

Application Form CIVITAS Award: “CIVITAS City of the Year”

I. Details of Applicant

Local authority	Streets and Parks Department, City of Malmö	
Country	Sweden	
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Size of City/Town:	Please tick / insert an “x”.	
	<input type="checkbox"/>	up to 50,000 inhabitants
	<input type="checkbox"/>	50,000 to 150,000 inhabitants
	<input checked="" type="checkbox"/>	150,000 to 500,000 inhabitants
	<input 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 Malmö has actively promoted sustainable transportation in a European perspective. Mainly by implementing a training model together with the CIVITAS city of Tallinn. This has led to both benchmarking and knowledge transfer schemes

Also of interest are the many travels the members of the Project Management Office has made to e.g. Karlovy Vary (Carlsbad) and Paris to give talks about Malmö’s work with sustainable transportation within the CIVITAS initiative. Other ambassador trips and frequent contacts concerning e.g. mobility management have been made to Gothenburg (SWE), Aalborg (DAN) and Groeningen (NED). One talk about SMILE and CIVITAS was also given at the annual conference for the Swedish Association of Local and Regional Authorities where all the heads from the equivalent of our Streets and Parks department were present.

Worth mentioning is also the active communications work laid down to establish the City of Malmö as an environmentally friendly city and as a CIVITAS partner. Leaflets, brochures and posters with the CIVITAS logo have been spread to both local stakeholders and foreign guests. By participating in other European networks (e.g. Eurocities) the initiative has been promoted internationally. Also local politician Anders Rubin has actively taken part in the Political Advisory Committee connected to CIVITAS.

Last but certainly not least the reference group created for SMILE has contributed to promoting CIVITAS policies. In the reference group several stakeholders are involved from all sectors of society and among them the Swedish Road Administration.

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

Notable is our work with Traffic Environmental Program running until 2011 and its large pool of both technical and policy measures. Entering the CIVITAS initiative brought new dimensions to a work in its infancy, forcing us to take on a larger scope. A huge effort was put into that and finally the proposed program was approved unanimously by the politicians.

Among the other important implementations is the overall work with biogas. The university hospital, the municipality a local dairy company and the local bus company are enlarging their vehicle fleet with biogas compatible engines. This together with a measure to upgrade natural gas to biogas for vehicle use and more tank stations will presumably create a critical mass leading to increased availability in turn leading to increased private environmental car ownership as well as reducing the negative effect these large vehicle fleets have on the environment. Hand in hand with this subsidized parking for environmental cars is being implemented also possibly leading to increased private eco-cars purchased.

Our work with Low Emissions Zones is well under way of changing the way cities can with local regulations immediately make an impact on the environment. Together with three other cities a progressive attempt has been made trying to influence national legislation, which is about to take effect within shortly.

Last but not least is the combined effort at stimulating use of cycling and public transportation as a substitute to car use. Both behavioural stimulation and technical innovation are used to facilitate and increase the satisfaction of alternative modes of transportation. Just to name a few measures: travel planner via WAP, online travel planner for bicycles, signalling systems giving priority to public transportation and even bicycles and safety improved bicycle lanes.

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

Our foremost project connected to the involvement of stakeholders is the Mobility Management project. A huge effort has been made to promote Malmö as a bicycle city. All city newcomers have received an expensive booklet describing local celebrities and their relationship to bicycling.

Another important work within Mobility Management is also done in cooperating with local commerce and industry in promoting cycling, public transportation and clean vehicles. The City of Malmö is actively trying to work with the local commerce and industry to achieve a traffic environment that is both environmentally sustainable as well as financially competitive. Even outside of the actual CIVITAS project the commerce and industry is actively involved in the city and traffic planning. A costly movie has been produced to promote sustainable transports to the private sector. It is then used together with a well liked handbook at the seminars and breakfast meetings arranged by the Mobility Management project group.

Another work is done in cooperation with the schools in Malmö, trying to influence parents to take part in a project called "friendly route" (to school). The project aims at changing the way parents take their children to school.

Internally, within the municipality, we are also working with campaigns trying to influence the commuting to and from work (City of Malmö has around 20 000 persons employed).

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

Also here we want to maintain the work with the training model together with Tallinn (see above). An extensive cooperation together with CIVITAS I city of Stockholm is underway. We share many seminars, workshops and other information exchange activities.

Several study trips have been made during the course of the CIVITAS project, e.g. to Gothenburg, Aalborg, Ljubljana, not to mention all the contacts we have with our partner cities Tallinn, Suceava, Norwich and Potenza.

The project partners are also known to be involved very actively in the CIVITAS Forums, usually participating with talks and with leading seminars.

Thank you for applying for the CIVITAS City of the Year Award.

If your local authority is selected as winner by the seventeen Site Managers of CIVITAS II cities, you will receive the **CIVITAS of the Year Award** at the CIVITAS Forum Conference in Burgos, 25-27 September 2006.

Please send your application form to civitas@fgm-amor.at