



Car-free street in Koprivnica

## Welcome

### Dear partners of Active Access

The European Mobility Week was the chance to carry out awareness raising activities and to disseminate the objectives of AA among the public. This edition of the bulletin summarizes your recent activities.

Thank you very much for your contributions. We hope you enjoy the bulletin!

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## News

**ESC:** The Walking School Bus was organized in Cyprus for the 1<sup>st</sup> time with great success – The films created by Engomi High School students on eco-mobility are available to download from the AA website. The winning teams were rewarded with a bicycle – The Unic Cycling Club (created in the framework of AA) participated officially on the EMW in the Cycling Tour of Nicosia, and co-organized the annual “Engomi Tour 2011” along with the Municipality, the Cyprus Cycling Federation and the Cyprus Runners Club. The event was a great success with more than 200 participants.

**CHD-MS** launched a Shopping on bike and foot campaign in cooperation with the Municipality of Murska Sobota (June 16-Sept 19). The campaign ended with an event for public and companies with a cycling training.

**HEMPS** organized a drawing and photo contest for the occasion of the EMW. The contest was announced for all kindergarten and school children in Harghita county in 4 categories. Children sent 230 drawings and photographs from each part of the county. The winners were rewarded with bicycle accessories. An exposition of the drawings and photographs was also organized with very good media coverage.

**prioriterre:** The ‘Mouv Eco’ inter enterprise mobility plan is getting into action (Oct 2011 - Oct 2013). Staff is dedicated to its implementation.

**Koprivnica:** The 10<sup>th</sup> edition of EMW promoted AA activities. The season ended with 6<sup>th</sup> AA cycling event. Local partners presented results of their implemented measures (school travel plans annual results, business travel plan, new bicycle stands). Another street along the Health paths was reconstructed, providing 100m of new pavement and cycling tracks.

**ATU** organized actions promoting clean transport among pupils in Alba Iulia. The Traffic Snake Game invited schoolchildren to use alternative and non-pollutant means of transport for a week. 88 pupils participated.

## Stakeholder involvement

**Koprivnica:** A meeting with city council and town hall employees resulted in a car-free day and the launch of the Town hall travel plan process. A bicycle shelter was placed at the city hall while 20 new stands have been placed at different locations in the city. Citizens and organizations were encouraged to express the need for additional stands. Partner organizations agreed to launch a public tender for the design of the city’s bicycle stands. An initiative to start a Community Bicycle Centre was proposed, supported by several cycling clubs and other partner organizations.

**CHD-MS:** Stakeholders participated in planning and implementing 2 events, and helped to create a new platform of all Primary schools in Murska Sobota and to develop activities for this autumn and winter in promoting walking, cycling and usage of school bus for pupils.

**prioriterre** is negotiating with Annecy city a range of mobility activities to implement more school mobility challenges and to work on mobility issues after the end of the project.

**HEMPS:** A stakeholder seminar was organized with the theme: “Air pollution and alternative modes of transport”. Heads of the main polluting companies in the area were invited. The head of HEMPS presented AA to the invitees. Lecturers presented alternative means of transport in everyday life. A discussion with the mayors was carried out exchanging ideas and solutions for specific problems. The event was covered by the media.

## Shadowing

The following shadowing visits have taken place since June:

CHD-MS	→	ENU	Feb. 2011
Aveiro	→	ESC	Oct. 2011
prioriterre	→	Tartu	

**CHD-MS:** 2<sup>nd</sup> part of shadowing was done in February in **Edinburgh** visiting Tom Rye. Various presentations and meetings took place with experts on the governmental level and NGOs. Interesting ideas were transferred on the spot.

**ESC** will host in Cyprus Mario Alves and Jose Quintao from the Municipality of **Aveiro**. A seminar is organized in order to discuss the current mobility problems and challenges in Nicosia and Aveiro.

**prioriterre** went to Tartu for its shadowing visit. A great exchange of experiences took place with Tartu municipality staff. Partners returned with very interesting awareness raising materials and games that they could adapt and use in France too.

## Dissemination

Relevant news and activities are to be published on the external AA website. Partners are asked to send recent news items to Catriona for upload on ELTIS, and to publish dissemination material on the internal website. Following dissemination activities have taken place:

**ATU** organized the Traffic Snake Game. The Local Agency of Energy Alba was involved offering children presentations about ecology and energy efficient attitude. Newspapers and local television were at the inauguration of the game-contest and award ceremony, adding value to this event.

**Koprivnica:** The weekly ½ hour show on a local radio station has reached its 50<sup>th</sup> edition – The promotional film *The bicycles* was launched during EMW (Youtube: "Active Access- Bicikli") - AA was promoted in a cycling marathon where a traffic police unit member cycled 880 km in 5 days (Dubrovnik-Koprivnica- Vukovar).

**HEMPS:** A new AA rollup was produced (Hungarian, Romanian). Posters were produced for schools and kindergartens for the photo contest.

**prioriterre:** Mobility workshops were organized – A CO2 emission awareness raising game is being created to be used on events and fairs.

**CHD-MS:** The campaign in this summer was covered by the regional and local media (7 articles). All materials were uploaded on centers web page for downloading: [www.czr.si/sl/informacija.asp?id\\_meta\\_type=3&id\\_informacija=57](http://www.czr.si/sl/informacija.asp?id_meta_type=3&id_informacija=57) - The Murska Sobota walking map was developed and distributed to all 4.670 households, the tourist info, public buildings and on events.

**ESC** was invited to present the Walking School Bus in the national channel news report. Two popular newspapers in Cyprus published an article for the event (Cyprus Weekly, Cyprus Mail). T-shirts, hats and safety vests with the printed AA logo were distributed to participating children.

## Examples of best practice

**AER:** The walking bus took place with 200 students from primary schools, walking together following the safety routes designed especially for this purpose. The initiative was received with enthusiasm. The intention is to implement it daily once the safety school routes are signposted.

**Koprivnica:** The Traffic Snake game with primary school children has contributed to improving their travel habits – AA cycling events have successfully promoted the network of cycling routes marked and mapped in the course of the project, attracting more cyclists – The active traveling project *We are children of Koprivnica* was presented at the national Active Citizenship conference in Zagreb.

## Events



The **5<sup>th</sup> World Congress of the network Cities for Mobility** took place in Stuttgart last July. Active travel was one of its main focuses. AA partners participated actively, including ENU, DIFU, Walk21, FGM-AMOR and HCC. Tom Rye presented AA at the plenary session. Bronwen Thornton conducted a walking audit. The Mayor of Stuttgart signed the Walk21 Charter for Walking.

**Walk21** held its **Conference on walking and liveable cities** in Vancouver, Canada.

The **European Mobility Week** took place from 16 to 22 September 2011.



Drawing and photo contest in Harguita county

## Future events

15-16 November / L'Alcúdia, Spain  
**5<sup>th</sup> AA project All partner's meeting**

## Imprint

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L'Alcúdia – Traffic snake game



Harghita County - Drawing and photo contest



Alba Iulia – Traffic snake game



Koprivnica - AA cycling marathon Dubrovnik-Koprivnica-Vukovar



Murska Sobota - Shopping on bike and foot campaign

