



CiViTAS
Cleaner and better transport in cities

ARCHIMEDES

AALBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IASI • MONZA • ÚSTÍ NAD LABEM

IASI

T35.1: Education and Promotion Programme in IASI

IASI

November 2010



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Contents

1. INTRODUCTION.....	4
1.1 BACKGROUND CIVITAS.....	4
1.2 BACKGROUND ARCHIMEDES.....	5
1.3 PARTICIPANT CITIES.....	5
1.3.1 <i>Leading City Innovation Areas</i>	5
2. IASI.....	5
3. BACKGROUND TO THE DELIVERABLE.....	6
3.1 SUMMARY DESCRIPTION OF THE TASK.....	6
4. T35.1 EDUCATION&PROMOTION PROGRAMME.....	7
4.1 DESCRIPTION OF THE WORK DONE:.....	7
4.2 DESCRIPTION OF THE EDUCATION & PROMOTION PROGRAMME.....	7
4.2.1 <i>World Environment Day</i>	7
4.2.2 <i>European Mobility Week</i>	8
4.2.3 <i>Iasi Celebration</i>	9
4.2.4 <i>World Town Planning Day</i>	9
4.2.5 <i>Promotional materials</i>	9
4.3 MAIN OUTCOMES.....	15
4.4 COMMUNICATION ACTIVITIES.....	15
4.5 PROBLEMS IDENTIFIED.....	19
4.6 FUTURE PLANS.....	19

1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);
CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and
CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by :

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2. Iasi

The City of Iasi is located in north-eastern Romania and is the second largest Romanian city, after Bucharest, with a population of 366,000 inhabitants. It is also the centre of a metropolitan area, which occupies a surface of 787.87 square kilometres, encompassing a total population of 398,000 inhabitants.

The city seeks to develop possibilities for habitation, recreation and relaxation for all citizens in the region, business opportunities and provide opportunities for more consistent investments.

The city has five universities with approximately 50,000 students, the second largest in Romania. The universities and their campuses are located in the central and semi-central area of the city. In the same area, there are also a large number of kindergartens, schools and high schools with approximately 10,000 pupils. This creates a large number of routes along the main corridor, served by the public transport service number "8" (Complex Tudor Vladimirescu - Copou) with an approximate length of 10 km. The City of Iasi will implement its integrated measures in this area to be known as the "CIVITAS+Corridor".

The city's objectives in CIVITAS - ARCHIMEDES are based on the existing plans related to transport, Local Agenda 21, approved in 2002, and the Sustainable Social-Economic Development Strategy for City of Iasi. The CIVITAS Plus objectives were integrated in the Strategy for metropolitan development which was finalized in October 2009.

3. Background to the Deliverable

Before the ARCHIMEDES project, Iasi faced a gap between the general awareness of environmental problems - greenhouse effect, air quality problems, noise etc. - and the travellers' recognition of their contribution to these problems. By educating people about the benefits of sustainable transport and encouraging them to think about their transport habits, the gap will be closed and it may become easier to promote sustainable transport.

Measure n°35: "Education and Promotion Programme in Iasi" proposed to introduce a promotional campaign through media and on public transport routes to demonstrate the benefits of using ecologically friendly transport modes. Marketing specialists were commissioned in June 2010 for marketing specialists to develop campaign and promotional material to encourage the uptake of sustainable travel through public transport.

3.1 Summary Description of the Task

The promotional campaign for public transport was launched to inform accurately and quickly the target public about the measures taken under the CIVITAS-ARCHIMEDES Project in Iasi. The target audience were students, particularly, and inhabitants of Iasi, in general. They were informed of these measures through radio spots, TV, newspaper layouts and the meeting in schools and universities, located on the CIVITAS Corridor. A dedicated website and promotional print layouts on buses and trams support the campaign's message throughout the project.

4. T35.1 Education&Promotion Programme

4.1 Description of the work done:

Iasi Municipality organised a procurement session in May 2010, in order to commission the marketing specialists to the promotion campaign for public transport. The contract with the private company started on 1 June 2010.

Events, products and services of the promotion campaign were structured around four important periods:

- 5 June - World Environment Day;
- 16 -22 September - European Mobility Week;
- 6-30 October – Iasi Celebration;
- 8 November - World Town Planning Day.

From June to September 2010, promotional materials (see section 4.2 for examples) were distributed in parks and on the main boulevard of the CIVITAS Corridor. Thus the campaign reached students from two major campuses.

The intention to reach the target audience was led by the slogan "We move the future" broadcast through TV and radio spots, newspaper promotional layouts and the website www.viitorinmiscare.ro.

4.2 Description of the Education & Promotion Programme

4.2.1 World Environment Day

To mark "World Environment Day" four meetings were organized on 7th and 8th June 2010, in schools and colleges. The School "Carmen Sylva", the Art College "Octav Bancila" the College "Garabet Ibraileanu" and the College of Computer Science "Grigore C. Moisil" were targeted with support from specialists in communication and public transport from the City Hall and the Local Public Transport Company. For better visibility of the campaign a dedicated bus, presenting the campaign slogan "We move the future," and urging "Use the public transport!" sustained the distribution of promotional materials of the education and promotion caravan for public transport.

More than 500 pupils and students from these four schools along the CIVITAS Corridor provided feedback on their views of public transport. For four days ten promoters circulated along the CIVITAS Corridor in the promotional bus, and distributed 50,000 flyers, 2,100 note-books, 2,100 school timetables, and 1,150 green maps of the city to different PT users on the route.

A press-conference was held at the City Hall on 9th June to mark the beginning of the promotional campaign.



Fig.1 Press conference at the City Hall

To find out and evaluate the level of awareness about the project, organizers conducted a survey of 1000 people, representative for the target group, in cooperation with the Faculty of Sociology of the University „Al. I. Cuza”. Results of this research have been used in comparative analyses in order to establish the level of awareness of the promotional campaign identity.

During the summer period, groups of promoters distributed promotional materials, each weekend, in 2 public parks and on the Carol I Bd., reaching students from 2 university campuses. In two months, 7,900 note-books, 18,850 green maps of the city, and 500 school timetables were distributed. The audio spot of the promotional campaign was broadcast each weekend on the open swimming pool beach, within a partnership established between the City Hall and a local radio station.

4.2.2 European Mobility Week

To mark the "European Mobility Week", four meetings were held in other colleges of the CIVITAS Corridor – the National College „Mihail Sadoveanu", the Economic and Administrative Science College, the National College "Mihai Eminescu", and the National College Costache Negruzzi " – with support from specialists in communication and public transport from the City Hall and the Local Public Transport Company. The dedicated bus, presenting the campaign slogan "We move the future," and urging "Use the public transport!" sustained the distribution of promotional materials of the education and promotion caravan for public transport.

Additional activities were organised; 9 radio spots, 3 TV spots and 3 newspaper promotional layouts were broadcast for the general public of Iasi. In this phase of the promotional campaign for public transport, 50,000 flyers were distributed together with 1,600 note-books, 2,400 school timetables, 10,000 green maps of the city, and 1,600 pens.

4.2.3 Iasi Celebration

To mark the Iasi Celebration, the dedicated bus, presenting the campaign slogan "We move the future," and urging "Use the public transport!" sustained the distribution of promotional materials of the education and promotion caravan for public transport, in the weekend of 16th-18th October.

A further 9 radio spots, 3 TV spots and 3 newspaper promotional layouts were broadcasted for the general public of Iasi. In this phase of the promotional campaign for public transport were distributed 50,000 flyers were distributed in addition to 10,000 green maps of the city.

4.2.4 World Town Planning Day

To mark „World Town Planning Day”, four meetings were organised from 9th to 11th November 2010, in universities located on the CIVITAS Corridor. The Technical University "Gheorghe Asachi", the University of Medicine and Pharmacy "Gr. T. Popa", the University "Alexandru Ioan Cuza" and the University of Agricultural Sciences and Veterinary Medicine "Ion Ionescu de la Brad" were targeted with support from specialists in communication and public transport from the City Hall and the Local Public Transport Company. 400 students participated in these meetings, aiming to discuss current issues in local public transport and to understand what changes CIVITAS ARCHIMEDES is bringing to Iasi. Specialists have called on students to use www.transportiasi.ro and the online forum of the Local Public Transport Company. They have encouraged students to propose a way to have permanent contact with those who manage the public transport in the city. The dedicated bus, presenting the campaign slogan "We move the future," and urging "Use the public transport!" sustained the distribution of promotional materials of the education and promotion caravan for public transport, in universities campuses.

Additional activities were organised; 9 radio spots, 3 TV spots and 3 newspaper promotional layouts were broadcasted for the general public of Iasi. In this phase of the promotional campaign for public transport, 50,000 flyers were distributed together with 8,700 note-books, 5,000 school timetables, 10,350 green maps of the city, and 3,400 pens.

4.2.5 Promotional materials



Fig.2 Flyers and note-books



Fig.3 Note-books, school timetables, and green maps of the city



Fig.4 Meeting with pupils in school



Fig.5 Meeting with students in a college



Fig.6 The promotional bus



Fig.7 Promoters in action



Fig. 8 Street distribution of promotional materials



Fig.9 Meeting with students in a university



Fig.10 Promotional materials distributed in campuses



Fig.11 Website www.viitorinmiscare.ro

4.3 Main Outcomes

The Education & Promotion Programme has been implemented successfully from an operational perspective. Outcomes in terms of the impact of the promotional campaign for public transport will be determined by the project evaluation tasks, covering the level of public transport use and the awareness of the CIVITAS-ARCHIMEDES measures status in Iasi.

4.4 Communication Activities

During the implementation of the promotional campaign, local and regional media presented news about the achievement of the entire campaign, including the name of the Project CIVITAS-ARCHIMEDES, based on press releases and press conferences of organisers.

Positive articles about Education & Promotion Programme



Evenimentul
REGIONAL AL MOLDOVEI
editia online de sambata, 06 martie 2010
Iasi, Bacău, Botoșani, Neamț, Vaslui, Suceava

25 vizitatori pe site

Cuprins
EDITORIAL
MOLDOVA
Iasi
Bacau
Botosani
Neamt
Suceava
Vaslui
POLITICA
ECONOMIE
CULTURA
SPORT
RUBRICI
Suplimente
TRUP&SUFLET
REPORTER
CARTE FILM
DVD
NIMIC IN PLUS

Rama foto LG F1020N 10"
Rezolutie 800x600 px | Memorie interna 2GB
Difuzor, calendar, ceas
eMAG ProfitShare
399 RON

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Licitație pentru promovarea proiectului Archimedes

Municipalitatea pune la bătaie 645.000 de lei pentru promovarea proiectului Archimedes din cadrul programului Civitas. În cadrul acestui proiect, care beneficiază de finanțare europeană, municipalitatea va crea o serie de facilități celor care circulă pe traseul Tudor Vladimirescu – Rond Agronomie, precum sistem de ticketing în 75 de tramvaie, autobuze și microbuze, piste pentru bicicliști, dar și un sistem de dirijare a traficului în așa fel încât mijloacele de transport care trec prin intersecțiile de pe acest traseu să aibă prioritate. Pe 16 aprilie, va avea loc licitația în urma căreia se va desemna firma care să se ocupe de publicitatea proiectului. (C.N.)

Fig.12 Regional newspaper "Evenimentul", March 2010

Două firme se bat să facă publicitate Primăriei

D.N.

10/04/2010 13:44:00

Mărime font: - +



O firmă din Iași și una din Suceava vor să obțină un contract în valoare de aproximativ 600.000 de lei. Suma va fi cheltuită pentru a se face publicitate unui proiect care este finanțat din fonduri europene. Conform procedurilor, acest lucru este necesar iar banii cheltuiți nu sunt din fondurile Primăriei.

Estimarea făcută de Primărie pentru acest contract este de 645.000 lei fără TVA, iar sumele depuse se încadrează: Rodotex Iași – 598.000 de lei și Accent Print Suceava – 641.000 de lei.

Ce trebuie să facă firma care va fi declarată câștigătoare:

Componenta 1. Materiale de promovare a transportului public: flyeré -4 modele a câte 50 000 exemplare, mape – 500 bucăți

Componenta 2. Materiale de promovare în mijloacele de transport public: print digital pe autocolant în interiorul mijloacelor de transport public – 500 bucăți, print digital pe autocolant pentru decorarea mijloacelor de transport public – 250 bucăți. Modelele vor fi creația prestatorului.

Componenta 3. Materiale de promovare a transportului public în mediul public în mediul preuniversitar, universitar, social și de afaceri: harta verde a orașului – 50 000 bucăți, bloc notes – 20 000 bucăți, orar școlar – 10 000 bucăți, pixuri inscripționate – 5000 bucăți. Modelele vor fi creația prestatorului.

Componenta 4. Promovare media: spot radio – 27 difuzări, spot TV- 9 difuzări, publicitate în presa scrisă – 12 difuzari, producție spot radio - 3 spoturi, producție spot video 1 bucată și două ajustări, realizare machete de presă – 4 bucăți.

Componenta 5. Organizare conferințe de presă - 2 conferințe de presă, organizare întâlniri de promovare a transportului public cu elevi și studenți din 8 școli și 4 universități de pe coridorul Civitas.

Proiectul Civitas prevede echiparea a 30 e autobuze cu stații GPL, sistem de ticketing automat, sisteme GPS de control al traficului, benzi speciale pentru transportul public și piste de bicicliști. Coridorul pe care se implementează aceste lucruri este din Copou până în Tudor Vladimirescu.

Fig.13 Local newspaper “Ziua de Iasi”, April 2010

TELEM
INFORMAȚIA DEȘTEAPTĂ

Prima pagina Local Național Sport Bărfesc... darci exist Live TV Arhivă Contact

EMISIUNI

- Măier încomod
- Lina Iela
- Extremal la democrație
- Îașul în direct
- Îașul lui Măican
- Marile Speranțe
- Puls economic
- Top Sport
- Leacă de sănătate
- Savaria de Weekend
- Colț/vecel
- Top 7
- Trigony

REPORTER DE SERVICIU

TELEFON: 0756.212.248 NONSTOP

PROGRAM TV

Lu We Mi Jo Vi Sa Du
Joi 07:30-17:00

Un transport urban mai bun și mai curat

Miercuri, 9 Iunie 2010 18:55 Hiba: 52 Str: Local

Astăzi s-a încheiat prima etapă a campaniei de educare și promovare a transportului public în cadrul proiectului european CIVITAS ARCHIMEDES.

Proiectul are în vedere îmbunătățirea mobilității urbane și delimitarea populației să utilizeze mijloacele "verzi" de deplasare.

"Proiectul ARCHIMEDEA își dorește să introducă măsuri inovative în transportul public, să schimbe fața orașului instalând 50 de stații pentru persoane cu dizabilități, instalând un sistem automat de ticketing sau panou de informare în timp real. Ne dorim să schimbăm concepția oamenilor, să mai renunțe din cauză în când la mașini să urce în tramvai, să urce în autobuz pentru că noi intenționăm să micșorăm și emisiile gaze, modificând autobuzetele și să schimbăm par și simplul fața transportului public macar pe Coridorul CIVITAS care este între Rond Agromonie și Tudor Vladimirescu", a declarat Beatrice Fotache, manager general.

"Dacă leam și unificăm bine acest proiect este într-adevăr benefic pentru toți oamenii, dar în special pentru cei care folosesc mijloacele de transport în comun sau alte mijloace de transport ecologice. Acest proiect promovează folosirea mijloacelor de capacitatea mare și ecologica tramvaiele sau autobuzetele care folosesc altele de combustibil GPL sau metan", a declarat Marcel Ghișcă, director RAIP Iași.

Cea de-a doua etapă a proiectului va avea loc pe 22 septembrie când va fi marcat evenimentul "În orașul Iași o zi fără mașină", (Ilihaela Obada, Mihail Boaru) 9 iunie 2010

Fig.14 Local television Tele M, June 2010

Către o nouă cultură a mobilității

■ Obiectivul Archimedes este să introducă măsuri inovative în transportul public. Așa ar suna sec o frază despre proiectul Archimedes ■

"Du, Archimedes introduce măsuri inovative în transportul public, dar face asta pentru oameni și cu ajutorul comunității. Democratia pe care Iasi încearcă să o facă prin acest proiect este că nu e cel mai important să schimbăm fața orașului o țară nouă de autobuzete sau să introducem tehnici de urbanizare generală în interzicerea parcarilor, nu este cel mai important să reducem nivelul modifi-

ficând autobuzete cu instalatii GPL sau instalatii sisteme de management traficului, ori ticketing automat, cel mai important este ca oamenii să fie conștienți de ceea ce fac, să se arborizeze și să o facă cu tehnologia", a declarat Beatrice Fotache, șefa manager Archimedes din partea Primăriei Municipali Iași. Campania de educare și promovare a transportului public este o lăisă o măsură importantă, încercând să ofere o abordare nouă a transportului, a mobilității în general. Municipalierea dorește să introducă și în rândul oamenilor concepția de cultură a mobilității urbane, concept lansat de Comisia Europeană odată cu cartea verde a mobilității în 2007.

Archimedes își dorește, prin obiectivele sale, să reducă în mod semnificativ și studenții - ca proiecte și nucleul de viață - de acestă campanie este contrari pe căminarea în

școli. De altfel, Coridorul transportului public a fost deja în parcuri și se va începe în curând cu ajutorul de 5 milioane.

Campania are câteva etape libere în următoarele perioade săptămânale pentru informații importante ale Proiectului: Coștaș, Ploaie, 5 iunie, orașul marșal Zina Măndăla și Măndăla și Ecologul, 12 septembrie, orașul marșal Zina, în orașul Iași, o zi fără mașină, 12 octombrie, manifestarea în cadrul programului Săptămâna Iașului, 8 noiembrie, marșal Zina Măndăla și Zorău Urbana.

"Aceste evenimente vor fi două săptămâni unei campanii de lucru săptămânală, campania care va începe ca să abordeze chestiunea locală și să strălucească o altă viață asupra transportului public, asupra alternativelor la mașina personală", a declarat Beatrice Fotache.

Fig.15 Municipality newspaper "Curierul de Iasi", June 2010



Fig.16 Local newspaper “Buna Ziua Iasi”, July 2010



Fig.17 Website of the municipality newspaper www.curierul-iasi.ro, September 2010

4.5 Problems Identified

Prior to the promotional campaign outlined above, there was little or no activity to encourage people to travel in a more sustainable way or to promote alternatives to private car use. People, particularly students, didn't understand the connection between their contributions to environmental problems and the promotion of the sustainable transport, in general.

4.6 Future Plans

The website of the promotional campaign offers access to relevant information - including information about ARCHIMEDES. It is hoped that this, combined with other promotional campaign materials from the project will generate dynamic changes in people's travel behaviour.