



CiViTAS
Cleaner and better transport in cities

Sustainable Mobility Highlights 2002-2012

CIVITAS is a European Initiative involving more than 200 cities across Europe in the testing and sharing of new technologies and innovative concepts to achieve sustainable and integrated strategies for urban transport.

MOBILITY MANAGEMENT

Moving messages

Mobility management is a concept to promote sustainable transport and reduce single occupancy car use by changing travellers' attitudes and behaviour. At the core of mobility management are so-called soft measures such as information, communication, organisation of services and coordination of activities of different partners.

In the field of mobility management, CIVITAS cities worked on mobility planning; public participation; and mobility marketing/awareness raising. This highlight offers insights on the last subcategory.

Cities can make urban transport more efficient by influencing travel behaviour and modal choice through campaigns, action days, educational activities, individualised social marketing measures, mobility information centres and more.

Such measures are typically used to enhance the effectiveness of so-called "hard" measures such as investments in trams lines, roads and cycling infrastructure. Mobility management measures normally cost much less than hard measures and may have a very good benefit-cost ratio.

For these reasons, the CIVITAS Initiative has realised 67 measures on mobility marketing and awareness raising in 36 different cities since 2002. This highlight features some of the most successful and eye-catching among these to inspire other EU cities.



Campaigns and actions

Almost all CIVITAS cities have held campaigns, photo and video contests, events and other activities to change travel behaviour. **Bologna**, Italy, invited other European cities to join a cycling challenge. Citizens in each city monitored and compared their cycled kilometres through a GPS. In **Gdansk**, Poland the city expanded its annual car free day into a multiple-day event during European Mobility Week and launched a series of Bicycle Fridays. Visitors at big cultural events in **Utrecht**, Netherlands, received a free subscription to the public bike system and a bicycle bell. The city of **Ghent**, Belgium, rewarded winter-time cyclists with warm gloves. More than 500 citizens posed for a fashion photographer with their bicycles. Twenty selected pictures were displayed lifesize on outdoor boards. But the most original campaign was probably in **Tallinn**, Estonia. There, the interior and exterior of a bus and several pillars of a bus terminal were wrapped in "knitting graffiti", or coloured knitted scarves, to make them warm and inviting.

Other inspiring cities are Burgos (Spain); Cork (United Kingdom); Gdansk (Poland); Graz (Austria); Genova (Italy); Gothenburg (Sweden); Krakow (Poland); Perugia (Italy); Preston (United Kingdom); Stuttgart (Germany); Suceava (Romania); Szczecinek (Poland); Toulouse (France); and Zagreb (Croatia).





Educational activities

Training is an effective means to make different target groups aware of the impact of different transport modes. **Brighton & Hove**, United Kingdom, involved children in a pollution monitoring exercise to help them better understand the impact of mobility on local air quality. School children in **Craiova**, Romania, received a multi-media lesson on public transport, so they could act as public transport ambassadors towards older generations. Several CIVITAS cities organised eco-driving courses for citizens. **Malmö**, Sweden, targeted municipal employees, hospital employees and lorry drivers, while **Tallinn**, Estonia, trained bus drivers.

Other inspiring cities are Funchal (Portugal); Odense (Denmark); and Victoria-Gasteiz (Spain).

Individualised social marketing

Several CIVITAS cities experimented with a more individualised approach to training. In **Odense**, Denmark, a group of students visited citizens, encouraging them to change their transport habits and consider alternatives to the private car. Personal visits were made to a total of 7,000 households. Car trips dropped by 9 percent, bus trips increased by 58 percent and train trips increased by 54 percent. In **Donostia-San Sebastian**, Spain, 300 households that were using their private cars for trips within the city, received personalised travel advice and over 200 were provided with a free public transport pass and other incentives to try out sustainable transport options.

Other inspiring cities are Brighton & Hove, Preston and Norwich (United Kingdom); and Ljubljana (Slovenia).



Mobility information centres

Brno, Czech Republic, has set up an Integrated Mobility Centre that provides a transport and tourist information. The purpose of the centre is to provide high-quality, one-stop customer service. The centre counted 9,320 client visits from its opening in September 2011 to the end of August 2012. Other cities created virtual mobility centres. The Swedish cities of **Stockholm** and **Malmö**, created a website for optimal trip planning. By providing comprehensive trip planning information in a user-friendly online format, they aimed to promote smarter transport choices and reduce congestion on the cities' roads. In **Iasi**, Romania, there used to be no easy way for passengers to access information on public transport before or during their journeys. This lack of knowledge was a barrier to public transport use. A new telephone service was set up to address this problem.

Other inspiring cities are Aalborg (Denmark); Bremen (Germany); Bristol (United Kingdom); Coimbra and Porto (Portugal); Potenza (Italy); and Toulouse (France).

Learn more at www.civitas.eu/mobility-management/marketing

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