

# Information, training and awareness raising

Summer 2019



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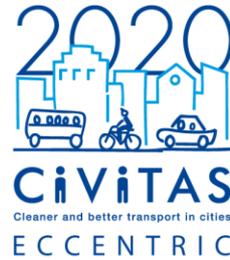
- Training and awareness raising to improve road safety and mobility in the city
- Reduced emissions from fewer cars
- Fewer road accidents involving pedestrians

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.*

**Location:** Ruse, Bulgaria

**Organisations involved:** [Club "Sustainable Development of Civil Society" \(CSDCS\)](#)

[Municipality of Ruse](#)



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## What is the solution?

A large share of the people living in the Druzhba district uses private cars and taxi services to reach the city centre, thus causing congestion, traffic accidents, air pollution and noise. There are few sidewalks and safe crosswalks at the main boulevard to the city centre. Pedestrians, school children and senior citizens suffer from the growing road traffic and are very vulnerable to road accidents. Druzhba is Ruse's 'living lab' (or demonstration/pilot area) in the CIVITAS ECCENTRIC project and one of the entrances to the city centre with high volumes of traffic.

The main objective of this measure is to create awareness of the need for, and benefits of, sustainable mobility in the City of Ruse and its importance for increasing the quality of life of its residents. The aim is to encourage the various actors, stakeholders and users of public transport and mobility offers/services, to embrace sustainable mobility habits, making walking and cycling safer and a more desirable way of travelling in the peripheral district and in the city. A special focus on traffic safety will be made, with the aim of sensitising the general public, in order to reduce the risk of road accidents. In the long term, this measure aims to change the travel mode of people, from using cars to using more active modes of mobility, such as walking and cycling.

## How does it work?

One training activity will be organised for public transport personnel, six workshops for the general public and non-governmental organisations (NGOs), three mobility conferences and a large media campaign for other stakeholders and the school community.

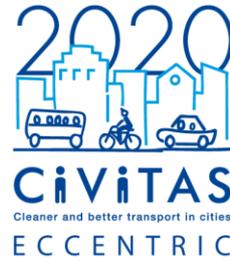
The new mobility measures being implemented in Ruse as part of the CIVITAS ECCENTRIC project will be largely discussed and promoted as part of this measure in order to change the manner of thinking of transport specialists, regarding sustainability, and the city's residents.

The research and planning phase of this measure was carried out between December 2016 February 2017 with the following carried out:

- Preparation of a comprehensive stakeholder list comprising of all the relevant stakeholders shaping the public opinion in the target region and the whole territory of the city.
- Assessment of the training needs of Ruse's transport professionals via telephone interviews and the review of activities and documents of previous relevant projects.
- A well-attended opening event in February 2017, with a press conference ensuring broad media coverage.
- Contracted an expert organisation to carry out the training sessions planned.

Furthermore, the findings from the preparatory phase inspired the measure team to develop the concept of Mobility as a Right (MaaR). MaaR defines mobility in a context where accessibility, inclusion and equity are taken into account from the beginning of the design of any mobility solution. MaaR is designed to reach the most disadvantaged groups, regarding mobility, and peripheral urban areas, to find out the key ways to achieve an inclusive public transport service that can effectively meet the needs required.

The implementation phase of this measure is permanently ongoing because after each event (training events, roundtable discussions and conferences) CSDCS is performing evaluations by disseminating questionnaires to participants and assessing the results. Until the end of 2018 five training events have been performed - one for transport professionals and four dedicated to different target groups: Druzhba residents, school children, NGOs, university staff and doctoral students, as well as one Conference in October for discussing the social aspects of mobility. During the next two project years two more trainings and two conferences are planned for discussing the impact of the ECCENTRIC measures in Ruse.



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## Expected results

The measure is expected to:

- Increase the general awareness of sustainable mobility and road safety, in general, particularly though among school children and younger people. Existing and new sustainable mobility offers and services available in Ruse will also be promoted.
- The modal split is expected to improve. That is a decrease in the use of private cars and an increase in the use of public transport and other active modes of transport.
- Reduce the risks of road accidents involving pedestrians.
- Walking and cycling in Ruse will be both safer and more attractive.

## Business model

The measure is funded in the framework of the CIVITAS ECCENTRIC project. In its implementation, CSDCS is cooperating closely with the Municipality of Ruse and other stakeholders organisations, such as local schools, cultural centres, and the University of Ruse. Local media support is also very important.

In terms of costs, the planned budget for this measure is €137,289. The time frame for carrying out the measure is four years, that is the duration of the CIVITAS ECCENTRIC project.

## Find out more

More information about the events which have taken place is available at [www.csdcs.org](http://www.csdcs.org)

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