

## “ Awareness raising campaign

Initiative developed by local authorities to raise awareness in citizens about specific topics (road safety, eco-driving, sustainable mobility in general, etc.) or to promote and support eco-friendly modes (as bicycle, pedestrian and public transport)



In Gorna–Oryahovitsa due to the active **involvement of stakeholders** and an awareness-raising campaign, almost 50% of the public were aware of the SUTP (Sustainable Urban Transport Plan)

Public acceptance was fair (**40%**) and acceptance among other stakeholders was high (**70%**)