



## 7. IDENTIFICATION AND COLLECTION OF GOOD PRACTICES

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

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

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

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

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

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

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

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



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

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

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

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

<b>CONTACT PERSON AND EMAIL</b>	Diego LÓPEZ / diego.lopez@marinabetanzos.gal
<b>FOCUS OF GOOD PRACTICE EVIDENCE</b>	With the aim of promoting sustainable mobility based on the decarbonization of the Biosphere Reserve tourist destination that helps mitigate the effects of climate change, a Sustainable Mobility Plan will be launched to improve urban-rural and coastal-inland connectivity.
<b>SHORT SUMMARY OF THE PRACTICE</b>	The objective of BIOSPHERE ECOTOURISM TRAILS is to improve the active mobility of the territory of the Biosphere Reserve, connecting urban municipalities with rural ones and the coastal territories with those of the interior, through the recovery of traditional paths.
<b>DETAILED DESCRIPTION ON THE PRACTICE</b>	<p>Please provide information on the practice itself. In particular: (up to 1000 words)</p> <p><i>-What is the problem addressed and the context which triggered the introduction of the practice?</i> Currently, there is not a network of paths with preference for walkers and bicycles, which allows connecting the main attraction nodes of the municipalities.</p> <p><i>-How does the practice reach its objectives and how it is implemented?</i> The action consists of identifying the main mobility "nodes", designing paths, and signaling them, to encourage their use by both the local population and visitors, promoting an ecotourism model in the territory. A "pilot" project called Biosphere Ecotourism Paths will be carried out.</p> <p>Articulate an Ecotourism Destination adapted to the new climate scenario and based on nature. Develop new products based on local resources and culture, which contribute to economic reactivation, enabling a network of paths with safety guarantees for pedestrians and cyclists, agreed with the local population.</p>
<b>TARGET GROUPS</b>	<p>Local population and visitors of the Biosphere Reserve "Mariñas Coruñesas and Terras do Mandeo".</p> <ul style="list-style-type: none"> <li>The Biosphere Reserve "Mariñas Coruñesas and Terras do Mandeo" covers a total of 190,708 inhabitants and 1,167 km<sup>2</sup> (1,139 km<sup>2</sup> of inland areas and 275 km<sup>2</sup> of coastal areas), which represents 14.33% of the surface of the province of A Coruña, distributed in 17 municipalities: Abegondo, Aranga, Arteixo, Bergondo, Betanzos, Cambre, Carral, Coirós, Culleredo, Curtis, Irixoa, Miño, Oleiros, Oza -Cesuras, Paderne, Sada and Sobrado.</li> </ul>

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



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

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

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

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

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

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



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



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

### A.1.3 THE GOOD PRACTICES OF THE MUNICIPALITY OF KARLSTAD

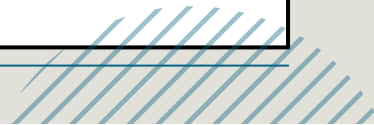
The Karlstad Municipality presented two practices to promote sustainable mobility and they are the following:

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

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



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



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

**Walking and cycling friendliness**

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

**Qualitative mobility nodes**

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

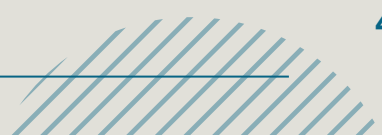
**Parking**

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

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



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



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

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

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

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

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

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

**Evaluate and follow up (SUMO)**

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

**Target group:**

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

**Purpose:**

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

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

### **Examples of measures**

#### **Cycle to school campaign**

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

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

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

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

#### **Karlstads Bike sharing system**

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

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



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

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

#### The Winter cyclists

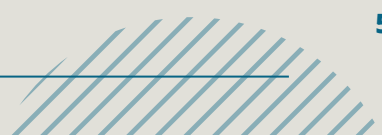
Winter cyclists are a project that aims to encourage more people to choose the bike, even during the winter months. In the structural and target group analysis for mobility measures that has been carried out, the traffic lane Viken connection and its target points for work commuting have been prioritized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

#### Vägbanarna (Road ways) (During start-up)

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



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



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

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

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

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



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

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



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

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

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





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

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

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

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



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

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

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

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



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

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

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

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



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



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

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

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

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

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



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

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



	<p>Specialists were invited to present, speak and discuss on a conference style event every thematic approach on the evening followed by open public dialogue next morning. Questions were answered, citizens constrains were discussed and submitted as prerequisites to proposal presented to Public Authorities and the Governance. During the same period, parallel actions were performed in order to achieve cross influence perceptions. Volunteering School students were trained to search and report citizens knowledge and ideas on the issues to be discussed on the conference and the open dialogue. Results were presented on posters at the conference. Additionally, students participate to creative actions related to above mentioned themes decorating the school area. Also, two days seminar on environmental training of educators working in Astypalea and the neighboring islands ran by the University of West Attica team.</p>
<p><b>DETAILED DESCRIPTION ON THE PRACTICE</b></p>	<p>The concept of the event and all the above mentioned actions along with the extensive publicity aimed – and succeeded – to be the core theme for Greek government, citizens and the media on the practices performed in order to establish citizens involvement on the decision making process on September and October 2020 and on. Changes are not always welcomed by the society, especially when they are imposed. Authorities and Government should show respect to Citizens views and ideas. To discuss and gain acceptance on important decisions information and awareness is necessary. This is what the Astypalea project proved and achieved: a new era to small island society approach methods in order to change attitudes and behavior and create a model plan to accomplish efficient social dialogue.</p> <p>Astypalea is a small island of 97km<sup>2</sup> surface and 1200 inhabitants, quite isolated in between the Cyclades and Dodecanese islands complexes. Local economy is based on agriculture, free range farming and beekeeping. Tourism is a developing sector focused on environmental and agro thematic choices of the visitors. Strong adverse attitude was raised when government decided to install a great number of air mills in the island without any prior preparation or documentation. The Municipality council members asked for consultation. ECOCITY proposed, designed and implemented a two –three month campaign (preparation – action- follow up) in order to offer citizens explanation and information on the crucial issues of Air Mills – renewable sources of energy, circular economy – recycling- green tourism and sustainable mobility – electro mobility. Experts were invited to a 3 day multilateral event with 5 hours afternoon conference sessions followed by 4 hours morning open public discussions.</p>

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



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



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

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

