



## Mobility Initiatives for Local Integration and Sustainability

### Newsletter number 6

March 2007

Dear Reader,

The CIVITAS MOBILIS project has just reached its half-way point. For more than two years, 31 partners have been working together in order to implement a set of 48 measures in 5 partner agglomerations (Toulouse, Venice, Odense, Ljubljana and Debrecen).

The majority of the measures are now being implemented and many concrete results are now becoming visible. Toulouse is preparing the arrival of the metro line B, Venice is working hard on access restrictions to the city centre, activities on bio diesel are being continued in Ljubljana, Odense is implementing increasingly softer transport measures and the tramway of Debrecen has just been equipped with an entirely new AVL system. These are the most outstanding developments and situations in the 5 CIVITAS MOBILIS cities.

On February 2, 2007, the City of Debrecen hosted the third Project Steering Group meeting where the politicians from the 5 CIVITAS MOBILIS cities had the opportunity to discuss - together and with the European Commission - the issues related to urban planning and transport planning. Covered by the local press and television, this event permitted to reaffirm the political commitment of the 5 partner cities.

The last 15<sup>th</sup> and 16<sup>th</sup> of March, Toulouse hosted the last POLIS Annual Conference focused on "Innovation in transport for attractive cities and regions". Reading this newsletter, you will find an article dedicated to this conference. Hoping that you have been able to be among the participants of this major event where MOBILIS activities and the experience of Toulouse have been highlighted, I am pleased to wish you a nice reading of this 6<sup>th</sup> CIVITAS MOBILIS newsletter.

**Alexandre Blaquiere**  
Project Coordinator



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## Focus Article

# Review of Personal Marketing Initiatives in the Field of Mobility Options

As part of the Mobilis Project the City of Odense ordered an international review of projects concerning changes in travel behaviour to more environmentally friendly modes of transport in Sweden, UK and Australia. The report was prepared by Aalborg University, Denmark. The report presents an international review of experience and results with TravelSmart programs throughout the world.

The background of TravelSmart is that in many large cities throughout the world, residents and administrators are realizing that reliance on cars, particularly for single-person journeys, is becoming unsustainable. Traffic congestions and delays, extremely high costs of advanced road systems, air and noise pollution and increasing dependence

on non-renewable fuels are some of the more readily recognized reasons for people's concern. In addition, studies show that there are serious personal health and social consequences of high levels of car travel.

TravelSmart can be seen as a part of the development of mobility management. Mobility Management is about affecting and limiting demand for transport through local cooperation between companies, authorities and other organizations. The goals are primarily to limit car traffic and promote other and more environmentally friendly means of transportation through predominantly 'soft' effects and elective arrangements. Mobility management is part of a new turn in transport research and practice, trying to





understand social motives for moments and using them to transform people's travel patterns.

TravelSmart is essentially a voluntary program that aims to inform and motivate people for changing their travelling behaviour through personal choice. It does not involve any form of regulations, fees or taxes directed at compelling changes in travel behaviour, and it focuses on the possibilities to improve people's perceptions of the infrastructure and services available. TravelSmart encourages the use of environmentally friendly transportation such as public transport, cycling, walking and car pooling. It supports voluntary change in the behaviour of individuals and organizations by raising awareness through campaigns and through improving access to information and opportunities to use environmentally friendly transport etc. The TravelSmart programs ask people to make voluntary changes in their travel choices, encouraging people to use other ways of getting about, rather than driving alone in a car. For example - using buses, trains and ferries, carpooling or by cycling or walking, or by tele-working.

In the report, an international review of TravelSmart programs is carried out as a document study. The document study is based on documents from the following selected projects:

- Individualised Marketing in Gothenburg, Sweden
- SMART Road User in the Municipality of Lund, Sweden
- TravelSmart Projects in Australia
- Intelligent Travel in the City of York, UK
- TravelSmart Projects in UK

These projects are chosen because they represent pioneer projects and show the first experience and results with TravelSmart programs. The intention is to collect current experience and results regarding implementation of TravelSmart programmes in different countries. The following document analysis is therefore divided in two steps. First, the projects are analyzed with focus on the themes: background, methods, qualitative and quantitative results. Afterwards, main results and experience are summarised across the projects. Finally, some concluding remarks are presented.

In general, the projects were aimed at different target groups like households in distinct areas, workplaces or households who have just moved. However, it is common that they all depend on personal contact to the participants. The personal engagement has been an essential aspect, for instance a comparison in the Intelligent Travel project in the City of York showed that the best results were obtained with personal contact in contrast to mail. Another important aspect is to adapt the offered travel information to people's needs. An evaluation of different TravelSmart projects in Australia showed that especially information that helps people make decisions, plan and act seem to be better received and have a larger influence on changes in travel behaviour than gifts. Gifts were more influential if they allowed the participants to try the alternative travel modes for free. In contrast, gifts like hats and water bottles had little long-term value, but they generated a short-term interest. Timetables were hence the most valuable information in the longer-term.

Different projects resulted in reduced amount of car trips and increased engagement in public transport, walking and cycling regardless of country, target group, used method etc. In relative figures the projects resulted in a decrease in car trips as a driver between 7% and 45%, as well as in a reduced distance travelled by cars.

These changes in travel behaviour were mainly achieved without large changes in daily mobility. In addition, some projects conducted more than one travel surveys after the intervention which showed that the changes were sustainable over time.

## Project implementation reports

A comparison between the Individualised Marketing projects in Gothenburg (Majorna, Torstanda and Örgryte) showed that the best results were achieved when households received information about public transport, cycling and walking as opposite to information on only public transport. Additionally the six TravelSmart projects carried out in UK showed that information about all three types of alternative modes was the most requested, followed by a combination of public transport and walking. In connection to this, the Smart Road User project in the Municipality of Lund showed that aspects like health and economy were considered most important.

In the majority of projects, more than half of the people contacted by these projects were interested in receiving travel information, even if they already were regular users of alternative modes of transport.

A comparison between urban and rural areas in the Intelligent Travel project in the City of York showed that the greatest reduction in car trips occurred in urban areas. Otherwise, the results show that changes in travel behaviour can be obtained despite different socio-economic factors and earlier travel behaviour.

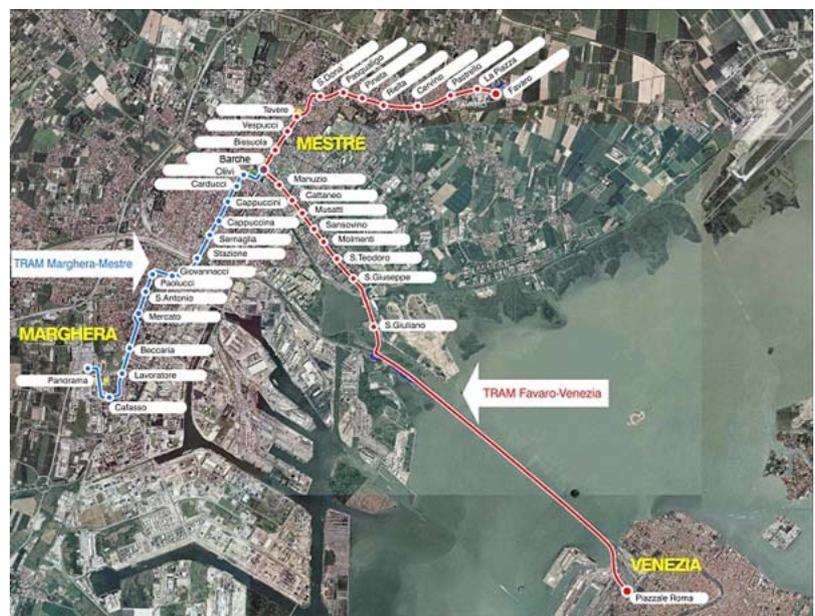
Finally, when evaluating these projects, it should be emphasised that each project also must be seen in its specific context. Thus aspect like weather conditions and geography affect the willingness to cycle and to walk, just as the infrastructure for cars, public transport, walking and cycling influence the project and its results. In addition, car ownership, mobility culture, contribution ratio for public transport and organisation, including support from local leaders and project partners, all have an impact on projects and must therefore be taken into consideration when projects are evaluated.

Troels Anderson, City of Odense, TA@odense.dk

### Urban renovation through sustainable transport policies in Venice

Transport management issues in Venice in general, and the necessary re-definition of Mestre mainland “city-role” in particular, are characterised by infrastructure barriers, such as railways and highways between the three most important parts of the mainland (Favaro, Mestre & Marghera) and natural barriers: the Lagoon between the two parts of the city (mainland centre-Mestre and the island of Venice). New tramway lines will overcome these barriers by re-designing traffic nodes and implementing a more sustainable modal split and metropolitan mobility with positive effects for the urban environment, by reducing private car use. The improvement of connections throughout the territory will be accompanied by relevant measures to promote and induce urban and architectural renovation of the city centre (i.e. piazza Barche in Mestre centre). The tramway is a central part/element of a new urban renovation policy that includes bike mobility improvement (bike master plan) and people mover systems such as the new sustainable transport line allowing direct strategic connections between Tronchetto (tourist coaches terminal) area and Piazzale Roma (public bus and car terminal).

For more information, please contact Carlo Andriolo, [carlo.andriolo@comune.venezia.it](mailto:carlo.andriolo@comune.venezia.it)



## Access management for the city centre in Venice



This measure aims at increasing the use of tourist coaches with class Euro IV standard exhaust emissions, through a new differentiated access tariffs to enter the city centre. The local firm VESTA, which is in charge of this measure, has designed a new LTZ coach tariffs system based on different classes of gaseous emissions in order to promote the use of types of transport with low environmental impact.

Furthermore, VESTA has promoted the communication campaign “Schools meet in Venice”, carried out in Venice to raise the awareness of young people about environmental issues and sustainable mobility.

On December 22, the City of Venice has approved the new tariff system designed by VESTA in order to offer economic benefits to more energy efficient tourist coaches.

The LTZ system has been operating since February 10, but will be managed by ASM Spa.

In fact, the City of Venice has decided to transfer the management of the LTZ bus check-in points from VESTA S.p.A. to ASM S.p.A, the local firm that deals with the mobility services in Venice.

For more information, please contact Alessandra Bolognin, [affarigenerali@asmvenezia.it](mailto:affarigenerali@asmvenezia.it)

## New parking regulation in the city centre of Blagnac

With the aim to prepare the arrival of the tramway in 2009, the City of Blagnac has created a “blue” area in the city centre (an area where parking is free and limited to two hours from 8AM to 6PM except on weekends). The control is ensured through a disk system.

The study which was been realised by a specialised company has shown that the offer is sufficient but a better management is essential.

Thus, the objective was to free the city centre from long-term parking of the employees (mainly from the City), the shop owners and the residents and to give it back to the visitors.

In order to make the people feel welcome, it was essential to ensure a strong communication campaign. The public meetings presenting the results of the diagnostic, the announcements in the local newspapers and the distribution of the control disks together with the city magazine were considered as successful tools.

The implementation of this new regulation triggered several little claims coming from the residents who would like to get dispensation. At the time being, it seems that visitors can park rapidly and easily. The disks are free of charge and they are being distributed by the municipality and the shop owners.

The evaluation of the “blue” area is currently being carried out.

For more information, please contact Florence Pena, [f.pena@mairie-blagnac.fr](mailto:f.pena@mairie-blagnac.fr)



## Take the bus - evaluation of the image campaign

During 2006, a campaign aimed at changing the image of the public transport was organized in Odense. The methods were large posters in the street, free postcards, a new and improved website, SMS-service and different events or happenings involving direct contact with citizens.

The campaign has been evaluated to check the knowledge about the campaign. A representative group of 402 persons over 15 years of age were interviewed. They were also interviewed about the website to find out about the common knowledge and if they are satisfied with the new site.

52% of the respondents remember the campaign. The large posters and the launching of the website as well as the handing out of water and umbrellas are best remembered among the respondents. Those going by bus on a regular basis are also more familiar with the campaign than the rest of the respondents.

1/5 of the respondents have visited [www.bybussen.dk](http://www.bybussen.dk). Especially the young people and those travelling by bus use the website. Both men and women use the website to look up information on bus arrivals and departures. 87% think that the website is "very easy and accessible" and almost all respondents were able to find the information they were looking for.

All in all we consider the campaign to be a success. The purpose of the posters was partly to give the busses a new image and partly to promote the new website. The website has been well received and every month there are on average 28.000 visits.

For more information, please contact Kristina Mai Edrén, [KME@odense.dk](mailto:KME@odense.dk)

## A survey about the current use of bicycles in Toulouse

A MOBILIS survey about the use of bicycles has been carried out in Toulouse in 2006. Its main objective was to define an action plan for its promotion, in close integration with public transport services.

The results were compared with those already collected during a previous survey which was carried out in 1998, in



order to estimate the quantitative and qualitative changes in the use of this mode of transport.

According to the new survey, the use of bicycles remains stable, but is more and more a deliberated and voluntary modal choice of the users; the perception of traffic conditions for cyclists in Toulouse has improved greatly. Moreover, more than half of the interviewed people think that their use of bicycles will possibly or certainly increase in the future.

The opinion of bicycle users about buses has favourably evolved, both in terms of insecurity factor for the cyclists and in terms of atmospheric pollution factor.

Three main measures are considered essential for the safety of the cyclists:

- to insure the continuity of bicycle paths and lanes,
- to enforce the respect of car parking bans by car drivers,
- to improve the conditions of access to bicycle paths and lanes.

For more information, please contact Patrick Olivero, [Patrick.Olivero@equipement.gouv.fr](mailto:Patrick.Olivero@equipement.gouv.fr) or Marie-Reine Bakry, [Marie-Reine.Bakry@equipement.gouv.fr](mailto:Marie-Reine.Bakry@equipement.gouv.fr)



## Promotion of safe and increased bicycle use in Venice

In 2002, the City of Venice set up the "Bike office" for the promotion of Cycling mobility.

The whole Bike Promotion Policy was developed in order to address different targets groups, using appropriate languages and specific initiatives fitted to groups' specificities. The Bike office promoted special initiatives for schoolchildren, such as "Kids-on-bikes", and worked within school classrooms to analyse and promote safety on home-school routes.



Bicycle-promoting activities for citizen included the publication of the bike tracks map, the organisation of thematic events and fairs, excursions with bicycles, distributing promotional gadgets, the opening of a "bici park" and fixing up of secure bike racks.

The publication of the Bike Master plan at the whole city level and the analysis of the Modal Split for the City of Mestre have been carried out.

For more information, please contact Gabriele Vergani, [gabriele.vergani@comune.venezia.it](mailto:gabriele.vergani@comune.venezia.it)

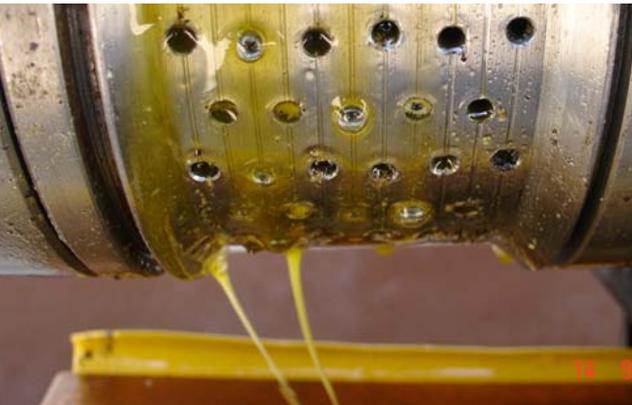
## Looking for quality: cold pressing of 18 different sorts of rape



In the framework of the strategic goal of Slovenia to increase the self-sufficiency rate in energy, agriculture may play an important role by providing raw material for biofuels. Considering the present situation in Slovenia (climatic conditions, production technology, price of biofuels, agricultural problems, etc.), biodiesel made of plant oils or biodiesel made of rape seed is considered to be the most appropriate fuel among the liquid biofuels made of biomass. Decentralised oil production from rape seed will be of interest for Slovenia in future because high-quality oil can be obtained - it can be used as a raw material for biodiesel or oil cake which is interesting as a high-quality protein feed for animals. Decentralised oil production can be carried out on medium-size and larger farms which are dispersed throughout the country. Namely, small production units can operate economically and environmentally friendly due to a simple and cheap technical equipment and simple working process connected with low energy use.

18 different sorts of rape cultivated in various Slovenian climatic, soil and agro technical conditions were collected on different test fields in Slovenia. Average yield, chemical and physical quality of 18 different sorts of rape were estimated. For estimating the difference in quality and quantity of oil in different sorts of rape, mechanical extraction with





cold pressing method was used (temperature of inlet rape seed material up to max. 25°C). Experimental laboratory press (screw type press developed by the Agricultural Institute of Slovenia) used for tests is in basic construction the same as presses which are recommended for decentralised oil production on Slovenian medium- and large size farms. 18 different sorts of rape (seed with 7 % moisture) were pressed by the experimental laboratory press equipped with special sensors for measuring rotational speed, torque and temperature of pressing part (experimental press allows us to collect data from pressing, similar to data from pressing rape seeds on farms - decentralised way of future raw oil production on Slovenian farms).

Rotational speed of pressing part was changing in process of pressing seeds from different sorts of rape. From measured rotational speed and torque on pressing part, the required mechanical power for pressing different sorts of rape produced in Slovenian climatic conditions was calculated. After the first phase of pressing, the second phase followed. During the second phase we also measured rotational speed, torque and temperature. From the measured values, we calculated the required mechanical power for pressing. The results revealed that different sorts of rape produce different quantities of extracted oil. Oil extraction from rape seed with pressing is better in two-phase pressing than in one-phase pressing. Samples of oil cakes were also better in two-phase pressing than in one-phase pressing. (oil content in oil cakes is lower after two-phase pressing).

For more information, please contact dr. Viktor Jejčič, [viktor.jejcic@kis.si](mailto:viktor.jejcic@kis.si)

## Continuing CNG bus conversions in Debrecen

Half a year ago, public procurement procedure was carried to purchase 3 CNG buses. The procedure proved to be so successful that Hajdú Volán possesses now of three new CNG busses, which are the newest and most modern members of the fleet. The three vehicles are expected to enter the city's public transport system in the near future. Besides, the company is making decisions on the materials that are required for the biodiesel and CNG conversion of old diesel buses.

The test operation of the converted and newly purchased vehicles is expected to start in the summer.

For more information, please contact András Teleki [telekia@hajduvolan.hu](mailto:telekia@hajduvolan.hu)





## The plan for the new pedestrian zone in Debrecen is under discussion



The winner of the public procurement procedure for the implementation plan of the pedestrian zone has completed the preparation of the study. The plan has been presented to the mobility workgroup which discussed its content thoroughly and decided to accept it. The implementation plan will be presented to and discussed by the general assembly at the city hall in the near future. Since it will probably be confirmed, its implementation is expected to start next year, after the building permit is granted.

For more information contact László Krajczár [krajczar@ph.debrecen.hu](mailto:krajczar@ph.debrecen.hu)

## The sustainable city traffic development plan for Debrecen is ready

After the final discussions on the content, the sustainable city traffic development plan for Debrecen has been completed. The plan has been presented to the mobility workgroup which discussed its content and decided positively. The plan will be presented to and discussed by the general assembly at the city hall in the near future

and will probably be confirmed. After the confirmation of the sustainable city traffic development plan, the implementation phase will follow whereby the carefully planned concept will finally turn into reality.

For more information contact László Krajczár, [krajczar@ph.debrecen.hu](mailto:krajczar@ph.debrecen.hu)

## The real-time passenger information system in Debrecen is under test mode

The real-time passenger information system's test operation has been running these days. The vehicles are equipped with on-board computers which allocate the position of trams and manage all the information given to the passengers. The computer network, supporting the AVL system, has been prepared and the passenger information devices at tram stops and on board the vehicles are functioning. The traffic management system, supported by map display system, is also working. According to the results of the test operation, only a few minor modifications are needed.

The next-generation passenger information system for DKV Rt. is only a few weeks away.

For more information contact Péter Frick, [fmea@dkv.hu](mailto:fmea@dkv.hu)



## MOBILIS meets stakeholders



### Civitas survey conducted downtown

During last weeks, Civitas appeared several times in the city centre of Debrecen.

The students and researchers of the University of Debrecen Department of Sociology conducted a research in the city centre whereby they interviewed about 300 persons about their experience concerning the real-time passenger information system and the real-time parking management system. The students all wore blue Civitas T-shirts and baseball caps and shortly introduced the project to all interviewees. They appeared 3 times on the local TV channel DTV and a newspaper article about them was published as well. These were small though important steps towards local awareness-raising.

For more information contact László Erdey, [erdeyl@delfin.klte.hu](mailto:erdeyl@delfin.klte.hu)

### National Seminar on Alternative fuels in Slovenia

The national seminar with the topic "Alternative fuels in Slovenia" was held on November 24, 2006 at the Faculty of Mechanical Engineering (FME) in Maribor under the patronage of the Engine Research Laboratory. At this seminar, more than 60 alternative fuel researchers and experts from faculties and Slovenian companies were participating.

The papers presented at this seminar were related to the energy sources, alternative drive vehicles, alternative fuels, especially biodiesel. All papers presented at the seminar were published in the proceedings.

The national seminar was a success. After the presentation of the papers, a round table was organized. Representatives of a biodiesel-producing company, representatives of a potential producer of bioethanol and faculty (FME) researchers came together and agreed on an initial co-operation arrangement. The conclusions of the seminar with an appeal to develop a consistent Slovenian strategy were sent to the Slovenian government, which replied positively and supported our ideas.

All materials are available at <http://fs-server.uni-mb.si/si/conf/MobilisNS/>.

For more information contact dr. Breda Kegl, [breda.kegl@uni-mb.si](mailto:breda.kegl@uni-mb.si)



## MOBILIS Management Event

### Political Steering Group Meeting in Debrecen

On the February 2, 2007, the City of Debrecen hosted the third meeting of the MOBILIS Project Steering Group. Chaired by Mrs. Isabelle Kardacz (European Commission), the MOBILIS partners pushed the debate on the relationship between urban development and transport planning.

Being a technical and a political project at the same time, integration between demonstration measures and the overarching policies, as well as the dialogue between technicians and politicians of different cities is crucial for the success of MOBILIS. This becomes even more obvious since the topic "Urban development and transport planning" demonstrates the need for integration very well: Urban structures can have a tremendous impact on mobility behaviour, while new transport infrastructure can stimulate urban development. This correlation is common to the 5 MOBILIS cities, even though they are different concerning their size and growth dynamics.

Short presentations of recent developments in each of the cities were followed by a lively discussion which focused on three core questions. First, the MOBILIS politicians were asked whether their cities are following an urban development plan and how this relates to the CIVITAS approach. The panellists explained that in some countries urban development plans are obligatory, while being voluntary in others. Even though these plans are not synchronised with CIVITAS on a temporal level, there is some interaction on a technical level. Best practices of partner cities can be taken up in the updates of urban development plans. In addition, the overall objectives of the CIVITAS Initiative can be found in most of the urban development plans: Sustainability, liveability and accessibility for all citizens.

The second question concerned the role of the citizens: Are they involved in these processes and in which way they are consulted? It was explicitly emphasized that CIVITAS helps to bring planning and policies closer to the people. It works as a catalyst of new ideas and makes them graspable. All cities highlighted that the importance of stakeholder involvement in larger projects and development plans has gained much importance during the last years.

Finally, the question was raised as to how citizens are involved in decisions on larger investments. The MOBILIS politicians stated that it is often a tightrope walk between

public support and the courage to push progressive ideas. However, it is always a very sensitive issue when having to decide on larger amounts of public money and to set priorities.

To conclude, the CIVITAS Initiative facilitates the participating cities both to exchange on ideas and policies and to involve the citizens better into urban development processes. This in turn helps to boost new transport ideas and to implement a new culture of planning.

For more information contact Matthias Fiedler, Rupprecht Consult, [m.fiedler@rupprecht-consult.eu](mailto:m.fiedler@rupprecht-consult.eu)





## POLIS Annual Conference in Toulouse

### Toulouse has just hosted the 2007 POLIS Annual Conference (15-16 March 2007)

Tisséo-SMTC is presiding over the POLIS network since the beginning of 2006 and has just hosted the 2007 Polis Annual Conference which took place at the Congress Centre Pierre Baudis, Toulouse (France) on 15-16 March 2007. The theme of the conference was "Innovation in transport for attractive cities and regions".

The Polis conference focused on intelligent transport strategies, advancing policies, innovative measures and smart technologies which are essential to achieve the European vision of clean and efficient urban transport and to contribute to safer roads, lower levels of pollution, reduced levels of congestion, and a transport system that blends nicely into the urban landscape.

More than 400 persons from all over Europe participated to the conference and had the opportunity to exchange on their practices and experiences.

Highlights of the conference were the two round tables on the "Future of Local Transport for Attractive Cities and Regions in Europe" and the Mayor's Round table on "Innovation in Local Transport and the Attractiveness of European Cities and Regions" with the participation of Mr. Jacques Barrot, Vice President of the European Commission and Commissionaire in charge of Transport. The second day of the conference was dedicated Niche Project and to the Osmose awards ceremony where the public bicycle renting system has been considered as the most innovative project in local transport.

Large attention was given to the CIVITAS Initiative. The CIVITAS stand was present at the exposition space and animated by GUARD representatives. One of the work sessions was also dedicated to the CIVITAS MOBILIS project and the promotion of the CIVITAS plus call. Chaired by Isabelle Kardacz of the European Commission, this session was the occasion for Roman Jakič (Councillor, City of Ljubljana), Alexandre Blaquièrre (Tisséo-SMTC, Toulouse) and Troels Andersen (City of Odense) to present their respective projects and first results.



A press conference with Mr Jacques Barrot and Mr Jean-Luc Moudenc (Mayor of Toulouse, President of Tisséo-SMTC and President of Polis) took place on the CIVITAS stand. During the final session, both of them have once again shown their interest on the CIVITAS Initiative and have invited the cities to take part to the current CIVITAS+ call.

At the end of the conference, the participants visited the new metro line B of Toulouse which will be opened the 30<sup>th</sup> of June.

For more information contact Jonathan Turgy, [jonathan.turgy@smtcat.fr](mailto:jonathan.turgy@smtcat.fr)





## CIVITAS MOBILIS cities and partners

In 2004 the cities of Toulouse (France), Debrecen (Hungary), Ljubljana (Slovenia), Odense (Denmark), and Venice (Italy), and their main local mobility stakeholders established a European partnership for "Implementing Mobility Initiatives for Local Sustainability" – of which the CIVITAS MOBILIS project is the physical result.

MOBILIS aims to implement radical strategies for clean urban transport in all five cities and to create a new culture for clean urban mobility in the wider framework

### The Main Partners:



#### Agglomeration of TOULOUSE (F)

<http://www.tisseo.fr/>

- Syndicat Mixte des Transports en Commu de l'agglomération toulousaine, Tisséo-SMTC
- Communauté d'Agglomération du Grand Toulouse
- Communauté d'Agglomération de Toulouse Sud-Est
- City of Toulouse
- City of Blagnac
- Connex Toulouse
- Gaz de France
- Centre d'Etudes Techniques de l'Équipement du Sud-Ouest
- Agence d'Urbanisme et d'Aménagement du Territoire Toulouse Aire Urbaine



#### DEBRECEN (H)

<http://www.debrecen.hu/>

- Municipality of Debrecen
- DKV Debrecen Transport Company
- Hajdú Volán Transportation Inc.
- Hajdú-Bihar County State Road Maintenance Company
- University of Debrecen

COMUNE DI VENEZIA



#### VENICE (I)

<http://www.comune.venezia.it/>

- City of Venice
- ACTV S.p.A.
- Azienda Servizi Mobilità S.P.A.
- VESTA S.p.A. Venezia Servizi Territoriali Ambientali
- Agire – Agenzia Veneziana per l'Energia
- Commissario Delegato dal Governo per il Traffico Acqueo nella Laguna di Venezia
- Forma Urbis S.a. S

of sustainable development. The project will enable the involvement of all relevant stakeholders and the transfer of good practices to other urban communities across Europe.

Altogether 30 partners work on a range of mobility improvements scattered within eight technical and five policy themes during the four years lifetime of the project.



#### ODENSE (DK)

<http://www.odense.dk/>

- City of Odense



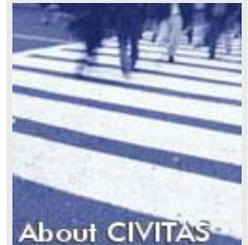
#### LJUBLJANA (SLO)

<http://www.ljubljana.si/>

- City of Ljubljana
- Ljubljana Public Transport Ltd.
- Chemical Industry TEOL
- University of Maribor, Faculty of Mechanical Engineering, Institute of Energy, Process and Environmental Engineering
- Agricultural Institute of Slovenia
- Regional Environmental Center for Central and Eastern Europe

#### SUPPORTING PARTNERS

- Mobil21 (B)
- Rupprecht Consult – Forschung & Beratung GmbH, (D)



**About CIVITAS**  
CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability.

With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme); CIVITAS II started in early 2005 (within the 6th Framework Research Programme).

Within CIVITAS I (2002-2006) there are 19 cities clustered in 4 demonstration projects, whilst within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects are taking part. These 36 cities all over Europe will be funded by the EU with 100 M and the overall budget of the Initiative will be more than 300 M.

#### Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

#### Two horizontal projects support the CIVITAS demonstration projects & cities by:

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Policy Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

#### Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme "of cities for cities"
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living 'Laboratories' for learning and evaluating

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