



2020
CiViTAS
Cleaner and better transport in cities



CIVITAS Forum Conference 2021

Guidance documentation
for cities wishing to apply to host the
Forum in 2021



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
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1 Introduction

CIVITAS is one of the European Union's flagship initiatives for promoting and fostering sustainable urban mobility. Among its members are more than 320 cities, from within the EU and beyond. They have all signed the CIVITAS Declaration and by doing so formally committed to implementing policies and measures that support clean and sustainable urban transport.

For close to 20 years, the CIVITAS Forum Conference has served as the main event of the CIVITAS Initiative and has become one of Europe's leading conferences on sustainable mobility. It provides an opportunity for dialogue and exchange between key actors, including city and industry representatives, decision makers, experts in urban mobility, academics and others.

The **CIVITAS Forum Conference 2021** will be the 18th edition of the event. Previous editions were hosted in Graz, Umea, Torres Vedras, Gdynia, Ljubljana, Casablanca, Brest, Vitoria Gasteiz, Funchal, Malmö, Krakow, Bologna, Kaunas, Burgos, Nantes, Rotterdam, and Graz, where the series started in 2003.

As of 2021, the CIVITAS Forum Conference will take place every two years (i.e. during odd-numbered years) in September or October. Even years will see the CIVITAS Forum Conference merged with the European Conference on Sustainable Urban Mobility Plans (SUMP), combining two leading events from Europe's transport calendar into the Urban Mobility Days (as in 2020).

The current COVID-19 pandemic brings a considerable degree of uncertainty to the long-term planning of an event of this magnitude. The Urban Mobility Days 2020 is a case in point. Initially planned as a physical event, it had to be changed to a fully online conference in light of the many restrictions posed by COVID-19.

Consequently, and as the pandemic outlook remains fairly unpredictable, the organisers of the **CIVITAS Forum Conference 2021** are approaching its planning with a flexible mind set. Currently, a **hybrid event** is planned. This would see a physical event with a restricted number of attendants (circa 200-250) combined with an online event.

European cities interested in hosting the event are hereby invited to submit an application that outlines organisational details for the mentioned scenario. The following pages provide background information to be read prior to submission of an application.

2 Organisational Responsibilities

The selected host city is responsible for the practical and logistical organisation of the **CIVITAS Forum Conference 2021**. The following table gives an indication as to the envisaged responsibilities for specific tasks.

For each Forum Conference, an organising committee is established, which consists of representatives from the European Commission, from the host city and from the current CIVITAS coordination and support action project ELEVATE. Please find below an indicative list of actions and related responsibilities. A detailed work plan will be discussed within the organising committee and adapted according to specific local circumstances and needs.

TASKS	ACTIONS	RESPONSIBILITY
Event Programme	Determine the outline of the programme	ELEVATE/EC
	Propose speakers from the host city/country	Host city
	Identify/involve international speakers	ELEVATE/EC
	Preparation of the programme & app	ELEVATE
	Collection of presentations and abstracts	ELEVATE
	Identify/liaise with session chairs/moderators	ELEVATE
	Identify a moderator for the plenary sessions	ELEVATE (& Host city)
	Politicians' agenda and invitations	ELEVATE/EC
Site visits & social events	Propose local site visit programme	Host city
	Practical organisation	Host city
	Site visit guides	Host city
	Social programme (e.g. gala dinner and cocktail reception)	Host city
Mailing	Invitation to CIVITAS Forum members	ELEVATE
Registration	Registration tool	ELEVATE
	List of participants	ELEVATE
Logistics	2-3 preparatory meetings	Host city/ ELEVATE

	Establish checklist	ELEVATE
	Conference venue rental incl. conference secretariat, room for parallel meetings and exhibition area	Host city
	Ensure appropriate safety measures and conditions at the main venue and other event sites	Host city
	Technical equipment rental	Host city
	Erect signposts between venues	Host city
	Provide catering services	Host city (co-funded by ELEVATE)
	Provide conference packs/bags & other promotional material	Host city
	Arrange interpretation where necessary	Host city
	Host 'on the spot' registration	Host city
	Practically organise the exhibition	Host city/ ELEVATE
	Invite/screen potential exhibitors/sponsors	Host city/ ELEVATE
	Conference badges (printing)	Host city/ ELEVATE
Hotels & local transportation	Pre-booking and/or bulk price negotiation and provision of a list of approved hotels	Host city
	Provide travel information and shuttle service(s), if necessary	Host city
	Public transport free passes for on-site participants	Host city
CIVITAS Awards 2021	Announce call and selection	ELEVATE
	Provide a professional Master of Ceremonies (MC) for the CIVITAS Awards	ELEVATE
	Provide audio-visual equipment for the Awards ceremony and possibly other attractions (e.g. concert, cultural show, etc.)	Host city with support from ELEVATE
	Preparation of Award ceremony (script, MC, and speech)	ELEVATE
Public relations	Undertake local promotion and the search for local sponsors and media partners	Host city

	Organise and host a press conference/ issue press releases	Host city/ ELEVATE
Follow-up	Reimbursement of external speakers (when applicable)	ELEVATE
Conference Platform (online dimension of the event)	Registrations	ELEVATE
	Customisation and users mentoring	ELEVATE
	Tests/dry runs, local technical arrangements (for live streaming)	ELEVATE/ Host City
	Overall platform management	ELEVATE
	Sessions' Support	ELEVATE/ Host City

3 Costs

The costs of organising the **CIVITAS Forum Conference 2021** are shared between the host city and the CIVITAS Secretariat. For the host city, the financial cost for the 2021 event is estimated at the level around EUR 30,000 (venues/premises with suitable safety conditions, catering (partially), interpretation, cultural events and/or entertainment (if applicable), transport and technical equipment). In addition, about 700 person hours should be allocated for the local organisation of the event. Premises' rental (and catering) can be expected to constitute the majority of the budget.

The CIVITAS Secretariat will contribute with its own budget to support catering costs, to cover speakers' fees, travel cost reimbursements, and some other items as listed above (up to EUR 30,000 could be allocated to the expenses related with onsite conference costs). It will be also the responsibility of the CIVITAS Secretariat to cover the costs related to the virtual dimension of the event (like costs of virtual conference tool, online registrations, etc.)

4 Benefits

Hosting the **CIVITAS Forum Conference 2021** offers an excellent opportunity to demonstrate and share local successes and achievements in the field of sustainable urban mobility.

Moreover, it is an occasion to put your city on the international map! Whether you choose to do this via a series of site visits, or present within a variety of technical sessions, you are guaranteed to attract the attention of around 1000 experts and urban mobility stakeholders.

In addition to the wide international audience attending the event virtually, the conference is expected to gather on site around 200-250 participants, including local politicians, mobility practitioners, academics and non-governmental organisations, coming from both the local area and neighbouring regions and countries.

With the intense media interest that comes with being host, the Forum is an opportunity to make your achievements the spectacle of the sustainable urban transport community. By hosting discussions on advanced urban transport solutions, you can also influence and leave your mark on the future of urban mobility!

Past Forum hosts have used the occasion of the conference to exhibit the most famous sites in their city and immediate surroundings, demonstrate state-of-the art conference facilities, promote urban transport innovations as well as the cultural and historical heritage of their city, and highlight academic excellence. It is also an ideal way to introduce the touristic wonders of your city, a big plus if you are not the capital!

5 Submission Procedure

The application document shall follow the structure provided in the Application Form and include additional elements like pictures of the venue/s or additional suggestions you might have. The application should be **no longer than eight pages** and it should take into account the following criteria:

MAIN CRITERIA

1) POLITICAL COMMITMENT TO HOST THE CIVITAS FORUM CONFERENCE

If you are hosting the CIVITAS Forum Conference you are (co-)organising a high-level political event. The commitment and personal engagement of your local politicians is necessary to support the organisation and its attractiveness. National public bodies such as Departments/Ministries of Transport may also be involved in supporting/hosting the event. Support letters from the city's Mayor as well as from national and public bodies involved are very welcome.

2) RELEVANCE OF LOCAL ACTIVITIES TO THE CIVITAS INITIATIVE

The host city should be able to demonstrate the implementation of sustainable urban mobility policies. This should have occurred through the adoption of a range of innovative measures, technologies and/or infrastructures, ideally in an integrated way and in partnership with a variety of stakeholders. These should be illustrated via a selection of site visits during the conference, which will highlight challenges and obstacles and how they were overcome.

3) LOGISTICS AND ORGANISATIONAL CAPABILITY

The host city should demonstrate logistical competencies and excellent organisational skills, including:

- The ability to provide staff for the organisation of a two-day event;
- The ability to organise site visits;
- Logistical capacities with regard to catering and simultaneous interpretation if needed; Commitment with regard to a contribution to the overall costs of the event;
- Site accessibility (flight and train connections from major European cities and transport hubs), and public transportation around the venues;
- Facilities or assistance for persons with special needs (e.g. visually impaired, wheelchair bound, etc.);
- Commitment to use the CIVITAS brand on all promotion materials related to the CIVITAS Forum Conference;
- The ability to participate in the Forum Conference's organising committee;
- The availability of a venue with a capacity for plenary sessions of ca. 200-250 participants (with adequate spacing/safety measures in place), at least 2 parallel sessions streams (2x100 person rooms); and,
- Availability of adequate number of hotel rooms (~150) near the conference venue.

FURTHER CRITERIA

Applicants should also provide information that they believe will add value to their bid to host the CIVITAS Forum Conference, for example:

- How hosting the CIVITAS Forum would help foster sustainable urban mobility in your city and/or the surrounding region;
- Short descriptions of recent achievements in urban mobility as well as of future projects;
- References to any previous CIVITAS involvement or references to any other urban mobility projects;
- Description of the proposed venue, detailed information, links and pictures;
- Description of what the city can show in terms of site visits;
- Information about city accessibility (travel, accommodation, etc.).

Cities wishing to apply for hosting the event should send an application to the CIVITAS Secretariat by email (secretariat@civitas.eu) before the deadline **15 February 2021**.

The applications should follow the criteria and structure presented above.

The received applications will be evaluated and ranked based on the below weighted scoring system:

CRITERIA		WEIGHT	
Category	Sub-category	Category Weight	Sub-category Weight
Conference Venue	Sufficient capacity of plenary/parallel session rooms	20%	8%
	Availability of meeting rooms for meetings prior and in parallel to the CIVITAS Forum conference (e.g. PAC, project meetings).		4%
	Sufficiently large indoor expo area at the venue		8%
Accommodation	Sufficient number of available hotel rooms near the venue	20%	12%
	Availability of block booking or discount pricing for participants		5%
	Availability of a wide range of hotel pricing		3%

Getting there	Good accessibility via flights	15%	8%
	Good accessibility of the city centre from the airport		2%
	Good accessibility via alternative transport modes (e.g.: train)		5%
Getting around	Availability of public transportation (for participants staying in hotels further away from venue or if evening activities are not in walking distance from most hotels).	15%	5%
	Walkability around the venue (e.g. conference centre in walking distance to most hotels, evening activities preferably as well)		8%
	Availability of other sustainable modes (e.g.: bike sharing, for participants staying in hotels further away from venue or if evening activities are not in walking distance from most hotels)		2%
Local mobility achievements	Sufficient number of mobility achievements to showcase (esp. during site visits)	10%	8%
	Mobility measures co-financed by CIVITAS to showcase		2%
Political support	Letters of Support received from high-level politicians (e.g.: mayor)	10%	6%
	Letters of Support received from other stakeholders (e.g.: PT company which will provide free transport for participants during the conference, regional authority)		4%
CIVITAS affiliation	Candidate city is an active member of the CIVITAS Forum Network	5%	4%
	Candidate city is a (former or actual) CIVITAS Demonstration city		1%
Alignment with EC's policy activities	See the points under "Flagship 3" and "Flagship 6" in the Sustainable and Smart Mobility Strategy for reference.	5%	5%

6 Forum Dates

The **CIVITAS Forum Conference 2021** is to be organised in autumn over two days. The proposed time windows for the event are either the week of 27 September – 01 October 2021 or the week of 18 October – 22 October 2021.

Following this indication, the applications shall include dates proposed for hosting the event.

7 Selection Process and Deadlines

**Deadline for submitting applications:
15 February 2021**

All applications received will be reviewed against the criteria outlined above. Besides the quality of the proposal, other considerations such as geographic balance in event location will also be taken into consideration. Applications from cities situated in eastern and southern Europe that have not hosted the Forum before will be favoured.

To host the CIVITAS Forum Conference, cities should be part of the CIVITAS Forum Network. Interested candidate cities that do not belong to the CIVITAS Forum Network are invited to become a member before submitting their application to host the event.

We kindly invite cities that submitted applications in previous years, and were rejected, to resubmit their applications.

[Find the application form for download here](#)

The results of the selection process will be communicated to the selected city in **February 2021**.