



BETTER MOBILITY

Communication for a New Culture of Urban Mobility

Move Together Share it with us !

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MOVE TOGETHER: What is about?

- Creating a **new culture of urban mobility** in Europe (EU Green Paper),
- by means of **raising citizens awareness** of what EU research is doing and how it could/should help to improve the quality of mobility in their cities (Move Together Citizens Statement), and
- showing how “**move together practices**” may help to implement a better mobility in their towns, increasing the awareness and involvement of citizens (Move Together Exhibition & Move Together Day)

Move Together Citizens Statement

Download it from:

www.move-together-exhibition.net

MOVING TOGETHER TOWARDS A NEW CULTURE FOR URBAN MOBILITY Citizens statement

Members of the Move Together citizens' group:

Adem Durmushev - Bulgaria
Afroditi Zouzia - Greece
Anthony Zammit - Malta
Arto Kekki - Finland
Artwell Cain - Netherlands
Cezary Michal Kozlowski - Poland
Claude Leloup - Belgium
Daniel Egonsson - Sweden
Desmond O'Toole - Ireland
Ditu Sebastian Gorge - Romania
Dominik Rielp - Austria
François Cathelineau - France
Eduardo Malagon - Spain
Gabriella Tàborossy - Hungary
Gausas Simonas - Lithuania
Habiba Boughaba - Luxembourg
Hanne Malmborg - Denmark
Harry Militos - Cyprus
Kate Pressmann - Estonia
Karol Herian - Slovakia
Ilze Gabrane - Latvia
Linda Hadfield - United Kingdom
Marika Mirtic - Slovenia
Marzia Tamburrino - Italy
Noemi Baumblatt - Germany
Nuno Gouvela - Portugal
Petra Zallmannova - Czech Republic

Who was involved so far?

Partners:



Institute of Studies for the Integration of Systems (Italy)
Project Coordinator



The Interdisciplinary Centre for
Comparative Research in the
Social Sciences (Austria)



Missions Publiques (France)



(Germany)



Italian section of the Council of
European Municipalities and Regions
(CEMR)(Italy)



Forum for Regional, Local
and Urban Sustainable Mobility
Governance (Italy)



The Clean Air Action Group (Hungary)



Comune di Roma

VII Department of Rome
Municipality, Traffic (Italy)



PROVINCIA
DI ROMA

Province of Rome (Italy)

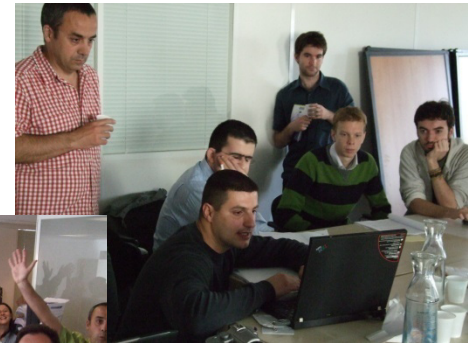
*The project is funded by the European Commission,
under the 7th Framework Programme, transport research.*



Who was involved so far?

Citizens:

Two citizen groups were centrally involved in the Move Together Project
–27 EU citizens, one from each EU country, and 25 citizens of Rome.





Who is involved now?

Cities:

Five cities hosting the **Move Together travelling exhibition:**

- Vienna – June 2009
- Rome – September 2009
- Budapest – October 2009
- Nice – November 2009
- Brussels – December 2009





Who is involved now?

Cities:

Twelve cities hosting the **Move Together poster exhibitions** during the European Mobility Week (16-22 September):

Kalinigrad (Russia)	Girona (Spain)
Garzdai (Lithuania)	Almendralejo (Spain)
Plunge (Lithuania)	Madrid (Spain)
San Giljan (Malta)	San Sebastian (Spain)
Corfu (Greece)	Braganca (Portugal)
Nivelles (Belgium)	Ferrara (Italy)





BETTER MOBILITY



The Move Together Exhibition

The Move Together Exhibition shows the results of the project, and the next few images show you parts of this exhibition.



How do we Move?

As urban citizens, we can move in many different ways, including



The Exhibition shows different areas of urban transport mobility

- *cars and fuels*
- *public transport*
- *walking and cycling*
- *freight and cargo transport*
- *urban planning and strategies*

Each of these topics give some examples of EU research projects that address the challenges of our modern mobility needs.

Individual Mobility – cars and fuels

One in three adults drives an individual car. In Europe 18.5 million cars produce 7,500 tons of CO₂ every year. Already in 2012 there will not be sufficient oil to drive those cars.



Walking and cycling – calm cities

“ How do we get walking and cycling to be a way of life for us, especially in over-crowded cities? Feeling safe while walking and biking is extremely important to me and investing in quiet cities is important for all of us. “

Walking and cycling in a quiet city

ARE YOU CYCLING TOO?

On a bicycle, you can travel from Strasbourg to Krakow on the energy equivalent of a single litre of petrol.

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Living and working in a city includes how we as citizens travel from one point to the other. Besides cars and public transportation, we can also travel actively – walking, taking a bike, skating etc. We are shaping the city's atmosphere – the more we move in diverse ways, the more lively the city will be.

In order to travel actively we prefer to have separate lanes for cyclists, space for pedestrians, a less noisy and polluted environment and practical infrastructure.

These are actually objectives that are addressed by various research projects. One focus is on reducing noise related to road and rail, as high exposure to noise can have negative health impacts. Another focus is on raising the share of bikes used in a city by improving both the infrastructure for and availability of rental bikes.

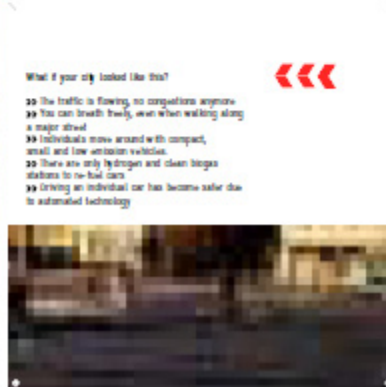
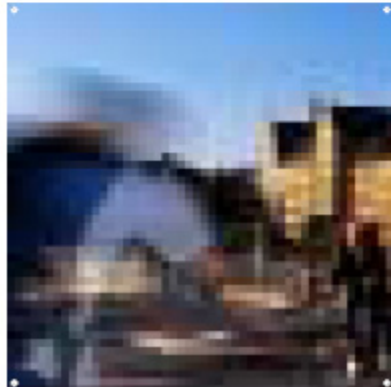
“ How do we get walking and cycling to be a way of life for us, especially in over-crowded cities? Feeling safe while walking and biking is extremely important to me and investing in quiet cities is important for all of us. “

The research you see here looks into incentives, increased safety, and raising awareness of walking and cycling. Making these active modes more attractive as alternatives means us as a livelier and sustainable urban environment. Less traffic, less noise, reduces costs for public health.

But what do citizens think, and what do you think?

What if your city looked like this?

- 10 The traffic is flowing, no congestions anywhere
- 11 You can breathe freely, even when walking along a major street
- 12 Individuals move around with compact, small and low emission vehicles
- 13 There are only hydrogen and clean biogas stations to re-ful cars
- 14 Driving an individual car has become safer due to automated technology



EU Research

The exhibition highlights a variety of EU urban transport research projects, ranging from sustainable fuels, to public transport access, to urban planning.



HyFLEET CUTE

The widely familiar issues of urban air pollution, climate change, and oil dependency require innovative, alternative solutions for transport fuels. One of the key strategic objectives of the EU is to shift to more sustainable energy sources, and hydrogen could become one of the fuels of the future, achieving zero carbon dioxide emissions.

HyFLEET: CUTE is the world's largest hydrogen bus project. With 33 hydrogen fuel-cell buses active in 6 European cities, it clearly shows that hydrogen-powered public transport is achievable. Still, technical problems remain and have to be overcome before the technology is widespread.

The project focuses on raising public awareness of hydrogen technologies and their safety – which is crucial to their widespread use. Most citizens, it is found, are willing to pay a little more for this technology in exchange for a quiet mode of transport that makes cities cleaner. The experiences of these 6 cities are positive and the next generation of buses and re-fuelling stations expects increased efficiency.

Silence

Noise limits in cities have become more stringent over the years. Despite this, noise levels in urban centres continue to be high, exposing citizens to unnecessary health risks. The SILENCE project increases life quality in cities by controlling traffic noise, especially from road and rail. They develop cutting edge technologies for controlling noise, innovative strategies for urban noise reduction, and reduction in people's exposure to noise through better traffic management.

The SILENCE project uses citizen input through complex listening tests, surveys that identified perception of noise and levels of annoyance, and focus groups that discuss noise perception and acceptance. Solutions of SILENCE address both technological solutions as well as planning aspects – dealing both with noise reduction and with the management of human noise perception.

Project recommendations for technological solutions include traffic calming measures such as dummy humps, rumble devices, roundabouts, green waves, dedicated lanes for certain vehicles, and automatic traffic control measures. The project also addresses a gap in knowledge by raising awareness of how to combine noise abatement measures in order to significantly reduce urban noise levels.



How does this EU research add to urban sustainability?

These EU projects on car and fuel technologies focus on saving lives, on addressing global warming concerns and on decreasing pollution-caused health concerns. Some aim to transition car transport to a new generation of sustainable, non-polluting fuels.

In general, these projects are based on the current structure of individual mobility, with cars occupying a central place.



What kind of urban environment would you like to live in?
What would it take to get there?



What if your city looked like this?

- » The traffic is flowing, no congestions anymore
- » You can breath freely, even when walking along a major street
- » Individuals move around with compact, small and low emission vehicles.
- » There are only hydrogen and clean biogas stations to re-fuel cars
- » Driving an individual car has become safer due to automated technology
- » I need a car and just walk to the closest fuel cell powered car sharing pool in my neighbourhood
- » Road accidents went down to a minimum

What types of projects have already been implemented in Europe?

The map gives hands-on examples.

Urban Mobility Projects in the European Union

BEST PRACTICE

Is your imagination caught with the CLEVER car and the SPICYCLE idea? Do you want more to see what the projects look like on the ground, and not just on paper? Then this map is it - here are the locations of some excellent projects, already implemented. Can you see them taking place in your city?

Is your imagination caught with the CLEVER car and the SPICYCLE idea? Do you want more to see what the projects look like on the ground, and not just on paper? Then this map is it - here are the locations of some excellent projects, already implemented. Can you see them taking place in your city?



A map of Europe with red dots indicating the locations of various urban mobility projects. The dots are concentrated in Western and Central Europe, particularly in the UK, France, Germany, and the Benelux region.

Sweden

Denmark

Finland

Poland

Czech Republic

Slovakia

Hungary

Romania

Bulgaria

Greece

Italy

Spain

Portugal

France

Belgium

Netherlands

Germany

Austria

Switzerland

Luxembourg

United Kingdom

Ireland

Malta

Cyprus

Map of Europe showing project locations

Finland

Estonia

Latvia

Lithuania

Poland

Czech Republic

Slovakia

Hungary

Romania

Bulgaria

Greece

Italy

Spain

Portugal

France

Belgium

Netherlands

Germany

Austria

Switzerland

Luxembourg

United Kingdom

Ireland

Malta

Cyprus

Map of Europe showing project locations

Ireland

United Kingdom

France

Belgium

Netherlands

Germany

Austria

Switzerland

Luxembourg

Map of Europe showing project locations

Netherlands

Belgium

Germany

Austria

Switzerland

Luxembourg

Map of Europe showing project locations

Czech Republic

Slovakia

Hungary

Romania

Bulgaria

Greece

Italy

Spain

Portugal

France

Belgium

Netherlands

Germany

Austria

Switzerland

Luxembourg

United Kingdom

Ireland

Malta

Cyprus

Map of Europe showing project locations

GIRONA

(SPAIN)



GIRONA HAS CARRIED OUT PROJECTS TO PROMOTE THE USE OF SUSTAINABLE TRANSPORT MODES

- @ **ON FOOT** → Projects:
- “Agora”
 - Accessibility Plan

- @ **BY BUS** → Projects:
- “Bus 12 ”:Children 6 -12yr
 - “Bus 18”: Youngsters 13-18yr
 - “Bus 70”: Over 70yr



- @ **BY BIKE** → Projects:
- Segregated cycle lanes in Main Roads.
 - Streets with shared use
 - Public bicycle transport (September 09)



THESE ACTIONS → CREATE THE HABIT

TO CONSOLIDATE THESE CHANGES

Citizens need to understand REASONS for
choosing a sustainable way to move

move  *ogether*



Who will be involved too?

EU Institutions:

EU Institutions will be involved in the final “**Move Together Day**” conference, on **next 7 December in Brussels**:

- **European Economic and Social Committee (EESC)**, hosting the conference
- **European Commission**:
 - Commissioner for Transport and DG TREN Unit in charge of the Urban Mobility Action Plan
 - DG Research Unit in charge of urban transport research
- **European Parliament** – Intergroup of MEPs on urban issues





MOVE TOGETHER DAY CONCEPT/1

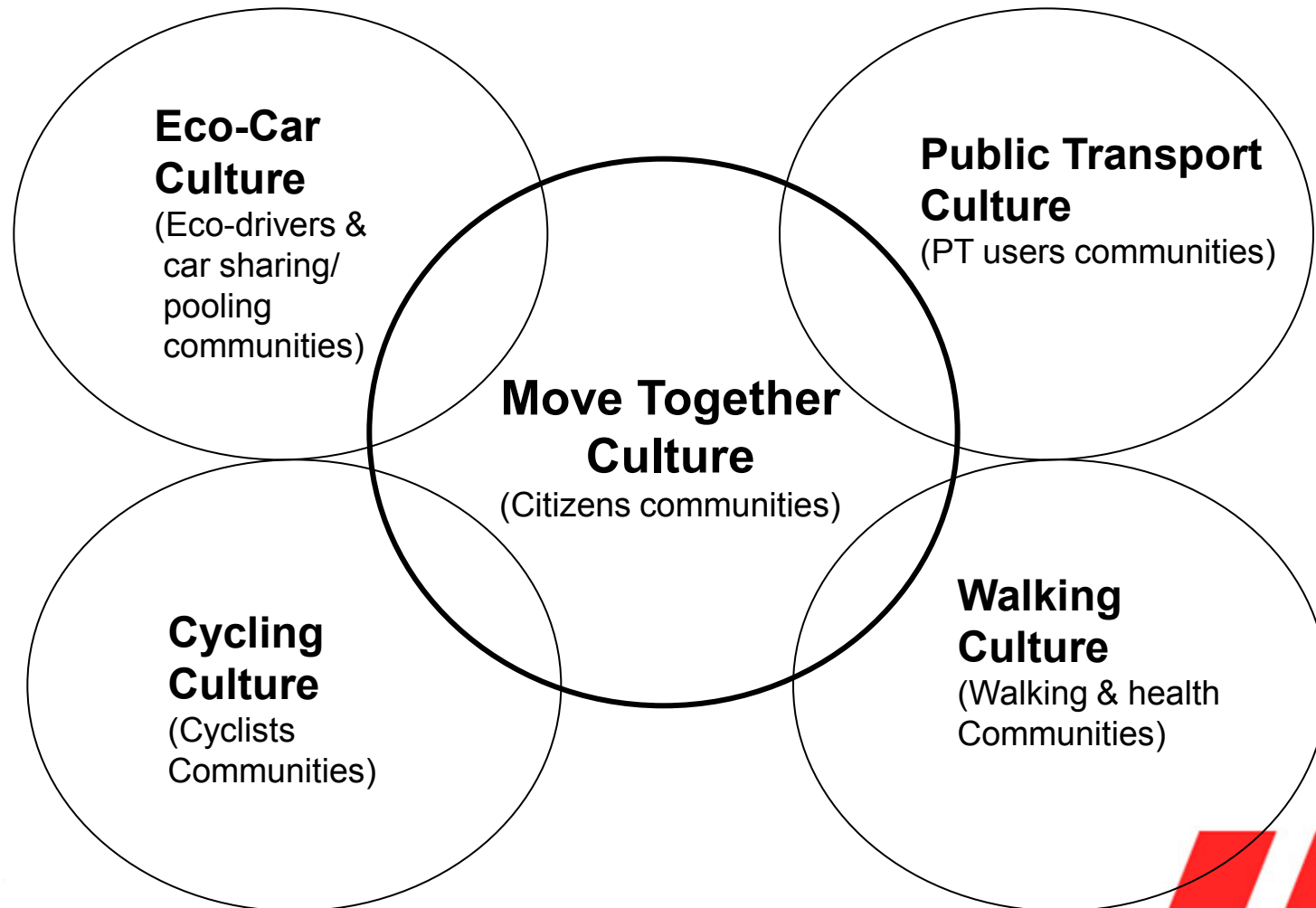
BETTER MOBILITY:

- for yourself (active travel)
- for the others (less, smart, safe and accessible transport)
- for the environment (green transport)



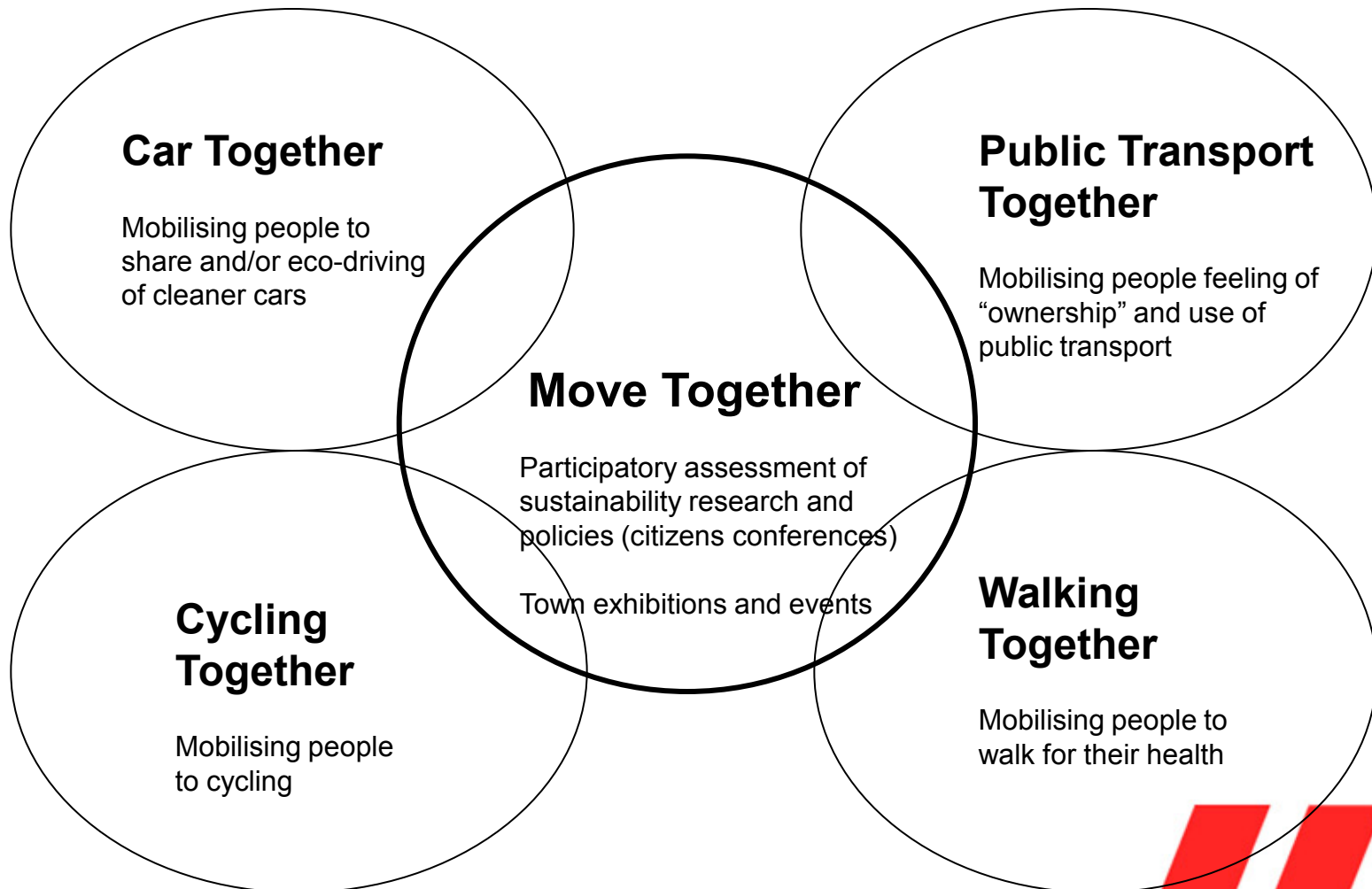
MOVE TOGETHER DAY CONCEPT/2

The initiative aims to create a new ...



MOVE TOGETHER DAY CONCEPT/3

By means of ...



THANK YOU FOR YOUR ATTENTION !



www.move-together-exhibition.net