vitoria-Gasteiz.

The **Roadshow** saw the strong participation of the main stakeholders - **the citizens** - and was a great opportunity to discuss the **opportunities** and **challenges** of the **new sustainability plan of Vitoria-Gasteiz** from the point of view of the **Bicycle Users**.



The **MODERN Partners** next to a reproduction of the new public transport network in Vitoria-Gasteiz to sensitize the citizens.

For further information, please contact **Juan Carlos Escudero**, Local Dissemination Manager Vitoria- Gasteiz icescudero@vitoria-gasteiz.org.

CRAIOVA

In Craiova, **seven of the eleven measures have been reshaped according to the urban development strategy**. Significant resources have been reallocated to e-ticketing system which, in the new version, expands on two types of public transport: buses and trams. This system will be integrated into a unitary system for data acquisition and processing. This will be the central management system that will allow the integration of other modules for management of public transport process in the city area. **Another new element which appeared by measures' modification is the combination of three measures into a single block**. These measures require equipment that will be connected to the central system management compatible with the hardware and software of the central management unit.



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BRESCIA

Municipality of Brescia has decided to join again the Sustainable Mobility Week promoted by the EU. The draft program includes several events, with themes such as the development of bike paths, free public transports, ecological vehicles exhibition and initiatives to raise the citizens' awareness on sustainable mobility, rediscovery of the city and incentives to use resources alternative to the car. Among these initiatives, the Civitas project, its goals and its measures that directly regard Brescia will find space. In particular **Brescia Municipality and Brescia Trasporti will produce a dual language booklet outlining the measures in progress and a leaflet that summarizes all the initiatives.** Particular emphasis will be dedicated to the measure: Brescia Mobile Channel (M 08.05).



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COIMBRA

On the 21st of July, during the Annual Trade Fair CIC promoted by the Chamber of Commerce and Industry of Coimbra, the **Modern Project organized a Campaign to give visibility to the several measures of the project and to encourage Coimbra's Population to use the public transports more and more, by showing them the benefits of this behavior.**

SMTUC placed a trolleybus in the fair ground and people were invited to visit the space, read the information and watch a video about the project.

The campaign was focused on the following key message: **better, more ecological, safer and easier to use public transports will be available in Coimbra.**

Once again, the support of the Local Authorities and political decision makers has been showed, through the presence of the Coimbra's Mayor in the initiative.



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COMING UP:

19/21 of October – CIVITAS FORUM in Krakow

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