

**CiViTAS**  
Cleaner and better transport in cities

**ELAN**

BRNO • GENT • LJUBLJANA • PORTO • ZAGREB

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THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION



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**CIVITAS, a great opportunity,.....**



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## LEADING CITIES

- Ghent (Belgium)
- Ljubljana (Slovenia)
- Zagreb (Croatia)

## LEARNING CITIES

- Porto (Portugal)
- Brno (Czech Republic)



- 24 measures in 8 categories
- Embedded in local mobility planning
- Focus on implementation of ideas, not on infrastructure
  
- Only a few measures mentioned here...



## Public transport

### Trammelant-project

- Safety & anti-vandalism campaign with teenagers
- Special bus designed for training
- Incidents reduced with 53%



### ***Exploitation:***

- *Implemented in other provinces*
- *Interest from all over Europe*



More participation in train station renewal project

- More intensive communication with citizens
- New concepts of citizens engagement
- Start with Social media



## ***Exploitation:***

- *Concept copied to other city renewal projects*
- *Inspirational for other cities*



## Mobility management

### Secondary schools

- Dangerous spots analyses
- Peer to peer information transfer and awareness raising



### ***Exploitation:***

- *Will be continued in the future*
- *Attitude effects to be carried into the future*



## Mobility management

### Companies

- 2 Weeks of events at large industrial site
- 6% Less use of cars
- Competition formula is popular



### ***Exploitation:***

- *Industrial site takes over organisation*
- *To be copied to other plants*





## Bike 'bins'

- Search for new solutions for parking bicycles
- 7 Bins as pilot
- Strong proces of citizens involvement



### ***Exploitation:***

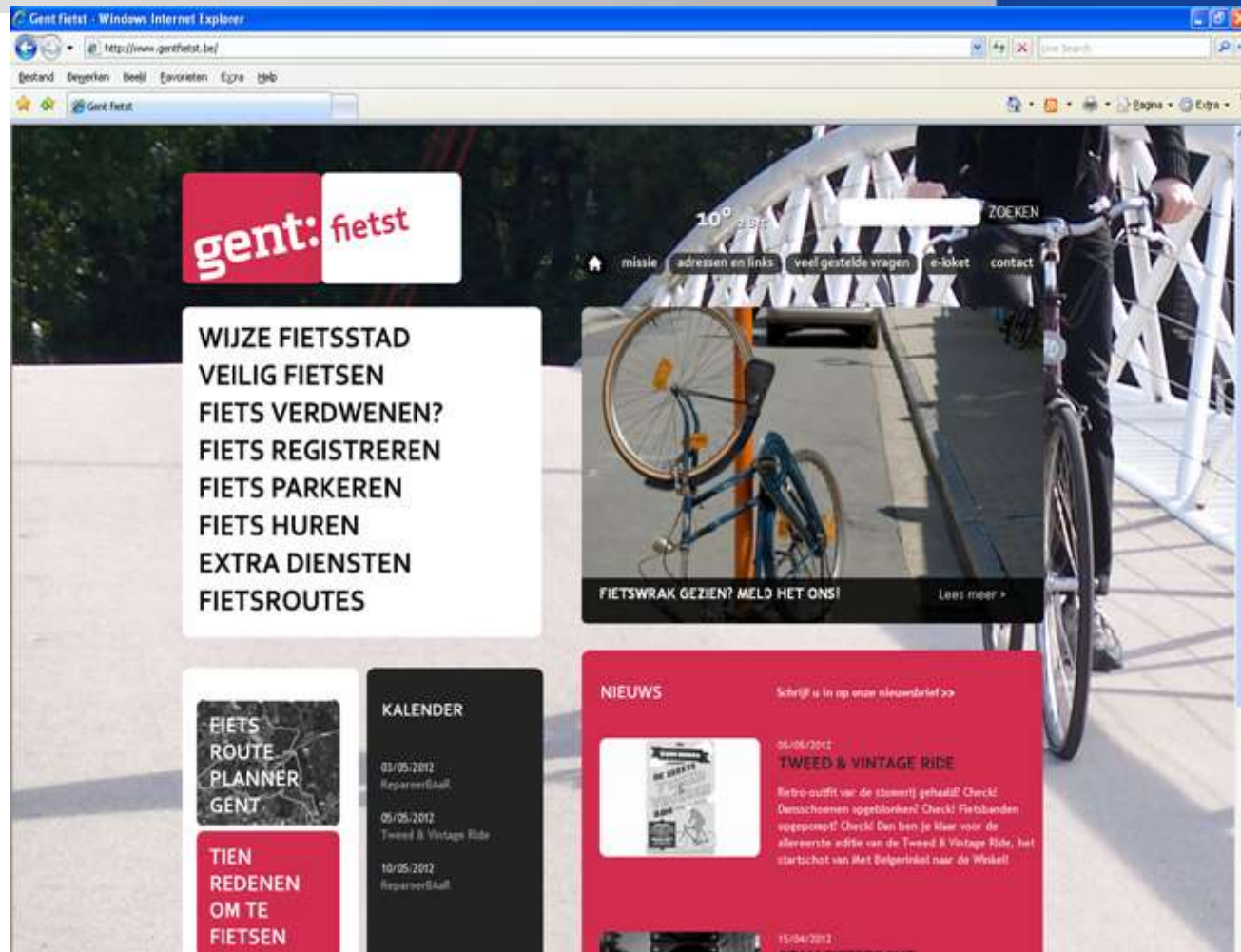
- *20 more bike bins to be installed*
- *Long waiting list of interested citizens*



# Main Results

## Concentrated bicycle information

- Website [www.gentfietst.be](http://www.gentfietst.be)
- local bike route planner
- Facebook Gentfietst
- Average of 2000 routes per month calculated



### **Exploitation:**

- Website integrated in overall mobility website
- Upgrade to multi-modal route planner



## Enforced car sharing

- Electrical cars
- New target groups (housing projects, companies,...)
- 23% grow of clients each year



### ***Exploitation:***

- *4 Electrical cars in Gent by end of september*
- *Search for new formulas continues*



# Some conclusions

- Stronger involvement of citizens leads to better results
- Mobility Department and Parking Company of Gent merged into Mobility Company – led to implementation of some CIVITAS – principles
  - Focus on planning
  - Take evaluation into account from the start
  - New department of R&D – innovation and networking is included
- CIVITAS is a great opportunity to try out, to learn and to anchor into your policy!



