

**The «CitiZEN » project was funded with the support of the European Union under the Programme "Europe for Citizens"**

## **CitiZEN - Sustainable mobility for citizens in Europe**

### **Objectives of the project**

Efficient and effective urban mobility can significantly contribute to achieving sustainable economic growth and employment opportunities in our cities. It is of huge importance to achieving the EU 2020 objectives as 70% of the EU population live in cities and account for over 80% of the EU's GDP. Moreover, in many urban areas, the increasing demand for urban mobility has created a non-sustainable environment with severe congestion, poor air quality and high levels of CO2 emissions.

The purpose of the project is to **create a permanent thematic working group focused on sustainable mobility in the framework of Energy Cities**. The project has tackled the development and update of the local Sustainable Urban Mobility Plans by the local authorities as well as implementation of specific actions, such as: promotion of cycling, car sharing, sustainable mobility in schools (walking buses, awareness campaigns), family contests, public events (e.g. energy days/fairs, European mobility week) allowing citizens to learn about local, national and European experiences in terms of products and services related to sustainable mobility.

**6 events have been carried out within the CitiZEN project located in Växjö (Sweden), Milton Keynes (United Kingdom), Modena (Italy), Zadar (Croatia), Bistrita (Romania), Cacak (Serbia).**

**4 of these events were international events gathering participants from the 6 countries mentioned above, whereas the events in Bistrita and Cacak were local events.**

### **Event 1 – Växjö (Sweden)**

**Location / Dates:** The event took place in Växjö (Sweden), from 17/09/2015 to 19/09/2015.

#### **Participation:**

The event involved:

- on the 17<sup>th</sup> and 18<sup>th</sup> of September 2015: 25 participants, including 12 participants from Sweden (municipality of Växjö), 2 participants from the United Kingdom (municipality of Milton Keynes), 2 participants from Italy (municipality of Modena), 2 participants from Croatia (municipality of Zadar), 1 participant from Romania (municipality of Bistrita), 4 participants from Serbia (municipality of Cacak), 2 participants from France (Energy Cities).
- on the 19<sup>th</sup> of September 2015: approximately 2500 participants, including approximately 2405 participants from Sweden, 30 participants from the United Kingdom, 20 participants from Italy, 15 participants from Croatia, 15 participants from Romania, 15 participants from Serbia.

#### **Short description:**

The aim of the event was:

- On the 17<sup>th</sup> and 18<sup>th</sup> of September 2015: the exchange of experience between elected representatives and civil servants of the 6 municipalities involved in the project on the citizen involvement in sustainable urban mobility policies and projects.
- On the 19<sup>th</sup> of September 2015: to raise awareness among the citizens on the impact of mobility on climate change and encourage them to use sustainable transport modes, in particular cycling.

On 17/09/2015 the project partners presented their local mobility profiles, including:

- The city's mobility strategy (SUMP): the main objectives
- An overview of the internal organisation and decision making processes in the mobility field; specification of roles and responsibilities of the municipality and other stakeholders involved in the mobility strategies/projects (regional authority, bus company, etc.)
- 1-2 successful local mobility projects
- The current mobility challenges and future projects of the city

On 18/09/2015 a site visit by electric bikes was organised to a bicycle garage, loading stations for e-cars, upcoming station area, separated and prioritised bus files, mobile bike service, good and bad bicycle infrastructure to show some good and some bad example of bicycle infrastructure. In the beginning of the afternoon a presentation was delivered focusing on the biogas production and use for sustainable transport in Växjö.

On 19/09/2015 the purpose was to involve citizens and offer opportunities to discuss the current traffic situation, bicycle lanes, infrastructure, pollution, traffic noise etc. with leading politicians and officials. They also had the opportunity to try different bikes from local dealers, participate in activities by local bicycle clubs. For kids there was a special bicycle driving school, safe test of bicycles and together with a local insurance company, the municipality shared a prize to a school class as a part of their security campaign called "Eye Contact". There was also a Trial Bike Show with some of the best Swedish Trial Bike Riders. The public transport company was there with a biogas bus to discuss sustainable public transports with citizens.

A competition was organized among the shopkeepers in the city on who's got the best bicycle influenced storefront.

## **Event 2 – Milton Keynes (United Kingdom)**

**Location / Dates:** The event took place in Milton Keynes (UK), from 19/05/2016 to 21/05/2016.

### **Participation:**

The event involved:

- on the 19<sup>th</sup> and 20<sup>th</sup> of May 2016: 18 participants, including 3 participants from Sweden (municipality of Växjö), 2 participants from the United Kingdom (municipality of Milton Keynes), 2 participants from Italy (municipality of Modena), 2 participants from Croatia (municipality of Zadar), 2 participant from Romania (municipality of Bistrita), 5 participants from Serbia (municipality of Cacak), 2 participants from France (Energy Cities).
- on the 21<sup>st</sup> of May 2016: approximately 352 participants, including approximately 25 participants from Sweden, 269 participants from the United Kingdom, 18 participants from Italy, 20 participants from Croatia, 10 participants from Romania, 10 participants from Serbia.

### **Short description:**

The aim of the event was:

- On the 19<sup>th</sup> and 20<sup>th</sup> of May 2016: the exchange of experience between elected representatives and civil servants of the 6 municipalities involved in the project on the citizen involvement in sustainable urban mobility policies and projects.
- On the 21<sup>st</sup> of September 2016: to raise awareness among the citizens on the impact of mobility on climate change and encourage them to use sustainable transport modes, in particular cycling.

On 19/05/2016 the participants were welcomed by the Mayor, Steve Coventry at the MK Transport Catapult. The morning was dedicated to presentation of relevant EU programmes focused on energy efficiency, renewables, smart cities and mobility. This was followed by a brainstorming session on future project ideas and common collaboration opportunities.

The local transport strategy and automated transport systems in Milton Keynes were presented as well as the key local transport projects within the Transport Innovation - MK: Unique city and the Automated Transport Systems business unit.

The second half of the day focused on the presentation by each of the cities of a specific local challenge and solutions were suggested by the other cities via a peer to peer session. An idea generation session, matchmaking and partnership was organised.

At the end of the 1st day a site visit was organised to explain the electric bus system of Milton Keynes. The visit was done by an electric bus.

On the 20/05/2016 a site visit was organised to the UK Transport Catapult which is situated in Milton Keynes.

On the 21/05/2016, Milton Keynes Council with a local independent cinema (ICMK), the Gallery in Central Milton Keynes and a company that provided bicycles that power a cinema organised the "Cycle Cinema Fun Day". This event gathered 350 participants who were challenged to cycle to watch several films promoting sustainable transport for all the family to enjoy.

### **Event 3 – Modena (Italy)**

**Location / Dates:** The event took place in Modena (Italy) from 25/09/2016 to 27/09/2016.

#### **Participation:**

The event involved:

- on the 26<sup>th</sup> and 27<sup>th</sup> of September 2016: 22 participants, including 2 participants from Sweden (municipality of Växjö), 2 participants from the United Kingdom (municipality of Milton Keynes), 9 participants from Italy (municipality of Modena), 2 participants from Croatia (municipality of Zadar), 2 participants from Romania (municipality of Bistrita), 4 participants from Serbia (municipality of Cacak), 1 participant from France (Energy Cities).
- on the 25<sup>th</sup> of September 2016: approximately 2000 participants, including approximately 30 participants from Sweden, 20 participants from the United Kingdom, 1875 participants from Italy, 25 participants from Croatia, 15 participants from Romania, 10 participants from Serbia.

#### **Short description:**

The aim of the event was:

- On the 25<sup>th</sup> of September 2016: to raise awareness among the citizens on the impact of mobility on climate change and encourage them to use sustainable transport modes, in particular cycling.
- On the 26<sup>th</sup> and 27<sup>th</sup> of September 2016: the exchange of experience between elected representatives and civil servants of the 6 municipalities involved in the project on the citizen involvement in sustainable urban mobility policies and projects

On 25/09/2016, the public citizen fair – “Sunday without cars” – was organised in Modena, gathering 2,000 participants. During the day, the traffic was reduced in the whole city and it was stopped totally in a wide area around the city centre. Several activities were offered to the citizens to raise awareness on sustainable mobility: markets, city visits, children educational labs, workshops in collaboration with the urban multi-centre for health and environment, bike trips with different groups from different areas of the city, a bicycle public auction.

On 26/09/2016 the participants were welcomed by the mayor of Modena and the local Sustainable Urban Mobility Plan was presented along with several key actions: the pedestrianisation process of the city centre, the limited traffic zone. The Europe for Citizens programme was presented, along with other European calls for proposals in the field of sustainable mobility.

During the afternoon a site visit was organised, by using the local trolleybus and by using the bikes of the shared bike scheme of Modena – “Mi Nuovo”, to visit: a new bridge exclusively for cyclists and pedestrians to ensure secure crossing over the highway, a bicycle garage and the intermodal pole at the Modena central railway station.

On 27/09/2016 the whole day was dedicated to best practice sharing and exchange with the Modena Energy and Sustainable Development Agency (AESS), the municipality of Brescia, the city of Milano and the AREA Science Park in Trieste.

### **Event 4 – Zadar (Croatia)**

**Location / Dates:** The event took place in Zadar (Croatia), from 05/04/2017 to 08/04/2017.

#### **Participation:**

The event involved:

- on the 5<sup>th</sup> and 6<sup>th</sup> of April 2017: 21 participants, including 2 participants from Sweden (municipality of Växjö), 2 participants from the United Kingdom (municipality of Milton Keynes), 1 participant from Italy (municipality of Modena), 10 participants from Croatia (municipality of Zadar), 2 participants from Romania (municipality of Bistrita), 3 participants from Serbia (municipality of Cacak), 1 participant from France (Energy Cities).
- on the 8<sup>th</sup> of April 2017: approximately 295 participants, including approximately 20 participants from Sweden, 20 participants from the United Kingdom, 25 participants from Italy, 205 participants from Croatia, 10 participants from Romania, 15 participants from Serbia.

#### **Short description:**

The aim of the event was:

- On the 5<sup>th</sup> and 6<sup>th</sup> of April 2017: the exchange of experience between elected representatives and civil servants of the 6 municipalities involved in the project on the citizen involvement in sustainable urban mobility policies and projects.

- On the 8<sup>th</sup> of April 2017: to raise awareness among the citizens on the impact of mobility on climate change and encourage them to use sustainable transport modes, in particular cycling.

On 05/04/2017 one of the specific and important challenges of the city of Zadar was discussed: everyday mobility on islands and the connection with the city.

The European Living Streets project was presented as well as the experience of the city of Milton Keynes and Zadar within this project. The second day the city of Ivanic Grad was invited to share its experience in Living Streets to inspire the different participants and show the benefits of experimenting life without cars by closing some streets or the city centre to the car during 1 to 2 months.

A site visit was organised at the Local Vocational school. The student projects were presented including electric cars, solar-electrical vehicle, solar vehicle, solar bicycle as well as a solar charging station.

On 06/04/2017 was dedicated to best practice exchange focusing on: the new car sharing scheme of Modena, bicycle friendly workplaces in Växjö, the Beat the Street walking and cycling game in Milton Keynes, the electromobility in the city of Koprivnica, the planning of solutions for sustainable mobility in the city of Sibenik.

On 08/04/2017, the citizen fair not only promoted healthy lifestyle and the use of bicycles and electric vehicles, but it also raised awareness on the importance of using the alternative ways of transportation in the city. 300 citizens participated in the activities: information for children about road safety and bicycle use, presentation of solar and electric vehicles by students, workshops for children and adults, one of which was "Pimp my bike".

### **Event 5 – Bistrita (Romania)**

**Location / Dates:** The event took place in Bistrita (Romania), from 16/09/2016 to 22/09/2016.

**Participation:** The event involved 400 participants consisting in local citizens (without the participation of the international partners of the CitiZEN project).

#### **Short description:**

During the event that gathered more than 400 participants, traffic has been completely stopped in the city centre of Bistrița. Citizens experienced the effort to produce the necessary energy to charge their phones by using two bicycles that generate electricity. Several other activities were offered: awareness raising on traffic safety and importance of biking at the green school, CitiZEN bike tour.

### **Event 6 – Cacak (Serbia)**

**Location / Dates:** The event took place in Cacak (Serbia), from 20/09/2016 to 24/09/2016.

**Participation:** The event involved 320 participants consisting in local citizens (without the participation of the international partners of the CitiZEN project).

#### **Short description:**

During the citizen fair, several events were organised to encourage cycling as a means of transport have been organised, gathering 320 participants: a round table discussion and sharing best practice experience on sustainable mobility in Serbia, distribution of bike lights as a common action organised by the municipality and the local police department as well as two cycling races.

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