



# APPLICATION FORM CIVITAS AWARD

## “CIVITAS CITY OF THE YEAR”

### I. DETAILS OF APPLICANT

Local authority	City of Bremen / Senate for Construction, Environment and Transport	
Country	Germany	
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<b>Website</b>		
<b>Size of City/Town:</b>	<i>Please tick / insert an “x”.</i>	
	<input type="checkbox"/>	up to 50,000 inhabitants
	<input type="checkbox"/>	50,000 to 150,000 inhabitants
	<input type="checkbox"/>	150,000 to 500,000 inhabitants
	<input checked="" type="checkbox"/>	more than 500,000 inhabitants

**Please explain why your city can be considered a good “ambassador” of the CIVITAS Initiative.**

The City of Bremen (540.000 inhabitants) is already for many years an active partner in European networks and projects about sustainable transport solutions.

Bremen covers all eight “pillars” of the CIVITAS initiative with it’s activities. A key principle has always been the exchange of gathered experience – both, good examples but also communication about problems and obstacles. This network-approach avoids reinventing the wheel Europe wide.

As Bremen is tackling with financial problems, all solutions for sustainable transport have to be very cost-efficient and economically sound. This ensures the CIVITAS measures to be sustained after the life-span of the project and allows also a high level of transferability to other European cities.

**Being an ambassador of CIVITAS to other cities:**

There have been many dissemination activities of VIVALDI examples in Europe and even beyond. Bremen has presented the CIVITAS experiences in main conferences, e.g. in Toronto (Moving the Economy 2003), Vancouver (GLOBE2004), Stockholm (CleanVehicles Forum), Estoril (EleDrive), Genova (Urban Mobility Council), Geneva (FEDRE 2004 /European Foundation for the Sustainable Development of the Regions), Madrid (UITP World Congress 2003), Nantes (GART conf. 2003/ COBATY conf 2004), Hanover (UESTRA conference), Dresden (University Forum), Barcelona (World Urban Forum) etc. and also in several East European events, e.g. Warsaw, Krakow, Gdansk, Gdynia, Vilnius etc.

The Bremen information approach about CIVITAS uses as well unconventional channels – e.g. a video contribution to the Toronto conference ‘moving the economy’ which has also been shown on other conferences in North America and Australia.



Fig. 1: Advertising the ‘egg-laying-wool-milk-saw’

A second unconventional CIVITAS “hero” is the ‘egg-laying-wool-milk-saw’ as symbol for bringing good elements together which are not expected to be combined (smart card usable for PT, Car-Sharing and electronic payment for shopping) – to be enjoyed as animation under [www.eierlegendewollmilchsau.com](http://www.eierlegendewollmilchsau.com)

In the actual video of the entire Vivaldi project, the Bremen measures are presented by "Herr Meyer". He is shown as typical Bremen citizen: "so slim because he cycles so much".  
(to be presented on the CIVITAS conference in Nantes)



Fig2: "Herr Meyer" presents e-Ticketing (Vivaldi BOB-Card)

A brand new product of intelligent communication will also be shown on the CIVITAS Forum in Nantes: one video spot showing why James Bond would use the bicycle and another one why he would use Public Transport in Bremen. These spots make people smile about current questions of 'mobility culture' opening the mind for the message much easier.

### Being an ambassador of CIVITAS in Germany

The activities within CIVITAS have been disseminated within Germany with specific (German) dissemination material. The key areas have been clean vehicles and also Car-Sharing. Bremen is been an active partner with the Vivaldi project in Germany-wide activities to promote clean vehicles (see <http://www.bremer-erdgasfahrzeug.info/>) .

In the field of Car-Sharing, Bremen has carried out an exhibition (through Vivaldi) about Car-Sharing and has initiated a "Parliamentary Evening" about this issue in the German capital Berlin.



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Fig. : leaflet and exhibition posters about Car-Sharing (in German and English)

**Being an ambassador to other CIVITAS cities:**

Bremen has shared its experience in many direct exchange events and bilateral workshops with other CIVITAS cities. E.g. delegations from Nantes and Gothenburg have visited Bremen for receiving deeper information of cycling measures and Car-Sharing. In case of Nantes, this has led towards concrete negotiations for a call for tender on the subject of Car-Sharing.



*Fig.5:Delegation from Nantes, March 05*

*Visiting the cambio Car-Sharing headquarter to discuss in detail the planned development of Car-Sharing in Nantes*



*Fig.6: delegation from Gothenburg, October 05*

*With a special focus on cycling promotion and the integration of Car-Sharing and Public Transport*

## Being an ambassador of CIVITAS to our citizens:

It is worth to point out that the City of Bremen sees its role also as ambassador of CIVITAS to the citizens of Bremen. The EU CIVITAS / Vivaldi logos are highly visible in Bremen's townscape. They can be found on CNG taxis and cars, eTicketing smart cards and promotion material, at the Intermodal Ticket +Information Centre, Car-Sharing stations and cycle promotion activities. CIVITAS achieved a positive image for citizens, media and politicians in Bremen.



Fig 7: display for CIVITAS measures

*("The implementation of the Intermodal ticketing and Information centre of the PT operator BSAG is funded by the European Union within the CIVITAS – Vivaldi project for an environmentally friendly urban transport")*



Fig 8: displays on CNG-cars



Fig.9:

*CIVITAS and EU as partners of of the electronic ticketing in Bremen clearly visible on the « Bremer Karte plus »*

**Please describe how your city has been able to timely implement its CIVITAS policies and to circumvent hurdles and/or adjust to them.**

The measures of CIVITAS Vivaldi are in line with the general political objectives in Bremen and have a good backing on the political level. The implemented measures have their roots in politically adopted plans and also previous actions - such as Car-Sharing, where Vivaldi has built on the achieved experiences. With new services and technical improvements Civitas contributed to an increase of active Car-Sharers by 43%.

In some Vivaldi fields, obstacles came up (e.g. with clean vehicles due to non-availability of 12tons CNG trucks). The programme has been adapted accordingly (e.g. by purchasing more smaller 6.5 tons CNG delivery trucks. In this process, Bremen faced the problem of being led down by the truck manufacturers. An European issue that became subject to the thematic METEOR platform meeting (Stockholm, June 04) and also in the "Stakeholder Meeting" at DG TREN together with the motor-industry (Brussels, April 05). Together with the Civitas cities Rotterdam and Stockholm Bremen worked in close cooperation on the above-mentioned obstacles.



*Fig.10: public discussion process for tram-train planning*

A case of delay was caused by an intensified participation process for the planned tram-train extension in the peri-urban area of Bremen / neighbouring communities. At the end of the day, more important than the deviation from original time schedule has been the fact that the planning has gathered much more support by the citizens through this extended procedure.

This process of participation has been presented as CIVITAS showcase on the last CIVITAS Forum in Rotterdam, November 04.



*Fig. 11*

*"one prefers the owl, another prefers the nightingale" – cover of leaflet to discuss pros and cons of the tram-train planning*

**Please explain how your city has actively involved stakeholders throughout the development and implementation of its policies.**

Bremen involves in total ten full partners in the CIVITAS Vivaldi project – from local and as well regional transport – as we regard the regional aspects as a crucial element to solve urban transport problems.

In Vivaldi Bremen, we have the gas provider and as well the local energy agency in the partnership for clean vehicles. The freight sector is represented by the “City Logistics” operator. Intermodal aspects are very well represented by the main local Public Transport operator BSAG, the regional PT umbrella organisation (ZVBN) and the operational body VBN – covering 34 operators working in an area of 8,400 km<sup>2</sup> - also the local Car-Sharing provider and its international holding are active partners.

That intensive involvement of various partners has allowed to implement joint activities, such as the integrated electronic ticketing with innovative pricing strategies (postpaid “BOB-card”) in the entire region, the intensified cooperation between Public Transport and Car-Sharing, the joint intermodal information centre (ITIC), and the common activities to promote clean vehicles – with the active involvement of car-dealers and delivery companies, to name but a few.

The promotion of clean vehicles is a core activity, where the involvement of the gas provider and the energy agency was accompanied by further partners especially car salesmen. It became clear in the process that further information and training for them was necessary. Vivaldi Bremen then has offered a communication course for this specific target group. This proved to be very supportive for the whole campaign, because car salesmen are in direct contact with the (potential) buyers of clean cars.

The City of Bremen understands itself as a kind of ‘broker’ in order to bring together and support the different stakeholders for sustainable mobility in Bremen and its region. The integration of innovative services into urban development and regeneration (e.g. Car-Sharing, mobility management, support for cycling and walking) is a long-term activity, which has gained much support through Vivaldi and will last there after.



Fig. 12 :Deputy Minister Christine Kramer in the Vivaldi Political Panel Discussion

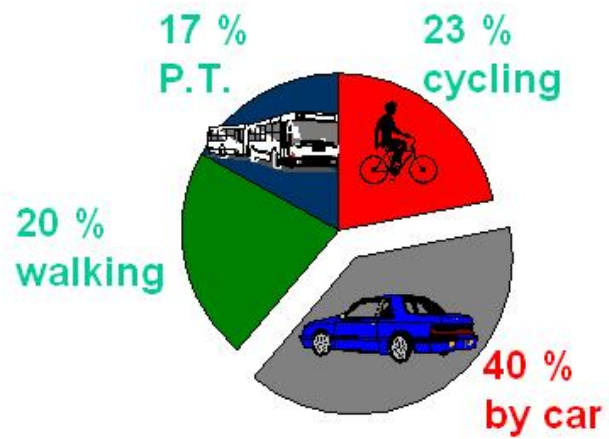


Fig. 13: ... and as partner for the Bristol Mobility Week Campaign (September 2005)

The key aspect is the integration into the local transport policy and the urban development concept. There is a common understanding of the stakeholders in the necessity for sustainable mobility - which lays the ground for the Vivaldi activities, the European exchange and for sustaining the measures beyond the horizon of CIVITAS I.



## Modal Split Bremen



Bremen city dwellers



**Please explain how your city has engaged other CIVITAS cities and CIVITAS Forum Cities in an active process of information exchange.**

Bremen has been actively involved in European exchange, networking activities and in promoting clean mobility – and especially a new mobility culture already for years.

So, the Vivaldi consortium and the cooperation also with other CIVITAS cities could build on existing cooperation structures. As European cooperation is not a one-way-street, Bremen has got some inspiration from other CIVITAS measures and is vice-versa engaged in sharing its experiences in the field of sustainable mobility.

Presentations have been made, e.g. in Stockholm, Genova, Gdynia, Lille, Nantes, Bristol, Gothenburg and further CIVITAS and CIVITAS Forum cities.

Numerous visitor groups have been guided through the local CIVITAS measures. In the field of Car-Sharing, Bremen has organised a platform meeting in the framework of METEOR in January 2005 in Brussels. Other CIVITAS cities could use the gathered experience, especially in the field of Car-Sharing.

The Bremen project information is available in all five Vivaldi languages: German, English, French, Danish and Lithuanian – in order be used by the Vivaldi partners.

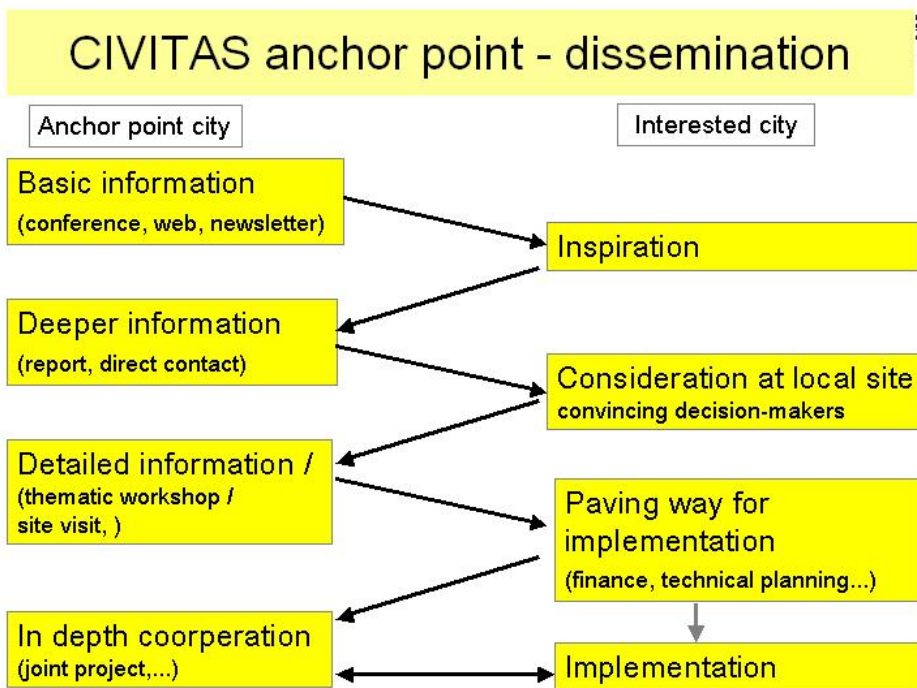
fig. 14 English version

Fig 15: Lithuanian version

Bremen has hosted numerous visitors from other cities to show and explain not only Car-Sharing but also the philosophy of integrated mobility solutions. Fields of special interest are

- the traffic cells as neighbourhoods where through traffic for cars is avoided – but an open network for cyclists is offered, 30-km zone and integration of Car-Sharing services
- contraflow cycling in one-way-streets
- electronic ticketing and its integration with further services (see ‘egg-laying-wool-milk-saw’ Bremer Karte plus) / regional integration of Public Transport
- tram-train planning and related participation processes
- clean vehicle strategies (esp. CNG-programme).

Bremen sees the CIVITAS cities as anchor points for disseminating further the experience – and to even come to joint project developments – as on the way in the field of Car-Sharing or promoting clean vehicles.



Bremen is willed to continue with evaluation and dissemination activities – in order to promote clean and sustainable urban transport for the benefit of the citizens in Bremen and other European cities.