

CiViTAS
Cleaner and better transport in cities

VANGUARD
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Deliverable 5.3 CIVITAS Forum 2011 Report Part 1: Proceedings

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Introduction

This public document summarises the main content-related “outcomes” of the CIVITAS Forum 2011 by reporting on the opening and closing plenary sessions, the technical and roundtable sessions, as well as the Politicians Forum. It provides key indicators on participation, and also reflects on the event’s media coverage. It serves as a “pseudo” proceedings of the conference. The 2011 Forum Conference agenda is given in Annex 1¹.

A separate internal document (“Part 2”) accompanies this report, and has been prepared for the benefit of the project team, the European Commission, the CIVITAS Plus Dissemination Liaison Group and future CIVITAS Forum organisers. That contains detailed facts and figures on event participation and feedback, enabling those involved in organising the event to better plan future Forums as well as achieve the Initiative’s objectives (e.g. Forum Network member involvement, outreach etc.).

The document’s content was peer reviewed by CIVITAS VANGUARD partner, POLIS and also the Municipality of Funchal.

1. Participation

The ninth CIVITAS FORUM Conference took place in Funchal, Madeira Island, Portugal between 17th and 19th October 2011. It was well attended. As Chart 1 (overleaf) shows, some 360 registrations were received by the close of business on Friday 14th October².

The country best represented at the Forum was the host country – Portugal with more than 62 participants. But around 36 countries were represented in total from four continents: America, Asia, Australia and of course Europe (compared with 30 last year from Europe and Asia alone). This year, after the host country Italy, Belgium and Poland were countries best represented. Belgium it should be noted is well represented owing to the strong contingent of the European Commission (EC) and Brussels-based organisations. A list of conference participants is included within Annex 2.

¹ The conference website is at: <http://www.civitas-initiative.org/index.php?id=96>

² Inevitably a number of registered persons did not participate, while others appeared without having registered. A list of signatories showed appx. 300 participants, although it’s also clear almost 30 persons participated who didn’t ‘sign in.’ Because of these anomalies, statistics presented rather reflect expected than actual participation

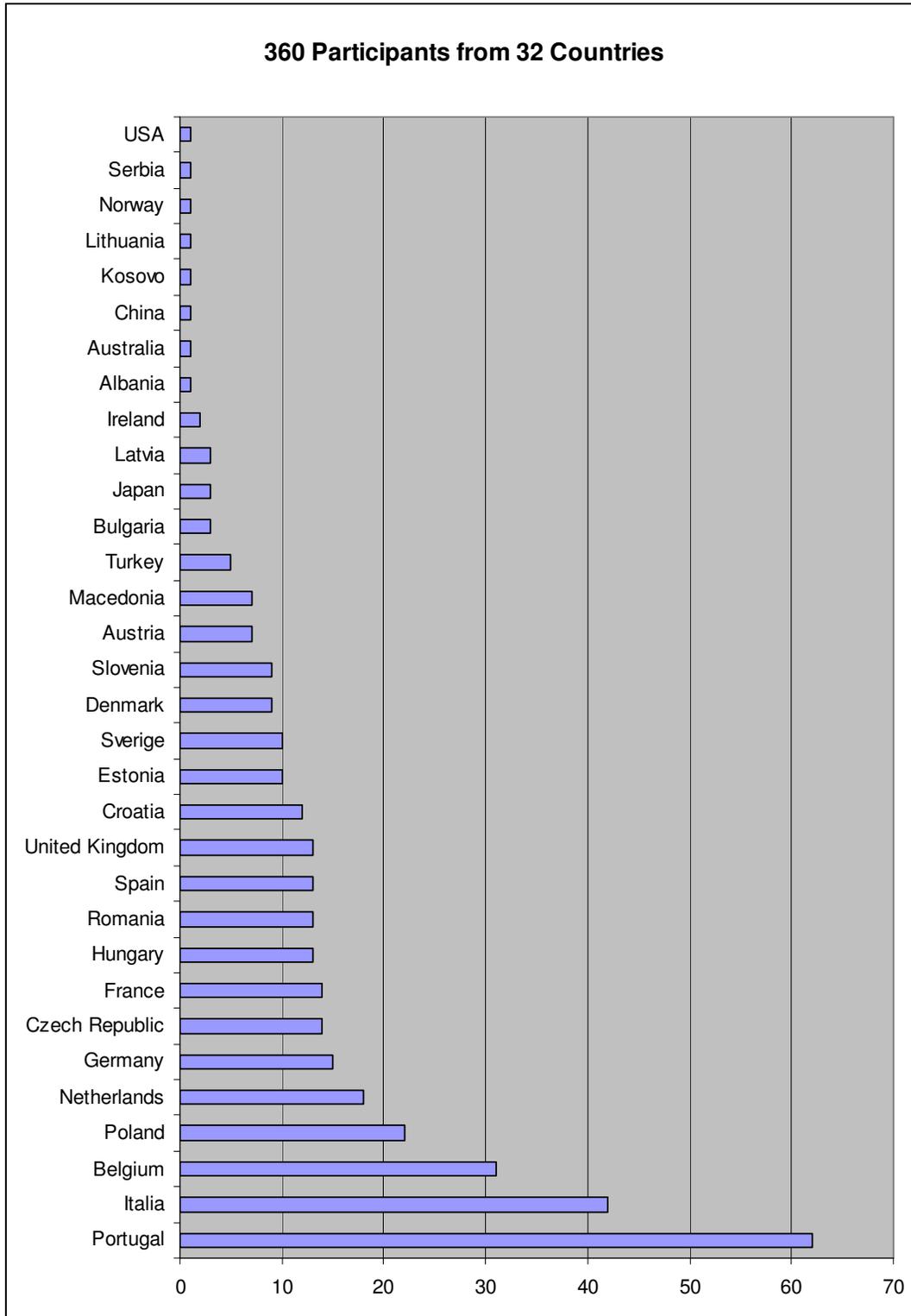


Chart 1: CIVITAS Forum 2011 – Participants by Countries

We see in Chart 2 below that around 30 percent of the participants are transport practitioners within municipal administrations while last year this rate was almost 50 percent. In the same time the “Other” category (which includes consultants, NGOs, and other organizations) has increased from 40 percent last year to 50 percent in 2011. Last year political representatives constituted 11 percent while this year it was almost 14 percent. The rate of Researchers/Academic experts has not changed significantly (8 percent in 2010 and 6.7 percent in 2011).

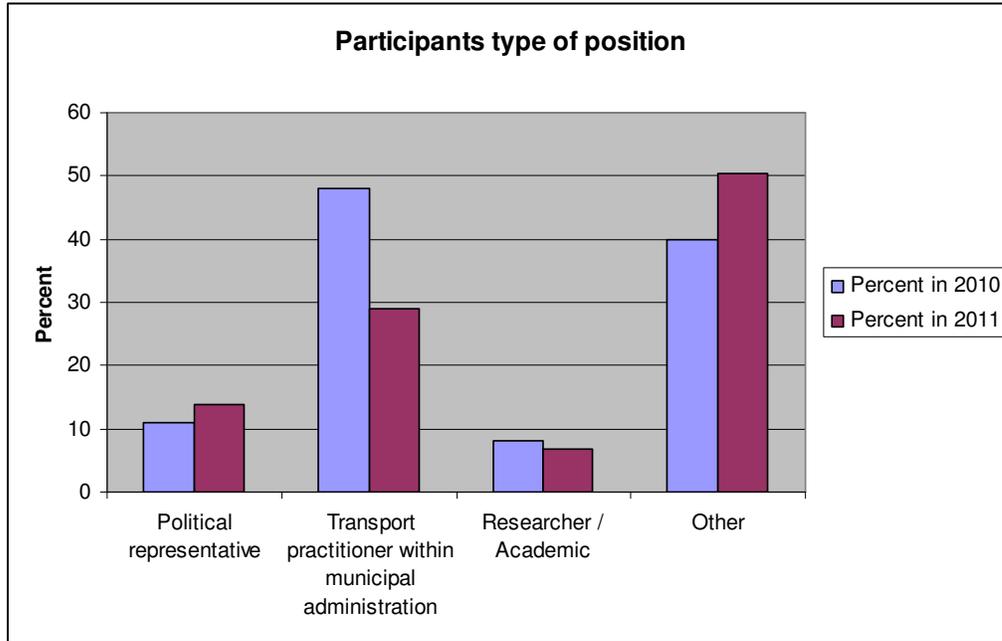


Chart 2:
CIVITAS
Forum 2011 –
Participants’
Positions

Analysis within Chart 3 provides a view on organizational participation (based now on completed evaluation forms). Consistent with the above chart, it shows almost 40 percent represented municipal administrations (38 percent last year). However, if we add to this figure affiliated groups such as public transport authorities, some 60 percent of participants represent this group. In 2011, the interest of private consultancies rose significantly, to around 25 percent (from just 2 percent last year).

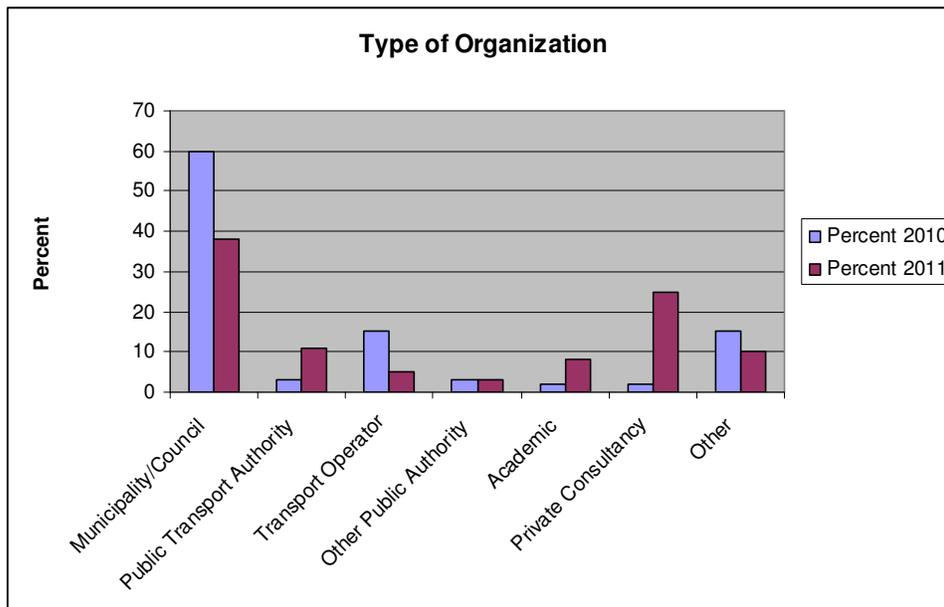


Chart 3:
CIVITAS Forum
2011 –
Participating
Organisations

2. Plenary and Parallel Sessions

2.1 Opening and Closing Plenary Session

The CIVITAS FORUM Conference of 2011 followed the theme of “key factors for success” in sustainable urban mobility. The opening plenary discussion, moderated by Prof. Jose M. Viegas of the Instituto Superior Técnico, Lisbon (Portugal), addressed this topic from the perspectives of four regions around the globe facing significant but different transport challenges. In order of their presentations, the speakers were:

- **Jerome Carslake:** Manager, Strategic Research & Planning at the National Transport Commission. Melbourne (Australia)
- **Enrique Rebolledo:** Environmental Specialist, Clean Air Institute, Clean Air Initiative for Latin America and the Caribbean. Based in Washington, D.C. – via teleconference
- **Rehana Moosajee:** Member of the Mayoral Committee in charge of Transport; City of Johannesburg (South Africa) – via teleconference
- **Matthew Lesh:** Transportation Programme Specialist, Federal Transit Administration, US Department of Transportation. Washington, D.C. (United States)

Kicking things off, Carslake spoke about urban transport in Australia. For that country, the challenge is how to maintain its reputation for having livable cities while moving on from an out-moded, car-based culture to one of sustainability. Urban transport since the 1950s has been 90 percent reliant on cars, which is not sustainable, Carslake said. Among the worrying statistics are a 60 percent national obesity rate and high rate of urban sprawl, he said.

Australia’s national government has established Infrastructure Australia (IA), a policy lever which requires that local administrations wanting national support for transport projects must have in place a strategic plan with outcome-based reporting. With Australians generally unimpressed with the state of transport (just 4.8/10 residents like their public transport services while only 5.6/10 like the roads), he thinks such requirements are politically feasible and could be one “recipe for success.”

Speaking remotely, Rebolledo noted that Latin America had different challenges. For economic reasons, the region has had fewer cars per capita and a higher rate of non-motorised transport (NMT). However, with incomes rising, the number of private cars in the region is expected to triple by 2030, with negative impacts on local air quality and atmospheric carbon levels.

In Latin America, a successful approach will require mobility management to maintain current shares of cycling and walking, strategic land planning and efforts to ensure that new vehicles are clean vehicles, Rebolledo said.

Johannesburg shares challenges with both Australian and Latin American cities, according to Moosajee. It is a sprawling city like those in the above regions and it has many poor people (25 percent unemployment). The poor living in shantytowns on the city’s periphery tend not to have cars and they have long distances to travel to access work. This has led to a polluting, inefficient public transport system dominated by minibus taxis.

In order for the city to develop a more sustainable transport system, it must be wishing to learn from others, get involved in partnerships, build the political will and engage with communities, Moosajee said. The city has new articulated buses and a fast rail system, but integrating it with the rest of the urban transport system has been difficult, she said.

Finally, Matthew Lesh spoke about the US situation, which is similarly challenged with urban sprawl. Just 2 percent of urban travel is done on public transport, largely because of diffuse urban populations. Lesh mentioned some US government initiatives that address this, including the Partnership for Sustainable Communities and a public transport scheme promoting greenhouse gas (GHG) reductions (TIGGER).

These programmes combine to help increase the country's fuel independence, reduce GHG emissions and lessen transport's other environmental impacts. At the same time, it is hoped they will also promote greater choice in transport (including biking and walking) and housing and make cities more livable, Lesh said.

After the speakers were finished, Felix Leinemann, Cabinet Member of the EC Vice-President, Siim Kallas, remarked that "experiences are similar across the world," including in Europe. He was impressed that the Australian government, as the European Commission has done in its White Paper, is using a comprehensive, high-level strategy to move away from a car-centred transport system. Leinemann praised the talk on Latin America for its focus on climate change, which has long been a priority of the European Commission.

He said that it was evident from Moosajee's talk that Johannesburg was following European cities into the thicket of urban congestion. He noted that Europe exports its technical achievements, but that traffic jams weren't the best of these. He noted also that Europe is almost as dependent on oil for transport as the United States is. As he worded: Europe "pioneered" the World's economy life for long centuries, now it is time to "pioneer" measures for sustainability. These investments benefit for the society and for the industry too.

Leinemann said that the EC is in dialogue with other countries and continents concerning urban transport. China, in particular, has shown keen interest in the CIVITAS Initiative, he said. Integration and standardisation can help overcome many of the challenges in the export and import of transport solutions, he said. That would be a key to success from the EC point of view.

Mr Felix Leinemann also emphasized those points made by the EC Vice President within his video message, namely about the use of less and cleaner energy. He mentioned cities are key regions and encouraged them to look upon CIVITAS as a "brand name" that has already delivered recipes for success. He agreed with Siim Kallas that it is "Now ...time for cooking!"

To spark a discussion, Viegas spoke about a project he was involved with involving cities around the world. Carslake mentioned that it is a challenge to align city intentions with the political calendar of national governments and national policies. Viegas also asked what the recipe for success might be, and wondered whether coalitions of cities in each country would be able to oblige national governments to adapt to their interests.

Next, questions from the floor were entertained. A conference participant from Ghent University suggested that the EC's latest White Paper on transport should be better integrated with EU agricultural policy in order to prevent biofuel production from distorting food prices. Leinemann said that the White Paper was agreed by all directorates general in the EC, including those for both transport and agriculture, and that, in any case "the market should take care" to avert disruptions to food supply.

Another participant took issue with the large EC supports recently given to electromobility developments compared to the relatively small EC outlays for cycling and for the CIVITAS Initiative. Leinemann said he wasn't prepared to discuss future budget priorities. But to the CIVITAS question, he noted that activities at the local level are primarily the responsibility of local authorities – in keeping with the subsidiarity principle.

Viegas called on cities to lobby the EC to support their transport priorities before thanking the keynote speakers and bringing the session to a close.

The closing plenary session recapitulated the conference theme of “recipes for success” in sustainable urban mobility. Moderated once more by Jose Viegas, it included the following speakers and presentations:

- **Anthony May**, Emeritus Professor of Transport Engineering, University of Leeds, giving a recap of the parallel sessions and other conference discussions;
- **Bruno Miguel Camacho Pereira**, newly named Chair of the CIVITAS Political Advisory, presenting the “Funchal Statement;” and
- **Daniela Rosca**, Head of Unit, DG MOVE, speaking about future prospects for European Commission funding priorities in the urban mobility field.

May’s presentation (see Annex 3) was a summary of the 16 parallel sessions: eight technical sessions (TS), and eight roundtables(RT), but which also drew on other sources including the plenary papers and the EC’s 2011 White Paper on transport. He structured the talk according to the procedure of a sustainable urban mobility plan (SUMP), with reflections on how conference sessions echoed the main steps: i.e. preparation, goal setting, planning and implementation.

On the topic of “preparation,” May cited examples from several sessions that showed appreciation for this step, including, naturally, RT5, the roundtable on SUMPs. May cited several other examples, such as the need to identify key stakeholders and gain citizen support (TS3 on demand-management strategies), the importance of “speaking the language” of your target audience (TS4 on communications), and considering the demands of different groups (RT6 on mobility of visitors and tourists).

On the subject of “goal setting”, May noted the growing emphasis on creating livable communities (Carslake’s presentation among others); the perhaps counter-productive focus on infrastructure investments (RT4 on carbon footprints) and the value of non-motorised modes in the fight against climate change (Rebolledo’s talk on Latin America). May observed a lack of attention on packages of measures, including how to devise effective ones and how to evaluate them.

Following on the idea of goal setting, May noted several novel ideas raised in sessions: the increasing use of social media; the advent of 2nd generation biofuels; the use of tradable “mobility credits,” and demand-responsive transport as an enhancement of public transport systems.

On “planning,” several sessions touched on the funding questions, including ways to stimulate the market (TS1 and TS6 on clean vehicles and fuels and alternatives to cars, respectively), spreading risks between public, private and professional stakeholders (TS1 as well as TS2 on public transport); and encouraging open data for evaluation purposes (TS8 on information technologies).

For “implementation,” May cited outputs from several technical sessions on the importance of managing not only the technical but the social aspects of measures. TS8 pointed to the importance of finding common standards in evaluation while TS2 noted the need to communicate a measure’s successes.

May concluded with a list of key messages or “recipes for success.” Among them:

- National governments are key in establishing legal frameworks; providing funding for research and development initiatives; identifying effective solutions for financing and in providing guidance and training.
- Community support and engagement is important, although politicians cannot wait for unanimous voter support before taking action.
- The willingness to learn is critical in the propagation of successes, and, in this, the EC and other international organisations must provide necessary support.
- Dissemination of good results is also important, not only of new technologies but of governance methods and policy formulation. The EU can help the world as well as itself by disseminating good mobility lessons to other continents.

Next Pereira took the stage and summarised the Funchal Statement (available in Annex 7), a document agreed by the CIVITAS Forum Network members which underscores their appreciation of the Initiative’s benefits while highlighting the main challenges they face in achieving sustainable mobility in the years ahead.

Rosca addressed the conference next, noting that the Funchal Statement was an indication of the CIVITAS community's commitment to the goals of the new White Paper. She affirmed the EC's commitment to support cities in achieving sustainable transport even in a context of a severe economic downturn. "It's clear cities face many challenges ahead," she said. "To deliver on the White Paper," she continued, "the Commission shall be looking towards Horizon2020 and the opportunities offered by CIVITAS Futura." Rosca thanked the city of Funchal for hosting the conference, as well as the PAC secretariat and the conference's moderators. "This kind of mutual learning is what CIVITAS is all about," Rosca concluded.

Next, Pascal Van den Noort, executive director of Velo Mondial and the master of ceremonies of the conference's two PechaKucha sessions took the podium next to reward the top two presenters: Fiona Blackley, an urban transport consultant, took the top prize with Robert Stussi, an urban and regional planner, being the runner-up.

Pereira announced the city selected to host the Forum Conference in 2012 will be the Basque city of Vitoria-Gasteiz (Spain). The dissemination manager of that city, Juan Carlos Escudero Achiaga, stepped up and gave a brief presentation on the city and extended the city's invitation for the conference participants to attend the next year's event.

Finally, moderator Viegas thanked the conference attendees for their participation and brought the event to an official closed.

2.2 Parallel Technical and Roundtable Sessions

As Chart 4 below shows, the Forum and its sixteen parallel sessions remains useful for the exchange of technical information and best practices, as well as for accessing new sources of information. However, compared to last year this has fallen in popularity while the opportunity the Forum presents to network and make new contacts remained unchanged. Influencing EC strategies and priorities still remains important compared to last year, but less so than the previously mentioned categories.

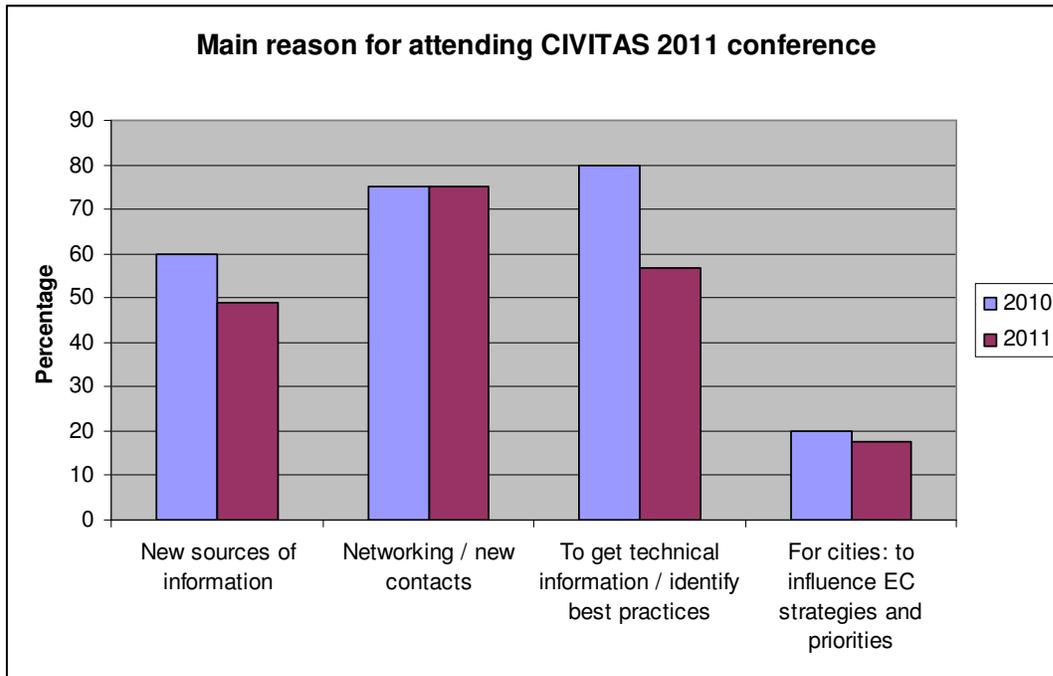


Chart 4: CIVITAS Forum 11 – Reasons for attending the CIVITAS Forum Conference 2011

The format and individual scope as well as the results of each of the roundtables and technical sessions are described in detail within Annex 4 and 5 respectively. Briefly, the technical sessions intended to share information on the innovations and achievements of the CIVITAS cities in a range of fields, and on this occasion, were linked to the eight thematic categories of CIVITAS. The roundtable sessions on the other hand opened the floor for full discussion and were not driven by specific presentations.

The results of each of the eight technical sessions and the eight roundtable sessions were typically (but not exclusively) summarised on a single page (moderators and rapporteurs were asked to follow a strict reporting template). The content of those pages are available in Annex 4 and 5 respectively.

3. CIVITAS Politicians' Forum

The Politicians' Forum of 2011 was held as a parallel session of the CIVITAS Forum and took place on Tuesday afternoon 18th October, at the offices of the Madeira Regional Government. The event serves as a discussion between political representatives of CIVITAS cities. The aim of this event was to look beyond cities and to discuss "The role of hinterlands in the pursuit of successful sustainable urban mobility," to share challenges and obstacles, and exchange know-how and lessons learned.

A key factor in achieving urban mobility is a city's relationship with its hinterland. In larger cities this may include neighbouring jurisdictions in large, interconnected conurbations (e.g. Vienna and Bratislava). In smaller towns, there is a need to coordinate transport development in cooperation with regional and more rural settlements.

Twenty-seven representatives participated in the event, which was hosted by Conceição Almeida Estudante, Minister for Tourism and Transport of the Madeira Regional Government, Ms Daniela Rosca, Head of Unit for Clean Transport and Urban Transport at DG MOVE, Bruno Miguel Camacho Pereira, Deputy Mayor of Funchal, Portugal and Roman Jakič, Outgoing Chair of the CIVITAS Political Advisory Committee. Prof. Jose M. Viegas of the Technical University of Lisbon's Instituto Superior Técnico in Portugal served as chair and moderator. The agenda of the event is available in Annex 6.

The challenge of meeting public interests

In her opening address, the Minister for Tourism & Transport, Conceição Almeida Estudante defined the principal challenge as meeting public interest. The EC through Daniela Rosca elaborated on this, noting "cities are nodal points where journeys begin and end in cities." She emphasised that "connecting Europe through the TEN-T (Trans-European Transport Network) 'Corridor Approach' and continuing CIVITAS throughout 2014-2020 and beyond" remains the EC's priority.

Roman Jakic, outgoing chair of the CIVITAS Political Advisory Committee, noted that his city, Ljubljana, Slovenia, has established a regional body to coordinate public transport schedules, 'bike and ride' schemes, integrated smart ticketing and soft measures among the 27 communes of the city. The challenge he cited was finding the financial resources to pay for this, noting "We will have two or three 'Park and Rides' but we need 38!"

Bruno Pereira, Deputy Mayor of Funchal roused the participants claiming "the economic recession is a window of opportunity to make changes for the population." He nevertheless expressed the importance of sustaining the EC's financial instruments for urban mobility (such as the European Regional Development Fund, CIVITAS and Intelligent Energy - Europe). He added, "sometimes money dictates, rather than citizens' needs."

Reflecting on these statements, Prof. Jose Viegas of the Technical University of Lisbon invited the floor to share their challenges and 'keys to success' (in line with the overall Forum theme). He called for experiences in regional planning, including ensuring the adequacy of connection nodes, 'seamless' integration and intermodality platforms, infrastructure between port cities and their hinterlands, and the integration of urban mobility plans within national transport strategies. He specifically asked "Did cooperation with your neighbours help?" and "How did you align your decision-making processes?"

The political representative of the city of Toulouse mentioned a 'Collective Walk' involving citizens was a key to successful urban mobility planning alongside a sound planning framework. Technical solutions were not the be all and end all he added.



The Politicians' Forum: Group photo by Mirjam Logonder

The French city of La Rochelle agreed, saying that anarchical development is not an option. Their city integrated its transport and urban plans and involved 58 neighbouring counties. But he also noted the challenge of providing adequate services beyond the urban area to an 'employment area.' He suggested politicians influence where people choose to live, upon which Prof. Viegas emphasised the importance of 'carrots' (such as public transport service guarantees in strategically planned locations) that still allow free movement of people into and out of our cities.

Regional & national collaboration

The Green Party representative of the coastal town of Brighton and Hove cited their challenge is to "maintain the city as a place to live, work, and be entertained, while discouraging people from entering by car." Their geographical constraints (sandwiched between sea and national park) and an unsuccessful approach to park and ride schemes that served only to "subsidise private car use," is being shifted in favour of investments to improve public transport, in collaboration with their neighbours.



*Frits Lintmeijer,
Utrecht's Alderman*

When two-time CIVITAS Award winners Utrecht took the floor, their political representative cited their specific challenge as lying in regional cooperation. Their city is bounded by nine municipalities, but besides this, they are part of the so-called '*Randstad*'.³ To succeed in achieving sustainable urban mobility, they need to coordinate with their national government, the national railway company and the city of Amsterdam. In particular they see being able to influence the spending of regional funding on urban mobility matters, as a key factor of success.

Professor Viegas summarised the challenge ahead as one of: 'Regional Geometries' and cited the problem was not dissimilar in the case of water management. From his academic perspective, he emphasised the importance of integrated cooperation and management, and stressed the inefficiency of not talking to one's neighbours.

The Portuguese town of Torres Vedras cited their experiences in working with national government. A suburban train used to serve its residents who commuted the 45km or so to Lisbon. However, at the end of the last millenium, the national government refrained from contributing any further joint investment. The result is that citizens now drive to Lisbon on roads shared with overcrowded buses, while smaller settlements along the disused railway line are slowly dying. It's merely fanciful that something like the regional train services which serve Paris would be developed for Lisbon.

With this Professor Viegas made an on-the-spot proposal to the European Commission representative, namely that one of its programme lines for demonstration projects allocates a share of funding to cooperation with the regional or national level of government and that this becomes part of the project's eligibility criteria.

In inspiring the participants, Conceição Almeida Estudante, the Madeira Regional Government's Minister for Tourism and Transport noted how the CIVITAS MIMOSA project helped stimulate its cooperation with the municipal government of Funchal. She cited how they both had common interests and how they would have struggled to progress without the commitment of both sides. Funchal's challenge, she mentioned, was how to maintain the initial investments made, for instance in electrical batteries, when public funding remains in short supply. Therefore, EU instruments that support innovation are welcomed.

³ The Randstad (Dutch: *Randstad*, Randstad Holland) is a conurbation in the Netherlands. It consists of the four largest Dutch cities (Amsterdam, Rotterdam, The Hague and Utrecht), and the surrounding areas. With a population of 7,100,000 it is one of the largest conurbations in Europe, comparable in size to Milan or the San Francisco Bay Area. Source: <http://en.wikipedia.org/wiki/Randstad>

The role of integrated ticketing and pricing

Gerhard Rüschi shared the know-how and lessons learned from a successful integrated and collaborative measure implemented in Graz, Austria. The city found that to successfully develop a single integrated public transport ticketing and supply system, it was necessary to work together with the province of Styria and the national level including the national railway company. It was also necessary to combine this approach with a number of restrictions towards private car use (such as parking policy and zones, and park and ride schemes). To the city authorities it was clear that larger investments in public transport alone couldn't deliver on the goals they had set for themselves.

The Danish city of Odense's political representative cited how administrative reform helped them achieve their goals for integrated ticketing, when 32 municipal and one county administration were merged into ten together with one public transport company. Yet the new system they founded still allowed individual municipal administrations to experiment with their own pricing schemes to address the challenge often faced in times of fiscal constraint, namely that of diminishing financial assistance from regional governments (despite their being the main recipient of national funds)!

In Gdansk, Poland, the city administration increased the popularity of public transport from suburban areas by offering different pricing tariffs to city areas. Their advice was "Don't punish suburban areas!" By effectively doing away with the concept of borders for public transport users and reducing the tariff for suburban commuters, revenues have risen from monthly ticket sales. This has proved to be a good business model.

Nevertheless, Professor Viegas reminded the group of the importance of managing the growth of suburban areas and the density of their populations so as to be able to offer economically viable public transport services. He also emphasised the value of external funding as a means to help find practical solutions and leverage money to address the various challenges cited above.



*Prof. Jose Viegas, Chair and Moderator
CIVITAS Politicians' Forum 2011*

The Basque city of Donostia-San Sebastian responded that an integrated ticketing system for them is just a dream, given the complexities of their local administration within the Basque region of Spain and the differing electoral timetables of the three separate entities.

With this Bruno Pereira recalled Article 5 of the Maastricht Treaty which calls its signatories to make decisions at the most appropriate level, ie. national, regional or local, and as host drew the Politicians' Forum 2011 to a close, encouraged CIVITAS cities to share their good will.

Summary

1. Challenges

Many challenges were cited in the pursuit of achieving successful sustainable urban mobility in collaboration with one's hinterlands, among the biggest of these being the collaboration with neighbouring, provincial/regional and even national administrations. This is especially important while looking to meet the needs of those citizens who don't live in the city but enter it as a place to work and/or be entertained. Another is the pursuit of sustainable public transport services through integrated ticketing and effective pricing, which can also provide a useful revenue stream in a time of fiscal restraint. This is particularly true when it comes to maintaining initial investments that have been made.

2. Keys to success

A 'Collective Walk' may be considered the key to urban mobility success. More specifically that means local, regional and national collaboration, which can be realised through a spirit of good will, joint investments, planning and management and combined with citizen involvement. Also, external funding can be a useful means to help find practical solutions and leverage money to address the various challenges cited above. The Politicians' Forum 2011 gave the opportunity for

a number of positive examples and lessons learned to be shared, including the value of integrated and collaborative measures which also stressed the waste of efficiency when neighbours don't talk.

3. **Possible next steps**

The EC was encouraged to consider allocating a share of funding to cooperation with the regional or national level of government namely within one of its programme lines for demonstration projects, and that this become part of the project's eligibility criteria.

4. The CIVITAS Awards

The CIVITAS award ceremony took place on 17th October at the Baltazar Dias Municipal Theatre.

Among the winners were Utrecht, who won the award for Category I: Technical Innovation. Its sustainable freight transport solutions including its electric "beer boat" and its centrally co-ordinated solar-powered electric vehicle(s) called "Cargohoppers" for city-centre freight deliveries were among the reasons for its selection.

Two runners-up were also named: Stockholm and Treviso. Stockholm has made impressive efforts to populate its fleet of electric vehicles with a programme involving the private and public sectors, EV manufacturers, national authorities and experts. Judges meanwhile remarked that Treviso (Italy) warranted mention as a runner-up because of its positive attitude toward mobility strategies and its implementation of innovative solutions. The other applicants were Krakow, Donostia-San Sebastian, Craiova, Usti nad Labem, Bath, Ghent, Perugia and Brighton & Hove.

In the Public Participation category (II), Ghent emerged the winner for the "sheer breadth of its actions to engage stakeholders on sustainable urban transport policy," said Sonja Van Renssen, jury member. "From questionnaires and face-to-face interviews to a weekly citizens working group and dialogue cafes, to hearings, letters, social media alerts, public visits and Q&A opportunities, this city has done everything it can on public engagement."

Burgos (Spain) and Brighton & Hove (UK) were the two runners-up in the category for their interesting approaches to involve citizens and stakeholders in mobility actions and decisions. The other applicants were Gdansk, Arenas de San Pedro, Brno, Burgos, Graz, Koprivnica, Iasi and Nantes.

Its wide range of measures combined with a progressive programme for freight delivery also earned Utrecht recognition as CIVITAS City of the Year. According to Sonja Van Renssen, jury member, "Utrecht has a "wide-ranging approach...stretching from targeting behavioural change to investment in public transport. It's promoting everything from car sharing and cleaner trams to efficient freight transport and Park & Ride." The active involvement of Utrecht's citizens in the city's public transportation projects was another factor singled out by the CIVITAS Award panel of judges.

Stockholm's activities to advance its electric recharging infrastructure made it a runner-up for City of the Year. The other applicants were Parma, Léon, Aalborg, Donostia-San Sebastian, Krakow, Brighton & Hove, Perugia, Vitoria-Gasteiz and Ljubljana.



*Above: Utrecht, 2011 Award Winner for Technical Innovation and CIVITAS city of the Year.
Below: Ghent, 2011 Award Winner for Public Participation
Source: Mirjam Logonder*



5. Media Coverage

This year's Forum drew greater interest from the media than last year, despite fewer journalists attending. Some 12 attended (thirteen last year), six of which travelled from abroad, two of whom travelled from the Portuguese mainland and five of which were based in Madeira. The foreign journalists came from the Czech Republic, Italy, Latvia, Lithuania, Poland and Slovenia. Within the latter group, four were radio journalists, while one was print and one was a TV journalist. From the host country, the participation of print media was represented (including leading Portuguese daily, *Publico* plus transport journal, *Transportes em Revista*) while the remainder was mostly on line media.

Even though there was limited media presence it still generated a positive overall level of press coverage, which was aided by the prompt availability of some 90 photographs⁴ and the publishing of an "op-ed" regarding the Funchal Statement (see Annex 7). By November 22, 47 news items had been generated with well over 3,380 subsequent citations or "spin-offs". Roughly one month after the 2010 conference, the corresponding figures were 32 and 900, thus, an exceptional improvement.

In terms of the coverage, Portugal and Spain generated a significant quantity of online and print articles (18 and 6 respectively). However, the Netherlands media also rode on Utrecht's Award success, generating 11 different features - all online. Belgium by contrast generated just one article. The Czech Republic, Italy, Latvia and Lithuania almost all generated radio news coverage, amounting to a total of 10 news items.

The CIVITAS op-ed article was published by 12 media sources, which can be considered a very good result, especially considering the short period of time dedicated to dissemination. According to the geographical targets, three out of the five largest EU countries (Germany, France, Italy, Spain and the UK) have been reached: one placement in Italy, one placement in Spain and two placements in the United Kingdom. Portugal, the Forum host country published the op-ed in one of its main newspapers, *Publico*. Two placements were also achieved in Macedonia, three in Slovenia, one in Belgium and one in Malta.

This year a CIVITAS twitter hash-tag was also introduced which launched new channel of communication which benefits the media and other patrons of CIVITAS. Furthermore, this year the CIVITAS Award Ceremony was broadcast live via the CIVITAS homepage, which was appreciated by a small group of remote colleagues and professionals.

⁴ Appx. 90 Forum photographs are available online at: http://www.civitas.eu/members/forum11_photos.phtml

6. Annexes

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Annex 1: CIVITAS FORUM 2011 Conference Agenda

(Also available at: http://civitas.eu/docs/FORUM_11_Draft_Agenda_Ver3_Online.pdf)

RECIPES FOR SUCCESS: REALISING SUSTAINABLE URBAN MOBILITY TOGETHER

This year the CIVITAS FORUM Conference will identify ‘key factors for success’ in sustainable urban mobility. With the Maderan archipelago bridging Africa, Europe and Latin America, participants will hear the experiences and testimonies of city and transnational programmes from these and other continents to learn what inspired them and succeeded to make urban mobility sustainable. Stimulated by their interventions, participants will have the opportunity to discuss in parallel sessions their own essential ‘sparks’ and key ‘factors of success.’ The aim will be to conclude the event with a take away ‘menu of good practice’ or ‘toolbox’ of proven measures and less formal conditions; ‘recipes for success’ that cities may plan with and build upon according to their own local circumstances and culture, in collaboration with ‘champion’ cities - because it is only through working together (both vertically with the EU and horizontally with peers) that cities will achieve the same common goal: sustainable urban mobility.

ANCHOR DAY (MONDAY 17 TH OCTOBER)	
<i>CS Madeira Atlantic Resort, Estrada Monumental, 175-177, Funchal</i>	
Afternoon: 1330-1900	Conference registration (in the CS Resort’s Congress Centre)
1500-1700	Site Visits (detailed on back page) A: Traditional and modern transport for tourists in hilly areas B: Bus and bike between sea and mountains C: How to beat 25% (14’) slopes? Funchal’s recipe for success! D: Help make the most of Funchal’s P&R
1700-1815	Poster Session and ‘Speaker’s Corner’ I (Selvagens suite of the main hotel) Five poster authors present ‘pecha kucha’ style followed by voluntary speakers on their ‘soapbox’ introducing visions and proposals for sustainable urban mobility in 3 mins! <i>Moderator: Pascal van den Noort, Velo Mondial, the Netherlands</i>
Evening: 1930	Cocktail reception at the Municipal Theatre ⁸ including a short welcome by the Mayor of Funchal, Miguel Filipe Machado de Albuquerque followed by the CIVITAS Award Ceremony compêred by Pascal van den Noort (Velo Mondial, the Netherlands) and media corner.

⁵ Opportunity for parallel CIVITAS project meetings exists, for rooming arrangements please contact:

Claudio Mantero, Tel: +351 96 233 3577, Email: claudiomantero@horariosdofunchal.pt

⁶ CIVITAS Political Advisory Committee (PAC) Meeting (Closed Event, 1430-1730). PAC members will be transferred by bus at 1400 from the CS resort to the City Hall and brought back to the CS at 1745.

⁷ Working with the New CIVITAS Website: Training for dissemination managers and measure leaders on how to work with the relaunched CIVITAS website (Closed Event, 1500-1630 in Sunset Rooms II/III, although other local staff working regularly on the CIVITAS website are also encouraged to attend).

⁸ Two coaches will bring participants from the CS resort to the Baltazar Dias Municipal Theatre at Avenida Arriaga at 1900, 1910 and 1920 (it is otherwise a cca. 30 minute walk) and back at 2245, 2255 and 2305.

DAY 1 (TUESDAY 18TH OCTOBER) <i>CS Madeira Atlantic Resort, Estrada Monumental, 175-177, Funchal</i>	
Morning: <i>0800-0900</i>	Conference registration (in the CS Resort's Congress Centre)
Morning: <i>0900-1000</i>	<p>Welcome Addresses (“Sunrise” Auditorium in the CS Resort’s Congress Centre)</p> <ul style="list-style-type: none"> - Miguel Filipe Machado de Albuquerque, Mayor of Funchal, Portugal - Roman Jakič, Chair (outgoing), CIVITAS Political Advisory Committee (PAC) - Ms. Conceição Maria de Sousa Nunes Almeida Estudante, Minister for Tourism and Transport, Madeira Regional Government - Mr Felix Leinemann, Cabinet Member of the EC Vice-President, Siim Kallas <p><i>Chair: Prof. Jose M. Viegas, Instituto Superior Técnico, Lisbon, Portugal</i></p>
PRESS BRIEFING (Lagoon Room I)⁹/COFFEE BREAK & EXHIBITION (Selvagens suite)¹⁰	
<i>1045-1145</i>	<p>Keynote Addresses: Realising sustainable urban mobility: successful approaches on different continents</p> <ul style="list-style-type: none"> ▪ Ms Rehana Moosajee, Member of the Mayoral Committee responsible for transport, City of Johannesburg, South Africa (<i>via videocamera</i>) ▪ Mr Jerome Carslake, Manager, Strategic Research & Planning, National Transport Commission, Australia ▪ Dr. Haitao Zhang, Deputy Director, Strategic Planning Office of China Urban Sustainable Transport Research Center, China Academy for Transport Science ▪ Mr Matthew Lesh, Federal Transit Administration, US Dept. of Transportation
<i>1145-1230</i>	<p>Panel and plenary discussion on international views on ‘recipes for success’ in realising sustainable urban mobility (includes the contributions of keynote speakers and:</p> <ul style="list-style-type: none"> ▪ Mr Enrique Rebolledo, Environmental Specialist, Clean Air Institute, Clean Air Initiative for Latin America and the Caribbean (<i>via videocamera</i>) ▪ Mr Felix Leinemann, Cabinet Member of the EC Vice-President, Siim Kallas <p><i>Chair: Prof. Jose M. Viegas, Instituto Superior Técnico, Lisbon, Portugal</i></p>
LUNCH (“Living Lounge” Restaurant)¹¹	

⁹ The Mayor of Funchal and Mr Leinemann are available to answer press questions following their own short introductory addresses. Roman Jakič and Madeira’s Minister for Tourism and Transport will join too.

¹⁰ An exhibition and poster session by transport industry players, CIVITAS projects and cities takes place in the “Selvagens suite” within the main hotel, a minute’s walk away from the congress centre.

¹¹ Lunch will be hosted opposite the congress centre in the main hotel, a minute’s walk away.

Parallel Events ^{12 13}	
PARALLEL SESSIONS (DAY 1 cont. in the CS Resort's Congress Centre)	
Afternoon: 1400-1530	<p>Technical Session 1: Post-Oil Propulsion: Lessons and Experiences with Alternatives Fuels and Clean Vehicles (Sunset Rooms II/III)</p> <ul style="list-style-type: none"> ▪ CHIC: Clean Hydrogen In European Cities/Hy-ramp. Maria del Mar Arxer, Air Products, Barcelona, Spain ▪ Demonstrating 2nd generation biodiesel in postal service and public transport in Aalborg, Gustav Friis, City of Aalborg, Denmark ▪ Electric Vehicle Charging Points in Brighton & Hove. Mark Prior, Brighton & Hove City Council, UK <p><i>Moderator: Gerardo Lertxundi, Donostia San Sebastian, Spain</i></p>
	<p>Roundtable Session 1: Spreading the Wealth: Effectively Sharing CIVITAS Lessons with other Cities (Sunset Room I)</p> <p><i>Moderator: Mario Gualdi, ISIS (Istituto di Studi per l'Integrazione dei Sistemi), Italy</i></p>
	<p>Technical Session 2: Shifting the Share: How to Get Travellers out of Cars and onto Public Transport (Lagoon Rooms II/III)</p> <ul style="list-style-type: none"> ▪ Keeping Utrecht Accessible! Dominique Simhoffer & Cees Oostrom, City of Utrecht, Netherlands ▪ Filling the gap with demand responsive transport (DRT), experiences in the Viennese conurbation area. Roman Klementsitz, Institute for Transport studies, University BOKU, Austria ▪ Taxi-Collective of Beja. Maria Goreti Margalha, Municipality of Beja, Portugal <p><i>Moderator: Johannes Theissen, TraffIQ, Germany</i></p>
	<p>Roundtable Session 2: Measuring Measures: Evaluating Sustainable Urban Transport Projects (Lagoon Room I)</p> <p><i>Moderator: Katrin Dziekan, Technical University of Berlin, Germany</i></p>
COFFEE BREAK (Selvagens suite)	

¹² **1500-1630: "Politicians' Forum"** at Salão Nobre of the Madeira Regional Government in Rua João Távira, hosted by the Regional Minister for Tourism and Transport et al and with the media observing to discuss the Role of Hinterlands in Sustainable Urban Mobility. This will be followed by a politicians' group photo.

NB: The venue is in Funchal's town centre, a bus will transfer participants from the CS Madeira at 1415

¹³ **1645-1730: Funchal's "Dial and Ride" service launch**, starting outside the municipality offices and hosted by the Minister for Tourism and Transport of the Madeira Regional Government, Ms. Conceição Maria de Sousa Nunes Almeida Estudante, the Mayor of Funchal, Mr. Miguel Filipe Machado de Albuquerque and Daniela Rosca, Head of Unit, Clean Transport and Sustainable Urban Mobility incl. interview/photo opportunities of them both on the phone (dialling a bus) and on the bus as well as with older local people: the service's beneficiaries!

DAY 1 (continued)	
<i>PARALLEL SESSIONS (in the CS Resort's Congress Centre)</i>	
Afternoon: 1600-1730	<p>Technical Session 3: Demand-Management Strategies: Using Incentives and Disincentives to Achieve More Sustainable Urban Transport (Sunset Rooms II/III)</p> <ul style="list-style-type: none"> ▪ City regeneration and changing mobility behaviour: an integrated approach. Sándor Nagy, Szeged City Council, Hungary ▪ Towards a livable and vibrant Vitoria-Gasteiz through a new public space schema based on “superblocks.” Juan C. Escudero Achiaga, Environmental Studies Centre. Vitoria-Gasteiz City Council, Spain ▪ Learning from CIVITAS: From MIRACLES to the Sustainable Urban Mobility Plan and 20-20-20 objectives for Rome. Fabio Nussio, Rome Mobility Agency, Italy <p><i>Moderator: Graham Riley, UK Highways Agency</i></p>
	<p>Roundtable Session 3: Overcoming the Backlash Against Bikes: The Politics of Making Streets Safe for Cycling (Sunset Room I) <i>Moderator: Pascal van den Noort, Velo Mondial, the Netherlands</i></p>
	<p>Technical Session 4: Changing Minds: Communications and Planning to Enhance Sustainable Transport (Lagoon Rooms II/III)</p> <ul style="list-style-type: none"> ▪ Lessons learnt from the UK Travelling to School Initiative. Emma Sheridan, Modeshift, UK ▪ Planning and Communicating New Mobility Solutions in the City of Coimbra. Luís Santos & Luís da Vinha, Municipal Urban Transportation Services of Coimbra (SMTUC), Portugal ▪ Social Marketing: using marketing techniques to bring about behaviour change: success stories from CIVITAS MIMOSA. Eileen O'Connell, Interactions Ltd, Ireland <p><i>Moderator: Gerhard Ablasser, City of Graz, Austria</i></p>
	<p>Roundtable Session 4: Carbon Calibration: Using Carbon-Footprint Calculations to Support Sustainable Transport Policy (Lagoon Room I) <i>Moderator: Michael Glotz-Richter, City of Bremen, Germany</i></p>
Evening: 1930	<p>Conference Dinner at the Casino Park at Rua Imperatriz D. Amélia, hosted by the Regional Government of Madeira and accompanied by various local entertainments¹⁴</p>

¹⁴ Two coaches will bring participants from the CS resort to the Casino Park at Rua Imperatriz D. Amélia at 1900, 1910 and 1920 (it is otherwise a cca. 20 minute walk) and back at 2230, 2240 and 2250.

Parallel Events ¹⁵	
DAY 2 (WEDNESDAY 19TH OCTOBER)	
CS Madeira Atlantic Resort, Estrada Monumental, 175-177, Funchal	
0900-1000	<p>Poster Session and ‘Speaker’s Corner’ II (Selvagens suite of the main hotel) Five poster authors present ‘pecha kucha’ style followed by voluntary speakers on their ‘soapbox’ introducing visions and proposals for sustainable urban mobility in 3 mins! <i>Moderator: Pascal van den Noort, Velo Mondial, the Netherlands</i></p>
PARALLEL SESSIONS (in the CS Resort’s Congress Centre)	
1000-1130	<p>Technical Session 5: The Drawing Board: Making Sustainable Urban Mobility Plans (Sunset Rooms II/III)</p> <ul style="list-style-type: none"> ▪ Guidelines to preparing Sustainable Urban Mobility Plans. Eltis Plus. Siegfried Rupprecht, Rupprecht Consult, Germany ▪ From Theory to Practice: Making Sustainable Urban Mobility Plans Work. Aljaž Plevnik Urban Planning Institute, Slovenia ▪ Sustainable Mobile Cities. Dirk Engels. TRITEL - TTE, Belgium <p><i>Moderator: Vanessa Holve, Policy Officer, Eurocities</i></p>
	<p>Roundtable Session 5: Don’t Believe the Hype? Using Social Media to Engage with Citizens (Sunset Room I)</p> <p><i>Moderator: Andrew Nash, Vienna Transport Strategies, Austria</i></p>
	<p>Technical Session 6: Cutting Down on Car Travel: Finding Complementary Alternatives (Lagoon Rooms II/III)</p> <ul style="list-style-type: none"> ▪ A humanised carpooling service for Toulouse. Camille Castagne, Tisséo-SMTC (Public Transport Authority for the Greater Toulouse), France ▪ MobiMart - a pilot test on sustainable mobility credit system in Bologna. Dora Ramazzotti & Katrin Dziekan. SRM - Reti e Mobilità. Bologna Province PT Authority, Italy & Technical University of Berlin, Germany ▪ Promoting Cycling for Everyone as a Daily Transport Mode. Rafael Urbanczyk & Dr. Anna Clark. Rupprecht Consult, Germany & Polis, Belgium <p><i>Moderator: Elke Bossaert, Mobiel 21, Belgium</i></p>
	<p>Roundtable Session 6: Achieving sustainable accessibility for city visitors (Lagoon Room I)</p> <p><i>Moderator: Maarten van Bemmelen, Gea21, Spain</i></p>
COFFEE BREAK (Selvagens suite)	

¹⁵ 0900-1000: CIVITAS Plus Coordinators’ Meeting. Location: Lagoon Room II/III

DAY 2 (continued)	
<i>PARALLEL SESSIONS (in the CS Resort's Congress Centre)</i>	
1200-1330	<p>Technical Session 7: Efficient Freight Logistics and New Concepts for Goods Distribution (Sunset Rooms II/III)</p> <ul style="list-style-type: none"> ▪ The ECOSTars Fleet Recognition Scheme - Incentivising Transport Operators to Enhance their Environmental Footprint. David Blackledge, Transport & Travel Research Ltd, UK ▪ Think first then act - towards a more efficient good delivery in Gent. Michiel Hagenars, City of Ghent, Belgium ▪ Towards sustainable urban freight transport in historical city centres: first results from Renaissance. Lucia Cristea, EIP, Italy & Barry Ubbels, evaluation manager, CIVITAS Renaissance <p><i>Moderator: Robert Stüssi, Mobility Consultant and CIVITAS MODERN</i></p>
	<p>Roundtable Session 7: The Drawing Board: Making Sustainable Urban Mobility Plans Work (Technical Session 5 continued) (Sunset Room I) <i>Moderator: Siegfried Rupprecht, Rupprecht Consult, Germany</i></p>
	<p>Technical Session 8: Tele-Travelling: Information and Communications Technologies for More Efficient Transport (Lagoon Rooms II/III)</p> <ul style="list-style-type: none"> ▪ Maximum effectiveness of public transport through intelligent traffic light priority systems for buses in San Sebastian. Javier Vallejo, San Sebastian, Spain ▪ ITS applications in the field of mobility management: An inventory by EPOMM Plus. Elke Bossaert, Mobiel 21, Belgium ▪ ITS and Open data: a new generation of technologies for traffic management and infomobility. Fabio Cartolano, Municipality of Bologna, Italy <p><i>Moderator: Karen Vancluysen, POLIS, Belgium</i></p>
	<p>Roundtable Session 8: Beyond Europe: Best Mobility Practices from other Continents (Lagoon Room I) <i>Moderator: Jerome Carslake, Manager, Strategic Research & Planning, National Transport Commission, Australia</i></p>
LUNCH (“Living Lounge” Restaurant)	

DAY 2 (continued)	
Afternoon: 1500-1630	<p>Closing Plenary (“Sunrise” Auditorium in the CS Resort’s Congress Centre): <i>Recipes for Success</i> in realising sustainable urban mobility, incl. a short plenary discussion</p> <ul style="list-style-type: none"> ▪ Reflection and report back on the parallel sessions: Anthony May, Emeritus Professor of Transport Engineering, University of Leeds ▪ Celebrating the CIVITAS Forum Network: The “Funchal Statement” Bruno Miguel Camacho Pereira, Vice Chair (outgoing), CIVITAS Political Advisory Committee (PAC) ▪ Forthcoming perspectives: Ms. Daniela Rosca, Head of Unit, DG MOVE ▪ Winners award for the first CIVITAS quiz, announcement of the next CIVITAS Forum host city and closing statements: Incoming Chair, CIVITAS PAC ▪ Welcome address by the next CIVITAS Forum host city <p><i>Chair: Jose M. Viegas, Instituto Superior Técnico, Technical University of Lisbon, Portugal</i></p>
1700-1900	<p>Site Visits¹⁶ (repeat)</p> <p>A: Traditional and modern transport for tourists in hilly areas <i>This site visit will combine traditional and modern modes starting with an introduction to cable car technology and infrastructure before 50 guests will ascend with it to Nossa Senhora do Monte, a parish of old-fashioned gardens. At the top they will experience Funchal’s wicker basket cars: the so-called 2km downhill ‘tobogan run.’ A low emission bus will complete the last part of the journey back to the CS Madeira.</i></p> <p>B: Funchal’s Green Line: Bussing and biking for tourists <i>This two hour excursion is for approx. 30 cyclists and begins with a short introduction to Funchal’s public transport services. Participants will then bike to the West side bus terminus, where the Green Line bus service that caters specifically to cyclists (thanks to bicycle racks) will be explained and demonstrated. After a ride down to the Promenade, participants will ride the Green Line back to the CS Madeira.</i></p> <p>C: How to beat 25% (14’) slopes? Funchal’s recipe for success! <i>Funchal is nothing but hills and steep slopes! This site visit will demonstrate to 50 participants the 4-wheel drive fleet Funchal’s public transport operator operator (Horários do Funchal) relies upon to beat Madeira’s steepest slopes. The bus tour will also include a visit to the Dial&Ride catchment area to check the narrowest roads previously not served by public transport, in order to appreciate the sorts of conditions to be contended with.</i></p> <p>D: Help make the most of Funchal’s Park&Ride <i>The site visit for 50 participants will showcase two Park&Ride facilities on the outskirts of Funchal and illustrate the challenges faced in making such services succeed. It will illustrate the multi-faceted communications campaign required and introduce the commuting routines of Funchal’s locals. Participants’ feedback and suggestions will be actively sought!</i></p>
Evening: 2100	Informal gathering at O’Brien’s Irish Pub (adjacent to the CS Madeira)

¹⁶ The site visits on both days will promptly depart and return to the CS Madeira Atlantic Resort’s main hotel building, Estrada Monumental, 175-177, Funchal

TECHNICAL SESSIONS

The technical sessions are meant as fora to discuss outstanding, innovative examples of work across all eight measure categories of the CIVITAS Initiative. Each session will correspond in general terms to one of the eight categories. The sessions will go as follows: the moderator will introduce the discussion topic and welcome the invited speakers to present their examples. Ideally, speakers will represent work from both past and current phases of CIVITAS as well as work undertaken outside of CIVITAS. The goal is to have a useful exchange of good practices, successful business models and proven technologies. Over the course of 90 minutes, emerging challenges within the discipline will be mapped, and questions and comments from participants (approx. 80 per session) will be entertained. Moderators will seek to identify factors of success in realising sustainable urban mobility measures (see the session descriptions below for further details). Conclusions of all sessions will be captured and in a single powerpoint slide, that will be fed into the final plenary session: Recipes for success in realising sustainable urban mobility by Anthony May, Emeritus Professor of Transport Engineering of the University of Leeds.

Technical Session 1: Post-oil Propulsion: Lessons and Experiences with Alternative Fuels and Clean Vehicles

Recent experiments with alternative fuels and cleaner vehicles have yielded benefits that will help cities in the near and long terms. In the near term, they can help reduce local air pollution and advance climate change goals. Over time, they will help address climate challenges and identify alternative technologies in an era of dwindling global oil supplies. This session will focus on alternative fuels and cleaner vehicles, including:

- Challenges in terms of infrastructure to support alternative-fuelled vehicle use;
- Alternative fuels and technologies in public transport; and
- Recommendations on stimulating the market (e.g. public procurement schemes; economic incentives; promoting public acceptance, environmental fees and taxes).

Technical Session 2: Shifting the Share: How to Get Travellers out of Cars and into Public Transport

In CIVITAS, cities have taken numerous measures to achieve a shift in modal split toward public transport. “Carrot” approaches include subsidies, improvements to service and promotional efforts while “sticks” include different ways to make car use less convenient and more expensive. What measures are most effective and yield the most value for money? This session will look at:

- Innovations in intermodality to help achieve seamless door-to-door transport;
- Challenges in traffic management strategies that involve public transport; and
- Recommendations for marketing and communications efforts.

Technical Session 3: Demand-Management Strategies: Using Incentives and Disincentives to Achieve More Sustainable Urban Transport

Urban passenger transport can be made faster and more efficient through economic incentives and disincentives, regulatory measures (including zoning and spatial planning), and tele-services. This session will explore:

- Challenges in using parking tariff systems as a demand-management tool;
- The use of reduced-speed zones to discourage and/or calm motor traffic; and
- Recommendations in the field of road-user charging and eco-charging.

Technical Session 4: Changing Minds: Communications and Planning to Enhance Sustainable Transport

Although investments in infrastructure and equipment provide alternatives to cars, people need to know how and why they should choose other modes. “Soft measures” in communications complement “hard” investments by giving people the necessary information and arguments for using sustainable modes of transportation. The session will look into:

- Innovative communications strategies that can be recommended to other cities;
- Challenges in on-site travel planning (e.g., for schools or workplaces);
- Recommendations in terms of training and capacity building for cities to embark on a sustainable urban mobility plan.

Technical Session 5: The Drawing Board: Making Sustainable Urban Mobility Plans

Sustainable urban mobility plans (SUMP) are concerned with more than just transport capacity: they strive to ensure mobility and access in a way that supports a safe and healthy environment, social inclusiveness and a robust economy. They integrate the different elements of a city’s transport system and look for synergies between transport and other aspects of urban development. Such plans are particularly needed in larger cities that need to coordinate transport development in cooperation with neighbouring jurisdictions in large, interconnected conurbations.

- What are main challenges and opportunities of creating an urban mobility plan?
- What can sustainable urban mobility plans do to address regional transport issues?
- What factors of success will ensure urban mobility plans are taken seriously as key guidance documents and in turn implemented?

Technical Session 6: Cutting Down on Car Travel: Finding Complementary Alternatives

This session looks at innovations that help city dwellers reduce their reliance on private cars. These solutions can include car sharing and car pooling; the promotion of cycling and walking for transport; car-free housing; and consumer goods delivery systems. Focus topics will include:

- Successes and achievements in realising less car-intensive lifestyles;
- Challenges in promoting lifestyle alternatives such as car-sharing/pooling schemes and active travel such as cycling and walking;
- Ideas on promoting sustainable transport for children and the elderly; and
- Recommendations for increasing the adoption of such innovations.

Technical Session 7: Efficient Freight Logistics and New Concepts for Goods Distribution

Freight transport is a significant contributor to local air pollution as well as traffic congestion. Between 2000 and 2008 for instance, a 21 percent increase was seen in tonnes of emissions per km from heavy duty vehicles. However, the circulation of goods around the city is an essential economic function. This session will discuss:

- Challenges in implementing time, zone and vehicle class restrictions;
- Innovative ideas to address vehicle emissions, including the use of clean fuels and vehicles and use of ITS
- Recommendations for ways that cities can encourage better efficiency in goods delivery in order to reduce the number of freight trips.

Technical Session 8: Tele-Travelling: Information and Communications Technologies for More Efficient Transport

Intelligent transport systems (ITS) can make transport services more efficient, more predictable, and easier to use. ITS systems can give travellers real-time information – including on their own mobile devices – allowing them to make optimal connections, get directions and keep oriented. ITS can help transport service providers as well by tracking vehicles, enforcing timetables and enhancing security. It can also provide detailed information on travel patterns which can help optimise services. This session will look into:

- The state-of-the-art in ITS and the potential benefits and opportunities of such systems in terms of functional and efficiency gains in the system;
- Challenges in implementing ITS systems, including robustness and privacy issues; and
- Factors of success in realising customer satisfaction with ITS services.

ROUNDTABLE SESSIONS

*Roundtables will explore and develop ideas about future innovation in the CIVITAS Initiative in particular and in the field of sustainable urban mobility in general. They may flag up new topics (e.g. innovative measures) or suggest actions to support the take-up and exploitation of existing results. They may even propose new policy or regulatory initiatives. Not as transient as “speed cafés” nor as formal as panel discussions, roundtables engage small groups of 20-25 Forum participants, including mobility experts and city practitioners, in open-floor discussions. During the session, the moderator will steer the discussion towards answering a handful of pertinent questions and record suggested factors of success in realising sustainable urban mobility measures (see the descriptions below for further details). Conclusions from each roundtable will be fed into the final plenary session: *Mobility Basics: factors of success in realising sustainable urban mobility* by Anthony May, Emeritus Professor of Transport Engineering of the University of Leeds.*

Roundtable Session 1: Spreading the Wealth: Effectively Sharing CIVITAS Lessons with other Cities

As a research and demonstration enterprise, CIVITAS seeks to share lessons learned with other cities to foster sustainable urban transport throughout and beyond Europe. Ten years in, CIVITAS cities have a wealth of experience in exploiting their project results by sharing experiences and upscaling successful pilot projects.

- Where do demonstration cities from CIVITAS I and II stand? How has CIVITAS shaped them? What are the lasting legacies of their demonstration measures (i.e. what cases of proven change initiated through CIVITAS exist)?
- What successes have been achieved in transferring CIVITAS lessons to other including third cities? What are the biggest challenges in results exploitation?
- Are there key factors of success in exploitation and dissemination efforts and what further recommendations can be made?

Roundtable Session 2: Measuring Measures: Evaluating Sustainable Urban Transport Projects

CIVITAS put great stock in the evaluation of its transport measures. But how do we know when a measure has been a success? What are the appropriate criteria and how can we determine one project's value for money against another's?

- What are the ideal criteria for evaluating the impact of an urban transport measure?
- Are there tangible success stories within cities (possibly using elements of the CIVITAS evaluation framework) that support informed decision making?
- Are there critical factors of success in evaluating sustainable transport measures (e.g. beginning with monitoring)?

Roundtable Session 3: Overcoming the Backlash Against Bikes: The Politics of Making Streets Safe for Cycling

Once confined mainly to northern Europe, the culture of urban cycling has in recent years caught hold in cities elsewhere on the continent - cities where car-centred development had all but exterminated the bicycle. With Lyon and Paris at the vanguard, the new cycling movement has in recent years augured significant modal shifts in London, Vienna, Barcelona, Seville, Bologna and Gdansk among others. Although this is good news for sustainable transport, it's not without controversy. Modifying streets to accommodate cyclists at the expense of other road users' demands political finesse, thoughtful stakeholder engagement and firm leadership.

- What are the biggest political challenges in modifying street space to accommodate cyclists?
- What recommendations can be made for engaging with motorists, shopkeepers and others that have reservations about such changes?
- What are the key factors of success for such measures?

Roundtable Session 4: Carbon Calibration: Using Carbon-Footprint Calculations to Support Sustainable Transport Policy

Estimating the environmental footprint of each passenger and freight journey can be a valuable tool not only for environmental performance monitoring but also for marketing cleaner transport solutions and encouraging better travel choices.

- What experiences and tools are available for calculating carbon footprints of urban journeys?
- What are the challenges in terms of collecting the necessary base data and in ensuring comparability of carbon footprint indices across modes of transport and between cities?
- What recommendations can be made for using carbon footprints to market sustainable travel and to support sustainable transport policy?

Roundtable Session 5: Don't Believe the Hype? Using Social Media to Engage with Citizens

This session looks at social media, some basic data about who is using it for what purposes, and why cities encouraging sustainable travel need to know more about it.

- What good examples of social media campaigns in the sustainable urban transport field exist?
- What are the opportunities and threats associated with a citizenry using social media?
- What are the key factors of success in exploiting the opportunities offered by social media?

Roundtable Session 6: Achieving sustainable accessibility for city visitors

When we venture to unfamiliar destinations, we know less about our travel options and we're reluctant to let travel logistics limit our possibilities. From the city's point of view, non-residential traffic can be a big burden on the local transport network. And while demand-management schemes can be negotiated over time with the local population, they can present visitors with unpleasant surprises. Cities can both enhance their appeal and mitigate visitor-related congestion with thoughtful measures related to sustainable mobility.

- What innovative ideas and best practices are there of sustainable mobility for city visitors?
- What are the challenges in getting visitors to use sustainable mobility options?
- For cities that have access restrictions or other demand-management schemes, what are the factors of success in ensuring visitors are spared unpleasant surprises involving penalties or other enforcement measures?

Roundtable Session 7: The Drawing Board: Making Sustainable Urban Mobility Plans Work (Technical Session 5 continued)

Roundtable Session 8: Beyond Europe: Best Mobility Practices from other Continents

Best practices in sustainable urban mobility can be found all over the world. Addressing the expressed wishes of participants from past years, the 2011 CIVITAS Forum Conference seeks out input and best practices other continents, and dedicates a roundtable to these perspectives.

- In what areas can Europe benefit from lessons elsewhere in the world?
- How can we make international cooperation work - with a proper cost-benefit balance?
- What are the challenges and key factors of success in transferring best global practices to Europe?

Annex 2: CIVITAS FORUM 2011 Registered Participants

First name	Second name	City	Country	Organization
Csaba	MEZEI	Szentendre	Hungary	CIVITAS Secretariat
Jerome	SIMPSON	Szentendre	Hungary	REC
Katerina	DIMUSHEVSKA	Skopje	Macedonia	JSP SKOPJE
Ana	GRUEVSKA	Skopje	Macedonia	JSP SKOPJE
Tamás	MÁTRAI	Pécs	Hungary	PREMIUM ROUTE LTD.
Marjan	FREDERIX	Leuven	Belgium	MOBIEL 21
Raymond	SCHMID	Oevel	Belgium	HYDROGENICS
Elke	BOSSAERT	Leuven	Belgium	MOBIEL 21
Fred	DOTTER	Graz	Austria	FGM-AMOR
Wieslaw	STAROWICZ	Krakow	Poland	CITY OF KRAKOW
Kristiana	CHAKAROVA	Sofia	Bulgaria	INSTITUTE OF TRANSPORT AND COMMUNICATIONS
Petko	DIMITROV	Sofia	Bulgaria	INSTITUTE OF TRANSPORT AND COMMUNICATIONS
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Felix	LEINEMANN	Bruxelles	Belgium	EUROPEAN COMMISSION
Vincent	LEINER	Brussels	Belgium	EUROPEAN COMMISSION
Dariusz	NIEWITALA	Krakow	Poland	MUNICIPALITY OF KRAKOW
Fabio	PEREIRA	Funchal	Portugal	AREAM-AGENCIA REGIONAL DA ENERGIA E AMBIENTE DA REGIO AUTONOMA DA MADEIRA
Diogo	VASCONCELOS	Funchal	Portugal	EMPRESA DE ELECTRICIDADE DA MADEIRA, S.A.
Lisette	WIEKENKAMP	Utrecht	Netherlands	LOCAL AUTHORITY CITY OF UTRECHT
Aleid	WOLFSEN	Utrecht	Netherlands	MUNICIPALITY OF UTRECHT
Bruno Miguel Camacho	PEREIRA	Funchal	Portugal	MUNICIPALITY OF FUNCHAL
Miguel Filipe	MACHADO DE ALBUQUERQUE	Funchal	Portugal	MUNICIPALITY OF FUNCHAL
Michael	ABRAHAM	Berlin	Germany	TECHNICAL UNIVERSITY BERLIN
Rui Moisés	ASCENSÃO	Santana	Portugal	CAMARA MUNICIPAL DE SANTANA
Luca	CISCATO	Verona	Italy	SMART PARKING SYSTEMS S.R.L.
Akay Özgür	GÖKTOGAN	Izmir	Turkey	IZMIR METROPOLITAN MUNUCIPALITY
Giulio	MATERNINI	Brescia	Italy	UNIVERSITY OF BRESCIA
Michele	PEZZAGNO	Brescia	Italy	UNIVERSITY OF BRESCIA
Alberto	VELEZ GRILO	Funchal	Portugal	MADEIRA TECNOPOLO
Jose Carlos	MARQUES	Funchal	Portugal	UNIVERSIDADE DA MADEIRA
Eva	SUNNERSTEDT	Stockholm	Sweden	CITY OF STOCKHOLM
Jorge	ARAÚJO	Madeira	Portugal	HORARIOS DIO FUNCHAL
Jose	CASTANHEIRA DA COSTA	Funchal	Portugal	MADEIRA'S UNIVERSITY
Gaetano Santi	CUTRONA	enna	Italy	AWC GROUP
Arlindo	GOMES	Camara de Lobos	Portugal	CAMARA DE LOBOS MUNICIPALITY
Nicolas	LE POLAIN	Brussels	Belgium	MOSTRA COMMUNICATION
Alexandra	MENDONCA	Funchal	Portugal	PORTOS DA MADEIRA
Rui	MOISÉS	Santana	Portugal	SANTANA MUNICIPALITY

Mario	NUNES	Funchal	Portugal	CAMARA MUNICIPAL DO FUNCHAL
Bruno	PINTO CORREIA DE SOUSA	Funchal	Portugal	HF
Jorge	ROMEIRA	Sao Vicente	Portugal	SAO VICENTE MUNICIPALITY
Gaetano	SANTI CUTRONA	Enna	Italy	AWC GROUP
Rodrigo	ARAÚJO	Funchal	Portugal	HORARIOS DO FUNCHAL
Patricia	DANTAS DE CAIRES	Funchal	Portugal	CEIM/BUSINESS INNOVATION CENTER MADEIRA
Mario	GUALDI	Rome	Italy	ISIS

Annex 3: Synthesis of the 16 parallel sessions

(PowerPoint presentation at the Closing Plenary Session, by Tony May;
Also downloadable from <http://www.civitas.eu/index.php?id=96>)



Recipes for Success Reflections on the Highlights of the Forum



Cleaner and better transport in cities



CIVITAS Forum
17-19 October 2011
Funchal (Portugal)
Tony May
University of Leeds UK



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The Future of CIVITAS

- **The CIVITAS family (Roman Jakic)**
 - Politicians
 - Practitioners
 - Analysts
 - Evaluators
 - and Madeiran Dancers
- **Europe needs to continue to lead and innovate in sustainable development (Felix Leinemann)**
 - And CIVITAS will be a key player in this
 - A brand name for the future
- **But what are our principal innovations?**
 - What are the key success stories?
 - And how can we best build on them?




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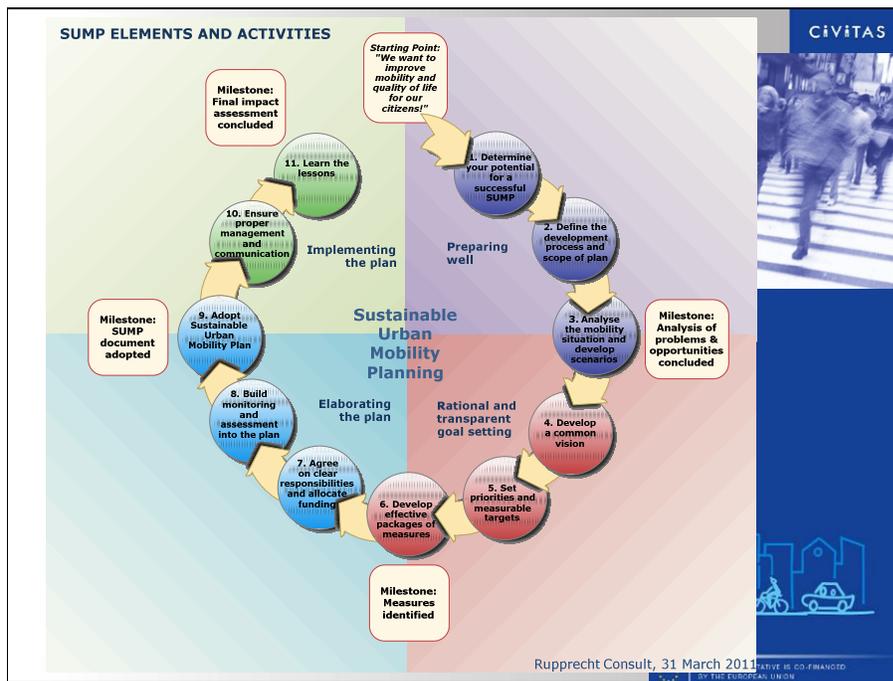
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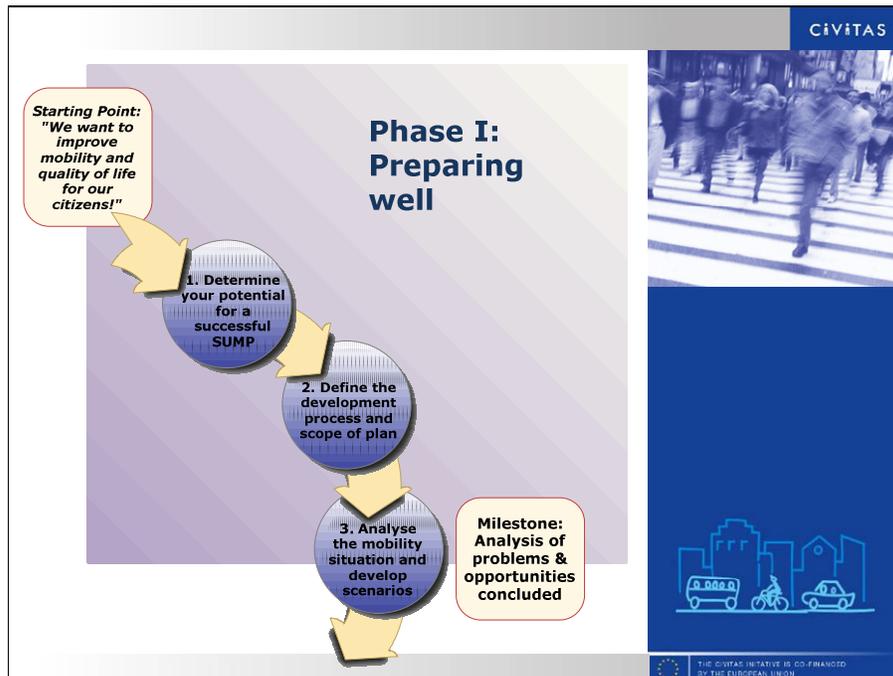
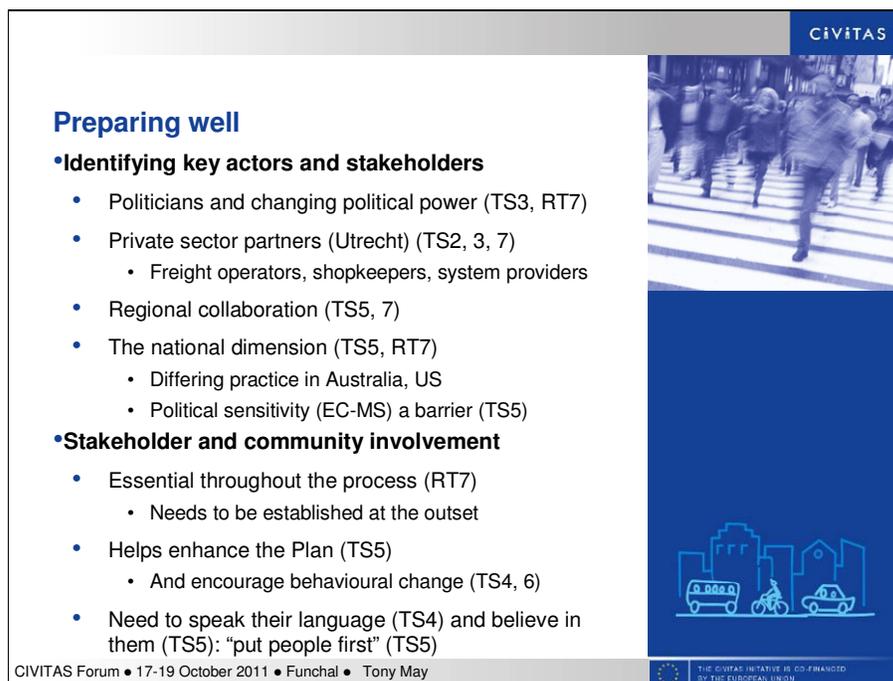
- **Eight technical sessions**
- **Eight round tables**
 - And rapporteurs' summary slides on each
- **The plenary session papers**
- **The White Paper**
- **The Guidelines on developing and implementing a sustainable urban mobility plan**
 - An innovation spiral to help learn from experience
 - Recommended practice for all larger cities
 - And potentially compulsory
 - As a basis for regional and cohesion funding
 - Linked to Urban Mobility Audits, Scorebook




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Phase I: Preparing well

Identifying key actors and stakeholders

- Politicians and changing political power (TS3, RT7)
- Private sector partners (Utrecht) (TS2, 3, 7)
 - Freight operators, shopkeepers, system providers
- Regional collaboration (TS5, 7)
- The national dimension (TS5, RT7)
 - Differing practice in Australia, US
 - Political sensitivity (EC-MS) a barrier (TS5)

Stakeholder and community involvement

- Essential throughout the process (RT7)
 - Needs to be established at the outset
- Helps enhance the Plan (TS5)
 - And encourage behavioural change (TS4, 6)
- Need to speak their language (TS4) and believe in them (TS5): "put people first" (TS5)

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Preparing well

- **Defining the planning horizon**
 - Typically 5 to 10 years
 - But also need quick wins (RT7)
 - Perhaps longer for new technologies (TS1)
 - And where attitudes need to change (TS2, 5, 7)
 - But how best to allow for political change? (TS3)
 - Solid citizen support can help (TS5)
- **Analysing current and future needs, problems**
 - The needs of different groups
 - Poorer families, disabled users (JoBurg)
 - Tourists and visitors (TS3, RT6)
 - Who need dedicated, simple information
 - Global and ethical issues
 - Carbon footprints – radical change (WP, RT4)
 - Biofuels and agriculture, food supply (TS1)

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Phase II: Rational and transparent goal setting

```

graph TD
    A[4. Develop a common vision] --> B[5. Set priorities and measurable targets]
    B --> C[6. Develop effective packages of measures]
    C --> A
    
```

Milestone: Analysis of problems & opportunities concluded

Milestone: Measures identified

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Goal setting

- **Defining a common vision (RT7)**
 - Climate change, peak oil are key drivers (WP, RT4)
 - But are there co-benefits? (CAI)
 - Or are economic, social, enviro goals competing (TS3)
 - The growing emphasis on liveable communities
 - The need for “synergised goals” (TS3); “usable vision and verifiable goals” (TS5)
- **Setting priorities and targets**
 - WP targets focus on climate change, peak oil
 - Will they dominate local target setting?
 - Targets need to focus on outcomes, not outputs (TS3, 4)
 - And be realistic (TS6)





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Goal setting

- **Identifying the most effective measures**
 - Several novel ideas (next slide)
 - But still too much emphasis on technology? (TS3)
 - Is infrastructure provision counter-productive? (RT4)
 - More emphasis needed on behavioural change (Plenary)
 - Non-motorised modes key to climate change (RT3,4)
- **The need for packages, synergies**
 - Relatively few examples, though stressed in WP
 - Combined strategies for people, freight (TS3, 7)
 - ITS as an integrating element (TS8)





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Several novel ideas

- Second generation biofuels as part of a mix of technologies/ fuels (TS1)
- DRT, collective taxis to complement/replace conventional buses (TS2)
- Super blocks, access zones, simplified PT (TS3)
- Social marketing and the “convertibles” (TS4)
- Social media (which will develop their own momentum) (RT5)
- Mobility credits (TS6)
- Fleet recognition (TS7)
- Open service ITS (TS8)

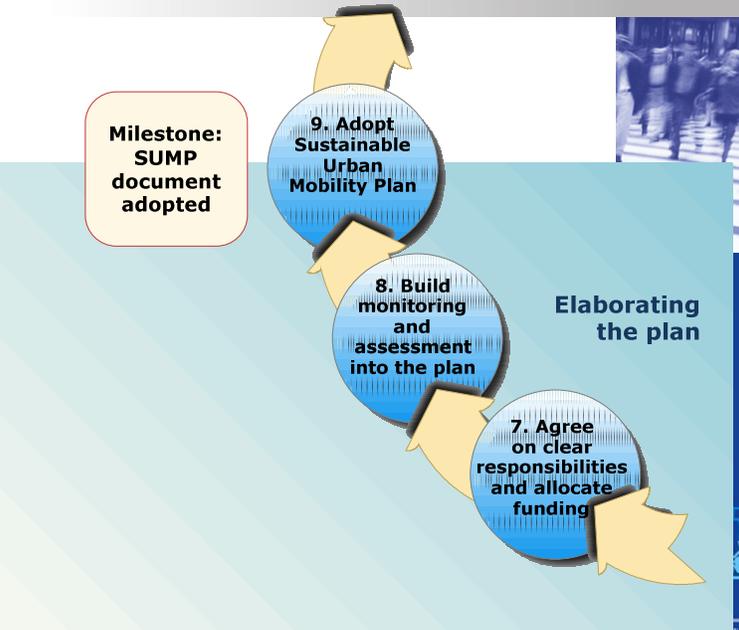


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Milestone: SUMP document adopted

9. Adopt Sustainable Urban Mobility Plan

8. Build monitoring and assessment into the plan

7. Agree on clear responsibilities and allocate funding

Elaborating the plan



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Elaborating the Plan

- **Funding and financial support**
 - Clarifying national and regional funding (TS2)
 - Long term stability in funding (TS7)
 - Effective use of PPPs (WP, TS2)
 - How best to stimulate the market (TS1, 6)
 - To achieve self-funding approaches (TS7)
- **Legal framework**
 - Ensure effective laws, regulations (TS1)
- **Sharing the risk**
 - Politicians/professionals/private sector (TS1,2)
 - National/regional/local (TS5)





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Elaborating the Plan

- **Effective monitoring and evaluation (RT2)**
 - Encourage political, public commitment
 - Danger of not wanting to evaluate past decisions or highlight weaknesses, failures
 - Keep indicators simple, focused on outcomes
 - Avoid over-commitment, complexity
 - Avoid data privacy constraints (RT5)
 - Encourage open data (TS8), social media (RT5)
 - Perhaps involve third party objective evaluation for most promising interventions
 - Use results to learn from experience, improve the next Plan
 - Monitoring and evaluation direct the Plan (TS5)
 - The role of benchmarking?





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**Phase 4:
Implementing the plan**

Milestone: SUMP document adopted

10. Ensure proper management and communication

11. Learn the lessons

Milestone: Final impact assessment concluded




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Implementing the Plan

- **Informing and engaging citizens**
 - Explaining what is being done and why (TS3)
- **Manage implementation**
 - Technical as well as social (TS1, 2, 7, 8)
 - Including common standards (TS8)
- **Learn the lessons**
 - Understand and overcome adverse side effects (TS1)
 - Communicate benefits (TS2)
- **Share the lessons (RT1)**
 - Need to publicise both successes and failures
 - Language and culture barriers to learning
 - Peer networks critical, as are effective websites
 - And both need continued funding to maintain
 - A key role for the EC?




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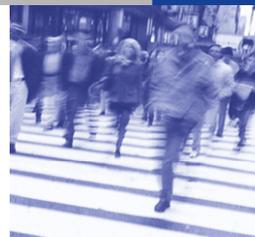
Key messages (1)

•The role of national government

- Legal, regulatory framework (including SUMP's)
- Finance allocated to planned, effective solutions
- Research, guidance, dissemination, training
- How to motivate?
 - Top down (EC) + bottom up (lead cities)

•Community involvement

- The key element in all stages in the Plan
- Citizens (and business) need to want change (FL)
 - But politicians should not wait for unanimous support
 - Attitudes, perceptions will change in the light of experience
- So indicators, monitoring, evaluation critical
 - In terms which "speak their language"



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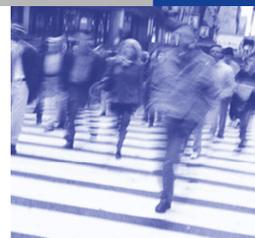
Key messages (2)

•Packaging and synergy

- Still relatively little evidence of good practice
 - Or of methods for designing effective packages
 - And evaluation of packages a major challenge
- A key focus for future CIVITAS projects

•Learning from one another (RT8)

- Need for a learning culture in cities
 - Including learning from other continents
- Learning through
 - Peer to peer networks, virtual communities
 - Horizontal support (PRESTO, ELAN EPOMM) (TS6,7,8)
 - Websites and search engines (e.g. CIVITAS, MIMOSA)
- But they need continued support, maintenance
 - A role for the EC, but also international organisations



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Key messages (3)

- **Innovation and dissemination (RT8)**
 - Why should the EC, CIVITAS disseminate?
 - Global challenges (China, India)
 - Commercial gain, kudos
 - What should it disseminate? (TS5)
 - Innovations in:
 - technology, new policy measures
 - analysis, governance, policy learning
 - How should it disseminate?
 - Centres of excellence (“Mecca” cities)
 - But lack of motivation without support?
 - City/national/European agencies
 - International organisations

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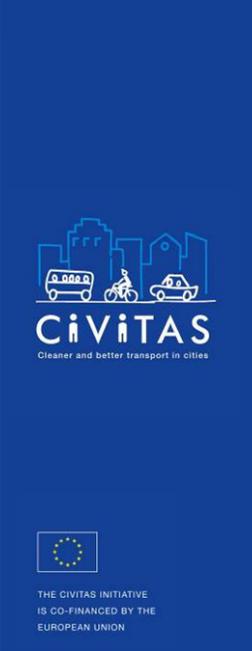
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My apologies if I have missed any key messages

Now is the time to let us know!

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Annex 4: Format, Scope and Results of the Technical Sessions

The eight Technical Sessions broadly took the eight categories of CIVITAS that have structured the programme to date as their starting point and shared leading innovations in these fields that contribute to sustainable urban mobility and growth. Speakers from each phase of the CIVITAS Initiative presented examples of specific measures' success. Related contributions from those not involved in CIVITAS were also shared, with the overall aim being to exchange good practice, successful business models and proven technologies. During the course of 90 minutes, emerging challenges within the discipline were also mapped, with the moderator inviting the participants to help answer a handful of pertinent questions that recorded suggestions for upscaling and exploitation. The results of each session are provided below. Presentations are available at: <http://www.civitas-initiative.org/index.php?id=96#Other>

Technical Session 1

Post-Oil Propulsion: Lessons and Experiences with Alternatives Fuels and Clean Vehicles

Recent experiments with alternative fuels and cleaner vehicles have yielded benefits that will help cities in the near and long terms. In the near term, they can help reduce local air pollution and advance climate change goals. Over time, they will help address climate challenges and identify alternative technologies in an era of dwindling global oil supplies. This session focused on alternative fuels and cleaner vehicles, including:

- Challenges in terms of infrastructure to support alternative-fuelled vehicle use;
- Alternative fuels and technologies in public transport; and
- Recommendations on stimulating the market (e.g. public procurement schemes; economic incentives; promoting public acceptance, environmental fees and taxes).

Presentations:

- CHIC: Clean Hydrogen In European Cities/Hy-ramp. Maria del Mar Arxer, Air Products, Barcelona, Spain
- Demonstrating 2nd generation biodiesel in postal service and public transport in Aalborg, Gustav Friis, City of Aalborg, Denmark
- Electric Vehicle Charging Points in Brighton & Hove. Mark Prior, Brighton & Hove City Council, UK

Moderator: Gerardo Lertxundi, Donostia San Sebastian, Spain

Emerging challenges / obstacles

- Reduce air pollution, emissions from transport – improve air quality
- Security of fuel supply
- CO2 displacement
- Ethical issues (fossil fuels, 1st generation biodiesel)
- High cost of batteries, vehicles
- Raise the profile of electric vehicles
- Arrange legal aspects to enhance EV adoption
- UK schemes are not mutually accessible
- Parking – loss of income

Solutions / recommendations

- Look at a combination of different technologies/fuels to replace fossil fuels
- Invest in technology that can be upgraded and expanded upon
- Make clean hydrogen transport systems a commercial reality in Europe
- Second generation biodiesel
- Early adopters – ambassadors
- Public charging points, charging points to be part of new site developments
- Make EV charging points legally enforceable
- Decide early on incentives to encourage uptake
- Political support
- Promotion

Technical Session 2

Shifting the Share:

How to Get Travellers out of Cars and onto Public

In CIVITAS, cities have taken numerous measures to achieve a shift in modal split toward public transport. “Carrot” approaches include subsidies, improvements to service and promotional efforts while “sticks” include different ways to make car use less convenient and more expensive. What measures are most effective and yield the most value for money? This session looked at:

- Innovations in intermodality to help achieve seamless door-to-door transport;
- Challenges in traffic management strategies that involve public transport; and
- Recommendations for marketing and communications efforts.

Presentations:

- Keeping Utrecht Accessible! Dominique Simhoffer & Cees Oostrom, City of Utrecht, Netherlands
- Filling the gap with demand responsive transport (DRT), experiences in the Viennese conurbation area. Roman Klementschtz, Institute for Transport studies, University BOKU, Austria
- Taxi-Collective of Beja. Maria Goreti Margalha, Municipality of Beja, Portugal

Moderator: Johannes Theissen, TraffiQ, Germany

Emerging challenges / obstacles

- Cover first and last mile of a journey
- Get financial support from national and regional level and private sector
- Long-term projects necessary for return on investment
- Communication of benefits of projects/initiatives (not enough in the past)

Solutions / recommendations

- Regional cooperation
- Mobility management and coordination for integrated planning
- PPPs
- Integrated ticketing: —public transport pass|| and information of intermodal solutions.
 - Importance of communications:
 - close cooperation between all departments
 - central database
 - surveys to population
- Demand responsive transport services: intermediate transport services with —door servicell, collective taxi services to reduce car mileage, special service to persons with reduced mobility

Technical Session 3

Demand-Management Strategies: Using Incentives and Disincentives to Achieve More Sustainable Urban Transport

Urban passenger transport can be made faster and more efficient through economic incentives and disincentives, regulatory measures (including zoning and spatial planning), and tele-services. This session explored:

- Challenges in using parking tariff systems as a demand-management tool;
- The use of reduced-speed zones to discourage and/or calm motor traffic; and
- Recommendations in the field of road-user charging and eco-charging.

Presentations:

- City regeneration and changing mobility behaviour: an integrated approach. Sándor Nagy, Szeged City Council, Hungary
- Towards a livable and vibrant Vitoria-Gasteiz through a new public space schema based on "superblocks." Juan C. Escudero Achiaga, Environmental Studies Centre. Vitoria-Gasteiz City Council, Spain
- Learning from CIVITAS: From MIRACLES to the Sustainable Urban Mobility Plan and 20-20-20 objectives for Rome. Fabio Nussio, Rome Mobility Agency, Italy

Moderator: Graham Riley, UK Highways Agency

Emerging challenges / obstacles

- Policy framework
- Shift from predict-and-provide to transport management
- EU air quality objectives
- Policies that are perceived to compete with each other (economic development vs transport access)
- Combination of travel behaviour with economic regeneration and development
- Societal factors, e.g. Public acceptance
- Political support: quid changing political control?
- Attitudes towards change
- Economic and land use
- Economic situation: challenge or opportunity?
- Urban sprawl – —modal scale||
- Link GDP/car ownership
- Links with the city region and beyond: visitor traffic versus strategies for residents

Solutions / recommendations

- Objective assessment of space available to specific modes - Objectives - Vision
- Combine regeneration and behaviour change/transport investments/TDM and other policies (synergized goals to get best value)
- Offer alternatives w structuring potential: tram, trolley bus, bicycle lanes, green areas
- Combination of strategies for passenger cars and freight vehicles
- Continue the CIVITAS logic after the project has ended
- Stronger restrictions closer to the city centre
- Live with creative destruction: the nature of economic activities/shops can change!
- Detailed planning; local detailed traffic plans
- Simple and effective concepts that can be replicated within the city: superblock system, Rome access restriction zones, paid parking strategies
- Hard limits are sometimes needed (to make motorised access physically impossible)
- Combine access restrictions with a simplified PT network
- Be open for non-technology-driven solutions
- Devil is in the details: Szeged bicycle racks in art deco design as part of an urban brand
- Communication&stakeholder relations; Combine comm. strategies w new technologies; explain the link between access restrictions and increased quality of life & why you are doing what you do

Technical Session 4

Changing Minds: Communications and Planning to Enhance Sustainable Transport

Although investments in infrastructure and equipment provide alternatives to cars, people need to know how and why they should choose other modes. “Soft measures” in communications complement “hard” investments by giving people the necessary information and arguments for using sustainable modes of transportation. The session looked into:

- Innovative communications strategies that can be recommended to other cities;
- Challenges in on-site travel planning (e.g., for schools or workplaces);
- Recommendations in terms of training and capacity building for cities to embark on a sustainable urban mobility plan.

Presentations:

- Lessons learnt from the UK Travelling to School Initiative. Emma Sheridan, Modeshift, UK
 - Planning and Communicating New Mobility Solutions in the City of Coimbra. Luís Santos & Luís da Vinha, Municipal Urban Transportation Services of Coimbra (SMTUC), Portugal
 - Social Marketing: using marketing techniques to bring about behaviour change: success stories from CIVITAS MIMOSA. Eileen O'Connell, Interactions Ltd, Ireland
- Moderator: Gerhard Ablasser, City of Graz, Austria

Emerging challenges / obstacles

- One size fits all approach doesn't work for schools either: schools have different motivations. (implementation)
- Lack of baselines, schools doesn't always give the right data, that makes evaluation not easy (evaluation)
- Political support is vital. One size fits all approach doesn't work for schools either: schools have different motivations. (implementation)
- Lack of baselines, schools doesn't always give the right data, that makes evaluation not easy (evaluation)
- Political support is vital.
- Mobility planning is not business as usual in Portugal. What's old news for some countries, is new for other counties.
- Citizens want to ride their car even to their bedroom.
- Mobility planning is not business as usual in Portugal. What's old news for some countries is new for other counties.
- Citizens want to ride their car even to their bedroom.
- One size fits all campaign doesn't work.
- Use different kinds of communications for different segments, speak the language of the segment.

Solutions / recommendations

- Clear definition and view on (school travel) planning on a national level and a good support network, resulted in a modal shift. School target plans are really a help (for 66% of the schools in the UK).
- Give to data you receive from the schools back to schools so they can improve accuracy (evaluation)
- Keep it simple and set realistic targets.
- Commitment to institutions to not only develop the plan but also implement, monitor and redevelop.
- Survey about ability and willingness to change - site-tailored information and a variety of measures.

Technical Session 5

The Drawing Board: Making Sustainable Urban Mobility Plans

Sustainable urban mobility plans (SUMP) are concerned with more than just transport capacity: they strive to ensure mobility and access in a way that supports a safe and healthy environment, social inclusiveness and a robust economy. They integrate the different elements of a city's transport system and look for synergies between transport and other aspects of urban development. Such plans are particularly needed in larger cities that need to coordinate transport development in cooperation with neighbouring jurisdictions in large, interconnected conurbations.

- What are main challenges and opportunities of creating an urban mobility plan?
- What can sustainable urban mobility plans do to address regional transport issues?
- What factors of success will ensure urban mobility plans are taken seriously as key guidance documents and in turn implemented?

Presentations:

- Guidelines to preparing Sustainable Urban Mobility Plans. Eltis Plus. Siegfried Rupprecht, Rupprecht Consult, Germany
- From Theory to Practice: Making Sustainable Urban Mobility Plans Work. Aljaž Plevnik Urban Planning Institute, Slovenia
- Sustainable Mobile Cities. Dirk Engels. TRITEL – TTE, Belgium

Moderator: Vanessa Holve, Policy Officer, Eurocities

Emerging challenges / obstacles

- Mental shift from traditional transport planning to integrated approach
- Change culture & tradition: plan for people, not for cars
- Bad integration transport & land use planning
- Lack of transparency
- Low awareness

Solutions / recommendations

- Find common interests : multi-level, multidisciplines, inhabitants/citizens
- Accept critics and use this to improve (politicians, employees city government)
- Formulate a usable vision with smart goals, monitor and evaluate them)
- For cities: innovation in process and cooperation is more important than technological innovation
- Invest in networking (CIVITAS) and learn from best practices

Technical Session 6

Cutting Down on Car Travel: Finding Complementary Alternatives

This session looks at innovations that help city dwellers reduce their reliance on private cars. These solutions can include car sharing and car pooling; the promotion of cycling and walking for transport; car-free housing; and consumer goods delivery systems. Focus topics will include:

- Successes and achievements in realising less car-intensive lifestyles;
- Challenges in promoting lifestyle alternatives such as car-sharing/pooling schemes and active travel such as cycling and walking;
- Ideas on promoting sustainable transport for children and the elderly; and
- Recommendations for increasing the adoption of such innovations.

Presentations:

- A humanised carpooling service for Toulouse. Camille Castagne, Tisséo-SMTC (Public Transport Authority for the Greater Toulouse), France
 - MobiMart – a pilot test on sustainable mobility credit system in Bologna. Dora Ramazzotti & Katrin Dziekan. SRM – Reti e Mobilità. Bologna Province PT Authority, Italy & Technical University of Berlin, Germany
 - Promoting Cycling for Everyone as a Daily Transport Mode. Rafael Urbanczyk & Dr. Anna Clark. Rupprecht Consult, Germany & Polis, Belgium
- Moderator: Elke Bossaert, Mobiel 21, Belgium

Emerging challenges / obstacles

- How to convince people to change their behaviours?
- Can you change behaviours without investing in infrastructural changes?
- How can you convince people without using expensive incentives?
- How to calculate good behaviours?

Solutions / recommendations

- Find economic incentives to convince people and trigger behaviour changes
- Maintain a human approach, help people find customised solutions
- Communication and awareness campaigns
- Focus on integration of modes
- Encourage exchange of practices and cooperation among cities
- Get involvement of politicians
- Set realistic targets
- Feasibility study and evaluation

Technical Session 7

Efficient Freight Logistics and New Concepts for Goods Distribution

Freight transport is a significant contributor to local air pollution as well as traffic congestion. Between 2000 and 2008 for instance, a 21 percent increase was seen in tonnes of emissions per km from heavy duty vehicles. However, the circulation of goods around the city is an essential economic function. This session discussed:

- Challenges in implementing time, zone and vehicle class restrictions;
- Innovative ideas to address vehicle emissions, including the use of clean fuels and vehicles and use of ITS
- Recommendations for ways that cities can encourage better efficiency in goods delivery in order to reduce the number of freight trips.

Presentations:

- The ECOSTars Fleet Recognition Scheme – Incentivising Transport Operators to Enhance their Environmental Footprint. David Blackledge, Transport & Travel Research Ltd, UK
- Think first then act - towards a more efficient good delivery in Gent. Michiel Hagenaaers, City of Ghent, Belgium
- Towards sustainable urban freight transport in historical city centres: first results from Renaissance. Lucia Cristea, EIP, Italy & Barry Ubbels, evaluation manager, CIVITAS Renaissance

Moderator: Robert Stüssi, Mobility Consultant and CIVITAS MODERN

Emerging challenges / obstacles

For efficient good delivery in cities:

- How to engage with stakeholders at the start
- How to manage efficient freight schemes
- Relationship between local authorities and freight operators
- Negative freight traffic impact to world heritage sites
- Competition between freight distributors and lack of mutualisation/centralisation of services
- Transport of specific goods: jewellery, luxury goods

Solutions / recommendations

- Good urban mobility plans and land-use planning
- Special schemes, like fleet recognition schemes can improve the environmental footprint of transport operators, quiet delivery schemes or freight consolidation centres, city distribution centres
- Communication and consultation:
 - Good communication and engagement between local government and all parties
 - Talking: via workshops, a platform of city distribution internal working groups
 - Go to the regions: Flemish platform of city distribution
- Tools: map of preferred delivery routes
- Build up data (calculation of flows of goods)
- Evaluation of stakeholder acceptance and awareness
- Funding: ensure continued funding to specific schemes
- Usefulness of EU projects like ELAN
- Quality should be linked to funding level

Technical Session 8

Tele-Travelling: Information and Communications Technologies for More Efficient Transport

Intelligent transport systems (ITS) can make transport services more efficient, more predictable, and easier to use. ITS systems can give travellers real-time information — including on their own mobile devices — allowing them to make optimal connections, get directions and keep oriented. ITS can help transport service providers as well by tracking vehicles, enforcing timetables and enhancing security. It can also provide detailed information on travel patterns which can help optimise services. This session looked into:

- The state-of-the-art in ITS and the potential benefits and opportunities of such systems in terms of functional and efficiency gains in the system;
- Challenges in implementing ITS systems, including robustness and privacy issues; and
- Factors of success in realising customer satisfaction with ITS services.

Presentations:

- Maximum effectiveness of public transport through intelligent traffic light priority systems for buses in San Sebastian. Javier Vallejo, San Sebastian, Spain
 - ITS applications in the field of mobility management: An inventory by EPOMM Plus. Elke Bossaert, Mobiel 21, Belgium
 - ITS and Open data: a new generation of technologies for traffic management and infomobility. Fabio Cartolano, Municipality of Bologna, Italy
- Moderator: Karen Vancluysen, POLIS, Belgium

Emerging challenges / obstacles

- How to come to one standard for e-ticketing, payment, etc
- How to cope with disruptions in your transport systems via ITS?
- Open data to stimulate innovative approaches

Solutions / recommendations

- ITS can play a good role in making transport systems more efficient and reliable
- Integrate event-transport planning with existing public transport system
- ITS can help on different levels to solve disruptions in transport:
 - small scale (bus trip)
 - large events
- ITS can make public transport more competitive by increasing reliability

Annex 5: Format, Scope and Results of the Roundtable Sessions

Roundtables explored and developed ideas important to future innovation within CIVITAS that will contribute to sustainable urban mobility and growth. They flagged up new topics (e.g. innovative measures), or suggested actions to support the take-up and exploitation of existing results. They even proposed new policy or regulatory initiatives. Not as transient as a “speed café” nor as formal as a panel discussion, roundtables were the occasion for a small group of 20-25 Forum participants: mobility experts and city practitioners, to enjoy vivid “multi-way” discussion and interaction (there was no use of powerpoint). The results of each session are provided below. Presentations are available at: <http://www.civitas-initiative.org/index.php?id=96#Other>

Roundtable Session 1

Spreading the Wealth: Effectively Sharing CIVITAS Lessons with other Cities

As a research and demonstration enterprise, CIVITAS seeks to share lessons learned with other cities to foster sustainable urban transport throughout and beyond Europe. Ten years in, CIVITAS cities have a wealth of experience in exploiting their project results by sharing experiences and upscaling successful pilot projects.

- Where do demonstration cities from CIVITAS I and II stand? How has CIVITAS shaped them?
- What are the lasting legacies of their demonstration measures (i.e. what cases of proven change initiated through CIVITAS exist)?
- What successes have been achieved in transferring CIVITAS lessons to other including third cities? What are the biggest challenges in results exploitation?
- Are there key factors of success in exploitation and dissemination efforts and what further recommendations can be made?

Moderator: Mario Gualdi, ISIS (Istituto di Studi per l'Integrazione dei Sistemi), Italy

Emerging challenges / obstacles

- Accessibility to information
- Accessibility to contact-details
- Lack of political support
- Self reference mentality (mostly of technicians)
- Lack of financial support
- Language barrier

Solutions / recommendations

- Providing good AND bad practice (this provides trust and a more in-depth view)
- Support “peer-to-peer approach” and bring the right people together
- Learning to use the own tools and channels
- Providing assistance to local partners and help them to connect with others
- Specialise as a city on only a few topics (you do not need / can know everything)
- Self-organisation on national basis / basis of same language
- All these recommendations require structure in terms of content AND financial support by the EC, mainly to do also the personal interaction!!
- Personal interaction is key to success which requires facilitation and travel budget!

Roundtable Session 2

Measuring Measures: Evaluating Sustainable Urban Transport

CIVITAS put great stock in the evaluation of its transport measures. But how do we know when a measure has been a success? What are the appropriate criteria and how can we determine one project's value for money against another's?

- What are the ideal criteria for evaluating the impact of an urban transport measure?
- Are there tangible success stories within cities (possibly using elements of the CIVITAS evaluation framework) that support informed decision making?
- Are there critical factors of success in evaluating sustainable transport measures (e.g. beginning with monitoring)?

Moderator: Katrin Dziekan, Technical University of Berlin, Germany

Emerging challenges / obstacles

- Projects are looking at short term perspective
 - Upscaling (effects sometimes invisible due to small measures)
 - Modelling / testing
- Existing gap between evaluation theory and evaluation activities in the cities
- Too many objectives / measures
- How to understand what is happening?
 - Bundling
- Importance of definition of indicators and measures
- Missing opportunity of integration
- Contradiction: not enough data vs too much effort to collect (on city level)
- Non-use of existing commercial expertise
- How can we overcome the challenge of different framework conditions? (e.g. effects of implementing / taking down trolley busses in a city, both with great results)

Solutions / recommendations

- Focus on specific areas / topics
- Increase and hold on to interest from cities in evaluation (Long Term!)
- Results and effort should be balanced
- Need to measure the shift in mobility culture, not only single measures. Evaluation as part of the political culture
- Understand more about car drivers, lifestyles, persons when looking at behavioural change
- Need of structured uptake mechanics in order to use existing results
- Need for objective evaluation for cities (Third party neutral and competent evaluation)
- Produce usable results / reports with effects; e.g. for politicians!
- Keep showing that it works! Put in good practice that is available in CIVITAS (e.g. Perugia, Gorna)
- Remember the rebound effect (give space back to the citizens)
- Involvement from evaluation already in planning proces.

Roundtable Session 3

Overcoming the Backlash Against Bikes: The Politics of Making Safe for Cycling

Once confined mainly to northern Europe, the culture of urban cycling has in recent years caught hold in cities elsewhere on the continent – cities where car-centred development had all but exterminated the bicycle. With Lyon and Paris at the vanguard, the new cycling movement has in recent years augured significant modal shifts in London, Vienna, Barcelona, Seville, Bologna and Gdansk among others. Although this is good news for sustainable transport, it's not without controversy. Modifying streets to accommodate cyclists at the expense of other road users' demands political finesse, thoughtful stakeholder engagement and firm leadership.

- What are the biggest political challenges in modifying street space to accommodate cyclists?
- What recommendations can be made for engaging with motorists, shopkeepers and others that have reservations about such changes?
- What are the key factors of success for such measures?

Moderator: Pascal van den Noort, Velo Mondial, the Netherlands

Emerging challenges / obstacles

- Increase cycling makes you encounter the public pressure and legislation. When you don't have standards that leads to problems
- There is tension between capacity of roads, capacity of cycling lanes and safety
- Bad behaviour of cyclists is a threat to public and political support

Solutions / recommendations

- Create an image of what the city should be, with an integrated plan and knowing what the state of cycling is
- Make a good business case and use that as leverage for shopkeepers, etc
- EU should make room for cycling in the white paper, add reference documents (cycling in the NL) and allow for benchmarking and examples that support mayors to stimulate cycling

Roundtable Session 4

Carbon Calibration: Using Carbon-Footprint Calculations to Support Sustainable Transport Policy

Estimating the environmental footprint of each passenger and freight journey can be a valuable tool not only for environmental performance monitoring but also for marketing cleaner transport solutions and encouraging better travel choices.

- What experiences and tools are available for calculating carbon footprints of urban journeys?
- What are the challenges in terms of collecting the necessary base data and in ensuring comparability of carbon footprint indices across modes of transport and between cities?
- What recommendations can be made for using carbon footprints to market sustainable travel and to support sustainable transport policy?

Moderator: Michael Glotz-Richter, City of Bremen, Germany

Emerging challenges / obstacles

- COP16 agreement – 2000 kg annual CO₂/capita (to keep 2 Celsius degree global temperature increase) – it is unrealistic/extremely ambitious (e.g.: Lisbon-Funchal roundtrip flight equals 600 kg CO₂ emission)
- International travel/transport – how is carbon footprint calculated? – no international policy
- Difficult to gain public participation in carbon footprint reduction – method is too complex, low political support

Solutions / recommendations

- Taking non-motorised transport more seriously
- Awareness needs to be raised in terms of oil peak/increasing oil price
- Re-thinking infrastructure investments (do we encourage motorised modes?)
- Making consumers understand carbon trading – „carbon trading for dummies“ is needed
- Radical change of behaviour/values in transport and in the economy is required
- Carbon neutral increase of mobility is required (we want activities not mileage)

Roundtable Session 5

Don't Believe the Hype? Using Social Media to Engage with Citizens

This session looks at social media, some basic data about who is using it for what purposes, and why cities encouraging sustainable travel need to know more about it.

- What good examples of social media campaigns in the sustainable urban transport field exist?
- What are the opportunities and threats associated with a citizenry using social media?
- What are the key factors of success in exploiting the opportunities offered by social media?

Moderator: Andrew Nash, Vienna Transport Strategies, Austria

Emerging challenges / obstacles

- Different countries have different skills and languages
- Is social media compatible with current governmental approaches
- Data privacy and fears from politicians

Solutions / recommendations

- Use combinations: social media is but a tool
- Use practical examples from CIVITAS and EU Commission by giving it a place in the follow-up and research
- Do it well or not at all
- Be honest (no secret sponsorship; hidden skeletons)

Roundtable Session 6

Achieving sustainable accessibility for city visitors

When we venture to unfamiliar destinations, we know less about our travel options and we're reluctant to let travel logistics limit our possibilities. From the city's point of view, non-residential traffic can be a big burden on the local transport network. And while demand-management schemes can be negotiated over time with the local population, they can present visitors with unpleasant surprises. Cities can both enhance their appeal and mitigate visitor-related congestion with thoughtful measures related to sustainable mobility.

- What innovative ideas and best practices are there of sustainable mobility for city visitors?
- What are the challenges in getting visitors to use sustainable mobility options?
- For cities that have access restrictions or other demand-management schemes, what are the factors of success in ensuring visitors are spared unpleasant surprises involving penalties or other enforcement measures?

Moderator: Gustav Friis, City of Aalborg, Denmark

Emerging challenges / obstacles

- Tourists not knowing what travel options are
- At airports: you always see Taxi first. You have to search for public transport
- Public transport ticketing machines are too complicated
- Language barriers presented by local-language signage
- Tour operators who don't make use of public transport, who might have commercial arrangements with car-rental firms

Solutions / recommendations

- Create a website so visitors know travel options between cities and from gates of the city to the centre
- Better signage visible to passengers
- Have simple ticketing machines with one button that says city centre (better use of universally comprehensible icons and symbols)
- Should be a city administration to set a policy on visitor transport and then integrate necessary stakeholders; public transport operators in order to prioritise sustainable transport
- Integrated ticketing schemes are very convenient for tourists – the bigger the coverage area the better

Roundtable Session 7

The Drawing Board: Making Sustainable Urban Mobility Plans Work

Technical Session 5 continued

Moderator: Siegfried Rupprecht, Rupprecht Consult, Germany

Emerging challenges / obstacles

- Difficulty agreeing a joint vision
- Different directions of national/local governments. Lack of real objectives, often just nice visionary words
- How to overcome short-term mandates (balancing quick wins and long-term visionary words)
- How to motivate politicians to be really committed

Solutions / recommendations

- Build „quick wins“ into the plan
- Good communication helps to cover the gap
- EU should oblige national governments to develop national frameworks for SUMP including provision of advice (dialogue)

OR

- There could be a SUMP obligation but respecting the:
 - a) Context (e.g. number of inhabitants)
 - b) Independent quality control
 - c) Transparent public process
 - d) Quality should be linked to funding level
- Citizen"s statement: every city needs to find their own process (no new obligations as a descending view) Build „quick wins“ into the plan
- Good communication helps to cover the gap
- EU should oblige national governments to develop national frameworks for SUMP including provision of advice (dialogue)

OR

- There could be a SUMP obligation but respecting the:
 - a) Context (e.g. number of inhabitants)
 - b) Independent quality control
 - c) Transparent public process
 - d) Quality should be linked to funding level

Roundtable Session 8

Beyond Europe: Best Mobility Practices from other Continents

Best practices in sustainable urban mobility can be found all over the world. Addressing the expressed wishes of participants from past years, the 2011 CIVITAS Forum Conference seeks out input and best practices other continents, and dedicates a roundtable to these perspectives.

- In what areas can Europe benefit from lessons elsewhere in the world?
- How can we make international cooperation work – with a proper cost-benefit balance?
- What are the challenges and key factors of success in transferring best global practices to Europe?

Moderator: Jerome Carslake, Manager, Strategic Research & Planning, National Transport Commission, Australia

Emerging challenges / obstacles

- Cultural issues in learning and transfer
 - Lack of learning culture
 - Lack of motivation to teach
- Defining clear objectives and priorities at programme level (thematical, geographical, methodological)
 - Defining KPIs for such processes
- How to compare apples and pears?
- Resources:
 - Money
 - Human resources: do we involve management or operations?
- Lack of integrated information across continents

Solutions / recommendations

- General appreciation that EU can be on the learning side.
- Efficiency: finding solutions in an isolated way costs money
- Targeted access to specific knowledge (e.g. BRT)
- Install learning culture
- Creation of Centres of Excellence (“mekkas”)
 - • Formalised teaching environment
 - • Brand creation
 - • Return on investment for hosts
 - • Internal staff training
- Creation of virtual communities of practice using web2.0 tools
- Use the industry as carrier of change
- Use the curiosity and competition of cities to be green
- Engage cities that are already involved in international exchange processes

Annex 6: Politicians' Forum Agenda

(Also available at [http://civitas.eu/docs/Politicians_Forum - Agenda_Jun23_Update_.pdf](http://civitas.eu/docs/Politicians_Forum_-_Agenda_Jun23_Update_.pdf))

CIVITAS POLITICIANS' FORUM

LOOKING BEYOND CITIES: THE ROLE OF HINTERLANDS IN THE PURSUIT OF SUCCESSFUL SUSTAINABLE URBAN MOBILITY

DATE: Tuesday 18th October

TIME: 1500-1630

VENUE: 'Salão Nobre' Office of the Madeira Regional Government, Avenida Zarco1

HOSTS: Conceição Almeida Estudante,
Minister for Tourism & Transport, Madeira Regional Government
with Ms Daniela Rosca, Head of Unit, Clean Transport and Sustainable Urban Mobility
Miguel Filipe Machado de Albuquerque, Mayor of Funchal
Bruno Miguel Camacho Pereira, Deputy Mayor of Funchal, Portugal
Roman Jakic, Outgoing Chair of the CIVITAS Political Advisory Committee and the
Incoming Chair of the CIVITAS Political Advisory Committee (TBC)

CHAIR: Prof. Jose M. Viegas, Instituto Superior Técnico (Technical University of Lisbon), Portugal

Participants:

- CIVITAS Forum Network member's political representatives i.e. mayors/dep. mayors incl. those 'accompanying' the above politicians
- Media representatives
- The CIVITAS Political Advisory Committee2

Background:

The Politicians' Forum is the annual meeting of political representatives of the CIVITAS Network's member cities, as representatives of their citizens. This year's Forum Conference reflects on "RECIPES FOR SUCCESS: REALISING SUSTAINABLE URBAN MOBILITY TOGETHER" and seeks to identify a 'toolbox' of proven sustainable urban measures. A key factor in achieving urban mobility is a city's relationship with its hinterland. In larger cities this may include neighbouring jurisdictions in large, interconnected conurbations (e.g. Vienna and Bratislava). In smaller towns, there is a need to coordinate transport development in cooperation with other regional urban settlements.

The increasing importance of developing a sustainable urban mobility plan (SUMP) provides opportunity to address regional transport issues, not least because the latter's existence renders a town or city eligible to benefit from financial and technical assistance Structural and Regional Development Funds. The EC's White Paper³ on the Future of Transport also recognises the importance of regional development and planning.

The Politicians' Forum invites city representatives to share their experiences in regional planning, including the importance of adequate connection nodes, 'seamless' integration and intermodality platforms, infrastructure between port cities and their hinterland, and the integration of urban mobility plans within national transport strategies. Participants are invited to highlight their challenges and obstacles in collaboration, and to share know-how and lessons learned from the most successful transport measures implemented, ideally with social consensus.

Agenda:

1. Welcome addresses (15')
(Minister for Tourism and Transport, Madeira Regional Government, Portugal
Ms Daniela Rosca, Head of Unit, Clean Transport and Sustainable Urban Mobility,
Bruno Miguel Camacho Pereira, Deputy Mayor of Funchal, Portugal,
Roman Jakic, Outgoing Chair of the CIVITAS Political Advisory Committee)
2. Discussion of challenges and opportunities (60')
(incl. initial reaction from the representatives of Madeira and Funchal to the above
questions and from the chair of the CIVITAS Political Advisory Committee)
3. Group Photo (10') followed by a short walk to the launch of Funchal's Dial and Ride bus
service at 1645 (open to all participants of the Politicians' Forum)

1 The venue is a bus ride from the CS Madeira Atlantic Resort. Transfer will be arranged for CIVITAS politicians incl. PAC and media representatives from the conference venue at 1415.

2 During the meeting the CIVITAS PAC is invited to: i) interact with CIVITAS city politicians on sustainable urban mobility policy issues with a view also to bringing forward the politicians' views for consideration and possible take up by the CIVITAS Initiative within subsequent PAC meetings.

3 http://ec.europa.eu/transport/strategies/2011_white_paper_en.htm

Forum 2011 Registered Politicians (as of 10th Oct.):

#	Name	City	Country
1	Ladislav Macek, Deputy Mayor	Brno	Czech Republic
2	Jana Valkova	Brno	Czech Republic
3	Frits Lintmeijer, Alderman	Utrecht	Netherlands
4	Frank Samsen	Utrecht	Netherlands
5	Owe Nilsson, Dep. Mayor, Transport	Gothenburg	Sweden
6	Lisa Sundell	Gothenburg	Sweden
7	Jesper Kinch-Jensen, Council for Culture and Urban development	Odense	Denmark
8	Steen Moller, Deputy chairman	Odense	Denmark
9	Birgitta Ling-Fransson, Politician	Torslanda	Sweden
10	Denis Leroy, Vice President	La Rochelle	France
11	Mariann Nordgaard, Alderman	Norresundby	Denmark
12	Jan Rericha, Deputy Mayor	Usti nad Labem	Czech Republic
13	Jana Nova, Translator	Usti nad Labem	Czech Republic
14	Teodor Sas, Deputy Mayor	Craiova	Romania
15	Goncalo Goncalves, City Councillor	Porto	Portugal
16	Zvonimir Mrcic, Mayor	Koprivnica	Croatia
17	Helena Hecimovic, Councillor	Koprivnica	Croatia
18	Gerhard Rusch, City Councillor	Graz	Austria
19	Bruno Pereira, Deputy Mayor of Funchal	Funchal	Portugal
20	Roman Jakic, Councillor	Ljubljana	Slovenia
21	João Paulo Barbosa de Melo, Mayor	Coimbra	Portugal
22	Luis Santos	Coimbra	Portugal
23	Roberto Ciccone, Mob.Councillor	Perugia	Italy
24	Jale Nur Sullu, Head of Social Department	Eskeşehir	Turkey
25	Vadim Barannik, Chairman, Comm. Traffic & Transportation	Riga	Latvia
26	Nigel Shaw, Councillor	Norwich	UK
27	Jon Albizu, Mobility Councillor	Donostia-San Sebastian	Spain
28	Ian Davey, Councillor	Brighton and Hove	UK
29	Enno Tamm, Board Chairman	Tallinn	Estonia
30	Laura Rodrigues, Vereadora da Educação e Desporto	Torres Vedras	Portugal
31	Jan Björinge, dep. Mayor (for Lennart Holmlund, Mayor)	Umeå	Sweden
32	Rui Moisés Ascensão	Santana	Portugal
33	Jean François Retière	Nantes	France
34	Anne Vicenzotti	Nantes	France

= PAC Member

Annex 7: The Funchal Statement

(Also available at http://civitas.eu/docs/internal/706/Funchal_statement.pdf)

THE 'FUNCHAL' STATEMENT

We, the city members of the CIVITAS Forum Network hereby submit the 'Funchal Statement' to the European Commission representative of the Directorate-General for Mobility and Transport on the occasion of the CIVITAS Forum Conference 2011, 17-19 October 2011, Funchal, Portugal, underlining: a) the benefits we derive from CIVITAS; and b) some of the challenges and opportunities ahead for European cities which are at various stages of realizing sustainable urban mobility.

1. We note the EC's 2007 Green Paper on Urban Mobility, its 2009 Action Plan on Urban Mobility, the 2011 White Paper on Urban Transport, the Eighth Framework Programme for Research and Technological Development (RTD) and also Horizon 2020 - the Framework Programme for Research and Innovation as the chief policy and funding instruments guiding and supporting city-based approaches over the coming years in the realization of innovative measures dedicated to achieving sustainable urban mobility and more generally improving the quality of life.

2. However, we remain challenged in:

a) Achieving EU air quality standards (as defined by EC Directive 2008/50 on ambient air quality and cleaner air for Europe), in decreasing CO₂ Emissions (owing to exceedances which urban transport contributes 70% of pollutants and European road transport 40% of all CO₂ emissions¹), addressing standards for noise (e.g. EC Directive on Environmental Noise 2002/49, EC regulation 661/2009 and 1222/2009 on tyres which will enter into force in 2012) and meeting those standards in the field of energy and climate change such as EC Directive 2009/28 on the use of energy from renewable sources (including the so-called '20-20-20' target);

b) Fulfilling the ambitious targets defined by the EC's new White Paper. Namely freeing cities of conventionally fuelled cars by 2050 and achieving CO₂-free movement of goods by 2030, increasing the use of intelligent transport systems, halving road casualties by 2020 and supporting a 50 percent shift of intercity passenger and freight journeys from road to rail and waterborne transport;

c) Realising sustainable mobility itself, ie. freeing our cities of traffic jams and avoiding the loss of time, fuel and GDP due to poorly organized traffic systems, which are in turn exacerbated by the growth of urban areas and threatened by an increasingly aging society²; and

d) Harnessing the opportunities that exist to realize social inclusion through sustainable urban mobility, especially during the current economic and financial crisis, for example, favorable tariff schemes for low income groups, pedestrian zones and shared space, dedicated public space for citizens and secure and safe public transport.

3. We recognize that cities are responsible for responding to these targets, goals and aspirations in line with the European Union's (EU) principle of subsidiarity (which places the responsibility for action at the national, regional or local level), according to Article 5 of the Treaty establishing the European Community;

4. We value the opportunities for collaboration and know-how exchange with our peers in other European cities and welcome the 200-plus city member network 'CIVITAS' (City-VITALity-Sustainability). CIVITAS is a platform that inter alia:

- a) assists European cities to meet sustainability targets and elaborate sustainable urban mobility plans (SUMP) by sharing demonstrable research results, guidance and best practice, and facilitating twinning, coaching, and staff-exchange;
 - b) offers opportunity to meet and exchange annually and celebrate best practice through the CIVITAS Forum Conference and Awards, significantly aiding technology transfer, upscaling and exploitation;
 - c) provides valuable resources, services in multiple languages and a point for local, national, regional and international recognition and exchange via the CIVITAS website, the CIVITAS Secretariat and increasingly national and regional CIVITAS networks; and
 - d) hosts the CIVITAS Political Advisory Committee (PAC) which through its semi-annual meetings with leading and highly motivated politicians, enables cities to highlight challenges and bring forward proposals in urban transport and future sustainable mobility policy.
5. We therefore reaffirm our city's commitment to the CIVITAS Declaration, which defines our own political will to achieve a significant change in the modal split in favour of sustainable transportation modes, following its typically integrated approach of both practical and policy-related/'hard' and 'soft' measures, because of the added value this brings.
6. We value CIVITAS as a funding programme towards this end. To date CIVITAS has leveraged EUR 250 million and supported 658 practical and policy-related sustainable urban mobility measures in 58 cities. Thanks to this, it has had the most influence on urban transport among all EU funding programmes.
7. The European Commission plays a fundamental role in perpetuating the long term future of the CIVITAS Initiative. It plays an equally important role in supporting and assisting the introduction of ambitious, integrated urban transport strategies and sustainable urban mobility plans, through initiatives like ELTIS. We wish to urge the EC to assure the long-term funding of CIVITAS through a multi-annual strategy within the EC's RTD Framework Programme. This will aid cities to arrange the necessary longer term budget approvals for CIVITAS applications.
8. Besides CIVITAS, we also call upon the European Commission to elaborate more specific programme lines during the upcoming programming cycles (2014-2020 and beyond) within the equally important regional funding mechanisms (such as the Structural and Cohesion Funds) for addressing matters related to urban mobility.
9. We wish to conclude by emphasising that only by working vertically (with the EC), horizontally (with other cities), laterally (internally, both technicians and policymakers), and publicly (with our citizens) will we achieve sustainable urban mobility together for the benefit of all.