



CiViTAS
Cleaner and better transport in cities

VANGUARD
.....

Report
Results exploitation
workshop #4

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1. Practical organisation

In this report we will give an overview of the fourth and final CIVITAS VANGUARD results exploitation workshop. The workshop series is intended to disseminate the results of CIVITAS.

Based on the selection criteria for suitable events, the fourth event was held in April 2013 in Geneva, in parallel to the European Sustainable Cities and Towns Conference (ESCT). It focused on the themes of less car dependent lifestyles and mobility management. The aim of the workshop was to transmit CIVITAS results and innovative practice to non-CIVITAS cities and other relevant stakeholders. Good presentations and plenty of time for discussion were at the heart of the workshop.

1.1 Promotion

The promotion of this last CIVITAS VANGUARD results exploitation workshop was primarily done via the CIVITAS website (www.CIVITAS.eu), the internal CIVITAS Plus newsletter and the external CIVITAS newsletter, MOVE. The event was also promoted on the Eltis website. CIVITAS VANGUARD consortium partners, dissemination managers and speakers were asked to promote the event through their own channels. The workshop was also sponsored through the ESCT conference website. In addition to this direct mailings were sent to the CIVITAS contacts database and it was promoted via the CIVITAS social media accounts on Twitter and Facebook besides Linked-In (the thematic groups).

1.2 Registration

Participants were encouraged to register on the CIVITAS website (www.CIVITAS.eu) via a registration tool; they had the possibility to register two months before the event. The registration tool closed one week before the training.

The capacity of the workshop, 30 participants, was reached ahead of the event.

1.3 Pre-event information and participant packs

Before the workshop the following documents were made available on the CIVITAS website and were sent directly to participants by e-mail:

- Programme
- Practicalities document (getting there, hotels, etc.)
- All the presentations plus other details such as a map of the venue
- Speaker bios
- Participants list.

At the event, participants received print-outs of the final programme, together with some CIVITAS materials, such as MOVE, the CIVITAS leaflet, and fact sheets on mobility management and less car dependent lifestyle.

1.4 Post-event information/communication

The day after the event, the final presentations and pictures were posted online.

Participants were thanked via email for joining the workshop and were made aware of the availability of presentations online. They were and asked to complete the online evaluation.

1.5 Audience composition

In total, 29 individuals registered for the workshop. As the venue had a capacity of 30, late registrations were accepted, in view of expected no-shows. In the end, 22 participants from 16 countries were present.

2. Workshop content

2.1 Introduction

Jerome Simpson, CIVITAS VANGUARD

Jerome welcomes participants to the workshop, presents the agenda and the results from the survey about participants expectations from the workshop that was conducted as part of the registration process. Most participants indicated that they have experience in mobility but 40 percent stated that they have no experience in the field of car independent lifestyles. Participants also indicated that they are particularly interested in practical examples. Jerome shows the 3-minute video introducing the CIVITAS Initiative

2.2 EU policy priorities

Monique van Wortel, European Commission, DG MOVE

Monique van Wortel presents the European Commission's priorities for urban mobility and plans for the near future. She introduces the EC 2020 strategy and the 2011 White Paper on Transport 'Roadmap to a single European transport area'. The main problems these strategies want to address are dependency on fossil fuels, greenhouse gas emissions and congestion



in Europe. Two of the ten goals in the White Paper specifically focus on urban mobility.

Ms van Wortel stresses that the EC respects that every city is different and has different needs, so the EC does not see a prescriptive top-down blueprint approach as appropriate. The EC Action Plan on Urban Mobility (APUM) is currently undergoing a review, and the new report is expected in May 2013. The Plan has a package focusing entirely on urban mobility with actions 31, 32 and 33. An important aspect of the EC priorities are sustainable urban mobility plans (SUMP). In contrast to the traditional transport plan that mainly focuses on infrastructure, a SUMP should include economic, environmental and social aspects. The EC launched a study in December 2012 to assess the state of play regarding SUMP in different EU Member States, as well as the impact of the various approaches. Cities have very different approaches towards low emission zones and access restriction schemes. The EC is looking into an harmonised approach.

In terms of city logistics, a public consultation process launched by the EC received more than 200 responses. 87 percent of respondents support the decision of the EC to work on SUMP. Exchange of best practice, R&D, funding, guidelines and recommendations are seen as meaningful ways for the EC to address the topic. There is a sense that freight transport has largely been neglected and there is support for more harmonised access restrictions.

Questions from the audience

Participants expressed their support for the EC picking up on SUMP and facilitating exchange of best practice.

Lidija Pavic-Rogosic from the City of Zagreb contributes that Zagreb for instance has benefited from the exchange of experience with other cities like Ljubljana through CIVITAS.

Cosimo Chiffi from TRT Italy asks whether the EC is in favour of the principle of conditionality for the implementation of SUMP. Monique clarifies that a final decision is expected for the second half of the year following the completion of the impact assessment this summer. It is planned to integrate it into structural funds and therefore will only be implemented in the next funding phase starting 2020. It would be welcome if more information from the impact assessment was available in time for the CIVITAS Forum conference in Brest, which should hopefully be the case if the impact assessment is completed on schedule.

Laurie Pickup reports about good experiences from the UK with the conditionality principle. Regions apply for funding and make annual updates to the plan, which influences the amount of funding available from the government in a transparent process. From his experience in working with smaller cities in CIVITAS, he identifies a lack of interdisciplinary skills and insufficient resources for data collection as an issue that he would like to see addressed. He suggests that one possible solution may be to have bigger cities teach smaller cities (with populations of 30-50,000 inhabitants) and stresses that there is definitely a need for guidelines, a notion supported by Miklos Marton. Other participants reiterate the importance of guidelines or standards for collecting data and harmonising data collection, which the EC is going to publish a report on, as well as the need for common criteria to assess the quality of a SUMP.

Jerome Simpson suggests that an observatory to collect mobility data could be created, together with standards for data collection. Ms van Wortel replies that an almost final report on the harmonisation of data will become available soon.

2.3 Introduction to CIVITAS “definition” of less car dependent lifestyles and a snapshot of its results

Marjan Frederix, Mobiel 21, CIVITAS VANGUARD

Marjan presents the CIVITAS definition of less car dependent lifestyles and the various kinds of measures such as car pooling, car sharing, public bikes and bike sharing. Marjan illustrates these measures with a few highlights from CIVITAS cities. Marjan invites participants to join the Thematic Group on LinkedIn.

2.4 Car pooling successes in Stuttgart

Regina Lüdert, City of Stuttgart

Regina Lüdert shares the experience from Stuttgart in CIVITAS II. The city will also be involved in CIVITAS Plus II. Stuttgart, at the centre of an area with 2.7 million inhabitants, gets a large number of commuters entering and leaving the city each day. The city has set up a car pooling network for commuters called ‘Pendlernetz Stuttgart’, which aims to match commuters who share the same routes including door-to-door pick-up and drop-off. If no matching commuter can be found, the system provides people with the respective public transport timetable. When the system was set up in 2005, the geographical reference points included were new at the time. Ms Lüdert stresses that it is vital to continuously promote the portal to increase acceptance levels.



She goes on to present the plans of the city in CIVITAS 2MOVE2. She concludes that car sharing and car pooling are very successful and growing fast. They include dynamic ‘just in time’ solutions based on mobile applications for smart phones. She stresses that it takes a big effort to make the offer known among potential users and that a network of strong partners acting as ambassadors has been important (Stuttgart’s football club was a strong ally). However, Ms Lüdert highlights also the challenges for a public administration to be involved in the development of a commercial product and in the future will focus on better communicating the existing car sharing and car pooling offers to raise awareness, while leaving the development of the products to commercial service providers.

Questions from the audience

A challenge from France is presented about resistance to car sharing among too-busy public officials and the question is raised about the impact of car sharing on people’s time. Ms Lüdert mentions that public transport is an opportunity to use commuting time for instance to read and work.

A second question raised is whether car sharing and car pooling will be met with resistance from car manufacturers. From the experience of Stuttgart, manufacturers are increasingly

focusing on selling mobility packages and see initiatives such as car sharing as a good marketing opportunity.

Sarah Martens, CIVITAS VANGUARD, asks whether it is a disadvantage for users to have different car sharing providers, as they have to sign into different portals. Ms Lüdert explains that the offer of the different providers vary, so users may be attracted to different services based on their own needs. However, it is also the case that people may turn to different solutions for different kinds of trips.

Alessandro Meggiato, from Reggio Emilia, notes that a critical mass of users is essential to find sufficient matches and overcome the barrier that people may not trust drivers they do not know. In Stuttgart, there are possibilities to filter for certain car pooling partners (gender, non-smokers, etc). The fact that people need to register and could be tracked down adds a safety element. In addition, Stuttgart tries to include users' feedback to increase safety.

Parking and access restrictions that favour those using car-pool and car-share schemes are also mentioned as means of motivating subscription.

2.5 Aalborg's attempts to foster car sharing

Mette Skamris Holm, City of Aalborg

Mette Skamris Holm presents Aalborg's efforts to build up car sharing in Aalborg. Car sharing in Aalborg was introduced as part of the city's participation in CIVITAS VIVALDI. While it was a private initiative (i.e. for the benefit of own environment dept. staff and public transport monthly pass users), the city provided free parking spaces. In this early phase, the project worked quite well but participation declined after the end of the project. To revive it, under CIVITAS Plus, the city attempted to attract big companies to subscribe to the existing scheme. However, none wanted to participate because they did not see the economic benefits of joining, despite the success of a similar programme in Copenhagen.

The city rolled out a new promotional campaign to attract young people and students. This audience was not very interested in the scheme due to a lack of flexibility in the programme: the car had to be returned where it was taken from. The scheme is small and the provider cannot offer much flexibility. The number of users continue to decline but the scheme is currently still running, even though only on a small scale.

Similar experiences have been made in CIVITAS ARCHIMEDES cities. Among them, Donostia-San Sebastian and Monza have successfully managed to implement car sharing. Ms Skamris Holm concludes that the size and compactness of a city is a critical factor to take into account for the success of a car sharing scheme. In addition, it needs to be considered that people own cars because of the flexibility it gives them and a successful car sharing scheme needs to provide that.

Questions from the audience

The presentation of the failed attempts and lessons learned from Aalborg is much appreciated. The question is raised whether there are success stories from smaller cities with car sharing. There are indeed positive examples from within CIVITAS. In Stuttgart, parking

spaces are expensive and very hard to find, so reserved parking spots for vehicles from the car sharing fleet provide a real incentive for users. When working with companies, the trade unions have been useful partners for Stuttgart. Aalborg also attempted to work with trade unions but because they tried to introduce the scheme during a time when companies were struggling economically, there was reluctance to push for such a system.

A concern is raised that people may shift from being public transport users to car sharing subscribers (which is contrary to the aim of the initiative whose intent is to encourage less car-dependent lifestyles). In the case of Aalborg, this has not been the case. People would for instance still take public transport to commute but take a shared car for a trip on the weekend. Sometimes, it is also interesting for families who would consider buying a second car but instead can draw on a shared car when needed.

Marjan reports about the successful experience of car sharing nationally across Belgium with the Cambio system. The comment is made that even though many cities in Belgium are fairly small, the country is quite densely populated, which may be a success factor. Another remark is made that in Paris the car sharing system works well because of its flexibility.

Another question raised is how the car pooling scheme in Perugia introduced by Marjan managed to identify cars taking part in the car pooling programme to offer benefits such as free parking spaces and entrances to the limited traffic zones. Laurie Pickup and Lucia Cristea explain that there is a camera system together with a car pooling card that is needed to pass the electronic gates at the car pooling parking spots.

Lucia also provides an example from attempts to build up a car sharing scheme in Bucharest. By comparing the efforts to the successful programme in Bath, she identified influential factors such as unpopular champions or ambassadors who promoted the scheme in Bucharest, the unpopularity of certain vehicles types, as well as insufficient resources for marketing. Laurie comments that there is also a generational difference: older generations may tend to rely more on habitual travel patterns but younger people may perceive that technological means provide them with more flexibility and a greater degree of freedom than conventional modes of transport.

2.6 A successful bike rental scheme in Ljubljana

Vita Kotic, City of Ljubljana



Vita Kotic presents the city's successful bike rental scheme Bicike(LJ). The scheme was promoted as a new form of public transport with 300 bikes on 31 stations, which are no more than 500 metres apart. A key element of the success of the system is that the subscription is very cheap. The system is very popular with currently about 42,000 users and more than one million bike rides since its launch in May 2011. A challenge is the cost of the programme, which is somewhat offset by the involvement of a private

company who sees the scheme as a marketing opportunity. Ms Kontic also states that if the benefits for citizens and the environment are taken into account, the value the scheme generates is 'priceless'.

Other challenges are that bikes are not always available at popular stations and citizens request an expansion of the scheme. EU co-financing and public-private partnerships are seen as good ways to tackle potential financial barriers. Political support and engaging citizens and stakeholders from the beginning are vital to the success of such a programme. Moreover, creative communication and promotion is key. To support this, a short video from the city was shown to the audience.

Questions from the audience

One participant mentions that when using the scheme in Ljubljana as a tourist, you need to enrol at the tourist information. Ms Kontic comments that you can also register online to ensure easy accessibility.

In response to a question whether there is a conflict between pedestrians and cyclists, Ms Kontic states that it has been an issue in the past and the city has taken some measures to raise awareness and change the behaviour of both cyclists and pedestrians towards more considerate and safer behaviour.

Participants enquire about the cost of the system, which is around €2,500 per bike per year including infrastructure, maintenance, etc. It is clarified that the system is integrated into a broader long-term cycling strategy. The impacts of the bike scheme on modal split are not evaluated yet, but the city is already seeing an increase in PT and cycling.

Jerome concludes the session by reflecting on some of the peripheral issues raised: parking policies, the risks of the wrong kinds of modal-shift (public transport users to car), safety and security, the importance of smart and flexible ICT solutions and the possible conflicts with the auto-industry. Other factors of success include a critical mass of users, political champions and the importance of dialogue with all stakeholders.

2.7 Introduction to CIVITAS “definition” of Mobility Management and a snapshot of its results

Sarah Martens, CIVITAS VANGUARD

After the lunch break Sarah Martens from Mobiel 21, leader of the thematic group on Mobility Management in CIVITAS VANGUARD presents the theme, which comprises mobility planning, marketing and awareness raising, stakeholder consultation and public participation. She presents opportunities and obstacles, as well as conditions for success. She invites people to join the thematic group on LinkedIn to learn more and exchange with peers.

2.8 Planning and its results over time in Brest

Michel Joanny, City of Brest

Michel Joanny, Vice-Président and Conseiller at the City of Brest, presents the experience from Brest with mobility planning and its results over time. Brest joined the CIVITAS Forum Network in 2007 and is well connected with other French CIVITAS cities through the CIVINET network. The city will host this year's annual CIVITAS Forum conference from 30 September – 2 October. After World War 2, the city was rebuilt with a preference for cars according to the car-friendly attitude of the time. In 2002, Brest wanted to redress this through a PDU, the French equivalent of a SUMP or sustainable urban mobility plan. Key elements included measures to calm down car traffic and narrow fast two-lane roads down to slower one-lane roads. As a result, the number of accidents decreased sharply. Next to this, the city attempted to boost public transport by improving the structure of the PT network and introducing new bus and tram networks. The introduction of the tram succeeded in significantly increasing the number of PT trips. A third aspect the planning in Brest focused on was the promotion of cycling through a variety of measures. In the next planning phase for the period of 2014-2018, Brest is taking on a broader integrated planning approach, which encompasses various themes such as climate and energy, urbanisation and mobility. Already at this stage, Mr Joanny highlights that the planning process has already benefitted the city as it has brought together and aligned the planning of various departments in the city administration.

Questions from the audience

In the discussion the success of the *pedelec* programme (electric bicycles) in Brest was commented upon. One participant enquires what contributed to the increase in cycling given that Brest is a rainy, hilly and windy city. Mr Joanny responds that the development of cycling infrastructure was a first step because cycling was not perceived as safe before. Providing a *pedelec* rental scheme has helped to get citizens – above all students - to try cycling and thereby make people realise that cycling is a feasible option in Brest. The ultimate goal for the city is for cycling to reach 3 percent of the modal share.

Mr Joanny replies to Laurie Pickup regarding the price that the overall planned cost of building the new tramway was €400 million. However, the city saved €50000, which will be invested in a new cable car system, to start mid 2015.

Monique van Wortel enquires about the time, costs and expected outcomes from the new integrated plan in Brest. Mr Joanny states that the process has taken over two years but he does not know how much it may have cost. A major expected outcome of the plan is for Brest to introduce a new mobility manager. The plan is available at www.brest.fr.

Mr Joanny says that the planning process also involved a public consultation with public meetings attended by 1,700 citizens. However, Mr Joanny notes that it is difficult to involve the public in all aspects of a comprehensive plan like this.

When asked about the implementation of the plan by Lucia Cristea, Mr Joanny says that it has not been established who will be the main person in charge of overseeing the implementation of such a comprehensive plan and will depend on the outcomes of the next election.

Jerome Simpson illustrates that the benefit of long-term planning as demonstrated by Brest is that once the plan has been adopted, the targets must be worked towards, regardless of changes in the governing parties.

Laurie Pickup mentions that France has a good tradition of including social aspects in mobility planning in contrast to countries such as the UK and Germany where it has been dominated by engineers. He enquires to what extent social aspects have been included in the integrated planning. Mr Joanny says that there has been no separate chapter on social aspects but it is integrated in different places throughout the plan.

2.10 Involving citizens in Reggio Emilia

Alessandro Meggiato, City of Reggio Emilia

Alessandro Meggiato, Head of the Mobility Policies Department at Reggio Emilia, presents the city's MANIFESTO for safe, sustainable routes to school. The programme has won the CIVITAS award for public participation in 2012.

The project started after the city observed a decreasing number of children walking to school. In 2008, two thirds of pupils were being taken to school by car. The city involved various actors through a manifesto that was established in 2009. Various projects have come out of the manifesto, such as walking and cycling school buses, traffic calming measures at critical spots on children's way to school, workshops and communication campaigns targeting schools, parents and children. As a result, 60 percent of children now go to school in a sustainable way: walking, cycling, public transport or car pooling in winter. Mr Meggiato reckons that this measure can be replicated in other cities. He stresses the importance of an integrated approach that includes hard and soft measures and in particular involving children in the process.



Questions from the audience

Miklos Marton asks whether the teachers are paid for their involvement in the project. Mr Meggiato explains that they are volunteers, even though some of them do it within their working hours.

Laurie Pickup reports on his experience from the UK where in some places the school traffic is turning into a more considerable problem than commuting traffic and conveys a plea for good practice examples. In Reggio Emilia, the city has benefited from strong social cohesion, so the measures were well received and citizens were ready to be involved.

Sarah Martens notes that children who live in the neighbourhood of the school should be preferred when it comes to admissions, although this is not a selection criterion in Belgium. Mr Meggiato adds that the principle (of catchment areas) exists in Italy.

Mette Skamris Holm reports that Aalborg is facing similar problems and that they find getting through to the parents a particular challenge. Mr Meggiato says that when parents are

involved and go with the bici-bus or see other parents doing so, they realise that it is safe for their children to go to school by bike.

Sarah Martens adds that Mobiel 21 has developed a game called 'traffic snake' where children get a sticker for cycling to school. In turn, children want to go to school by bike and push their parents to let them.

Lucia Cristea supports the approach of targeting children, who will in turn convince their parents.

2.11 Community development: the experience of Zagreb

Lidija Pavic Rogosic, City of Zagreb

Lidija Pavic Rogosic presents how Zagreb has been reaching out to senior citizens. The number of senior citizens is growing in the city but before CIVITAS, the special mobility needs of this group was not well-addressed. Ms Pavic Rogosic mentions that networking and exchange of experiences was a key to success in Zagreb, also in their work with senior citizens. Starting with no experience in the field, they were inspired by examples from the public transport provider in Salzburg. An important part of the efforts were engaging elderly people for instance through workshops that among other things explored their views on issues of concern. Senior citizens appreciated being involved as part of the solution. Ms Pavic Rogosic shows a video that was produced as part of CIVITAS ELAN.

Questions from the audience

Vita Kontic reports that Ljubljana was struggling to attract participants to similar workshops, and asks, what was the key to success? Ms Pavic Rogosic says that the cooperation with the city's social welfare department that is running several elderly homes was important. In Ljubljana, elderly people felt that they would not need to be shown how to use the bus. Ms Pavic Rogosic notes that in Zagreb, the introduction of electronic ticketing served as a good hook.

Laurie Pickup reports on his experience with working with elderly people on mobility. For elderly people, it comes as a major shock when they lose the freedom of mobility. Measures such as the ones in Zagreb therefore are much more significant than they may seem at first.

Brest expresses interest in learning more from the experience of Zagreb as they are planning to address mobility of senior citizens as well.

Another participant notes that sometimes youngsters do not respect elderly people, for example by occupying seats reserved for them. Ms Pavic Rogosic responds that following from their good experience of setting up a series of dialogues between elderly people and bus drivers, the city would like to do the same for older and younger generations.

With regards to the barriers of using electronic ticketing, Ms Pavic Rogosic replies that in Zagreb they are not too complicated but elderly people needed an introduction. Jerome Simpson asks whether there was a problem the measure specifically addressed, e.g. where older generations an increasing share of car-users for instance? Ms Pavic Rogosic replies

that the main issue in working with the elderly was to help assure their safety and security which the new trams enhanced.

Jerome concludes by pointing participants to the CIVITAS website for more information on a wide variety of mobility management measures that report on interactions with a wide variety of target groups including students, seniors, public transport and lorry drivers, citizens, municipal and company employees too.

2.12 CIVITAS opportunities for potential take-up cities

Cosimo Chiffi, CIVITAS WIKI

Cosimo Chiffi of CIVITAS WIKI presents opportunities for potential 'take-up' cities and introduces dissemination plans for CIVITAS Plus II. He highlights the different services offered by CIVITAS through its workshops, study tours, website, results publications, LinkedIn groups and many more.

2.13 Final remarks

Michel Joanny invites examples where hitch hiking has worked as a form of car pooling. Laurie Pickup reports that a good report has been published online by the US Department for Transport while Lidija Pavic Rogosic says that there also good projects in Europe. Jerome offered to put the enquiry on the Linked-In CIVITAS thematic group for less-car dependent lifestyles, which can be found here: http://www.linkedin.com/groups/Hitchhiking-carpooling-in-cities-too-4604654.S.233170857?qid=e88caac6-27b0-4680-8492-3529bc492812&trk=group_most_popular-0-b-ttl&goback=.gmp_4604654

Participants ask about possibilities for non-governmental organisations to be involved in CIVITAS, and Jerome Simpson and Cosimo Chiffi reply that it is possible to be involved in the Forum, in the thematic groups and the national networks, although the main target group of CIVITAS are of course cities.

Jerome Simpson summarises the main findings of the day and reflects on news carried within the last CIVITAS Media Newsletter that he hopes will offer some encouragement.¹ Namely that 2013 is the Year of Air, and yet air quality standards are still substantially exceeded. In a recent Eurobarometer survey, seventy nine percent of citizens surveyed pointed out that the European Union should propose additional measures to tackle the problem, while 63 percent identified a reduction in car use as one the most important actions to take, since transport is a major culprit. It would seem clear then that citizens understand the value of sustainable urban mobility solutions in improving air quality and this willingness can be capitalised upon.

Finally, he thanks the participants and closes the workshop.

¹ http://www.tvlink.org/newsletter/2013/20130326_template.html

3. Evaluation and conclusions

All participants received an evaluation form in their participant folder. At the end of the workshop, they were asked to fill in the form. There were 22 participants (including organisation and speakers), 29 people were registered. Eleven completed evaluation forms were received. After the workshop an online version of the evaluation form was sent out to all participants. Nineteen respondents out of 43 participants filled in the evaluation form.

The results of the analysis show a very good evaluation of the workshop. All respondents evaluate the content and format of the workshop as *good* or *very good*. There has been an evolution over the course of the workshop series. Comments and suggestions made after previous workshops, such as time for networking, clear introduction to CIVITAS, time for interaction and debate were taken into account in this workshop. And this results in no comments on these aspects anymore, and a 100% positive evaluation on content and format.

All respondents would recommend this workshop to someone else. The vast majority also find that there was a good balance between theory and practice. Respondents indicated that they gained some insights in CIVITAS and learned from experiences from other cities. Almost all of respondents state that they have acquired the insights they expected to acquire and that these are applicable to their current professional situation. 78% of respondents indicated that these insights will improve their current situation. This is despite a considerable difference in experience between participants, from no experience at all to a high level of experience that a quick scan as part of the registration process assessed. 82% of respondents are interested in learning more at the CIVITAS Forum conferences.