

**CiViTAS**  
Cleaner and better transport in cities

**VANGUARD**  
.....

## **Final report**

# **Training Social Inclusion Coimbra, 22-23 March 2012**

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Status: Final



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# 1. Introduction

This report provides you with the proceedings of the eighth CIVITAS VANGUARD Training Workshop, which took place on 22 and 23 March 2012 in Coimbra (Portugal). All presentations and the resource pack, as well as this report, can be downloaded from the event-page on the CIVITAS website<sup>1</sup>. Photographs of the event can be viewed on this event-page as well.

The training was a joint initiative of the CIVITAS MODERN and the CIVITAS VANGUARD projects, with inputs received from the CIVITAS RENAISSANCE and CIVITAS ELAN projects.

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<sup>1</sup> [http://civitas.eu/index.php?id=12&event\\_id=440&more=](http://civitas.eu/index.php?id=12&event_id=440&more=)



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### 3. Introduction

This report gives an overview of the eighth CIVITAS VANGUARD Training Workshop, which took place on 22 and 23 March 2012 in Coimbra (Portugal). The training was dedicated to the subject of social inclusion, in order to support CIVITAS Plus cities and other interested transport planners. Relevant theoretical background and good practice examples were shared with the participants, complemented with practical exercises and plenty of opportunity for questions and discussion to give the participants the necessary support for their local actions and challenges.

This document contains a report of the presentations and local challenge exercises. The information is presented in such a way that it can easily be transferred to other (local) training events within the CIVITAS programme, or beyond.

All presentations, documents and pictures from this training can be found on the [CIVITAS-website](#).

## 4. Programme

### Day 1 : Thursday 22 March

Moderator: Robert Stüssi

Time	Topic
09.00 - 09.15	Registration
09.15 - 09.25	<b>Introduction</b> Ivo Cré (Polis)
09.25 - 09.35	<b>Welcome</b> Mayor (João Paulo Barbosa de Melo)
09.35 - 10.15	<b>Theoretical background</b> on existing factors of exclusion, possible target groups and their specific needs. Furthermore an overview of current EU developments and regulations on the subject was given. Professor Pais Antunes (University of Coimbra, Portugal)
10.15 - 10.30	<b>Exercise on legal context</b>
10.30 - 10.45	Coffee break
10.45 - 11.00	<b>Presentation of Local Challenges</b>
11.00 - 11.45	<b>Accessible mobility for all as precondition for social inclusion</b> ISEMOA as a Quality-Management System to support cities and regions to improve seamless mobility chains for all. Fred Dotter (Austrian Mobility Research, FGM-AMOR, Austria)
11.45 - 12.30	Focus on target group <b>The Elderly</b> Since 2012 is the European Year for Active Ageing and Solidarity between Generations, the demographic change and new challenges and opportunities concerning mobility were discussed during this session. A training toolkit was developed under the EU funded AENEAS project which was demonstrated at this session <10 min Q&A> Marcel Braun (Rupprecht Consult, Germany)
12.30 - 13.30	Lunch

13.30 - 15.00	<p><b>Good practices for a wide range of target groups</b></p> <p>e.g. MESSAGE-project for senior citizens, workplace accessibility for employees, TOGETHER-project for immigrants, participation in public spaces project for children etc.</p> <p>Lies Lambert (Mobieli 21, Belgium)</p>
15.00 - 15.15	Coffee break
15.15 - 15.45	<p><b>Showcase measures from Perugia - CIVITAS RENAISSANCE</b></p> <p>Social dimension of Perugia CIVITAS RENAISSANCE: a fully inclusive approach to mobility provision and a population that includes an ageing residential population, a large transitory young student population and a growing under-class of immigrant populations.</p> <p>&lt;5 min Q&amp;A&gt;</p> <p>Laurie Pickup (CIVITAS RENAISSANCE Technical and Scientific Manager) and Lucia Cristea (CIVITAS RENAISSANCE Deputy Coordinator)</p>
15.45 - 16.15	<p><b>Showcase measure from Zagreb - CIVITAS ELAN</b></p> <p>Transport Service for people with reduced mobility</p> <p>&lt;5 min Q&amp;A&gt;</p> <p>Lidija Pavić-Rogošić - ODRAZ (Zagreb, Croatia)</p>
16:15 - 16:30	Coffee break
16.30 - 16.40	<p><b>Showcase measure from Brno - CIVITAS ELAN</b></p> <p>Iva Machalová - Brno Site Coordinator (Czech Republic)</p>
16.40 - 16.50	<p><b>Showcase measure from Ljubljana - CIVITAS ELAN</b></p> <p>Damjan Kregar - City of Ljubljana (Slovenia)</p>
16.50 - 17.45	<p><b>How to evaluate Social Inclusion measures?</b></p> <p>Laurie Pickup (Evaluation Manager for Perugia CIVITAS RENAISSANCE)</p> <p>&lt;10 min Q&amp;A&gt;</p>
17.45 - 18.00	<p><b>Conclusion of the day</b></p> <p><b>Overview program day 2</b></p>

## Day 2: Friday 23 March

Moderator: Robert Stüssi

Time	Topic
08.00 - 08.30	Welcome coffee
08.30 - 08.45	<b>Welcome and recapitulation first day</b>
08.45 - 10.45	<b>Local challenges:</b> group exercise on implementing measures on social inclusion in a city. Small groups try to set up a plan for a successful measure for different local challenges.
10.45 - 11.15	<b>Conclusion and evaluation</b>
11.15 - 11.30	Coffee Break
11.30 - 12.30	<b>Fieldtrip measures in Coimbra</b> Free transportation services for specific groups and social inclusion in public transport. Ride in the electric minibus to the historic centre. It is a free of charge bus service for local inhabitants, which are predominately elderly and socially marginalised.

## 5. Proceedings

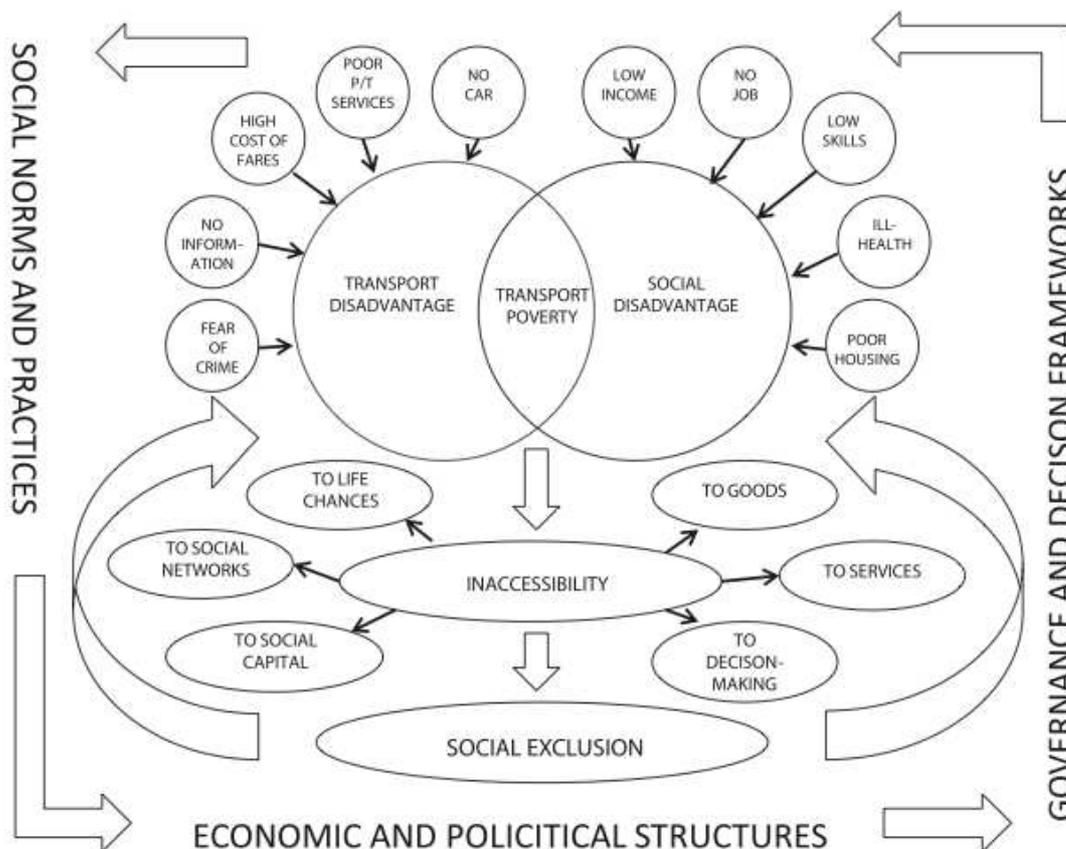
### 1. Introduction

Ivo Cré gives a short introduction of the CIVITAS VANGUARD training programme. This training addressed the topic of social inclusion. The workshop should have provided all the participants with theoretical background on social inclusion, the opportunity to exchange knowledge with experienced urban transport professionals; inspiring case studies from across Europe that show innovative approaches in the field of social inclusion.

### 2. Theoretical background on existing factors of exclusion

“since 1990 the theme has been explored”

Professor Pais Antunes (University of Coimbra) started his presentation from a broader perspective, saying that mobility is a dimension of social exclusion. In a society where there is an assumption of high mobility, people can easily become excluded. He showed an interesting graphic from Lucas (2012).



People can become confronted with different kinds of social inclusion: physical, geographical, financial and economic exclusion. Professor Pais Antunes questioned the lack of common indicators on social Inclusion. He strongly recommends to develop indicators that are commonly accepted. From the audience,

the question was brought forward what legal requirements the EU has established in this regards. Ivo Cré gave a brief overview of the requirements with regards to service to passengers with reduced mobility. On the vehicles and infrastructure side, technical requirements are specified for rail (the so-called PRM-TSI) and for buses and coaches (the so called bus directive). With regards to transport operations, the EU focuses on passenger rights, the right to assistance and right of travel. The passenger rights regulation with regards to bus and coach travel will enter into force at the end of this year, with a different approach for long distance and short (urban) trips. The EC is currently investigating whether a more holistic legislation should be put in place by means of a ‘European Disability Act’.

### 3. Exercise on legal context

Participants were asked to describe for their country if there are legal barriers. If yes, they had to describe what the legal barrier(s) is/are, why this regulation is in place, how this barrier could be addressed without creating new problems, who can solve the problem and if a solution within the legal framework could be found.

Based on this information, a problem and solution map for Europe has been made.



## **4. Accessible mobility for all as precondition for social inclusion**

**Fred Dotter (Austrian Mobility Research, FGM-AMOR, Austria)**

***“We have to go to seamless mobility chains for all”***

Fred Dotter presented ISEMOA, a quality management system to support cities and regions to improve seamless mobility chains for all.

To have a better view on the target groups and their needs, the participants were asked to cover their eyes or to wear earplugs during the presentations. Every participant received a red card which they needed to raise each time when they couldn't understand the story. Some of the participants experienced through this exercise the problems that people with certain kinds of impairments such as visual impairments or hearing impairments may have.

When working on improved accessibility, it is necessary to take into account all groups of people with reduced mobility (PRM), which include people with disabilities, old people (especially those older than 75/80 years), children and people accompanying small children, people with learning difficulties, people carrying heavy bags or bulky luggage, people with non-average stature, people with only little knowledge of the local language, people with orientation problems, people with mental/psychological problems, color-blind people, people with difficulties to read or understand written information, people with arthritis, hip problems or coronary problems, people just recovering from surgery or illness, and people with temporary impairments such as broken legs, etc.

The barriers that participants experienced during this presentation have mainly been related to information and communication. However, when working for improved accessibility it is necessary to take into account all kinds of barriers that may occur along the whole mobility chain (i.e. before the trip, on-trip and after the trip). Such barriers may be related to physical conditions, organisational and regulatory aspects, information and communication aspects, attitude and behaviour of people, safety and security concerns, etc. Furthermore, these barriers may be related to any of the aspects of accessibility of day-to-day services without car, such as barriers related to geographical accessibility and land-use planning as well as barriers related to level of service for pedestrians, cyclists and public transport users.

Robert Stussi added that one third of the population experiences reduced mobility, so it is obvious that we are not talking about a minority here.

The main conclusions were to take into account all the groups, look and listen at their barriers, build a quality framework, do an audit to see the current status. Remember that we are talking about a solution for all and not for a solution for a few. In order to support cities and regions with the complex task of improving accessibility, ISEMOA develops a quality management system that provides a structured framework for taking into account all necessary aspects of the accessibility work.

## **5. Focus on target group The Elderly**

**Marcel Braun (Rupprecht Consult, Germany)**

**“What to do with the car generation who is growing old?”**

The Elderly could be seen as a big market potential. The biggest reasons why older people don't use public transport is that they say they don't need it. Next to this there are the more obvious reasons such as poor supply, not comfortable, not accessible, not flexible, too expensive and too slow.

Concrete actions, all soft measures, have been undertaken to tackle those issues within the AENEAS-project:

- use major life events to achieve behaviour change e.g. target people that are just retired or are about to retire;
- re-activate skills of older travellers;
- develop self-reliance toward new technologies;
- set up an assistance service in public transport (good practice in Krakow);
- hand over a mobility handbook with information on ticketing, information for training (good practice in Salzburg);
- organise training events and develop training materials;
- organise bus driver training so they have a better view on the difficulties this group experiences and they can adapt their driving style;
- website with 70 inspiring case studies on <http://www.aeneas-project.eu/?page=home>

## **6. Good practices for a wide range of target groups**

**Lies Lambert (Mobiel 21, Belgium)**

For Mobiel 21, an NGO which promotes sustainable mobility, social inclusion is about non-discrimination and empowerment. Organization can play a very important role in making a bridge between the target group and local authorities and policies. The most important thing is to listen to the needs of the target group.

Mrs. Lambert presented seven social inclusion projects for a wide range of target groups:

### *Child-friendly public spaces*

Participation of children in the (re-)construction of public spaces.

### *Accessible workplace*

Encourages sustainable, safe and independent travel behaviour for people working in sheltered workshops.

### *MESsAGE*

Research project on Mobility and Elderly: Successful Ageing in a Sustainable Transport System. Goal is to increase the use of sustainable transport modes within this target group. Mobiel 21 did action research at five different sites. It were action on self chosen topics conducted by the elderly, such as campaign on the bus (posters-cartoons), presentation at annual senior week, scrapbook with pictures and explanation about black points and survey by and among senior citizens : needs and wishes regarding transport.

### *Cycling friends*

Offer migrant woman cycle experience by a buddy system.

### Bambini

Project to increase soft mobility in the life of small children (from 0 to 6 years old).

### Together on the move

Energy efficient transport training for low skilled immigrants.

### Save the Sidewalk

Campaign towards among citizens about the city's accessibility. Message: keep the sidewalk free of obstacles; no inconveniently parked bikes, cars or other objects.

To conclude this presentation, Lies gave some general tips: no matter who you target: listen to them, don't think you know what they think/need, talk to them and adapt your language style.

## **7. Showcase measures from Perugia - CIVITAS RENAISSANCE**

**Laurie Pickup (CIVITAS RENAISSANCE Technical and Scientific Manager) and Lucia Cristea (CIVITAS RENAISSANCE Deputy Coordinator)**

### ***“Inclusive mobility policies in a historical hilly city”***

A fully inclusive approach to mobility provision for the city of Perugia was presented. Important is to start with a strategic plan and to incorporate social inclusion in the urban mobility plan. Perugia has a lot of things to offer/realized in terms of accessibility (mini-metro, escalators etc.), in terms of activities (car sharing for students), economic access (heavily subsidized public transport for all and free public transport for students). What remains a barrier to realize a shift away from car traffic, is the importance that car drivers attach to privacy. Criticism on the subsidizing of public transport will even grow in the future.

## **8. Showcase measure from Zagreb - CIVITAS ELAN**

**Lidija Pavic-Rogosic – ODRAZ (Zagreb, Croatia)**

### ***“Involve the seniors to improve their mobility in terms of comfort, safety etc.”***

Mrs. Pavic-Rogosic explains Zagreb's measure 'Transport Service for people with reduced mobility'. Zagreb is a rather large city, which is a nightmare for transport. The objectives of this measure are to improve safety of senior citizens in public transport, raise reliability of public transport and increase the understanding among public transport staff of seniors' expectations and needs.

Based on these objectives, the city made a plan for stakeholder consultation, with is quite uncommon for this city. We could say that the safety and security of seniors improved due to implementation of hard measures (technical changes) such as new low-floor vehicles, platforms adjusted to the needs physically challenged, 147 displays at stops, and CCTV cameras and surveillance systems. The seniors benefited from those measures, but they weren't implemented specifically for this group.

Next to those technical improvements, workshops have been organised specifically targeting senior citizens. Based on the AENEAS experiences in Salzburg, the city organised 15 workshops in different rest homes for elderly. 500 people have been reached and also a lot of drivers. The Traffic Police has been involved as well in those workshops. The workshops are especially set up to facilitate a dialogue between users and drivers.

The workshops gave the city a lot of information about the needs and expectations from the seniors. Unexpectedly, it showed also that senior citizens are ready and willing to talk about mobility, although it is not a tradition in Zagreb.

Based on the input of the workshop, the city has developed a set of solutions such as a leaflet with practical advice that has been distributed at large events and a promotional video. The city has received a lot of good reactions from the elderly about this video and it has also been taken up by national media.

Lidija also presented how transport of disabled people in Zagreb has been organised. ZET (public organisation, bus trams and funicular) provides every day transport for disabled people and children. It is operated by 30 drivers and 11 persons who take care of the users. There are 9 vehicles. Citizens need to make a reservation a few days in advance. It's a service that is really needed and the demand is increasing. As demand is increasing, so are the costs.

## **9. Showcase measure from Brno - CIVITAS ELAN**

***Iva Machalova (Brno Site Coordinator, Czech Republic)***

### ***“Public transport optimisation by implementing hard measures”***

Iva Machalova explained some general conditions for safety of disabled persons in PT implemented in Brno, such as special seats reserved for the disabled in all vehicles, low floor buses, electronic or manual ramps. There are guiding lines at the stops for blind people. There is also a voice information system implemented in the vehicle. There is also a special service for disabled and elderly passengers and families (with more than three children).

Next to this there are five buses purchased within the CIVITAS ELAN project. The minibuses have a special interior – it enables to transport up to 6 wheelchairs. The first minibus was presented during the event ‘Association of the wheelchairs’ in September 2009. User feedback on the interior was gathered. The next minibuses were adapted according to the comments received. The minibuses operate on lines where disabled people live and pass important institutions with a frequency of every 2 hours. The line is open for the public, by way of inclusion. But the service became too popular at one point when some students had discovered the interesting line. Due to this increasing popularity, the policy had to change in 2011.

## **10. Showcase measure from Ljubljana - CIVITAS ELAN**

**Damjan Krager – City of Ljubljana (Bus company LPP)**

### ***“Combination of hard and soft measures to tackle safety issues for seniors in public transport”***

In the City of Ljubljana, a big area is covered with 27 bus lines . During CIVITAS MOBILIS and CIVITAS ELAN a lot of measures to improve security and safety of seniors have been implemented.

- More than half of the fleet is equipped with surveillance systems (also in next tenders)
- Training and workshops for seniors on a monthly basis. Training for drivers as well.

Due to these measures vandalism is dropping, the number of complaints is decreasing, the number of positive comments is increasing.

Next to these measures for seniors there are three other measures related to social inclusion implemented over the last few years:

- Low floor green vehicle with kneeling technology
- Transport on demand
- Vehicles with ramp

## 11. How to evaluate social inclusion measures?

Laurie Pickup (Evaluation Manager for Perugia CIVITAS RENAISSANCE)

### “Think system”

Laurie Pickup started by telling the audience that the *first step* you need to take is to **define the scope of your evaluation** - think about baseline, expectations, objectives, target groups and success criteria.

According to WHO (2008), the concept of ‘social exclusion’ is contested, and has multiple meanings. These meanings are being continually redefined over time and have different policy implications. Of course you have to know what you are talking about, in order to know what you will evaluate. A set of different parameters of mobility disadvantage gives a better idea of what we are talking about. Parameters such as frailty, dependency, disability, low income, gender role, ethnicity etc. give direction to evaluate social inclusion. In most cases of exclusion, these aspects are combined in one person. Mr. Pickup also listed the mobility disadvantages in a summary table:

	Children	Young people	Older people	Disabled people	Ethnic minorities	Women	Unemployed	Low paid workers	Lone parents
Personal	Need to be escorted or driven	Semi-independent but with some restrictions	Very mixed picture in terms of abilities. Can be frail and confused in later life	Can be frail and may experience Mobility and cognitive difficulties	May have language difficulties	Usually main carers within households and main escort person	May have low travel horizons and be unfamiliar with public transport outside the local area	May have low literacy and numeracy skills.	Multiple work, caring and household responsibilities
Geographic Urban/ Peripheral/ Rural	Greater exposure to traffic in urban areas	More excluded from activities in rural areas	Problem of retirees moving to remote locations. Longer term resident of social housing estates.	More likely to be located in urban centres.	More likely to be located in urban centres.	Many low income women work in call centres and out-of-town shopping centres in urban periphery	Issues of structural unemployment at ex-industrial and old mining areas	Often need to access dispersed jobs in urban periphery	Often need to access dispersed jobs in urban periphery
Spatial	Mostly localised activities	More distant activity destinations over age 14 years	Mostly localised activities but with longer journeys to hospital and visiting relatives	Can have long journey distances to specialist centres and meeting places	Can have long journey distances to specialist centres and meeting places	Most likely to make multiple destination journeys	Job centres mostly located in town centres. May have journeys to unfamiliar destinations for job search.	May have long journey distances to work in de-industrialised areas	Many concentrated on low income estates in urban periphery
Temporal	Slower walking times.	Still in formative experimental years. Peak hour journeys to school. Time rich at evening and weekends when travel is important for leisure and social activities.	Generally time rich. May be slower walking and boarding public transport. Less likely to travel after dark. Weekend travel important.	May be slower generally. May have long journey times to specialist centres. Weekend and evening travel important.	Can have long journey times to specialist centres.	Usually time poor from meeting multiple demands and responsibilities. Often working part-time and evening or late night shifts	Generally time rich. May have issue with time-keeping and scheduling activities if long-terms unemployed	Often working part-time and evening or late night shifts.	Usually time poor from meeting multiple demands and responsibilities. Often working part-time and evening or late night shifts
Economic	No independent income	Very little independent income	Most rely only on state pensions Travel is free on public transport	Most rely only on benefits. Travel is free on public transport	Some ethnic groups are more economically stable than others	Lack of finance may not be a problem.	Rely solely on state benefits. Few travel subsidies.	Often earning only slightly more than benefit claimants	Often rely solely on state benefits or earning only slightly more than benefit claimants

<b>Social</b>	Mostly in terms of socialisation and assimilation. Early cognitive experiences can dictate later behaviours.	Early social support networks are formed.	Social support networks increase in importance	Carer support highly important. At risk of social stigmatisation	Can be socially isolated and at risk of social segregation	Need to maintain wide social networks for child care and family support	Need to maintain strong social networks for child care and family support	At risk of reduced social networks from non-employment activity	Need to maintain strong social networks for child care and family support
<b>Cultural</b>	'Stranger danger' suppresses childhood independence	Social stigmas attached to teenagers. Access to cultural activities can enhance social development	Ageism can lead to a socially constructed notion of the transport needs of older people which is not borne out in reality.	Massive stigma still associated with disability, particularly for people experiencing mental ill-health.	At risk of racial harassment when using public transport.	Some women (e.g. Muslim) culturally excluded from using public transport or undertaking any unaccompanied travel.	Social stigmas attached to unemployment	Ideas of 'good parenting' and the role of private transport in supporting or undermining this	Social stigmas attached to lone parenthood means that they are seen as undeserving of transport subsidy by politicians
<b>Political</b>	Some child poverty advocacy groups but little direct engagement.	Often alienated from formal participative processes. Rarely engage in formal consultations.	Often over-represented in engagement and participation activities, which can skew the outcome of these exercises.	Have strong and organised political lobby groups to represent their needs, but are still highly marginalised by transport providers.	Many recent migrant groups marginalised from political processes for cultural and language reasons. Some very powerful minority activists e.g. Asian business community	Gender equality can still be an issue and women are often under-represented within decision-making circles	Often characterised as undeserving by politicians and so their transport needs are under-valued	Often characterised as undeserving by politicians and so their transport needs are under-valued	May not be in unionised jobs and so poorly protected from job loss due to lateness, unreliability which can be the outcome of inadequate transport provision

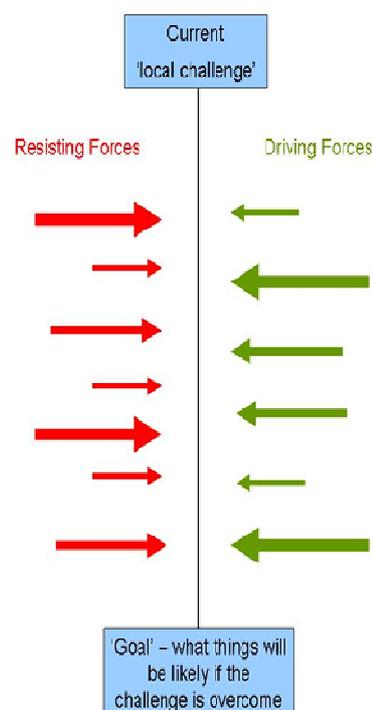
**Step 2** is about **setting out your evaluation**: take decisions on the baseline expectations, objectives, target groups and success criteria. In this phase you should decide what will be the focus of your evaluation. Is it a specific initiative dedicated to addressing mobility and exclusion/inclusion issues (e.g. mobility and poverty in Liverpool). Is it an initiative primarily with a sustainable mobility focus – but which may have social impacts (e.g. mobility policy in Perugia)? Is it an initiative where the social dimension of the issue is to be evaluated, but not specifically for its inclusion components (e.g. most CIVITAS cities)? You should also define what stage of the process you are addressing: Do you need to identify the needs and requirements of marginalised groups and/or do you need to identify behavioural responses to a change in provision for marginalised groups?

**Step 3** is about **understanding mobility behaviour and attitudes** as part of lifestyle – what are the key variables? When you evaluate travel behaviour don't forget: people make travel decisions based on time and cost, travel behaviour is influenced by habitual behaviour, expenditure on travel remains stable except in lower income households, focus more on mobility mindsets.

**Step 4** is about **Measuring impacts and understanding** why they occurred. You have to evaluate impact and process. You could use different measuring methods (qualitative and quantitative research). Qualitative methods are good for social exclusion/inclusion evaluation and good to understand the types of issue arising and the nature of processes and change. Different survey methods are possible: doorstep surveys, in-street/at stop/roadside/in-vehicle surveys, hall tests, postal surveys, household surveys, telephone surveys and internet surveys

## 12. Local challenges exercise

Prior to the training, participants had been invited to identify a particular social inclusion challenge from their own city that they wanted to discuss and receive feedback on during the break-out session. The overall focus of this interactive part of the training was to find out what the barriers and the drivers were for this case. The Force Field analysis tool has been used to structure this exercise. Force Field Analysis (Lewin, 1951) is a tool that enables you to identify which issues, agendas, structures or processes need to be addressed – either encouraged or challenged, to bring about the change you desire (see Figure).



This analysis is broken down into eight stages:

Stage 1	Identify the current 'challenge' or whatever needs to be changed
Stage 2	Identify your goal – your vision of how things would be if your challenge was resolved.
Stage 3	Identify the forces that are resisting change or supporting the status quo. The group should identify individuals, groups or circumstances as opposing forces, however it is important to identify the 'cause' of that resistance. Write the name of the resistance, not the name of the group or individual.
Stage 4	Identify the forces driving change (helping to overcome the challenge). Again, list causes, not people.
Stage 5	Map forces onto a sheet as shown in the next page, demonstrating the size and power of each force by sizing and/or weighting the arrows (the bigger the force, the bigger the arrow).
Stage 6	Consider what you can do, or what can be done, to increase the power of the driving forces.
Stage 7	Consider what you can do, or what can be done, to minimise the power of the resisting forces.
Stage 8	Select to work on those forces most likely to give you the result.

Four real local challenges were presented, two from Ljubljana, one from Bologna and one from Funchal.

## 1. Social Inclusion of less visible marginal groups (Ljubljana)

*Presented by Franc Trcek*

In public transport improvement policies in Ljubljana, one of the key bottleneck problems is the integration of many marginal groups that are found in (sub)urban space. Despite relatively high social awareness of the problems of the disabled, the elderly and children, the problems of the less visible marginalized groups such as the unemployed, immigrants, illegal workers, people with the lowest wages, visitors from rural areas, etc. are often ignored.

### Challenge

Are we looking for a transport solution or a social solution?  
We had a general feeling as to who the groups are, but not a general understanding.

### Barriers

Multitude of groups to address: Low income unemployed people, war invalids homeless, people in isolated communities, large families elderly, tourists, immigrants?  
Multitude of issues to address: integration of newcomers into community, access to healthcare facilities, racial and homophobic challenges, integration of war invalids, readability of signage

### Drivers

Education of PT staff for fair treatment of marginal groups (diversity training)  
Work to understand the problem e.g. gender roles of working class women  
Dialogue, talk to these groups  
Work out how to target the subsidy  
Safety and security of travellers who feel threatened, women, trans-phobia, elderly

### Goal

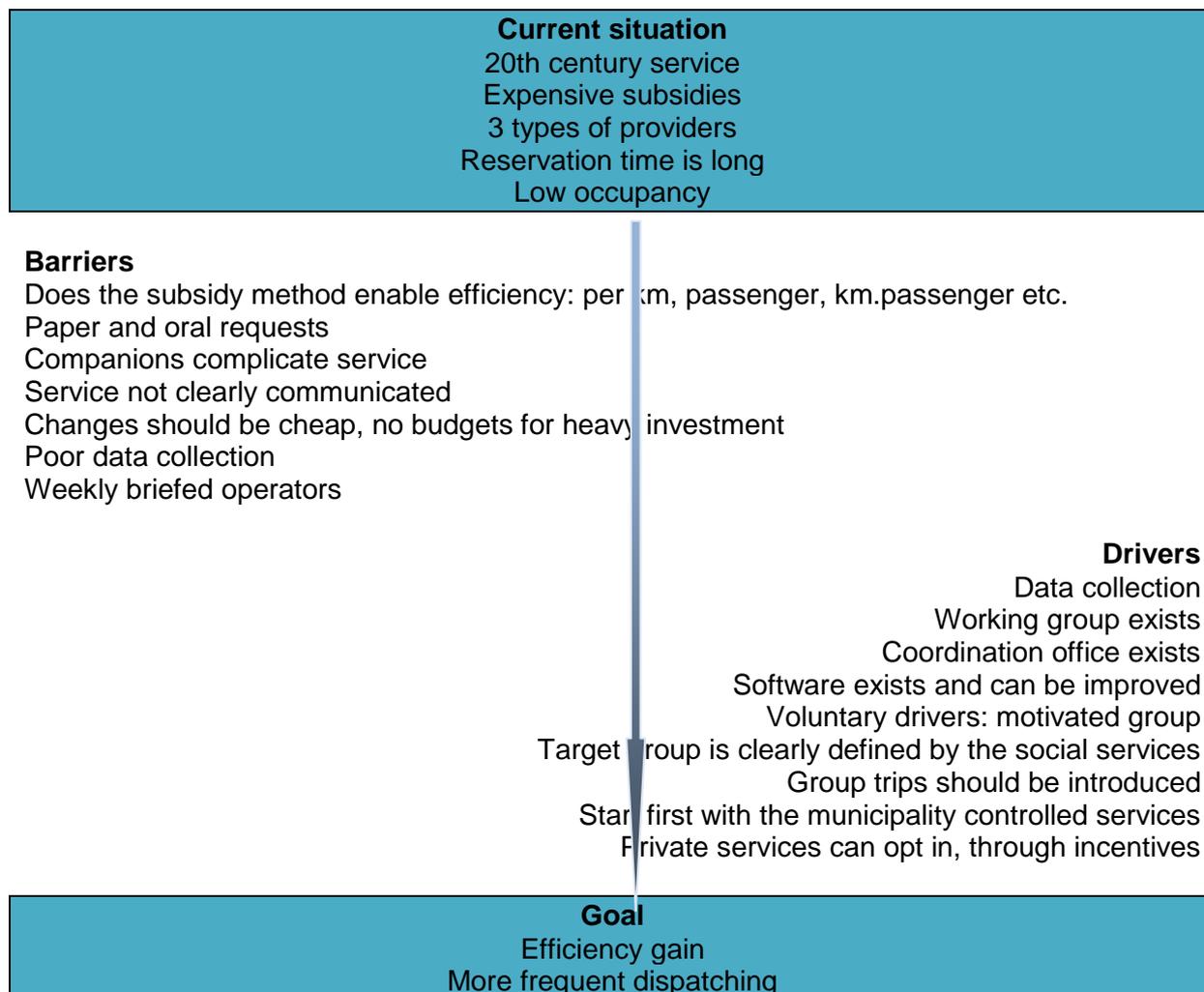
Faster tolerance for marginal passengers through a common approach and code of conduct

## 2. Community transport (Bologna)

*Presented by Giuseppe Liguori*

Currently, Community Transport and Accompaniment (CTA) are services provided by charities, public assistances, community-based voluntary organisations, co-operatives and other profit or non-profit entities to cater for local transport needs, which are not met by public transport. These providers are the owners of the vehicles used and manage them according to their booking systems or waiting lists which refer to specific actions planned or required. So the risk of fragmentation of the service is very high, since each provider operates independently both from the point of view of programming and from the perspective of the recipients of the service. The main objective of the city of Bologna is to study and test a system for quantitative and qualitative improvement of CTA as a way to overcome inequalities. To achieve this, they want to develop an innovative approach applied to the CTA sector through the optimization of trips of all the vehicles carrying out those activities, owned by private, public, profit and non-profit companies and the simultaneous creation of a single virtual fleet in a predefined area through the use of dedicated software.

The optimization's main effect would be a wider offer of welfare services using the same available fleet and the circulation of a smaller amount of vehicles, increasing average occupancy rate and avoiding dead mileage. The main benefits are: increasing efficiency and reducing costs and emissions.

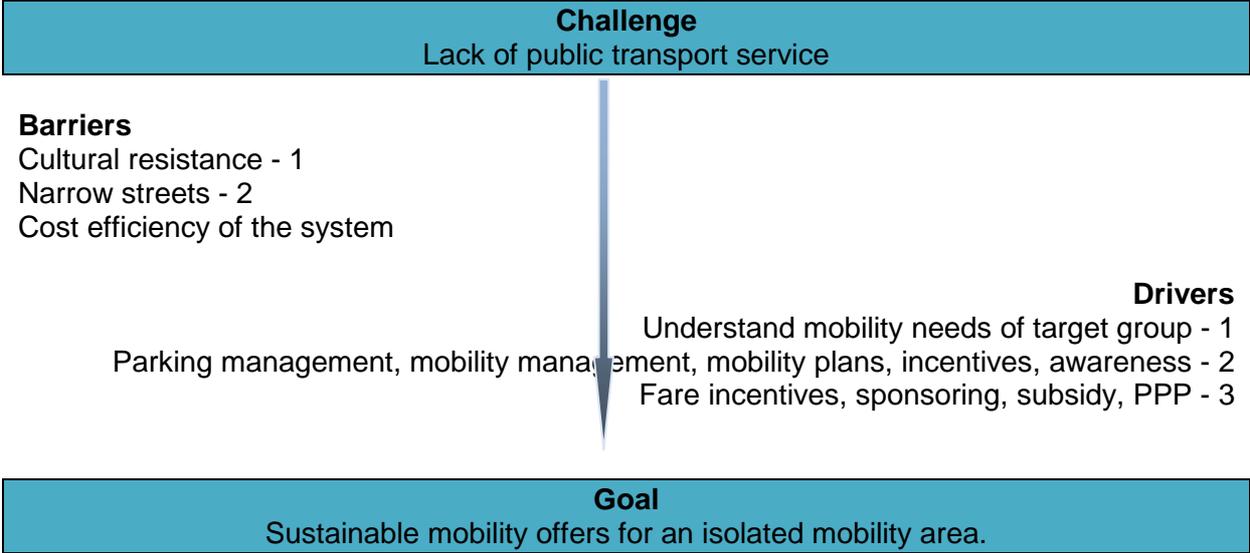


Cost efficiency  
Improved user experience  
21st century service

### 3. Dial and ride for elderly people in an urban area (Funchal)

*Presented by Claudio Mantero*

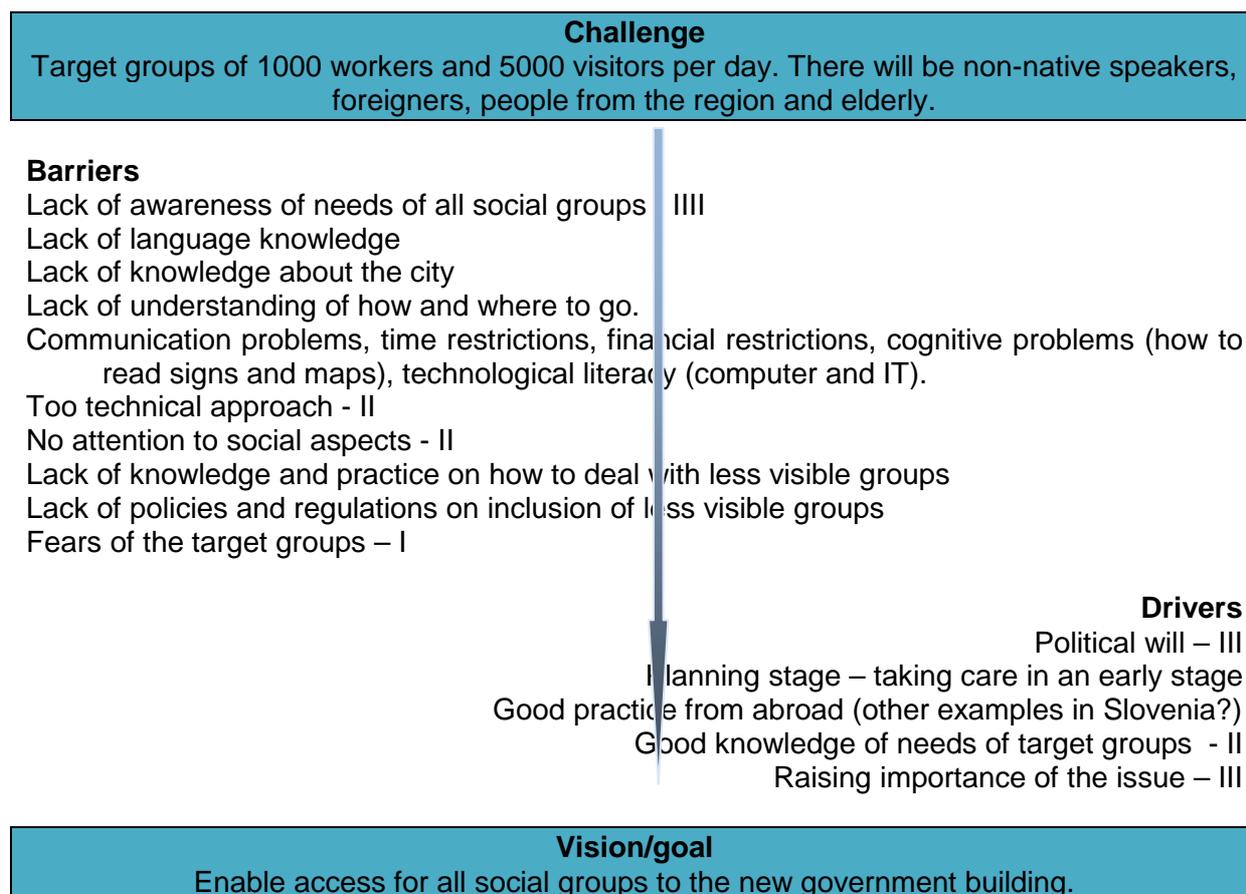
Funchal has a public transport service dedicated to disabled people which started in 2005. Unlike this service, which is tailored to mobility-impaired users, Dial&Ride is open to everyone who either live or work in the parish of Santa Luzia, a small city area (0,15 square km), where the population is older than anywhere else in the Region. People used to complain about the lack of public transport, so we felt that providing them with a specific solution for their mobility needs was urgent. Yet, after the first test, it seems that this service by itself is not enough to encourage people to travel to the city centre. Thus the PT Operator now deals with the challenge to boost demand for this service.



#### 4. Social inclusion perspective of mobility plan for new development (Ljubljana)

*Presented by Aljaz Plevnik*

One of Ljubljana's measures within CIVITAS ELAN is the preparation of a mobility plan for a new city administration complex. It needs to be checked from the social inclusion perspective.



#### **How to increase driving forces?**

Transform political will into concrete support.

From will to action: public debate, involve media, make target group visible.

#### **How to raise awareness?**

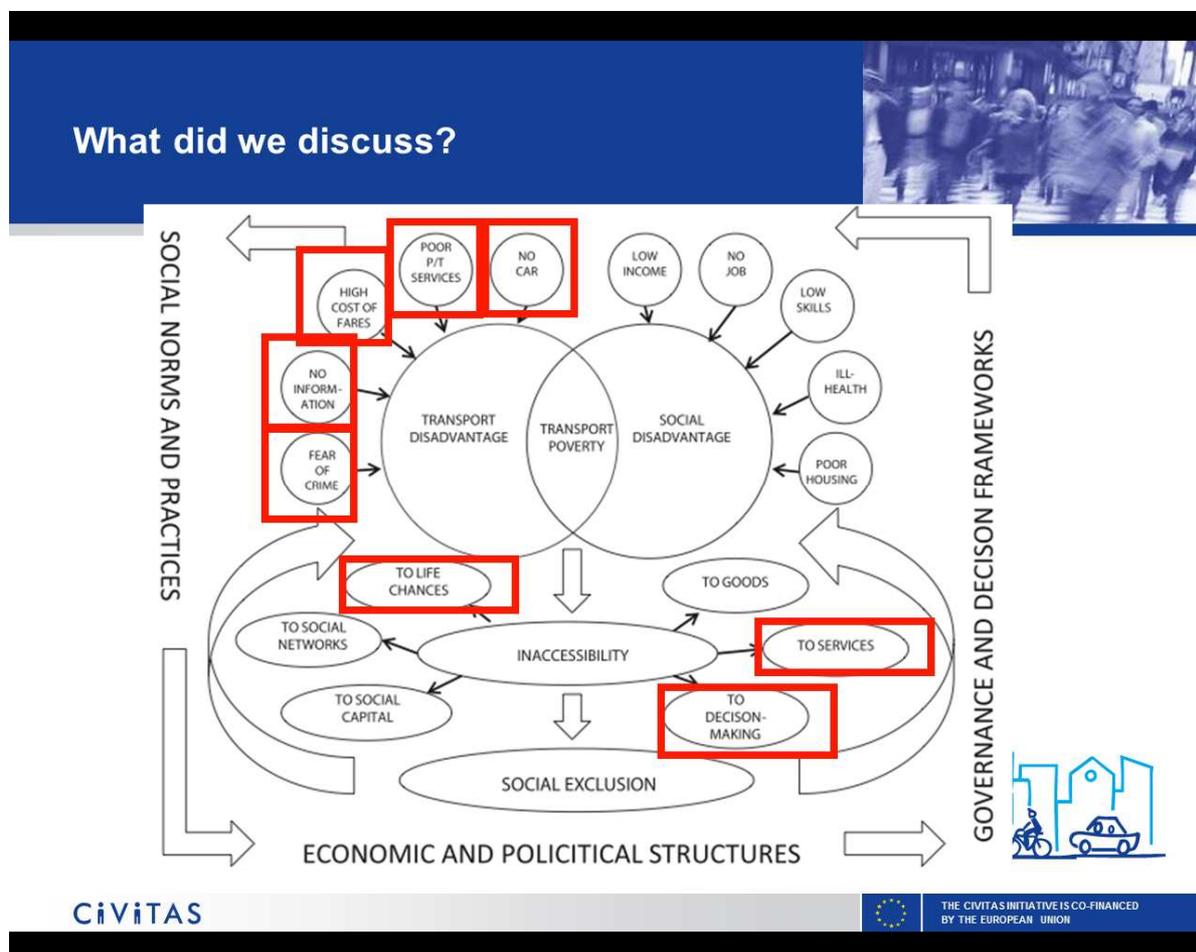
Make technical experts aware

Multi-sectoral approach to planning (mobility planners, social welfare) within and outside administration

Training for different sectors to raise awareness and competences related to social inclusion

### 13. Conclusion

At the end, Ivo Cré concluded the training by thanking everybody who was involved in the planning and carrying out of the training event. During the two days of training many subtopics of the transport and social exclusion issue were discussed. As the group consisted mainly of transport professionals, they mainly discussed the transport disadvantage side of transport poverty (see figure). More needs to be done to understand the mobility needs of marginalized groups. We should always have a look from the user perspective. The urban transport environment is not always the harmonious space we like to present in CIVITAS. For many people, this is the place of stigma and exclusion. Safety, security and dignity are affected by fellow passengers and sometimes even staff.



Working further on social inclusion, we should be aware of the existing legal background, such as passenger rights regulations, EU gender equality directives, European convention on human rights etc.

As a final remark, it should be mentioned that the transport sector is often the party in the policy integration process that picks up the bill of improvements. In a truly integrational approach, the burden should be shared.

The training participants were invited to participate to the CIVITAS Forum, to take place in Vitoria Gasteiz, 24-26 September 2012.

## Annex 1: List of participants

CIVITAS PLUS city
CIVITAS I or II cities
CIVITAS Non-Demo city
NON-CIVITAS city
VANGUARD-Consortium
Speakers

Firstname	Surname	City	Country
Giuseppe	Liguori	Bologna	Italy
Iva	Machalova	Brno	Czech Republic
Jan	Stepnicka	Brno	Czech Republic
Ana	Bastos Silva	Coimbra	Portugal
Tiago	Cardoso	Coimbra	Portugal
Luis	Costa	Coimbra	Portugal
Luis	da Vinha	Coimbra	Portugal
Anabela	Duarte	Coimbra	Portugal
Catarina	Godinho	Coimbra	Portugal
Marisa	Goncalves	Coimbra	Portugal
Joao	Silva	Coimbra	Portugal
Joana	Nogueira	Coimbra	Portugal
Ana Patricia	Ribeiro	Coimbra	Portugal
Luis	Santos	Coimbra	Portugal
Ricardo	Grade	Coimbra	Portugal
Luis	Santos	Coimbra	Portugal
Antonio	Santo	Coimbra	Portugal
Isrbh	Amdrea	Coimbra	Portugal
Andreia	Freitas	Funchal	Portugal
Claudio	Mantero	Funchal	Portugal
Livia	Silva	Funchal	Portugal
Andreia	Quintal	Funchal	Portugal
André	Freitas	Funchal	Portugal

Jorg	Kastelic	Graz	Austria
Vita	Kontc	Ljubljana	Slovenia
Damjan	Kregar	Ljubljana	Slovenia
Franc	Trcek	Ljubljana	Slovenia
Aljaz	Plevnik	Ljubljana	Slovenia
Milena	Marega	Ljubljana	Slovenia
Valentina	D'Acunzo	Milaan	Italy
Bruno	Eugenio	Porto	Portugal
Antonio	Mendes da Silva	Porto	Portugal
Bruno	Pereira	Porto	Portugal
Barbara	Sao Martinho	Porto	Portugal
Anu	Kalda	Tallinn	Estonia
Tiit	Laiksoo	Tallinn	Estonia
Dubravko	Baricevic	Zagreb	Croatia
Srecko	Krznicaric	Zagreb	Croatia
Nada	Maric	Zagreb	Croatia
Branko	Mikinac	Zagreb	Croatia
Lidija	Pavic-Rogosic	Zagreb	Croatia
Dinko	Herman	Zagreb	Croatia
Zelijka	Pavlovic	Zagreb	Croatia
Ivan	Zajec	Zagreb	Croatia
Grinis	Vygintas	Kaunas	Lithuania
Sonate	Senkiene	Kaunas	Lithuania
Demetrio	Mangin	Beauvais	France
Laurence	Nogues	Beauvais	France
Duhamel	Alexandra	Paris	France
Celine	Meunier	Paris	France
Sofia Pires	Bento	/	Portugal
Catarina	Marcelino	/	Portugal
Ana	Moreira	Condeixa	Portugal
Ivo	Cré	Brussels	Belgium
Marjan	Frederix	Leuven	Belgium
Jerome	Simpson	Szentendre	Hungary
Miklos	Marton	Szentendre	Hungary

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Fred	Dotter	Graz	Austria
Pais	Antunes	Coimbra	Portugal
Lucia	Cristea	Perugia	Italy
Marcel	Braun	Cologne	Germany
Lies	Lambert	Leuven	Belgium
Laurie	Pickup	Perugia	Italy
Robert	Stussi	Lissabon	Portugal

## Annex 2: Evaluation

### 1. Participants

The training was attended by 64 participants (including 7 speakers and 4 people from the VANGUARD consortium). Of these 64 participants, 51 had completed the quick scan during registration and 31 had filled in the evaluation form after the training.

### 2. Participants' expectations

During their registration, each participant had to fill in some questions about their level of experience on the topic of social inclusion, if they had ever been involved in setting up social inclusion measures and about their expectations for the training.

The quick scan revealed that the training would be attended by a heterogeneous group of participants in terms of level of experience. 67% of the participants had limited experience in the topic at hand, 20 % no experience and the only 12% considered themselves highly experienced in social inclusion measures.

In 43% of the cities of the respondents, social inclusion measures have already been implemented and in 11%, it is planned to implement some.

Almost all participants (82%) wanted to get practical examples during the conference. Learning about theoretical models was asked by 49% of the respondents and doing practical exercises was requested by 29%.

### 3. Training evaluation

Every participant was asked to fill in an evaluation form during and after the training and to hand it in immediately. We received 31 filled in evaluation forms. This is a response rate of 53%.

#### 3.1 Content evaluation

The participants rated the content of the training high. 87% of the participants evaluated the content as being very good or good. The remaining 13% indicated neutral (see Figure 1). 85% would also recommend the training to others (see Figure 2). 69% of the participants agreed that the proportion of theory and practice during the training was properly balanced (see Figure 3).

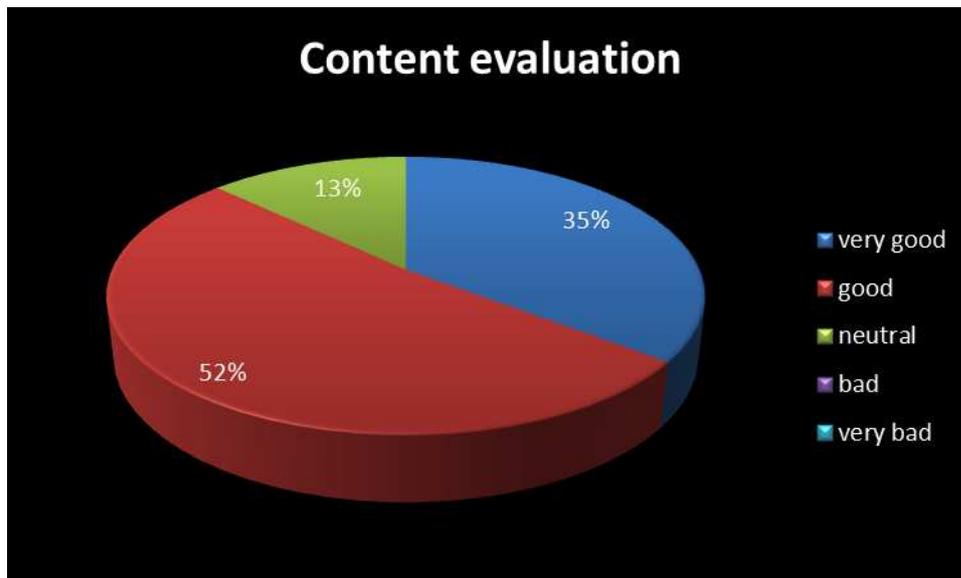


Figure 1: How do you value the training in terms of content?

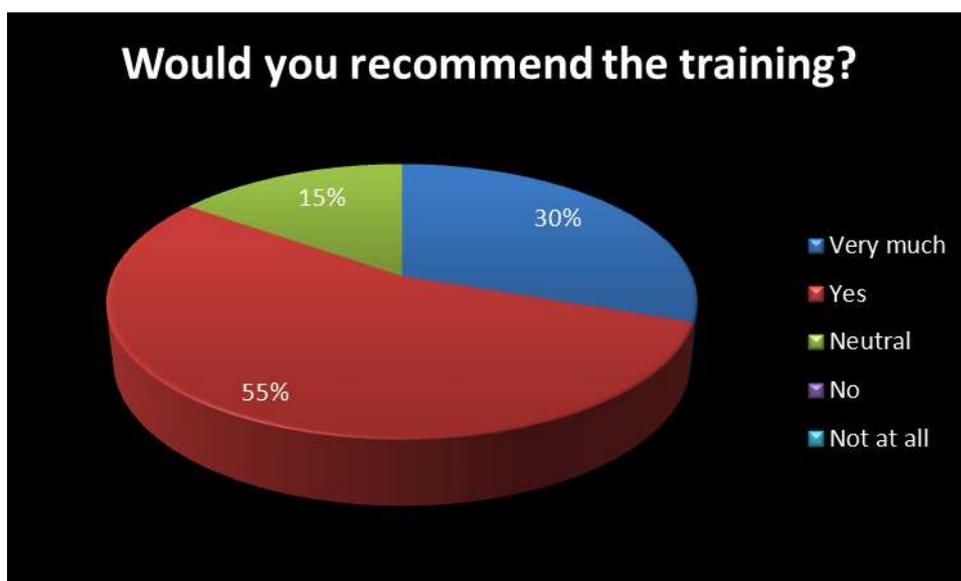


Figure 2: Would you recommend the training to someone else?

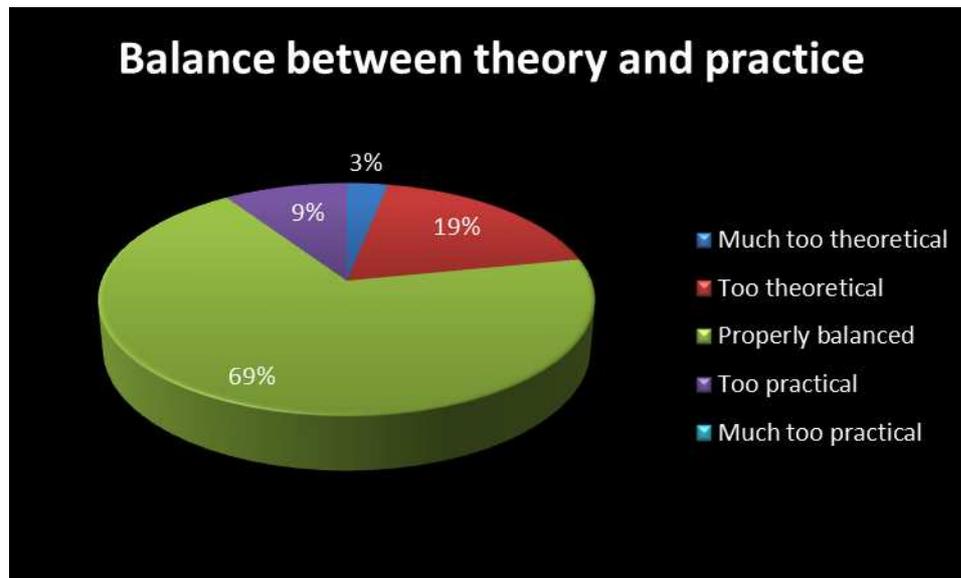


Figure 3: The balance between theory and practice

Figure 4 shows the content evaluation per section of the training. It shows a various result. 'Theoretical background' and 'Exercise on legal documents' receive some negative evaluation (18% for Theoretical background and 19% for legal documents). Also the opening session is indicated by 15% of the respondents as '- or '-'. The same counts for 'Evaluation part' (12%) and for 'Local challenges exercise' (13%).

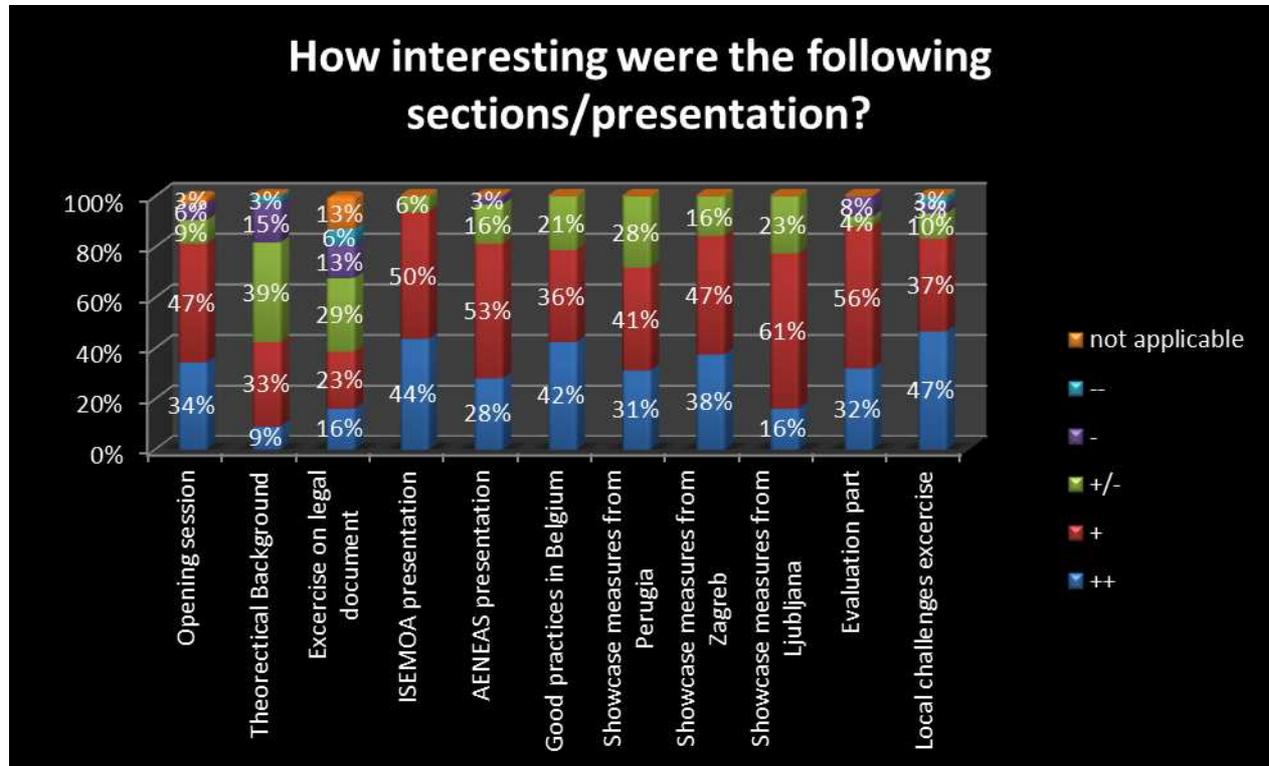


Figure 4: Content evaluation per section

Some various comments here:

- Not enough exercise

- I appreciate the examples and experience exchange, but in my opinion some more theory could be very welcome.
- I prefer a more practical workshop.

Participants were asked which parts were most useful, which parts were of little use and which improvements could be made. Practical examples, local challenges and the evaluation part are mentioned the most.

Respondents also could indicate which parts were of no or little use for them. The theoretical part and the section on the legal context were mentioned several times here.

Suggestions for improvements and changes were as follows:

- More about human aspect/personal stories
- More contents on human, personal barriers to access mobility
- Maybe less presentations
- Promote more meetings between people
- Less presentations, more practices
- More exercises
- Stick to the timetable
- Clearer challenges
- Maybe from each CIVITAS CP an evaluation or dissemination manager could present some successful measures
- More practice is needed
- More field tips
- More, more, more interaction!
- Better time keeping
- Present more results
- More time for exercises, time keeping!
- Better time keeping

### 3.2 Event evaluation

The next figure (Figure 5) shows the evaluation of the event by the respondents. Almost all of the aspects are evaluated as being +, ++, or +/- . Only registration process (3% -), pre-event information (3% -) and practical organisation (3% -) received some comments.

Comments and suggestions here:

- Make it longer in order to have more practical parts
- An interdisciplinary way, is more richer for different areas
- Less presentations
- More time for local challenges exercise

During registration, I questioned the financial problems that can be a burden to implement social inclusion measures. Nobody talks about that. Also not enough time for challenges.

Nice location, friendly staff!

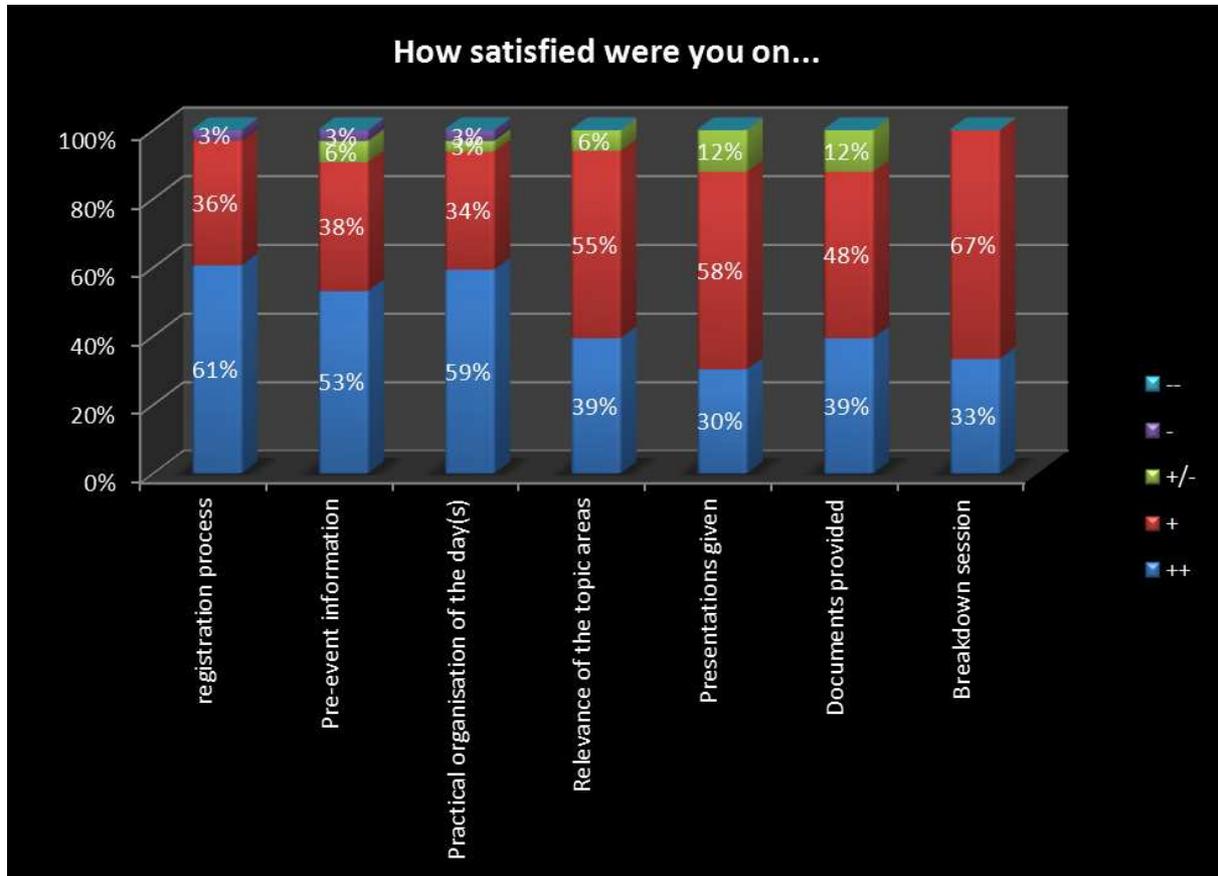
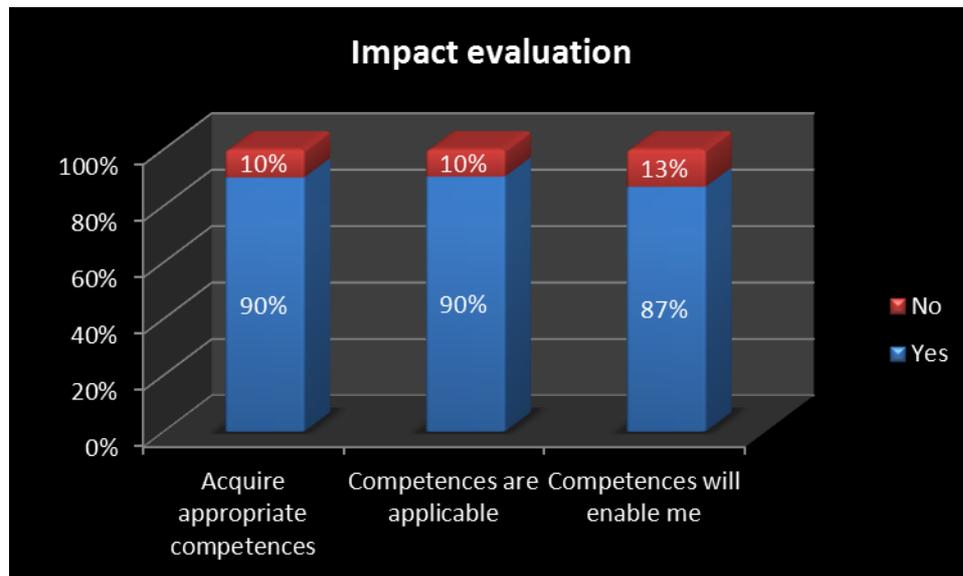


Figure 5: Level of satisfaction of several aspects of the event

### 3.3 Impact evaluation

In order to be able to evaluate the impact of the training, participants were asked whether the training had allowed them to acquire the competence(s) they expected to acquire (process), whether the acquired competences are applicable to their professional situation (performance) and whether they allow them to change or improve the current situation in their city/organisation (impact).

Figure 6 provides an overview of the responses to these questions. As you can see in the figure, the training did have an important impact on the participants.



**Figure 6: Impact evaluation**

Comments that were made on ‘Acquire appropriate competences’:

- Knowledge but no competences
- New contacts from other cities to get answers
- I could learn from other people’s experience

Comments that were made on ‘Obtained competences are applicable’:

- Knowledge form other projects and contacts
- Good new ideas
- Not yet but it helps me in other issues
- I’ll have the opportunity to apply what I’ve learned in my work

Comments that were made on ‘Competences will change or improve current situation’

- Hope to keep contacts
- Not acquire new competences but useful contacts to go on my inclusion projects
- Information for my colleagues
- Would like to learn more about combination between social and mobility
- Hopefully my work will have a better impact in the lives of the people from town where I work.

### 3.4 Conclusions

The training on social inclusion has received a good evaluation. The content as well as the event itself, received positive feedback. The training has also had an impact on almost every participant. It allowed them to acquire the competence(s) they expected to acquire and these competences can be applied to their professional situation. 87% of the participants even stated that these competences will enable them to change or improve the current situation in their city/organisation.

If anything, the practical organisation and some sections received some comments. Timeline, and more time for exercise are appreciated.