

For over ten years, the CIVITAS Initiative has been addressing ambitious cities that are introducing or that are seriously committed to introducing urban transport policy strategies to promote sustainable urban mobility.

The aim is to achieve a change in behaviour and attitudes of citizens, planners, politicians and industries to achieve a greener model and more sustainability of various transport modes. Co-funded by the European Union, the initiative has attracted the participation of over 60 cities, with the eight most recent joining through the two CIVITAS Plus II Collaborative projects: CIVITAS DYN@MO and CIVITAS 2MOVE2.

CIVITAS DYN@MO (DYNamic citizens @ctive for sustainable MObility) is a project with strategic importance for sustainable mobility planning in four European cities: Aachen (Germany) and Gdynia (Poland) as leading cities, as well as Palma de Mallorca (Spain) and Koprivnica (Croatia) as learning cities.

CIVITAS 2MOVE2 (Moving Together for a Better Mobility) aims to improve urban mobility by advancing or creating sustainable, energy-efficient urban transport systems. All city partners, Brno (Czech Republic), Malaga (Spain), Stuttgart (Germany) and Tel Aviv-Yafo (Israel), will benefit from the exchange of know-how and the implementation of forward-looking measures.

CIVITAS I 2002-2006	CIVITAS II 2005-2009	CIVITAS Plus 2008-2012	CIVITAS Plus II 2012-2016
19 cities	17 cities	25 cities	8 cities
4 demonstration projects	4 demonstration projects	5 demonstration projects	2 demonstration projects

AN INTEGRATED APPROACH THROUGH BUILDING BLOCKS

CIVITAS cities take an integrated and participatory approach that addresses all modes and aspects of transportation in urban environments. Each city implements a set of mobility solutions to address their particular local priorities and issues. The activities form an integral part of a city's long term mobility planning. The following building blocks of the CIVITAS Initiative provide a planning framework, guarantee political involvement and establish strategic partnerships:

- **Clean fuels and vehicles** help reduce local air pollution, particulate matter, greenhouse gas emissions and noise. CIVITAS cities test biodiesel, biogas, and compressed natural gas vehicles, as well as hybrid and e-vehicles.
- **Collective passenger transport** must offer an accessible service that is a fast, comfortable, safe and convenient alternative to a private car. CIVITAS cities strive to maximise its potential.
- **Demand management strategies** such as access restrictions, road pricing, parking policies, marketing campaigns and corporate mobility plans contribute to reducing traffic and pollution.

- **Mobility management** helps create a new mobility culture through activities such as marketing, communication, education and information campaigns.
- **Safety and security** must be ensured for urban travellers, especially cyclists, pedestrians and other vulnerable groups. CIVITAS cities look into new ways of protecting urban travellers.
- **Car-independent lifestyles** can be fostered through modern information technologies, safe and secure infrastructure, bike rentals, car-pooling, car-sharing and other initiatives.
- **Urban freight logistics** should be managed to minimise the negative impacts on people's lives. CIVITAS cities encourage the use of cleaner freight vehicles and innovative goods distribution.
- **Transport telematics systems** offer opportunities to help passengers make informed choices and render urban transport faster and more efficient.
- **Sustainable Urban Mobility Plans (SUMPs)** offer a fully-fledged approach to sustainable plans in order to contribute to long term mobility planning.

CiViTAS CITY HIGHLIGHTS

STUTT GART / GERMANY



Stuttgart is the capital of the State of Baden-Wuerttemberg, the centre of a thriving economic hub considered one of the European regions with the highest export rates in technology and innovation. Stuttgart has always had a strong relationship with mobility being the place where the automobile was invented in the late 1800s. Today, the city is internationally engaged in several networks and projects, including the network Cities for Mobility and the CIVITAS Initiative. In CIVITAS 2MOVE2, Stuttgart is working to improve mobility through the promotion of e-mobility, traffic control and mobility management.

AACHEN / GERMANY



Aachen is a historic city located in North Rhine-Westphalia, close to the borders of Belgium and the Netherlands. Aachen has been appointed as a German model region in electromobility. In CIVITAS DYN@MO, Aachen is working to develop a dynamic, regional SUMP and extend its activities towards introducing clean and energy-efficient vehicles. It also plans to adopt intelligent transport systems and information and communication technology (ICT) to further sustainable transport.

BRNO / CZECH REPUBLIC



Brno is the second largest city in the Czech Republic and the major centre of the Southern Moravia Region. The city faces the challenge to maintain its relatively high share of public transport and to foster the use of sustainable transport systems. Within the CIVITAS 2MOVE2 project the City of Brno is focussing on the freight logistics in the city centre, innovative parking measures and feasibility study of emission zoning.

GDYNIA / POLAND



Gdynia is a port city situated on the Baltic Sea and is considered a Polish centre of maritime economy, international trade, culture and tourism. The city is continually making considerable efforts to reduce motor traffic demand in the area and has an SUMP since 2008. In CIVITAS DYN@MO, Gdynia is focusing on three themes: sustainable urban mobility planning, clean and energy-efficient vehicles, intelligent transport systems and ICT.

MALAGA / SPAIN



Málaga, one of the leading tourism destinations, is located in the Mediterranean coast of Andalusia. Under the frame of CIVITAS 2MOVE2 project, Malaga is working to advance the implementation of a Sustainable Urban Mobility Plan (SUMP) in order to reach its long term objectives. Furthermore, the city is implementing a public bicycle system to encourage the use of more efficient and sustainable means of transport, as well as limiting and regulating the presence of Heavy Goods Vehicles (HGV) within the city and to implement an intelligent traffic control system.

KOPRIVNICA / CROATIA



Koprivnica is an educational, cultural and industrial centre of regional importance located in north-western Croatia. Due to active sustainable mobility policies, Koprivnica is well-known as the city of cyclists. The core of the CIVITAS DYN@MO activities in Koprivnica is to introduce public transport and the development of an SUMP. Strong focus is placed on the future university campus, which will be a model area for sustainable mobility solutions.

TEL AVIV - YAFO / ISRAEL



Tel Aviv-Yafo is the economic and cultural centre of Israel. The city is situated on the Mediterranean coastline, designated a UNESCO's World Heritage Site in 2003. Within the CIVITAS 2MOVE2 project, Tel Aviv-Yafo is introducing innovative intermodal transport modes to reduce congestion and to raise public awareness about the green arteries incorporated throughout the city. Additionally, the city plans to develop efficient good logistics and to further develop efficient and reliable public transport, ensuring greater availability of information for travellers among other benefits.

PALMA / SPAIN



Palma is the major city and port of Mallorca, as well as the capital city of the Balearic Islands in Spain. Being a major holiday destination, Palma's tourism and seasonality also help define transport dynamics in the city. The core of the CIVITAS DYN@MO activities in Palma is to develop an SUMP in close cooperation with stakeholders and citizens. Furthermore, Palma plans to introduce clean vehicles on a large scale and extend its activities in using intelligent transport systems and ICT.