



TRANSIT PROJECT

Training Paths for Adults on Sustainable Mobility

BACKGROUND ANALYSIS

Intellectual Output 1





Co-funded by the
Erasmus+ Programme
of the European Union

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INTRODUCTION

This document reports, the activities that have been realised from the consortium partners on IO1 related mainly to the collection of data, the launch of the survey in the 4 countries involved, analysis of results, good practices and lesson learned in the different contexts.

Chapter 5 provides some quantitative data about the two questions included in the survey in relation to the monitoring and evaluation of IO1.

Chapter 6 and 7 describe the good practice template to be used for presenting the past initiatives of the partners regarded as success stories that are easy to replicate in a different context from the one in which they were first developed and conceived. Finally best practices have been collected with the aim to feed the activities of the next output, namely IO2 and IO3.

Chapter 8 reports some reflections on the findings in the territories that will help the design and realization of IO2 and IO3.

In the Appendix we are reporting the links to all survey templates translated in local languages.



1. DESCRIPTION OF THE DATA COLLECTION ACTIVITY (A1)

As soon as the project started and even before the kick-off meeting, Lepida has been circulating a document aiming at triggering the discussion on background analysis between the partners and in particular on data collection. Firstly, we started to collect information about the different sites with the objective to map the needs of the project territories in order to:

- describe the local ecosystem connected to the sustainable mobility;
- identify the available resources and ongoing initiatives;
- hear the voice of main actors (public administrations, civil organisations, citizens), their level of awareness and learning needs;
- start the collection of good practices on sustainable mobility.

With this purpose we have circulated a first template to start the data collection activity (IO1/A1) from the different sites and we have discussed with the partners the topics to be included. In this way we have finalised the template that was ready to be filled in.

In the TRANSIT project there are 4 territories involved:

- Abegondo,
- Athens and surroundings,
- Karlstad,
- Union of Pedemontana Parmense (which counts for 5 municipalities)

In addition we have gathered data from the territory related to the associated partner, the Municipality of Imola.

1.1 Template for data collection

The template has been filled in by each territory/context and this activity has contributed to learn more on the context profiles and collect first data that will guide the further activities of the project.

The template has included the key elements, the explanations and the lesson learned/risks that are concerned with the TRANSIT project and the initiative addressing sustainable mobility.

Among the key elements, the following topics have been considered:

- aims and objectives;
- stakeholders;
- beneficiaries;
- the territorial context;
- sustainable means of transport and infrastructures available in your territory;
- ongoing projects or (recent) past initiatives on sustainable mobility;
- outputs;

- Outcomes;
- Impact;
- Business opportunities (if relevant).

In the table below the different topics are better defined to guide the partners to fill in them.


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Template Data Collection

(Please follow the scheme and respect the length, provide links and reference if it can help)

Involved partners: _____

Key elements	Explanation	Lesson learned/Risks
Aims and objectives (500 words)	What is the main aim of the TRANSIT project in your territory? What are the sub-aims to be achieved with TRANSIT?	
Stakeholders (1000 words)	Who are the key stakeholders? How do you plan to involve them? How do you plan to engage them? What are the roles and responsibilities you expected from the stakeholders?	What kind of problems do you think it could arise related to the stakeholders' involvement and engagement? And how do you think to solve them?
Beneficiaries (700 words)	Who are the key beneficiaries? How do you plan to involve them? How do you plan to engage them? Why have you chosen them?	What kind of problems do you think it could arise related to the beneficiaries involvement and engagement? And how do you think to solve them?
The territorial context (please add data you consider relevant to address the mobility issues) (1000 words)	Examples of data <ul style="list-style-type: none"> - # inhabitants - # enterprises - Demography - morphology of the territory (plain, hill, mountainous, coastal...) 	

Key elements	Explanation	Lesson learned/Risks
	<ul style="list-style-type: none"> - Climate - urban context - ...other (specify) 	
Sustainable means of transport and infrastructures available in your territory (1000 words)	<p>Describe the situation of a sustainable public transport system in your territory, if there are bus routes, a railroad with a railway station or something else (i.e., bike or kick scooter rent/lend, point).</p> <p>Example of data:</p> <ul style="list-style-type: none"> - public transport network (bus, train) - traffic situation - availability of bike lanes (km) - availability of bike sharing services (traditional, electric) or electric scooter - ...other (specify) 	
Ongoing projects or (recent) past initiatives on sustainable mobility (2000 words)	<p>What are you doing in your territory to promote sustainable mobility? Please for each initiative provide the following information</p> <ul style="list-style-type: none"> - Title - duration (start date, end date, still ongoing) - Involved actors - link to website or other references 	<p>For each initiative please consider</p> <ol style="list-style-type: none"> 1) what worked well? best practice; point of success; 2) what didn't work so well? failures; possible improvements
Outputs (400 words)	Which are the main outputs you expect to generate with TRANSIT?	
Outcomes (400 words)	Which are the main outcomes, you expect to activate with TRANSIT?	
Impacts (300 words)	Which are the main impacts, you expect to be produced at the end of the pilot/project?	
Business opportunities (200 words)	If relevant, what business opportunities can you foresee that may arise from the pilot/project?	
TOTAL 7,500 words (maximum)		

The picture below shows a synthesis of the contexts and the main findings we have collected.

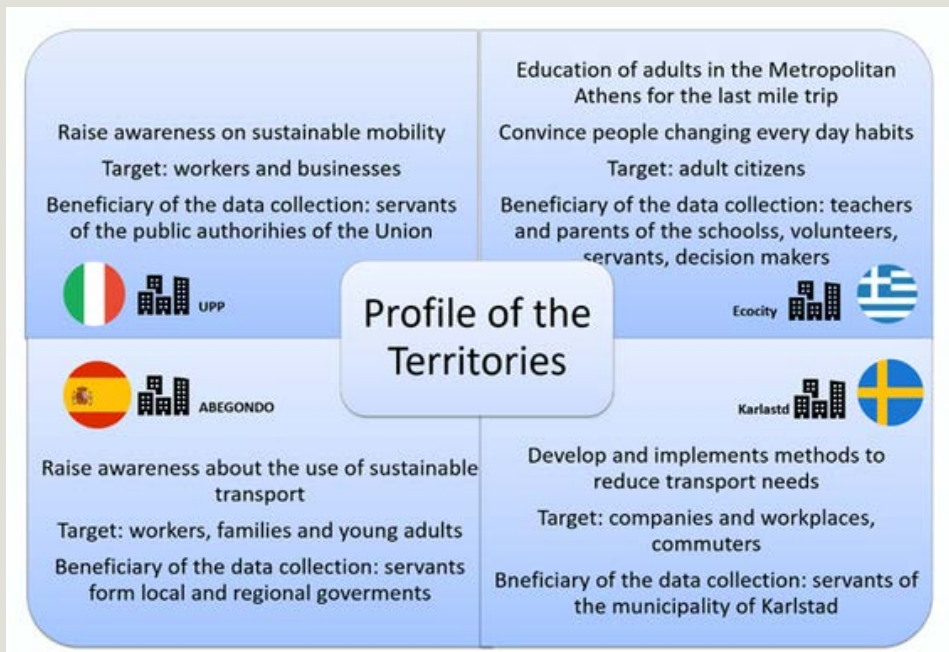


Fig. 1 – Profile of the contexts

During TPM2 the partners have discussed on how start the design of the survey template (A2) in order to develop a survey tool (A3) and launch the survey (A4). Also, we have used the word cloud tool to create the pictures related to the different countries and to the templates they have filled in with the involvement of stakeholders, colleagues and desk work.



Fig. 2 – Word clouds from the collection templates

The discussion on the common needs that we have derived from the profiles has pointed out the themes that are illustrating in the picture below.

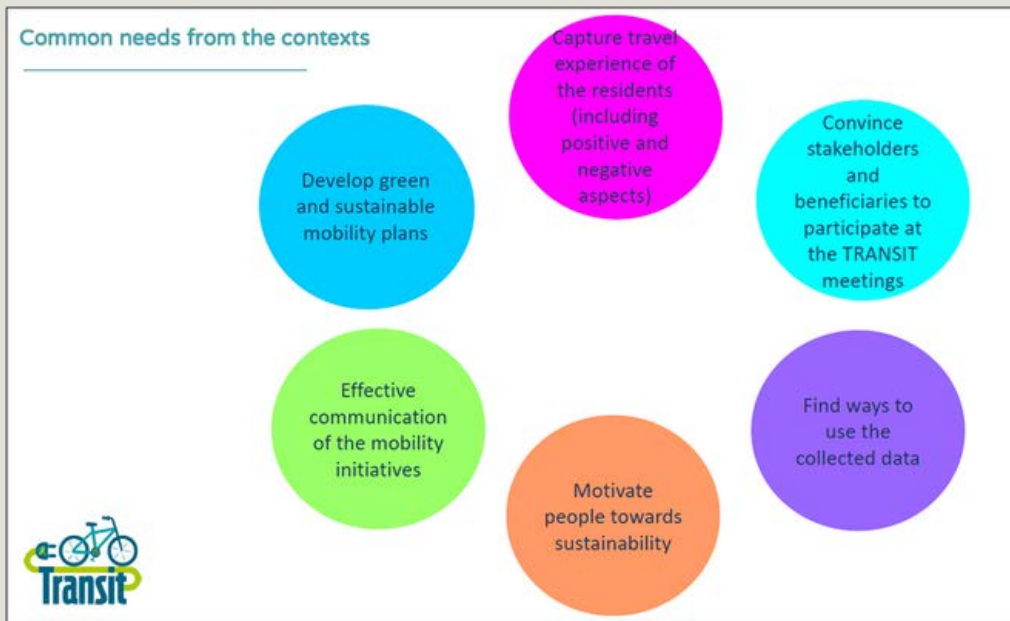


Fig. 3 – Common needs from the contexts



2. DEFINITION OF THE SURVEY TEMPLATE (A2)

Thanks to the better knowledge of the profile of the territories we have gathered, the partners started the discussion for the designing of the survey template to be submitted to the beneficiaries of the initiative on sustainable mobility (IO1/A2).

The partners met firstly during TPM1 and the discussion has been supported offline by a tool (ideaBoardz) through which each partner could express their vision and ideas by adding sticky notes on the different sections of the survey questionnaire to be administered to the different target groups.

The sections to be taken into account by the survey have been defined together during TPM1 after a proposal from Lepida supported by a desk analysis about surveys experiences on the same domain.

They consist of the following topics:

- welcome page;
- background information;
- description of everyday travel experience;
- positive and negative aspects of the travel experience;
- suggestion and improvements.



Fig. 4 – IdeaBoardz tool

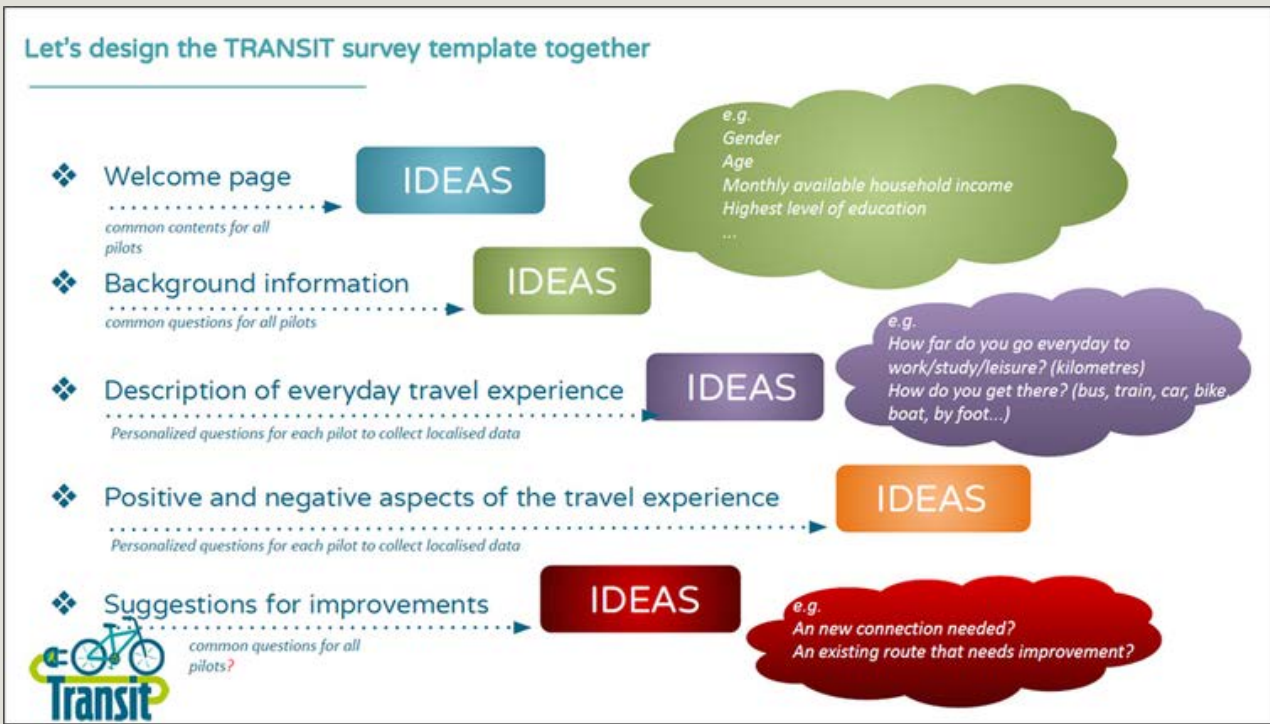
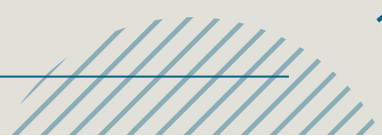


Fig. 5– The sections of the survey template





3. DEPLOYMENT OF THE SURVEY TOOL AND SURVEY LAUNCH (A3-A4)

3.1 Building the survey tool

As reported above, during TPM1 the partners have agreed on a general structure and possible sections and the suggestions that they have provided through the idea board tool have been included in the first first template of the survey for further discussion and finalization during the TPM2.

As software application, Lepida has suggested to use Limesurvey, an advanced online survey system to create quality online surveys, it provides useful functionalities that fits to our purpose. Lepida has provided all the needed support to use this application and develop a survey questionnaire for each partner.

For the welcome page an image with the logo of TRANSIT and a motto have been defined: **“Let’s ride a survey”** (fig. 6) followed by a short description that explains the objective of the survey.

TRANSIT is a 3-year Project that involves seven partners from four EU countries (Italy, Sweden, Spain, and Greece). Inspired by Sustainable Development Goals, in particular the goal 13 on climate action, the project partners feel the urgent need to raise awareness on sustainable mobility among citizens, by stimulating behavioural and mindset changes of citizens towards the use of sustainable means of transport, mainly bike, in their ordinary daily activities. To achieve this goal the partnership will work together to develop 3 main outputs: a background analysis on sustainable mobility at local level, 2 dedicated e-learning modules and a toolkit that may support civil servants and other stakeholders in their work to promote sustainable mobility. We would appreciate you taking the time to complete the following survey to help us explore your mobility habits, experience, and preferences at local level. It should take no more than 5-7 minutes of your time.

Your responses are voluntary and will be confidential and used only for the project purpose.

Your answers are valuable for us.

Information about the project available at: <https://www.kau.se/en/transit>



Fig. 6 – The “motto” of the survey



For what concerns the privacy issues of the respondents, we have ensured that the survey is anonymous. The record of the survey responses does not contain any identifying information about the respondent, unless a specific survey question explicitly asked for it. No token has been stored together with the responses. There is no way of matching identification tokens with survey responses.

Thus four main sessions (plus the welcome page) have been finally identified and for each session different questions have been suggested according to the experiences, needs and knowledge of the partners on the theme of sustainable mobility.

Lepida has circulated firstly a link to an English template as general information, architecture and contents that all partners have carefully revised and improved by providing their comments and notes.

In addition to common general questions each partner could add personalised questions that fit better to their context and their target groups.

For instance UPP has added a section named «travelling to your workplace» with a series of specific questions as they were interested to know more about the behaviour of the workers who have been the main target group and Karlstad decided to add at the end of the suggestions section of the survey, in which they informed they were arranging a lottery to give away two cinema tickets randomly to one of the respondents. Their aim was to motivate students at the university in Karlstad to answer the survey.

Once the survey template in English has been finalized, each partner has been asked to provide the translation in their national language. After the translation part has been finalized a link of Limesurvey has been provided for each translated survey with the aim to test the tool and tune possible errors and last modifications.

The final structure of the survey template is reported in the following.

WELCOME PAGE

A short description that explains the objective of the survey

BACKGROUND INFORMATION

(8 questions have been provided) addressing gender, age, education, occupation, living area, income, family composition

DESCRIPTION OF EVERYDAY TRAVEL EXPERIENCE

Information on the use of the bike, the frequency, questions on e-vehicle, considerations on typical journeys

POSITIVE AND NEGATIVE ASPECTS OF THE TRAVEL EXPERIENCE

Obstacles that a citizen may encounter; Any positive aspect to share;

SUGGESTIONS FOR IMPROVEMENTS

1 question on possible stimulators, 3 possible answers

1 open question with free text on any suggestion for improvement and comments

2 final questions linked to the IO1 monitoring and evaluation, we had agreed to include in the survey this evaluation in order to avoid administering many questionnaires.

3.2 Launch the surveys

Between December and January the consortium has planned the launch of the survey in the 4 countries. It has been decided that the survey should last between 1 and 2 months and the dates of the launching should be as similar as possible by identifying a series of dates.

Finally, the surveys have been active from February to April as shown in the table below.

Partner/Country	START	END	LINK	STATUS
Abegondo/Spain	14/03/2022	22/04/2022	http://survey.cup2000.it/index.php/369917?lang=es	CLOSED
Karlstad/Sweden	04/03/2022	20/04/2022	http://survey.cup2000.it/index.php/654374?lang=sv	CLOSED
UPP/Italy	01/02/2022	05/03/2022	http://survey.cup2000.it/index.php/494569?lang=it	CLOSED
Imola/Italy	04/02/2022	04/03/2022	http://survey.cup2000.it/index.php/211371?lang=it	CLOSED
Ecocity-Greece	12/02/2022	21/03/2022	http://survey.cup2000.it/index.php/851138?lang=el	CLOSED

The following table shows the main target groups and how they have been engaged to participate at the survey.

Survey context	Which were you target groups?	What kind of channels you have used to inform them about the survey?	Brief description of the engagement activity
ABEGONDO	Abegondo's population in general. Especially children with families and civil servants.	Municipality web site, FB, Twitter, Instagram, letter to the students	The Municipality web site and its social media have been used to inform the citizens of the chance to participate in this survey. A presentation letter has been delivered to about 530 the students through the school
KJURLSTAD	Student and a local bicycle council. We also have a survey for Karlstad from 2020 with roughly the same questions. The response rate was about 300 people. The target group was Karlstad residents with recruitment to a web panel	Mailing; Student web page	Quite low interest so far. We will supplement our answers from the previously conducted survey.
UPP	Workers	Virtual meetings, mailing	We explained Transit project to mayors who identified a group of big companies to involve and first step was to contact them with a virtual meeting in which we presented the project and the survey. Then we wrote an email to be sent to all the workers, signed by the President of the UPP Daniele Friggeri. Every company was free to add other information about its engagement in the project. The first email was sent to workers on 1th February, the starting day of the survey and we propose to send a "recall mail" a week before the closing date. The survey was closed on 5th March. Then we send another mail to thank the companies for their partnership, telling them how many workers has answered and explaining them the next steps. After the start of the survey, we issued a press release about the starting of the survey and the companies involved.
MUNICIPALITY OF IMOLA	Workers, commuters	F2F meetings	The Municipality of Imola engaged the interested groups by 2 ways: at first the environmental deputy contacted the Mobility Managers of the local business companies to present the project and the survey. She subsequently asked to the Mobility managers to disseminate the survey to all the workers working in their own business companies. To promote the Survey, the Municipality prepared FB posts and press releases, local newspaper articles.
ECOCITY	civil servants, members of citizens societies, cycling group members, school teachers	Mailing, follow up by phone	Brief description of the project and its scopes was mailed directly to stakeholders of the project along with the link to the questionnaire. A reminder - message and link was sent 10 days after. Follow up by phone to societies leaders in order to promote the utility of the survey. briefing of municipalities authorities of Attica region participating in the project, briefing and empower stakeholders as citizens and cycling societies leaders as well as school teachers from private and public schools.



4. ANALYSIS OF THE RESULTS (A5)

Chapter 4 provides an analysis of the results gathered through the administration of the TRANSIT survey in the 5 contexts of Abegondo, Karlstad, UPP, Municipality of Imola and Ecocity.

Lepida has provided each partner with the respective extraction of the survey data from Limesurvey. To support the partners with the analysis, the data have been grouped according to the different questions and graphics to easily visualise the respondents' percentage have been created in order to better compare answers, analyse them and derive useful information for promoting initiatives linked to sustainable mobility and to the next IO2 and IO3.

The tables below report an overall picture of the total numbers of the respondents at the 5 survey contexts in terms of number of participants, gender, age, education and occupation.

	# Participants	Female	Male	Other	Prefer not to say
Abegondo	33	13 (40%)	20 (60%)		
Karlstad	30	17 (57%)	13 (43%)		
Ecocity	554	279 (50,36%)	267 (48,19%)	4	4
Imola	1166	460 (39,45%)	692 (59,35%)	1	13
Upp	849	349 (41,11%)	493 (58,07%)	2	5
TOTAL	2632	1118	1485	7	22

AGE GROUPS	0-20	20-40	40-65	Over 65
Abegondo	2	4 (12%)	26 (80%)	1
Karlstad		21 (70%)	4	5
Ecocity	20 (3,6%)	90 (16,24%)	415 (75%)	29 (5,23%)
Imola	0	356 (30,53%)	807 (69,21%)	3
Upp	1	236 (27,8%)	611 (17,97%)	2
TOTAL	21	591	1833	34

EDUCATION	Primary Education	Lower secondary education	Upper secondary education	Tertiary education (univ&higher edu)
Abegondo	1	1	19 (training professional)	12
Karlstad		14 (46%)	2	14
Ecocity	1	13 (2,35%)	105 (18,95)	435 (78,52%)
Imola	1	61 (5,23%)	653 (56%)	451 (38,68%)
Upp	1	40 (4,71%)	440 (51,83%)	368 (43,35%)
TOTAL	3	114	1198	1254

Occupation	Student	Unemployed	Temporary	Odd jobs	Seasonal
Abegondo	2	2	3	3	1
Karlstad	18 (60%)	1			
Ecocity	33 (5,96%)	27 (4,87%)	13 (2,35%)	7 (1,26%)	2
Imola	/	/	98 (8,4%)	/	1
Upp	2	/	51 (6,01%)	/	/
TOTAL	35	27	162	7	3

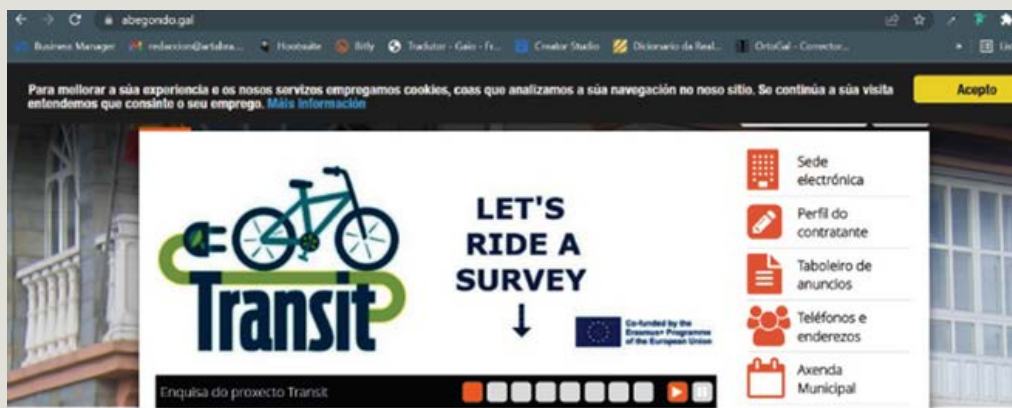
Occupation	Private employes	Public servants	Teacher	Consultant	Entrepreneur	Retired
Abegondo	12	9	1			
Karlstad	6 (20%)					5 (17%)
Ecocity	171 (30,87%)	122 (22,02)	70 (12,64%)	26 (4,69%)	55 (9,93%)	28 (5,05%)
Imola	932 (79,93%)	129 (11,06%)	/	3	2	1
Upp	662 (77,97%)	124 (14,61%)	2	2	5	1
TOTAL	1765	375	72	31	62	2

Chapter from 4.1 to 4.5 provide an analysis of the target groups that have participated to the survey in terms of gender, age, education and occupation, their travel routine (Type of transport used, use of e-vehicles, services available, how to reach the workplace...), their cycle environment (status of Infrastructures, safety); the main cycle obstacles reported. For what concerns Cycling motivators and stimulators it is provided an analysis of the main stimulators the respondents have chosen and the main discuss reasons. Finally we went through the suggestions we have gathered and highlighted the most significant ones.

4.1 Survey in Abegondo

4.1.1 Target groups

Abegondo is addressing the total population in general which consists of 5,494 inhabitants. In order to let them know the existence of the survey and consequently their participation on it, a banner with a link to it was provided in the front page of the municipality website from 14/03/2022 to 22/04/2022 (see picture below).



Additionally, a post with the link to the survey was published on Abegondo's Facebook, Twitter and Instagram at least 5 times during the time the survey was available. According to the followers of the Abegondo's social media, we can estimate that about 3,400 inhabitants has the chance to receive information about the TRANSIT survey through social media.

- 1 Families with children.** A presentation letter with a link to the survey was elaborated to reach the households through the students. In this way, 530 copies, equivalent to the number of Abegondo's families with children were distributed in the two schools existing in the municipality: primary (CEIP San Marcos) and secondary (IES Viós) (see annex 01).

Since no question regarding the existence of children had been included in the questionnaire, it was assumed that families with three or more members were families with children. In the table below it is showed the responses of this target group from the question “Family composition”.

Family composition	Families with children	Rest of population
COMPLETED SURVEY	29	4
UNCOMPLETED SURVEY	13	6
TOTAL	42 (82%)	10 (18%)

The 82% of the participants were members of families with children (42 out of 52). In addition, the participation in the survey of this target group was 8% of the total (42 out of 530).

2 Civil servants. It was shared a link to the survey at the WhatsApp workgroup of the Abegondo’s municipality, integrated by 45 workers. In the table below, it is showed the responses of this target group from the question “Job”.

Job	Civil servants	Rest of population
COMPLETED SURVEY	9	4
UNCOMPLETED SURVEY	4	15
TOTAL	13 (25%)	39 (75%)

The 25 % of surveys were filled by civil servants (13 out of 52). In addition, the participation of this target group was 29% of the total (13 out of 45).

4.1.2 Sample characteristics

In total, 52 surveys have been recorded, 19 of them were not completed. According to the number of inhabitants, it is concluded that more than 1% of Abegondo’s population has responded to the Transit survey.

Among the complete answers 60% are male and 40% female, most of them are in the age group 40-65. For what concerns education more than half of them have got a professional training, the remaining went to the university.

82% of the participants were families with at least 2 children and a third are permanent employees.

4.1.3 Travel routine

Almost the totality of the respondents uses the car for going to work, leisure and shopping. 22% never use a bike and 85% do not have got an electric vehicle and no service for

renting are available in the town. The average distance of the workplace is between 21 and 30 kilometres.

4.1.4 Cycling environment

About 65% of the respondents are not influenced by the weather conditions and continue to use the car anyway and remains the preferred choice for the majority of them.

In spite of they consider the landscape very attractive, they do not think that the bike paths are well accessible in the town while the pavement is not convenient for them.

Bicycle parking lots are not so available while traffic signs and lights are in general good for the cyclist.

Generally, the respondents think that Abegondo has some potential to be a good municipality for cycling, but the cycle paths are not adequate yet. Half of them would recommend Abegondo for cycling.

4.1.5 Cycling obstacles

More than the half of the respondents think that bicycle paths in their municipality are not free of obstacles. The 3 most answered options to the question “What keeps you from cycling more?” are related to unsafe traffic situation (traffic speed), trip distance and unwilling to use the bike. Finally, the low possibility to keep a bike on a mean of transport and the feeling of unsafety especially for children and youngest show clearly that currently in Abegondo there is a very slow use of the bike.

4.1.6 Cycling motivators and stimulators

Thinking to stimulators the respondents in Abegondo have ranked the first three as follows:

- Dense cycling infrastructure network;
- Exploring attractive/ safe cycle routes on the existing road network;
- Beautiful physical or built environment along the route

4.1.7 Suggestions

4.1.7.1 Cycling

- “The municipality of Abegondo is an ideal place to travel by bike from an environmental point of view. However, it is not a feasible option due to the lack of a safe and comprehensive road infrastructure for adults and children, as well as the lack of appropriate ways of combining this means of transport with others, public or private, to more distant places”.
- “Start doing safe paths for cycling. The problem here is that first there is no public bus services enough for people, it is not attractive to go to the bus station by bike because it is not useful. That’s why all the people go by car. It’s the only way”.
- “It simply came to our notice then. Abegondo is a great municipality to enjoy both bikes (MTB and road), but it is not very suitable to use it as a means of transport”.
- “With bike paths communicating villages everything would be easier”.
- “Settle cycling paths, without having to go on the road”.
- “Adapting the roads to be able to ride a bike without danger is to be able to enjoy”.
- “Clean edges, they are dirty and with stones and glass. There’s no place for me to ride a bike with my kids, it’s a shame ”.
- “Loan e-bikes from the town hall”
- “Subsidized e-bikes”

4.1.7.2 Public transport (bus)

- Public transport to places like A Coruña is no longer desirable, it is not possible to go by public transport due to travel times and times, to go to work. We are a few miles away and it looks like we are over 50. It’s a shame”.

- “In Abegondo the collective public transport to communicate with other localities and between points of the city council is residual and totally insufficient with which it becomes impossible not to depend on the private car”.



4.1.7.3 Good practice: “biciestradas” (pilot project)

OBJECTIVE: To promote the use of the bicycle in the inter and intra-municipal movements of the inhabitants, through the creation of “biciestradas”: 11 km of municipal tracks, conveniently signalled for the exclusive use of cyclists and pedestrians (motor vehicle access would only be permitted in the case of residents). See map in annex 02.

BICIESTRADAS: If the city council carried out the “biciestradas” project, would you be willing to use them for your displacement?

4.1.8 Conclusion

It is concluded that the level of participation obtained for the target groups considered is sufficiently representative to analyse the sensitivity of the population regarding the issues raised.

Anyway, the strategy described to publicize the survey has not given the results of participation customary as in previous initiatives, so it is inferred that the citizens of Abegondo do not show a particular interest in discussing their mobility habits, based on the use of the private car as the only conveyance. Consequently, the topography, climate, infrastructure and population, are not favourable for sustainable means of mobility (walk, traditional bikes or public bus). Possible reasons for this are listed below:

1. **Morphology of the territory:** Abegondo (83,9 km²) is in the Artabro’s Gulf, a large amphitheatre over the sea, rising to land from the interior through a set of choline, whose peak reaches up to 600 m which sits a series of valleys which ascend, in some cases abruptly with slopes greater than 20%.
The relief is the result of the erosive action of the watercourses that run through its territory from south to north, and that are from east to west: the rivers Mero, Gobia and Barcés.
2. **Climate:** the climate is typically oceanic, with abundant and persistent rains for much of the year, and temperatures in no case extreme, although it contains degradation of a continental nature in southernmost areas above 400 m altitude, the least populated. The rainfall averages 1,000 mm. Its seasonal distribution is typically Atlantic: December, November and March are the wettest months, and July, August and June the driest, with a summer rainfall deficit of between 100 and 400 mm.
Urban context: Abegondo is a transitional municipality between a coastal urban region and an interior rural region. It is divided into two areas:
 - Northwest with a marked influence on the metropolitan area of A Coruña, where the urbanizations are located due to the connections to the A6 highway, which increased accessibility and shortened the distance to the city in time.
 - Southeast with settlements with a marked rural accent associated with the physical environment, which present reduced mobility conditions associated with regional roads with less capacity.
3. **Infrastructure and population:** 1. the communications of Abegondo with the outside of the municipality settle down essentially by highway since the use of the railroad is very little.
Abegondo lacks business and commercial network, so most of the population travels daily out the municipality to go to work, as well as to go to trade and entertainment pursuit.

Regarding intra-municipal trips, most are to go to the education and health centres, pharmacy, bank and town hall. Displacements are also recorded to leisure areas near the two existing reservoirs.

The strong population dispersion (132 population centres with an average of 43 people/each) is the main reason for explaining the absence of intra-municipal bus, so the public mobility is reduced to metropolitan transport of A Coruña- Ferrol that run daily through the town hall (San Marcos, 171 people). However, previous surveys indicate a limited use due the low frequency of public buses: 70% inhabitants say almost never do. These shortages partially offset by an adequate and sufficient supply of taxis.

Another factor to consider is the importance of the second residence within the municipality, since about a quarter of the houses fall into this typology, and most of their owners live in the city and occupy them during the summer months, looking for good communication with the coast and nearby urban centres.

Nowadays, the municipality's extensive road network lacks cycle lanes. In addition, these roads and paths are sinuous and lack a hard shoulder in most cases. For its part, the network of sidewalks is limited and discontinuous, so mobility on foot between parishes is not functional either.

Regarding traffic signals, there are only to advise of the possible presence of pedestrian and cyclists on provincial and regional roads.

Lastly, frequently, motor vehicles travel at speeds higher than those allowed on municipal roads.

Therefore, cyclists and pedestrians must share the road with cars. In conclusion, it can be stated that cycling or walking in Abegondo is dangerous.

For the reasons set out, it is justified that most residents of Abegondo use the private car and, consequently, the increase of the private car fleet in recent years.

Thus, as the results of the survey confirm, there is currently no alternative to private car mobility.

In conclusion, changing habits towards sustainable mobility models (cyclists and pedestrians) requires improving their safety and facilitate access to e-vehicles.

In relation to the above, the creation of "biciestradas" has been received favourably by those surveyed and it was suggested the loan of e-bikes.

The implementation of "biciestradas" will be developed as "BIOSPHERE ECOTOURISM TRAILS" by the Reserve of the Biosphere Mariñas Coruñas e Terras do Mandeo, thanks to the Next Generation funds.

4.2 Survey in Karlstad, Sweden

4.2.1 Target groups

In addition to students and to the employee of the local bicycle council, data have been derived from a survey they have launched from 2020 with roughly the same questions of the TRANSIT survey. The response rate was about 300 people. The target group was Karlstad residents with recruitment to a web panel. We have also looked at the cyclist velometer where similar questions exist.

About the Cyclist Velometer:

The organization "Cyclist promotion's" Cyclist Velometer is a nationwide satisfaction survey among people who cycle. The main purpose of the survey is to find out how cyclists view issues related to cycling, and to evaluate cycling at the municipal level. The answers have been obtained from a self-recruited and anonymous online survey which has mainly been disseminated by Cykelfrämjandet interested municipalities.



4.2.2 Sample characteristics

Transit:

57% women and 43% men. The majority of the respondents are between 20–40 years, 4 % are between 40-65 years and 5% over 65 years. About half of the respondents have an academic degree, the rest have a high school diploma or folk high school. The majority of respondents are students (about 60% or working and retired (about 20%).

Cyclist Velometer:

59% women and 39% men. The majority of the respondents are between 26 and 45 years old.

4.2.3 Travel routine

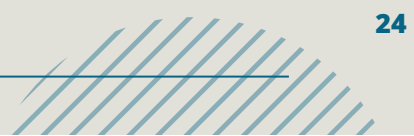
About half of the respondents in the transit survey state that they never cycle. About 40% cycle once a week or more.

To get a broader picture of how often Karlstad residents cycle, we have also looked at a similar question from the cyclist velometer.

Cycling habits	Every Day	Repeatedly /week	Some time/week	Some time/month	More less	Never
TO AND FROM WORK/ SCHOL/ UNIVERSITY DURING THE SUMMER	46%	25%	8%	5%	3%	13%
TO AND FROM LEISURE ACTIVITIES/BUSINESS / FRIENDS DURING THE SUMMER	25%	43%	17%	9%	4%	1%
FOR EXERCISE, TRAINING, RECREATION AND WELL-BEING DURING THE SUMMER	11%	37%	24	13%	10%	5%
TO AND FROM WORK/ SCHOL/ UNIVERSITY DURING THE WINTER MONTHS	27%	26%	10%	5%	14%	18%
TO AND FROM LEISURE ACTIVITIES/BUSINESS / FRIENDS DURING THE WINTER MONTHS	11%	25%	26%	12%	18%	8%
FOR EXERCISE, TRAINING, RECREATION AND WELL-BEING DURING THE WINTER MONTHS	4%	17%	18%	16%	27%	18%

N=297

Over 70% cycle regularly every week during the summer, slightly decreasing during the winter to about 50%. It goes through other travel habits surveys as well as at real-time measuring points in Karlstad where we can see that cycling decreases by about 50% in the winter. To and from leisure activities also reduces cycling.



The majority of the respondents in the transit survey do not use an electric vehicle. Of those who use electric vehicles, it is mainly electric bicycles. In Karlstad, there are rental services for electric scooters and electric cars.

4.2.4 Cycling environment

Karlstad is generally ranked as a good cycling city by the citizens of the municipality. In the Transit Survey, most are positive. The Cyclist Velometer has the same question and the majority are also positive. Over 80% agree or completely agree with that statement. Then for the question that it is safe for children and young people to cycle in my municipality, the answers differ a little compared to if you are positive in general. Here, only about 50% agree with the statements in the cyclist velometer. It is thus experienced as a little more unsafe for children. For access to cycle paths, most people agree with that statement. In the question of what prevents you from cycling more today, it is mainly weather and distance that are highlighted as reasons. The Cyclist Velometer also highlights an unsafe traffic environment and that you have too much to carry.

4.2.5 Cycling obstacles

The supply of cycle paths is generally perceived to be high. In previous surveys, so-called "missing links" have been highlighted as a problem, ie cycle paths that run out. That the cycle paths are wide enough is a question that the respondents share. About half agree. In the cyclist velometer, the answers look similar. It can also be related to the fact that cyclists often experience that they end up in conflict with both pedestrians and cyclists, which can be attributed to the fact that in high-traffic lanes there is competition for areas between different modes of transport.

In the Cyclist Velometer, almost 50% think that cyclists and motorists end up in conflict and over 60% between cyclists and pedestrians. When asked if the cycle paths are free of obstacles, about half think it is good. It can also be seen in the cyclist velometer. It is often about signage and accessibility through construction sites where contractors do not always take care of bicycles or pedestrian traffic in a good way.

4.2.6 Cycling motivators and stimulators

Analysis of the main stimulators the respondents have chosen and discuss possible reasons. What is especially highlighted are short distances to my destination, that cycling is a way to keep me healthy and that there is a coherent cycling infrastructure. Health and exercise is something that is also highlighted in other surveys, especially when it comes to work commuting. A fast and efficient cycling infrastructure is a prerequisite for getting more people to cycle, regardless of target group. It is then important that the infrastructure is connected all the way to the destination, it also increases the security to let children cycle and is a prerequisite for it to be experienced quickly. Short distances are usually highlighted when asking residents, but we can also see that among the Karlstad residents who have up to 5 km to work, about 50% of the trips are made by car. Getting more people to cycle is a long-term job that requires measures that make it easier, safer and more attractive to cycle, but at the same time it needs to become more complicated to drive a car and introduce parking fees.

4.2.7 Suggestions

Go through the suggestions you have gathered and highlight the most significant ones.

Bicycle crossings at level crossings. Separation between pedestrians and cyclists on main cycle paths, prioritize bikeability. Make new residential areas completely car-free.

New traffic infrastructure downgrades cycling in favor of cars, for example by removing bicycle crossings, leaving less space for bicycles and solutions such as roundabouts with more car lanes where the cyclist can stay at the far end and farthest.



4.3 Survey in UPP, Italy

4.3.1 Target groups

The target group of the survey were people who work at eight important private companies based in the five municipalities of Unione Pedemontana Parmense, at Unione Pedemontana Parmense itself, including its five municipalities and Pedemontana sociale (company that provides welfare services).

The eight private companies were: Agugiaro & Figna Molini, Casappa Spa, Fornovo Gas Spa, Compressori alternativi, Frigomeccanica Spa, Mutti, Parmalat (Gruppo Lactalis in Italia), Parma is and Procomac GEA Group.

The survey could be sent by email to a potential number of 2.639 people.

4.3.2 Sample characteristics

The survey was answered by 849 workers (33%), 58% male and 42% women. The 28 percent aged between 20 and 40, 72% aged between 40 and 65. Regarding the education level, 43,3% are graduated, 51,8% have a high school diploma and 4,7% a middle school diploma. The 78 percent are private employees, while 22 percent are public workers.

4.3.3 Travel routine

The 91,5 percent travels to work by car, 2,94 percent on foot, 2,59% by bicycle (e-bicycle and not) and the 2.12 percent travels by public means (bus or train).

The 47.35 per cent of cars are fueled by diesel, 22.38% by petrol, 10.13% by natural gas and 9.89% by liquid gas (GPL). Only 1.77% of the vehicles are electric.

Regarding public transport means available, Collecchio has a bus service and a railway station. In the other territories of the UPP there is only a bus service. However, all the bus lines start from Parma and there are no direct connections amongst the five municipalities. Bus stops are often too far from the industrial areas and bus schedules are not comfortable with working hours. In UPP there are no bike or scooter rent services.

The 47.50 per cent of people who answered the survey are willing to start travelling to work by bike, while the 63.8 percent have no intention of taking a bus or a train. This is mainly due to the lack of direct lines from home to the work place (15%), the fact that travelling by public means it would take too much time (13.9%), the lack of freedom (13.3%) and the incompatibility of the public means schedules with work schedules (11.5%).

4.3.4 Cycling environment

The answers show that cycle paths are not enough and not safe: the 55% demands for more, while the 35% says they are unsafe. As regards public means, workers report a lack of connections, uncomfortable schedules with working time and the distance between bus stops and companies where they work. There is also an issue of distance between home and the work place, especially for travelling by bicycle.

4.3.5 Cycling obstacles

The 35% of workers answered that they cannot travel by bike, because their houses are too far from their work place. But the 31% who would be willing to travel by bike asked for safer and more comfortable cycle paths.

Moreover, an 8,48% of workers would be willing to cycle if their private or public company would grant them an economic incentive based on the kilometers travelled.

4.3.6 Cycling motivators and stimulators

People would cycle to work if there were more cycle paths (32%), if they were more comfortable (22%) and if they were safer (55%) cycle paths were safer (55%). Another 18 percent would cycle if it was possible to have a shower in the company's locker room.

4.3.7 Suggestions

More economic incentives, more cycle paths comfortable and safer, public means more comfortable. As regards connection, to reduce time travel, stops and scheduled suited to working hours.

4.4 Survey in Imola, Italy

4.4.1 Target groups

The target group identified by the Municipality of Imola is represented by workers who are employed in the local business companies located in the municipal industrial district, The companies are the following: Teapak, Hera, Cooperativa Ceramica, Industria Romagnola Conduttori Elettrici (IRCE), Cefla, Sacmi. The survey has been submitted via email by the Mobility Managers of each private company involved.

4.4.2 Sample characteristics

The survey was answered by 1166 respondents. Among these are 59% men and 39% women, 13 people (1%) did not want to submit a gender and 1 person (0,09%) has chosen other. Most of the respondents are between the ages 40-65 or 20-40. The majority of the respondents have an upper secondary degree (56%) and 39% have a university or a degree from other higher education. 80% works within the private sector, 11% within the public sector and 8% states that they hold a fixed- term working contract.

4.4.3 Travel routine

The respondents are residents around the entire municipality; 19% states that they travel from Pedagna district, 9% from the central district and about 36% states that they travel from another municipality. 76% submit that they work within the industrial zone, 12% in another municipality and 6% in the centre of the municipality.

Furthermore, the answers to how frequently the respondent uses a bike was distributed quite evenly across the five options. 25% submitted that they are using the bike several times a week, 20% states that they use the bike once a week, 22% submitted that they use it once a month, 14% submitted that they use it once a year and 19% states that they never use it. The main reason submitted to why they never use the bike is because they don't own a bike. In addition to this, 75% submitted that they never use the bike for the journey to and from work. 83% submitted that they do not use any type of electrical vehicle and 82% also submitted that they have no access to electrical vehicles in the district where they live. Most of the respondents submitted that they have a distance between 6-10 or 11-20 km to work.

The most frequently used means of transport in a typical workday is cars, with a rate of 90% of the respondents submitting this answer. Out of the few people that travels with bus/train/boat to work, the most popular way to travel to the bus/train/boat- station is by bike. When it comes to transportation in the free time the most popular way of transportation is by car (64%) or bike (18%), additionally the car is the most popular way of transportation when going shopping, with 84% submitting this answer. For most of the respondents (44%) it takes around 11-20 minutes to reach work. Again, they state that the most common means of transport used when traveling to and from work is car (88%) and the most common fuel to use is diesel (45%). The respondents were asked if they make stops on their way to and back from work and 69% submits that they don't and 31% reports that they do. The most common reasons to why stops are being made are since they pick up kids from school or other reasons.

Regarding the usage of public transportation 64% of the respondents' states that they do not have a willingness to use it contra 36% that do have a willingness.



The main reasons behind not wanting to use public transportation has to do with the timetable; 18% states that they cannot rely on the public transport, 15% states that the timetable is not fitting to their working hours and 12% states that using public transportation requires too much time.

70% submits that they do not use electric bicycles or scooters by subscription contra 30% that submits that they do. The respondents submitted that the distance or other are the main reasons behind why they do not use electric bikes or scooters by subscription. Furthermore, the respondents' state as the main reason to what would motivate them to use electrical cycles and scooters through subscription are comfortable and safe cycle paths.

4.4.4 Cycling environment

Most of the respondents (48%) answer that they somewhat agree that the municipality is a bike friendly place and 45% somewhat agree with that they would recommend others to cycle in the municipality while 30% states that they would absolutely recommend others to cycle in the municipality. 47% also states that it is safe to cycle in the municipality as well as 44% states that it is safe for young people and children to cycle in the municipality.

Regarding the infrastructure of the cycling environment the respondents were asked to take a stand in various questions. 41% somewhat agrees that there is bicycle parking available, 22% totally agree that there is parking available and 19% are not sure. 32% answered that they are not sure if the traffic lights are well adjusted for cyclists and 28% answered that they are somewhat well adjusted for cyclists. 42% answered that they fairly agree that there is obstacle-free bike paths in the municipality available and 48% answered that they fairly agree that there is a good condition of the bike paths. Regarding the possibility to take the bike with them on public transport the majority states that there is a scarcely possibility to do so, in detail; 24% answered that there is no possibility, 27% answered that they do not agree that much with that there is a possibility to bring a bike with them and 36% submitted that they don't know.

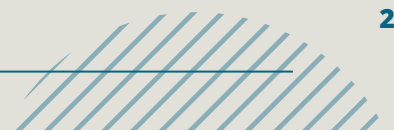
48% submits that they fairly agree to the statement that they enjoy biking in the municipality. Regarding the knowledge of the network of bike paths there was 43% that submitted that they do not have a good knowledge of the paths and 57% submitted that they do have a good knowledge.

Furthermore, the respondents were asked to answer some questions regarding their change in habits during and after the covid-19 pandemic. 78% reports that the covid-19 pandemic has not changed their habits on mobility. Out of the 22% that submitted that the pandemic has in fact changed their habits on mobility, the most common reason behind the change is due to the possibility to work from home. 73% out of the respondents also submitted that they would go back to their old habits on mobility after the pandemic.

57% states that they have a willingness to start cycling and 43% states the opposite. The main reason that the respondents have submitted to why they do not want to start cycling is that they live too far away. On the other hand, the two main reasons submitted to what motivated the respondents to start cycle is good cycling paths (31%) and other reasons (43%).

Regarding elements that would stimulate more cycling the responses are being distributed along various aspects: 44% submits that safer cycle paths would make them use the bike more, 36% says that cycling is a way to stay healthy and exercise which stimulates them to cycle more, 30% states that an increased availability of cycle paths after their needs would also do so, 29% states that economic advantages such as discounts on purchases would stimulate more cycling and 20% answered that safer and smoother car mobility intersections would stimulate more cycling.

The majority (45%) answered 3 on a scale from 1- 5 if they think the topics discussed in the survey can stimulate a change in their habits towards a sustainable mobility. 1 indicates not agreeing and 5 agreeing.



4.4.5 Cycling obstacles

When answering the question of what prevents cycling in the municipality the answers are mainly distributed across 6 reasons; the majority (42%) answered that the distance is too far, 39% answered that they don't want to cycle in poor weather conditions, 34% submitted traffic safety issues as a reason, 20% answered that because they need to bring working tools and other goods with them, 12% submitted that they don't cycle since they don't want to sweat and 12% submitted other as a reason.

Moreover, 68% submitted that their mobility behaviour is not changing depending on the weather. Among the respondents that submitted that their mobility behaviour is dependent on the weather 19% submit that they use the car 5 times a week during the months October to March.

4.4.6 Cycling motivators and stimulators

The main motivations to stimulate cycling that can be identified among the answers in the survey is the availability to access good and safe cycle paths, safer intersections and to have an increased availability to cycle paths that match the needs. The answers also show that economic advantages such as discounts and using biking to stay healthy and exercise would also motivate the respondents to cycle.

At the same time the answers in the survey show that the main reasons to why the respondents do not bike is because of the distance or since they do not own a bike. Something that could solve the challenge regarding the distance would be the possibility to bring the bike on the public transportations. One section of the survey examined the perceived availability of doing this and the answers showed that there is a scarce possibility to bring the bike along with them or that the respondents do not know if they can. Since the answers also showed that some respondents don't own a bike there could be an opportunity to provide discounts and other economic advantages to motivate these respondents to start biking and in that way try to meet the challenge. This measure was also highlighted as something that would stimulate more cycling by the respondents.

4.4.7 Suggestions

The 277 of the respondents provide feedback to the mobility system of the municipality of Imola. The main suggestions are the following:

1. Many of the respondents complained about the lack of safe cycling infrastructure connecting the main arteries of the city to the Industrial Districts. This element is the main deterrent for citizens not to use bicycles for home-work trips. In particular, citizens suggest improving the safety of the cycle paths since they are often interrupted by intersections with passing cars as well as the lightening that make difficult to citizens to cycle safe home. In addition, citizens complain about the lack of safe bike parking due to the frequent bicycle thefts occurring mainly at the train station.
2. The second element that leads users to prefer the car over the bicycle for commuting to work is the lack of local public transport. According to respondents, local public transport by bus and train is deficient, of poor quality and undersized. This does not allow citizens to cover large distances by public transport and use it in combination with cycling. In addition, respondents complain about the poor capillarity of public transport, the reduced timetables and punctuality of public transport as well as the difficulty of finding convenient and cost-effective solutions that allow the transport of bicycles on board.
3. Another aspect that respondents believe to be an essential stimulus to the use of bicycles for commuting to work is the introduction of incentives for employees in the form of:



- Discounts and economic incentives not only for bike per km use, but also for electric cars.
 - Incentives for the purchase of electric bicycles or scooters.
 - Low commuter fares on public transport and bicycle rental.
 - Annual rental of electric bikes/scooters with a municipality/company contract to divide the cost in three parts.
 - Car sharing service organized at company/municipality level through a mobile app.
4. Finally, the respondents believe that the communication around the available bike routs (Bike Plan) must be improved among workers and citizens. They also think that bicycle friendly initiatives (organized by the Municipality or the local Business Companies) should be better promoted and publicized. They also believe that the number of inter-municipal projects promoting sustainable mobility should rise by conveying the message that cycling is a way to contribute to one's well-being'.

4.5 Survey in Ecocity, Greece

4.5.1 Target groups

The aim of the survey conducted in the metropolitan area of Athens was to collect the view of people who have influence over other people, thus investigate possible informal paths of knowledge transfer about urban mobility issues. The target groups were parents, teachers and civil servants.

Answers from parents, teachers and civil servants were reached through local authorities. Metropolitan area of Athens is divided into municipalities who have the responsibility to construct local cycling facilities and operate schools. The intention was to collect the view of parents, teachers and civil servants working or living in municipalities of Athens which have invested in constructing a local cycling infrastructure. The municipality of Vrilissia, Agia Paraskevi and Zografou were chosen where the densest local cycling networks (per square kilometre of urban municipality area) exist. In Vrilissia the networks covers almost the entire municipality area, in Agia Paraskevi and Zografou the network covers some neighborhoods leaving important parts of the urban area uncovered. Unluckily, Zografou municipality did not forward the electronic questionnaire and very few answers were collected. To cover the gap municipality of Egaleo was chosen and contacted by Ecocity. Municipality of Egaleo has constructed a cycling network around an urban park located in the urban core of the municipality and has implemented a pilot extension of the infrastructure during the 2021 European Mobility Week. The existence of a local cycling network was valued as important for contacting a municipality because it enhances the reliability of collected answers: Respondents have a clear picture about what they are valuing. Besides inviting municipalities with implemented cycling facilities, spreading the e-questionnaire among cycling communities of Athens helped also to collect answers from people with experience about sustainable mobility issues who could provide reliable evaluations and helpful comments: So most answers were given by parents, teachers and civil servants residing or working in metropolitan areas of Athens with an implemented cycling infrastructure network or by regular cyclists.

4.5.2 Sample characteristics

The survey was answered by 554 people, 48% male and 50% women.

Younger and higher ages seem to be underrepresented in the sample, as 75 % are between 40-65 years old, only 5 % are older and 16 % are between 20 and 40 years old.

Also people with a university degree are overrepresented. 79 % hold a university bachelor or diploma.

The survey was answered by 554 people, 48% male and 50% women. Younger and higher ages seem to be underrepresented in the sample, as 75 % are between 40-65 years old, only 5 % are older and 16 % are between 20 and 40 years old. Also people with a university degree are overrepresented. 79 % hold a university bachelor or diploma.

4.5.3 Travel routine

In the sample cyclists are overrepresented as the questionnaire was shared through e-mail and social networks between cyclists. 14 % reported that the day before the survey they had used mainly a bicycle to reach their destinations, which is in line with the share of the respondents (13 %) who reported that they cycle almost daily (more than 3 times a week) to their work. 29 % answered that they cycle more than weekly.

More than normal are also the walking levels of the respondents. 16 % reported that they mainly walked the day before the survey. In metropolitan area levels of walking and cycling modal share is low. That means that the sample is not representative of the whole urban population, reflecting the fact that the questionnaire was answered more by people with sustainable mobility culture and knowledge.

Only 45 % reported that they had mainly driven a car and 19 % that they had either used a bus or train for their trips the day before the survey. 5 % had rode a motorcycle and only 1 % an electric scooter or bicycle proving that in Greece modal split of electromobility has not yet reached satisfactory level.

Although 19 % of the respondents answered positively when they were asked if they have an electric vehicle sharing system near their residence place (e-scooter or e-bike or e-car sharing system), 91 % of the respondents have never used an electric vehicle.

Moreover 12 % stated that they do not commute, 28 % that they commute less than 5 km and 20 % between 6-10 km to reach their workplace and return to their home, which means that many of the respondents could easily cycle to their workplace.

60 % stated that they do not change habits depending on the weather.

Finally 24 % of respondents have rarely or never driven a car, 53 % have never or rarely used public transport and 52 % have never or rarely cycled.

If we focus on leisure trips the modal split of public transport drops significantly and more car, bicycle or walking trips are recorded.

Another important outcome of the responses is that cycling share drops significantly if the focus is on shopping trips. More walking and car trips are stated for shopping purpose.

Finally an outcome of the responses is that commonly (around 70 – 80 %) people combine public transport use with walking, notwithstanding there is a proportion of public transport users who reach the station using their car (park and ride).

Only 4 % of public transport users cycle to reach the station or bus stop (bike and ride).

Due to the dense urban environment of Athens access to park and ride facilities is scarce. So public transport users are mainly those who can reach public transport stations on foot. Promoting cycling to access public transport stations could make transit facilities accessible to more residents of Athens.

4.5.4 Cycling environment

Although most respondents (68 %) lived in municipalities of metropolitan Athens with cycling infrastructures, the “bikeability” of their area was valued low.

Only 24 % of respondents rate their municipality as cycle friendly and most respondents rate the constructed cycling infrastructures as inefficient.

More specifically 56 % would prefer a smoother facility surface producing lower levels of vertical acceleration to riders, 64 % think that most facilities have obstacles that hinders their effective use and 69 % of respondents would prefer wider cycle paths.



Most people (83 %) do not characterize the cycling environment as safe and 86 % do not rate children cycling as safe proving that most municipalities most do much more to enhance safety feeling and should expand existing infrastructure and restrict car speeds and car use.

Very high (60 %) is also the proportion of respondents who value as difficult boarding their bicycle into a public transport vehicle, which shows that the cooperation between public transport facilities and cycle use could be also enhanced.

4.5.5 Cycling obstacles

As mentioned above the main obstacle for cycle use is the lack of subjective safety. Most people (77 %) stated that they are frustrated by the lack of safety feeling on the street network and that hinders them to cycle.

High is the proportion of people (35 %) who stated that one important obstacle for cycling is the lack of cycling parking facilities.

As mentioned earlier some cyclists avoid to use their bicycle to visit shopping areas and indeed many (29 %) reported that the weight of shopping bags is an important obstacle.

Finally many prove to be “fairweather” cyclists as 23 % of respondents stated that the weather is an important cycling obstacle.

4.5.6 Cycling motivators and stimulators

The analysis of the Athens survey responses prove that most important cycling motivators and stimulators are those who help overcome some of the cycling obstacles presented above. Most respondents (46 %) think that more people would cycle if the municipality enhanced cycling infrastructure density.

The same number of respondents (44 %) would think that cycle parking facilities construction would also motivate people to cycle.

Many respondents (38 %) think that people have just to explore attractive and safe cycle routes to be motivated to cycle.

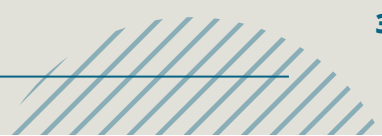
Finally a significant number of respondents (23 %) thinks that the improvement of cycling infrastructure quality could act as a cycling motivator.

4.5.7 Suggestions

116 of 554 respondents (21 %) did not just complete the questionnaire but shared their comments and thoughts about how to enhance cycle use.

Their suggestions point out that additionally to the pre-shaped answers of the questionnaire analyzed above, decision makers could also promote cycling if they:

1. use tax – incentives for cyclists,
2. connect the fragmented cycling infrastructure of different municipalities within the metropolitan area of Athens so that continuity between municipalities of the metropolitan area is achieved,
3. cycling infrastructure is constructed to connect transit stations with cities and neighborhood and enhance cycle use as a public transport feeding mode,
4. made bicycle boarding within public transport vehicles easier and constructed bike and ride facilities to make cooperation between cycle and public transport use easier
5. enhance cycle safety through cyclist awareness campaigns
6. educate children and adults about the importance of cycling promotion
7. made cycling safer through car parking restriction and traffic calming
8. protected existing cycling infrastructure from illegal parking
9. allowed cyclists to use bus lanes





5. MONITORING AND EVALUATION

The consortium partners have agreed to include in the survey two questions related to the monitoring and evaluation activities of IO1 with the aim to assess if the survey was addressing well the theme on sustainable mobility and ask the participants to provide their understanding about the clarity and completeness of the questions.

The respondents' level of satisfaction has been specified using a 5-point Likert scale, 1 being the lowest and 5 the highest.

For what concerns the question “To what extent do you find the topics covered in this survey meet the need for a change in mobility in the place you live in?”, 27% of the total respondents are satisfied and 9% are very satisfied.

To what extent do you find the topics covered in this survey meet the need for a change in mobility in the place you live in?

	1	2	3	4	5
Abegondo	3 (9%)	7(21%)	4(12%)	14 (43%)	5 (15%)
Karlstad		4 (13%)	9(30%)	12(40%)	5(17%)
Ecocity	15 (2,71%)	62 (11,19%)	161 (29,06%)	241 (43,5%)	75 (13,54%)
Imola	122 (10,46%)	286 (24,53%)	406 (34,82%)	271 (23,24%)	81 (6,95%)
Upp	117 (13,78%)	237 (27,92%)	288 (33,92%)	149 (17,55%)	58 (6,83%)
Total	257 (10%)	534(20%)	868 (34%)	687 (27%)	224 (9%)

For what concerns the question “Do you think the questions were clear and exhaustive?”, both percentages of the respondents that are satisfied and very satisfied increase to respectively 41% and 23%.

Do you think the questions were clear and exhaustive?

	1	2	3	4	5
Abegondo	0	6(18%)	6(18%)	15(46%)	6 (18%)
Karlstad		2(7%)	10(33%)	10(33%)	8(27%)
Ecocity	4	43 (7,76%)	135 (24,37%)	226 (40,79%)	146 (26,35%)
Imola	27 (2,32%)	111 (9,52%)	282 (24,19%)	485 (41,6%)	261 (22,38%)
Upp	22 (2,59%)	78 (9,19%)	233(27,44%)	338 (39,41%)	178 (20,97%)
Total	53 (2%)	240 (9%)	666 (25%)	1074 (41%)	599 (23%)



6. TEMPLATE FOR GOOD PRACTICES COLLECTION

In the phase 1 of the project TRANSIT the project partners worked on the identification of learning needs and in the definition of the Country Profile. After collecting data on sustainable mobility at local level and developed the survey, the project partners opted to present their past initiatives regarded as success stories that are easy to replicate in a different context from the one in which they were first developed and conceived.

So, to identify and collect the good practices implemented in the territories of the TRANSIT project partner organizations, a collection tool called the Good Practice Template (GPT) was prepared.

The objective of the GPT is to collect and systematize the previous experiences of the participating organizations with respect to the topic of promoting sustainable mobility.

The working group that set out to articulate the GPT was composed of representatives from SERN, Karlstad University and Lepida. In fact, the tool was prepared in draft by SERN and then presented to the working group for refinement. Subsequently, the draft GPT was sent to the other project partners, who presented their views on the identified tool and made constructive comments aimed at improving it.

The GPT used to synthetically describe practices related to the theme of promoting sustainable mobility, identifies a series of elements believed by the project partners to be essential for the eventual replication of the practice itself in a different context, with all the steps to take in order to put it into practice.

The Good Practice Template is in English and can be downloaded here. In the next future it would be available in the project web site.



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TRANSIT PROJECT
ERASMUS+ KA2
GOOD PRACTICE TEMPLATE

Description of the Good Practice Collection Activity in the TRANSIT Project

The need behind the production of IC1 is to understand how much has been done so far by the partner organizations around the issue and what has been the impact and effectiveness of the past efforts/initiatives on mobility habits of local citizens. In addition, this output will provide a clear-out definition of the resources available in terms of infrastructures and mobility solutions already realized or ideated by partners at local level.

Related activities on the project workplan:

IC1/A6: Elaboration of a Template to collect the good practices on promoting sustainable mobility for changing the habits of locals, already implemented by each partner organization.
IC1/A7: Identification and Collection of the Good Practices already implemented at local level.

Please, describe below two past initiatives on promotion of Sustainable Mobility that you have already implemented at local and regional level that you would like to share with the other TRANSIT Project Partners.

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In the first section of the document, an introductory part contextualizes the GPT, its usage within the project TRANSIT and the main scope of the Tool for the project partner organizations. This section is specifically tailored on the TRANSIT project activities.

1. Detailed description	
Leading Organization	
Contact person and email	
Focus of good practice evidence	Please, define the type of the practice in one sentence (for example, economic incentives, awareness raising activity, citizens engagement, improvement of sustainable mobility service)
Short summary of the practice	This text works as a preview for the good practice and it will be used for dissemination purposes (up to 200 words)
Detailed description on the practice	Please provide information on the practice itself. In particular: (up to 1000 words) <ul style="list-style-type: none"> - What is the problem addressed and the context which triggered the introduction of the practice? - How does the practice reach its objectives and how it is implemented?

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The second section was dedicated to the description of the Leading organization of the practice (also called the practice Owner), and the contact person, in case the user wants to know more about the implementation of the practice; the typology and a short summary of the practice summarizing the content for dissemination purposes follow.

The core section of the GPT is represented by the detailed description section where the partner organization representative explained the problem that triggers the ideation of the practice and that he/she wanted to address through its implementation. It also defines the objectives to achieve.

Furtherly, the GPT indicates the Target Groups who are directly affected by the practice implementation and the message to be conveyed to them. Moreover, in the GPT are clearly defined the Steps to take for implementing the practice, providing a specific time schedule for the user.

Target Groups	Please, indicate which the target groups of the practice implemented (up to 500 words).
Message conveyed to the target groups	Please, indicate the message conveyed to the target groups (up to 500 words)
Steps to implement the action (please, define also time required - sequence of the action)	Please, indicate which are the steps to implement the action (up to 1000 words)
Role and Responsibilities of the actors involved in the implementation and stakeholders	Please, indicate which are roles and responsibilities assigned to each actor involved in the good practice implementation (up to 700 words)

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In addition, the roles and responsibilities of the actors who collaborate in the implementation phase (who does what?) as well as the communication tools/strategy adopted to disseminate information around the good practice are also underlined.

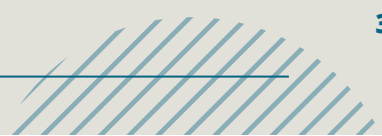
Communication methods and tools: media, printed... (explain which type of communication tool you adopted ...)	
Remarks (issues to pay attention to when implementing the activity)	
Resources needed to implement the practice	<i>Please specify the <u>amount</u> of funding/financial resources used and/or the human resources required to set up and to run the practice (300 words)</i>
Timescale (start/end date)	<i>e.g. June 2012 – May 2014/ongoing</i>
Materials to be used	
Evidence of success (results achieved)	<i>Why is this practice considered as good? Please provide factual evidence that demonstrates its success or failure (e.g. measurable results/indicators of success) Up to 600 words.</i>
Challenges encountered (optional)	<i>Please specify any challenges encountered/lessons learned during the implementation of the practice (up to 1000 words).</i>
Potential for learning or transfer	<i>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other partners to learn from. This can be done e.g. through information on key success factors for a transfer or on factors that can hamper a transfer. Information on transfer(s) that already took place can also be provided</i>
Further information	<i>Link to where further information on the good practice can be found</i>
Keywords related to your practice	
Upload image, links, or other communication materials	

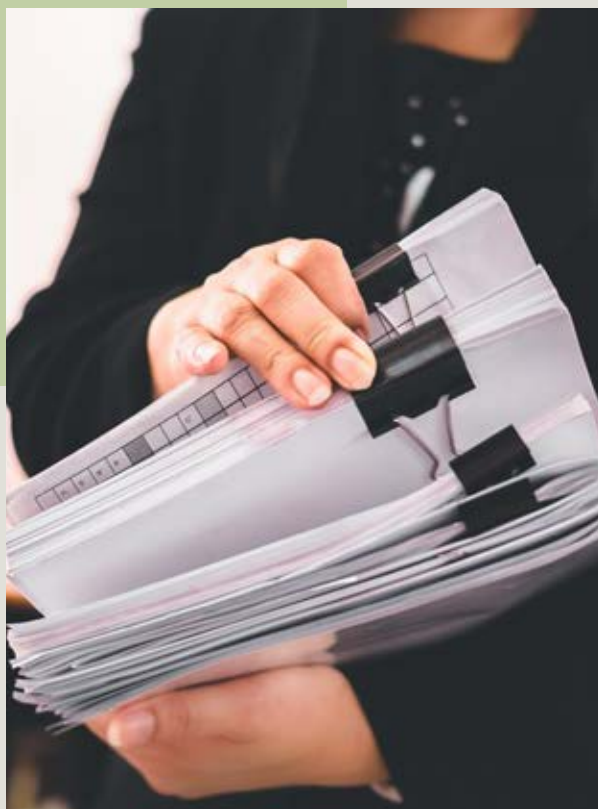
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The technical aspects related to the good practice implementation have been also included by the working group in the template like the timescale with the indication of start and end date of the practice, the human, material and economic resources required to put it into practice.

Finally, the most interesting sections are the ones related to the learning dimension that followed the practice implementation by the Owner: in this regard, it is crucial to underline the issues to pay attention when implementing the practice (Remarks) - the challenges encountered by the Owner and the eventual solutions ideated to solve them; the evidence of success i.e the proof that the practice can be consider good to be transferred into a different context and the aspects of the practices interesting for other partners to learn from.

Therefore, the last part of this document contains information that are clearly drowned by the direct experience of the Owner of the practice, following the learn by the experience approach that could be a priceless factor for transfer in a different European context.





7. IDENTIFICATION AND COLLECTION OF GOOD PRACTICES

When it comes to the identification of the Good Practices, the Lead partner (University of Karlstad) asked to each of them to share from 2 up to 3 initiatives that were already been locally implemented by the TRANSIT Project Partners on the topic of the promotion of sustainable mobility. The partners selected the abovementioned initiatives considering to main elements the evidence of success and the potential for transferability.

This need derives from the fact that few of the partners involved in the project, based on the political support received and the resources they can concretely access, have the intention to test at least one practice promoted by the other European colleagues of the project TRANSIT.

In this way, they will effectively understand if it could be easily transferable and adaptable in order to promptly deal with their local challenges on sustainable mobility, regardless their social, environmental and political background diversity.

In the following pages two Good Practices per each partner organization will be presented.

A.1.1 THE GOOD PRACTICES OF THE MUNICIPALITY OF ABEGONDO (SPAIN)

The Municipality of Abegondo presented two practices to promote sustainable mobility and they are:

- The **Sharing taxi for free practice**: the municipality offers service of free taxi on demand as intra-municipal mobility solution for old people without vehicle.

1. DETAILED DESCRIPTION	
LEADING ORGANIZATION	Municipality of Abegondo
CONTACT PERSON AND EMAIL	ISABEL MANTEIGA / isabel.manteiga@abegondo.gal
FOCUS OF GOOD PRACTICE EVIDENCE	Improvement of sustainable mobility services: SHARING TAXI FOR FREE
SHORT SUMMARY OF THE PRACTICE	The municipality offers service of free taxi on demand as intra-municipal mobility solution for old people without vehicle.



<p>DETAILED DESCRIPTION ON THE PRACTICE</p>	<p>Please provide information on the practice itself. In particular:</p> <p><i>-What is the problem addressed and the context which triggered the introduction of the practice?</i></p> <p>In Abegondo, the intra-municipal public bus service is uneconomical due the strong population dispersion: 132 small village with an average of 43 people/each. As alternative, the municipality offers free service of sharing taxi on demand to the old citizens without private car, to go to the health centre, pharmacy, bank, shops, and town hall.</p> <p><i>-How does the practice reach its objectives and how it is implemented?</i></p> <p>The citizen calls the town hall requesting a taxi, the social services worker transfers the request to the available taxi driver, according to the established shifts.</p> <p>The service is offered two days a week: Monday and Wednesday, to coincide with the analysis of the health centre.</p> <p>The pick-up time is at 8:15 in the morning at the stop closest to the home and the return at 11:30 at the health centre.</p>
<p>TARGET GROUPS</p>	<p><i>Please, indicate which the target groups of the practice implemented.</i></p> <p>Old citizens:</p> <ul style="list-style-type: none"> • 1,659 people, 30 per cent of the Abegondo's population, are over 65 years old. • 308 Abegondo's citizens over 65 years old live alone.
<p>MESSAGE CONVEYED TO THE TARGET GROUPS</p>	<p>If you are over 65 years old and do not have a vehicle, now you can use the shared taxi service for your doctor visits and make purchases in Abegondo</p>
<p>STEPS TO IMPLEMENT THE ACTION (PLEASE, DEFINE ALSO TIME REQUIRED – SEQUENCE OF THE ACTION)</p>	
<p>ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS</p>	
<p>COMMUNICATION METHODS AND TOOLS: MEDIA, PRINTED... (EXPLAIN WHICH TYPE OF COMMUNICATION TOOL YOU ADOPTED ...)</p>	<p>Municipal edict announcing the service</p>

REMARKS (ISSUES TO PAY ATTENTION TO WHEN IMPLEMENTING THE ACTIVITY)	
RESOURCES NEEDED TO IMPLEMENT THE PRACTICE	The municipality has 5 taxi licenses that take turns offering 2 cars a week.
TIMESCALE (START/END DATE)	Start date: April 2017, still ongoing.
MATERIALS TO BE USED	
EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	Currently, a total of 77 families have signed up for the service. The average monthly demand is 10 round trips.
CHALLENGES ENCOUNTERED (OPTIONAL)	
POTENTIAL FOR LEARNING OR TRANSFER	This small experience is a good example of how to help to solve the mobility needs of the elderly with a low budget, avoiding the cost of more expensive and polluting means of transport.
FURTHER INFORMATION	
KEYWORDS RELATED TO YOUR PRACTICE	Old people – Sharing Taxi
UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS	

- The second practice is **BIOSPHERE ECOTOURISM TRAILS** and it aims at improving the active mobility of the territory of the Biosphere Reserve, connecting urban municipalities with rural ones and the coastal territories with those of the interior, through the recovery of traditional paths.

2. DETAILED DESCRIPTION	
LEADING ORGANIZATION	Reserve of the Biosphere Mariñas Coruñas e Terras do Mandeo

CONTACT PERSON AND EMAIL	Diego LÓPEZ / diego.lopez@marinabetanzos.gal
FOCUS OF GOOD PRACTICE EVIDENCE	With the aim of promoting sustainable mobility based on the decarbonization of the Biosphere Reserve tourist destination that helps mitigate the effects of climate change, a Sustainable Mobility Plan will be launched to improve urban-rural and coastal-inland connectivity.
SHORT SUMMARY OF THE PRACTICE	The objective of BIOSPHERE ECOTOURISM TRAILS is to improve the active mobility of the territory of the Biosphere Reserve, connecting urban municipalities with rural ones and the coastal territories with those of the interior, through the recovery of traditional paths.
DETAILED DESCRIPTION ON THE PRACTICE	<p>Please provide information on the practice itself. In particular: (up to 1000 words)</p> <p><i>-What is the problem addressed and the context which triggered the introduction of the practice?</i> Currently, there is not a network of paths with preference for walkers and bicycles, which allows connecting the main attraction nodes of the municipalities.</p> <p><i>-How does the practice reach its objectives and how it is implemented?</i> The action consists of identifying the main mobility "nodes", designing paths, and signaling them, to encourage their use by both the local population and visitors, promoting an ecotourism model in the territory. A "pilot" project called Biosphere Ecotourism Paths will be carried out.</p> <p>Articulate an Ecotourism Destination adapted to the new climate scenario and based on nature. Develop new products based on local resources and culture, which contribute to economic reactivation, enabling a network of paths with safety guarantees for pedestrians and cyclists, agreed with the local population.</p>
TARGET GROUPS	<p>Local population and visitors of the Biosphere Reserve "Mariñas Coruñesas and Terras do Mandeo".</p> <ul style="list-style-type: none"> The Biosphere Reserve "Mariñas Coruñesas and Terras do Mandeo" covers a total of 190,708 inhabitants and 1,167 km² (1,139 km² of inland areas and 275 km² of coastal areas), which represents 14.33% of the surface of the province of A Coruña, distributed in 17 municipalities: Abegondo, Aranga, Arteixo, Bergondo, Betanzos, Cambre, Carral, Coirós, Culleredo, Curtis, Irixoa, Miño, Oleiros, Oza -Cesuras, Paderne, Sada and Sobrado.

MESSAGE CONVEYED TO THE TARGET GROUPS	<p>In order to increase the sustainability of transport around the reserve and reduce the use of private motor vehicles, the use of the Biosphere Ecotourism Trails will be promoted among the local population and visitors.</p>
STEPS TO IMPLEMENT THE ACTION (PLEASE, DEFINE ALSO TIME REQUIRED – SEQUENCE OF THE ACTION)	<ol style="list-style-type: none"> 1. Identify paths to improve tourist mobility and promote an Ecotourism model in municipalities of the Mariñas Coruñesas Biosphere Reserve. 2. Execute the pilot project "Ecotourism Paths of the Biosphere".
ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS	<p>ADR Mariñas-Betanzos, as managing entity of the Sustainability Plan and as actors involved: municipalities of the Biosphere Reserve, provincial council (Deputación da Coruña) and regional government (Xunta de Galicia).</p>
COMMUNICATION METHODS AND TOOLS: MEDIA, PRINTED... (EXPLAIN WHICH TYPE OF COMMUNICATION TOOL YOU ADOPTED ...)	<p>Communication methods and tools will be decided at a later stage.</p>
REMARKS (ISSUES TO PAY ATTENTION TO WHEN IMPLEMENTING THE ACTIVITY)	<ul style="list-style-type: none"> • Definition of itineraries (technical assistance). • Surveys, to define the points of interest of the population and their receptivity to the proposal. • Environmental public hearings for sharing with neighbors and competent bodies. • Road signage: vertical and horizontal. • Improvement of the pavement (only in justified cases) • Dissemination of the Biosphere Ecotourism Trails among the population.
RESOURCES NEEDED TO IMPLEMENT THE PRACTICE	<p>112.000 €. Ministry of Industry, Commerce and Tourism of the Government of Spain, through the Next Generation funds of the EU.</p>
TIMESCALE (START/END DATE)	<p>Start: October 2022 – End date: October 2024</p>
MATERIALS TO BE USED	



EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	<p>Indicators for evaluation:</p> <ol style="list-style-type: none"> 1. Identification of the main ecotourism routes to promote and which constitute authentic "nodes" to favor sustainable mobility. 2. Distance (in km) of adapted and signposted trails. 3. Diagnosis and identification documents of sustainable mobility needs.
CHALLENGES ENCOUNTERED (OPTIONAL)	Receptivity of the neighbours to the restriction of motor vehicles at Ecotourism Paths of the Biosphere
POTENTIAL FOR LEARNING OR TRANSFER	The marked population dispersion of the territory of the Biosphere Reserve has motivated the existence of an extensive road network, which allow to design safety itineraries to promote active mobility, without the need to create new infrastructures.
FURTHER INFORMATION	https://www.marinabetanzos.gal/
KEYWORDS RELATED TO YOUR PRACTICE	Ecotourism Paths of the Biosphere / Next Generation funds / paths with preference for walkers and bicycles
UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS	https://www.google.com/maps/d/u/0/viewer?mid=1qoZ3aR9RRt2JliivC12pP2VyKL3FU-_w&ll=43.217513699335676%2C-8.290681700000002&z=11

A.1.2 THE GOOD PRACTICES OF THE UNIONE PEDEMONTANA PARMENSE (ITALY)

The Unione Pedemontana Parmense presented one practice to promote sustainable mobility and it is the following:

- The Piedibus: Volunteers take children to and back from school on foot, following safe pedestrian paths.

3. DETAILED DESCRIPTION	
LEADING ORGANIZATION	Unione Pedemontana Parmense
CONTACT PERSON AND EMAIL	Giovanna Ravanetti – +39 0521 344 543 g.ravanetti@unionepedemontana.pr.it

CONTACT PERSON AND EMAIL	Giovanna Ravanetti – +39 0521 344 543 g.ravanetti@unionepedemontana.pr.it
FOCUS OF GOOD PRACTICE EVIDENCE	Awareness raising activity, environmental education, citizens engagement, improvement of sustainable mobility.
SHORT SUMMARY OF THE PRACTICE	Volunteers take children to and back from school on foot, following safe pedestrian paths; Thanks to technology, Piedibus can be also “Smart”. Children are provided with a Bluetooth device that record the distance and an app transformed it into a virtual journey.
DETAILED DESCRIPTION ON THE PRACTICE	<p><i>-What is the problem addressed and the context which triggered the introduction of the practice?</i></p> <p>Everyday a lot of cars travel to take children to school. They produce traffic jam and pollution. Moreover, streets around schools often become unsafe. Piedibus reduces number of cars and therefore emissions, lessen traffic increasing safety; Educate children to respect the environment; Foster socialization, helping to prevent bullying; Tackle childhood obesity thanks to exercise.</p> <p>Volunteers take children to and back from school on foot, following predetermined and safe pedestrian paths. Paths are divided in different “Piedibus lines”, identified by different colours (Yellow, red etc.) with stops in all the areas from where it is possible going to school by walking a reasonable distance.</p> <p>“Passengers” wear a bib with the colour of their line. Some children, taken by parents, leave from the first line stop, while others “get on” the Piedibus along the path. Every line is driven at least by two volunteers: one leads it, the other closes.</p>
TARGET GROUPS	Target groups are elementary school students (aged 6 to 10) and their families.
MESSAGE CONVEYED TO THE TARGET GROUPS	Piedibus is the best way to go to school. Walking is good for your health. You can make new friends and travel virtually around the world with the gathered kilometres.
STEPS TO IMPLEMENT THE ACTION (PLEASE, DEFINE ALSO TIME REQUIRED – SEQUENCE OF THE ACTION)	Every municipality promotes the service amongst families, with a communication plan and events to honour volunteers and children who travel by Piedibus. It provides bibs, insurance for volunteers, gadgets and awards for pupils (for example pencils, pens, exercise books and markers).



	<ul style="list-style-type: none"> Volunteers, mostly retired people or pupils' grandparents, have to follow a short training course to learn lines and how to "drive a Piedibus".
ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS	Municipalities set up lines, the communication plan for families and pupils, involve associations, and provide training course for volunteers. Volunteers and associations have to take care of children and take them safely to school. Families have to join the project, filling an enrolment form, and take their kids to the Piedibus stops.
COMMUNICATION METHODS AND TOOLS: MEDIA, PRINTED... (EXPLAIN WHICH TYPE OF COMMUNICATION TOOL YOU ADOPTED ...)	Piedibus is promoted by the municipalities with the help of testimonials (For example, famous sports champions). Municipalities realizes also leaflets, and distribute them amongst pupils and their families, events, gadgets, exercise book covers for children, to invite to get the Piedibus or reward who already travel by it.
REMARKS (ISSUES TO PAY ATTENTION TO WHEN IMPLEMENTING THE ACTIVITY)	The most important thing is to communicate the project very well to parents, in order to guarantee them about safety, and it's very important to select and train volunteer. It is also important to reward the "passengers".
RESOURCES NEEDED TO IMPLEMENT THE PRACTICE	Piedibus is completely free for families and volunteers have no wage. Every municipality invests from 1.500 € up to 3.500 € per year, depending on the number and kind of events, gadget, awards and communication plans (flyers, posters etc.).
TIMESCALE (START/END DATE)	September 2005 - Ongoing
MATERIALS TO BE USED	Flyer, posters to identify Piedibus stops, bibs and, for "Piedibus smart", smartphone to use app and bluetooth devices to record the distance walked.
EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	This practice is good because is cheap and helps to reduce number of cars travelling everyday home-school-home and therefore emissions; lessen traffic around schools, increasing safety; educate children to respect the environment; foster socialization, helping to prevent bullying; tackle childhood obesity thanks to exercise. Piedibus is also cheap. When Piedibus was available in all UPP municipalities, there were around 180 daily passengers. Nowadays are, more or less, 80.

CHALLENGES ENCOUNTERED (OPTIONAL)	Every year the main challenge is to find enough and reliable volunteers.
POTENTIAL FOR LEARNING OR TRANSFER	Piedibus is simple, cheap and can be realized wherever there are safety pedestrian paths to go to school.
FURTHER INFORMATION	
KEYWORDS RELATED TO YOUR PRACTICE	Sustainable, environmentally friendly, funny, socializing, healthy, simple, cheap
UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS	

A.1.3 THE GOOD PRACTICES OF THE MUNICIPALITY OF KARLSTAD

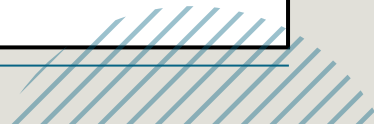
The Karlstad Municipality presented two practices to promote sustainable mobility and they are the following:

- The **Governance and strategies for increased cycling**: how Karlstad municipality works with control and strategies for increased cycling and the principles in physical planning that are important for increased cycling.

4. DETAILED DESCRIPTION	
LEADING ORGANIZATION	Karlstad Municipality
CONTACT PERSON AND EMAIL	Mikael Haster, Mikael.haster@karlstad.se
FOCUS OF GOOD PRACTICE EVIDENCE	Governance and strategies for increased cycling
SHORT SUMMARY OF THE PRACTICE	<p>This template describes how Karlstad municipality works with control and strategies for increased cycling and the principles in physical planning that are important for increased cycling.</p> <p>Karlstad municipality is ranked as one of Sweden's best cycling cities and also won the award for 3 years in a row between 2018 - 2020.</p>



	<p>This would not have been possible without long-term strategic and goal-oriented work to both reduce climate emissions but also increase the proportion of sustainable travel in Karlstad. Since the mid-1990s, Karlstad Municipality has worked with politically decided strategies such as the environmentally adapted traffic plan (1995), the environmental and climate strategy (2006) and the Traffic Plan and Bicycle Plan (2014) where sustainable travel and cycling have been in focus.</p> <p>Recurring travel habits survey between 2014 - 2020 shows that cycling in the Karlstad urban area has a market share of about 20% of the total proportion of trips. Car traffic accounts for 55–60% of total travel. Cycling in Karlstad has primarily increased to these levels from the mid-1990s to 2010 when major investments were made in cycling infrastructure. In the last 8 years, very small changes have taken place. Further measures are therefore needed for a sustainable and functional transport system.</p>
<p>DETAILED DESCRIPTION OF THE PRACTICE</p>	<p><i>-What is the problem addressed and the context which triggered the introduction of the practice?</i></p> <p>How does the practice reach its objectives and how it is implemented?The spine comes first (qualifications for a sustainable transport system):</p> <p>In order to minimize passenger traffic, it is a matter of creating safe structures that stimulate more people to walk and cycle, especially within the urban area. It's also about creating attractive public transport system with well-planned interchanges that stimulate work commuting with sustainable means of transport and favor the train or bus as a travel choice for longer journeys. Dense and mixed building structures with proximity to service and other functions from the home are an important part of reducing travel needs.</p> <p>Collect rather than spread</p> <p>Both in the city and in the countryside, a different way of planning and building is required to create attractive environments in our urban areas and districts. Collecting the buildings instead of spreading them helps to reduce the travel needs between home and work or housing and leisure activities. It provides more vibrant communities, while strengthening the basis for public transport and service nodes.</p> <p>Reduced need for travel</p> <p>Minimizing transport and travel needs is an important part of a climate-smart city. By locating traffic-intensive operations close to national and regional traffic routes, more efficient logistics structures are created, which also means fewer disturbances. In rural areas, it should primarily be densified in locations within walking and cycling distance from service and leisure activities so that it is possible to walk and cycle to functions that are important for everyday life.</p>



In the same way, densification around important public transport nodes makes it possible to commute by public transport.

Walking and cycling friendliness

The short journeys need to be made to a greater extent with sustainable means of transport. Which means more people have to choose to go and cycling within the city limits. The probability of cycling or walking is greater if the distance from the start to the finish point is not exceeds 1.5-2 km. The only urban structure that benefits from this on a large scale is that concentrated dense city. Another issue is the attractiveness of pedestrian and bicycle paths, both visually, functionally and how it is experienced in terms of safety. Densification around the traffic routes increases the perceived safety, but at the same time efforts are also required in today's pedestrian and bicycle passages. Today's tunnels and bridges are often narrow and heavily neglected, which means that they feel unsafe, especially in the evening. It can create a reluctance to walk and cycle in these sections. The fast bike lanes need to be updated so they are possible to cycle quickly in without conflicts with pedestrians and unclear.

Qualitative mobility nodes

Mobility needs to be diversified, it must be easy to choose the right means of transport for the right journey - and it must be easy to change means of transport. By creating mobility hubs that facilitate climate-smart changes, congestion in the central parts of Karlstad can be reduced to some extent. At the same time, a life without the need for a car can be made possible, if the accessibility for the individual increases through greater conditions for choosing flexible, environmentally friendly modes of transport. Qualitative mobility nodes that are easy to walk and cycle to, and which can also facilitate everyday life and commuting by public transport, will be important elements in the future cityscape. In order for the mobility nodes to be perceived as accessible and safe regardless of the time of day, it is good if they are co-located with other buildings such as businesses, services or housing.

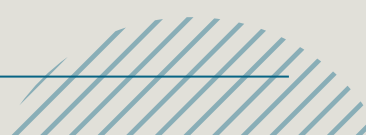
Parking

Parking as a means of control is an important tool that can affect both car use and car ownership. A good balance is needed where we as a municipality offer enough residential parking, although perhaps not right next to the home, but still no more than those who actually do not need a car can consider opting out of it.

To improve the possibility for residents in rural areas to commute collectively, there should be commuter car parks around the municipality. In the most central parts of urban areas, however, it can be difficult to justify commuter parking as land use in relation to densification with housing and businesses.



	<p>In the outskirts of urban areas, in direct connection to existing stops, is generally considered to be a more suitable location. Bicycle parking is necessary to meet cyclists' need for parking, but also to enable an orderly and functional urban environment. The parking norm requires property owners to arrange bicycle parking in connection with building permits, and in addition, the municipality arranges places in, among other things, urban centers and public transport stops. In addition to the right number of parking spaces, the location is crucial for the spaces to be used and useful. With more and more different types of bicycles (cargo bicycles, electric bicycles, bicycle carts, etc.), it will be important to arrange parking that can also handle these vehicles in a satisfactory manner.</p> <p>Traffic plan, bicycle plan, mobility plan</p> <p>In Karlstad, there is a politically adopted traffic plan and bicycle plan since 2014. In order to work more clearly with how we travel and how we can increase sustainable travel, a mobility plan will be developed in 2023.</p> <p>Provides conditions for what a long-term work for increased cycling looks like in a region or city. The plan can function as a strategy or action plan with measures that describe what must be done to achieve the long-term goals for sustainable development in the area of traffic. With the help of a traffic plan, bicycle plan or mobility plan, the municipality can achieve the following:</p> <ul style="list-style-type: none"> • The traffic plan describes what the traffic system should look like and proposes measures to achieve adopted goals. • In essence, these mean that the proportion who walk, cycle and travel by public transport must increase and that car traffic must not increase at the same rate as hitherto. • Identify future development of the cycle path network • What the financing of infrastructure measures should look like • Soft measures in mobility that will promote the transition to increased sustainable travel
<p>TARGET GROUPS</p>	<p>Politician</p> <p>The policy sets the framework and direction for a municipality and thus needs to be a decision-making body regarding goals and measures that are developed around how the transport system is to be developed and how they are described in plans and programs.</p> <p>Officials</p> <p>Officials work out the basis needed for the policy to be able to make decisions about goals and measures. Officials are then instructed to implement the measures decided on by the policy.</p>



	<p>National</p> <p>Affected in different ways by what is decided and as a user of the transport system.</p> <p>Business. Associations</p> <p>Also affected by the decisions made and users of the transport system.</p>
MESSAGE CONVEYED TO THE TARGET GROUPS	
STEPS TO IMPLEMENT THE ACTION (PLEASE, DEFINE ALSO TIME REQUIRED – SEQUENCE OF THE ACTION)	
ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS	
RESOURCES NEEDED TO IMPLEMENT THE PRACTICE	
TIMESCALE (START/END DATE)	
MATERIALS TO BE USED	
EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	
CHALLENGES ENCOUNTERED (OPTIONAL)	
POTENTIAL FOR LEARNING OR TRANSFER	
FURTHER INFORMATION	
KEYWORDS RELATED TO YOUR PRACTICE	
UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS	

- The **Soft measures to increase cycling**: Below is a brief description of the steps that are implemented for the implementation of mobility management projects (MM) or soft measures as it is also called. When carrying out MM projects, it is important to keep track of the target group and the conditions for the target group in the traffic environment. By following up and evaluating, learning is created throughout the process. Finally, a number of MM projects in Karlstad are described.

5. DETAILED DESCRIPTION	
LEADING ORGANIZATION	Karlstad Municipality
CONTACT PERSON AND EMAIL	Mikael Haster, Mikael.haster@karlstad.se
FOCUS OF GOOD PRACTICE EVIDENCE	Soft measures to increase cycling
SHORT SUMMARY OF THE PRACTICE	<p>Below is a brief description of the steps that are implemented for the implementation of mobility management projects (MM) or soft measures as it is also called. When carrying out MM projects, it is important to keep track of the target group and the conditions for the target group in the traffic environment.</p> <p>By following up and evaluating, learning is created throughout the process. Finally, a number of MM projects in Karlstad are described.</p>
DETAILED DESCRIPTION ON THE PRACTICE	<p>About M.M (soft measures) Mobility management (M.M) is a concept for promoting sustainable transport and influencing car use by changing travelers' attitudes and behaviors. Fundamental to mobility management are "soft" measures, such as information, communication, organization of services and coordination of activities. Soft measures often improve the effectiveness of "hard" measures, e.g. new tram lines, bicycle parking or cycle paths.</p> <p>Structure and target group analysis A structural analysis provides the conditions for different types of traffic such as bicycle infrastructure and public transport. But it can also be access to parking and parking fees, difference in travel time ratio between different types of traffic, etc. A target group analysis provides a current picture of a target group's travel habits or potential to travel sustainably. A target group analysis is usually limited to a workplace or district. A completed structure and target group analysis provides both conditions and a current situation for a mobility project.</p>

Combination of soft and hard measures gives a better (long-term) effect

In general, information and marketing measures alone have a relatively small effect on travel. The greatest benefit is obtained if a mobility management measure is implemented in packages with other measures. By combining several measures, both mobility management measures and physical measures, the overall effect can be strengthened compared to if the measures had been implemented separately. Marketing measures have a greater effect in such conditions where the behaviors you want to change are facilitated by good physical conditions for e.g. walking and cycling. There are coordination gains by combining measures, but the signals to users are also strengthened when it becomes clear that a clear investment is being made. Evaluation of so-called mobility plans (plans with a combination of measures) has resulted in reductions in car traffic by 10–30%, in some cases over 40%, depending on which measures are included and what conditions have been in place.

The greatest change is achieved if financial instruments, improvements in infrastructure and mobility management measures are implemented together.

Evaluate and follow up (SUMO)

Follow-up and evaluation are an important part of initiatives for increased sustainable travel in order to be able to see whether activities and measures have had an effect and where further efforts need to be made. Ongoing follow-up for specific activities can be done with the help of the tool SUMO (System for evaluation of mobility projects) developed by Trivector Traffic AB for the authority Traffic department.

Target group:

A direct target group in SUMO are those who will change their travel behavior. For example, the direct target groups in the Sustainable Business Travel sub-project were the participating companies and the employees at participating workplaces and include the commuting trips they make to and from the workplace as well as the trips carried out in the service. Indirect target group are other groups that are needed to provide conditions for the work, primarily a company management / management group that is used to reach employees, the project steering group and other decision-makers.

Purpose:

By measuring, documenting, following up and evaluating the project, knowledge about effects and the connections they have with changed behavior increases. In the long run, this provides significantly expanded opportunities to produce assured effect relationships, which can be used to calculate the expected effects of various measures.

To evaluate is to describe and explain why a change has taken place, and to draw conclusions about cause and effect. During a follow-up, data is collected in a systematic way, which describes what has happened and what effect occurred, which is the basis for the evaluation. In the short term, the benefit of evaluation is mainly to show and understand the effects of the individual project. In the longer term, there is a great benefit in gathering experience from a number of evaluations of individual projects in order to obtain a basis for effect relationships.

Examples of measures

Cycle to school campaign

The purpose of the cycle to school campaign is to encourage more children to choose walking and cycling to and from school, promote the health of children and young people and contribute to a better environment and traffic safety in students' immediate environments. The campaign is prioritized for school areas where traffic safety improvements have been made, but all students from preschool to year six in Karlstad have the opportunity to participate.

The challenge should be simple and fun to complete. Participation was motivated by prizes that are raffled off among the participants.

The project has no specific goal for the number of participants, however, the effect on the challenge is assessed on the basis of the number of car journeys that are judged to be reimbursed in the short term during the challenge but also in the longer term. How the project contributes to reduced emissions and a safer school environment is also important.

Evaluation according to SUMO shows that 100 cars per day have been replaced by walking and cycling to school during the campaign. This means less emissions, healthier children and safer miles. A certain part of the effect achieved is expected to be lasting when the campaign is implemented at the same time as physical improvement measures have been taken at a number of schools.

Karlstads Bike sharing system

The bikes borrowed via the app MOQO is a pilot project that extends to the turn of the year 2022/2023 that tests new combined ways of traveling. The target group for the project is commuters to Karlstad and Arvika municipalities and the purpose is to test whether the combination of traveling by public transport and bicycle in work commuting is attractive to citizens.

In 2019, a feasibility study was conducted in which the municipality and the region's role bike sharing systems were investigated and which potential target groups there are.

The inquiry proposed a stationary system aimed at larger target points for work commuting. There are a total of 10 bicycles at the train station in Karlstad and 5 bicycles in Arvika.

The region, which is responsible for public transport, has procured the bicycles and booking systems, the municipalities are responsible for the operation and maintenance of the bicycles, the bicycle parking and local marketing. The evaluations that have been made have shown that the system has made it easier for commuting public transport passengers by having the bicycles replace a change with public transport.

The Winter cyclists

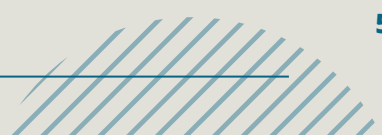
Winter cyclists are a project that aims to encourage more people to choose the bike, even during the winter months. In the structural and target group analysis for mobility measures that has been carried out, the traffic lane Viken connection and its target points for work commuting have been prioritized for this project. There are good conditions here for both bicycle and public transport in work commuting, despite this, about 50% of the short journeys are made by car and this is where the target group for the Winter cyclists is. 97 regular drivers with a start or finish point in connection with the traffic lane The Viken connection was recruited for this year's campaign with the aim of cycling to work at least three days a week between December-March. To facilitate winter cycling, each participant has been offered studded tires, tire fitting and bicycle service free of charge. When the participants' travel habits before participating in the project are compared with estimated travel habits next winter, the project in Viken connection is estimated to replace just over 17,000 car journeys in work commuting, primarily with bicycle journeys. This corresponds to a reduction of about 700 car journeys per week. A majority of the participants have discovered during the project that regardless of whether it is about finances, travel time, health or the environment, cycling wins over the car. Instead of getting used to the car, a change of attitude has taken place to a more flexible way of thinking when it comes to choosing a trip.

Vägbanarna (Road ways) (During start-up)

The purpose of Vägbanarna is to increase the proportion of journeys made in a climate-smart way. The project is looking for regular drivers who travel by car to and from work at least three days a week. The project is being carried out together with Region Värmland public transport and will run for one year.



	<p>Start-up is in the autumn of 2022 and the last day to apply to join is 22 May.</p> <p>Storytelling and communication via social media: Every month, the participants meet together with the project leaders to get inspiration, knowledge and to reflect on a theme. Each theme is also linked to a challenge or a task. Participants document progress and difficulties on their Instagram or Facebook account so that others can follow how it goes and be inspired to travel more climate-smart.</p> <p>We want you to live in Karlstad municipality or commute to Karlstad municipality and be able to participate in a project meeting one evening a month. You should be willing to share "your journey" in photos and text on your open Instagram account or Facebook on an ongoing basis, to inspire and be a role model for others.</p>
<p>TARGET GROUPS</p>	<p>Main target group: Officials and project managers who work with traffic or environmental issues</p> <p>Secondary target group: Decision-makers and politicians who need to add resources to MM measures and understand what effects it can have on the traffic environment for human health and the climate.</p> <p>Secondary target group: Citizens who participate in the projects.</p>
<p>MESSAGE CONVEYED TO THE TARGET GROUPS</p>	
<p>STEPS TO IMPLEMENT THE ACTION (PLEASE, DEFINE ALSO TIME REQUIRED – SEQUENCE OF THE ACTION)</p>	
<p>ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS</p>	
<p>COMMUNICATION METHODS AND TOOLS: MEDIA, PRINTED... (EXPLAIN WHICH TYPE OF COMMUNICATION TOOL YOU ADOPTED ...)</p>	



REMARKS (ISSUES TO PAY ATTENTION TO WHEN IMPLEMENTING THE ACTIVITY)	
RESOURCES NEEDED TO IMPLEMENT THE PRACTICE	
TIMESCALE (START/END DATE)	
MATERIALS TO BE USED	
EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	
CHALLENGES ENCOUNTERED (OPTIONAL)	
POTENTIAL FOR LEARNING OR TRANSFER	
FURTHER INFORMATION	
KEYWORDS RELATED TO YOUR PRACTICE	
UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS	

A.1.4 THE GOOD PRACTICES OF THE MUNICIPALITY OF IMOLA - SERN (ITALY)

SERN presented as good practices three initiatives that have been implemented by the municipality of Imola, who is an active member of the SERN Network as well as associate partner of the project TRANSIT.

- The '**Imola Verde**' (Green Imola Map), is a map indicates 46 green spaces of municipal property, united by more than 90 km of bicycle and pedestrian paths, always usable in every time of the year. It shows the richness and diversity of the green spaces of the municipality, from the large historic parks to the small gardens, the riverside park, the newborn forests, and then again, the sports areas, vegetable gardens, community centres and bicycle paths, highlighting how this entire ecosystem is within walking and cycling distance. The map also describes which activities citizens can do in green public spaces, like activities to stimulate active mobility.

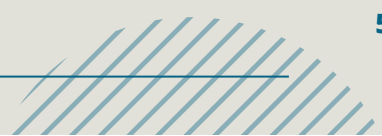


6. DETAILED DESCRIPTION	
LEADING ORGANIZATION	Imola Municipality
CONTACT PERSON AND EMAIL	Elisa Spada – Environmental Councillor elisa.spada@comune.imola.bo.it
FOCUS OF GOOD PRACTICE EVIDENCE	The practice is an awareness raising activity aimed at stimulating the use of Bike lanes of the Municipality of Imola.
SHORT SUMMARY OF THE PRACTICE	The 'Imola Verde' (Green Imola Map), is a map indicates 46 green spaces of municipal property, united by more than 90 km of bicycle and pedestrian paths, always usable in every time of the year. It shows the richness and diversity of the green spaces of the municipality, from the large historic parks to the small gardens, the riverside park, the newborn forests, and then again, the sports areas, vegetable gardens, community centres and bicycle paths, highlighting how this entire ecosystem is within walking and cycling distance. The map also describes which activities citizens can do in green public spaces, like activities to stimulate active mobility.
DETAILED DESCRIPTION ON THE PRACTICE	<p>The starting point of this good practice was the lack of knowledge by citizens about the sustainable mobility infrastructure, like cycle path infrastructure available within the Municipality of Imola. It couples also with the lack of awareness of the public green spaces, like public gardens, natural reserves and forests located in the municipal area, and everything they can do in those spaces, like activities to stimulate active mobility (jogging, animal watching in the natural reserve, visiting public gardens). This resulted in the misuse and underusage of the cycling paths by citizens, who prefer opting for less sustainable solutions, like the use of polluting private cars, with a severe negative impact on the air quality and environment of the Municipal area. In facts, only 10% of the Municipal Population is aware of and uses the 90km of bicycle and pedestrian paths. Moreover, the network of the bicycle and pedestrian paths of the Municipality of Imola is part of the bicipolitana that connects the metropolitan city of Bologna to the other surrounding municipalities by bike paths, enclosing Imola in a larger territorial context.</p> <p>The main objectives of the good practice are:</p> <ul style="list-style-type: none"> • to make people understand that all the green spaces can be reached by bike lanes;

	<ul style="list-style-type: none"> to highlight everything a citizen can do in green spaces, to stimulate the active mobility (running, seeing animals in the reserve, going to see public gardens). <p>The innovative element of the practice is that it combines the map of sustainable mobility (pedestrian/bike pathways) with the map of public green spaces in one place, not separately.</p>
TARGET GROUPS	<p>The target groups for this practice are all citizens, especially schools and cultural associations that organize activities involving cycling.</p>
MESSAGE CONVEYED TO THE TARGET GROUPS	<p>The message the map wants to communicate to citizens is the availability of reliable cycling and walking infrastructure connecting all the green spaces in the city.</p>
STEPS TO IMPLEMENT THE ACTION (PLEASE, DEFINE ALSO TIME REQUIRED – SEQUENCE OF THE ACTION)	<p>In order to implement the practice, the Municipality of Imola has taken the following steps:</p> <p>Step 1: Sustainable Development/Environmental Office collaborates with the Municipality's Mobility Office to obtain an up-to-date and accurate map of all cycling and walking infrastructure in the Municipality.</p> <p>Step 2: Sustainable Development/Environment Office works with the Public Green Office to obtain an accurate map of all green areas (parks, nature reserves, etc.) in the Municipality.</p> <p>Step 3: The maps are handed over to the illustrator who is commissioned by the municipality to take care of the map design.</p> <p>Step 4: Map approval and printing/uploading on the Municipal website so to make it accessible to all citizens and local associations.</p>
ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS	<p>This type of map was created by the Environmental Department of the Imola Municipality together with the CEAS - Intermunicipal Sustainability Education Centre. The actors involved in the design and definition of the Green Map are:</p> <ol style="list-style-type: none"> 1. Municipality of Imola: Mobility Office, Public Green Office, Sustainable Development and Participation Office, which defined the contents of the map 2. CEAS Environmental Sustainability Education Centre that collaborated in the creation of the map 3. External illustrator who designed the map and its layout. Instead, the local stakeholders who collaborated with the Municipality of Imola in the dissemination and distribution of the map are:



	<ul style="list-style-type: none"> • Local School Authorities which distributed the Green Map among school students, teachers and family. • Associations that promote active mobility and sports initiation which distributed the amp among their members. • Sports or cultural associations which elaborated sport circuits, by starting from the areas identified by the Green Map. • CAI: Italian Alpine Club
<p>COMMUNICATION METHODS AND TOOLS: MEDIA, PRINTED... (EXPLAIN WHICH TYPE OF COMMUNICATION TOOL YOU ADOPTED ...)</p>	<p>The dissemination of the map was carried out in:</p> <ul style="list-style-type: none"> • schools of all types and grades. • associations involved in promoting active mobility and sports initiation. • Map is printed and also on the municipality website downloadable in pdf the digital one is always the most up to date • The high-definition downloadable version can be downloaded by everyone <p>The Green Map Communication campaign envisaged the following activities:</p> <ul style="list-style-type: none"> • Presentation of the map at local events • Presentation of the map and its usability in local schools to students • No profit organizations Social Media Campaign: the Municipality asked to the local associations to make a post with the picture of the map on social media so it could circulate also online. This initiative was totally for free, but the local association gained more visibility. • The was mentioned in Sustainable Mobility and Cycling online magazines that work for promoting sustainable mobility at national level. • The Map was also included as a good practice in the National Association of Italian Municipality website
<p>REMARKS (ISSUES TO PAY ATTENTION TO WHEN IMPLEMENTING THE ACTIVITY)</p>	<p>The map illustrations must be easily readable and understandable by all, it must be cross-cutting, and the illustrations must not be too childish.</p> <p>The map must contain landmarks of the city (autodrome, river, rock, station etc.) and make it clear that as soon as we arrive in the city we can move around by bike (intramodality).</p> <p>Finally, the Map should give precise information based on the geography of the area it represents.</p>
<p>RESOURCES NEEDED TO IMPLEMENT THE PRACTICE</p>	<p>The prerequisite for the realization of such a map is to have a good cycling and walking infrastructure that reaches all green spaces in the city.</p>



	<p>The resources that must be put in place by a public authority to realize a map such as the green map of Imola are as follows:</p> <ul style="list-style-type: none"> • Working hours of the municipal offices involved • Costs related to the Assignment of the Illustrator • Costs related to the Printing of the Map
TIMESCALE (START/END DATE)	<p>It may take about 2 months to prepare the map. It is linked to the time of the local bureaucracy of a Municipality.</p>
MATERIALS TO BE USED	
EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	<p>This map resulted in many positive impacts on the territory like the following:</p> <ul style="list-style-type: none"> • Independent bookshop organizes an event called Bicircle, i.e. a reading club in the city parks (green space) it is a bike ride along Imola's cycle paths and parks, a meeting with authors, a chat about their books. A unique opportunity to meet an author and talk about his books, by also discovering Imola's cycle paths and parks. More information here: https://www.ilmosaicocooperativa.com/eventi/bicircolo • Meeting with ASL to organize disease prevention-related activities: use of the map to highlight all disease prevention activities: the Agency also asked for the further implementation of by including outdoor gyms located in the public parks so to stimulate active mobility of the citizens. • Experimental Bicibus project with the Istituto comprensivo of Imola: the project involves promoting the use of bicycles for children's school/home routes. In addition, the project's activities are varied and include both the definition of specific home/school routes that children can use to go to school, obviously accompanied and in groups, and activities for teaching the use of bicycles to go to school. • Public shops frequented by families, tourists and young people have asked to enhance the map and to have it to spread among their customers • Sport and trekking associations that have developed specific training circuits based on the map. • Since the Map was also included as a good practice in the National Association of Italian Municipality website, many Italian Municipality asked for Imola's counselling for transfer it to their local contexts. • Bike Italia - cycling network promoting good practices of sustainable mobility has published the map on its website

<p>CHALLENGES ENCOUNTERED (OPTIONAL)</p>	<ul style="list-style-type: none"> • There are no criticalities because the tool is simple and within everyone's reach. • The map needs to be updated based on the development of infrastructure and bicycle and pedestrian routes in the area.
<p>POTENTIAL FOR LEARNING OR TRANSFER</p>	<p>The project is very simple because it is based on the development of the map and each municipality can modulate it according to its needs the context, the territory.</p>
<p>FURTHER INFORMATION</p>	<p>It may take about 2 months to prepare the map. It is linked to the time of the local bureaucracy of a Municipality.</p>
<p>KEYWORDS RELATED TO YOUR PRACTICE</p>	<p>#Mobilità #attività #verdepubblico #outdoor</p>
<p>UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS</p>	<p>https://www.bikeitalia.it/2022/02/22/imola-verde-il-connubio-vincente-tra-mobilita-attiva-e-uso-degli-spazi-ricreativi/ https://www.comune.imola.bo.it/aree-tematiche/territorio/notizie-comunicati/imola-verde-mappa-della-ricchezza-e-la-diversita-degli-spazi-verdi-della-citta https://www.comune.imola.bo.it/scuola-formazione/notizie/al-via-imola-ciclabile-bicibus</p>



- The awareness raising campaign **Andrà tutto in bici** adopted by the Municipality of Imola uses street billboards to stimulate citizens to adopt the bike as sustainable means of transport for their everyday activities.

7. DETAILED DESCRIPTION	
LEADING ORGANIZATION	Consulta della Bicicletta di Bologna (Bologna Bicycle Council) - place for participation activities to promote bicycle use in the city.
CONTACT PERSON AND EMAIL	Environmental Councillor – Imola Municipality Elisa Spada email: elisa.spada@comune.imola.bo.it
FOCUS OF GOOD PRACTICE EVIDENCE	The good practice focuses on promoting sustainable mobility through eye-catching messages on billboards included in the campaign <i>Andrà tutto in bici</i>
SHORT SUMMARY OF THE PRACTICE	Through the awareness raising campaign <i>Andrà tutto in bici</i> developed by the Bologna Bicycle Council, the Municipality of Imola used street billboards to stimulate citizens to adopt the bike as sustainable means of transport for their everyday activities.
DETAILED DESCRIPTION ON THE PRACTICE	The practice consists of preparing posters to be disseminated in every corner of the city, especially in the vicinity of cycle-pedestrian routes to attractively stimulate citizens to use bicycles.
TARGET GROUPS	The posters are primarily aimed at young people and adults who can best interpret the evocative images on the posters.
MESSAGE CONVEYED TO THE TARGET GROUPS	The messages conveyed by the campaign may differ in terms of topic, but in general every message is connected to the advantages for the people and environment of using bike for covering everyday urban distances.
STEPS TO IMPLEMENT THE ACTION (PLEASE, DEFINE ALSO TIME REQUIRED – SEQUENCE OF THE ACTION)	The first step is to contact the Consulta della Bicicletta via their website and download the pictures you would like to use in your raising awareness campaign among the ones available. Then you must donate to the Consulta della bicicletta a small amount of money that will be used by the organization to further fund new initiatives in favour of the sustainable way of living and move.

	<p>The third step would be sending to the printing house the pictures and have them printed in a couple of week.</p> <p>The last step will be to disseminate all the posters all around the city, on the spaces available for the Municipal awareness raising campaigns.</p>
ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS	<p>The municipality receives the posters from the Consulta della Bicicletta who organized the advertising campaign, has them printed at a local print shop and puts them up all over the city.</p>
COMMUNICATION METHODS AND TOOLS: MEDIA, PRINTED... (EXPLAIN WHICH TYPE OF COMMUNICATION TOOL YOU ADOPTED ...)	<p>Communication activities consist of poster printing, accompanied by press releases and promotion on social media.</p>
REMARKS (ISSUES TO PAY ATTENTION TO WHEN IMPLEMENTING THE ACTIVITY)	<p>Choose the message to be conveyed well and it should be linked to the activities being implemented at municipal level. For example, the Municipality of Imola has linked the theme of mobility activities to the theme of the personal health of citizens.</p>
RESOURCES NEEDED TO IMPLEMENT THE PRACTICE	<p>Cost of poster space (may be free of charge for public bodies)</p> <p>Cost of printing posters (approx. 1000€)</p> <p>Cost linked to a voluntary donation to support the awareness-raising activities of Consulta della Bicicletta: the money is reinvested in activities to promote cycling.</p>
TIMESCALE (START/END DATE)	<p>The lead time is very short (one week to one month). It depends on the time required by the Municipality to prepare the billboard, have this campaign approved by the city council and disseminate it at local level.</p>
MATERIALS TO BE USED	
EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	
CHALLENGES ENCOUNTERED (OPTIONAL)	

POTENTIAL FOR LEARNING OR TRANSFER	<p>Given the immediacy, effectiveness and simplicity of the messages proposed, based essentially on the highly evocative images of the posters, this campaign could also be adopted in another country. The possibility of translating the messages into the local language should be checked with the Consulta della Bicicletta.</p>
FURTHER INFORMATION	<p><u>Diffondi - andrattutinbici</u> (andrattutinbici.it).</p>
KEYWORDS RELATED TO YOUR PRACTICE	<p>#raisingawarenesscampaign #smartmobility #stayhealthybybike #andrattutinbici</p>
UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS	<p>Choose the message to be conveyed well and it should be linked to the activities being implemented at municipal level. For example, the Municipality of Imola has linked the theme of mobility activities to the theme of the personal health of citizens.</p>



- Through the Good practice **Bike To Work** the Municipality of Imola gives companies that have delivered the home-work travel plans the possibility to access an app that workers must download by indicating their home address, work address and the company for which they work. The app tracks the work-home journeys of workers, calculating the actual kilometers and the CO2 not produced and every 3 months makes a transfer to the worker's bank account.

8. DETAILED DESCRIPTION	
LEADING ORGANIZATION	Municipality of Imola
CONTACT PERSON AND EMAIL	Environmental Councillor – Imola Municipality Elisa Spada email: elisa.spada@comune.imola.bo.it
FOCUS OF GOOD PRACTICE EVIDENCE	Give an economic incentive to workers who choose to cycle to work. The incentive is calculated on the basis of the actual kilometres travelled in the home-work journeys and is tracked through a georeferenced app. This good practice is promoted and financed by the Emilia Romagna Region through the Municipalities that, with funding, must define how to achieve it.
SHORT SUMMARY OF THE PRACTICE	The Municipality of Imola gives companies that have delivered the home-work travel plans the possibility to access an app that workers must download by indicating their home address, work address and the company for which they work. The app tracks the work-home journeys of workers, calculating the actual kilometers and the CO2 not produced and every 3 months makes a transfer to the worker's bank account.
DETAILED DESCRIPTION ON THE PRACTICE	The practice of the mileage incentive aims to break the habits related to home-work travel through a lever that is that of the economic incentive. Workers download an app with which the actual home-work route is traced and the kilometers that are made by bicycle are verified. Every three months the app recognizes the economic value of the worker in relation to the kilometers made. Each worker can be recognized up to a maximum of 50 euros per month. This good practice, which is promoted by the Emilia Romagna Region as part of the Bike to Work strategy and implemented through the Municipality, is one of the suggestions that the workers gave in the questionnaire.
TARGET GROUPS	The good practice is open to workers of companies in the Municipal area who have delivered the home-work travel plan to the Municipality.

MESSAGE CONVEYED TO THE TARGET GROUPS	<p>The message conveyed is: The Municipality of Imola promotes cycling by bicycle. With the Imola Bike to Work project up to 50 euros per month for those who go to work by bike. It is an invitation to adopt a healthy lifestyle, which is good for the whole community. This is an opportunity to get to know the network of cycle paths of our city</p>
STEPS TO IMPLEMENT THE ACTION (PLEASE, DEFINE ALSO TIME REQUIRED – SEQUENCE OF THE ACTION)	<p>The steps to implement the practice are the following:</p> <ol style="list-style-type: none"> 1. Carry out the coordinated communication project (1 month) 2. Create the site and video tutorials (2 months) 3. Choose and buy the app (2 months) 4. Create the mobility manager table (1month + periodic meetings every 3 months) 5. Launch of good practice (press conference, social media, communication campaign) 2 weeks 6. Monitor good practice (every month)
ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS	<p>The Emilia Romagna Region: has defined the bike to work strategy and given the resources to finance good practice. The Municipality of Imola: coordinates good practice in collaboration with the mobility and communication sector. The Municipality has created the table of Mobility managers of local companies that together with the mobility manager of the Municipality shares sustainable furniture strategies, and through company mobility managers promotes worker participation</p>
COMMUNICATION METHODS AND TOOLS: MEDIA, PRINTED... (EXPLAIN WHICH TYPE OF COMMUNICATION TOOL YOU ADOPTED ...)	<p>Creation of a coordinated communication project with logo that makes the Imola bike to work project clearly identifiable. Creation of a website www.imolabiketowork.it which contains all the information related to the project, with:</p> <ol style="list-style-type: none"> 1. presentation of the project and reasons why it is preferable to choose the bike for daily commuting 2. Map of the bikeplan of the city with itineraries that facilitate connections between the different parts of the city to make known the network of cycle paths 3. Videos of the itineraries 4. Videos that raise awareness of the use of the bicycle 5. Info on the work in progress to improve the cycle path network 6. About apps <p>App</p>
REMARKS (ISSUES TO PAY ATTENTION TO WHEN IMPLEMENTING THE ACTIVITY)	<p>It is essential to work a lot on communication in synergy with company mobility managers</p>

RESOURCES NEEDED TO IMPLEMENT THE PRACTICE	Give continuity to the financing of the practice through the Emilia Romagna Region Extend the mobility managers' table to as many companies as possible.
TIMESCALE (START/END DATE)	October 2022/December 2023
MATERIALS TO BE USED	Web, newspapers
EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	Number of workers using the app Number of kilometres travelled.
CHALLENGES ENCOUNTERED (OPTIONAL)	Take care of communication very well. Organize periodic meetings with the mobility managers' table to monitor progress and understand potential and critical issues. Provide mobility managers with tools to facilitate communication within the company. Giving workers tools to learn about the cycle path network.
POTENTIAL FOR LEARNING OR TRANSFER	It is interesting for partners who already have a widespread cycling network and need to find a mechanism that triggers change. The interest from workers is very high and also from companies. The app is very simple and allows you to accurately track movements, quantify the kilometers made and make payments directly. These features are important factors for companies to join.
FURTHER INFORMATION	Now we continue to work on communication, and we would also like to create bike rides / collective events that stimulate people to participate
KEYWORDS RELATED TO YOUR PRACTICE	Bike, work, mileage incentive, app, mobility manager, communication
UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS	https://imolabiketowork.it/



**Pedala per Imola.
Lascia la macchina a casa.**

Imola Bike To Work è una delle azioni più importanti per rendersi protagonisti del cambiamento. Un po' di organizzazione, qualche informazione, qualche incentivo ed un pizzico di entusiasmo per partecipare a questo passaggio: l'inizio di un cambiamento sempre più vicino, per tutti.

Scegli di usare la bici per i percorsi da casa verso il lavoro: il Comune ti premia, l'azienda ti premia, la Regione ti plaude, tutta la comunità ti ringrazia. Respiriamo volentieri il tuo entusiasmo, non i tuoi gas di scarico.

www.imolabiketowork.it



A.1.5 THE GOOD PRACTICES OF ECOCITY NGO (GREECE)

ECOCITY presented two good practices intending to promote sustainable mobility, one yearly school activity covering every region of Greece and one local event in Astypalea island in the Dodecanese island group in the southeastern region of the Aegean Sea.

- **ECOMOBILITY** is an awareness-raising campaign that has been encouraging more than 4.600 secondary education students in hundreds of towns all over Greece to develop initiatives on sustainable mobility practices mainly at the local level. The school students are motivated to learn about sustainable mobility policies and their impact on the environment at the local and the global level. They are asked to develop a campaign aiming to influence and to change urban mobility behavior and practices among youth and adults in their municipality. At the same time the students develop their presentation skills, their ability to interact with different society groups and with the local and regional authorities.



8. DETAILED DESCRIPTION	
LEADING ORGANIZATION	ECOCITY NGO
CONTACT PERSON AND EMAIL	Christiana Pirasmaki – Vice President Christiana.Pirasmaki@ecocity.gr
FOCUS OF GOOD PRACTICE EVIDENCE	Educating teenagers and raise awareness among local communities about sustainable mobility through voluntary school activity.
SHORT SUMMARY OF THE PRACTICE	<p>Urban areas in Greece are densely populated and their urban cores suffer from traffic jams and illegal parking which is the result of poor road infrastructure not able to accommodate effectively traffic flow and parking as well as careless drivers behavior. Urban public space is almost entirely captured by legal or illegal parked cars and this causes environmental degradation threatening sustainable economic growth and hinders the mobility of the most vulnerable users like pedestrians, cyclists and of special social groups like children, people on wheelchairs and elderly. The only way to overcome these problems is to foster human presence on the road through protecting and stimulating traditional social use of public space, in other words reshaping road infrastructure in favour of active transportation like walking, cycling and public transport. On the other hand people do not like radical changes and sustainable mobility policies have to overcome political conservatism.</p> <p>The ECOMOBILITY campaign/contest is a volunteer learning program, approved by the Ministry of Education and highly distinguished among environmental school programs. It is implemented under the Auspices of the Ministry of Environment, the Ministry of Transportation & Infrastructure, the Ministry of Internal Affairs & Governance and the Ministry of Health. The scientific support is undertaken by the National Technical University-Lab of Sustainable Mobility and the Judging Committee consists by the representatives of 40 cooperating associations and bodies related to the programs' concept and content. ECOMOBILITY includes three actions:</p> <ul style="list-style-type: none"> • Ecomobility projects carried out by Secondary Education students, • Freemobility projects carried out by Special Schools Students and • Eco2mobility projects carried out by adults attending Second Chance Schools. <p>The participating school teams consist of 8 high school students each coordinated by one or two teachers.</p>

	<p>Their task is to complete a study about sustainable mobility in their municipality presenting ways to encourage environmental-friendly mobility choices by local residents. The local authorities' leaders are informed by the organizers about the students' tasks and are invited to facilitate their work and host a local event upon completion. During the final events, students projects and suggestions are presented. Local decision makers on city and region level are invited to foster discussion comparing students' vision with reality thus stimulating students' political awareness and activism.</p> <p>Representatives of scientific organizations, civil bodies and local authorities offer their valuable help during the school projects preparation and evaluation processes. 20 different criteria are used to select the best projects of all participating schools in Greece. The first award for Ecomobility projects is an educational trip to the European Parliament in Brussels, for Eco2mobility projects a trip to urban areas characterized as "Smart Cities" and for Freemobility projects a one day visit to an accessible wheelchair-friendly beach. Moreover four school teams that use their creativity and imagination presenting excellent artistic work win four trips to ECOCAMPS. All the above trips take place in the summer.</p> <p>The Awards Ceremony takes place in Athens, the capital city of Greece, in spring or through the use of an Internet Platform. Representatives of various political and local authorities as well as environmental, educational and scientific institutes are among the audience of the award ceremony.</p> <p>Additionally, virtual seminar is held at the beginning of the campaign period in order to initiate and advance information and knowledge on climate change and emissions issues, sustainable mobility and transportation elements on local-regional-national- European – global level and possible interactions. Students and teachers understand and are challenged to view how small and big image of the same problems reflect and influence human quality life in all levels.</p>
<p>TARGET GROUPS</p>	<p>The first target group of ECOMOBILITY campaign are teenagers, teachers and political activism among them in favour of sustainable mobility policies is fostered. The events are attended by students' parents, which also belong to the frontline target group of the ECOMOBILITY campaign. Through the eyes of their children people can change attitudes and values. Events are also attended by decision makers at the local, regional and national levels of government. Mayors, ministers, local or regional councillors listen to the vision of younger people whose view is often neglected in the political processes.</p> <p>Finally journalists are contacted and cover the events to widen the audience between every resident.</p>



<p>MESSAGE CONVEYED TO THE TARGET GROUPS</p>	<p>Teenagers (second grade school community) learn that the urban environment is not static and that their everyday reality could change radically if a more progressive political agenda in favour of vulnerable road users could be implemented.</p> <p>Parents are informed by their children about the environmental and social impact of their everyday mobility behaviour and learn how they could reduce their environmental and social footprint.</p> <p>Decision makers are stimulated by the students to act more radically towards implementing sustainable mobility policies and awareness is raised by residents about the need to change everyday habits and the priorities of urban and transport planning.</p>
<p>STEPS TO IMPLEMENT THE ACTION (PLEASE, DEFINE ALSO TIME REQUIRED – SEQUENCE OF THE ACTION)</p>	<p>In order to implement the campaign every year, the ECOCITY NGO takes the following steps:</p> <ul style="list-style-type: none"> • Step 1: School Dissemination. High schools (Gymnasiums) are contacted and informed about the campaign. A deadline is given for interested students team to apply. Duration: 2 months • Step 2: School Guidance. Guidance on the process to the interested school teams is provided by volunteers of ECOCITY NGO and third parties cooperating for the campaign. Duration: 2 months(parallel to step 3) • Step 3 Local Implementation. An Organizational Committee consisting of members of ECOCITY NGO and third parties cooperating for the campaign is conducted. Local decision makers and sponsors are contacted at every municipality hosting the schools taking part at the campaign to provide help on organizing the local events. Duration: 3 months (parallel with step 2). • Step 4: Evaluation of the projects. An Evaluation Committee consisting of members of ECOCITY NGO and third parties cooperating for the campaign is conducted. All projects are evaluated and the award-winning school teams are selected. Duration: 1 month. • Step 5: Final Event Organization. The Organizational Committee contacts national-level decision makers and journalists to take part at the final event and organizes the final event. Duration: 1 month
<p>ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS</p>	<p>Students focus on spotting sustainable mobility issues, on transportation problems of their area or town and are expected to propose realistic solutions for the benefit of the local society and more as a whole. ECOMOBILITY students' team members are offered the opportunity to cultivate their cooperation, their creative and artistic skills, to develop their sense of responsibility and to take initiatives towards society.</p>

	<p>Students often invite social bodies of their cities to co-act. Local decision makers support the students project by presenting and explaining the city 4-year plan and the interaction of prerequisites on public dialogue and decision making. They also provide help on organizing the local events and offer the young teenagers a political voice. Implementing the students' vision and ideas would be the most influential action of local decision makers but is rarely the case.</p> <p>Journalists have the responsibility to cover the events and raise awareness between every citizen interested in improving urban environment.</p>
<p>COMMUNICATION METHODS AND TOOLS: MEDIA, PRINTED... (EXPLAIN WHICH TYPE OF COMMUNICATION TOOL YOU ADOPTED ...)</p>	<p>The student teams present during the local events the documented survey and facts of their research about the various mobility problems of their study area and their point of view through slide presentations. Student teams are also very active on the connection and interaction with other participants via FB pages, the production of a multitude of video clips on You Tube, interviews with opinion leaders and decision makers. Students are also fostered to use artistic communication during the local events like songs, poems, posters, 3D drawings, comics, graphics, games, dramatizations.</p> <p>ECOCITY implements a multimedia communication campaign on national level, mainly via communication sponsors. Papers, magazines, radio stations, blogs, and internet media respond to press material distributed constantly. The TV spot is approved by the referral organization and gets free time on air for 3-5 months. the moto supported and vastly communicated is</p> <p>The students research, the cities get informed, the society becomes sensitive – on sustainable mobility</p>
<p>REMARKS (ISSUES TO PAY ATTENTION TO WHEN IMPLEMENTING THE ACTIVITY)</p>	<p>The ECOMOBILITY campaign is the result of cooperation of school leaders, teachers, high school students, decision makers, environmental organizations, social institutions, universities, research centers and sponsors. A Organizational Committee is needed with communicative skills to back up the numerous phone calls and visits needed to organize the events and provide the students the incentives and help to take part at the campaign.</p>
<p>RESOURCES NEEDED TO IMPLEMENT THE PRACTICE</p>	<p>ECOMOBILITY actions are developed mainly by volunteer work offered by ECOCITY members and representatives of the cooperating organizations. more than 300.000 man hours are dedicated. Communication Sponsors promote the campaign during the preparation and implementation period, private sector sponsors cover the budget expenses (in money or in kind) and a European Member of the Parliament hosts the first prize student team in Brussels</p>

TIMESCALE (START/END DATE)	<p>It may take about 7 months (from October to April) for the campaign to be implemented. Actions include school visits during autumn and winter to help the students prepare their project and numerous telephone calls during this period to organize the local events and the final event in Athens, invite decision makers in every level of government to provide help and cooperating organizations to take part. In fact, preparation and concluding reports need 3-5 months in advance and 2-5 months upon completion.</p>
MATERIALS TO BE USED	<p>Poster, invitation, program, stickers, tie- ins and branding materials are printed for the evens and the final event to foster attendance. A theatrical scenery and audio and video equipment are also essential for the presentation of the student's project at every event.TV spot and radio spot as well as digital banners are produced to support the communication campaign. diplomas of participation and prozes plaquettes to stakeholders and cooperatives are awarded.</p>
EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	<p>ECOMOBILITY was initiated on 2003 and since then is realised yearly on a national level. 35 cities around Greece were represented by schools in the 2018-19 school year and more than 12,500 teachers, students and local societies members were informed directly about the sustainable mobility issues and matters presented by the students. 65 initiatives were organized and developed and more than 400.000 volunteer working hours were dedicated.</p> <p>2019-20 although similar participation and preparation were realized, the campaign was discontinued due to COVID-19.</p> <p>2020-21 ECOMOBILITY HYBRID version was introduced and tested with all actions and presentations carried out mainly from distance with 14 schools participating with virtual projects.</p> <p>During the last few years the ultimate goal of the school projects has been the formation of suggestions regarding measures related to carbon dioxide and pollutants emission reduction, climate change confrontation as well as the extended use of bicycles and electric vehicles. What is worth noting is that a lot of school students' suggestions and solutions over mobility matters have been taken into consideration by the local authorities and have been implemented recognized as inspired and well leading improvements to tangible mobility practices.</p>
CHALLENGES ENCOUNTERED (OPTIONAL)	<p>The ambition for the future is to motivate a greater number of schools and encourage more towns to</p>

POTENTIAL FOR LEARNING OR TRANSFER	The campaign could be implemented in every European country, region or city.
FURTHER INFORMATION	www.ecomobility.gr/wp-content/uploads/ecomobility_web_2021.pdf
KEYWORDS RELATED TO YOUR PRACTICE	Informal learning methods, sustainable mobility, public participation.
UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS	https://www.ecomobility.gr/



- 3 day ecological event on Astypalea Island 2020 “citizens’ voice on”.** The Municipality of Astypalea Island was challenged to initiate public dialogue among citizens on critical environmental issues as: Renewable energy sources and the installation of Air Mills, Circular Economy related to green Tourism and sustainable mobility principles influencing electro mobility pilot projects. ECOCITY designed a 3 day multilateral event – one day for every thematic approach aiming to inform, raise awareness and influence positively the behavior of the citizens towards green technologies and sustainability.

9. DETAILED DESCRIPTION	
LEADING ORGANIZATION	ECOCITY NGO
CONTACT PERSON AND EMAIL	Christiana Pirasmaki – Vice President Christiana.Pirasmaki@ecocity.gr
FOCUS OF GOOD PRACTICE EVIDENCE	Citizens advocacy and participation on decision making, environmental training of educators working in the neighboring islands, volunteering of young students and involvement in the policies forming process, extensive day by day publicity reported by invited and hosted journalists
SHORT SUMMARY OF THE PRACTICE	ECOCITY designed and implemented a 3 day multilateral event – one day for every thematic approach aiming to inform, raise awareness and influence positively the behavior of the citizens towards green technologies and sustainability.



	<p>Specialists were invited to present, speak and discuss on a conference style event every thematic approach on the evening followed by open public dialogue next morning. Questions were answered, citizens constrains were discussed and submitted as prerequisites to proposal presented to Public Authorities and the Governance. During the same period, parallel actions were performed in order to achieve cross influence perceptions. Volunteering School students were trained to search and report citizens knowledge and ideas on the issues to be discussed on the conference and the open dialogue. Results were presented on posters at the conference. Additionally, students participate to creative actions related to above mentioned themes decorating the school area. Also, two days seminar on environmental training of educators working in Astypalea and the neighboring islands ran by the University of West Attica team.</p>
<p>DETAILED DESCRIPTION ON THE PRACTICE</p>	<p>The concept of the event and all the above mentioned actions along with the extensive publicity aimed – and succeeded – to be the core theme for Greek government, citizens and the media on the practices performed in order to establish citizens involvement on the decision making process on September and October 2020 and on. Changes are not always welcomed by the society, especially when they are imposed. Authorities and Government should show respect to Citizens views and ideas. To discuss and gain acceptance on important decisions information and awareness is necessary. This is what the Astypalea project proved and achieved: a new era to small island society approach methods in order to change attitudes and behavior and create a model plan to accomplish efficient social dialogue.</p> <p>Astypalea is a small island of 97km² surface and 1200 inhabitants, quite isolated in between the Cyclades and Dodecanese islands complexes. Local economy is based on agriculture, free range farming and beekeeping. Tourism is a developing sector focused on environmental and agro thematic choices of the visitors. Strong adverse attitude was raised when government decided to install a great number of air mills in the island without any prior preparation or documentation. The Municipality council members asked for consultation. ECOCITY proposed, designed and implemented a two –three month campaign (preparation – action- follow up) in order to offer citizens explanation and information on the crucial issues of Air Mills – renewable sources of energy, circular economy – recycling- green tourism and sustainable mobility – electro mobility. Experts were invited to a 3 day multilateral event with 5 hours afternoon conference sessions followed by 4 hours morning open public discussions.</p>

	<p>School students were briefed, trained and directly involved to survey social attitude and knowledge during the day previous to the conference. Professional associations' representatives and opinion leaders were invited to publically express constrains and participate on public dialogue tables/sessions. School teachers from neighboring islands were trained on environmental education theory and practice. Central Government, Regional and local Authorities, European Parliament MPs and NGOs actively participated with presence or from distance. Electro cycling driving tests were performed on the last day. All actions and activities were daily reported by hosted Journalists representing national and regional media.</p> <p>Efficiency of results is proved by numbers achieved and quality remarks as presented on the "evidence of success" section below.</p> <p>Interaction and opinion overlapping of targets according to an accurately designed schedule was the core of the plan and the whole initiative.</p>
TARGET GROUPS	<p>Main targets: 1. citizens of Astypalea – adults mainly represented by professional and social associations 2. Opinion leaders as officials of public services, mayor, ex mayor, head of municipality opposition, famous writer, etc 3. Young school students 4. Educators of Astypalea and neighboring islands 5. Journalists of national media. All targets act as multipliers and influencers on a cross road canvas with authorities and Dodecanese islands citizens.</p>
MESSAGE CONVEYED TO THE TARGET GROUPS	<p>Citizens' awareness and vital information delivered by specialists is a no negotiable strength.</p> <p>Involvement of citizens in decision making process is necessary and to the benefit of the society if properly developed.</p> <p>All segments of local society are capable to participate and learn formally and informally in order to be involved in the decision making process</p> <p>Citizens advocacy is part of the right to be fully and responsibly informed.</p>
ROLE AND RESPONSIBILITIES OF THE ACTORS INVOLVED IN THE IMPLEMENTATION AND STAKEHOLDERS	<p>ECOCITY organizing committee designed and coordinated the whole project. Astypalea municipality vice-mayor and consultant of the mayor as well as the social welfare coordinator supported the implementation plan on the spot.</p> <p>Experts and scientists explained and presented in simple language technical and environmental aspects, international trends and needs, climate change connection and interaction, opportunities and benefits to be acquired on local level.</p>



	<p>The dialogue facilitators had to adjust official methods on the spot in order to proceed and gain trust and acceptance (confronting opposition and misinformed citizens)</p> <p>The state and government officials presented their positions but had to listen citizens constrains.</p> <p>The regional and local authorities realized the benefits gained by the citizens public dialogue performed under democratic and appropriate methods</p> <p>The journalists acted as multipliers of main conference messages (similar interest was vivant to other islands) and also as “judges” of responsible words and positions from opinion makers</p> <p>The educators gained new skills on training methods, new knowledge on environmental issues and enriched their role viewing education mission</p> <p>The island professionals and tourism practitioners expressed themselves impressed as alternative aspects have been shown concerning economic and social development of the island.</p>
<p>COMMUNICATION METHODS AND TOOLS: MEDIA, PRINTED... (EXPLAIN WHICH TYPE OF COMMUNICATION TOOL YOU ADOPTED ...)</p>	<p>Printed, virtual and audio visual materials have been designed and produced.</p> <p>Logo was create., Posters, Conference and dialogue sessions Program, folders for journalists, speakers and Vips, tie-in Memorable were produced and distributed</p> <p>Live stream- was performed during the conference sessions</p> <p>you tube channel was operated / used to upload conference sessions with speeches, presentations, discussions.</p> <p>Integrated media plan was performed pre – during – after the event to all media categories fully supported by the journalists hosted and report agency activated</p>
<p>REMARKS (ISSUES TO PAY ATTENTION TO WHEN IMPLEMENTING THE ACTIVITY)</p>	<p>Targets to be crossed – messages to be delivered by specialists in simple language – influencers to be well prepared and activated on time – invite opposite views and opinions to be expressed and discussed publicly with specialists involved - time schedule / sequence of actions is very important – leisure style and atmosphere help a lot</p> <p>– public character of events supports good results as values of transparency, responsibility and accuracy are demonstrated</p>
<p>RESOURCES NEEDED TO IMPLEMENT THE PRACTICE</p>	<p>Municipality invites and secures sponsors to finance the budget</p> <p>Educators – teachers enhanced to involve and train students</p> <p>Media relations and media plan to be implemented with accuracy</p>

<p>TIMESCALE (START/END DATE)</p>	<p>Organization – preparation need 2-3 months. Part of preparation is the actual campaign time as well. Events to be on sequence and with tight schedule Better to be implemented before negative reactions and attitudes are developed on society Briefing, designs, text writing, supporters selected, work team completed and duties delegated – one month (three months ahead – June 2020) Inform and invite experts, officials, local society representatives, journalists and other stakeholders explaining the initiative scope, the need and their role, the expected social benefit. Two months ahead – July 2020) Press releases announcing the initiative, posts and interviews (June-October 2020) 3 day event September 27,28,29, 2020 Conference sessions September 27,28,29 afternoon Public dialogue sessions September 28,29,30 morning Survey by students September 27 morning - presentation of results on every conference session in the afternoon Environmental education seminar 27,28 morning – participation on conference sessions and public dialogue sessions on equivalent days and hours</p>
<p>MATERIALS TO BE USED</p>	<p>Poster, invitation, program, tie- ins and branding/signing materials are printed . Visual material and video intro were produced in order to emphasize on the problem for every day conference theme evens</p>
<p>EVIDENCE OF SUCCESS (RESULTS ACHIEVED)</p>	<p>Efficiency of results is proved by numbers achieved and quality remarks 670 citizens participated on the conference sessions gaining information on the issues of the agendas questions were posed and answered and formed the agenda of the public dialogue sessions 633 individuals followed from distance at full duration (participants from 12 countries) 3817 viewers, mainly by Face Book 110 citizens participated on the public dialogue sessions. Proposals, prerequisites and constrains of citizens were reported and handed to Mayor and the Municipality Council. They requested to repeat these sessions in the future 31 teachers from the islands of Kos, Kalymnos, Leros and Astypalea participated on the two day seminar of environmental education (on the afternoon were present on the conference sessions). They also created 3 drawings they offered to Astypalea schools as a memory of the island’s role to their advancement. Among them, 12 teachers registered for post graduate studies.</p>

EVIDENCE OF SUCCESS (RESULTS ACHIEVED)	<p>17 high school pupils participated voluntarily on the survey (voluntarily means that parents have signed for permission). They reported and presented results from 110 questionnaires (10% of the islands population!). Students also develop experimental creative works related to subjects discussed in the conference sessions and on the survey</p> <p>140 media reports and appearances (including 3 broadcasting)</p>
CHALLENGES ENCOUNTERED (OPTIONAL)	<p>New technology Air mills will be installed in areas accepted by citizens and of number equivalent to the island needs</p> <p>Tourism professionals viewed and accepted green tourism and circular economy aspects as development tools</p> <p>Electro mobility pilot project was perfectly supported by Sustainable mobility necessity and policies to be endorsed by the local authorities.</p> <p>On national level, Astypalea public dialogue with citizens became a success case on Municipalities officials and councils.(today- two years after, It is considered as one the most successful citizens behavior change projects realized on local level)</p>
POTENTIAL FOR LEARNING OR TRANSFER	<p>Every municipality all over the country (Greece) and in other European cities may organize and implement same or similar methodologies to raise citizens' interest and involvement to decision making in order to gain acceptance and minimize opposition.</p>
FURTHER INFORMATION	<p>ECOCITY Secretariat (info@ecocity.gr) - Astypalea municipality authority</p>
KEYWORDS RELATED TO YOUR PRACTICE	<p>Citizens advocacy, public dialogue and participation to decision making, informal methods of learning, environmental education, informal – experienced methods of learning</p>
UPLOAD IMAGE, LINKS, OR OTHER COMMUNICATION MATERIALS	





8. TRANSFER OF LESSON LEARNED

This chapter provides an analysis of the territorial contexts together with short description of the partners that have realised the collection of data and surveys.

The aim is systematising the information about the situation in each region, the differences and communalities and the common challenges these regions face.

These findings provide useful lesson learned that will help in the design and realisation of IO2 and IO3 products.

8.1 Information about the situation in the Abegondo Municipality area, Spain

8.1.1 Short bio



The municipality of Abegondo is located in Galicia region, northwest of Spain, 23 km south city of A Coruña. Despite its proximity to this city, Abegondo has preserved its strong rural character and natural values, for that reason was distinguished as part of Biosphere Reserve " Mariñas Coruñesas and Terras do Mandeo " adopted by UNESCO.

Transit Project is the first municipality step in changing citizens' behaviour towards sustainable mobility.

Link: <http://abegondo.gal/>

8.1.2 The territorial context

ABEGONDO IN FIGURES	
INHABITANTS (2020)	5,398 (THE POPULATION IS SLOWLY DECREASING)
ENTERPRISES (2019)	357 (MAINLY SERVICE COMPANIES)
DEMOGRAPHY (2020):	<ul style="list-style-type: none"> • 0-15 YEAR: 596 • 16-64 YEAR: 3,146 • 65 YEAR: 1,659

Regarding the population pyramid, it is observed that in Abegondo's average age is over 50 years old. This entails a mobility more focused on the daily walk on foot and with a smaller impact of the displacement in bicycle, although it is appreciated in the recreational mobility.

Morphology of the territory:

Regarding the population pyramid, it is observed that in Abegondo's average age is over 50 years old. This entails a mobility more focused on the daily walk on foot and with a smaller impact of the displacement in bicycle, although it is appreciated in the recreational mobility. The relief is the result of the erosive action of the watercourses that run through its territory from south to north, and that are from east to west: the rivers Mero, Gobia and Barcés. Consequently, the topography is not favourable for mobility on traditional bikes.

Climate:

The climate is typically oceanic, with abundant and persistent rains for much of the year, and temperatures in no case extreme, although it contains degradation of a continental nature in southernmost areas above 400 m altitude, the least populated.

The rainfall averages 1,000 mm. Its seasonal distribution is typically Atlantic: December, November and March are the wettest months, and July, August and June the driest, with a summer rainfall deficit of between 100 and 400 mm.

Overall, the climate is very cosy, due to the sheltered situation of the prevailing humid winds of the southeast and the cold and dry of the Northeast. Its average temperature is 13.2 °C.

Urban context:

Abegondo is a transitional municipality between a coastal urban region and an interior rural region. It is divided into two areas:

- Northwest with a marked influence on the metropolitan area of A Coruña, where the urbanizations are located due to the connections to the A6 highway, which increased accessibility and shortened the distance to the city in time.
- Southeast with settlements with a marked rural accent associated with the physical environment, which present reduced mobility conditions associated with regional roads with less capacity.

8.1.3 Means of transport and infrastructures available in the territory

The communications of Abegondo with the outside of the municipality settle down essentially by highway since the use of the railroad is very little.

Abegondo lacks business and commercial network, so most of the population travels daily out the municipality to go to work, as well as to go to trade and entertainment pursuit.

Regarding intra-municipal trips, most are to go to the education and health centres, pharmacy, bank and town hall. Displacements are also recorded to leisure areas near the two existing reservoirs.

In this case, it is important to highlight the growing use of the “River Mero Cycle Path” (9,1 km) that connects Abegondo with the city of A Coruña. Its expansion: “Cycle path of Special Area of Conservation Abegondo – Cecebre Reservoir” (31,9 km) is currently being carried out.

The strong population dispersion (132 population centres with an average of 43 people/each) is the main reason for explaining the absence of intra-municipal bus, so the public mobility is reduced to metropolitan transport of A Coruña- Ferrol that run daily through the town hall (San Marcos, 171 people).

However, the surveys indicate a limited use due the low frequency of public buses: 70% inhabitants say almost never do. These shortages partially offset by an adequate and sufficient supply of taxis.

For these reasons, most residents of Abegondo use the private car and, therefore, the increase in the car fleet has continued to advance in recent years.

Another factor to consider is the importance of the second residence within the municipality, since about a quarter of the houses fall into this typology, and most of their owners live in the city and occupy them during the summer months, looking for good communication with the coast and nearby urban centres.

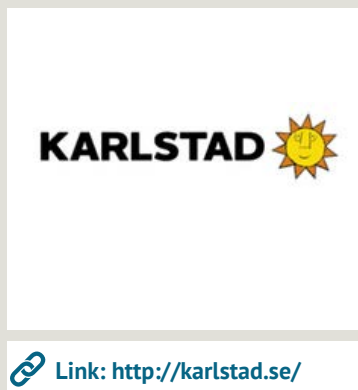
The “Road to Santiago” known as English way goes through 18 municipal terms (including Abegondo, see annex 05). This historic path owes its name to pilgrims from Ireland, Great Britain and other Northern Europe docked at the ports of A Coruña and Ferrol to reach the capital of Galicia.



The way length from Ferrol is 113.2 km and 73.4 km from A Coruña, it is estimated that 6 and 3 days are necessary for its journey on foot, respectively. There is no availability of bike sharing services (traditional, electric) or electric scooter. In general, the roads have no hard shoulder (or sidewalks) and are not safe for pedestrians and bicycles.

8.2 Information about the situation in Karlstad municipality area, Sweden

8.2.1 Short bio



Karlstad is a flat and bicycle-friendly city, most of which lies less than five kilometers from the main square. There is a large network of cycle paths that connect the city's districts both with the center and with each other. In total, the municipality has about 25 kilometers of cycle paths. Karlstad is located in a river section with a lot of water and several of our cycle paths lie naturally along the Klarälven branches. Biking is a great way to get around town, for those who live in or visit Karlstad. Bike is a sustainable means of transport. When a larger proportion of journeys are made by bike, both the environment, the climate and public health are promoted.

It also contributes to a Karlstad with less congestion, less traffic noise and better air quality. Cycling is increasing in Karlstad, they are constantly working to make it even better, safer and smoother to get on a bike - no matter what season!

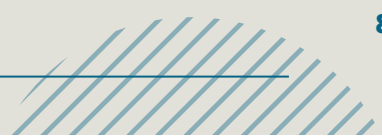
8.2.2 The territorial context

KARLSTAD IN FIGURES
<ul style="list-style-type: none"> 95,000 INHABITANTS IN KARLSTAD 140,000 IN KARLSTAD REGION 280 000 INHABITANTS OF VARMLAND COUNTY, HALF LIVE WITHIN 25 KM FROM CENTER KARLSTAD
<ul style="list-style-type: none"> 16,000 STUDENTS
<ul style="list-style-type: none"> 30,000 NEW HOMES BY 2050 IN KARLSTAD
<ul style="list-style-type: none"> TRAVEL SHARE BY CAR IN 2014 WAS 59%

Karlstad is located on river Klarälvens delta on the northern shore of Lake Vänern, between Stockholm and Oslo. Karlstad Municipality has over 94,000 inhabitants and more than 140,000 people live in the Karlstad region. Karlstad is the capital city in Värmland County and there are services and services for the entire Karlstad region consisting of Karlstad and the four wreath municipalities Forshaga, Grums, Hammarö and Kil. Together we have just over 140,000 inhabitants.

The regional city

Half of the county's population lives within 25 kilometers of central Karlstad. The population density in the Karlstad region is on a par with central European measures. In order to develop the regional market with Karlstad as the central city, safe and efficient passenger and freight transport is an important prerequisite. Local and regional commutes mainly take place to Karlstad as the county's central city. Over the past ten years, total commuting within the county has increased by 15 percent. This development places increased demands on infrastructure and the range of attractive commuting solutions.



Traffic increases

Approximately 72 percent of greenhouse gas emissions in Karlstad, with a geographical demarcation, come from transport. It is the sector that generates the most emissions within geographical boundaries. Passenger car transport accounts for 64% of these emissions, while buses and lorries together account for 31%. Since 2010, total car driving in Karlstad has increased by 10.3 per cent despite a decrease in car driving per person. The main reason for this is that the growth rate of the number of cars has been faster than population development, while the mileage per person has not fallen sufficiently. Increased traffic is counterproductive to the creation of attractive urban and habitats, and as traffic jams grow, accessibility is deteriorating not only for motorists but also for other road users. In order for Karlstad Municipality's climate goals to be achieved and Karlstad to grow, sustainability work in the traffic area needs to be further intensified. This means a more balanced traffic system where the proportion of people walking, cycling and travelling by public transport is increasing and car traffic is not increasing at the same rate as it has been up to now.

Densification and new infrastructure:

Karlstad is a rapidly growing region but the municipality's area is limited and by 2050 we need to make room for 20,000 - 30,000 new homes. In the central parts south of Karlstad Central Station, several densification projects are underway where approximately 2,000 new homes are being developed on existing land. There are already homes, services and workplaces here. Today, more than 10,000 people work in the trade, healthcare and service sector and there will be more. In order to create better traffic flows and conditions for sustainable travel, a new travel center, the Viken connection to relieve the city center on transit traffic and new connections to state motorways, will be built during the period 2020-2025. New traffic solutions solve some of the challenges we have today, but if we continue to travel in the same way in the future, the traffic system will not work and the availability of all modes of traffic will decrease. We need to find smarter ways to travel at both long and short distances, and more people need to choose trains, buses, bicycles and walking.

A third of all short trips in Karlstad, up to three kilometers, are made by car. And more than half of all journeys of three to five kilometers are also by car. If we make it easier to cycle, walk or ride a bus, we can hopefully reduce the number of short car journeys. Which means that there is more space on our roads for those who really need to take the car.

The last travel survey for Karlstad was done in 2014. Then we could see that the driving in Karlstad decreased from 65 to 59% of the share of total travel between 2004-2014. During the same period, cycling increased from 18% to 24% and bus travel from 7% to 9% in share of total travel within the municipality's geographical area.

Overall objectives in Karlstad Municipality's strategic plan

Karlstad should be a fossil-free and climate-smart municipality

In order to contribute to achieving the global climate goals, Karlstad will work to become a fossil-free municipality within a few decades. Karlstad will also be a municipality that is innovative and uses smart solutions to limit climate impact.

Links:

- Strategic plan

<https://karlstad.se/Kommun-och-politik/Kommunens-organisation/Kommunens-styrdokument/Strategisk-plan/>

- Vikenförbindelsen (Viken connection)

<https://karlstad.se/karlstadvaxer/projekt/vikenforbindelsen---forbattrad-framkomlighet/>



8.2.3 Means of transport and infrastructures available in the territory

Bicycle

Karlstad is a flat and bike-friendly city where most of it is less than five kilometers from the main Square. There is a large network of cycle paths that connect the city's districts both with the city centre and with each other. In total, there are about 250 km of cycle paths throughout the municipality. Karlstad is located in a river delta with a lot of water and several of our cycle paths are located scenically along the branches of river klarälven. Karlstad was named Sweden's best cycling city in 2018, 2019 and 2020.

Public transport

Public transport consists of a system with eight baselines with high frequency and three center lines that have a more service-oriented purpose. In addition, there are seven special lines that mainly include school traffic and four hockey lines that run at times and routes where there are special needs in connection with Färjestad BK's home games. Baseline frequency varies from 10-minute traffic to 20-minute daytime traffic, with lower frequency evenings and weekends. In Karlstad, boat bus services are also carried out during the summer months in the river, as well as towards neighbouring municipalities. The train track Värmlandsbanan also has high traffic by train. Through the ongoing infrastructure project "Trains on time" new platforms are being built at the central station with meeting tracks in Karlstad as well as a new travel center between 2020-2025.

Karlstadstråket - BRT (Bus-Rapid-Transit system)

As the city develops, pedestrians, cyclists and public transport are given priority. A fast bus line through the city contributes to more sustainable travel and to the ongoing urban development. In addition to making it easier to travel by public transport, with, for example, denser tours, the journeys will also be even better with the electric buses that will operate on the route. The electric buses also make the urban environment more pleasant because the electric buses that run along the route are much quieter.

We plan the traffic based on the principle "the bus takes precedence" to make the bus competitive in relation to the car. Surveys show that many people already choose to take a bus to Karlstad city center, but there may be more. Time is an important factor for many and public transport needs to be given more genetic stretching and priority at intersections.

The ambition is that the fast-track line will be expanded gradually so that it eventually extends from the University of the East to Bergvik mall in the west.

Commercial carpools

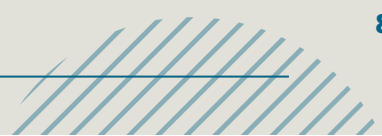
Karlstad Municipality is working to improve the conditions for car pool operators. Above all, it is about leasing parking spaces to carpool companies. There are currently two commercial mobility services that provide carpools.

Solacykeln (The Sun bike) - in summer

Karlstad has for many years a free rental/loan bike system with a staffed rental station at Karlstad Library – Solacykeln. The Sun bike is run as a labour market project by the Sola unit at the Labour Market and Social Services Administration. Due to the location of the rental station, the bikes today cannot be seen as a complement to public transport that can be used to continue a public transport journey by bicycle. At the same time, the project fulfils a function for tourists who want to discover Karlstad by bike.

Electric scooters

From summer 2021, a commercial company will offer electric scooters for rent in central Karlstad.



Development of bike sharing system

During autumn 2021 and 2022 Karlstad Municipality, together with Region Värmland and Arvika Municipality, has planned to carry out a pilot project for a bike sharing system adjacent to the train stations at each location. The scheme is financed under the EU project Stronger Combined. The purpose of the system is to facilitate the entire journey chain in the commute and make public transport more attractive.

8.3 Information about the situation in UPP municipalities Union, Italy

8.3.1 Short bio



UPP is located in Northern Italy and is composed of 5 municipalities belonging to the province of Parma: Collecchio, Felino, Montechiarugolo, Sala Baganza and Traversetolo. It spreads over an area of 230 sq. kms where more than 50.000 inhabitants live. It is also in the heart of the so-called “Food Valley”, famous all over the world for gastronomy products such as the Parma Ham, Parmigiano Reggiano Cheese and Felino Salami. Each municipality promotes sustainable mobility through the implementation and maintenance of cycle-pedestrian paths and electric recharging infrastructures.

UPP plays a coordinating role also through the promotion of pilot projects, aimed particularly at workers for commuting from home to work, and amongst civil servants providing e-bikes for use in job duties.

8.3.2 The territorial context

UPP IN FIGURES	
INHABITANTS	54.637
COMPANIES	4.400

The economy is mainly based on small and medium-sized craft and industrial activities operating in the agro-food sector. Indeed UPP is located in the agri-food district called Food Valley, production place for typical products such as Prosciutto di Parma and Parmigiano Reggiano.

The number of companies active in the construction sector is significant as well as in the manufacturing sector. Agriculture represents the third largest economic sector.

DEMOGRAPHY	
MEDIUM DENSITY POPULATION	54.637
AVERAGE AGE	45,2
FAMILIES ARE FORMED ON AVERAGE BY	2,29 PEOPLE

Population was increasing, caused by the migratory balance and by people who move from Parma (main city in the area), for the better life quality than in the city.

Morphology of the territory

UPP territory is located south of the city of Parma, between hills and plain, and rural areas represent the largest part of territory.



Climate

The climate of the area is continental, characterized by hot summers and harsh winters. Precipitation is distributed throughout the year, with high daily rainfall values in the months of June and October, while lowest values are found between January-February and September-October. The maximum temperatures (+ 33°C) are found in July-August, while the minimum temperatures (- 10°C) are found in January, with very marked temperature variations throughout the year.

Urban context

UPP territory is extended 230 kmq south of the capital city, Parma, and is divided into 5 municipalities: Collecchio, Sala Baganza, Felino, Traversetolo and Montechiarugolo. Each municipality is divided into many villages.

8.3.3 Means of transport and infrastructures available in the territory

Public transport network (bus, train)

The 5 Municipality are connected to Parma by bus lines of public transport. It represents only 20% of total transport and users are mostly student going to Parma, where there are most high schools.

This public transport by road is managed by a private company, TEP Spa, with different daily frequency runs on weekdays or holidays.

The railway station is present only in Collecchio (with a second stop once a day in the village of Ozzano) and mainly connects the town with Parma.

Traffic situation

UPP is affected by significant volumes of crossing traffic, mostly concentrated on the 2 ring roads. Traveling for work is the main motivation.

Availability of bike lanes (km)

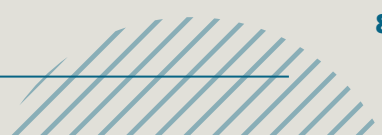
In the territory of the Union there are about 50 km of cycle roads, which develop mainly in the urbanized area. Another 10 km are under construction or planning.

Only the municipalities of Sala Baganza and Felino are directly connected by a cycle road. A new runway is under construction which will connect Sala B. and Collecchio.

The connections among the various villages of the territory will also be implemented in the near future (for example in Felino and Montechiarugolo).

There is not a bike sharing services (traditional, electric) or electric scooter available.

The installation of electric charging stations for vehicles has been planned in various parts of the territory.



8.4 Information about the situation in the Municipality of Imola, Italy

8.4.1 Short bio



[Rete civica del comune di Imola - Comune di Imola](#)

Over the years, the Municipality of Imola has created a network of 100 km of cycle paths capable of connecting all the districts with each other and with the historic center, thus becoming a 15 minutes city. In the last two years it has developed a large-scale urban strategy that focuses on cycle paths and green areas, whether they are urban parks, rows of trees, reforestation areas or resulting areas of the road system to define a continuous urban green infrastructure capable of performing ecological, landscape, climate adaptation and urban connection functions.

In recent years, two themes have been addressed on which sustainable mobility is to be developed: home-to-work and home-to-school routes. To do this, it was decided to activate participatory paths that put company mobility managers at the center, for the former, and schools, associations, and the Ausl (Local Health Agency) for the latter. Both of these areas are supported by specific communication projects.

8.4.2 The territorial context

Imola is an Italian town of 69885 inhabitants spread over an area of 205.02Km². It is the largest municipality by extension of the Metropolitan City of Bologna and the second by inhabitants, after Bologna. It is the administrative seat of the New District of Imola that unites 10 municipalities from the plain to the hills. Imola is located in Romagna, along the Via Emilia, at the point where the Apennine valley of the Santerno river flows into the Po Valley. The municipal territory is mostly flat, except for a hilly strip in the southern part.

It is a city characterized by a strong presence of public green areas. The Sustainability Pole of the University of Bologna is present with the Master of Sustainable Mobility and the Autodromo Enzo e Dino Ferrari, with which, through the Imola Living Lab, strategies related to sustainable mobility are being developed.

8.4.3 Means of transport and infrastructures available in the territory

The Municipality of Imola has a 100km network of cycle paths. The cycle paths are both internal to the city and external to connect fractions of the Municipality with the City Center and Municipalities between them. In particular, the Santerno Cycle Route, is part of the Bicipolitana of the Metropolitan City of Bologna, is 44km long and connects 6 municipalities from the plain to the hill

The Municipality has a railway station well connected to the cycle network, which in recent years has increasingly served as an intermodal hub.

The public transport network has 4 lines serving both residential neighborhood areas and the industrial area.

The Municipality is equipped with:

- a bike sharing service of 150 bicycles, 100 with muscular pedaling and 50 with pedal assistance.
- an electric car sharing service of 10 cars also present in Bologna and which therefore allows you to reach the Bologna airport.

8.5 Information about the Region of Attiki, Greece

8.5.1 Short bio



[Rete civica del comune di Imola - Comune di Imola](#)

Non Government No profit Organization focusing on urban environment. It is ran by its members, and volunteers from the areas of science, business, media. It was founded in Athens on 2004, and operates departments in Thessaloniki and Patras. It is governed by the Board of Directors and consulted by the Scientific Committee. Main activities are Annual Campaigns and events, public dialogues, projects- programs, funded by EU, forums and conferences related with all aspects of urban sustainability concerning air (air pollution and public health), water, construction (development and urban planning), energy, transport (sustainable mobility), waste management, Circular Economy and Climate Change emergencies.

Is an active member on the 6 largest European and international NGO networks : EEB, T&E, PAN EUROPE, EKO ENERGY, ECOS, MIO/ECSDE

8.5.2 The territorial context

ATTIKA IN FIGURES	
INHABITANTS	APPROX. 3,8 MILLIONS
AREA	3,800 SQ. KM

The metropolitan area of Athens (Region of Attiki) includes the functional urban area of the urban agglomeration Athens – Piraeus (consisting of these two cities, their dense expansions and the sparsely populated commuting zone) which has covered the Attica peninsula at the west of Aegean Sea and some islands on the Saronikos Gulf between Attica and Peloponnese.

Region of Attiki is divided into 8 Sub-Regions.

- Regional Unit of Central Athens which covers the historical urban core of Athens which has been densely populated since the Interwar period. Nowadays 1 million people live in this Regional Unit, which is one of the most densely populated areas of Europe (12000 residents per sq. km.)
- Regional Unit of Piraeus which covers the historical urban core of Piraeus. Half million people live in this Regional Unit, which is also extremely densely populated (8900 residents per sq. km)
- Regional Unit of North Athens, Regional Unit of West Athens and Regional Unit of South Athens. These 3 Sub-Regions cover the densely populated expansions of the historical core during the 20th century. Population density ranges between 4200 and 7600 res / sq. km). In those 3 Regional Units live aprox.1,5 mil. people. The above 5 Regional Unit form the densely populated “city” of Greater Athens with a population of 3 mil. people. in an area of 414,6 sq. km.
- Regional Unit of East Attiki and Reginal Unit of West Attiki. These 2 Regional Units cover the sparsely populated inland commuter zone of the Greater Athens area (0,7 million people live in those 2 areas).
- Regional Unit of the Islands. It includes islands nearby Athens which belong to the commuter zone of Greater Athens (Salamina, Aigina, Agistri) with a total population of aprox. 50,000 and some distanced islands with very small population.

Regional Units are farther divided into municipalities.. Metropolitan Area of Athens is divided into 60 municipalities.

Region of Attiki is famous about the healthy, dry climate with mean annual sunshine duration 7 hours/ day (between the years 2000 – 2020). This makes cycling pleasant during winter, autumn, spring, but it is quite challenging to cycle between 09.00 and 18.00 during summer due to the high temperatures.

8.5.3 Means of transport and infrastructures available in the territory

The densely populated areas of the city of Greater Athens and some densely populated suburbs around the urban core which belong to the Regional Unit of East and West Attiki are served by a well-established public transport system based mainly on bus service which cover almost all the areas leaving very small uncovered areas in between. The rail-based public transport system includes 3 metro lines, which connect the inner city of Athens with Piraeus and West, North and South Athens.

The total length of the metro network within the area of Greater Athens is 67 km.

In the Regional Unit of South Athens a supplementary tram network of 24 km has been constructed connecting the Regional Unit with the city center of Athens and Pireaus.

Finally in the densely populated areas of Greater Athens a suburban railway network of 25 km has been constructed.

That means that within the densely populated area the total length of the rail network (metro + tram + suburban rail) is 116 km within an area of 415 sq. km, that mean a density of 0,28 km rail network every sq.km. If we consider a coverage area of about 500 meter around every rail line. That means that approx. only 28 % of the densely populated area is covered by a rail-based rapid transit system which offers a competitive to car-use public transport service.

After pressure from the cycling communities the entrance of bicycles in the metro and suburban railway system has been allowed. Cyclists have the right to board up to two bicycles in the last passenger wagon of every rail-based transport system (metro, tram, suburban railway). As cycling speed is three times higher than walking speed, three times more areas could be covered if instead of walking, people cycled to reach public transport stations. That means that almost every area in the densely built city of Greater Athens with 3 million population, namely $3 \times 28 \% = 84 \%$ of the area of Greater Athens, is in the cycling - reachable buffer zone of rail-based public transport stations.

Greater Athens roads due to the extremely high building and residential densities suffer from congestion and car drivers and bus passengers must often face significant delays to reach their final destination. Rail-based public transport systems offer reliability and speed and reach quicker the inner city, where most workplaces are based. The drawback is that they are yet not dense enough to cover every residential area. Many people use a motorbike to reach the city center and Athens has an extremely high motorbike modal split. Cycling could expand the area covered by rail transit and thus offer a reliable, quick and sustainable alternative to move in the densely populated urban area of Greater Athens.

Regional Units of East Attiki and West Attiki are administrative units of the outskirts of Athens. In fact suburbs of these Regional Units which are close to the densely built areas namely municipalities of Fyli, Acharnes, Pallini and Var-Voula-Vouligameni have nowadays the same densities as their neighboring Regional Units because since 1990 urban sprawl has caused a rapid transformation of the those suburbs into dense populated urban areas. These suburbs are covered mainly by the suburban railway system, line 3 of metro and the tram line. They are also served by a dense feeding bus network which connects every neighborhood with the main public transport network. Notwithstanding, in the metropolitan area of Athens, bicycles are not allowed inside the bus.

Suburbs in the outskirts of Attiki have a poor-developed public transport system based on a private bus company which connects them with Athens city center.



The 2500 sq. km area of West and East Attiki are served by four suburban railway lines. That means that in the Regional Units of West and East Attiki it is not always easy to cycle to a rail-based public transport station.

In the metropolitan area of Athens operate two bike-sharing companies that have installed systems in municipalities of Marathona, Vari-Voula-Vouliagmeni, Marousi, Athens, Palaio Faliro, Kallithea, Moschato-Tavros, Alimos, Nea Smirni, Glyfada and Drapetsona-Keratsini in Regional Units of East Attiki (first two), North Athens, Central Athens South Athens and Piraeus. Due to the fact that they are operated by the municipalities without central regional supervision users cannot take a bike in one municipality and leave it in another. Moreover in most municipalities very few bike sharing stations have been installed. Such fragmentations make the system useless and half of the systems installed have been abandoned due to low use.

High residential densities cause parking pressure along most roads in the urban core. Often policy officers show tolerance towards illegal parking. Parking pressure is a significant threat which hinders the construction of cycling infrastructure.

In Region of Attiki 86 km of cycling infrastructure has been constructed by the municipalities without central regional supervision with the exception of the route Faliro – Athens connecting the urban seashore of Athens with the city center constructed by the Regional Authority. Fragmentation is also the case with cycling infrastructure. Facilities in one municipality do not continue in the neighboring municipality. In the Region of Attiki there exists a puzzle of local cycling networks serving local needs.

8.6 Differences among the territories

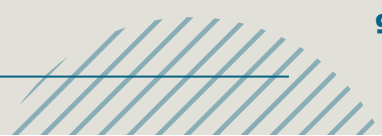
Contexts are very different for what concerns

- the number of inhabitants (total population), it ranges from the small town of Abegondo (about 5,000 inhabitants) to the huge number of the Attika region of 3,8 millions). In the middle there are Karlstad (about 95,000), Imola (about 70,000) and UPP region (about 55,000).
- the density of the population, from the high density of the central area of Athens to the low density of Abegondo.
- the size of the territory, very large in Athens and Abegondo compared with the number of inhabitants, medium in the other contexts
- the climate and the weather. In Abegondo the climate is typically oceanic, with abundant and persistent rains for much of the year, with an average temperature of 13,2°; In Karlstad, it is very cold, In Karlstad, the average temperature of the coldest month (January) is of -2.7 °C (27.2 °F), that of the warmest month (July) is of 16.8 °C (62.2 °F). Here are the average temperatures. While in UPP and Imola, the climate is continental and characterized by hot summers and harsh winters. In the Attika Region it is healthy and dry except for the summer season characterised by high temperatures
- the stage of implementation of the policies, strategies and corresponding concrete actions of the sustainable mobility plans.

8.7 Common aspects among the territories

Concerning the common aspects of the territories that could be highlighted, here in the following a list of the most evident common aspects, at least between some of them.

- Low availability of bike and electric vehicles rent serving
- Low bikeability of the considered area
- Cycling infrastructures are not efficient and are perceived as unsafe
- Weather and distance prevent to bike



- Long distance to the workplace
- Competition in shared roads with different modes of transport

8.8 Common challenges

Thanks to the data collected during the territorial surveys and previous data coming from local experiences (like in Karlstad) but also to the interviews the partners have realised with relevant stakeholders and during the LTTA in UPP, we have derived a list of common challenges and visioning for a better sustainable mobility.

- Building a complete bicycle infrastructure network
- Ensuring quality of the bicycle network
- Reducing travel distances through urban and mobility planning
- Providing financial or functional incentives for cycle and e-vehicle use
- Making public transport bicycle friendly
- Organizing cycling awareness campaigns and providing cycling education
- Evaluating safety of road segments and intersections for cyclists
- Choosing attractive routes
- Ensuring continuity of the bicycle network between administrative borders
- Providing safe bike parking facilities
- Providing financial or functional incentives for cycle use
- Organizing cycling awareness campaigns and providing cycling education
- Using the media to reach the wider public and raise awareness
- Educate children and adults about the importance of cycling promotion
- Provide financial incentives for e-vehicle users
- Ensure access to charging facilities in every neighborhood
- Make use of good practices in European countries with high share of cycling.

9. Appendix

All survey templates have been printed from LimeSurvey and are available at this [LINK](#).

Co-funded by the
Erasmus+ Programme
of the European Union



TRANSIT PROJECT

Training Paths for Adults on Sustainable Mobility

