

CIVITAS

Sustainable and smart mobility for all

2030



Concise report of the CIVITAS Forum Conference 2021

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Abstract

The aim of this deliverable is to summarise the 18th edition of the CIVITAS Forum Conference, held between 20 and 21 of October 2021, by reporting the event format, participants, sessions, exhibition, site visits, side events and the event’s communication and promotion activities. The final chapter display the main conclusions of the event and present recommendations for the organisation of future events. This deliverable relates to Task 5.5.

Please note that the original title of this deliverable is “Concise report of the CIVITAS urban mobility conference 2021” but it was changed to “Concise report of the CIVITAS Forum Conference 2021” in order to reflect the title of the conference.

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1 Introduction

The CIVITAS Forum Conference 2021 (CF2021) took place in Aachen, Germany, on 20-21 October 2021. In order to tackle the challenges brought by the Covid-19 pandemic, the 18th edition of Europe's top sustainable urban mobility event adopted a new format, combining onsite and online participation in a truly hybrid event. The organising team was composed of INOVA+, ICLEI and the City of Aachen; and supported by the European Commission (CINEA and DG MOVE).

Aachen has a unique location in the heart of Europe, easily reached by all means of transport. Since 2020, great efforts are being put in place to turn Aachen into a greener city, and several measures have already been implemented that put this city on an excellent path to achieve carbon neutrality. Therefore, Aachen was an excellent match to host the CF2021 labelled with the umbrella topic "Smart routes towards climate-neutral cities".

In order to offer a complete experience to all participants of the conference, the online part of CF2021 was held through the SpotMe, a platform that provided the live streams of the sessions, breakout rooms, digital booths, virtual tours from Aachen, and many other features for promoting the engagement and network among participants.

The conference was attended by 867 participants (234 in Aachen and 633 online) from 62 countries. They had the opportunity to participate in 2 plenary sessions and 15 parallel sessions, as well as to visit 21 exhibition booths. Onsite participants also could enjoy 12 mobility-related site and touristic visits.

This report compiles the main outcomes of the CF2021 conference, covering the conference participants, the plenary and parallel sessions and the side events, the site visits, the social programme, the exhibition as well as the online platform, including the respective engaging activities and the event's communication and promotion activities. With the objective of wrapping up this event, the final chapter includes the conclusions of CF2021 and recommendations for the organisation of future editions, which were shaped taking into consideration the feedback from the participants.

2 Participation

2.1 Registrations vs Participations

Registrations for the event opened in mid-July. Since then, there have been 1006 registrations (onsite and online). On 20 September, registrations for onsite attendance reached the venue's maximum capacity (≈ 250), so from that moment, onsite registrations went on a waiting list.

As can be seen in Chart 1, registrations rose slowly during the summer and only started to pick from the moment when the onsite presence had already reached the maximum capacity. From that moment until the beginning of the conference, the number of registrations doubled.

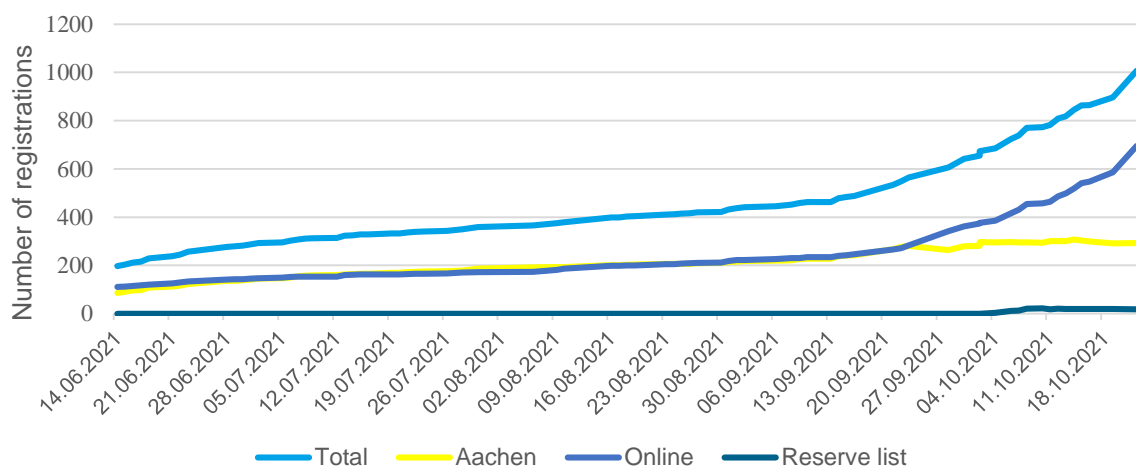


Chart 1 – Evolution of CF2021 registrations over time

Nevertheless, the number of registrations did not correspond to the real number of participants at the conference. Despite several emails sent out notifying the existence of a reserve list, 59 registered for onsite participation did not attend the conference, giving a drop-out rate of around 20% (see Chart 2, next page). On the other hand, about 91% of those registered for online participation attended at least one session (synchronously or asynchronously), which is a significant improvement over the previous year conference (the Urban Mobility Days 2020), where the online drop-out rate was around 38%.

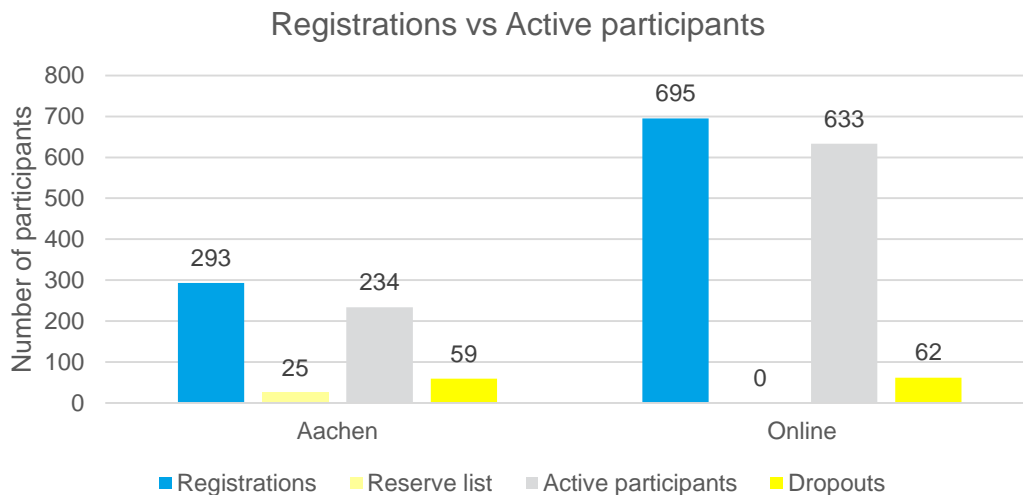


Chart 2 – CF2021 registrations versus active participants

Regarding the geographical distribution, this years' edition had a worldwide audience, with participants from almost every continent. The great majority of the EU member states were represented, except from Malta and Latvia. The best-represented country, onsite and also online, was the host of the conference: Germany, with 170 participants. Belgium, Italy, Netherlands and Spain were the countries subsequently best represented (Figures 1, 2 and Chart 3).

When comparing Figures 1 and 2, it is noticeable that, although the onsite presence consists solely of Europeans, the possibility to attend the conference remotely really exposed the CIVITAS initiative to a worldwide audience.

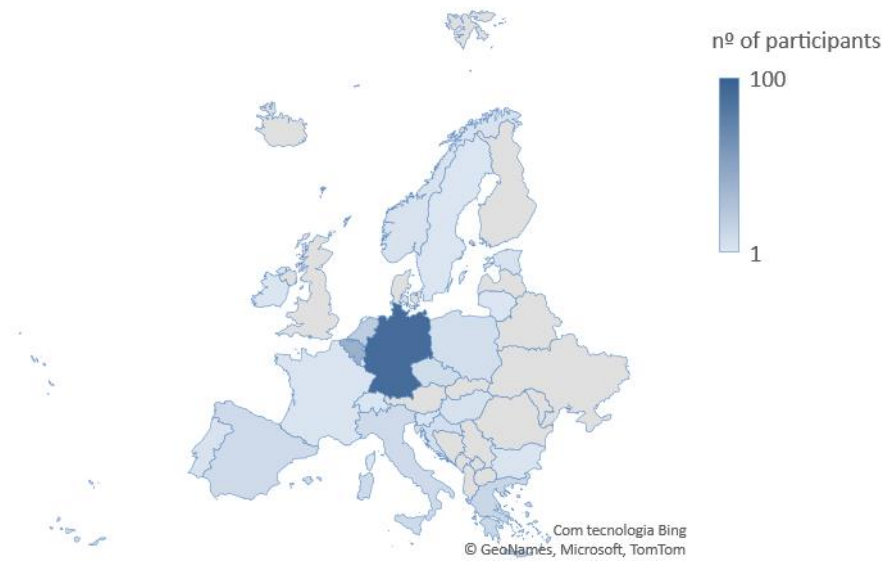


Figure 1 – CF2021 onsite participants' country of origin

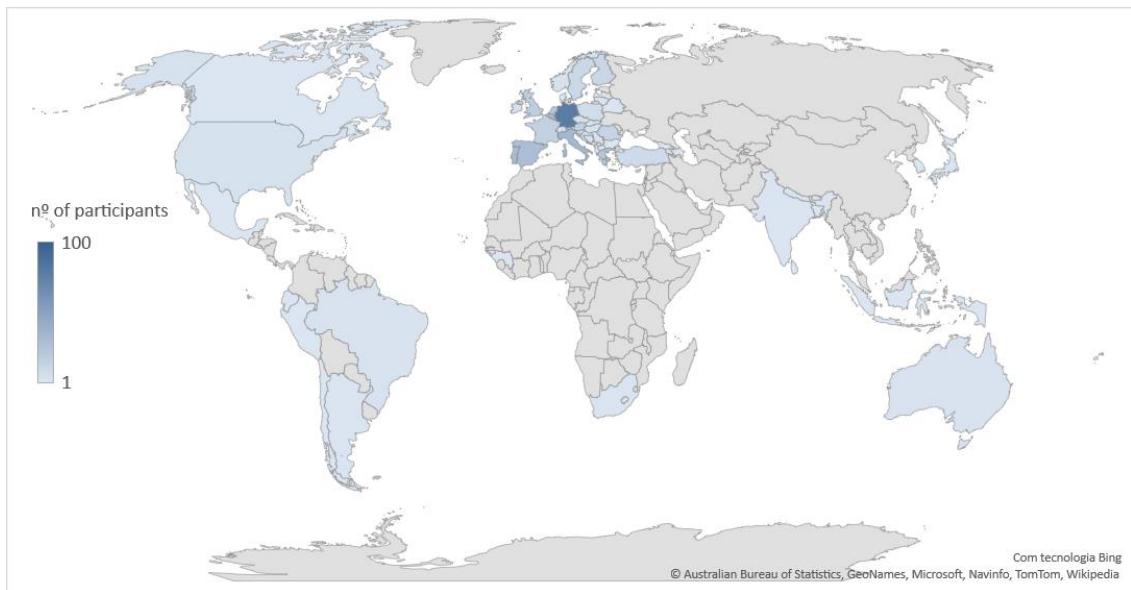


Figure 2 – CF2021 online participants' country of origin

CF2021 participants' country of origin (online & onsite)



Chart 3 – CF2021 participants' country of origin

Based on the data gathered within the registration process made directly on the SpotMe platform, it was also possible to analyse the types of organisation of the participants. Similar to last year, a wide variety of stakeholders participated in the conference, with the most represented organisation types being: Local or regional authority, NGO/International organisation and University/Research institute, each with around 20% of the total conference participants.

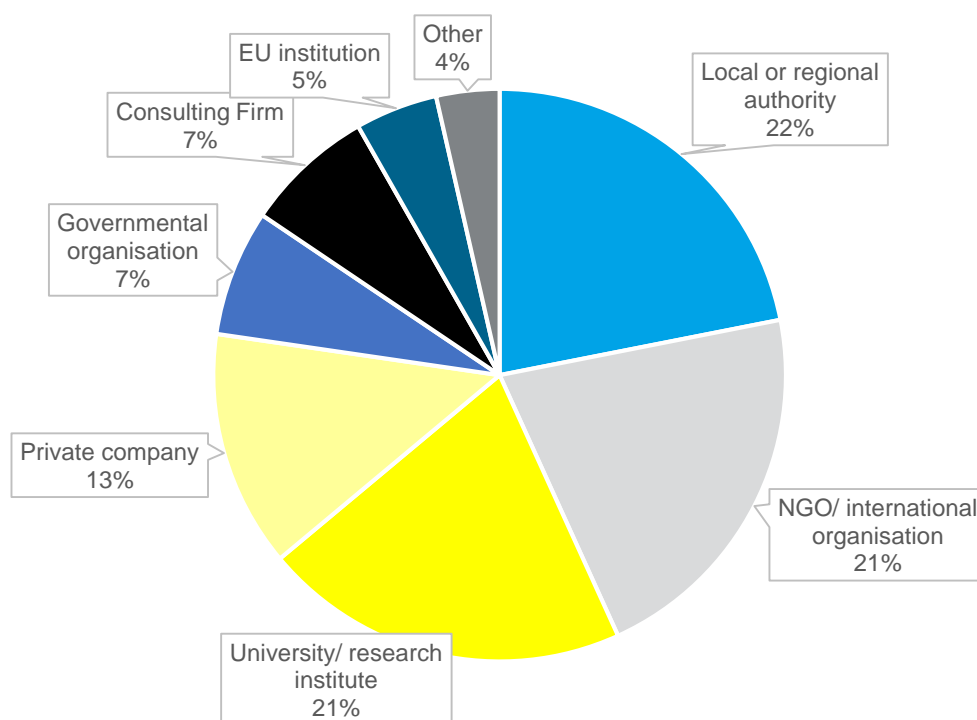


Chart 4 – Participants per type of organisation

2.2 Overall interactions of the participants (online)

Besides the registration process, the SpotMe platform also provided access to an online platform and the respective event app (available for iOS and Android), allowing all registered persons (whether onsite or online) to access and benefit from several features and information related to the event (until mid-December 2021). Since the launch of the platform until the moment of delivering this report, a total of 52 774 interactions have been registered. As it is shown in Figure 3, the most used/visited page in the event platform was the “Agenda” (18 348 interactions), where the participants could find all the sessions and their respective information (e.g. speakers, time, room, etc.). Next, the most used features were: “Feed” (6 153 interactions), “Users” (2 897 interactions), “Sponsors/ Exhibitors” (2 402 interactions) and “Chats” (1 835 interactions), almost all optimised for networking.

As such, making the most of all the networking features made available on the online platform, CF2021 participants had 121 conversations with 387 chat messages; exchanged 137 business cards; shared more than 40 feed posts that received more than 500 likes, and asked 200 questions in the Q&A functionality of the sessions.



Figure 3 – Top online features used by the participants

2.3 Participants feedback questionnaire

After the conference, all participants were invited to answer a short questionnaire in order to collect some feedback. This questionnaire, where some questions were targeted depending on the type of participation (online or onsite) were answered by a total of 122 participants - 49 online (7,7% of the total of online participants) and 73 onsite (31,2% of the total of onsite participants).

Why did you participate in the CIVITAS Forum 2021 conference?

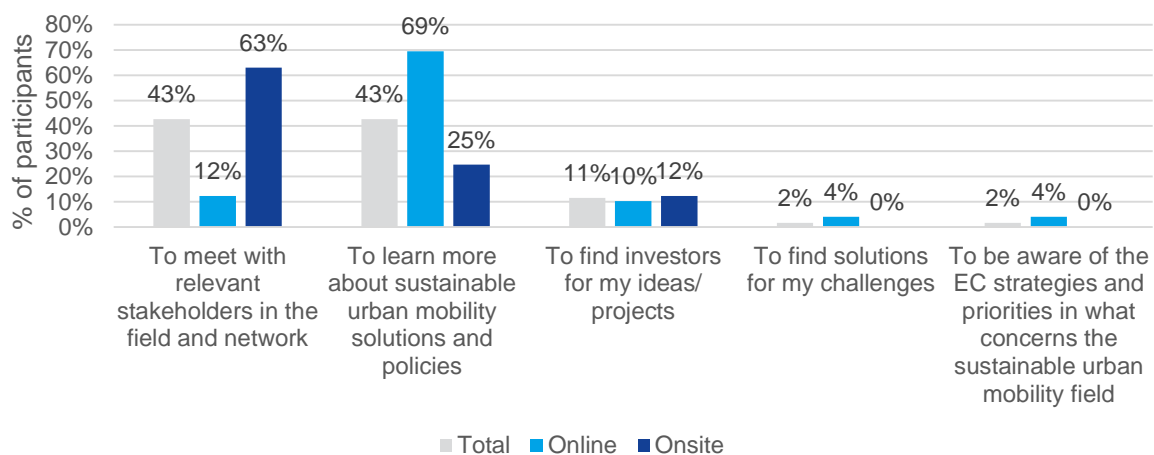


Chart 5 – Participants' main reasons to attend the CF2021

By looking at Chart 5, it is interesting to separate the two typologies of participants and understand their motivations to participate at the CF2021. For example, although in percentage terms there are two "tied" motives, there is a clear distinction between the main drivers of the online audience and the onsite audience: the main driver for the online audience was to learn more about sustainable urban mobility solutions and policies; and the main driver for the onsite audience was to meet with relevant stakeholders in the field and network. This information confirms that the CIVITAS Forum Conference is viewed as a networking event but also as an event that provides new sources of information in the sustainable urban mobility field.

During the conference days, several participants made a point of sharing with the organising team how happy they were with everything - both online and in person. This was also reflected in the final questionnaire, where about 93% of the participants shared that they were generally satisfied with the conference (results in Chart 6).

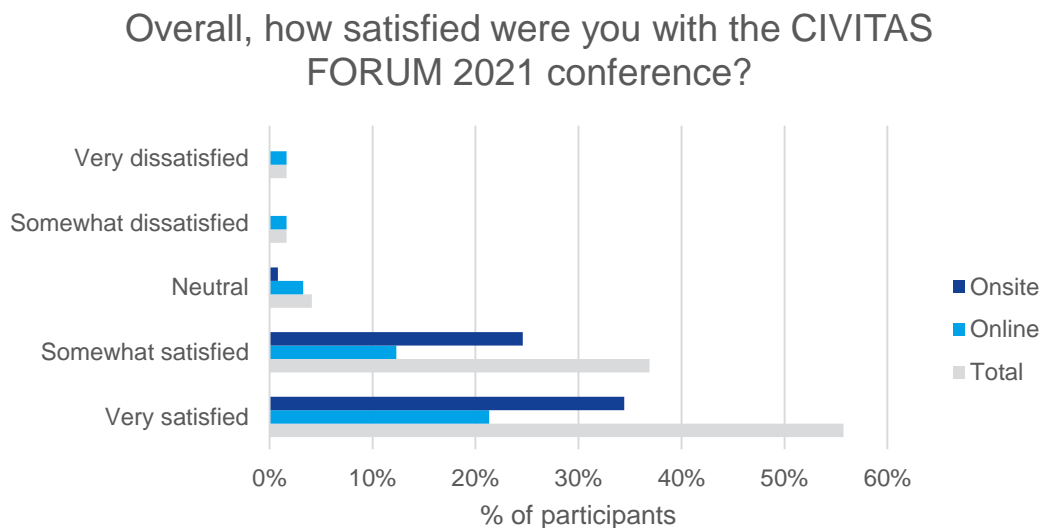


Chart 6 – Participants' overall satisfaction with the CF2021

Additional information about the results of satisfaction questionnaire will be presented throughout the document within the respective sections.

2.4 CO₂ compensation

In line with the conference theme, and with the growing awareness of the climate crisis, the city of Aachen made a point of trying to have a nearly carbon-neutral conference by compensating for all the emissions made by the participants who travelled to Aachen. All onsite participants were asked what their method of transport was and how far they travelled so that the city of Aachen could calculate the carbon footprint of the trips and offset it (see Table 1). The offset of the 48 t of CO₂ was reciprocated through a monetary donation to an African institution, which will use the amount for local plantations.

Type of transport	CO ₂ (amount per km)	Distance (km)	CO ₂ emissions (kg)	Total of CO ₂ emissions (t)
Other	N/A	63	N/A	48
Car	213 g	9997	2129	
Train	32 g	26803	858	
Plane	380 g	117556	44671	

Table 1 – Type of transport chosen and CO₂ emissions calculation

In addition, the conference also made great efforts by reducing the amount of printed materials (flyers, booklets, notebooks in the gift bag, etc.) and several major actions were also taken by the host city:

- Provided a more environmentally sustainable diet by offering only vegetarian choices during the conference.
- Several conference sponsors provided free services, allowing and incentivising participants to use public transport and/or micro-mobility transport (manual or electric) inside the city.

2.5 Covid-19 rules and restrictions

Due to the Covid-19 pandemic and respective restrictions, all onsite participants had to be tested (or present an official negative test) before entering the venues where no exceptions were made.

In order to optimise this process, the city of Aachen made available a free testing centre located in Das Liebig, with a professional team ready to test all the interested, for free. During the three days (19, 20 and 21 October), they performed 269 tests.

3 Programme

The core conference programme was constituted by 2 plenary sessions and 15 parallel sessions, organised in 5 streams. Although the main programme was conducted during 20 and 21 of October, participants could also engage in social events, site visits and side events that happened between 19 and 22 of October.

During the conference the participants had the opportunity to observe and engage with more than 110 speakers and moderators, including from CIVITAS projects, proportionating fruitful insights and discussions related to sustainable urban mobility and future opportunities. When asked about the satisfaction with the selection of the topics of the conference, 98% of the respondents to the questionnaire were satisfied (Chart 7).

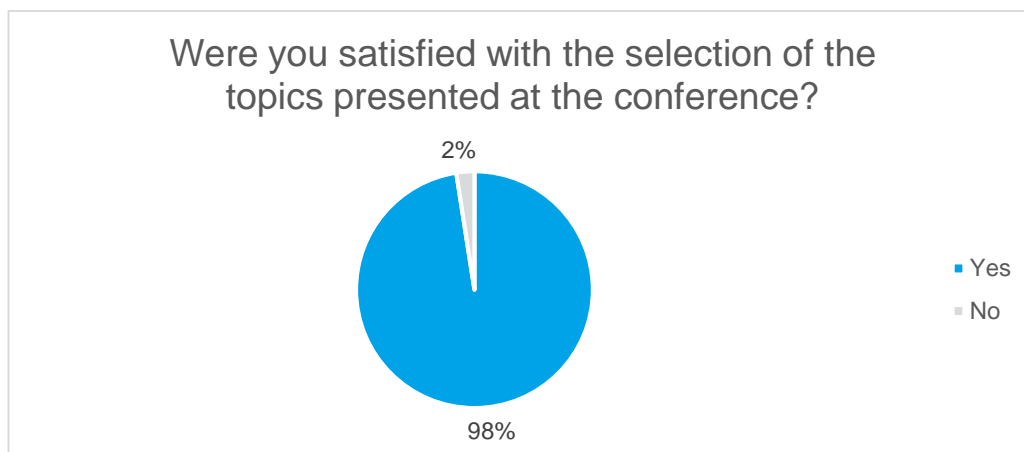


Chart 7 – Participants' satisfaction with the topics

Given the hybrid format of the CF2021, all the sessions were livestreamed and recorded, being available to watch on demand until the mid-December. As can be seen in Chart 8, all sessions had a considerable online audience, who had the possibility to interact with other participants and panelists through the chat/Q&A functionality. To be noted that all sessions obtained views after the days of the conference, showing that the functionality of viewing the sessions "on demand" was useful for the participants who were not able to attend in real time.

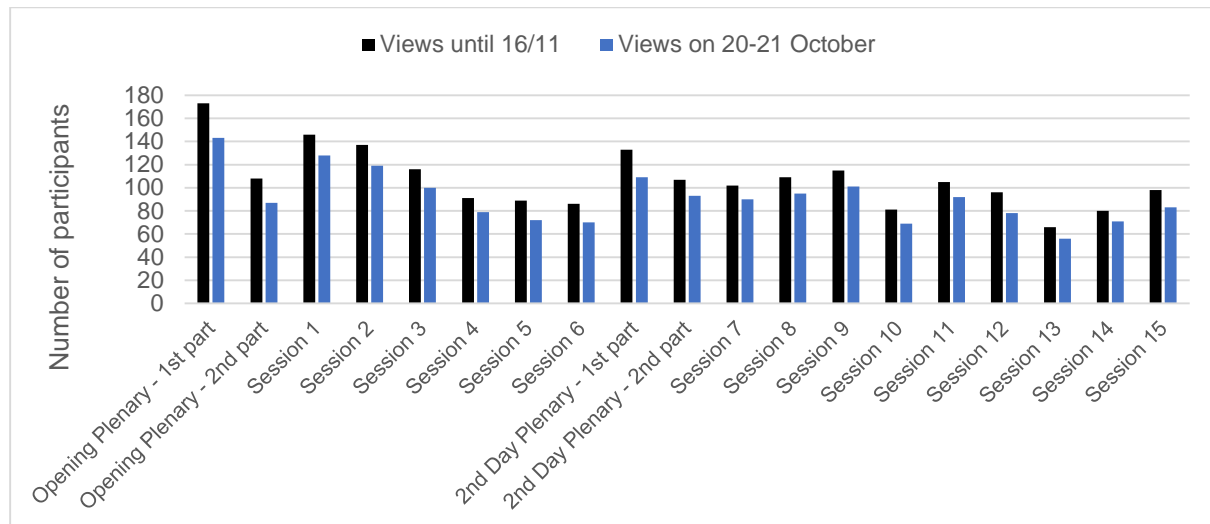


Chart 8 – Online participants per session until November 16 and between 20-21 October

3.1 Plenary Sessions

The 18th edition of the CIVITAS Forum Conference started with an opening plenary session, but unlike previous years, did not end with a closing plenary. Instead, it was decided to have a plenary session in the beginning of each day, followed by several sets of parallel sessions. As can be seen in Chart 9, the majority of the respondents (84,4%) reported that they were satisfied with the content, format and quality of both plenary sessions.

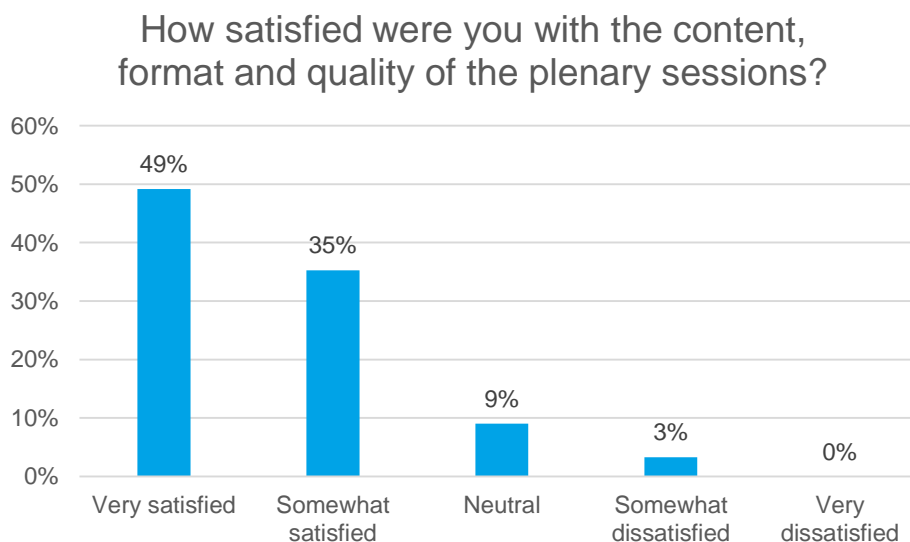


Chart 9 – Participants overall satisfaction with the plenary sessions.

While the plenary sessions were under way, a graphic designer was producing a graphic record of the debated issues. A picture of this work can be seen in Annex I.

3.1.1 Opening Plenary

The opening plenary, moderated by Agnes Föster (Chair of Planning Theory and Urban Development, RWTH Aachen University), begun with a concise introduction to the CF2021 followed by several keynote speeches and institutional welcomes by Frauke Burgdorff (Aachen Planning and Mobility Councillor), Henrik Hololei (Director-General for Mobility and Transport, European Commission), Hendrik Wüst (Transport Minister North Rhine-Westphalia) and Daniel Freund (Member of the European Parliament).



Figure 4 –Opening plenary keynote speeches, onsite and online ©Stachowitz

Following the keynote speeches, a panel discussion took place moderated by Bonnie Fenton (Sustainable Mobility Consultant, Rupprecht Consult GmbH) and with the panellists: Matthew Baldwin (Deputy Director General, DG MOVE, European Commission), Dirk Beckers (Director, CINEA), Frauke Burgdorff (Aachen Planning and Mobility Councillor), Siegfried Rupprecht (Executive Director, Rupprecht Consult) and Maria Tsavachidis (CEO, EIT Urban Mobility).

During this panel discussion, participants had the opportunity to listen to a great discussion regarding the Cities Mission, with a focus on the role of the transport and mobility sector in this challenge.



Figure 5 –Opening plenary panel discussion, onsite and online ©Stachowitz

3.1.2 Day 2 Plenary – Research, Innovation and the new Urban Mobility Framework

The second day plenary also had the moderation of Agnes Föster and begun with a keynote presentation of Torsten Klimke (Head of Unit, DG MOVE, European Commission), that took the opportunity to summarise the “Sustainable and Smart Mobility Strategy”, published by the European Commission in December 2020. Then, a panel discussion occurred with the interventions of: Torsten Klimke, Olivier Baudalet (Senior Expert, DG REGIO, European Commission), Philippe Froissard (Head of Unit, DG RTD, European Commission), Karen Vancluysen (Secretary General, POLIS network) and Stefan Jücker (Planning, mobility and climate councillor for the Aachen Region).



Figure 6 – Picture of the plenary discussion of the day 2 plenary ©Stachowitz

During the panel discussion, the panellists picked the themes mentioned by Torsten Klimke mainly related to the 'Sustainable and Smart Mobility Strategy', the new 'Urban Mobility Initiative' and the 'Cities Mission'; where several questions and issues were discussed.

3.2 Parallel Sessions

The 15 parallel sessions of the conference covered an ample set of sustainable urban mobility topics:

(1) 20 October 14:00 – 15:30:

- Session 1: Parking management, planning for e-charging infrastructure and innovative planning decision support
- Session 2: Increase your dynamixity: planning for integrated and multimodal mobility systems
- Session 3: Cycling and shared-mobility

(2) 20 October 16:00 – 17:30:

- Session 4: A new era for Urban Vehicle Access Regulations (UVAR) in Europe
- Session 5: Urban logistics
- Session 6: E-charging solutions

(3) 21 October 11:15 – 12:45

- Session 7: The transition from CIVITAS 2020 to CIVITAS 2030
- Session 8: Inclusive mobility
- Session 9: Sustainable Urban Mobility Plans (SUMP)

(4) 21 October 13:45 – 15:15

- Session 10: Beyond funding – new initiatives and opportunities for synergies
- Session 11: Safer and co-created streets for more liveable cities
- Session 12: Municipal strategies and measures for zero-emission cities

(5) 21 October 15:30 – 17:00

- Session 13: Urban Air Mobility – sustainability and responsibility
- Session 14: Paths to greener city planning
- Session 15: Data in urban mobility

During the parallel sessions participants had access to a wide variety of topics, all related to the conference's umbrella theme. During these sessions, which took place in various formats - mostly with some interaction - participants were introduced to new platforms, decision-making tools, out-of-the-box solutions, best practices and numerous ways to put their cities in a smart-route to become a climate-neutral city.

Given the hybrid format of the conference, and in order to give the online participants access to every session, the desirable interactive format for the sessions was somehow limited.

The post-conference questionnaire answers provided excellent feedback on the selected topics, with 98% of the respondents saying that they are satisfied with the topics presented at

the conference. When asked about the satisfaction with the content, format and quality of the parallel sessions, 87% of the respondents shared that they were somewhat or very satisfied. However, the great majority of sessions had Q&A time – including the online speakers – panel discussions, and even a World Café.



Figure 7 – Impressions from parallel sessions ©Stachowitz

How satisfied were you with the content, format and quality of the parallel sessions?

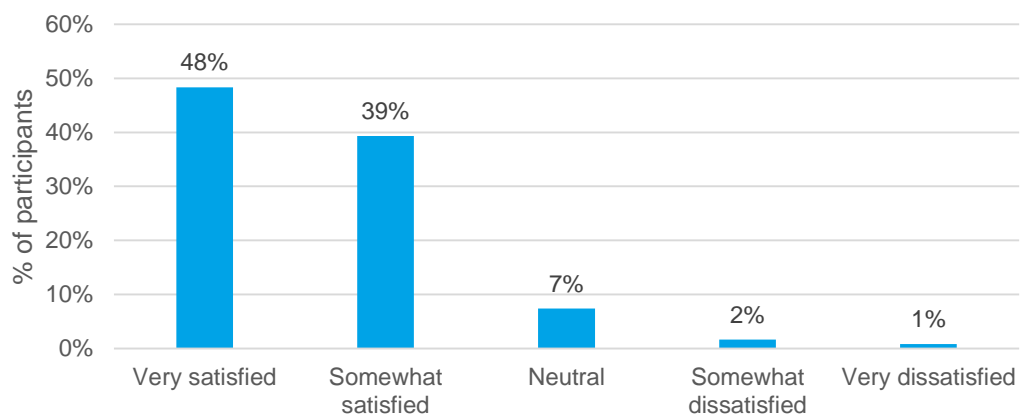


Chart 10 – Participants' satisfaction

Within this questionnaire, respondents also had the opportunity to share what other topics they would like to see included in future editions (see Table 2):

Soft Measures and Social Issues	<ul style="list-style-type: none"> – Behaviour Change, connection to the built environment – Citizen science – Critical theory – Inclusive cities – Micro-mobility solutions – Mobility as a Right (MaaR) – Mobility patterns – Mobility versus people – Road safety – Transport Workforce
Policy Measure Implementation	<ul style="list-style-type: none"> – Changes on road capacity and direction – Conflict management, especially in urban neighbourhoods (e.g. when reorganising the share of street space) – Cooperation between the city and the region in the sustainable mobility issues – Lines of governance and change management technology as a mean to reach solutions – Links between transport and land use – National approaches and synergies with activities of cities – Resilient planning for cities – Sustainable policies – Sustainable urban planning
Technical Measure Implementation	<ul style="list-style-type: none"> – AI related to urban mobility – Cargo bikes logistics on the last mile – Cooperative, Connected and Automated Mobility – Last mile mobility solutions – On-demand mobility services – Renewable energy sources and electro mobility – Traffic counting & open data (e.g. Telraam) – Urban mobility solutions challenges in long terms: solutions scenarios
Funding	<ul style="list-style-type: none"> – Bikenomics: the return of investment (ROI) in cycling – Exchange of experienced local authorities in EU financing and EU projects – Legacy of measures and how to move on once the EU-funding has ended – New opportunities for financing clean energy or transport projects – Overview of financial possibilities and their conditions- outreach on what is going on outside the EU and Europe – Policies and funding, but in a more detailed way
Other	<ul style="list-style-type: none"> – Climate change – Digital platforms in transport and urban mobility and barriers for not digital users – Expectation management in European mobility projects – Linkage between DGs and overarching topics relating to SDGs – More successful examples and solutions – Transport automation – Urban disaster risk reduction

Table 2 – Participants suggestions for topics that should be addressed in future editions

3.3 Social Events

In order to promote and enhance the networking and dialogue between all the involved stakeholders and participants, three social events were organised for the onsite participants.

3.3.1 Cocktail Reception

The first social event of the CF2021 happened on the evening of October 19, in the main venue of the conference. With a total of 48 participants, this event started with welcome words from Frauke Burgdorff, the political representative from the city of Aachen.

After almost one year and a half of online meetings, some members the CIVITAS community had the first opportunity to take advantage of face-to-face interactions, accompanied by great cocktails and a volatile dinner.



Figure 8 – Frauke Burgdorff, City of Aachen, Cocktail Reception opening ©Stachowitz



Figure 9 – Impressions from the Cocktail Reception ©Stachowitz

3.3.2 Gala Dinner and Awards' Ceremony

Returning to previous traditions, in the evening of the first day of the conference 169 onsite participants gathered in Depot and enjoyed a Gala Dinner and the CIVITAS Awards Ceremony. This event was moderated by Dan Ram.



Figure 10 – Dan Ram opening the Gala Dinner and Awards' Ceremony ©Stachowitz

The CIVITAS Awards have been highlighting some of the most ambitious, innovative, and successful sustainable urban mobility solutions carried out by cities across Europe over years now. They provide a prime platform for CIVITAS cities to demonstrate their excellence in the field, both in terms of policymaking and implemented measures, whilst also having their efforts recognised by the European Commission. Winners serve as role models to cities, inspiring them in their own initiatives to make cleaner and better urban transport and strive for climate-neutrality.

This year, the CIVITAS Awards 2021 were designed to showcase and honour the CIVITAS cities' efforts in the various challenges of sustainable urban mobility and to be aligned with the Climate-Neutral and Smart Cities Mission which will support European cities in their systemic transformation towards climate-neutrality by 2030. More concretely, the CIVITAS Awards recognised:

- Cities that are becoming pioneers when it comes to decarbonisation measures, and are on the right path to becoming climate-neutral - through the **Climate-Neutral Award**;
- Cities that have been translating their commitment to the CIVITAS network and sustainable mobility into high-impact and innovative measures throughout the years - with the **CIVITAS Legacy Award**;
- Cities that used and put into practice mobility measures to transform themselves to be smarter and liveable, awarding them with the **Transformation Award**;

The Awards' Ceremony was opened by Matthew Baldwin, who also handed out the trophies and diplomas to the winner and runner ups of the Climate-Neutral and Legacy Awards. Then, Koen Kennis, the PAC Chair, took the floor to introduce the Transformation Award and hand out the respective trophies and diplomas.

Name of category	Description	Winner	Runner ups
“CIVITAS Climate-Neutral” Award	Recognises a city that is a pioneer when it comes to decarbonisation measures and is on a great path to becoming a climate-neutral city.	Parma (Italy)	Heraklion (Greece) Vari-Voula-Vouliagmeni (Greece)
“CIVITAS Legacy” Award	Recognises a city that has translated its commitment to the CIVITAS network and sustainable mobility into high-impact, innovative measures.	Gdynia (Poland)	
“CIVITAS Transformation” Award	Recognises a city that has used mobility measures to transform itself into a smarter and more liveable environment.	Aachen (Germany)	Cascais (Portugal) Budapest (Hungary)

Table 3 – CIVITAS Awards 2021 categories, description, winner and runner-ups



Figure 11 –Award winners and runner ups ©Stachowitz

Besides the overall ceremony, the participants also have the opportunity to enjoy a vegan dinner, live jazz music and an entertainment show.



Figure 12 –Gala Dinner and Awards' Ceremony ©Stachowitz

3.3.3 Farewell Evening Event

After the last set of parallel sessions and some site visits, about 80 participants of the CF2021 gathered at Karl's Café to participate in the Farewell Evening Event. In this event, hosted by the city of Aachen, the participants had the chance of networking, dancing and registering memories in a photo booth.



Figure 13 – Impressions from the Farewell Evening Event ©Stachowitz

3.4 Site Visits

With the aim of showcasing some implemented mobility measures and their beautiful city, the city of Aachen organised 5 mobility-related site visits and 4 touristic visits (12 visits in total as some of them happened twice):

- Mobility-related site visits:
 - RWTH Aachen Campus Boulevard
 - Bicycle tour: On the bike in Aachen
 - Zero emission vehicles
 - City walk – Inner-city mobility
 - DigiCHURCH – Start-up presentation and guided tour
 - Railroad line cycle path Aachen-Jülich
 - Maastricht – City walk and bike tour
- Touristic visits:
 - Old town tour
 - Architecture tour
 - Cathedral tour
 - City Hall Excursion

The take-up of the site visits was much lower than expected, with 3 touristic visits (*RWTH Aachen Campus Boulevard; Zero emission vehicles and DigiCHURCH – Start-up presentation and guided tour*) with no participation. For the remaining visits, a total 52 participants took part of these activities. This lack of interest can be directly linked with a storm that happened in the second day of the conference which, among other unforeseen events, cut several train lines that were essential for the participants to return home. This natural phenomenon caused some concern among the participants, leading some to leave the conference and all planned activities sooner than expected.

As can be seen in Chart 11, the participants that did attend the site visits were satisfied with the experiences provided.

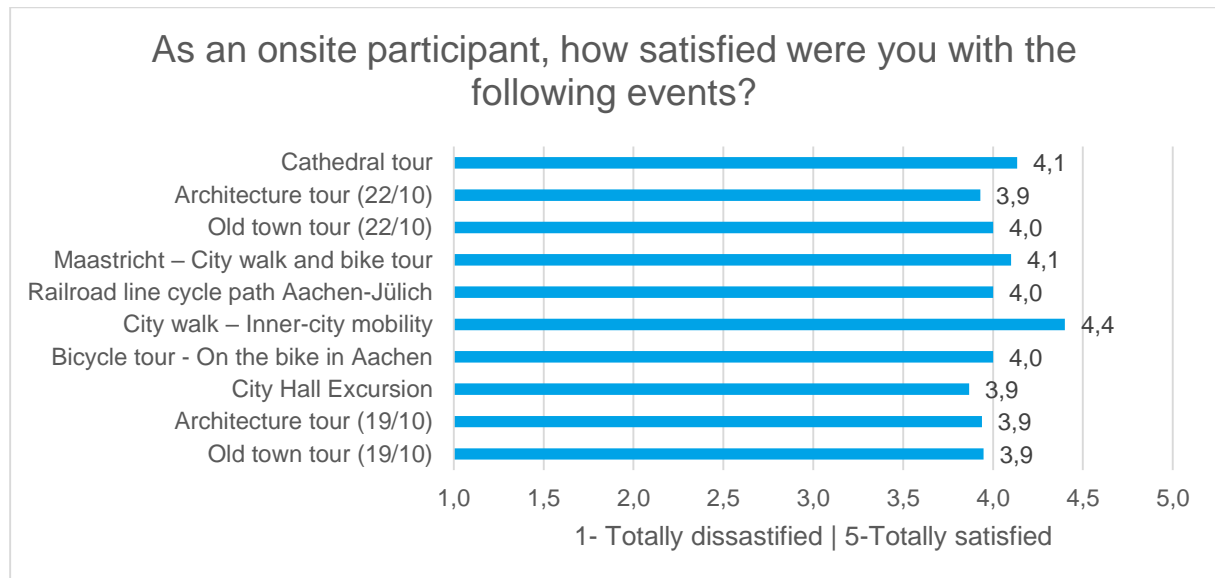


Chart 11 – Participants satisfaction with the site and touristic visits

4 Side Events

On the day before the conference, and in the period immediately preceding the opening plenary session, there were 5 side events in various locations and target audiences.

4.1 Mobility Powered by the Youth – CIVITAS Fresh Brains event

Bearing in mind that today's students form the next generation of mobility experts and with the aim of giving them an "in the field" experience, the "Mobility Powered by the Youth" (MPY) conference was organised as a side event of CF2021. This event happened on 19 October between 14:00 and 18:00, in "CT²", a center for teaching and training at the Campus of the University of Aachen.

In this conference, which also took place in a hybrid format, approximately 40 participants had the opportunity to debate current and future topics in the mobility field, both as an audience and as speakers, using the time to build connections for future collaboration. The MPY was an event mainly organised by BUAS (CIVITAS ELEVATE partner), and the agenda of this event can be found in Annex II.

4.2 Evaluation Coordination Group meeting

Parallel to the MPY, in the main conference venue and also in a hybrid format, the 4th Evaluation Coordination Group meeting (ECG) took place, a meeting aimed at sharing experiences, bringing CIVITAS projects closer together and improving evaluation activities. This meeting included representatives from 17 CIVITAS projects, which started to be supported in October 2020 by CIVITAS ELEVATE. The ECG meeting was mainly organised by TRT (CIVITAS ELEVATE partner), and the agenda of this meeting can be found in Annex III.

4.3 Smart Cities Marketplace Matchmaking

On the 19 October, between 16:00 and 17:30, interested onsite participants were able to participate in the Matchmaking Meet-up of the Smart Cities Marketplace. At this event, participants had the opportunity to learn how to make their projects bankable and how to attract private investment for them. As the MPY, this event took place in the in "CT²", a center for teaching and training at the Campus of the University of Aachen and was mainly organised by the Smart Cities Marketplace with the participation some members of their team like Georg Houben, Eelco Kruizinga and Edwin Mermans. The agenda of this session can be found in Annex IV.

4.4 Network Kick-Off of European Universities active in the field of urban mobility

In the beginning of the first day of the conference (20 October), representatives from universities active in the field of urban mobility were invited to participate in a network to enable educational institutes to build connections with other institutes active in this field and exchange ideas on future cooperation activities to be facilitated through the CIVITAS Network of European universities active in the field of Urban Mobility.

4.5 CIVITAS Policy Advisory Committee meeting

Also, in the beginning of the first official day of the conference, as a side event of the CF2021 occurred the third official meeting of the CIVITAS Policy Advisory Committee (PAC). This meeting focused on the topics Climate-Neutral and Smart Cities Mission, and on the new Urban Mobility Initiative, with presentations made by DG MOVE representatives (Matthew Baldwin and Torsten Klimke, respectively). Afterwards, the PAC members and the DG MOVE representatives engaged on an open discussion about those topics.

A brief discussion of the PAC Statement regarding Mobility-as-a-Service was also conducted in order to collect the last inputs and finalise the document. Before the meeting closes, TRT (CIVITAS ELEVATE partner) also provided further information and updates on the SUMP Topic Guide on the safe use of micromobility devices in urban areas, which is being developed by the Policy Support Group 1 (PSG1) of CIVITAS ELEVATE.

The agenda and participants of the PAC meeting can be found in Annex V.



Figure 14 – Picture of the PAC meeting ©Stachowitz

5 Exhibition

Given the hybrid format of the 18th edition of the CIVITAS Forum Conference, the participants could enjoy two types of exhibition: online and onsite.

The online exhibition opened mid-October 2021 and is available until mid-December 2021 (ie, by the date of the closure of the platform). It was composed by 20 virtual booths, presenting urban mobility projects, sponsors, companies, and of course CIVITAS and other EU-funded projects:

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. CIVITAS Initiative 2030 2. CIVINET Greece-Cyprus 3. EnerNETMob project 4. Interreg CE projects: Dynaxibility4CE and EfficienCE 5. Kompetenznetz Klima Mobil 6. LEAD – ULaaDS – SENATOR 7. MEISTER project 8. PARK4SUMP 9. Smart Cities Marketplace 10. USER-CHI | <ol style="list-style-type: none"> 11. WeCount 12. LimeBike (Scooter) 13. StädteRegion Aachen 14. ASEAG 15. Dot 16. Regio IT 17. STAWAG Aachen 18. Velocity (e-bike rental) 19. Cambio CarSharing 20. Swapfiets (bike sharing) 21. VOI Technology GmbH |
|---|---|

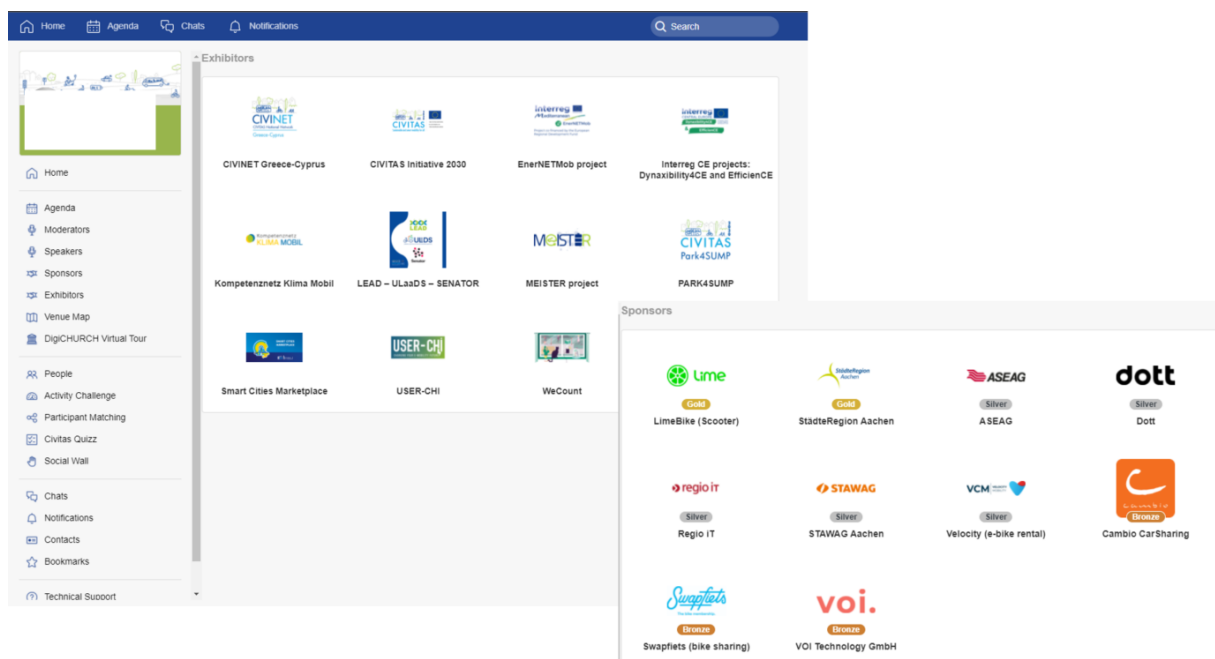


Figure 15 – Screenshots of the online exhibition home page

As can be seen in Chart 12, the number of views between booths varied between 24 and 95 visits during the days of the conference, with an average of 3 minutes per visualisation. Although the number of views is not very significant, the average time per visualisation can represent the interest of the participants in this feature.

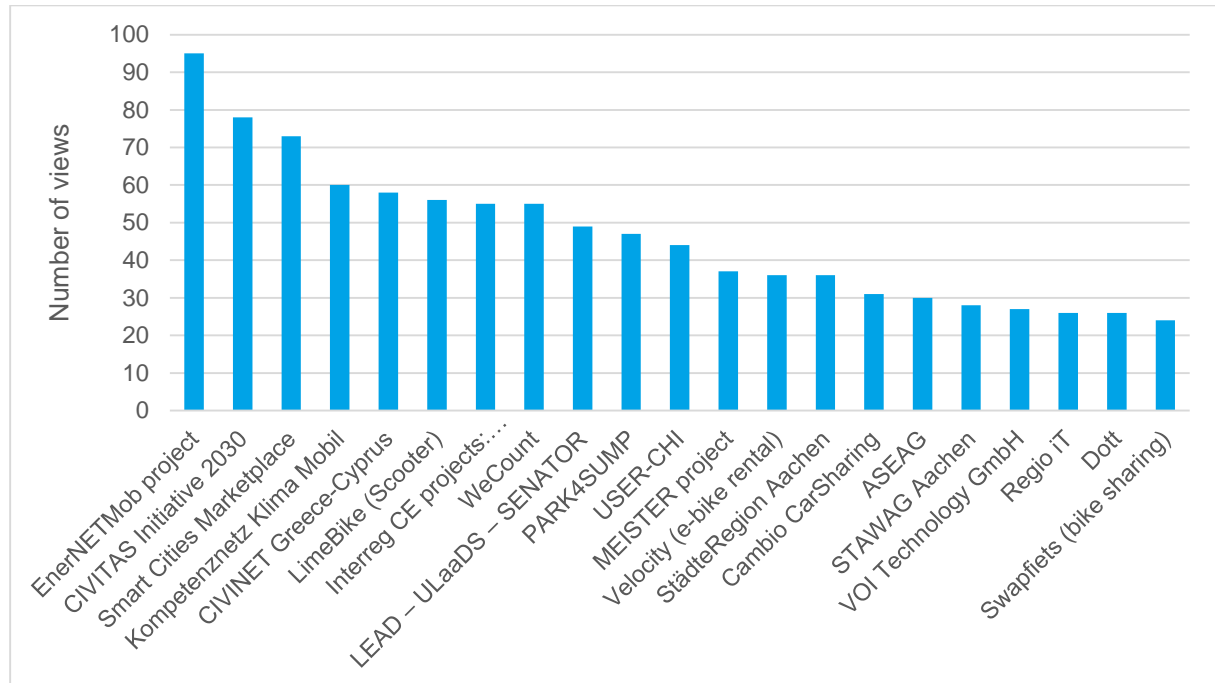


Chart 12 – CF2021 online exhibition views during the days of the CF2021

During the main days of the conference, onsite participants could also see the onsite exhibition, which was composed by all the entities mentioned before and also a stand for Vectos - SLR Consulting. In these stands, participants could enjoy face-to-face interactions with the representatives from the stands and learn more about them.



Figure 16 – Impressions from the onsite exhibitions stands

The city of Aachen took advantage of the outdoor area of the venue and assembled an outdoor exhibition, including: electric utility vehicles; hydrogen-powered refuse collection vehicle; traffic safety information by the police; a bicycle challenge course and a e-scooter test track.



Figure 17 – Impressions from the outdoor exhibition

6 Communication and Promotion

6.1 Branding

Alongside a range of design assets which were provided for the online platform (SpotMe), virtual backgrounds for speakers and holding slides and a number of other visuals were created for a range of online and print materials, a selection of which are shown below:



Figure 18 – CIVITAS website banner



Figure 19 – CIVITAS banner for virtual background



Figure 20 – CIVITAS online event advertisements

6.2 Online Platform

The CIVITAS Forum was hosted using the online platform SpotMe. This enabled us to clearly track interaction by online Forum participants.

Figure 21 shows a promising snapshot of the statistics gathered by SpotMe. During the main days of the conference, the platform gathered 540 active online participants, who visited the platform approximately 10 times each, with each visit lasting an impressive average of 40 minutes. This demonstrates that users did not often login just for a moment here and there, but rather meaningfully engaged in the discussions.

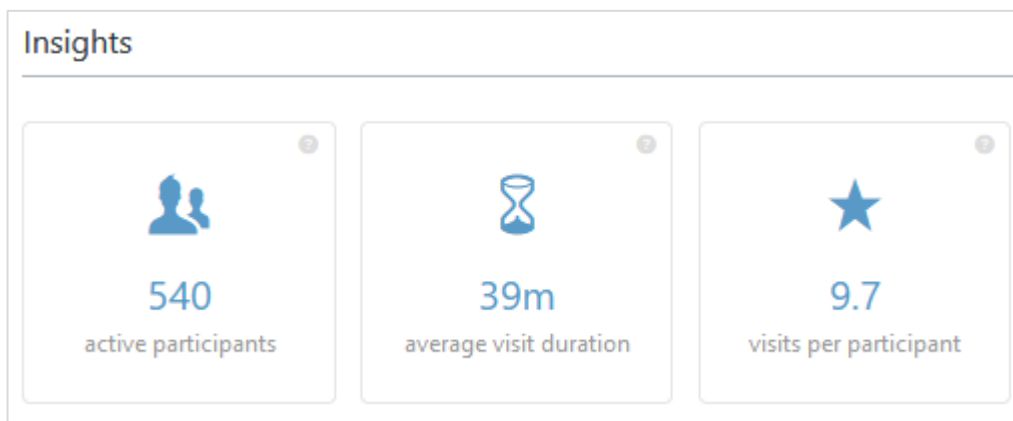


Figure 21 – Snapshot of total number of participants via SpotMe

SpotMe also produced a chart showing how interactions on the platform fluctuated over the main week of the conference (Figure 22), demonstrating that the majority of users connected via a web browser, and that more users interacted on the platform on day one (16 694 interactions) compared to day two (12 892 interactions).

A dedicated webpage for the CIVITAS Forum 2021 conference was created (<https://civitas.eu/forum2021>), providing a central hub for information for the event, namely:

- The agenda
- The event sponsors and partners
- The presentations and photos

Statistics regarding the reach of this webpage are found below, in section 6.3.5 CIVITAS website below.

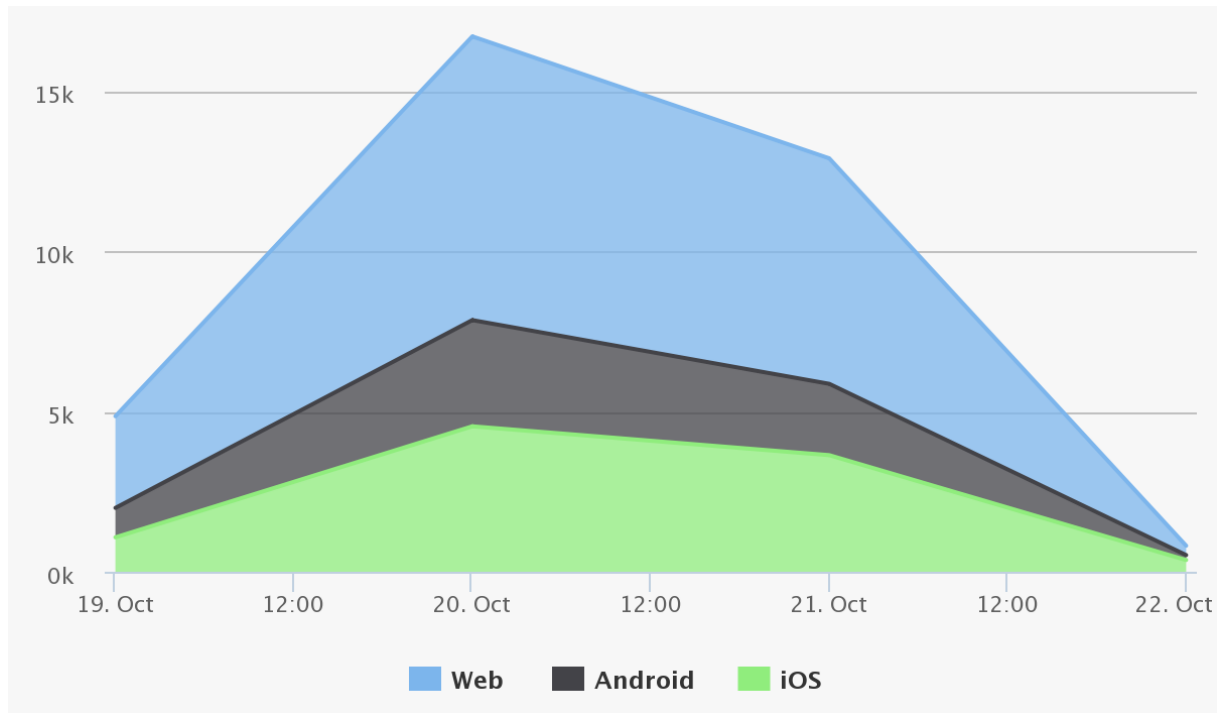


Figure 22 – Number of interactions on the SpotMe platform over the conference week

6.3 Promotion through Stakeholders and Partners

6.3.1 Newsletters

The CIVITAS Forum 2021 and the CIVITAS Awards were promoted in various newsletters from key stakeholders and partners, namely:

- ICLEI Europe newsletters: [July](#) (which also promoted the CIVITAS Awards), [August](#) (only the CIVITAS Awards) and [September](#);
- CIVITAS Initiative newsletters (see Table 4).

Date	Subject	Audience size	Opens	Clicks
22 March 2021	Save the Date! CIVITAS Forum 2021: 20-21 October	2574	2472	252
10 June 2021	Registration open for the CIVITAS Forum 2021	2568	2256	451
13 July 2021	CIVITAS MOVE: Summer 2021	2583	1806	338
17 August 2021	CIVITAS Cities: Last chance to apply to the CIVITAS Awards	379* *sent only to CIVITAS cities	275	45
12 November 2021	CIVITAS MOVE: August 2021 – reflecting on the CIVITAS Forum 2021	3318	1961	294

Table 4 – Figures for newsletters sent to CIVITAS MOVE subscriber list via MailChimp

When participants registered for the Forum, they were given the option to subscribe to CIVITAS MOVE. This brought in a remarkable 672 new MOVE subscribers, which represents a 32% increase in subscribers (from 2,866 to 3,538).

6.3.2 Website Listings

The conference was also promoted on key urban mobility stakeholders' websites and on those of the consortium partners, including:

1. [CIVITAS Initiative](#)
2. [EIT Urban Mobility](#)
3. [Mobility Makers](#)
4. [Urban Pathways](#)
5. [SUMP-PLUS](#)
6. [Eltis Urban Mobility Portal](#)
7. [ECTRI](#)
8. [Zukunftsnetz Mobilitaet NRW](#)
9. [UEMI](#)

10. [Mobility Matters](#)
11. [Energy Cities](#)
12. [The Mayor.eu](#)
13. [ICLEI Europe](#)
14. [TUMI](#)

6.3.3 Webinar with CIVITAS projects & Forum Communications Kit

A webinar ‘CIVITAS Forum Communications Workshop’ with the CIVITAS project dissemination managers was held on 6 October 2021. The idea was to further insight on how to promote the Forum during and after the Forum and keep the momentum going.

A Forum Communications Kit was created to help with pre-Forum promotion. It included social media templates, posting suggestions, supporting images and a press release.

Example of news bits:

- [Save the date for the leading European urban mobility event](#), online news article, published on ICLEI Europe website.
- [The CIVITAS Forum 2021 is coming - save the date!](#), online news article, published on Eltis website.
- [Smart Cities Marketplace goes to CIVITAS 2021](#), online news article, published on the European Commission website.

6.3.4 Social Media

ELEVATE consortium partners supported with social media promotion of the CIVITAS Forum 2021, being active in posting and sharing content from their channels before and during the conference days.

Social media posts relating to the conference concerned the following:

- General conference information (save the date, host city, venue, registration, etc.)
- Calls: speaker and exhibitor applications, CIVITAS Award applications
- Individual session promotion
- Promotion of Aachen, as the host city

Social media templates and guidelines were developed, which were sent to all the conference contributors (moderators, speakers and exhibitors) to promote their participation before and during the conference. Templates promoted either individual session or general conference promotion.

Social media posts were also prepared by ICLEI Europe which were posted before and during the event, in addition retweeting/sharing of posts from the CIVITAS account. Three CIVITAS social media channels promoted the CIVITAS Forum 2021 – Facebook, LinkedIn and Twitter. Overall, social media activity was as follows:

Facebook

26 Facebook posts from the CIVITAS account promoted the CIVITAS Forum 2021, including the CIVITAS Awards 2021 and the Forum side events (Mobility Powered by the Youth conference and the Smart Cities Marketplace Matchmaking).

Date	Topic	Reach	Post clicks	Likes, Comments & Shares
22.03.2021	Save the date	1 300	31	20
10.06.2021	Registration open	486	24	14
23.06.2021	Speaker applications open	759	20	13
24.06.2021	Youth speaker applications open	579	17	7
14.07.2021	Exhibitor applications open	272	6	4
19.07.2021	Speaker applications soon close	234	3	3
20.07.2021	Youth speaker applications soon close	327	5	5
30.07.2021	Apply to CIVITAS awards	230	2	2
08.08.2021	Register now for CIVITAS Forum (GIF)	214	73	10
17.08.2021	Register for CIVITAS Forum	243	0	4
23.08.2021	Call for youth speakers re-opened	711	13	7
06.09.2021	On-site registration nearly full	203	6	2
13.09.2021	Draft programme announced	395	17	6
20.09.2021	Forum 1 month away	236	4	4
29.09.2021	Draft programme youth conference announced	324	9	4
04.10.2021	On-site registration now full	327	13	4
04.10.2021	Join Smart City Marketplace at Forum	231	3	3
06.10.2021	Host city Aachen mobility strategy	231	3	3
12.10.2021	Final programme youth conference announced	342	3	4
19.10.2021	Matchmaking/youth conference today (pre-Forum)	272	1	6
19.10.2021	Host city Aachen in new CIVITAS publication	526	16	12
20.10.2021	Forum starts today!	479	14	10
21.10.2021	Welcome to Day 2 / results of CIVITAS Awards	407	20	7
22.10.2021	Thanks for joining, stay tuned for site visits	425	6	13
16.11.2021	Re-cap the Forum in the CIVITAS newsletter MOVE	211	8	3
17.11.2021	CIVITAS Forum after-movie	272	32	11

Table 5 – Individual Facebook statistics

LinkedIn

24 LinkedIn from the CIVITAS account promoted the CIVITAS Forum 2021, including the CIVITAS Awards 2021 and the Forum side events (Mobility Powered by the Youth conference and the Smart Cities Marketplace Matchmaking).

Date	Topic	Views	Likes/Comments
22.03.2021	Save the date	1 145	36
10.06.2021	Registration open	1 663	49
23.06.2021	Call for speakers opens	1 950	52
24.06.2021	Call for youth speakers opens	843	25
12.07.2021	Mentioned in MOVE summer edition	626	14
14.07.2021	Exhibitor call opens	566	10
19.07.2021	Reminder call for speakers	584	8
20.07.2021	Reminder call for youth speakers	884	12
30.07.2021	Apply to CIVITAS Awards	599	10
08.08.2021	Register for Forum (GIF)	773	52
06.09.2021	On-site registration nearly full	558	12
13.09.2021	Draft programme published	662	11
20.09.2021	Forum 1 month away	765	25
24.09.2021	Draft programme announced youth conference	677	13
04.10.2021	On-site registration full	540	11
04.10.2021	Join Smart City Marketplace at Forum side event	559	14
12.10.2021	Final programme published youth conference	708	17
19.10.2021	Host city Aachen in new CIVITAS publication	1 218	26
19.10.2021	Forum side events start today	761	17
20.10.2021	Forum starts today	1 214	32
21.10.2021	It's day 2 of the Forum	899	22
21.10.2021	Thanks for joining	2 124	68
16.11.2021	Re-cap the Forum in the CIVITAS newsletter MOVE	482	10
17.11.2021	CIVITAS Forum after-movie	305	27

Table 6 – Individual LinkedIn statistics

Twitter

Messaging relating to the CIVITAS Forum 2021 was predominantly communicated via the CIVITAS Initiative Twitter account. As the most commonly used of the platforms among CIVITAS stakeholders, as well as the most fast-moving (and thus suitable for an action-packed conference), it was a strategic decision to focus posting on this platform.

Month	Tweets	Impressions	Retweets	Profile visits	Mentions	New followers	Total followers (end of month)
June	31	100.8K	183	5 008	68	48	11 321
July	28	96.7K	145	3 117	52	10	11 331
August	21	55.3K	103	2 924	24	36	11 367
September	36	36.2K	100	3 731	73	65	11 432
October	47	67.8K	177	8 579	142	83	11 515
<i>Monthly average</i>	33	71.3K	141	4 671	71	48	-

Table 7 – Key Twitter statistics

31 original tweets were sent from the CIVITAS Twitter account, starting on 19 October 2021, when the CIVITAS Forum 2021 side events began, through to the end of the conference on 21 October 2021.

During the same 3-day period, the CIVITAS hashtag, #CIVITAS2021, was used 92 times across the Twittersverse.

6.3.5 CIVITAS website

All information about the CIVITAS Forum was accessible on a dedicated Forum [webpage](#) on the CIVITAS website. During the conference organisation process, this page was continuously adapted to reflect current information. It is here where visitors could learn about the conference and host city, as well as download key resources, like the programme and media kit. Information about COVID-19 safety was also clearly displayed. Interested speakers and exhibitors could also find and download calls for participation on the page. Upon conclusion of the CIVITAS Forum, the webpage was adapted to include conference presentations and information about the CIVITAS Awards winners.

During the side events and conference (19 - 21 October), the CIVITAS Forum webpage was viewed 859 times. Of those visitors, 251 viewed it for the first time. This concludes that the page was a valuable source of information that was accessed multiple times by most visitors. From when it was first developed in June 2021, to the end of October 2021, the page was visited 6186 times, making it the second most visited page on the website after the home page (8063 times).

The figure below shows increased traffic to the webpage, starting from when it was developed in June 2021.

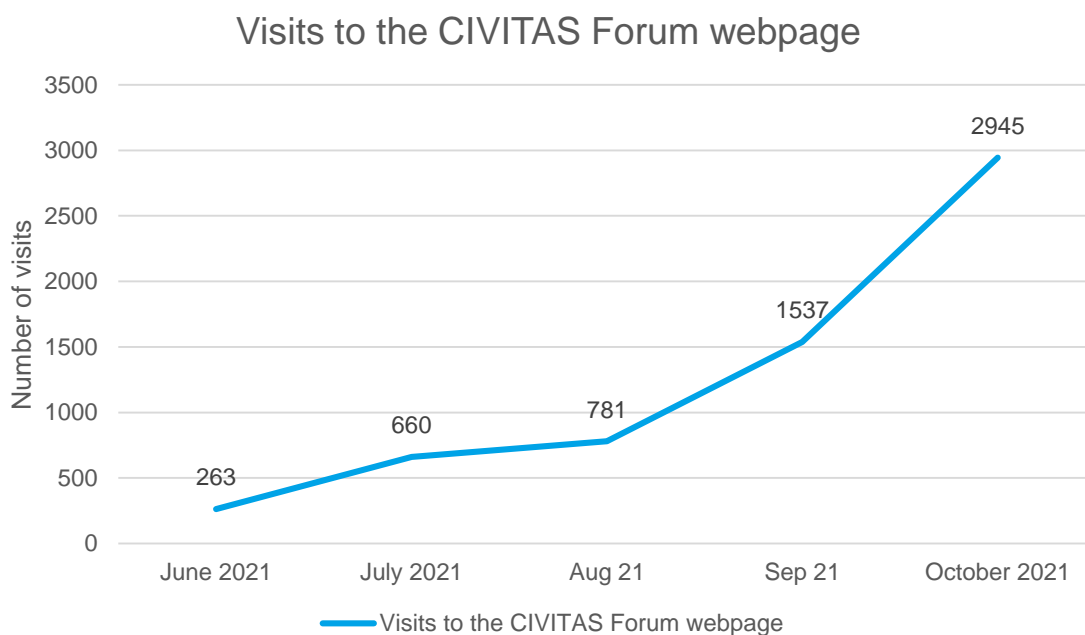


Figure 23 – Visits to the CIVITAS Forum webpage

6.4 Media

6.4.1 Adverts, media partnerships and digital communication materials

Media partnerships were set up with the following partners as part of the promotional work for the Forum: Cities Today, Innovators Magazine, Sustainable Bus and Transforming Cities.

Cities Today

- Two Newsletter banners advertising the conference ([24.09](#) and [01.10](#)) reaching more than 20,000 audience.
- Web banner on homepage of CITIES TODAY website for 1 month (see screenshot)
- One pre event article featured on the Cities Today [website](#) provided by ICLEI Europe and edited by Cities Today and in the newsletter ([15.10](#))
- Social media posts for the conference to more than 43000 followers (Twitter, Facebook & LinkedIn) ([1](#), [2](#), and [3](#) posts)
- Event in the [calendar](#) Cities Today Website and app

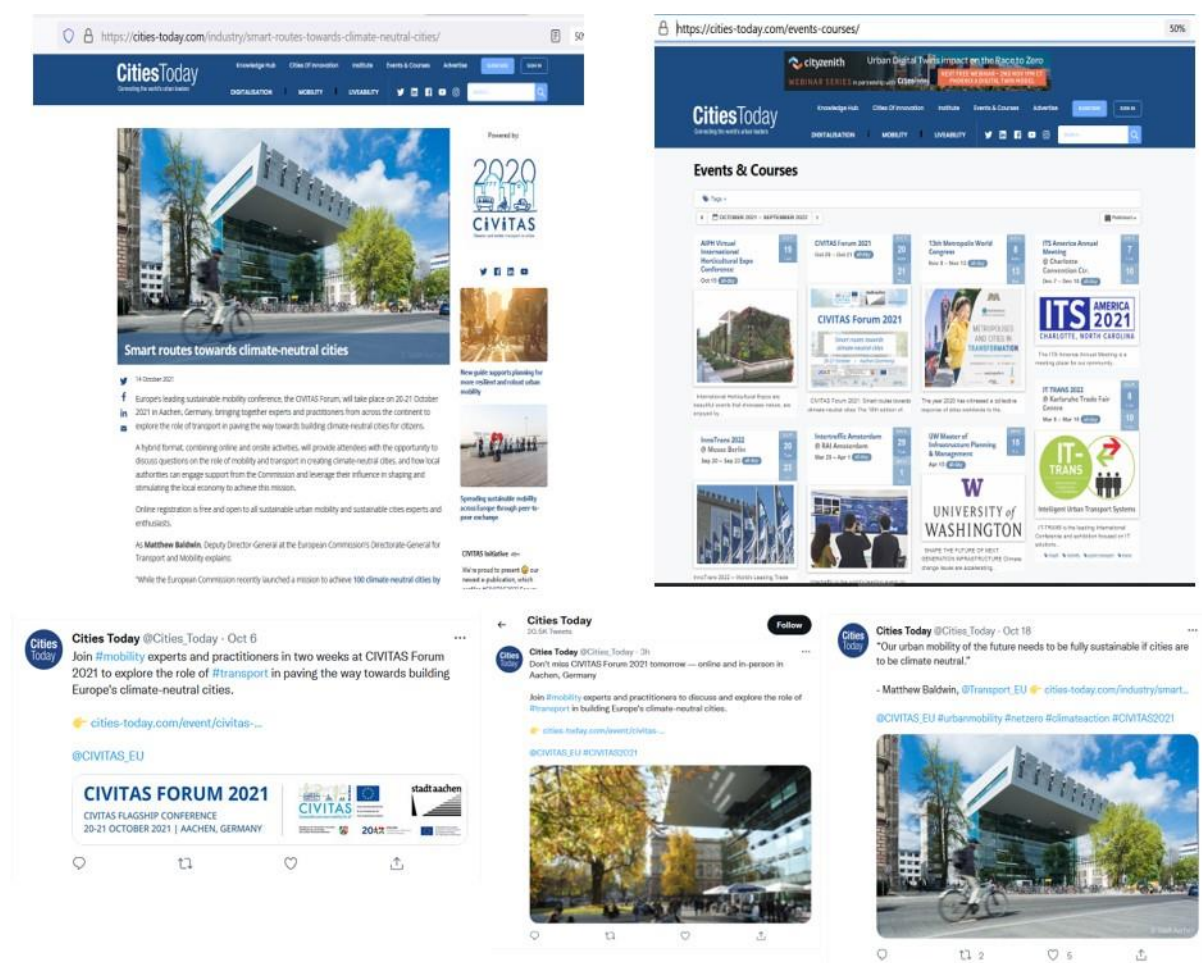


Figure 24 – Screenshots of promotion in Cities Today

Sustainable Bus

- Web banner on homepage of Sustainable Bus [website](#) (see screenshot)

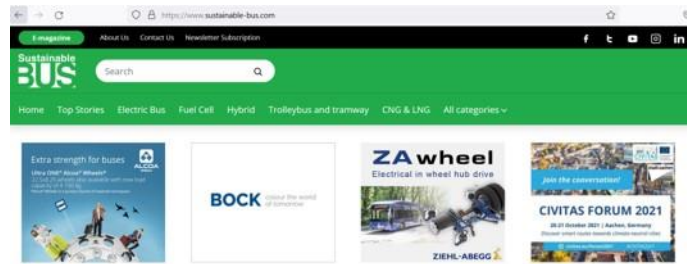


Figure 25 – Screenshot of promotion in Sustainable Bus

Innovators Magazine

- Web banner on homepage of Innovators Magazine [website](#) (see screenshot)
- Three articles were written about the Forum
 - o [Green Light for Climate Neutral Cities](#), article published online, 22 September
 - o [Mobilising Climate Neutral Cities](#), article published online, 4 October
 - o [Follow sign to climate neutral cities](#), article published online, 12 October
 - o [Urban Pioneers recognised](#), article published online, 25 October

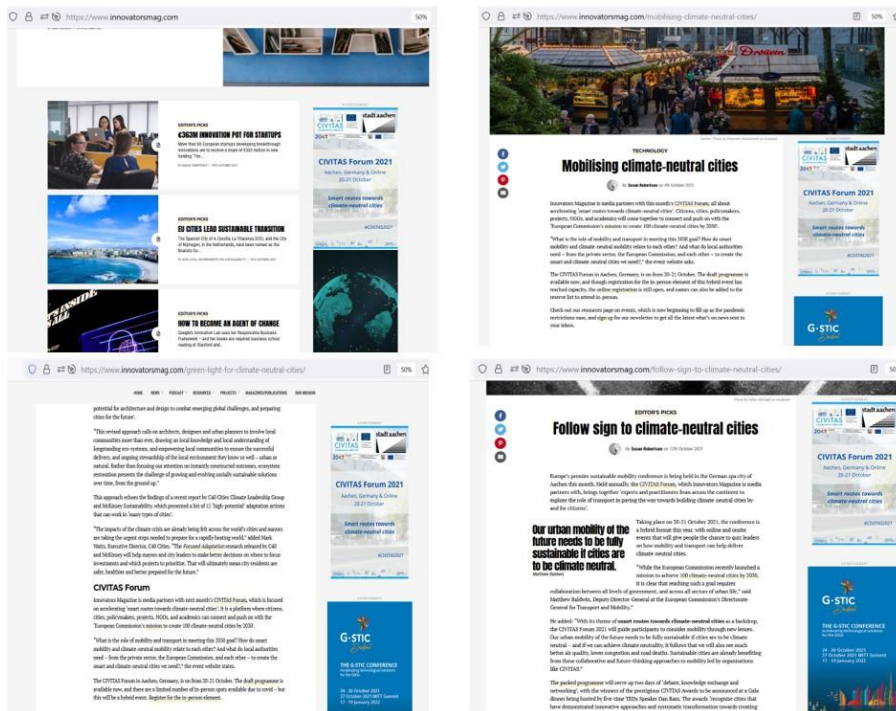


Figure 26 – Screenshots of promotion in Innovators Magazine

Transforming Cities

- Web banner on homepage of Transforming Cities [website](#) (see screenshot)
- Article planned for April 2022 to promote the next CIVITAS Forum /UMD

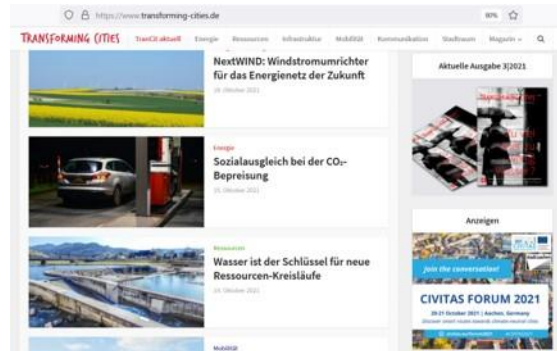


Figure 27 – Screenshots of promotion in Transforming Cities

A **media pack** was also created and made available on the CIVITAS Forum 2021 webpage, this included: a selection of photos, a short description of the Forum, and ‘Fast Facts’ about the CIVITAS initiative.

6.4.2 Awards ceremony videos

A series of six videos were produced for the CIVITAS Awards ceremony showcasing the measures that were implemented in the finalist cities:

https://www.youtube.com/playlist?list=PLMkqrY_wf-U5Muk9RJ8BaL22M-i0hW4VD

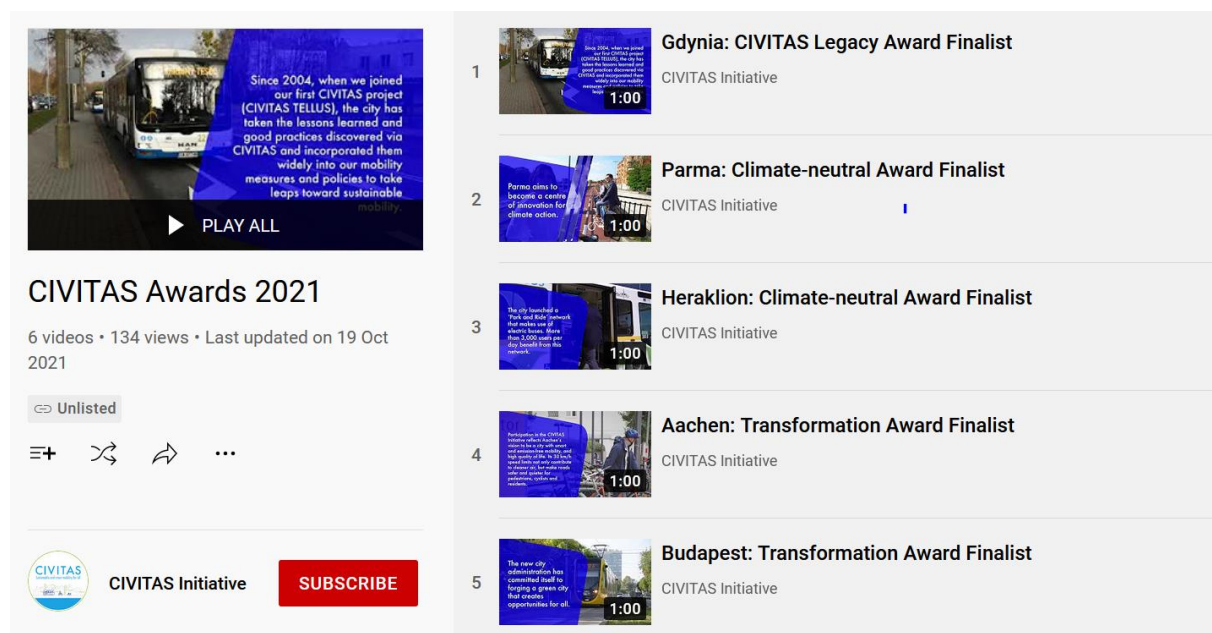


Figure 28 – Screenshots of videos produced for CIVITAS Awards ceremony

6.4.3 Press releases

- Pre-conference: Together with the City of Aachen a press release was drafted with quotes from the City’s Mayor, Sibylle Keupen and the Matthew Baldwin, EC Deputy Director-General for Mobility and Transport. This was sent out jointly by the CIVITAS Initiative and Aachen on 18 October.
- CIVITAS Awards: Before the conference, a press release focusing on the CIVITAS Awards 2021 was sent to the three winners - Aachen (Transformation Award), Gdynia (Legacy Award) and Parma (Climate Neutral Award) - for translation and distribution. Political representatives from all the winner cities provided a quotation for the press releases.

The following table provides an overview of press releases directly sent by the CIVITAS Secretariat. Please note that these figures do not include the additional media contacts reached directly via the City of Aachen.

Date	Subject	Audience size	Opens	Clicks
12 October 2021	Press Release: the CIVITAS Forum is just around the corner	195	57	7
21 October 2021	Press Release: CIVITAS Awards 2021 winners	165	85	20

Table 8 – Figures for press releases sent

6.4.4 Selection of news articles published/ media coverage

In addition to the articles secured above, below is a selection of articles and media coverage about the CIVITAS Forum and the Awards ceremony.

Traffic Technology Today (in EN)

[Three European cities win mobility awards for environmentally friendly initiatives](#), online news article, published on 25 October

Smart Cities (in PT)

[CIVITAS Forum junta “cidade, vitalidade e sustentabilidade” à mobilidade](#), online news article, published on 20 October

Future Lab Aachen (in DE)

[Mobilitäts-Preis für Aachen](#), online news article, published on 22 October

Goodnet (in GR)

[The Mayor of Rethymno at the meeting of the PAC Committee of Civitas in Germany](#), online news article, published on 22 October

BRF Nachrichten (in DE)

[Aachen gewinnt wichtigen Mobilitätspreis](#), online news article, published on 22 October

La Repubblica (in IT)

[Lotta alla CO2: Parma vince il premio europeo Civitas](#), online news article, published on 22 October

Il Parmenese (in IT)

[Parma vince il premio “Civitas”: “Orgogliosi dei nostri progetti per la sostenibilità”](#), online news article, published on 22 October

Smart Cities Portugal (in PT)

[Parma, Aachen e Gdynia são as cidades vencedoras dos CIVITAS Awards deste ano](#), online news article, published on 25 October

Patris (in GR)

[International distinction for mini buses](#), online news article, published on 26 October

Travelo

[Budapest was also awarded in the competition for sustainable transport solutions](#)

Aachen news (in DE)

[Mobilitätspreis für Aachen: Eine Aufforderung, noch besser zu werden.](#) online news article, published on 25 October

Eys Municipales (in IT)

[Tres ciudades de Italia, Alemania y Polonia ganan los premios de movilidad más importantes de Europa](#) online news article, published on 26 October

6.5 Stands and Materials

A virtual and an in-person stand were organised for the Forum hosting promotional materials from the CIVITAS Initiative:

- CIVITAS promotional booklet – 100 copies
- SUMP Topic Guide - Mobility Planning for Resilient Cities - 96 pages, 100 copies
- CIVITAS RIA publication - 28 pages - 30 copies
- CIVITAS Living Lab publication - 48 pages - 30 copies
- CIVITAS Success Stories - First Edition - 16 pages - 25 copies
- CIVITAS Success Stories - Second Edition - 16 pages - 50 copies

6.6 Post-Conference activities

Follow-up activities post-forum include:

- Uploading all the presentations from the conference plenaries and sessions onto the CIVITAS website, available to download.
- Making public the CIVITAS Awards videos and updating the Awards page.
- Distribution of CIVITAS MOVE as a conference wrap-up. This included articles on the Forum, links to the videos and the newly published Success Stories.
- CIVITAS Insights – a collection of quotes taken from the sessions were shared as social media posts via the Initiative's channels.
- A media article on the next Forum / Urban Mobility Days is planned for the April 2022 print edition of Transforming Cities.

7 Conclusions and Recommendations

The 18th edition of the event was the first with a hybrid format. This brings several advantages but also many challenges that should be discussed and improved in future editions.

A hybrid event entails at least three times as much work as a purely physical or online conference. In this kind of format, there are practically two parallel conferences being organised - the only common work is the content itself, and the rest is handled separately. In addition to the two poles being organised, it is also necessary to deal with the interconnection between the two, which is a huge challenge because the audience stimulation mechanisms are not optimised for two separate groups. Therefore, the time dedicated to organising an event of this size should be rethought and extended.

Aware from the lessons learned from the past and in order to overcome some issues previously experienced at the last year's event held 100% online, the organisation decided to hire a much more complete online platform: besides the live stream of the sessions, the platform had a social feed, quizzes, matchmaking questionnaires and several other features optimised for networking. Although the online participants were happy with these features, which were often used, it was evident the segregation between the online and onsite audiences. With the drastic increase of hybrid events, different solutions and features are emerging to increase the interaction between onsite and online participants, thus ensuring that all participants feel that they belong to the same event and benefit from similar experiences. Some examples can already be pointed out to increase the engagement of the audience in this type of events, for example, with computers/screens at the venue made available only for video calls/group chats between several participants and with better (and earlier) communication about the common features for each type of participant.

Apart from the interaction among the audience, the hybrid format is also more susceptible to the occurrence of technical problems. Despite the efforts made to contract an online platform highly experienced in hybrid events and change of the proposed venue to one optimised for hybrid events those choices were not sufficient to avoid some technical problems that, unfortunately, were notorious in some specific sessions/room. Some of these problems can, however, be minimized by giving priority to local test-runs days before the event starts.

Hybrid events do not mean just additional issues and challenges. In some aspects can even facilitate the organisation of the sessions. Speakers that, due to an unforeseen event, cannot be present onsite have the opportunity to participate virtually, thus avoiding further inconveniences on the programme structuring. Despite having the possibility to participate in two different formats, the last minute giving up of speakers continues to happen, which means that a plan B will always have to exist for unexpected situations.

In order to avoid undesirable situations associated to the quality of the sessions in terms of fluidity, the speakers also need to have detailed information on how to participate in their sessions. For this event, a very detailed document with guidelines and FAQ's was provided to all speakers to support and facilitate their interventions. Even though, some speakers had problems related to the connection which caused delays and even made it impossible one speaker to participate (which in that case was fortunately solved by an existing pre-recorded presentation that had been requested in advance to all online speakers). A quick and effective solution suggested by several conference participants was that, even allowing for a hybrid

audience, all speakers should be present on site. However, this solution would probably limit the participation of great speakers, either because of the distance to be travelled or because of overlap in their busy calendars. Thus, we believe that alongside the detailed guidelines provided, the previously proposed test-runs also for the speakers could minimize some the obstacles found.

Despite some of the abovementioned challenges/issues, during the post-conference questionnaire the participants were clear on the format they wanted to see in a next edition. Looking at Chart 13, participants reinforced the opinion already collected last year: future editions should be hybrid. This year, only 3.3% of respondents chose the option of doing a purely online event - this could be interpreted as a clear preference of the format allowed this year compared to last year, but also of the importance that face-to-face interactions have for the CIVITAS community.

In the context that next year there will be no travel restrictions, should the next CIVITAS FORUM conference be:

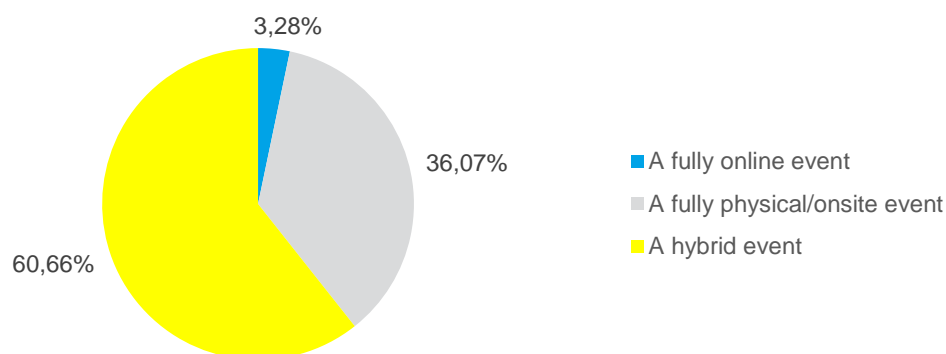


Chart 13 – Participants' feedback on the format for future CIVITAS Forum Conferences

Another challenge that also had to be addressed, and which had already happened in previous editions, was the issue of registered versus active participants. In this edition this problem was very noticeable since, in comparison with other editions, the places had to be quite reduced due to the pandemic condition experienced. Despite several emails insisting to notify the organising team about dropouts, and a questionnaire that had to be filled in to confirm their participation, 59 participants did not show up in Aachen - this is particularly serious if we take into account that there was a reserve list of 25 people who showed a lot of interest in participating but had to be turned down.

The problem of registrants not showing up goes well beyond removing the seat from someone interested - it also means empty seats at interesting sessions, site visits with no attendees, gift bags made and wasted, and lots of wasted food - which is inexcusable in today's times. Although we all are aware this is never ending and general problem across most of the events, the CIVITAS ELEVATE consortium will continue working to avoid these unpleasant situations. Following this, during a post-conference Project Management Group meeting, the ELEVATE consortium took the moment to brainstorm on this issue, where some possible suggestions

were laid on the table and now need to be carefully analysed in the future if are feasible to be implemented.

Focusing on the online part of the conference, online attendees had the opportunity to share their opinion regarding various parts of the SpotMe platform - the results can be seen at Chart 14. As observable, online participants were overall happy with the inquired elements. However, it is noticeable that three features scored lower than the others, all related to interaction between participants and/or exhibitors - this reinforces the aforementioned idea of the need to improve these aspects.

As an online participant, how satisfied were you with the following elements/processes?

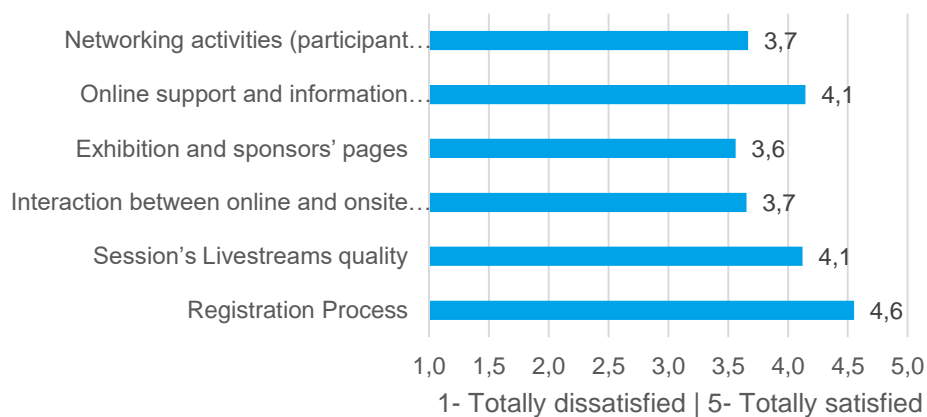


Chart 14 – CF2021 online participants' feedback on some elements/processes

Focusing on the onsite part of the conference, onsite participants also had the opportunity to share their views on various elements and also on Aachen as a host city. The results can be seen in the following charts.

As an onsite participant, how satisfied were you with the following events?

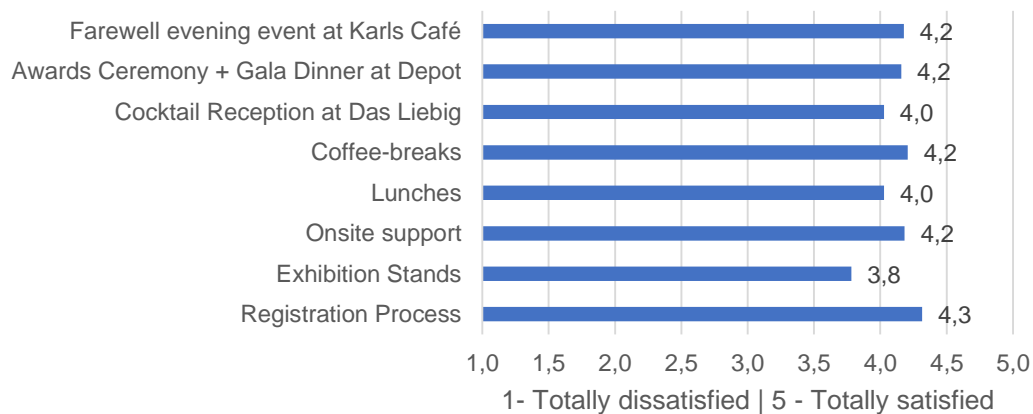


Chart 15 – CF2021 onsite participants' feedback on some elements/processes

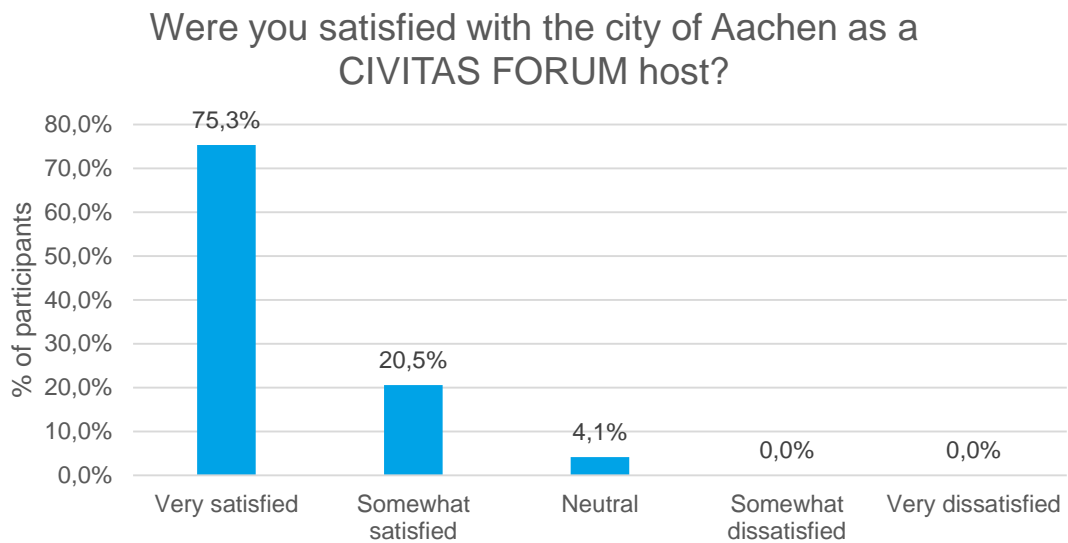
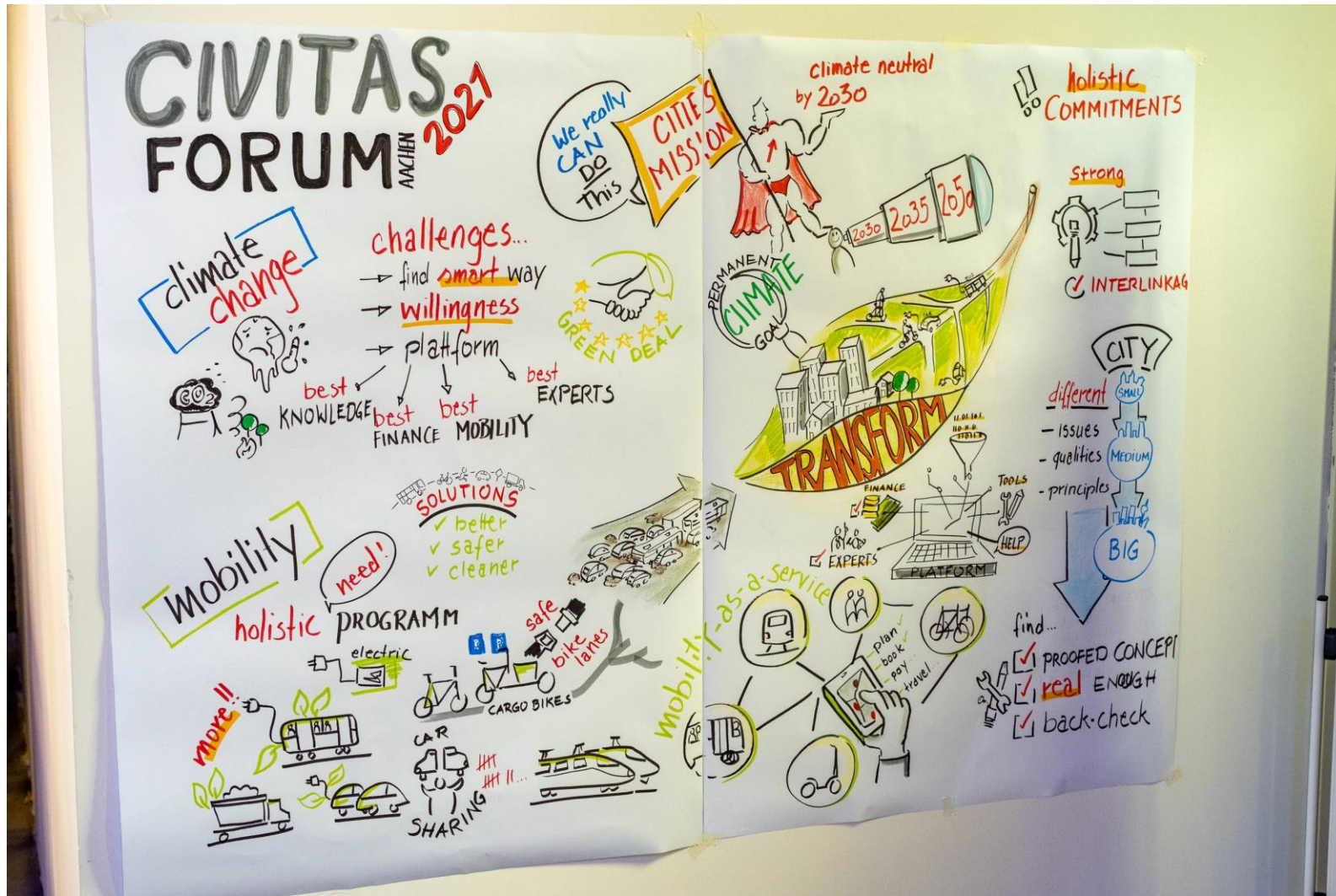


Chart 16 – CF2021 onsite participants' feedback on Aachen as the city host

Looking at the graphs it is easily visible that the onsite participants had a great experience and were very satisfied with the city of Aachen for the experience provided. Of course, this does not mean that there is no room for improvement: for example, the exhibition, which received a lower than average score (not only by the onsite participants but also by the online ones) - in future editions the need for this component and how to make it more attractive for the participants should be analysed.

Finally, within the feedback questionnaire, all the participants also had the opportunity to share suggestions or recommendations for the next CIVITAS Forum Conference – taking also this opportunity to praise the organising team. All the open answers can be seen in Annex VI.

Annex I: Plenary Sessions – Graphic record



Annex II: Mobility Powered by the Youth – Agenda



CIVITAS Conference “Mobility Powered by the Youth” FINAL CONFERENCE PROGRAMME

Date: 19 October 2021

Venue: “CT² – Center for teaching and training” at the Campus of the University of Aachen (Aachen, Germany) and online

14.00 – 14.20	Opening Plenary	Dr. Octavia Stepan Head of Sector, CINEA - European Climate, Infrastructure and Environment Executive Agency	Online
		Uwe Müller Head of the Traffic and Mobility Planning Department, City of Aachen	On-site
		Fred Dotter Director European Projects and Policies, Mobiel 21 Project Coordinator, CIVITAS ELEVATE	On-site
		Dr. Nina Nesterova Team Lead Sustainable and Smart Mobility, Breda University of Applied Sciences	On-site
14.20 – 15.10	SESSION I: Demand and urban space management	SPEAKERS:	
		Ira Kataria and Julia Pichard (RWTH Aachen University, DE) Topic: Connecting Brownfields-mobility as an enabler for decentralisation and regeneration	On-site
		Lars Eikmanns (RWTH Aachen University, DE) Topic: Templergraben Autofrei! - Student Engagement in Traffic Planning	On-site
		Nives Domjan (University North, HR) Topic: Solving traffic on the section of Haller Alley in the city of Varaždin	Online
		Laura Guimarães and Stephania Kousoula (Institute for Advanced Architecture of Catalonia, ES) Topic: Hyperblock: The Future of Mobility	Online
		MODERATOR:	
Edwin Mermans Senior Advisor International Affairs, Province of Noord-Brabant	On-site		

15.10 – 16.00	SESSION II: Active, micro and shared mobility	SPEAKERS:	
		Elmira van Zuijdam (Breda University of Applied Sciences, NL) Topic: How did the bicycle culture develop faster than the people in it?	On-site
		Rebeka Petřtylová (Slovak University of Technology in Bratislava, SK) Topic: Waterfronts as corridors of active mobility within cities	Online
		Lucie Vávrová (University of Jan Evangelista in Ústí nad Labem, CZ) Topic: What factors drive ridesharing for commuting trips the most? Comparison of three different institutions in one city.	On-site
		Ulviya Abasova (Academy of Public Administration under the Republic of the President of Azerbaijan, AZ) Ayshan Zulfiyeva (Baku Higher Oil School, AZ) Topic: Clean transport, Youth for Public Transport	Online
		MODERATOR:	
		Ekaterina Uzunova Researcher and Project Manager Mobility and Built Environment, Breda University of Applied Sciences	On-site
16.00 – 16.20	Coffee break		
16.20 – 17.00	SESSION III: Liveable and inclusive cities	SPEAKERS:	
		Diana Roussi, Hebah Qatanany and Tuğdual Sarazin (Institute for Advanced Architecture of Catalonia, ES) Topic: Healing flows	On-site and online
		Mayumi Sato (University of Cambridge, UK) Topic: Understanding Mobility through the Framework of Belonging	Online
		Ivănescu Maria-Alexandra (Ion Mincu University of Architecture and Urban Planning, RO) Topic: Tourism mobility in the northern metropolitan area of Bucharest	Online
		MODERATOR:	
		Don Guikink Manager Research and Business Innovation Built Environment & Logistics, Breda University of Applied Sciences	On-site
17.00 – 17.50	SESSION IV: Smart Cities	SPEAKERS:	
		Memo Buijs (Breda University of Applied Sciences, NL) Topic: Future competencies of the mobility labour market	On-site
		Ruth Joseph (Breda University of Applied Sciences, NL) Topic: The application of Digital reality pertaining co-creation and planning in mobility	Online
		Rosalie Camilleri (University of Malta, MT) Topic: Engaging citizens in transport backcasting process to enhance the effectiveness of climate policy measures	Online
		MODERATOR:	
		Dr. Nina Nesterova Team Lead Sustainable and Smart Mobility, Breda University of Applied Sciences	On-site
17.50 – 18.00	Welcome Smart Cities Marketplace	Georg Houben Policy Officer, Smart Cities & Communities Team, DG ENER European Commission	On-site
18.00	Closing words	Dr. Nina Nesterova Team Lead Sustainable and Smart Mobility, Breda University of Applied Sciences	On-site
19.00	Cocktail reception at Das Liebig (Liebigstraße 19, 52070 Aachen, Germany)*		

Annex III: Evaluation Coordination Group meeting – Agenda

Time	Content	Who
14:30-14:35	Welcome and introduction	ELEVATE/TRT
14:35-14:50	Summary of project's evaluation activities status	ELEVATE/TRT
14:50-15:20	New CIVITAS projects presentation: <ol style="list-style-type: none"> 1. MOVE21 2. SCALE-UP <i>Brief summary of the project and the planned evaluation activities and approach</i>	MOVE21, SCALE-UP
15:20-15:50	SUNRISE final outcomes of the project's evaluation process	SUNRISE
15:50-16:00	<i>Break and networking</i>	
16:00-16:55	Open discussion on relevant evaluation themes across CIVITAS projects	ELEVATE/All
16:55-17:00	AOB, next steps and conclusion	ELEVATE

Annex IV: Smart Cities Marketplace Matchmaking – Agenda



Smart Cities Marketplace Matchmaking Meet-up at CIVITAS

Forum 2021 – 19 October 2021

Smart Cities Marketplace Matchmaking: connecting cities, solutions, and investors at CIVITAS Forum 2021

19 October | 16:00-17:30 CEST

Location: CT² – Center for teaching and training, RWTH Aachen University, Forckenbeckstraße 71, 52074 Aachen

Focus: Lessons from the matchmaking work of the Smart Cities Marketplace. Aim is to present and discuss criteria for bankability of sustainable projects and lessons learned from the matchmaking activities of the Smart Cities Marketplace. The discussion will focus the mobility sector including the presentation of a set of tools and frameworks to shape projects towards bankability.

16:00-16:05	Welcome and introduction to the event by the moderator - Eelco Kruizinga , Senior Principal Consultant, DNV, matchmaking expert Smart Cities Marketplace
16:05-16:10	Welcome and introduction to the Smart Cities Marketplace - Georg Houben , Policy Officer DG Energy, European Commission
16:10-16:25	The Smart Cities Marketplace Matchmaking activities - Eelco Kruizinga , Senior Principal Consultant, DNV, matchmaking expert Smart Cities Marketplace - Jorge Rodrigues de Almeida , Managing Director RdA, matchmaking expert Smart Cities Marketplace (online)
16:25-16:45	The investor view: criteria for a bankable project and lessons learned - Peter Radford , Principal, Amber Infrastructure Limited (tbd) (online) Including Q&A with moderator
16:45-17:00	More challenges and hurdles to deal with for implementation and mainstreaming of New Mobility Services - Edwin Mermans , Senior advisor international affairs, Province of Noord-Brabant Including Q&A with moderator
17:00-17:25	Open discussion: Based on key challenges as formulated by the Marketplace, the speakers or the participants, what are the challenges and hurdles of the participants? How can the Smart Cities Marketplace help them?
17:25-17:30	Outlook Smart Cities Marketplace matchmaking activities during CIVITAS Conference, next Masterclass edition and wrap-up of event
17:30	End of event

smart-cities-marketplace.ec.europa.eu
info@eu-smartcities.eu

Annex V: Policy Advisory Committee – Agenda and Participants

When	What	Who
09:00 – 09:10	Welcome and introduction to the agenda	PAC Chair INOVA+ DG MOVE
09:10 – 09:30	Overview on the Climate-Neutral and Smart Cities Mission Short update of the state of play of the new Urban Mobility Initiative	DG MOVE: Matthew Baldwin, Dept DG and Mission Manager Torsten Klimke, HoU, Unit B3 – Research and Innovation
09:30 – 09:55	Discussion and Q&A with cities on the Mission	PAC members DG MOVE
09:55 – 10:20	MaaS topic - Update on the work done and next steps for the 1 st PAC Statement	PAC Chair & team PAC members
10.20 – 10:30	EOB & Closing	Vanessa Holve (TRT) PAC Chair & Vice-Chair INOVA+

Name	Organisation	Type of Involvement	City	Country
Matthew Baldwin	DG MOVE, EC	DG MOVE representative	-	-
Torsten Klimke	DG MOVE, EC	DG MOVE representative	-	-
Frauke Burgdorff	Municipality of Aachen	Aachen representative	Aachen	Germany
Koen Kennis	Municipality of Antwerp	PAC Chair	Antwerp	Belgium
Grigoris Konstantellos	Municipality of Vari Voula Vouliagmeni	PAC Vice-Chair	Vari Voula Vouliagmeni	Greece
Susanne Müller-Hübsch	Municipality of Anderlecht	PAC member	Anderlecht	Belgium
Christian Nussmüller	Municipality of Graz	PAC supporter	Graz	Austria
Adelheid Byttebier	Municipality of Schaerbeek	PAC member	Schaerbeek	Belgium
Carl Hanssens	Municipality of Sint-Niklaas	PAC member	Sint-Niklaas	Belgium
Dejan Crnek	Municipality of Ljubljana	PAC member	Ljubljana	Slovenia
Georgios Marinakis	Municipality of Rethymno	PAC member	Rethymno	Greece
Tiziana Benassi	Municipality of Parma	PAC member	Parma	Italy
Cristina Pellegrini	Municipality of Parma	PAC supporter	Parma	Italy
Elli Kokoliou	Municipality of Vari Voula Vouliagmeni	PAC supporter	Vari Voula Vouliagmeni	Greece
Vasileios Tsiakos	Municipality of Karditsa	PAC member	Karditsa	Greece

Georgios Banatsas	Municipality of Karditsa	PAC supporter	Karditsa	Greece
Vasileios Myriokefalitakis	Municipality of Rethymno	PAC supporter	Rethymno	Greece
Alexia Spyridonidou	-	PAC supporter	Karditsa	Greece
Ilias Schoretsianitis	-	PAC supporter	Karditsa	Greece
Juan Carlos Escudero	Municipality of Vitoria-Gasteiz	PAC supporter	Vitoria-Gasteiz	Spain
Ana Aleixo	INOVA+	PAC Secretariat	-	-
Ana Costa	INOVA+	PAC Secretariat	-	-
Inês Mesquita	INOVA+	PAC Secretariat	-	-
Catarina Azevedo	INOVA+	PAC Secretariat	-	-
Vanessa Holve	TRT	PAC Rapporteur	-	-

Annex VI: Participants' feedback and suggestions

Compliments

- The conference was well organised.
- Very well done. Congratulations!
- Thank you very much for a good conference!
- Waiting for the next!! Props, and thank you this great event.
- I thought the organisation was excellent, quality of the links good, and generally most presentations provided something of interest.

Content and programme

- Organise separate workshops with the most voted topics. Preparing the Agenda of the Forum with a Call for contribution to stakeholders.
- More questions and answers at the conference.
- I expected some more new, innovative research. Although the topics were interesting, the context was a bit disappointing.
- Involve more cities presenting concrete measures on the ground, rather than abstract future project results.
- Interactive methods tools like slido for people online and onsite. More workshops with content of city planning in general and about public spaces inclusively with green infrastructure combined with mobility infrastructure.
- Less Presentations, but each presentation a bit longer.
- Could you please pay attention to the gender balance of the plenary sessions? On day 2 there were 4 men and 1 woman on stage and 3 of the four men from the European Commission which made the discussion less interesting.
- Invite some grass roots NGOs, so that a more critical outside perspective gives a little more spice into the discussions.
- Please prepare the speakers to focus on their main statements rather than trying to give too much information. Also, it wasn't always clear how the presentation fit to the topic of the session. Maybe CIVITAS could give some instructions to the speakers to let them know what is expected of them.
- Please make the agenda more accessible in future. It was ridiculous to have to open it in a reader.
- Make the abstract selection process clearer (format of the abstracts - sessions allowed or just speeches, etc.).

Onsite Format

- On the second day it was very cold in the conference centre / It was very cold in the Liebig congress centre.
- I was surprised that many attendees did not wear facemasks inside the venue despite clear instructions at the Liebig venue (signs). The same applies for the Gala Dinner event that was too crowded. Even with the mandatory test, as well as been vaccinated, I did not feel comfortable in these situations.
- Next time, there could be greater variety of food provided especially during coffee breaks (different on the first and second day) and smaller portions offered at coffee breaks. It would be better to send out a detailed program to participants well in advance of the conference, but I understand that it is difficult to get timely confirmation of attendance from all speakers. Everything besides it was perfect!
- Food at the Gala Dinner was not good, planning of the sessions did not match with participants. The session for Urban air Mobility was almost empty but in the largest room, I guess that was obvious, that this will not be the most interesting topic to visitors on site.
- The technology in the parallel sessions did not always work so well (difficulty with broadcasting the online presenters, getting the slides to work, etc.). The conference venue was very nice although not very central.
- Technical problems should be tackled better.
- A kind of clearer offer and on-site guidance - practical mobility advice - how to get to the CIVITAS forum place (connections using bus, bicycle etc.) from the railway station, city centre or directly from recommended accommodations etc.

Online and Hybrid Format

- I hope you keep the online mode so more people can access the CIVITAS forum.
- Yes, try to accept that the future of conferences is hybrid. Therefore, work to improve the quality of the hybrid events you will organise. I was totally dissatisfied when I couldn't interact in the plenary session. Moreover, the choice of moderators should be improved: I have attended an interactive online session, then the rapporteur went in front of the audience and mentioned how dissatisfied he was that it was blocked in an online meeting, rather in a room with the rest of the audience. This type of statement shows (i) how inexperienced the moderator was and (ii) the type of discrimination against online participants. If you analyse all European and global main events, you will realise how many people have been participated in these last 1.5 years compared with the numbers prior COVID pandemic. The results of this wide attendance will be seen later, in their actions and measures that will take at local/regional level. The actual impact of this massive online interaction will be seen in time. I hope that those that are in the position to organise such events will understand the need to contribute to this future impact.
- Somehow to make clear to online participants whether there will be an opportunity to engage through asking Q's or not.

- Please keep the hybrid format ... reducing travel is good for the environment and our budgets!
- In case of physical event, video presentations to be an exception, as a courtesy of the onsite participants.
- I think that hybrid event is a really good option so that more people can participate but only for people not speaking in the conference. I think that speakers should be onsite so that participants can more easily exchange with them and so that the presentations have better quality.
- Handling of technology for a hybrid event should be improved next time. The national level should play a more important role, next to EU and cities.

In case it's a hybrid or fully online event, there should be better technical support.

Networking

- To facilitate easier networking, it would be great if the name badges would have the names in larger type and on both sides of the name badge. The organisers of course could not do anything about this, but the disruption of the Deutsche Bahn service due to the stormy weather, with many cancelled trains etc. was unfortunate.
- Little detail: the names on the badges were so small, that it was an obstacle in recognising the names on it.
- Longer coffee breaks, more time to connect, chat and network.

Presence and involvement of politicians and the European Commission

- I'd like to see representatives of the EC being more present and visible during the breaks (e.g. via an exhibition stand or via the possibility to better approach them), and to have them available during the full course of the conference. Especially in Aachen, which is super easy to be reached by Brussels, I was somewhat disappointed that no "high level" found it interesting enough to join the conference.
- The presence of the mayor of the host city on at least one event must be mandatory and the presence of the Commissioner for transport as well.
- There should be less plenary sessions dedicated to EU plans/visions.