

PROJECT FINAL REPORT

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1 Introduction

MOVE TOGETHER is an EU FP7 project aiming to enhance citizens' involvement and direct contribution to urban sustainable mobility by:

- Raising citizens' awareness of European policies and urban transport targeted research and demonstration (RTD) projects.
- Asking to selected panels of citizens to appreciate the goals and impacts of urban transport RTD from their everyday life experience and local knowledge perspective;
- Stimulating a better knowledge, and more active participation of citizens to planning and implementation of RTD projects, and the related innovations and sustainable mobility policies, in several cities across Europe.

The key message of the project is that involving lay citizens' in the analysis, appreciation and evaluation of EU funded RTD projects will contribute to create a new urban mobility culture in our cities. Citizens and decision-makers should be more seriously and permanently committed together - "moving together towards a new culture of urban mobility" – to fully exploit the potential of RTD projects and realise the objectives of the EU Green Paper on urban mobility and Action Plan.

This message has been fully articulated in two **Citizens' Declarations**, elaborated by two panels of citizens at EU level and in one pilot area (the metropolitan area of Rome, Italy), and presented in a **travelling exhibition** and a number of **poster exhibitions** across Europe.

Citizens' awareness raising and participation activities as those realised by the Move Together project could and should be widely implemented across Europe, and the project provides now guidelines to local authorities in Europe on how to carry out such awareness raising and participation activities.

In this way, Move Together may contribute to favour a global behavioural change and the emergence of a new urban mobility culture that will preserve the quality of life in our urban centres, which are home for about 80% of European citizens.

2 Citizens' Declarations

In the first year of the project (2008), the Move Together concept and a digest of the results of relevant EU funded research projects on urban sustainable mobility have been presented and discussed with two groups of citizens:

- An international focus group of 27 citizens randomly selected from each EU country. These citizens have been involved in two workshops, in Brussels and Paris, during the spring 2008, and a Move Together launching conference on June 16th, at the European Economic and Social Committee in Brussels.
- A local group of 24 citizens randomly selected from each district of the Rome metropolitan area, in Italy. These citizens have been involved in two workshops, during the autumn 2008, and a Move Together local conference on 27th November, hosted by the City of Rome.

The EU 27 group of citizens, and the local group, have summarised their deliberations on the topic of urban sustainable research and citizens' involvement producing two "Move Together Citizens Declarations", at EU-wide level and at local level in the Rome city area.

The declarations provide a coherent set of key messages showing the citizens' appreciation of EU research on urban transport and its applicability in their daily life. They are available now on the Move Together exhibition web-site: www.move-together-exhibition.net

3 Exhibitions

In the second year of the project (2009) the Move Together concept and citizens' experience has been disseminated in several cities of Europe by means of the exhibition "Better Mobility – Move Together towards a New Culture of Urban Mobility". The exhibition has been produced in two formats:

- One physical exhibition which travelled in six locations:
 - Wien (Austria) – 9-13 June 2009
 - Rome (Italy) – 7-12 September 2009
 - St Giljan (Malta) – 16-22 September 2009
 - Budapest (Hungary) – October 2009
 - Nice (France) – 25-27 November 2009
 - Brussels (Belgium) – December 2009
- Posters exhibitions available on the Move Together exhibition web-site (www.move-together-exhibition.net), which can be downloaded and printed on exhibition supports (roll-on or printed posters), and have been used to organise poster exhibitions held during the European Mobility Week of September 2009 in a number of cities selected through an open call for proposals across Europe: Braganca (Portugal), Madrid, Girona, Almendralejo, Donostia-San Sebastian (Spain), San Giljan (Malta), Corfu (Greece), Plunge, Klapėida (Lithuania), Kaliningrad (Russia). Two additional poster exhibitions were also organised in the city of Ferrara (Italy) and the town of Nivelles (France)

The Move Together exhibition was designed to raise the people awareness of the current urban mobility problems and future sustainable options for a better mobility that the EU research is contributing to develop. The urban transport topics are presented as part of our everyday lives, in six exhibition walls¹ dedicated to:

- Urban mobility (general introduction to the topic): How Do You Move?
- Individual car mobility: What's Driving The Future?
- Urban public transport: How Do We Move?
- Active travel (walking and cycling): Are You Cycling?
- Urban freight delivery: How Do Our Goods Travel?
- Urban mobility planning: The Living City
- Best practices in Europe (examples of EU funded demonstration projects)

¹ The six walls of the physical exhibition are reproduced in 12 posters available on www.move-together-exhibition.net

Each panel briefly introduces the topic, shows examples of emblematic EU funded research projects, and raises a number of questions about how EU research add to urban sustainability from the citizens everyday life perspective. The last panel shows a map of emblematic best practices in Europe.

The exhibition walls have been produced in English and in French. The exhibition posters have been translated also in Lithuanian, Greek, Russian, Portuguese, Spanish, French and Italian. The exhibition contents are also reported in exhibition brochures that have been translated in the different languages and distributed to the visitors.

The activities performed in the travelling exhibitions and in the poster exhibitions are illustrated in the following two sections.

3.1 Travelling exhibitions

3.1.1 Vienna

The exhibition took place at the Architecture Centre which is located in the New Museums Quarter in the 7th district bordering on the 1st district. The costs for the location (for 4 days), including security amounted to over 9.000 EUR.



A total of 94 persons were registered as viewing the exhibition – this excludes the participants of the MOVE-TOGETHER workshop (of city councilors) and partners. The number is a bit disappointing but comparable to similar stand-alone events on unconventional topics. Even in huge exhibitions like the Riga Food 2008 or the Leipzig Book Fair that attract thousands of participants (40,000 in the former case over 3 days and 120,000 in the latter case over 10 days), there are several smaller exhibitors which attract even less attention than the MOVE-TOGETHER exhibition. Still, it is worth considering for future events the integration of such exhibitions in larger events or in museums in order to capitalize on synergies with other exhibitors.

Greater participant numbers could have been achieved if: (a) the exhibition timing did not coincide with a long-weekend holiday; and (b) with greater publicity. The decision to hold the exhibition at the Architecture Centre was taken comparatively late as alternative (better and cheaper locations) were sought for some time. The search for a suitable location did in fact take much longer than expected; several other suitable locations were booked already a year in advance; and for many exhibitors, the cost-benefit ratio was low (as our budget was

limited). The original idea for organizing the MOVE-TOGETHER exhibition in the framework of the UITP conference also did not materialize for financial reasons – as the local organizers demanded a minimum of 5.000 EUR for just one day.

The late identification of a suitable location also meant that the publicity of the event could only be carried out at a rather late stage. This involved announcements in local / district newspapers, the distribution of leaflets at schools and posters at different locations. A formal partnership with a newspaper was not possible. This too has to be done well in advance and combined with a major event (like the organization of a speech by a well-known politician or academic).

A questionnaire distributed at the MOVE-TOGETHER exhibition provides insight into the characteristics of the participants. The questionnaire was answered by 12 participants, i.e. by around 10 per cent which is a reasonable response rate considering that it was distributed by the exhibition personnel and had to be self-filled. The results are as follows:

1. The questionnaire as a whole worked well for those who answered it. As part of a larger survey contacted professionally (over the phone or face-to-face) it would be a good tool for tapping on citizens' views about urban transport.
2. The MOVE-TOGETHER exhibition attracted mostly younger persons (three quarters were younger than 32), more men than women (three quarter were women) and primarily persons with a high-school diploma or higher education (6/12 had a high school diploma, 5/12 had completed the first or second level of higher education) who had a specific interest in urban (and/or transport) planning issues. Only one of the respondents reported being confronted with the topic of the exhibition for the first time. The majority of the respondents were also clearly environmentally concerned individuals as can be judged from their responses to the answers about the priorities of transport policy (more than three quarters identified themselves as avid supporters of public transport, the expansion of green areas and bicycle-lanes). This, in turn, means that exhibitions like MOVE-TOGETHER are more likely to attract a 'niche' population segment of younger males interested in urban planning from an ecological perspective. Such people also come into the exhibition with some previous knowledge of the subject, therefore they will expect to enlarge or deepen their knowledge through the exhibition.
3. The question about the prioritization of transport areas according to governance level (local, national, EU) produced the following results:
 - a. The improvement of the bus network, the frequency of the metro service, the promotion of bicycle-lanes, the improvement of public spaces, the expansion of green areas or the establishment of a car-free city centre were considered as LOCAL transport policy measures.
 - b. There was hardly any policy area attributed alone to the national level of transport policy (as distinguished from either the local or the EU level of government). This could also reflect a lack of knowledge on the part of the participants regarding the distribution or sharing of competencies between the EU, national and local levels of transport policy governance.
 - c. The improvement of public transport, IT-services on the roads, the reduction of traffic noise and the promotion of car-sharing were all judged as policy measures to be promoted by all levels of government (EU, national, local).

- d. Two transport policy goals were considered unimportant for all levels of government. These were the improvement of the road network (local / national) and the introduction of city road pricing. The first finding can be explained by the general rejection within Austria of road measures. The second finding suggests a lack of knowledge regarding road pricing. One would expect that ‘green’ voters would be in favour of road pricing as this is a measure that contributes to the shift of traffic from road to public transport. On the other hand, as already noticed in various other settings, several people will be in favour of environmental solutions but object to pricing solutions.
4. Citizen participation was assessed as very or quite important in the following areas – the answers suggest, however, that the question was answered with reference to importance of goals rather than citizen participation per se (i.e. citizens are more likely to consider areas important to them personally as areas deserving greater citizen participation).
 - a. Improvement of public transport, including bus lanes (9/12)
 - b. Improvement of service intervals for metro / bus (6/12)
 - c. Expansion of public spaces (9/12)
 - d. More green areas (10/12)
 - e. Construction of park and ride facilities (7/12)
 - f. Reduction of traffic noise (7/12)
 - g. Promotion of car sharing (7/12)
 - h. Promotion of city-bikes (8/12)
 - i. Alternative fuels for cars or railways (8/12)
 5. On the forms of citizen participation, the following received the higher marks:
 - a. Public opinion surveys at different phases of policy process (9/12)
 - b. Citizen participation forums at the beginning of a policy process (7/12)
 - c. Environmental impact assessments at the beginning and during a policy process (6/12)
 - d. Citizen petitions or referenda to support or reject policy proposals (6/12)

Interestingly, the idea of citizen forums accompanying policy processes was only considered relevant by one third of the participants. Similar attitudes were expressed with respect to ‘participation by delegation’ forms of citizen participation such as giving support to political parties or NGOs.
 6. Three out of four participants found the MOVE-TOGETHER exhibition very or quite interesting / useful. Only three out of twelve thought it was not useful.
 7. Three quarters would welcome similar exhibitions in the future. Themes to prioritize include: alternative energy sources (10/12), eco-buildings (9/12), environmental technologies (8/12), air transport (6/12), alpine transit transport (6/12), long-distance transport (7/12).

3.1.2 Rome

The exhibition was organised by the Province of Rome, and it took place at Palazzo Valentini, the headquarter of the Province near Piazza Venezia, the very centre of the city.



Move Together Panel Discussion

On the opening day, the 7 September 2009, 75 persons were registered as viewing the exhibition – this excludes the participants to the MOVE TOGETHER workshop which was held on the morning in the same place, with the participation of policy makers, representatives of civil society organisations engaged on urban sustainable mobility topics, citizens of the Rome Move Together group and a public of about 80 participants.



Greater participant numbers could have been achieved if: (a) the exhibition timing did not coincide with a period – the second week of September – in which the local policy community is still not fully returned from summer holidays; and (b) located in the main courtyard of Palazzo Valentini (which was not possible because the exhibition panels needed to be placed indoors) instead of the underground room where it has been placed, not immediately and easily accessible from the main entrance of Palazzo Valentini.

However, the quantity and quality of the attendance of the opening workshop was good, with a good balance of policy makers from local authorities (Province of Rome and Ferrara, the latter as the other town in Italy organising a Move Together poster exhibition during the September 2009 EU mobility week) and the national parliament, representatives of local civil society organisations and citizens. Federmobilità has also contributed to the organization and the successful outcomes of the Move Together travelling exhibition set up in Rome and the opening workshop. As far as the material production is concerned, Federmobilità has developed an Italian version of the questionnaire addressed to the exhibition visitors,

translating and adapting to the Italian public the prototype questionnaire (in German) already distributed at the Vienna exhibition. Referring to the communication efforts, the travelling exhibition in Rome has been announced both in the Move Together flyer and newsletter produced by Federmobilità, and on the web-site.

In order to stimulate the highest possible interest towards the exhibition, not only among Federmobilità members, but also among the public who normally follows its initiatives, Mr Giuseppe Ruzziconi, Chairman of the Mobility Agency of Ferrara, has taken part to the opening workshop.

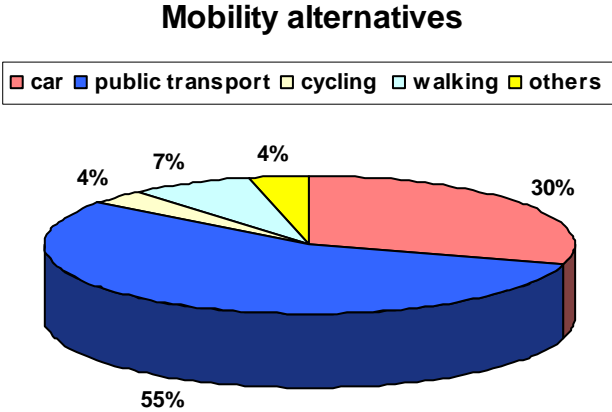
A synthesis of the workshop interventions (in Italian) has been produced and published on the AICCRE-CEMR web-site on 16 September 2009, at the opening of the EU Mobility Week. Most of the intervention focused on the need to disseminate and increase the impact of initiatives like Move Together on local populations, in order to achieve more effective innovation and share the knowledge of the EU funded demonstration projects (e.g. the CIVITAS-MIRACLES project in Rome) with a larger public. At this regard, the spoke-person of CALMA, a local association boosting sustainable mobility in the Rome metropolitan area, recommended the realisation of a more permanent citizens consultation strategy, involving the different institutions in charge of mobility planning in the area (Region, Province, Municipality) and representatives of local civil society organisations in the elaboration of a “urban transport white paper” sharing a short, medium and long term perspective of mobility at different territorial scales. This white paper should be discussed in public hearings, fostering a deliberative process where the citizens should be systematically involved to elaborate and provide their views to decision makers, following the example of the local Move Together conference which was held in Rome in Autumn 2008. Finally the Province of Rome, beyond the Move Together exhibition organised now in September, will exploit the same exhibition producing posters and documents to be used in the educational programmes oriented to high school students in the whole Province of Rome area.

A questionnaire distributed at the Move Together exhibition provides insight into the characteristics and opinions of the visitors. The questionnaire was answered by 22 participants, i.e. by around 20% which is a reasonable response rate considering that it was distributed by the exhibition personnel and had to be self-filled. The results are presented below.



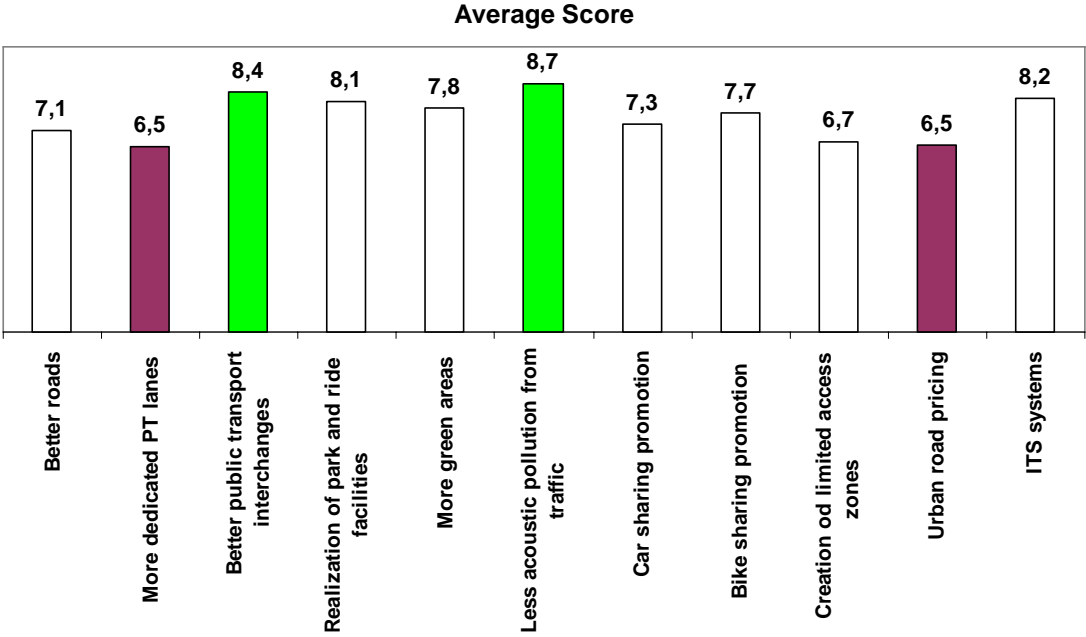
Mostly of the respondents are already using sustainable transport alternatives to the individual use of cars: the latter has been declared as the most frequent daily travel mode by 30% of the respondents, whereas the most used mode is public transport (55%). The other sustainable

modes are walking (7%) and cycling (4%), while the category other (4%) include in practice the use of mopeds.



The questionnaire asked to provide a ranking, with score from 1 to 10, of the measures that the respondent felt more needed and urgent to improve mobility and quality of life in the Rome area.

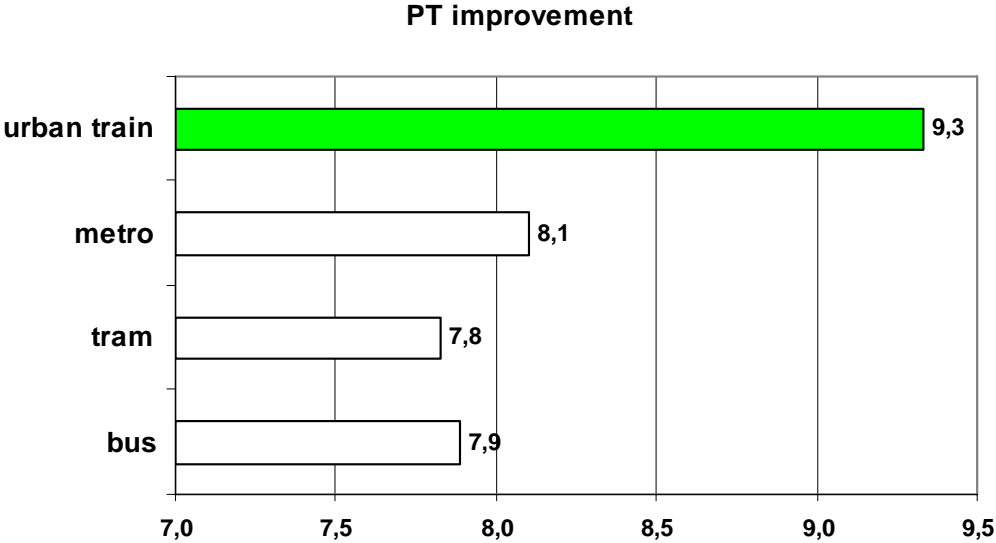
The average scores are presented in the figure below:



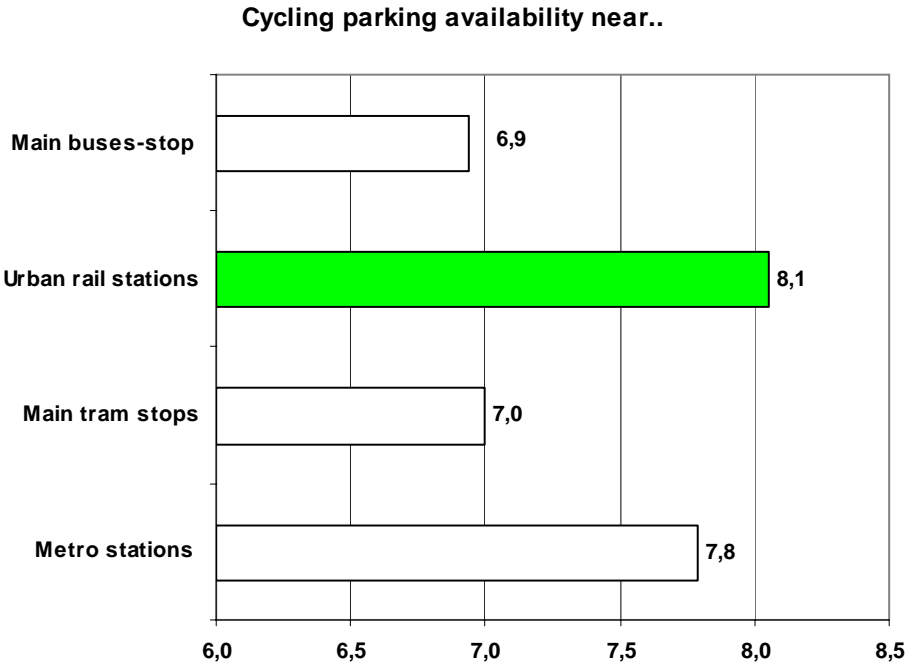
All the measures proposed to improve mobility presented in the figure are considered worthwhile, as it is shown by average scores always above the median score 5. However, the most needed and urgent ones are felt to be the reduction of acoustic pollution – a real problem in the city of Rome – the connections between different public transport services (namely between train, metro and bus stations and schedules) and diffusion of ITS to provide real-time information to the users.

One specific question was about which public transport services would need to be improved most. As it is shown in the following figure, better local trains which connect the Rome inner

city to the suburbia and surrounding municipalities are seen as the most needed intervention, followed by improving the metro, bus services and trams.

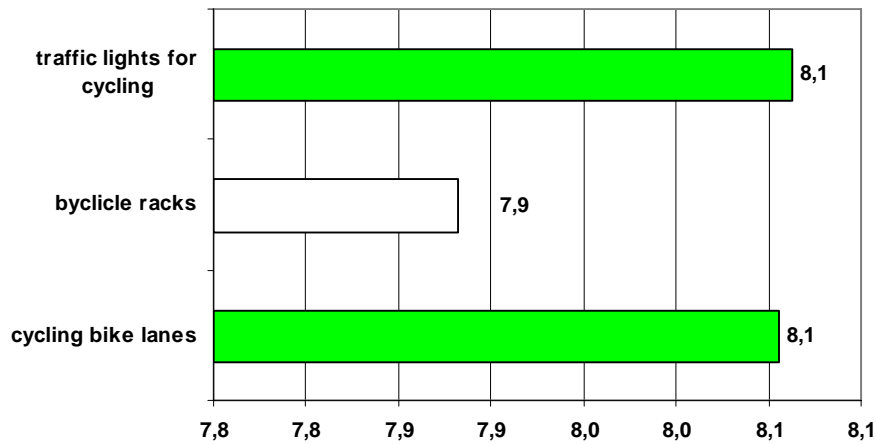


Another specific question concerned bike & ride facilities. As it is shown in the figure below, they are more required at train and metro stations, and less so at tram and main bus stops.



Another question referred to new or improved infrastructures for cycling. As it is shown in the figure below, the most important actions are considered the realisation of bike lanes and traffic lights at road crossing.

New realization/improvement of cycling infrastructures



Other two specific questions were related respectively to the realisation or improvement of pedestrian areas and the promotion of alternative fuels. The answers showed that:

- New pedestrian areas are more required in the city centre rather than in the neighbouring districts (with average score of 7,8 against 7,0).
- Alternative fuels and their promotion are best seen for public buses - an option which receive with a very high average score (9,1) - rather than for private cars (8,6). Anyway their promotion is appreciated, as it is demonstrated by the high scores.

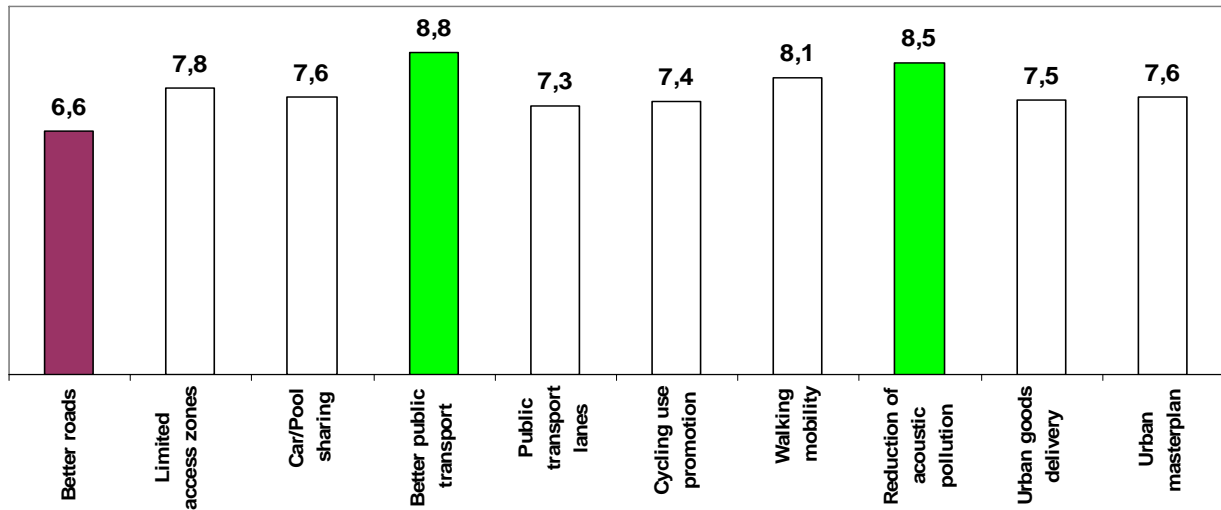
A second set of general questions were about the most useful forms of citizens participation in mobility policy formulation. The respondents were asked to provide a ranking, with score from 1 to 10:

- of the mobility policies were the citizens participation would be important;
- of the most useful and effective participation tools.

The average scores are presented in the figures below.

Mobility policy areas where citizens participation is important

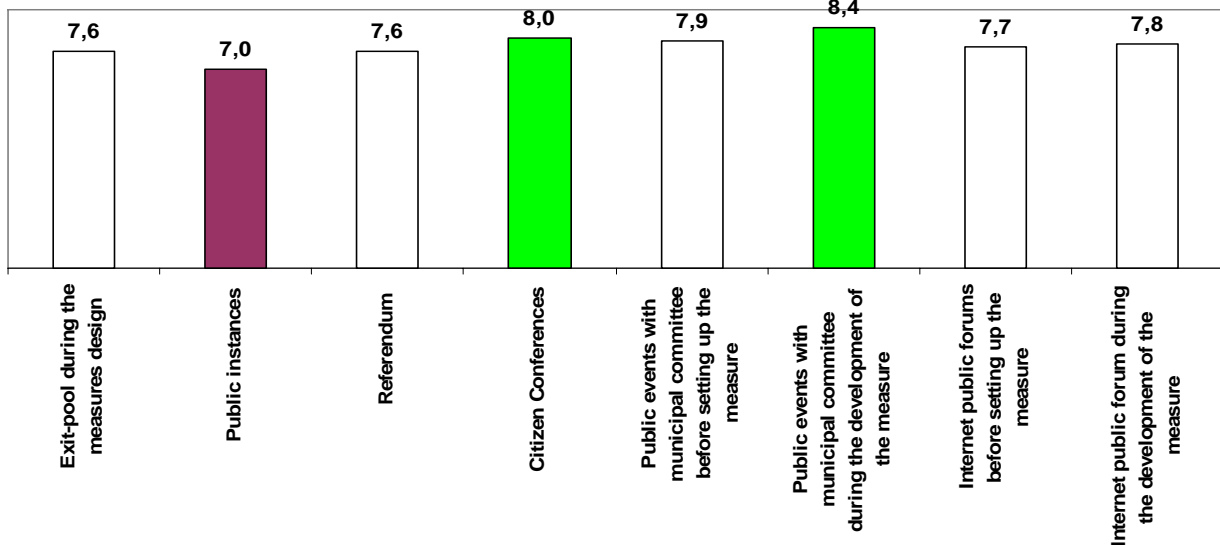
Average score



Again citizens participation is considered important for all the policy measures, as it is shown by the scores always above the median score 5. However, the areas where participation would be more required are considered the improvement of public transport services and the reduction of acoustic pollution, followed by the planning of walking mobility and the regulation of access zones (ZTL).

Most useful and effective participation tools

Average score



All participation tools are scored more than 5, meaning that they appear to be all useful, but there is a difference between tools which seem more effective and concrete and other tools which are seen as less effective in practice. The former are in particular public hearings involving local politicians and citizens before deciding the interventions and during their implementations (score 8,4) and citizens conferences to discuss and deliberate about urban mobility strategies and plans (score 8.0). The latter is the institution of petitions, which are evidently seen as a tool more to convey protests than to engage earlier and pro-actively the citizens in the policy formulation process.

Finally, the questionnaire included some questions to evaluate the appreciation of the exhibition and to know how the visitors have been informed. The appreciation of the initiative was in general good, but there were claims about the poor marketing and information available to lay citizens about the EU projects shown in the exhibition and about the exhibition itself.

3.1.3 St. Julian's - Malta

San Giljan (English: *St. Julian's*) is a town in Malta situated along the coast, north of the country's capital, Valletta. It is known for tourism-oriented businesses, such as hotels, restaurants and nightclubs, centred mostly in an area known as Paceville. San Giljan has a population of around 8.752 inhabitants (Aug 2007). Both San Giljan, and Paceville within San Giljan are a hive of activity, by day and by night, during the week and at weekends. Dozens of hotels and scores of restaurants and other eating out and entertainment venues pepper the main streets of this locality, attracting tourists and also local visitors.

The transport problems are only too well known by the local authorities, and indeed traffic studies carried out over the years have regularly described the situation as having reached a saturation point. The local council of San Giljan is very aware of the traffic and transport issues that continue to affect this locality, and has been working relentlessly on a much-needed and ambitious project to solve the problems in San Giljan, for the ultimate benefit of its residents and its visitors. Indeed, the timing of the Move Together Poster exhibition could not have been more appropriate, as the local council is set to launch its ambitious transport and traffic management projects, which will include investment in at least two large car-parks in strategic locations to complement those that already exist, a residents parking scheme aimed at facilitating parking for local residents, and an investment in clean air public transport.

The Move Together exhibition was set up in San Giljan, in a highly frequented public garden in the heart of the town, and this ensured maximum visibility to the exhibition. Politicians, public officials & administrators, officers from NGOs and environment groups, academics, journalists, businessmen and residents were invited to visit the exhibition and to attend the discussions which were organised at the same site under a purposely erected tent, on three separate days. The events associated with the exhibition included:

- i) a series of discussions were organised every evening, during which presentations were made to the various stakeholders, who also participated in the ensuing discussions;
- ii) the Move Together exhibition was set up under a purpose-built tent and open to all visitors for a number of hours per day and evening, throughout the week;
- iii) a "Think Green" exhibition was also set up in the same public garden, adjacent to the Move Together exhibition – this helped to generate awareness on how to buy local products in order to cut down on transport and traffic on European roads;
- iv) an entertainment programme was organised every evening, in order to attract more visitors to the exhibitions; at the same time, the entertainers (dancers, singers) were themselves students attending local schools and their participation enabled students and parents to gain an awareness of the Move Together exhibition, as well as its aims and objectives;
- v) leaflets were printed and distributed at the venue, as well as to local residents;
- vi) articles were published in local magazines, including the local council's own magazine which is distributed to all residents and businesses in the San Giljan locality;

- vii) advertisements were published in the local media to announce the organisation of the Move Together exhibition and to invite the public to attend.

3.1.4 Budapest

The Move together travelling exhibition could be seen during one month, from October 5th until October 31st, as part of the „Green Point”, or „Liveable City on the Millenárís” exhibition. The opening of the exhibition was held by Clean Air Action Group on October 7th in presence of transport experts, environmentalists and the press. The event was reported in several newspapers.



Programs for families and children

The exhibition was seen by 4720 visitors. Mainly families and children enjoyed the interactive programs and games related to the exhibition’s topic held at Millenárís during week-ends of the exhibition. The Budapest Public Transport Company (BKV) has shown short movies on the construction process of the new metro line, has given traffic safety advices and amused children with quiz and games on public transportation.

The Conference

Clean Air Action Group and the Hungarian Traffic Club organized a conference on „Reducing road traffic PM emissions in Budapest until 2011 – Review of the possibilities” On October 21st, at Millenárís (B Building – Jövő Háza). About 100 persons attended the event.

The Conference’s presentations include:

- Move Together project presentation by Gabriella Táborossy, the Hungarian member of the project’s Citizens Group.

- András Lukács, Clean Air Action Group: „Possibilities of reducing transport PM emissions until 2011 in Budapest”
- János László, Hungarian Cyclists’ Club: Moving together around the city
- Miklós Takács, FŐMTERV Zrt.: „Possibilities of reducing transport PM emissions until 2011 in Budapest”
- Gábor Kelemen, Parking Kft.: „Transport measures already taken in order to reduce air pollution in the capital”.
- Nyikos István, DKV Debreceni Közlekedési Zrt.: „Experiences of Debrecen’s Municipality operating since 3 months the city’s public transportation bus network”.
- Merétei Tamás, Közlekedéstudományi Intézet Kht.: „Possibilities of applying PM filters on the exiting bus park in Hungary, especially regarding public transport buses operated in the city”.

A brochure has been edited on the Conference’s topic: „Possibilities of reducing transport PM emissions until 2011 in Budapest”. The on-line version can be read at the following link: http://www.levego.hu/letoltes/kapcsolodo_anyagok/konferenciafuzet.pdf

Visitors of the exhibition and the conference participants have received the Hungarian Traffic Club edited brochure „Budapest and its agglomeration by train” and other leaflets on the topic as well.

The main achieving of the conference was giving an impulsion to the dialogue between authorities responsible for transport in Budapest and transport users. Participants of the conference and the panel discussions included high level officers from the Ministry of Transport and from Budapest Municipality, as well as representatives of the Budapest Public Transport Company, the Institute for Transport Sciences, and transport planning and engineering companies. Students and professors, representatives of civil organisations (the Hungarian cyclists’ Club, and the Hungarian Association for City transportation (VEKE)) and of the Ombudsman for the future Generations, and citizens interested by the topic attended the event as well.



Children's Assembly

In the frame of the Move together project Clean Air Action Group and the Millenáris have invited 11-14 year old pupils in Budapest to participate into a call for application on the theme of „Liveable city and transportation”.

The goal of the call for applications was to invite children imagining the city of their dreams where they would like to live, and formulating recommendations on how to ameliorate Budapest's transport.

Winners of the application formed a Children's Assembly and discussed Budapest's transport development plan on October 17th at Millenáris, in the Building of Jövő Háza. The young deputy men and women could expose in detail their transport propositions. Besides humorous solutions, the pupils proposed many serious measures as well, like congestion charging, cheaper and better quality public transportation and the development of cycling infrastructures. The three parliamentary groups – Pedestrians, Public transport users and Motorists – have confronted sometimes fervently their opinions, to achieve at the end with clever compromises transport plans suitable for each group.



Visiting the 4th metro line of Budapest under construction

Thanks to Budapest Public Transport Company's Metro Building Directorate members of the Children's Assembly could visit the new metro station at road Bocskai (finished) and could take an underground walk to the Móricz Zsigmond square station on October 28th. The metro building engineers explained in details the construction works to a young public manifestly concerned.



3.1.5 Nice

The exhibition was held in Nice, at the Acropolis Congress centre, during the 22nd National Congress of Public Transport organised by GART² and the UTP³, from 25th to 27th of November 2009. This national congress is the most important event organised in France regarding public transport and mobility. During 3 days, more than 10 000m² are dedicated to exhibitions and many seminars and conferences are organised in the place. This year, more than 5000 participants visited the exhibition hall. These participants are mainly decision makers, civil servants in charge of transport and mobility policies at several administrative levels in the country, transport industrial companies, research bodies, civil society organisations, journalists...

Missions Publiques has developed a close partnership with the GART since many years and has been invited to show the Move Together exhibition and present more broadly the project during the National Congress of Public Transport in Nice. Indeed, the 2009 topic “towards a new mobility” was on specific interest and relation with the Move Together project. The Move Together exhibition benefited from a space of more than 120m², pretty well situated in the exhibition hall, and thus, clearly visible by any visitor. The lighting design of the exhibition and the big coloured pictures of the first panels were also quite attractive.

Three people from Missions Publiques staff were always on the stand to provide a commented visit of the exhibition and deeper information on the project, the participatory process as well as the research projects highlighted in the exhibition.

A specific leaflet and poster were created for the exhibition, with the support of a designer and a printing company. The leaflets were distributed at key passing places in the exhibition hall to attract visitors. The stand was also clearly announced and indicated in the National Congress guide and programmes, thanks to a well-prepared communication strategy set up by the GART before the event. A quick opening speech was made by Yves Mathieu, director of Missions Publiques, during the first day, to present the context and objectives of the exhibition, accompanied with some refreshments.



² The GART is the French national organisation gathering Public Authorities in charge of transport policies.

³ The UTP is the French national organisation gathering transport public companies.

About 70 people visited the exhibition. This figure can be disappointing comparing to the announced 5000 registrations for the event. However, these 70 visitors were key actors regarding mobility policies. Indeed, a third of them were elected people, decision-makers at in charge of transport and mobility public policies local level (coming from the Cities of Amiens, Grenoble, Besançon, Gardanne, Angers...) but also from other scales of power in France such as Departments and Regions. A bit more than a third of the visitors were technicians, civil servants working in public administrations in the transport and mobility sector. Finally, students and journalists also visited the exhibition. It is also important to mention that these people were often accompanied while visiting the exhibition in order to create the opportunity for a deeper insight into the project and its results. Some Move Together citizens' Declarations were distributed on demand, as well as the Move Together videos. This “guided tour” of the exhibition seemed to be necessary to tell the story of the project and have a real exchange with the visitors, stopping on some research projects for example. Discussions have sometimes permitted to go beyond a first impression of too many texts to read on the exhibition panels.



The visits of such key policy actors may conduct to a “snow-ball effect” which will bring more awareness and, hopefully, action regarding a more sustainable and participatory mobility culture in France. Even if 70 is quite a small number of visitors, it is encouraging to see that politicians especially, seem to be willing to work differently and share the mobility stakes with citizens. For example, some elected representatives were interested in welcoming the pilot or the poster exhibition in their city. Contacts have been thus developed in that sense, using the Move Together use and dissemination report to provide them with information concerning the concrete way to display the exhibition in a close future.

The interest of journalists was also encouraging, even if, as far as we know, no article has been published in specialised transport press on the Move Together project. These journalists also showed an interest in participating to the final Move Together Day conference in Brussels.



3.1.6 Brussels

The Brussels's Exhibition closed the itinerary of the Move Together exhibitions and events around Europe. The Exhibition was installed first on 7th December in the European Economic and Social Committee hall, nearby the room where the final Move Together Day Conference was taken. All project partners and the municipalities that hosted the Move Together poster exhibitions could contribute by bringing some of the material produced in their languages. The exhibition was visited on the 7th by the participants to the final conference.

The ceremony opening to the public the Exhibition took place at the European Economic and Social Committee on 8th December at lunch time, on the occasion of the ending of the Session of Transport, Energy, Infrastructures and Information Society of the EESC. The President Janus Toth welcomed the participants and Silvia Zamboni from Federmobilitàà introduced the Move Together concept Exhibition. At the end of the day the Exhibition was then dismantled and carried to the EESC offices of Rue de Treves – in a corner-window place that attracts the attention of drivers and pedestrians - where could be visited till the 18th December.



Claude Leloup, the Belgian citizen that participated to the Move Together transnational group of citizens, managed on behalf of AICCRE the logistic and organization of the Exhibition. He put his personal experience and knowledge also in contacting stakeholders and schools in Flemish towns in order to spread the mobility culture to young students. Five classes of the European School in Woluwe visited the EESC and the expo Move Together. They were children of 10-11 years old, divided into three days and three groups respectively of 27, 40 and 47 students. The groups were welcomed into a meeting space next to the exhibition.

The presentation of the exhibition started with their personal experience of ‘moving’ (including their travel day to arrive to Rue de Treves and their ‘pedestrian’ experience moving from the Conference place to the EESC building) and the approaching of the Copenhagen Conference on Climate Change. After this brief presentation, and to keep children's attention high, they were divided into 4 groups and each received the task to review a major theme of the Expo. After 10-15 minutes they returned and sat down in circle with their questions and remarks. Comments led to explain the following issues:

- Ecology: effects of greenhouses.
- Urban planning: land use, alternative energy, freight etc.
- Concrete examples drawn from experiences in Belgium: the number of commuters entering Brussels, number of occupants per car, the social cost of greenhouse excessive social cost of accidents in Belgium, average distances and travel times short legs cycling etc..

The pupils’ comments and conclusions focused on the need to change our behavior, and to take personal decisions on this issue.

The children were very interested and very concerned by environmental problems. The dialogue was easy to carry as it was based on concrete examples, and they had the impression that the time was running fast and the end of the visit coming too soon.

The best collection of concrete impacts of our travel habits has also been expressed by several teachers as significantly strengthening their motivation to include an introduction to these issues in their teaching. The panels of the exhibition, sophisticated and of a high technical and scientific content, after being presented and explained to the pupils, raised their thoughts, discussion, motivation and resolution to changing behavior.

The visitors left the exhibitions with a brief of the exhibition and a questionnaire including 15 quiz (questions and answers) as a reminder of the information received during the visit and with the aim of supporting the discussion both at home and at school. A copy of the brief and questionnaire in French is available on the project web-site www.move-together.net.

In conclusion, one important lesson learnt from the Move Together Exhibition in Brussels is that the concept of the exhibition - which was initially thought for an adult audience - could easily suit a younger audience through a properly addressed presentation.



3.2 Poster exhibitions during the European Mobility Week (September 2009)

The **Move Together poster exhibitions** have been organised during the European Mobility Week (16-22 September 2009) by a number of cities selected through a call for tender: Klapeida and Plunge (Lithuania), Kaliningrad (Russia), San Giljan (Malta), Madrid, Girona, Almendralejo, Donostia- San Sebastian (Spain), Corfu (Greece), Braganca (Portugal).

Representatives from the above cities met in a internal workshop organised by the Move Together consortium in June 2009, in order to plan and coordinate the exhibition activities. As common requirements for all the exhibitions, the cities have been asked:

- to translate in national language and show in a visible location the Move Together exhibition posters;
- to produce and/or show other material they may have related to urban transport problems and policies in their city;
- to organize “move together” events and report back to the final “Move Together Day” conference in Brussels, organised on 7th December 2009.

The city of St. Giljan in Malta had the opportunity to host the Move Together travelling exhibition, instead of the lighter poster version, and its activity is therefore described earlier in

the section related to the travelling exhibitions (cfr. Section 3.1.3). The activities performed to disseminate the Move Together concept in the other cities are briefly described in the following sections.

In addition to the cities selected through the call for tender, other Move Together poster exhibitions have been promoted directly by Federmobilità in Italy - carried out in Ferrara – and by one citizen of the Move Together transnational group, Claude Leloup, in his town in Belgium, Nivelles.

3.2.1 Corfu – Greece

The Municipality of Corfu is located at the centre of the Eastern coast of the island of Corfu. It has about 45.000 inhabitants, of which 9000 living in the historic centre. Daily, about 10000 commuters enters the historic centre, and in summer the number of visitors can increase up to 20000. The old structure of narrow streets in the city centre, together with the pressure due to the flow of thousand of visitors every year – without a tourism management plan – makes it obligatory to implement sustainable urban mobility schemes. Certain restrictions are already made by blocking some of the old city’s entrances for cars, enforcing fewer hours for replenishment, construction of pedestrian areas, reducing the parking spaces and promoting international competition for the building of peripheral parking areas.

One main goal of the Municipality of Corfu is to sensitize both the citizens and the visitors. The citizens should understand that the unregulated use of cars and large vehicles is not compatible with the protection and respect of a cultural site such as the Old Town of Corfu. The visitors should be informed, even before their arrival (i.e. when they plan their travel) that the town tends to become an eco-oriented, car-free city.

The Municipality of Corfu organised the Move Together poster exhibition during the EU Mobility Week (16-22 September 2009), at the Municipal Art Gallery hosted in the Palace of Saint Michel and George located in the heart of the Corfu’s historical centre.



The exhibition was attended by a significant number of visitors, both residents and tourists. The posters were shown in Greek and in English, the latter in order to outreach the numerous tourists that in September populate the island and the city.

The exhibition opening ceremony was organised by the Municipality distributing 1000 invitations. A press conference was held a day before at the Municipality to introduce the coming events. The opening ceremony was covered by local media and a press release was

distributed to newspapers and local websites. The opening ceremony was attended by representatives of local authorities, schools, teachers and parents' association members, NGOs and cultural associations.

The exhibition was coupled with a number of other events organised by the Municipality of Corfu for the EU Mobility Week, including:

- Youth painting contest and exhibition “Corfu, the City of Bicycle”: a painting contest focused on cycling in Corfu was organised involving 500 pupils aged 11-12 years. A total number of 150 “masterpieces” were displayed at the Municipal Art Gallery.
- Music event of school bands “Make your life happy by cycling”: the event was co-organised with the Local Youth Council on Friday 18 September 2009. Ten school bands played different music styles. The concert was dedicated to the promotion of alternative modes of transport. Part of the concert was shown on local TV.
- Sporting event “Cycling around the historical centre”: a cycling ride of 15 km, starting from the entrance of the Old Fortress at Esplanade square and following a path around the city was co-organised with local athletic associations, on Sunday 20 September, with the participation of about 500 cyclists.
- Walking tour in the historical centre for tourists and residents, co-organised on Sunday 20 September 2009 with the Guide Association of Ionian Islands which provided guides in 5 languages (Greek, English, French, Italian and German). The event involved more than 600 tourists.
- Education Conference on Sustainable Urban Mobility: the event was co-organised on Monday 21 September 2009 with the Department of “Primary and Secondary Environmental Education – Region of Ionian Islands”, and it focused on sustainable environmental policies, urban sustainable mobility and the benefits of cycling. The event was held at the Municipal Theatre of Corfu, with the participation of 1200 pupils and students. The Move Together posters were displayed in the Theatre and the event was opened by the Mayor of Corfu – who mentioned the Move Together project in the opening speech. The conference was shown on local television.

As it is shown by the above list of events, the Municipality of Corfu chose to follow two different communication strategies:

- The general one was addressed to a large audience of stakeholders, including public authorities, local groups, NGOs in order to raise citizen's awareness and appreciation on the idea of “Sustainable Mobility”.
- More specific information campaigns focused instead on specific target groups such as schools, parents' representatives, students, bicyclists and ecologists.

3.2.2 Kaliningrad – Russia

Kaliningrad is the administrative, industrial, trade, scientific and cultural centre of the Kaliningrad region. The city is located in the Baltic Sea Region and is separated from the main territory of Russian Federation by the EU countries (Lithuania and Poland). Population of the city is 422.3 thousand people (45.1% of the residents of the region).

Kaliningrad, as regional centre, has a huge traffic load. Narrow streets and big number of cars, lack of parking places, concentration of business activities in city centre results in big traffic jams at rush-hours and cramming of back streets of the city. The total amount of the motor cars in Kaliningrad in 2007 was 170 462 cars, in 2008 – 165 628 cars. It means that there are 387 cars per 1000 inhabitants of the city. The problem is that city roads system was planed only for 60-100 cars per 1000 people. That means that the load on the city roads exceeds 3 times the designed network capability. Everyday commuting flows, due to the concentration in the city centre of the business activities, cause long traffic jams in the rush hours and air pollution problems. Another problem is the lack of parking places, with the consequence that all back streets are crammed with the cars and circulation is hampered both for pedestrians and drivers.

The Municipality of Kaliningrad wish to achieve a reduction of the traffic load in the city centre. Specific objectives are: 1) to raise public awareness on city traffic; 2) involvement of citizens of Kaliningrad city district in problem solving of overflowed roads; 3) to raise public awareness on environmental problems caused by transport; 4) the development of the alternative means of transport (especially biking). It is impossible to solve the mobility and traffic problems only by local authorities. Of course local authorities should carry out their commitments, but citizens also should think about their city, that may be it is not so necessary to go by car to the place that is located in 1 or 2 bus stops? Or to leave one's car where and how it is convenient only for one person, but inconvenient for all others.

The exhibition was organized on 16-22 of September 2009 in the biggest shopping and entertainment centre called "Europe", which is located directly in the Kaliningrad city centre on the intersection of the main city roads. The "Europe" centre is being daily visited by several thousands people. This exhibition presented 14 informational posters – 12 posters of the Move Together exhibition and 2 posters produced by the Municipal Institution Environmental Centre "ECAT-Kaliningrad" regarding the transport situation in Kaliningrad. About 1500 citizens have visited the exhibition. The exhibition was opened on 16th of September at 12.00 p.m.

The official opening was attended by the top officials of Kaliningrad City District administration and representatives of local mass media (press service of city district administration, news agency "Uninews", local TV-channel "Vesti"). The officials and the guests of the exhibition became familiar with the posters' exposition and the best urban mobility practices implemented in European Union. In the interviews to the local TV channels the officials expressed their willingness to give a political support for the implementation of projects similar to "Move Together" one and emphasized the topicality of urban mobility problem in Kaliningrad.



Information about the exhibition was announced by the local radio station “Baltic Plus”. Leaflets developed for the cycling race were also disseminated among the exhibition visitors. Also, the representatives of ECAT disseminated the informational brochures, produced in the framework of LIFE-Third Countries project “Kaliningrad Air Pollution induced by traffic: modelling system design, installation and validation” (KALAIR) in order to mould the understanding of the transport problem existing in Kaliningrad among the citizens. That brochure includes the information about transport situation in the city, transport fleet distribution, air pollution induced by traffic and possible measures to improve the transport situation.



The Kaliningrad Move Together exhibition has been visited by the Move Together project coordinator, Carlo Sessa.

ECAT-Kaliningrad staff developed a questionnaire including several simple questions aimed to find out the citizens willingness to use the bicycles in a daily life and to define the main obstacles for cycling in the city. The questioning had been carried out during the opening of the Move Together exhibition, interviewing 50 people. That inquiry aimed to get acquainted with citizens’ opinion concerning the use of a bicycle for an everyday moving and showed the following main results on the base of 50 people answers:

- about 90% of questioned people consider that cycle lanes and cycle parking places are necessary in the city;
- about 90% think that use of bicycles will make an input into the reduction of air pollution;
- 40% use their own bicycles;
- 35% prefer to use a private car in a daily life, 33% prefer public transport, 21% move within the city by feet and 11% would like to use bicycles mentioning the following main barriers for that issue: lack of parking places for bicycles and cycle lanes..

The exhibition was coupled with a number of other events organised by the Municipality of Kaliningrad for the EU Mobility Week, including:

- Cycling race: a cycling race is organised in Kaliningrad on yearly bases. This year cycling race took place on September 6, 2009 and had been attended by more than 1000 people. The route of the cycling race was the following: Kaliningrad – Zelenogradsk – Kaliningrad (about 76 kilometres in total). 40 people from Kaliningrad bicycle club

“Koenig Bicycle Team” took part in the cycling race disseminating the Move Together project by dressing T-shirts with the Move Together logo. Special leaflets containing the information about the advantages of bicycle use in everyday life were produced (200 leaflets), published and disseminated among the citizens of Kaliningrad and Zelenogradsk.

- Seminar “Traffic loading reduction on the main roads of Kaliningrad”: the seminar took place on the 9th of October in the conference-hall of the World Ocean museum in Kaliningrad, between 10.00 and 12.00 pm, and it was attended by 29 qualified participants (more than expected), including representatives of local authorities responsible for transport policy making, environmental protection and economy development, specialists from Municipal Institution Environmental Centre “ECAT-Kaliningrad”, experts of environmental control and supervision service for Kaliningrad Region, the inspector of Federal Inspection on the Traffic Safety in Kaliningrad Region, representatives of NGO – Kaliningrad bicycle club “Koenig Bicycle Team”, students of the Russian State University. A first session of the seminar focused upon the Move Together project, the future trends for public transport development in the city of Kaliningrad, and the cycle movement in Kaliningrad. A second session focused upon transport loading reduction in the main city roads, the development of cycling infrastructure in Kaliningrad and the reduction of air pollution induced by transport. During these interactive sessions the seminar participants defined different options for transport network improvement taking into account opinions of different stakeholders and environmental aspects. Representatives of local authorities and supervising organizations were very attentive to the views of students and transport companies and, in their turn, presented what had been already done and is planned to be done in the city on the way to the sustainable transport.

3.2.3 Madrid – Spain

Madrid has 3.200.000 inhabitants. The city has 21 districts and though it remains still quite compact, last years new urban areas have been developed out of the centre. The commuting flow is quite big and the city's plan of interchange stations (bus, metro, train, etc) has been proved as one of the most useful tools to promote public transport. Metro lines have been increased both in length and number, and new bus lines as well, all within an integrated fare with the railway. But at the same time, surrounding municipalities have increased its population very fast (at a faster rate than Madrid itself, reaching a total population of about 6 million people in the region), which means an increase of tangential travels suburbs-to-suburbs which is difficult to tackle with.

There is a quite well developed public transport network, but the city needs to make citizens think of their personal contribution to solve the problem of daily mobility, increasing the usage of modes of transport alternative to individual car use. Madrid needs a cultural change, not to think anymore about the car as a symbol of status or success in life, but to think of it as another way of transport to be used just when necessary combined with other ways of transport.

The aim of the Madrid Municipality is therefore to raise citizens awareness of sustainable mobility by implementing as much promoting actions as we can during the year, and at the same time implementing measures such as a public bike system (by 2011), turning into pedestrian most of the-old centre of the city, implementing the Cycling Master Plan (more

than 40 new km in 2009), promoting new technologies such as electric vehicles (280 electric charging points in the streets by 2010), etc.

The Move Together posters exhibition was organised by Fundación Movilidad and lasted two weeks, from 16th to 28th of September 2009. This was the exhibition tour:

- 16th September: Exhibition opening at the Ministry of Environment (Ministerio de Medio Ambiente y Medio Rural y Marino) by the General Director of Quality and Environment Evaluation and the Director of Mobility Foundation (Madrid City Council)



- 17th and 18th September: The exhibition was placed at the head office of the Madrid Public Transport Company (Empresa Municipal de Transportes, EMT), coinciding with the Move Green awards ceremony of Madrid City Council (Premios Muévete Verde).
- From 19th to 21st September: The exhibition was launched at the main pedestrian avenue of the Retiro Park, main park of the city (Paseo de coches de El Retiro).



- 22nd September: Official closing ceremony of the exhibition at the Ministry of Environment (Ministerio de Medio Ambiente y Medio Rural y Marino) by the Spanish Minister of Environment, Mrs. Elena Espinosa, and the Councillor of Security and Mobility of Madrid, Mr. Pedro Calvo.



- From 22nd to 28th September: The exhibition was held at the main arcades of the Ministry of Environment (Ministerio de Medio Ambiente y Medio Rural y Marino).

The exhibition was advertised by means of a communication campaign launched to all the contacts of the Madrid Municipality database, including different groups of interest from the public and private sectors. The exhibition has been very useful to explain to the population all the effects of daily mobility on quality of life standards. It helped to show how Madrid continues working on improving the public transport network, as well as implementing new pedestrian areas through the city and promoting sustainable ways of transport (bikes, EV, etc.). These actions must be coordinated with metropolitan municipalities to better integrate intermodality issues.

3.2.4 Almendralejo – Spain

Almendralejo is a Spanish town, which is located in the province of Badajoz, belonging to the Autonomous Community of Extremadura. The city has 33.177 inhabitants, and is the fourth city of the province of Badajoz and the sixth of the region of Extremadura, in terms of population. Almendralejo signed the Aalborg Charter in 2002. Since then, the municipality has carried out several projects, with an European and sustainable approach as the Local Agenda 21 and the “Healthy and Sustainable Cities Programme”. Furthermore, since several years, Almendralejo celebrates the European Mobility Week with success.

Since several years, one of the biggest challenges of the municipality is the improvement of the urban mobility to make it more sustainable. The municipal Government is aware of this important problem, since Almendralejo has a big number of cars/vehicles, with a number of associated problems, as traffic congestion, noise pollution and air quality worsening, and this notwithstanding the relatively small dimension of the town. All these problems, seriously affect citizenship quality of life. Furthermore, one of the key issues is the citizens’ raising awareness in order to promote a change in their behaviour aiming at having healthier habits, which are more beneficial for the environment.

The Municipality of Almendralejo was eager to take part in the Move Together project, because it was giving a strong stimulus and a shared vision with others European municipalities that are working in this kind of initiatives, and in the promotion of alternative transport modes which are necessary for tackling the urban mobility problems. Some of the aims and objectives of the participation to the Move Together initiative were the following: 1) to foster the use of alternative transport which reduce pollution or non-polluting transports; 2) to claim for different ways of moving (healthier and funnier); 3) to claim for the street/city spaces as spaces for playing and meeting people; 4) to promote urban public transport; 5) to provide information about new ways of use and possession of vehicles (efficient driving and sharing use of vehicles); 6) to minimize environmental and noise pollution; 7) to improve and to organize city's traffic.

During the European Mobility Week (16-22 September 2009) the Move Together Exhibition has been opened the whole day to the public. Posters where located on the street, in Calle Real, a very central street in the heart of the municipality. The exhibition has enabled to offer to visitors the possibility of receiving first hand information related to what the European Union is carrying out in the field of the sustainable mobility in the urban environment. At the same time, all those who have visited the exhibition received informative material such us guides, brochures and other materials, including natural fibre bags and T-shirts with the printed exhibition slogan: "Moving Together in Almendralejo".



The exhibition has been coupled with a number of events performed all along the Mobility Week, including:

- September, 16th – Opening event: the exhibition was opened in the morning, and the municipality staff supplied to the citizens walking along Calle Real who were interested to the exhibition additional information related to the sustainable mobility in the urban environment. Furthermore, they were also supplied with written documentation, such as the "Towards a new culture for urban mobility" Guide, made exclusively on the occasion of the Move Together event, where people could find the most significant aspects of the exhibition. Those who visited the Exhibition were also supplied with natural fibre bags with the printed slogan of the exhibition: "MOVING TOGETHER in Almendralejo" and other material, such as brochures. In this open air activity 100 visitors were involved, and they had the possibility of giving their opinion about the exhibition and the Move Together topics by filling in an anonymous poll provided by the organization team to those who participated.
- September, 17th - MOVING TOGETHER by URBAN BUS: during the whole day, the citizens of Almendralejo could enjoy of moving across the city by urban transport free of charge. In fact, the urban transport offered its services to the users completely free of

charge. The event was announced on week before, and was successful as a lot of people who enjoyed the free service during the whole day.

- September, 18th - MOBILITY AGENTS for one DAY: a total of 40 old people of the city participated to the following activities: i) visit to the MOVE TOGETHER exhibition, ii) talk about the benefits of walking, iii) talk about driving education and, iv) accompanied by the local authorities of Almendralejo, the old people officiated as Mobility Agents during the whole day. During this activity development, all the participants received additional informative material such as brochures, guides and more. The old people who officiated as Mobility Agents during this day provided the other citizens, walkers and drivers with the informative material released on the occasion of the event, inviting them to visit the MOVE TOGETHER exhibition.
- September, 19th-20th - MOVING BY HISTORICAL PATHS. this activity involved 50 bikers, making a 40 km mountain bike tour on paths found in the Vía de la Plata on the 19th, and 65 citizens taking a 16 km walk on hiking paths between the municipalities of Almendralejo and Torremejía on the 20th. The activity was co-organised with the Open Air Sports Association based in Almendralejo.



- September, 21st – MOVILIZATHLON: this activity involved 25 pupils of the Primary School in Almendralejo, who met in the morning in a central park (Parque de Espronceda). The students carried out different tests and activities with the goal of building, with the help of wasted and recycled materials, an imaginary environmentally friendly transport media. This activity was developed with the help of a Games Association based in Almendralejo.
- September, 22nd: “THE CITY WITHOUT MY CAR” and “MOVE TOGETHER IN MY SCHOOL”: boys and girls coming from the Primary Education Schools participated in a cycling ride along the city, starting from the school to Parque de Espronceda, where they carried out different activities, including an obstacle circuit, a cycling race and an artwork activity. The latter consisted in draws made by the children through which they could express with paintings on the papers their views regarding the non-polluting transport media and healthier, more cost-effective and less polluting ways of movement around the city. During the whole morning, a total number of 250 boys and girls participated in this activity.

3.2.5 Girona – Spain

Girona is a medium sized town with 94.848 inhabitants. In the compact area live 127.567 inhabitants. The Urban System of the town is polycentric and the main vocation of the municipality is services. There are 3 university Campus in Girona with 12.002 students (2008). Girona city council has competences on mobility as Local Authority. On 2006 has been created the consortium Mobility Territorial Authority of Girona <http://www.atmgirona.cat> with the aim of coordinating the public transport supply in Girona and its area of influence. The municipality council has undertaken a strategic bicycle plan, Accessibility Plan, Road Safety Plan, blue parking zones (in may 2009 is planned a pilot experience in green parking zone). Also many campaigns about: bicycle parking, bicycle riding, promotion of Public Transport, etc.

The major concerns of the Municipality of Girona are defining and implementing: parking management and other strategies aiming at changing people habits towards sustainable means of transport; policies for traffic calming and safety; control, awareness and management of air quality and designing “places” to achieve the previous objectives (higher quality of life). Some projects have already been undertaken, but the main difficulty is to raise the awareness of the citizens of the town and the metropolitan area about the importance of choosing a sustainable way to move to improve the community’s quality of life.

The mobility department of the Municipality adopted therefore several communication strategies, including: 1) to raise awareness and understanding of how individual travel decisions can affect the quality of life of others in Girona; 2) to promote health and environmental benefits of using sustainable forms of transports; 3) apply measures to encourage the use of sustainable modes of transport. The main objective of these strategies is to increase the awareness of the community about the impacts of daily travel decisions.

The Move Together exhibition in Girona has taken place from 17th September to 17th October in the hall of the central Bus Station. The following activities have been carried out in this period:

- On 17th September the Mayor of Town Council of Girona inaugurated the exhibition in the hall of the Bus station.
- The seminar “Pedalem amb civisme” (Civic cycling) was organised on 23rd September.. The venue of the seminar was the Civic Centre “Pla de Palau”. The number of participants was 48. The DVD “A Girona, Pedalem amb civisme” (Civic cycling in Girona) was distributed to participants . Reflecting jackets were given to each participant. At the end of the seminar, participants made a technical bicycle route across the city.
- Brochures about the exhibition and seminar were designed, printed and disseminated to the local population
- A campaign of road marking has been carried out during the mobility week, to offer more safety to cyclists. It consisted in new road marking Advanced Stop Lines (ASL) at signalised road junctions, allowing bikes a head start when the traffic signal changes from red to green.



Most of the activities carried out were either broadcasted on radio, shown on local TV or reported by local press.

3.2.6 Plunge – Lithuania

Plunge district is situated in the north west of Lithuania. The total number of inhabitants is 43.580, of which 20.442 living in the countryside and 23.138 in the city of Plunge. The district of Plungė has been considered an industrial area for years. Most of the companies are situated in the sub-districts of the town of Plungė and in the villages, which are close to the town. Plungė district is rich in its cultural resources: libraries, recreation centres, museums. Deep traditions and their nurturance helped the district to uphold original culture. Plunge district has a large tourist development potential due to favorable natural conditions (19% of the District territory is covered by protected areas).

The Municipality of Plunge is affected by the following problems that hamper the development of a sustainable urban mobility: 1) the lack of information about sustainable development; 2) the lack of citizens' awareness of urban mobility problems and responsible behaviour; 3) undeveloped bicycle infrastructure in the city, as there are no cycle ways nor parking-lots for bicycles near schools; 4) the public transport is not popular. These problems cause traffic jams on rush-hours, air pollution and other inconveniences. Plunge city is a small one, but many families living here have more than one car. It does not take very long to go from one city side to another, but most of citizens use a car instead of going on foot. So it is obvious that society of Plunge city needs to follow the “Move Together” approach to raise the citizens awareness and use of alternative transport means.

The aim of the project Move Together in Plunge is indeed to stimulate citizens awareness of urban mobility problems, changing their behaviour to take daily choices more responsible towards the environment and society and contribute with their ideas and local knowledge to help planners and decision makers in their urban mobility planning tasks. Only a constructive partnership between the governing institutions and local community can ensure a successful development towards more sustainable mobility in Plungė city. The municipality aims to these specific objectives: 1) to inform Plunge society about sustainable development; 2) to make citizens more aware of urban mobility problems and to change their behaviour; 3) to encourage citizens to use bicycles, go on foot instead of using a car; 4) to incite citizens to use their cars more economically; 5) to increase the popularity of public transport; 6) to call debates about problems which hamper the development of a sustainable urban mobility in Plunge Municipality and find ways how to solve those problems.

The Move Together poster exhibition was organized during European Mobility Week. 12 posters were translated in national language and exhibited at the city's main square, in the Plunge tourism and business information centre. During the exhibition excursions were taking place almost every day. The staff of Plunge tourism and business information centre and the project coordinator from Plunge district municipality did their best to present the pupils and adults with the problems of transport and the ways to solve them.

The exhibition was launched on 17th of September. The official opening of the exhibition was attended also by the Move Together project coordinator, Carlo Sessa. 178 persons attended the exhibition on that particular day and they had the opportunity to test innovative ecological transport means and participate to excursions across the town.

The demonstration of ecological transport was organised renting few eco-friendly non-polluting vehicles – electro-rollers and easy-gliders which were made available to visitors to run on streets and paths of Plunge – and Electromobile. The latter is a small compact electric automobile that with the attached trailer carry up to 17 people at one time. It drove people not only through streets but also through bicycle and pedestrian paths.



Easy-gliders are suitable for calm rides and for fun rides - reaching up to 20 km/h speed. They are equipped with a big 20" wheel, which copes easily with small road bumps and lumps. The attached removable char makes Easy-glider a versatile vehicle. They used to be very popular through children up to 15 years. The eco-friendly elektro-rollers were also used during the demonstration of ecological transport. Compact, easy to manoeuvre, simple to use, with the convenient basket elektro-roller could be easily used in the daily life by Plunge's citizens.

A conference was also organised on 17th of September at Plunge tourism and business information centre, after the Move Together exhibition launching. The conference was attended by 16 persons, mainly representatives of local authority, citizens, and delegates of public transport institutions and youth organizations. Dainius Kepenis, President of Lithuania's Healthy People union, moderated the Conference and the discussion was focused ecological problems and sustainable transport. The Move Together project coordinator, Mr. Carlo Sessa, delivered a presentation focusing on common urban transport issues and raising citizens awareness across all Europe. The presentation of the representative of Plunge district municipality, Ms. Rasa Jonusiene, was mostly related to local problems of the district (the

lack of information about sustainable development, the lack of citizens' awareness of urban mobility problems and responsible behaviour, undeveloped bicycle infrastructure of the city, etc.).

After the EU Mobility Week, the Move Together poster exhibition was exhibited on 24th September at the Municipality's office, in coincidence with a Local Council Meeting. The exhibition was arranged in a big hall nearby the Council Meeting room, and special booklets were distributed to each of 25 Council members. The discussion about European project Move Together and EU research on urban sustainable mobility was launched, focusing on the sustainable development of Plunge district.

The EU Mobility Week's news were spread constantly and all Lithuanian municipalities (60) and other partners were informed about what was taking in place in Plunge in connection with the Move Together project.

Special booklets about urban sustainable mobility have been distributed to the citizens during the events and after them, in the main city square and schools. They were very popular among the citizens of Plunge, teachers, and representatives of the Municipality. In addition, three articles were published in the local press. The first one was about the Move Together project, its aims and the upcoming exhibition. The second one was about the current problems which hamper the development of a sustainable urban mobility in Plunge Municipality, inviting citizens to actively participate in the conference. The last article was printed after the main events, to show the results of the exhibition and of the debate about the sustainable mobility in Plunge.

3.2.7 Bragança – Portugal

Braganca is one of the oldest town in Portugal, with 34.689 inhabitants and 6.000 students at the University.

Raising the awareness of residents is essential to the success of the existing mobility initiatives in the Municipality. The mentality and lifestyle of residents is indeed the biggest obstacle to sustainable urban mobility, since people continue to use the car for small trips, instead of using public transport (electric buses), the underground car parks (first hour free), and other alternative mobility options, including also cycling and walking. The city has elaborated a Plan for Mobility and approved a project for an urban cycle path. It wishes to continue participating in the European Mobility Week, offering a number of initiatives for debate, discussion and information.

During the European Mobility Week the Move Together exhibition posters have been fixed on simple and easily movable supports, and displayed in different places, such as the Bragança Polytechnic Institute, Bragança Bus Station, Bragança Shopping centre, etc., in order to outreach a wider public.

The opening of the exhibition was organised in the Public Library of Bragança, and the event was attended by 100 participants. A number of activities have been organised during the Mobility Week and associated to the Move Together exhibition, including cycling and walking tours and the organisation of a "car-free" day on the 22nd of September.



3.2.8 Klaipeda – Lithuania

The Klaipeda district is located in the western part of Lithuania. The district has a population of 51.391 inhabitants. The administrative centre hosting the Move Together exhibition is Gargzdai town, with its population of about 17 thousands inhabitants. The city is rapidly growing, with a strong and developed economy, small and medium business, lively cultural life.

The population of Klaipeda district grows constantly every year, as the district is in a comfortable geographical position, near the big city centre of Klaipeda. Settlers come there for peaceful living environment, and thanks to a convenient communication infrastructure. As a result, there is a constant growth of cars number in the district. Car ownership levels are exceeding any previous forecasts, with 300 cars for 1000 inhabitants already in the year 2000 (to be compared to the forecast previously done of 200-240 cars for 1000 inhabitants to the 2011 horizon). Klaipeda district stands in the second position by foreign investments in Lithuania. Therefore more and more enterprises and factories are establishing in the district. Development of industry stimulates constant mobility, which causes many problems (traffic jams, pollution, growing accident rate, reduced safety in the district and etc.).

The strategic aims of the Gargzdai Municipality are: 1) contribute to transform the opinion the inhabitants of Klaipeda district about urban mobility; 2) incorporate local inhabitants into decision-making and implementation, related with sustainable mobility issues; 3) enhance consciousness of Klaipeda district inhabitants and encourage them to spill out their opinion to representatives of municipality. Specific objectives will include: 1) introduce present problems of sustainable mobility to local inhabitants of the district; 2) stimulate the idea of ecological transport in the district (organize free of charge excursions by foot, promote bicycle tourism and etc.); 3) start changing public opinion to sustainable mobility from prospective district inhabitants (arrange debates with youth non-governmental organizations).

The Move Together exhibition has been displayed in the central square of Gargzdai, a small town of the Klaipeda district, from 14th September to the 2nd of October. The official opening was organised on the 16th September, with the participation of the Mayor of the district, the deputy Mayor, a several members of the municipal staff. Approximately about 3000 people have seen the exhibition and read its information. The idea of exhibition design and form was

mad by JSC “Klapeida Design Centre”, and the dismantled exhibition posters are now ready to travel through the district.



A main conference was organised on the 15th of September, with the participation of local authorities and members of the youth organisations. The conference discussed the following topics: i) the Move Together exhibition and its purpose, i.e. raising the awareness of citizens across Europe, ii) implementing bicycle roads in the Klapeida district, iii) bicycle tourism road development in Lithuania. The Move Together video was presented at the start of the conference.



After this conference, a number of seminars were organised in the subsequent days to promote the discussion with the small groups of citizens. A first seminar was addressed to youth leaders. This seminar was attended by 15 youth leaders and 2 members of the municipality staff, and it on the topic “Ecological Transport – Do I care?”. Participants discussed about the ecological lifestyle, its popularisation in schools, ecology in education and leisure activities. Amongst the most critical transport issues in the Klapeida district, the participants identified the lack of sufficient cycling infrastructures (lanes and bicycle stands). One proposal was to build a new cycle road to the town’s water quarries and Klapeida city. A protocol for the strategic planning commission of the Klapeida district was produced as result of this interactive seminar. Other seminars where organised to discuss the “parking problem in Gargzdai city” – with the participation of the Mayor of Klapeida district and 10 community members - and issues of landscape and city park regulations in connection to transport, respectively. The seminar on the parking problem discussed how to tackle with the large number of cars parked in the main streets of the city, causing traffic problems. The Mayor proposed to apply parking charges in the city centre or, as complementary measure, to create a new public transport service serving the city centre at rush hours.

On the 16th September there was a ceremony to present to the Gargzdai citizens the artistic composition created by the local artist Saulius Rumbutis and dedicated to mobility and the Move Together exhibition. The composition is made of wood and symbolizes the green (ecological) movement.

A walking tour was organised on the 17th September by initiative of the municipality and the Gargzdai museum, with the participation of 20 residents which made a cultural tour around the historical and most popular places of Gargzdai city. The main idea was to share with them the pleasure of walking and knowing better the local cultural heritage.

At the end of the European mobility week, the Chairman of the Community of Gargzdai and the Mayor of Klapeida district signed a symbolic intent protocol, with the commitment to promote environmentally friendly transport and sustainable mobility ideas in the district. It was also agreed of including more systematically the local citizens in the decision-making process.

Finally, a tangible result of the Move Together project in Gardzai is the realisation of 50 new bike stands, funded by the municipality but coupled symbolically with the Move Together project (by placing the project logo on the stands). The initiative was successful, and the municipality was flooded with the request to build more new bicycle stands.



3.2.9 Donosta – San Sebastian - Spain

Donostia-San Sebastián is the capital of the province of Guipuzcoa in the Autonomous Community of the Basque Country, located in northern Spain. Its population is approximately 185.000 inhabitants (2008), and its metropolitan area reaches 405.099. Donostia-San Sebastián is the administrative, commercial and leisure centre of the region. Its main economic activities are commerce and tourism.

Following a steep increase in the use of private car for thirty years, with considerable impacts on the environment and town-planning, a new mobility and urban quality policy was launched in 1990 with a view to fomenting more sustainable forms of locomotion (walking, cycling and public transport) as well as recovering public space. In developing said policy, important stretches of the pedestrian network have already been created to date. Additionally, more than 130,000m² of public space was recovered from motorised traffic areas. Also, a large portion of the basic cycling network (32km out of the total 50km planned) has been built and more than 8km of roads have been marked off for use by public transport. The process was promoted in the middle of an extensive public debate that led to the creation of a permanent citizen participation channel, the Consejo Asesor de Movilidad (*Mobility Advisory Board*). The striking success in recovering public space in the city centre is attracting the attention of other towns and cities that are also trying to give pedestrians a more important role, reintroduce bicycles, promote collective transport and reduce the presence and impact of cars. However, these town planning, territorial and social processes have led to an explosion in new demands for motorised mobility, which go beyond both the municipal area and the working week, extending into certain holiday periods and special events. The increase in journeys to and from Donostia-San Sebastián form or to points in the surrounding area and Gipuzkoa has largely been based on the private car, thus counterbalancing the environmental and social gains achieved by the internal policies of the municipality.

The dynamics of the city and its surrounding area exacerbate certain negative tendencies of mobility and raise certain questions that have to be faced by the Donostia Mobility 2008 Plan. This is intended as a "framework" for planning purposes in the short, medium and long term that encompasses urban mobility policies to be developed by the City Council. So, it includes a range of different actions to modify and influence the patterns of population mobility. The Plan cannot forget its regional context. Although outside the municipal jurisdiction, the Plan includes indeed proposals that affect the mobility corridors of access to San Sebastian. The Plan aims to improve the quality of life through: 1) reducing the need to travel because of a greater proximity of employment, services and equipment to the residence; 2) reducing travel times in the urban and metropolitan transport system and improve accessibility, punctuality, reliability and information; 3) generalized reduction of the direct impacts on the population (noise, air pollution and congestion); 4) recovering urban public space to pedestrians.

The Move Together exhibition was displayed in Donosta – San Sebastian from 16th September to 20 October 2009. The following is the list and related attendance of the events which were associated to the Move Together exhibition:

1. 15th September: Press conference, interviews in various media
2. 16th September: Opening of the exhibition
3. 16th, 17th and 18th September: Ttipi-Ttapa, walking and orientation games in the street for the children (340 children)
4. 17th September morning: Walking tour across the pedestrian network of the city for the elderly (50+) followed by a lunch (20 persons)

5. 19th September: Photographic cycling tour taking pictures of the cycling network around the city. (30 cyclists)
6. 21st September: Seminar on the Move Together experience (by Eduardo Malagón, from the transnational focus group of European citizens) to municipal technicians and other institutions related to mobility, sustainability, urban development and participation, professional and social associations (15 practitioners from 11 municipalities).
7. 22nd September: Conference on cycling routes in Europe introducing audio-visual material in the Town Hall (100 persons)
8. 22nd September: Snack-time by the beach cycle lane for urban cyclists offering also bicycle bells and lights



3.2.10 Other poster exhibitions (Ferrara and Nivelles)

Besides the tendered posters exhibitions, two additional Move Together poster exhibitions have been organised during the European Mobility Week (September 2009) by the city of Ferrara in Italy, supported by Federmobilità, and by the town of Nivelles in Belgium, promoted with the local municipality by a citizen of the Move Together transnational group, Claude Leloup, living in Nivelles.

More in detail, the Ferrara Mobility Agency, under the *aegis* of Federmobilità, has organized a poster exhibition in Ferrara from the 18th to the 27th September within a kermes named “Ballon Festival”, which is traditionally visited by more than four hundred thousands people each year. This open-air festival pays great attention to the “soft mobility” issues, i.e. from urban cycling (for which Ferrara is the leading town in Italy) to collective public transport, including the conventional services, those on-demand and car sharing, up to the possibility to fly for fun...in a hot-air balloon!

The Move Together poster exhibition in Nivelles, Belgium, was organised in the context of the activities organised by the local municipality to promote sustainable mobility during the European Mobility Week, including: a “car-free day” (Sunday 29th September) in the centre of the town, allowing only pedestrian and cyclist to access; a cycling parade; driving school for cyclists. The exhibition posters were translated in French and installed in the hall of the

Cultural Centre Wauxhall, in the city centre. The Move Together exhibition was opened with a local press conference with the participation of the local Move Together citizen panel member, Claude Leloup. The European Economic and Social Committee, TEN Secretariat, actively supported the organisation of this exhibition, providing the graphic layout work needed to print the posters in French and copies of a the “European Cycling Lexicon”, which were distributed to 385 participants. Besides this first hand contact, about 60 persons really had the opportunity to enjoy a commented visit of the exhibition, with the assistance of Claude Leloup. The participation and the comments of young people were particularly inspiring, and some ideas can be taken out of this experience to create pedagogic material explaining to the children and young people the problematic of mobility a sustainable development in the city.

3.3 Other dissemination activities

During 2009 Federmobilità has carried out dissemination activities of the Move Together project actions and outcomes, involving several actors and targets in the Italian context.

At first, on 5th February 2009 the Federmobilità top management has been informed on the ongoing project and on the results and the activities implemented in 2008 and has consequently approved the dissemination action plan. Regional, provincial and municipal local authority officers and elected people competent for mobility policies, managers and officers employed by local authorities’ transport companies, trade union representatives and urban mobility experts have been identified as dissemination targets.

Afterwards, a 4-pages colour flayer has been printed in 1500 copies, which summarized the main opinions on urban mobility projects expressed by both the European citizen focus-group and the Roman one, the Roman citizens’ own commitments and those requested to the local authorities. In their opinion, the priorities to be urgently tackled in urban mobility are traffic congestion and pollution (seen as the first cause for city deterioration), co-operation among local institutions on planning and implementing projects, the re-organization of urban space in favour of more sustainable urban mobility patterns, the crucial role of cultural and educational tools to identify and promote new life styles, the necessity to develop integrated strategies for inter-modality, information and communication. With reference to the citizens commitments, the flayer reports their availability to choose sustainable urban mobility options in their daily life (instead of exclusively moving by car), and to test innovative organization schemes and new technologies. Finally, the flayer mentions the main events foreseen in 2009, particularly referring to the exhibition to be held in autumn 2009 at the Province of Rome main building.

The same documentation has been presented at the Venice Conference on Sustainable Urban Mobility (on 25th May 2009) organized by Federmobilità in co-operation with ANCI (the Italian National Association of Municipal Local Authorities) and the Venice municipality. Round 200 participants – including regional, provincial and municipal local authority officers and elected people, local public transport company managers and officers, urban mobility experts and journalists - have attended this meeting. High-profile speakers have taken the floor, such as Anne Houtman, DG TREN director for the Internal Market and Sustainability Unit, Alfredo Peri, Transport and Mobility Councillor at Regione Emilia-Romagna and Federmobilità Chairman, Enrico Mingardi, Mobility vice Major in Venice and ANCI Mobility Forum co-ordinator, Ennio Cascetta, co-ordinator of the Transport Commission of the Regional President Forum, Marcello Panettoni, Chairman of the Italian Association of the main Public Transport Companies (ASSTRA), Sergio Marchi, Mobility vice Major in Rome.

Thanks to these high qualified and differentiated panellists the MoveTogether experience has been positively connected to three crucial reference sectors: the European applied research, particularly with reference to CIVITAS projects; the Action Plan perspectives; the concrete experiences implemented in different Italian contexts.

At the beginning of June 2009, the flyer – together with a letter of Federmobilità Chairman, Alfredo Peri - has been sent to more than one hundred association full members or sympathizers. At the same time, a special edition of the Federmobilità newsletter, completely dedicated to Move Together, has been issued recalling the contents of the flyer. At the beginning of July this newsletter has been mailed to the subscribers (more than one thousand). It also contained the links both to the Move Together website and to the exhibition one.

From June to October 2009 the flyer has been distributed to the participants in various events organized by Federmobilità, the most important being:

- the workshop “Info-mobility and traffic congestion” (Rome, 7th July), during which the Italian Transport deputy Minister Bartolomeo Giachino and the Rome Mobility vice Major Sergio Marchi have taken the floor;
- the workshop “Structural policies in favour of sustainable commuting and mobility” (Rome, 22nd September), organized on the occasion of the European Mobility Week in co-operation with the Sustainable Urban Mobility Movement (MUS), grounded by the most important trade unions operating in this sector. Besides Federmobilità and MUS top managements, Bruno Agricola (Environment Ministry Director General), Giancarlo Laguzzi (Trenitalia Regional Passenger Unit Director), Guido Del Mese (ASSTRA Director General), and several national environmental association top representatives have largely contributed to the discussion.

4 Conclusions

Several lessons, conclusions and recommendations can be drawn as final outcome of the Move Together:

- Citizens' conference processes (section 4.1).
- Local exhibitions experiences (section 4.2.1).
- Guidance and dissemination activities targeting local authorities (section 4.2.2).
- Final Conference (section 4.3).

4.1 Citizens' recommendations and commitments

As mentioned in section 2 above, in the spring 2008 the Move Together project organised a focus group made up with citizens of all the 27 EU countries. After this experience, in Autumn 2008 another citizens' panel has been built with 25 citizens living in different districts of the Rome metropolitan area. The work carried out on a broader scale by the European citizens group has allowed the Roman citizens panel to take advantage from that previous experience. Needless to say that the Roman citizens group was not expected to repeat the same work, since they had not only to approach the general issues of the European survey on urban mobility, but had also the opportunity and task to evaluate the projects which had been implemented in their city.

The project aimed specifically at both evaluating and stimulating the knowledge, on the citizens side, of the impact that the European Union's research and programs have on their daily lives as people moving in urban areas. At the same time, the aim was to evaluate and stimulate their awareness of the EU's effort to foster a "new culture on urban mobility" by involving all institutional bodies – on national, regional and local level – which are competent for mobility planning, the stakeholders and the citizens themselves, who must become more and more aware of the impact of their daily mobility choices on the urban quality of life. The citizens have managed to link up a new vision of the "freedom to move" issue to the overall necessity to improve the quality of life in the cities and human and social relationships, first of all by assuring mobility access also to the weakest population sectors, and more in general by considering sustainable mobility as a key factor to develop "social, economic and cultural wealth", according to the definition given by the citizens group.

The two citizens' panels produced declarations, respectively at EU level and at local level in the Rome area, which together provide a coherent set of key messages related to the EU research on urban transport and its applicability in their daily life. The full declarations are available at www.move-together-exhibition.net, and their key messages are summarised in the following box.

Key Messages of the Move Together Citizens' Declarations

From the European Citizens' Declaration:

"We **lay citizens** identify certain problems that are damaging the quality of life in the cities. Cities are becoming **bigger but not better**. We have:

- **less time** for it is used in traffic congestion and in trying to avoid it in advance;
- **less space**, because it is used by parked vehicles and major road intersections within the city;
- **less health** in the urban and road environment; we feel the increasing number of people suffering from allergies, asthma, etc. We can also see and share the human and economic costs of those who are injured in the traffic.
- **less freedom** to move. Urban sprawl and ghettos caused by economic gaps create fears of the stranger and generate non-city areas, urban black holes that promote further degradation, anti-social behaviour and vandalism in public spaces and transport. We see certain urban spaces becoming more hostile to pedestrians and bicycles, and we feel that laws are often non-enforced.

Mobility freedom to us no longer means the ability to drive our cars wherever we need to go and park them wherever we wish. We acknowledge that such freedom for all is not genuine in the urban environment, because it leads to the problems described above, and makes life worse for everyone. Instead, we believe mobility freedom means having more options, more services, more information, more comfort and safety. We wish not to be forced to use our own cars because there are no other options, but to have the choice to walk, cycle, travel on buses or trains, or to share car rides."

"We consider the achievement of more liveable cities should be the overall goal of all **EU research programmes on urban mobility**. But it is only the citizens who can know, decide and define whether or not a city is truly 'liveable', through their everyday experience. Therefore we think it is important that researchers and policy makers should not make assumptions about what makes a 'liveable city', but should consult the lay citizens to establish what exactly this term "more liveable cities" means to them. Citizens' involvement should already take place in defining the problems on which to do research. We think that the citizens can appreciate the research much more, and the research outcomes can be used /implemented much better, if citizens play a part in the whole process instead of just being confronted with the results."

"There needs to be a move away from an exclusive reliance on technology solutions towards solutions that are informed by the social and cultural contexts of the problems that are facing public transport. This does not mean of course that technology or industry has no role in transport research. But it does mean that a greater balance needs to be introduced in order to ensure that research output addresses real needs and hence is more likely to be successfully adopted. More effort needs to be made to understand ways of **changing people's behaviour** rather than technologies, and particularly by improving education and increasing people's understanding of the implications of continuing on our existing, unsustainable course. People need to understand why it is so important that things must change. Greater involvement of citizens is vital for this to happen."

"In addition, attempts to communicate the results of research to the lay public are often too technical, and more emphasis should be put on finding better ways of educating and involving citizens. Using professional communicators to find better ways of putting messages over, using real, local examples that people can relate to and celebrating successes, while acknowledging past mistakes, all have a part to play. However, this should not be a one-way message, or token consultation process. Citizens should be included at every step of the way."

The group of 27 citizens from all EU Member States

From the Rome Citizens' Declaration:

"We believe that without **coordination and concrete dialogue** between local and provincial administrations and citizens, mobility problems cannot be solved. Expert contribution and political decisions are not enough, because the problems of an ancient and complex city, such as Rome, are many and funds are limited, whilst the involvement of citizens could contribute to improving the efficiency of the interventions and making them need-oriented."

"We share the sentiment of the "European Citizens' Statement" about the drastic reduction of time, space and health in the urban environment, and therefore an absolute need to achieve a public

transport system that is more modern, accessible, reliable and integrated. We believe also that a **radical change in lifestyle**, and the social and environmental principles of each citizen is extremely necessary, to allow her/him to contribute first-hand, with more responsible daily mobility choices, to build a new culture of urban sustainable mobility. Life improvement has to be gained day by day: one example of respect would be for everyone to park properly to make the most of space and increase traffic circulation. We believe that planning and best practices are obviously needed to achieve better mobility in our city. However, it is necessary in addition to **improve educational programs** on the topic, from the earliest years of school; this is the way to start a massive educational process that will lead, over time, to a concrete cultural evolution."

"We believe that **effective information** is the only way to raise awareness among citizens to change "bad habits" on urban mobility, which are unfortunately deeply-rooted. This means also more information on current and future European research programmes implemented in the city and province of Rome, as this is lacking. We feel that most of the EU research and demonstration projects, which have been (or are currently being) implemented for the city of Rome, look to the future without creating a solid basis in the present. The technological aspect is evident as a main factor influencing urban mobility (i.e. in CITYMOBIL, E-TOUR, SU:GRE projects), excluding aspects of the social and urban context, which must be instead integrated in the research and development plans. We believe indeed that **too much focus on new technologies for private cars** won't improve current traffic congestion. It would be better to work on the urban space system, in order to render it compatible with efficient mobility (i.e. MIRACLES). For instance, electric vehicles represent a good solution only if alternative energies will be used to recharge it and if they would be included in the public transport system; otherwise the usual space and air pollution problems won't be eliminated. Actually, clean cars will improve air pollution but won't solve traffic congestion and safety of cyclists and pedestrians."

"We believe that **considering streets as common good**, not only at the service of cars but also favoring "soft" means of mobility (walking and cycling), collective means (tram and bus), shared use (taxi, car sharing or pooling), preferred lanes, corridors, is the right approach to improve our health and quality of life."

The group of 24 citizens from all neighborhoods of Rome

As it concerns the contribution of the citizens participation process to concrete policy commitments towards urban sustainable transport, this can be better appreciated in relation to the work carried out with the citizens in the Rome area, as it was focusing on the concrete implementation of demonstration projects and their possible exploitation to improve mobility in the local context.

The orderly organized participatory process, which has allowed to progressively tackle in depth the various issues and establish an increasing contact between citizens and the decision-makers (starting from the first level represented by experts, technicians and civil servants up to the highest one featured by elected institutional representatives) has demonstrated how useful is to approach the issues on the basis of shared information and of the re-elaboration of one's personal opinions into a common and coherent "citizens' declaration". This outcome has produced an high degree of satisfaction, for the citizens and the decision-makers as well - for having managed to carried out an open and broad discussion, which has positively repaid them all for their efforts during the preparatory phase.

Several points of convergence between citizens' opinions and the institutional representatives' attitude could be highlighted. The first convergence deals with the importance assigned by both sides to the participatory process, not only in the programming and projecting phases but also in the evaluation phase. Besides this, other convergences have been identified on specific issues for the Rome areas, which are however enough general to be of interest also for other cities in Europe:

- It seems very important to share the objective of reducing the number of the cars circulating in the urban area, because the measures taken in matter of mitigation and abatement of air pollution and noise are considered not enough to combat congestion, which still contributes heavily to the degradation of the urban life and economy;
- Also the promotion of walking and cycling mobility modes seems to be a matter of convergence, even if, in some cases, in response to the request of immediate and massive interventions raised by the citizens, institutions show a more limited availability, although they feel committed at least to activate pilot projects;
- Finally, another matter of convergence between citizens and policy makers refers to the expectation for the European institutions' support. An enormous importance has been assigned to the European institutions' commitment in favour of urban sustainable mobility. The expectation to get advantages from the European research results and, on a more general level, from the European actions in the urban mobility sector is very high. Actually the request for regulative, organizing and financial actions applies either to initiatives referring to the research application and to the overall support for policies having universal goals and using more traditional instruments.

4.2 Feedback and recommendations from local authorities

4.2.1 Feedback from the Move Together poster exhibition experiences

4.2.1.1 Corfu

The participation of the Municipality of Corfu at Move Together project and the European Urban Mobility Week has been considered as one of the most successful campaigns.

The citizens visiting the exhibitions and involved in the various events of the project have shown a better understanding of the need to stop the excessive use of cars and to boost walking, cycling, public transport use and information services to obtain a more liveable Corfu. They also called for stronger involvement in transport research to make it more applicable and bring it closer to the needs of all transport users.

The Municipality of Corfu is willing to promote:

- the affiliation of Move Together websites, so as to create an online network
- the annual participation to European Urban Mobility Week
- the periodic display of the MOVE TOGETHER banners exhibition in important cultural events and festivities
- the further expansion of the bicycle lanes network.

4.2.1.2 Kaliningrad

One of the most significant feedbacks received from the Kaliningrad's citizens was the participation of a big number of people in the annual cycling race. Notwithstanding the weather that day was really bad – with strong wind and rain - over 1000 people, even whole families with little children, participated in the race. 40 of them were presented by the members of NGO “Koenig Bicycle Team” – they were cycling under the flag of “Move Together” project.

During the exhibition “Move together to a new culture of Urban Mobility” carried out on 16-22 September 2009 the special inquiry took place, to get citizens’ opinion concerning the use of a bicycle for daily mobility. The survey was answered by 50 people, with the following results:

- about 90% of questioned people consider that cycle lanes and cycle parking places are necessary in the city;
- about 90% think that use of bicycles will contribute to the reduction of air pollution;
- 40% of them own a bicycle;
- 35% prefer to use a private car for daily mobility, 33% prefer public transport, 21% walk within the city and 11% would like to use bicycles, mentioning as main barriers for their use the lack of parking places for bicycles and cycle lanes.

During the seminar organized on October 9, 2009 representatives of different stakeholders (policy makers, students, supervising organizations or transport companies) had the opportunity to present their vision of transport problems existing in the city of Kaliningrad. Discussions were very active and fruitful. During the interactive session the seminar participants defined the main options to improve urban transport in Kaliningrad, taking into account opinions of different stakeholders and environmental aspects. Representatives of local authorities and supervising organizations were very attentive to the views of students and transport companies and, in their turn, presented what had been already done and is planned to be done in the city to achieve sustainable transport.

“Move Together” project established the arena for opinions and experiences exchange. Kaliningrad Municipality succeeded in the active dialogue establishment between the local authorities and citizens of Kaliningrad.

Through these Move Together events, the Kaliningrad Municipality got the opportunity to show to the public its intention to improve the traffic network and the quality of life of citizens. It became obvious, that citizens are ready to use the alternative modes of transport, such as a bicycle, or to use the public transport more often in their daily life. From the other side citizens expressed their view concerning the possibilities and obstacles to use bicycles and other alternative means of transport in daily life. Opinion of the every stakeholder group should be taken into consideration. “Move together” showed the necessity and feasibility of engaging citizens and other stakeholders into the decision making process in the sphere of transport. Moreover citizens started to understand that every one could have an effect on environment and finally on the quality of life.

The Municipality of Kaliningrad will continue to raise the citizens’ awareness in the sphere of traffic problems and possible solutions, disseminating the Move Together leaflets in schools, universities, and during different events organized by the Kaliningrad City Administration and ECAT-Kaliningrad. The experience obtained in the framework of “Move Together” project will be useful and indispensable for the implementation of projects regarding the transport issues in future. Some ideas of best EU urban mobility practices shown in the Move Together exhibition are considered very useful and feasible in Kaliningrad, in order to contribute to solving traffic overloading problems, reducing the harmful negative environmental impact, and raising the citizens’ awareness.

4.2.1.3 Madrid

Madrid's citizens who participated to the Move Together exhibition events welcomed the initiative of the exhibition as it shows what they can do to contribute to a better mobility. They complained however for the huge amount of information to read and the small size of the text shown on the exhibition posters.

Madrid's policy makers were interested in the initiatives carried out in other countries, which were shown in the exhibition. They complained however the lack of more local information, pictures, etc. to better grasp how the best practices have been realised and what impact they are producing in the different local contexts.

Finally, some stakeholders complained the lack of accuracy of some data, as in the poster topic about the future of car driving, where it was stated: "In Europe 18.5 million cars produce 7,500 tons of CO₂ every year. Already in 2012 there will not be sufficient oil to drive those cars". It was necessary to clarify this paragraph, as the statement about peak-oil achieved in 2012 is indeed too uncertain for being given for granted. Considering the size of Madrid, they also regret the lack of funds to organize bigger events, or turn the exhibition into a travelling one through the different districts of the city.

As it concerns the impact on citizens' awareness, the City of Madrid considers that the Move Together exhibition has been very useful to explain to the population all the effects of daily mobility on the quality of life in the city. Madrid will continue to work at improving the public transport network, as well as implementing new pedestrian areas through the city and promoting sustainable ways of transport (bikes, electric vehicles, etc.). These actions must be coordinated with the surrounding metropolitan municipalities to better integrate transport services and achieve a full inter-modality.

It is clear that both the Member States and the EU have a special interest in improving urban quality of life through a better mobility, which is basic for economic and social issues. In order to spread a new urban mobility culture, the City of Madrid intends to turn the Move Together exhibition into a travelling one, in order to arrive to all neighbourhoods. Maybe, it will be necessary to adapt the text a little bit to ease the reading of the panels. The biggest expenses to do this will be the transportation and the assembly costs. Madrid will be ready to offer to the different Metropolitan area municipalities to host the exhibition for free, if they run with the transportation and assembly costs.

4.2.1.4 Almendralejo

Thanks to Move Together exhibition, it has been the first time for a large number of citizens that they have been in touch with the topic of sustainable mobility in the urban environment. Most of the citizens who have visited the exhibition or those who have read something related with it by press media or through the elaborated guides on the occasion, etc. did not know anything related with the research projects being carried out in other European countries regarding the theme of "mobility".

The exhibition leaflet and materials were distributed to the visitors of the Move Together exhibition, and also to all the users of the municipality facilities (Town Hall, Public Library, Civic Centre, etc.). A close contact was established with citizens and stakeholders, not only in the day when the posters were exhibited on the street, but also when they were displayed in

the Public Room located in the Civic Centre, allowing all the stakeholders to give their opinion regarding the exhibition.

With the Move Together exhibition, the Municipality of Almendralejo was able therefore not only to get closer the citizens to the current issues affecting all the people around the world (from a social, economic and health point of view), but also to generate a growing interest on sustainable mobility in the urban environment. A lot of people show their disagreement with many of the mobility practices that can be found in the municipality. Participants to the Move Together events have also expressed their experiences and stated their opinions about their visions on the future of our city. Throughout the anonymous polls filled out by the visitors of the exhibition, the citizens have expressed their interests and opinions about what is being done by the public administration in this field.

The policy-makers involved in the Move Together events have shown a real interest to the topic of the needed cultural and mentality change. As it concerns other stakeholders, some associations, commercial establishments and sport corporations have shown their interests in participating in the activities that could be carried out in this field in the coming years.

However, with regard to a possible future exploitation and use of the Move Together Exhibition, this should be modified as the current format and content is still too complex, and it does not comply fully with the originally intended goals, i.e. the understanding of the current problems regarding the urban mobility and raising people awareness of the need to change future daily mobility. Indeed, the majority of the visitors were not so interested on the specific research topics or they did not know anything about it, and they focused mostly their attention only on the images on the background in the Exhibition. This was also a consequence of an excessive use in the posters' design of too much written text and information, which made reading too long and less attractive than looking at more attractive images or simple concepts, which are necessary to catch the visitors' eye. On the other hand, the minority of visitors who were more interested in the topic feel surpassed by the information found in the banners and, for that reason, they only read the headings.

Therefore, and keeping in mind that the initial idea is appropriate, it should be advisable improving the design of the exhibition, envisaging the possibility of reducing the written text in display. Of course, for any future use of the exhibition, it will be important also to associate this with the launch of initiatives and policies from the local administration related to urban sustainable mobility.

4.2.1.5 Girona

Some target population (educators, cyclists, ..) were very much interested by the Move Together exhibition contents, especially the video. The hall of the central bus station has proved a very efficient venue to disseminate the messages of the exhibition to lay citizens and people in the streets.

During the events associated to the Move Together exhibition the municipal policy makers have explained the measures implemented to encourage the use of sustainable modes of transport. These events have been a very useful instrument to raise the citizens awareness and understanding of how individual travel decisions can affect the quality of life of others in

Girona, and how they can contribute to the success of the measures put in place to make transport in Girona more sustainable.

A number of stakeholder representatives - including police officers, a member of the Regional government, the chairman of the Bicycle merchants' guild of Catalunya, members of organizations and trusts on mobility issues, a lawyer of the Parliament of Catalunya - attended the Move Together seminar, where very interesting debates took place.

The impact and visibility of Move Together was high, as most of the activities carried out were either broadcasted on radio, shown on local TV or reported on the local press. In particular, the new road marking Advanced Stop Lines (ASL) campaign associated to Move Together helped to enhance its visibility and impact on local people' minds. Indeed, pedestrians and drivers saw that in main streets there was this new road marking and this raised their awareness that “something new was going on about mobility”.

Lots of “inputs” arrived therefore to the citizens through press, TV, radio, road marking, brochures and the exhibition held in such a busy site (the central bus station). As a result, more Girona's citizens think about the consequences of using private car. They seem more aware of the impact of their mobility decisions on the quality of life fellow citizens.

With regard to a possible future exploitation and use of the Move Together Exhibition, Girona Municipality intends to extend the Move together exhibition in the hall of the central bus station, and also to show it at different public facilities, especially at the University Campus and civic centres. It will also be offered to schools as the exhibition includes very interesting information about mobility.

4.2.1.6 Plunge

The Move Together was well presented in the local press, which is very relevant in a small community, and received a positive feedback from the citizens of Plunge. Local schools have been involved (teachers and pupils), as well as youth organization and ordinary citizens of Plunge. Even retired people joined the groups to visit the exhibition or to test the ecological transport for a short travel along the streets of Plunge.

Local policy makers gave a positive feedback as well. The exhibition and discussion followed in the Local Council meeting increased the knowledge of local policy makers of sustainable transport issues, EU research, etc.. The feedback from stakeholders was more neutral: the first reaction of local stakeholders representatives was of surprise about the new attention given in Plunge to sustainable mobility issues. However, they did familiarize with the ongoing processes and showed their interest by coming to visit an exhibition and participate in conference.

During the local Move Together awareness campaign the main aims were to inform society about sustainable development and to make citizens more aware about were achieved. The Municipality of Plunge district aimed indeed to make citizens more aware of urban mobility problems and to change their behavior, to encourage citizens to use bicycles, go on foot instead of using a car, to incite citizens to use their cars more economically, to increase the popularity of public transport, to call debates about problems which hamper the development of a sustainable urban mobility in Plunge, and find ways how to solve those problems. A

decision was taken by the Local Council to make plans of new streets always including on-street bike lanes that can attract existing and potential Plunge cyclists. This would also serve pedestrians, as some of the freed space could become wider sidewalks.

Citizens of Plunge did understand and comprehend the efforts of Plunge district municipality and of the EU to get closer to them, with the aim to improve their daily life quality. The citizens of Plunge have been learned of the Municipality's objectives, and they had the opportunity to develop a more clear understanding that all the efforts are to be linked together in the frame of a whole city sustainable transport concept to lead to success.

The Move Together exhibition and its project methodology may be used again in a number of future projects in Lithuania. Co-operation with other municipalities, regions, organizations is imperative when preparing other projects at regional or international scale. Combined together, the political wisdom of the local authority and the productive communication with citizens can strengthen the value of the Move Together experience, which is to raise the awareness and appreciation of EU research on sustainable urban transport, and establish a better linkage with local civil society which will help to implement more sustainable transport solutions in the city.

In order to continue and disseminate further the initiative, the Move Together posters can be easily exhibited in schools, centres and other places. The produced booklets were already used to organise lectures about better mobility in schools. The Plunge district municipality is therefore interested to continue with the exploitation of the Move Together concept and exhibition in the future.

4.2.1.7 Bragança

Based on the surveys carried out at the end of the exhibition, the visitors were mostly unfamiliar with the topics shown in the Move Together posters, but they were willing to adopt a new form of urban transport more sustainable. The vast majority of investigations emphasizes the fact that it is necessary to improve public transport, even if it means less space for users of private cars.

The policy makers in the city of Bragança have shown a continuous commitment to sustainable urban mobility, being the city a pioneer in Portugal in the adoption of electric buses (3 vehicles). Policy decisions recently adopted by them include to join the Network of Pilot Mobility Electric, the issuing of a Strategic Plan for Urban Mobility, and the installation of charging points for electric vehicles in the city and the renewal of the municipal fleet with new environmentally friendly vehicles.

Local stakeholders are willing to adopt new forms of urban mobility and, and they have shown in the survey their agreement with the closure to vehicular traffic of the urban centre once a month. They stressed that, for a new urban mobility, we all have to contribute a little.

The Move Together exhibition was successful and useful, as many visitors have shown their interest in the subject matter of the posters, noting that much of the information was previously unknown to them. It has also been highlighted the need to circulate the exhibition in the educational institutions.

With regard to possible future exploitation of the Move Together exhibition, the intention is to replicate itinerant exhibitions for outreaching a greater number of citizens. The Bragança Polytechnic Institute and Secondary Schools will be ready as first institution to host the exhibition for raising the awareness of the student community.

4.2.1.8 Klaipeda

The Move Together exhibition was really appreciated by the citizens, as it was the first project talking about sustainability, ecological transport and mobility development in the district. It was even the first time that the term “sustainable mobility” was used in a public event. Some activities associated with the Move Together poster exhibition – the new bicycle stands with the Move Together logo and the artistic composition on the main street – were very much appreciated by the citizens of Gargzdai. The participants to the workshops learned for the first time about the sustainable transport options and municipal plans in this area.

Thanks to this process, local policy makers became more familiar with the community needs and ideas, hearing residents’ criticism and proposals for improvement of the quality of life in Gargzdai and the whole district. Local stakeholders enjoyed as well the opportunity to discuss the solutions to the problems – in this process – with local authorities, as well as to contribute concretely to the implementation of projects (namely, they sponsored the realisation of the bicycle stands).

The Move Together exhibition was very useful, indeed, as was for the first time focusing the attention of the local population on sustainable mobility topics – not so popular before in the Klaipeda district as well as in the rest of Lithuania – by means of actively participated discussions and workshops. All the participants agreed, however, that the project was just a small initial step towards understanding the importance of a more ecological lifestyle, and that much still need to done to improve the situation. As a further step in this direction, working groups made of experts, students and representatives of different stakeholders, contributed directly to drafting a plan for a new cycle lanes system, the revitalisation of the city park and a tourism development plan.

The city of Gargzdai is now ready to display the exhibition in other institutions of the Klaipeda district, especially schools in order to involve young pupils, and to replicate in the future mobility weeks events, discussions between communities and local authorities, debate and joint decision-making.

4.2.1.9 Donosta - San Sebastian – Spain

In Donosta-San Sebastian the feedback from the citizens visiting the Move Together exhibition, and from those who participated to other activities organised in the European Mobility Week, was very positive. Mobility policy makers from 11 municipalities attended the seminar about the Move Together experience and Participation in Mobility. Finally, the cyclist association Kalapie has been deeply involved, working together with the Bicycle Observatory and the Mobility Department to organise several events associated to the exhibition.

The exhibition and the linked activities have been useful to talk about mobility problems with different stakeholders: mobility practitioners, politicians, cyclists' associations, school children and older people. A seminar was taken by Eduardo Malagón, one of the citizens of the Move Together transnational group, to discuss how to trigger and organise more permanent participation processes on mobility issues in the area.

However, an effort should be made to improve the communication with the citizens in order to achieve a higher participation in the activities. Besides those more sensible to ecological issues, actions aiming to improve sustainable mobility continue to be often rejected and misunderstood by the majority of population.

4.2.1.10 St. Julian's – Malta

The feedback from citizens, policy makers and stakeholders to the Move Together exhibition and ideas about urban sustainable mobility options were collected during the public meetings organised aside the exhibition. The feedback was indeed very enlightening.

Most of the comments made by the citizens and stakeholders seemed to focus on their immediate concerns and/or on local issues, however there was also a general appreciation of the fact that even these issues were not limited to San Giljan, but are instead almost universal, as other cities across Europe have to deal with similar issues.

Policy makers, citizens and stakeholders all agreed on the need for a modal shift, and specifically to move away from the traditional use of vehicles and mopeds, and agreed that only in this way can society improve air quality, minimise stress, noise and other pollution, increase health of citizens and bring about an overall improvement in the quality of life of citizens. Many did agree on walking and use of bicycles as an important modal alternative and a change in lifestyles, however there were others who opined that these methods of moving around were not applicable to all situations and that this was ultimately a personal choice for each citizen. In particular, use of the private car was perceived also as a personal choice, and indeed a right. Some commented on the obligations of the state/local authority to continue to provide more parking and improved road networks. Participants were also very positive about suggestions made by the architect to introduce new transport initiatives such as water taxis and electric buses and taxis.

Policy makers were generally very interested in the work done through the Move Together project, and were generally pleased to note that a Maltese citizen had participated in the research that was conducted (as member in the transnational focus group).. Policy makers agreed on the need to continue to develop awareness on how citizens can take the lead in minimising transport and traffic problems across Europe, and showed keenness to learn what other countries were doing, or thinking of doing, to encourage sustainable transport within the urban environment.

As it concerns the impact of the Move Together exhibition, first and foremost the exhibition gave the Kunsill Lokali San Giljan the opportunity to invite key policy makers to their locality, and to welcome them in their locality to view the exhibition and listening why and how the local council became involved in the Move Together exhibition, as well as hearing the views of the citizens and stakeholders on transport issues affecting their locality. Therefore, as an awareness platform, the Move Together exhibition was considered very

beneficial for Kunsill Lokali San Giljan, not only during that week, but also for the future as well.

Ministers, opposition party spokespersons, members of the European parliament, authority officials, and other policy makers and influential people were all invited to attend and participate in the discussions that were organised, and for each of the three evenings when these were organised, all councillors of the Kunsill Lokali San Giljan attended and participated. Prior to the commencement of each discussion, the Move Together video was shown, and this was followed by a video on the San Giljan locality. These were followed by an introductory speech by the Mayor of the locality and a presentation by the local council's contracts manager and architect on some high level plans that the council was working on to alleviate some of the transport and traffic congestion issues in the locality.

All those who attended the Move Together exhibition were very proud that their town had been selected to organise an exhibition that was being organised in many other cities across Europe at the same time. The discussion and the exhibitions gave the councillors the opportunity to meet residents, stakeholders and policy makers, and to listen to the views, opinions and suggestions of the policy makers, as well as of the citizens and stakeholders. As always with events like these, one tends to expect more citizens to attend discussions and participate, however those that did participate were very appreciative of what the local council was doing, as well as of the council's direct involvement with Move Together. Many attendees voiced many concerns, and the San Giljan Local Council has taken note of these. Many of the issues raised related to local problems, however there were others that were more in line with the more general aims and objectives of Move Together.

The Move Together exhibition has generated awareness in San Giljan on what each and every citizen can do toward sustainable transport in an urban environment. During the discussion sessions, a number of local issues were raised, and as a direct result of the Move Together exhibition, a public debate has now started on a particular proposal to construct an underground car park in one particular square in the locality, with many voicing their concerns and opposition to this development through a purposely set up Facebook group. Others are making valid suggestions on what else could be done, including the introduction of electric public services and other suggestions. This direct feedback would never have materialised without the Move Together exhibition and the feedback received may well encourage the local council to review their plans for this particular project, and perhaps for other projects as well.

4.2.2 Guidelines and recommendations for local authorities

Transport is essential for the mobility of persons and goods and therefore a motor for the economy but also a key element of our modern way of life. At the same time it negatively impacts on the environment and the natural landscape, especially through pollution, congestion and undifferentiated land use. Sustainable strategies in the transport sector include the reduction of private car use, advancing environmentally friendly modes of transport, improving the quality and convenience of public transport systems and curbing urban sprawl. Next to changes in transport infrastructure planning and management, it is important to raise awareness among citizens about the implications of their individual transport choices on economic, social, and environmental sustainability. For cities to remain great places to live in, work and have fun, it is important to promote a more environmentally-friendly urban

mobility. This will necessitate changes in the habits, behaviour, and working methods of public authorities, the economic and social actors as well as the population.

The Move Together project aims to support the establishment of this “new culture” by fostering awareness of sustainable urban mobility through the active dissemination and discussion of related research findings. The project targets the two most important stakeholders for urban mobility, namely, **citizens** as users and local authorities as **policy-makers**. Furthermore it seeks to facilitate the active and continuous interaction between citizens and local authorities towards a two-way knowledge-sharing process.

Besides the exhibitions, whose feedback has been illustrated in section 4.2.1 above, Move Together project has produced guidelines for local authorities about how to organize citizen consultations to support effective two-way knowledge sharing thus improving urban transport and mobility policy.

As it was done for producing the Move Together exhibition, also the Move Together Guidelines, now available on www.move-together.net, take stock of the citizens consultation process and experience developed in the project, with the organisation of the EU 27 citizens’ focus group and the local group of 25 citizens from the municipal districts of the Rome metropolitan area. The guidelines represent an attempt to generalize the lessons of the Move Together project – and in particular of the citizens participation process – and translate them into a protocol for local authorities interested in actively involving their citizens in solving the contemporary problems of urban mobility.

The guidelines describe seven steps to successful citizens participation:

- Step 1: The issue and stakes – is citizens participation appropriate?
- Step 2: Who should be involved?
- Step 3: What instrument of citizens participation should be applied?
- Step 4: Setting an agenda
- Step 5: Practical arrangements
- Step 6: Recruitment of citizens
- Step 7: Follow-through and follow-up

The following are key recommendations excerpted from the guidelines:

- Participation processes are generally built around four phases: initiation, preparation, participation and continuation. In particular, the participation phase involves the actual events and activities that are carried out jointly with the citizens. The organised events, which can take many forms depending on the objective of the participation process, should provide citizens the opportunity to widen their perceptions of the choices available and to clarify the implications of each option. Continuation refers to what will ultimately be done with the recommendations received by the citizens and how citizens will be kept informed about the consequences or development of their feedback. However, participation does not advance on a predetermined route and it is therefore not possible to establish a step-by-step guide or handbook. The Move Together guidelines are thus intended to be an open resource for local authorities of key questions to be considered when setting up a participatory “move together” process, to be further developed according to their own intents and purposes.

- Citizen participation is appropriate in those cases where the policy issue at stake is clearly delineated and can be expected to engage citizens' interest because it relates to their lives as urban residents and users or consumers of public utilities. Additionally the local authority must consider whether it has the appropriate human, financial but also time resources for actively engaging and following through the participation process.
- One of the first things citizens will want to know is the expected outcome of the process. Indeed the clearer this is communicated in the information material prepared by the local community for recruiting citizens, the greater the response. It is therefore important for the local authority to be clear already at the stage of planning a citizen participation process whether what they are looking for is mere feedback to their plans or a full-fledged opinion on the various aspects of a slowly-emerging policy.
- Setting an agenda for the citizen participation process is possibly the most critical aspect. A good agenda operates like a road map making it clear how the various process components relate to the objectives of the exercise but also its output. Only once the agenda has been defined – either by the organisers of the citizens participation alone or in consultation with the citizens – will it be possible to determine the duration of the process and the number of session needed.
- Setting practical organizational requirements implies sorting out the following issues: identifying a suitable location; hiring a professional moderator; specifying the tasks of each member of the support team and arranging for the availability of all relevant equipment or seminar material; identifying an organization to oversee and follow-through the process on behalf of the local authority; identifying external experts to be called to supply evidence and specifying format for their input; specifying the terms of remuneration for participant citizens (to compensate for their time use); arranging for lunches, dinners and coffee breaks during the meetings.
- Information on the citizen participation process should be disseminated as widely possible, the objective being to obtain as many as 7-10 times the number of applications as compared to the targeted number of citizens. An individual questionnaire tapping on socio-demographic characteristics and attitudes as well as traits of special interest for the subject of the participatory process should be used to characterize the applicant group and on this basis decide on the participants. For each participant winning a place in the citizen group, a substitute should be established (and notified) for inclusion in case the original member drops out for whatever reason. Substitution of participants only makes sense at the outset of the process or early on; substitutions at a later stage can be counter-productive.
- Finally, a successful participation process is that which delivered according to plan and to the satisfaction of the participants. It is for this reason that it is important to ensure that the output of the citizen participation process has been put on paper and distributed in accordance with the original objectives. The ultimate success of a citizen participation process is when it can be shown that the proposals advanced by citizens have been translated – even if only in part – into policy. This type of follow-through is often the greatest weakness of citizen participation processes and the reason why such processes are often viewed with mistrust. It is therefore important to not only ensure that citizen deliberative panels produce outputs but also to document how these outputs are disseminated and, subsequently, used by policy-makers.

The above recommendations – and other more detailed rules illustrated in the guidelines – have been followed in the participation processes organised by the Move Together project at EU level and in the metropolitan area of Rome.

The Move Together Guidelines address the generality of local authorities in Europe, and they have been actively disseminated in particular by AICCRE to a number of municipalities and regions of Europe, by distributing paper copies at the CEMR conference in Malmö in May 2009 and a CD-Rom at the final Move Together Day conference.

A specific dissemination activity was undertaken also by Fedemobilità in Italy, aiming to spread the knowledge of the Move Together experiences, outcomes and tools (i.e. the guidelines) among Italian municipal, provincial and regional Local Authorities. This dissemination has shown some strength points, such as the chance to get presented best practices of citizen participatory processes, which can be transferred and adopted elsewhere.

Indeed, while the concept of participatory process is sufficiently well-known, on the other side it is rarely put into practice. Therefore, the possibility offered by Move Together to test “on the ground” citizen participation patterns in such a problematic field, as the applied research on mobility, seems to be, has been judged, important.

On the other hand, citizens’ confidence and willingness to change must not be betrayed. Consequently, commitments taken by Local Authorities must be honoured and citizens must be consulted as well. Therefore the participatory process should not be seen as a top-down way to build up consensus in favour of decisions already taken. Listening to citizens can represent a fruitful learning process for politicians and officers too to get to know directly from the “final users” of mobility schemes (that is the citizens) which are their needs in order to find (together) the best solutions. Time invested in the decision making process is normally time saved in the implementation phase.

4.3 Move Together Day conference

The final “Move Together Day” conference aimed to show up in one day the results of the Move Together exhibitions and awareness events organised in different cities across Europe, i.e. cities hosting the travelling exhibition (Wien, Rome, Malta, Budapest; Nice, Brussels) and the other cities hosting the poster exhibitions. The conference audience included:

- EU level policy makers (EESC, European Parliament, European Commission)
- EU level stakeholders
- Representatives of the cities hosting the Move Together exhibitions
- Citizens that have been involved in Move Together (i.e. members of the Move Together panels and/or citizens involved in the local awareness events).

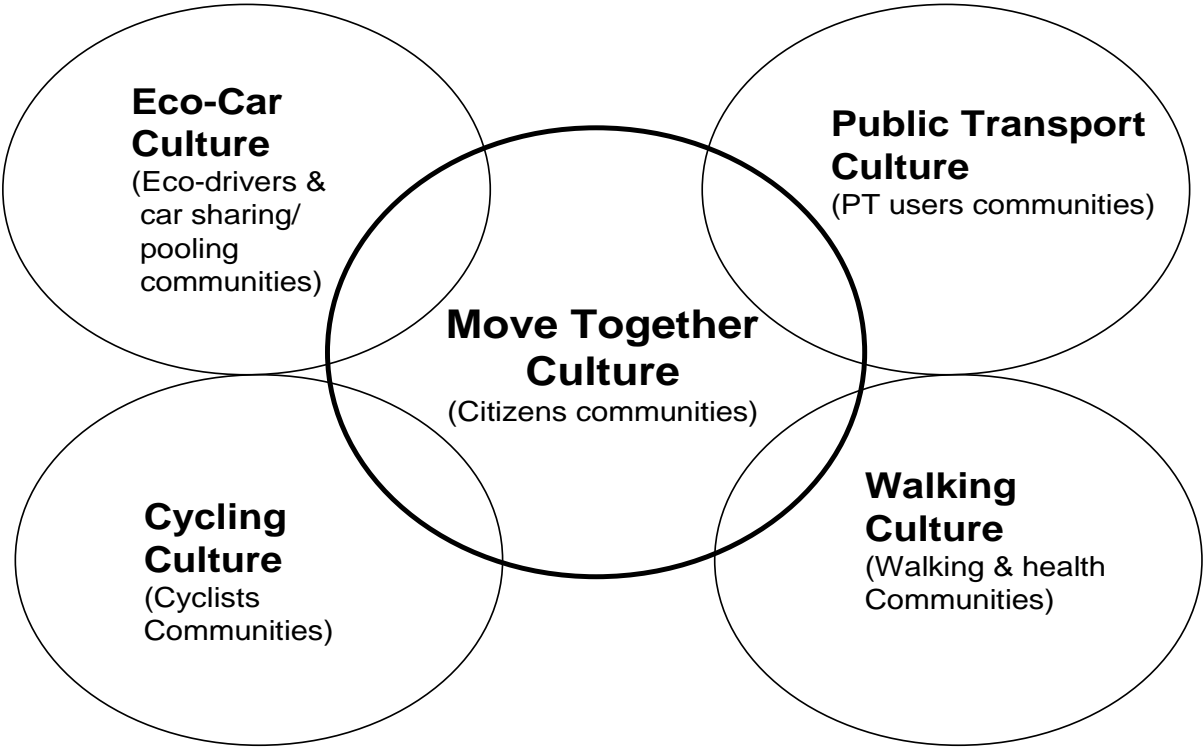
The aim of the conference was to show-up the outcomes of working with the citizens and of the exhibitions, and to discuss how to mobilise since now people to create a “move together” culture contributing to better urban mobility in Europe. The conference has established a dialogue between lay citizens who represent the different cultures and urban settings of Europe, local decision-makers in charge of transport policies in the cities which hosted the Move Together exhibitions, and experienced stakeholders, including eminent EESC members.

The conference conclusions, summarised below, provide significant inputs for the EU Action Plan on Urban Mobility.

Carlo Sessa, the *Project Coordinator*, introduced the Move Together concept of “better mobility” as a new way of looking at our (anybody) daily transport activity in the city as something which anybody should contribute to make better:

- for ourselves, by means of more active travel (walking or cycling) everyday that produces direct health benefits;
- for the other citizens, as if anybody will start to travel “smarter” she/he will contribute to the benefit of all, by reducing congestion and improving safety on the roads and, as far as public transport ridership will increase, by giving greater opportunity to public transport to develop new and more accessible services. Travelling smarter means to think if commuting or other individual trips by car are really needed or can be avoided at all (e.g. by using Internet), substituted with an environmental friendly mode (e.g. walking for a short trip) or by a public transport ride, or at least optimised using better the car (e.g. joining a car sharing scheme, or car pooling)
- for the environment, by using in any trip we do a clean vehicle - and eco-driving when we use our own car – to reduce the emissions of pollutants and greenhouse gases into the environment.

The Move Together pilot experience shown that it is possible to mobilise the population in different cities towards a common goal of “better mobility” creating a new “move together culture” shared by local citizens communities. As it is illustrated in the figure below the **Move Together Culture** has to been seen as the composition and synthesis of four more specific “cultures” which are all alternative, in different ways, to the dominant car/moped centred individualistic culture and mobility lifestyle.

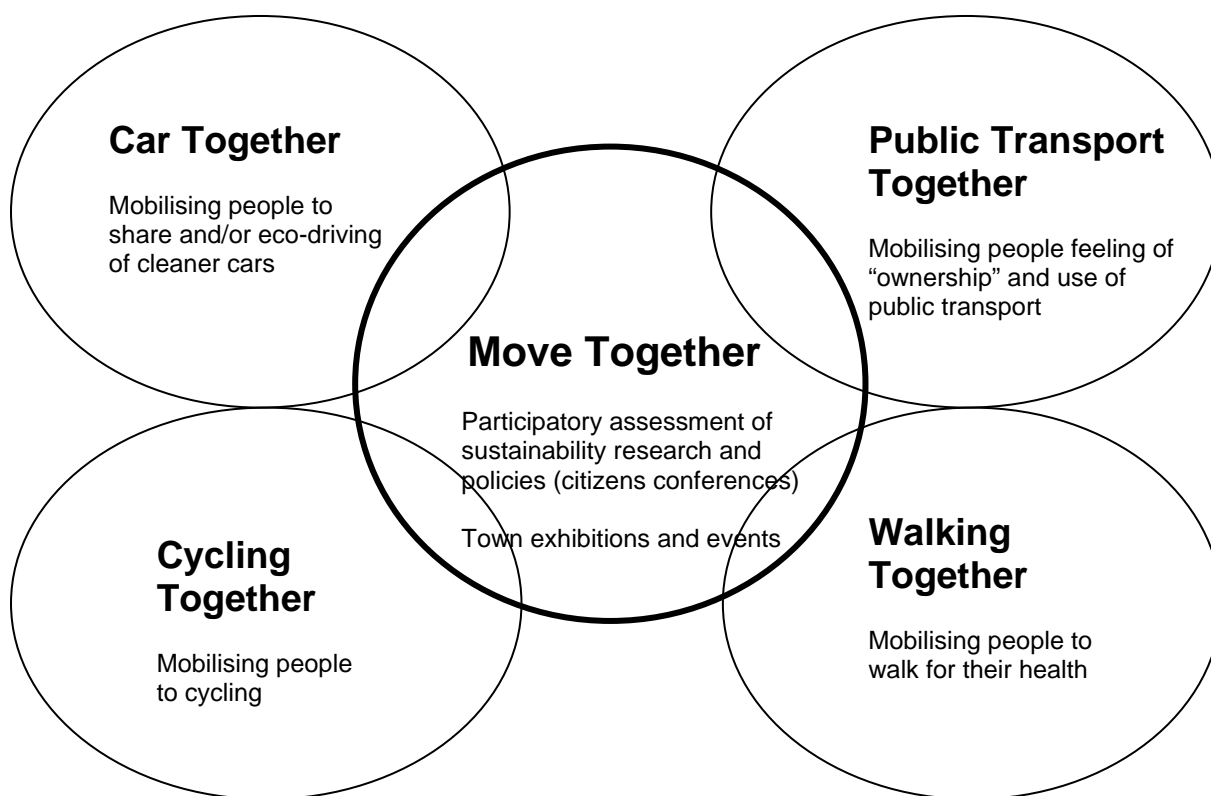


The four cultures are:

- The **Eco-Car Culture**, which include a new concept of using the services of cars without owning it - when the yearly volume of travel is not enough to render car ownership convenient (due to the high fixed costs of owning a car) – or at least using your own car with care for the others and for the environment – i.e. avoiding to use the car for short trips, purchasing cleaner or electric cars when they become available at affordable prices, ensuring a good maintenance of your vehicle and eco-driving.
- The **Cycling Culture**, which includes not only the individual use of cycles, but also the formation of truly cyclist communities which organise cycling tours and races to promote environmental mobility and community life.
- The **Walking Culture**, which again includes not only the individual propensity to walk, but also the organisation of walking and promenade activities, as the experience of walking-bus itinerary to go to school, cultural promenades in the city centres, and other cultural activities, infrastructure (e.g. pedestrian areas, bridges, etc.) and services promoting a pedestrian lifestyle.
- The **Public Transport Culture**, which aims not only to promote public transport as alternative transport mode in the city, but also a true sense of ownership of the public transport infrastructure, vehicles (e.g. new tram lines) and services in the local community.

Beyond the single cultures, which are linked to the different modes of transport, it is the wider concept of “moving together” that need to be fostered and made alive in the mind of the citizens, as this will also contribute to increase their sense of ownership, participation and engagement in the city life, which is per se an important social benefit.

Based on the Move Together concept, the figure below focuses on the different strategies and means for mobilising people to create a new urban mobility culture.



At the core we have the “Move Together” experience, including:

- Citizens conferences engaging citizens’ panels formed at EU and local level, focusing on the participatory assessment of EU funded urban sustainable mobility research, demonstration projects (namely those of the CIVITAS schemes) and policies, as it has been done successfully in the first year of the pilot Move Together project.
- Town exhibitions and events, as those organised with the Move Together travelling exhibitions and the posters exhibitions during the European Mobility Week in September 2009.

The Move Together culture could be built up across Europe and beyond, by mainstreaming these pilot experiences, i.e.:

- creating a regular citizens assessment procedure where European and local panels of citizens are recruited to appreciate and evaluate the impacts from their everyday life perspective of the EU funded research programmes and demonstration projects;
- replicating Move Together exhibitions in other towns within the overall frame of the EU Mobility Weeks’ activities. These exhibitions could be renovated year by year by adapting the exhibition walls/posters to include new advancement of EU research on the topic and/or adapting the exhibitions to local circumstances, as it was suggested by some cities carrying out the exhibitions in the pilot project.

The overall aim is to raise the awareness of the European population of the need to increase the “togetherness” of our mobility choices where the space and time to move is more scarce – the urban environment – and foster more measures (from the side of public authorities and the market) and culture (from the side of the citizens/consumers) of car, cycling, walking and public transport “together”.

Mainstreaming Move Together would be also a concrete way to implement in different European cities campaigns on sustainable mobility behaviour - which are now claimed for by Action 8 of the Action Plan on Urban Mobility recently adopted by the European Commission⁴ – under a coherent European framework and image.

Feedbacks to the Move Together experience and the concepts presented above have been given by the various participants to the conference, at EU level, at local level – by the representatives of local associations and city authorities which organised the Move Together exhibitions and events – and at the level of individual citizens, by some representatives of the EU level and Rome citizens panels.

The feedback of the European Economic and Social Committee was particularly positive. The welcome address by *János Tóth*, President of the *TEN section of the EESC*, concentrated on two key messages.

The first key message is that, the EESC, in addition to promoting sustainable forms of urban mobility, is very keen to become more engaged in concrete actions that help such sustainability to happen in European cities.

At this regard, there is a large convergence of views between the EESC's viewpoint and the goal of the Move Together project of bridging the gap between research and practice, by raising the awareness and understanding of EU research in the urban mobility domain. The EESC's viewpoint is expressed in three opinions recently adopted by the TEN Committee. In its opinion on the Green paper on urban mobility⁵, the EESC asked the Commission to boost Community measures for sustainable mobility, in particular to prioritise public transport with a high quality and protection for passengers, and promoting cycling and walking. This requires reducing the demand for private, motorised transport, on the basis of consistent, rational spatial and urban planning – all components of a new “move together” culture.

In another opinion on "Transport in urban and metropolitan areas", which was requested by the German Presidency of the EU, the Committee expressed its concern with the sharp decline in the share of local public transport in total urban transport volume. Such decline is especially proceeding at a rapid pace in the new Member States. Top priority should be, first, to prevent traffic "arising", or at least to strongly limit it. A second priority should be meeting mobility needs wherever possible through environmental means of transport such as local Public Transport, cycling or walking. Car-oriented cities is considered no more an option, and this clearly converge with the idea that better “moving together” will be the real option to ensure people freedom of mobility – a concept strongly supported in the Move Together citizens' declarations.

The EESC therefore calls on local authorities, national governments and the Commission to ensure that such principles are taken into account in all legislation and support programmes. In future, urban and land-use planners in local authorities must stop uncontrolled development and functional separation of urban areas, so that, wherever possible, excessive traffic can be

⁴ Action 8 acknowledges that “education, information and awareness-raising campaigns play an important role in the creation of a new culture for urban mobility. The Commission will continue to support the organisation of campaigns at all levels, including the European Mobility Week. For the European Mobility Week the Commission will optimise the existing award scheme and consider a special award to encourage the adoption of sustainable urban mobility plans.” COM(2009) 490/5.

⁵ Adopted in May 2008

prevented. This concern was underlined in a third opinion on "Integrating Transport and Land-use Policies for More Sustainable City Transport", which was adopted by the EESC in July 2009. This opinion stresses that the primary responsibilities for implementing integrated transport and land use strategies lie at local and national level. Some progress in this field has already been made in a number of individual cities in Europe, but it has been too patchy. The EESC Committee definitely believe that there is scope and need for a European level initiative to promote and accelerate the adoption and implementation of more sustainable integrated land-use and transport strategies in cities throughout Europe.

As second key message, the EESC Committee thinks that citizens must be the main targets of any initiative taken to promote sustainable mobility.

The EESC strongly believes that citizens must be involved in the emergence of new mobility patterns so that their needs are met and the solutions implemented by local authorities are fully endorsed. Solutions should be both of a technological and also of a social and cultural nature. They should not be imposed to people and limit their daily comfort but enable them to genuinely satisfy their social and professional aspirations. This was also a strong conclusion endorsed by the Move Together citizens' in their declarations.

The feedback from the European Commission was primarily given by *András Siegler, Director of the DG-Research Transport Directorate* in the Move Together launching conference of June 2008. *Arnoldas Mikulas*, Head of Unit 1 at the same Directorate, was then presenting at the final Move Together conference the last developments of the European research initiatives for a more sustainable transport in the 7th Framework Programme. The main conclusions of the András Siegler intervention at the launching conference are still valid, and have been even strengthened by the successful experience of the Move Together project. An excerpt of the most significant conclusions is presented in the box below:

**Key Messages from the András Siegler speech at the
Move Together Launching Conference**

"A new priority of the European Commission, ever since the 2005 rejection of the draft Constitutional Treaty in France and the Netherlands in 2005, is to **create a citizens' ownership of EU policies**, to make them understandable and relevant, and to make EU institutions accountable and reliable to those they serve. MOVE TOGETHER, with its citizens conferences and events like today's where EU policy-makers and citizens confront their views and debate the way forward, is an expression of that goal.

Why is this important? It is important because many decisions have moved to the EU level, but the dialogue and debate has not followed suit. Few citizens are aware that many "national" political issues which affect their day-to-day life or which relate to the great challenges of our times, such as climate change, are in fact dealt with at EU level. Even fewer realise that their national government and parliament, the president of their region, their local mayor, trade unionists and employer representatives equally have an important role to play in steering the way for Europe."

"**Urban transport is an area where we actively seek stakeholder input.** We want to make sure the users of urban transport systems get the transport innovations and technologies that they actually need. The recommendations this forum has made are particularly useful to us, since they come from an analysis of actual European research projects. Indeed, we do not only want policy priorities set from the top down to determine what research is undertaken. On the contrary, **we need research and user feedback to set the policy targets.** Research already undertaken proves what can and cannot be achieved, while your feedback as users determines what targets are realistic, and necessary for us to follow."

Whereas the EESC and EC interventions gave a general endorsement to the whole “move together culture” concept, other feedbacks were more specific about specific mobility cultures.

As it concerns “walking together”, the President of the *Lithuanian Healthy People Union* (LHPU), *Dainius Kepenis*, presented the experience of this national grassroots association involving 30.000 Lithuanian citizens since 20 years in a number of activities where the participants learned and mastered physical activity, associated with healthy food, breathing and self-controlled lifestyle. Participants of this movement are active promoters of healthy lifestyle for their families, work and town communities. In different cities of Lithuania they form small groups of 20-25 people committed to active mobility and healthy lifestyle, whose activities are supported by the Lithuanian Ministry of Health and the Lithuanian Physical Education and Sports Department. It can be shown that participants of all ages are benefiting of an increased resistance to disease, seasonal colds, etc. It would be essential to spread this practice of Healthy People groups to other countries of Europe, to improve people health and disseminate a more ecological mentality and lifestyle.

As it concerns “cycling together”, *Natalia Putselyk*, representative of the *Koenig Bicycle Team*, an NGO that participated to the Move Together cycling race organised in September 2009 in Kaliningrad, presented the viewpoint of a local and very active cyclist association. Since 2000, the "Koenig Bicycle Team" Association arranged over 250 bicycle touring trips (the region coverage map, Byelorussia (the Belovezhskaya Pushcha National Park), Poland, Lithuania, Latvia, Finland). Every Team member does over 3500 km on the average per year.

Bicycle tours obviously prevent from damaging landscapes and producing air pollution, and help to keep very active and healthy the participants. In addition – and this is a sort of “plus” if compared to walking - bicycling is usually more dynamic and interesting than pedestrian tours, because large distances can be covered satisfying the people aspirations to move around and away from their usual paths. These tours are intended also as educational activity, as they provide an example and a “learning by doing” activity, which can contribute to change the participants’ attitude towards biking also in their everyday life.

However, besides fostering the people propensity to cycle, in the Kaliningrad city and region the cycling infrastructure is still lacking – there are no biking lanes in the city or routes in the countryside and motorised transport has the monopoly of the road surface. Indeed, for those who love to bike in Kaliningrad, is still a risky activity.

As it concerns “car together” and “public transport together” cultures, Robert Stussi of WEVA – World Electric Vehicle Association and Chantal Duchène from GART, the association of public transport operators in France, presented their viewpoints. Robert Stussi presentation was focused on the global perspectives of electro-mobility to help reducing the environmental impact of urban transport. Chantal Duchène presented a wider perspective based on several local citizens conference processes led in France to engage people on discussing public transport improvements, especially the first citizens conference organised by the GART in 2003 on mobility behaviour (how to change from individual car use to alternative means of mobility, especially public transports) She introduced her point by insisting on the fact that there is a need to comfort the transition from a transport policy to a mobility policy, which encompasses not only transport means but people’s needs and expectations. A lot can be learnt from the citizens and they should be better listened to. 2/3 of public transport users are women for example: their vision is especially needed for better

adapted and relevant transport services. Moreover, a good mobility policy fostering less and better mobility implies to think together mobility and urban planning. Public spaces have to be rethought, starting from the point of view of citizens and their day-to-day use of the urban environment. The citizens themselves are asking for more voice and for being actors of their environment, which implies for the decision makers and researchers to share the current and future constraints and stakes of mobility. Cities may be the relevant scale for developing innovative solutions, which are not necessarily relying on important programmes but rather on simple measures. Sustainability and the fight against climate change might also work as incentives for reaching a consensus on the emergency of changing our mobility culture. This new mobility culture has to be part of a participatory, dynamic, joyful, and motivating new way of life in our cities.

A more holistic vision of the Move Together concept has been put forward also in the interventions of the local authorities involved in the organisation of the Move Together exhibitions, which reported back their local viewpoints.

The intervention of *Silvia Zamboni* from *Federmobilità*, the Italian association of local mobility councillors partner of the Move Together project, highlighted the viewpoint matured with the citizens conference, dissemination and exhibition activities carried out at local level, in Rome and in Italy. From this viewpoint Move Together proved to be useful to fill in a partial gap of the CIVITAS Projects. In the eight Italian CIVITAS Cities the adoption of soft measures, which could be defined pretty similar to participation processes, is unusual. Raising awareness is a measure foreseen only in Renaissance and Mobilis projects, whereas in other projects soft measures on participation are totally missing or are just aimed mainly at achieving an agreement with the stakeholders, or at communication and marketing goals (which are certainly important objectives, anyway different from participation), rather than at true citizen involvement.

By the way, it is also worth being mentioned the confidence shown by citizens in the dialogue with Local Authorities representatives – both officers and politicians members of the city and the province governments – and their willingness to commit themselves to change habits and behaviour in favour of more sustainable choices. It may be depended on the fact that the citizens' panel in Rome was a selected group of motivated people who had volunteered to participate to the workshops. Although it could be also argued that this could have brought to an hostile approach generated by dissatisfaction and criticism towards traffic congestion in Rome. On the contrary, this experience has shown that citizens are ready to listen to local authorities and to analyse problems and proposed solutions, are interested to learn about activated urban mobility projects and the real impacts on their daily lives. This implies also that there is a great information gap which wait to be filled in with more move together like activities.

Finally, according to *Silvia Zamboni*, the Move Together experience has highlighted how difficult it is to raise awareness on the European research in towns which are not or only very little involved in innovative projects. This outcome increases the expectation that next Urban Mobility Action Plan initiatives or future CIVITAS editions will involve a much greater number of cities, also medium or small-medium sized ones, helping them to take part to the mobility innovation process in Europe.

The viewpoint of the cities that organised Move Together exhibitions and events during the European Mobility Week is well summarised by the intervention of *Peter Bonello*, Mayor of

the St. Julian's City Council in Malta. The situation in Malta is emblematic both of the urban mobility problems and of how their solution would imply answers from different layers of government, whose cooperation in Malta is facilitated by co-existing on the relatively small – but very intensively populated especially if one considers the pressure of seasonal tourist flows – small island territory.

St. Julian's is a small and very beautiful town with a picturesque coastline, giving home to less than 10,000 residents, but also to Malta's entertainment and nightlife centre, with dozens of hotels and hundreds of restaurants, bars, clubs, cinemas and other places of enjoyment peppering our streets and seashore. The Municipality worked recently on developing a comprehensive traffic and car parking management solution to serve the locality, including measures for improving public transport, designating some streets as pedestrian only streets, introducing limited residents' parking schemes, and a new water transport service.

The city plans are based on linking all of a number of car-parks – including those that are privately owned – with planned clean public transport services, believing that this will discourage visitors from circling around in search of a free car parking slot, as they will prefer to park their cars in the new car-parks instead. An efficient and regular public transport service will take them to their preferred entertainment spots, or they can walk if they prefer – San Giljan is not that big a locality and nowhere is that far away – and all of this will minimize traffic congestion and demand for on-street parking, reduce noise and air pollution levels, and overall provide for an improved quality of life for both residents and visitors.

This was the municipality vision which was presented to the citizens during the Move Together events organised in the mobility week, but this vision was strongly challenged by them. It has not been easy to convince people to change – many are only able or willing to focus on their immediate needs, sometimes selfishly only seeking solutions to their own problems, and the problems they face today.

However, the Move Together experience enabled all (policy makers and citizens) to realize – if nothing else – that we are NOT alone, that there are other towns and cities across Europe that face the same traffic issues faced in Malta, that there is a need to raise awareness among citizens about what they can do to improve their own quality of life, as well as the need to raise awareness about the work and research that is being done to improve urban transport.

There have been also some interesting developments that resulted almost directly from the Move Together exhibition. For example, the discussions held during European Mobility week at the Move Together exhibition led to a public debate on a car park that the local council was proposing to develop, this led to some heated and at times emotional exchanges in the media, and in the end the council organized a public meeting with residents, and finally decided to shelve the development project. And whilst many at council are still convinced that something has to be done in the area where we have been proposing an underground car park as part of an overall strategic plan and including the introduction of a residents' parking scheme, the local policy makers could not get themselves to proceed regardless, certainly not after having heard the residents' concerns and opposition to their ideas. The problem will be revisited in the future, to see whether it is possible to come up with other solutions, given the particular circumstances. This is an example of how much useful and challenging at the same time participation processes at local level may be.

Finally, the Move Together Day conference has given voice again to some citizens that have been involved in the Move Together citizens panels and, for some of them, also in the organisation of Move Together exhibitions and events: Claude Leloup from Belgium, Linda Hadfield from UK, Hanna Malmberg from Denmark, Afroditi Zouzia from Greece, Anthony Zammit from Malta, Eduardo Malagon from Spain. They have presented their viewpoints about the whole Move Together experience in the morning session, and then participated to a round table discussion together with the representatives of the cities hosting the Move Together exhibitions.

A specific session of the conference has been devoted to the Move Together experience in Rome, with the participation of the experts of the Municipality of Rome (Stefano Giovenali) and of the Province of Rome (Eleonora Vetromile) who contributed to the citizens' workshops held in Rome in Autumn 2008.

Stefano Giovenali gave a presentation on the Strategic Mobility Plan recently adopted by the Municipality of Rome, which embedded some of the sustainable mobility criteria discussed at the time with the citizens.

Eleonora Vetromile presented the on-going and prospective activities of the Province of Rome to disseminate the sustainable mobility culture in the province, and in particular of the Move Together concept and exhibition, which will be the subject of a brochure published and distributed by the Province of Rome to a large audience of citizens and stakeholders during the year 2010.

This session of the conference gave the floor also to the interventions of two citizens of the Rome panel, Anna Greco from an inner city district and Maurizio Manzo from a town of the metropolitan area (Ciampino).

5 Potential impacts and use

Developing sustainable mobility is more than ever a challenge for congested urban areas across Europe. Through targeted policies and research, the European Union endeavours to meet this objective. But are European citizens aware of the impact that EU research programmes have on their daily lives? And conversely, do they realise the impact of their individual choices on urban quality of life?

This double question was addressed since the beginnings of the Move Together project. Accordingly, the expected impact of the project was to raise citizens' awareness and appreciation of EU research in the field of mobility, and of the overarching goal of improving mobility in the Union's major cities, which means satisfying a complex range of economic, environmental and social demands.

The groundbreaking MOVE TOGETHER project included average citizens from all EU Member States, working to ensure that people in high places get the message from down in the streets. This was successfully done in the first year of the project, by means of the EU level citizens conference process which culminated in the June 2008 Move Together launching conference, producing visible impacts on the high level EU officials convened at that event, as well as of the local conference process organised in Rome, which produced equally visible and important impacts on the local mobility policy makers, of the Rome Municipality and of the Province of Rome.

The exhibition activities organised in up to 20 small, medium and large cities in Europe have shown another layer of impact of the Move Together project, that on the local populations reached by the exhibition and the related events. Although this impact has not been massive, it has been strong on the people involved, demonstrating the validity of the approach.

The approach of convening citizens conference and producing citizens deliberations about the orientation and implementation of EU research efforts, as well of popularising the research outcomes and communicating to local populations by means of a number of exhibitions in different towns, could be **applicable to all fields of EU research and policy**, not just transport.

Key recommendations stemming from the Move Together citizens declarations include:

- coordination across Europe to avoid duplication;
- focus on the needs of the end-user;
- putting the citizen at the heart of EU policy-making and sustainability research efforts;
- better communication of European research and policy aims and results; and
- long-term solutions for current problems, with a global reach.

These are recommendations that can be used not only in the urban transport sector, focused in Move Together, but also in many other research and policy fields the EU is involved in, such as health, environment, etc.

Citizens conferences and science travelling and poster exhibitions fed with the contributions of field experts and the critical assessment carried out by groups of lay citizens in their deliberations could be included in a number of EU sponsored activities, such as:

- **Citizens assessment of FP7 thematic research work-programmes**, to be included as specific tasks to raise citizens awareness and appreciation of different EU research fields, as it has been done with Move Together project itself on the urban sustainable transport research topic. These tasks could be articulated by main field or topic areas where the issue at stake is clearly delineated and can be expected to engage citizens' interest because it relates to their everyday lives.
- CIVITAS in the transport field, and other similar **European-wide best practice sharing initiatives** in other fields (e.g. CONCERTO in the energy field).
- **European campaigns on sustainable mobility behaviour** sponsored in the context of the Action Plan for Urban Mobility (Action 8)
- Stand-alone and outstanding **pan-European citizens' consultation projects**, e.g. twinned local citizens conference processes in the framework of the "Europe for Citizens" programme activities.
- The development of **European Public Spaces** in the capital cities of the Member States, where the Commission and European Parliament offices will join forces to accommodate exhibitions, debates, seminars and training sessions on EU matters;
- **International cooperation** on global issues – such as transport's contribution to CO2 emissions and climate change – with organisations and governments outside the EU, to tackle global issues at a truly global level.

These actions are only some suggestions to foster continued dialogues between citizens and policy-makers - following the successful Move Together example - which aim to show the huge potentiality of this approach.