Awareness raising campaign

Initiative developed by local authorities to raise awareness in citizens about specific topics (road safety, eco-driving, sustainable mobility in general, etc.) or to promote and support eco-friendly modes (as bicycle, pedestrian and public transport)

In Gorna-Oryahovitsa due to the active involvement of stakeholders and an awareness-raising campaign, almost 50% of the public were aware of the SUTP (Sustainable Urban Transport Plan)

Public acceptance was fair (40%) and acceptance among other stakeholders was high (70%)