

Koprivnica



Welcome

Dear partners of Active Access

Only some weeks ago we reached the middle of the project period. After 18 months of intense work the AA consortium has grown together to work for common objectives, attaining outstanding results in cities around Europe. We leave behind the interim requirements of the EU, and look forward to a second half of the project full of challenges and hard work.

This edition of the bulletin summarizes your recent work. We are very grateful for your contributions, and as always, all of you are invited to send us news and highlights that you would like to share with the other partners. We hope you enjoy the bulletin!

Cities for Mobility

News

AER: Surveys of citizens have been conducted with the aim of learning the habits and preferences of shoppers to inform a strategy for targeting this group. 105 people were surveyed with encouraging results: 47,62% think that big malls are stressful and 65,71% prefer going shopping in the borough.

HCC successfully launched the 'pilot' of the 'Buy Local' campaign in the frame of AA. The target area is in the 14th district of Budapest, and it aims to get shoppers on their feet and bikes, and to make them discover smaller local shops in their neighborhood. Earlier concerns about shopkeepers being hard to involve proved wrong: 70 shops joined the campaign in 2 weeks. A list, a map and other features are available for active shoppers on the campaign website www.helybeneddmeg.hu.

FGM-AMOR: The video report on *Pedelec Testing Action for Senior Citizens* in Graz is now available for download from the AA website.



Murska Sobota: The traffic snake game was a great success. Parents, children and teachers were surprised of the effects. Schools already plan to continue on their own in the future. Also other schools from the region would like to implement it. Kindergartens were rewarded with small bikes.

HEMPS started a cooperation with Focus Eco Center NGO from another county with the same objectives as AA project.

Koprivnica promoted AA in Taiwan at the "2010 U.S.-Taiwan Clean Energy Forum ". The campaign "Walking in the rain" was implemented in a kindergarten: children prepare for walking in the spring rain using protective clothes and displaying proudly their AA raincoats.

Walking audits

All project partners have held their first walking audits. The following are some examples:

Murska Sobota: The walking audit in Murska Sobota showed that infrastructural investment is not the key issue in not using walking and cycling for every day mode of transport. Parking discipline and natural fences are the main problem that could be solved with small effort. Unfortunately, the media showed no interest in the activity.

AER: In the municipality of l'Alcúdia (Spain), 4 walking audits have been carried out with a group of politicians, technicians from the energy agency and the municipality, local police, teachers, students and parents. In the walking audit the group evaluated the 12 safety routes designed to go to school, suggesting some actions to improve them, such as adding pedestrian crossings, improving the pavement and accessibility, and signposting the routes. These actions will be implemented by the Town Council in the coming months.



L'Alcúdia, Spain

Shadowing

HEMPS gathered and compiled the *Detailed Shadowing Plans* from all partners. In the beginning of October, the *Individual Shadowing Plans* template was circulated among the partners. HEMPS will gather the *Individual Shadowing Reports*, which can be sent **until July 2011**. Until now, the following shadowing visits have taken place:

Tartu → FGM (Oct. 4-8)
 HEMPS → CHD-MS (Oct. 4-7)
 AER → Prioriterre (Oct. 6-7)
 CHD-MS → Koprivnica (Oct.)
 ATU → HCC (Sept. 21-24)

Highlights from the shadowing visits:

- Csilla from **HEMPS visited Murska Sobota** on October 2010, and learnt about their traffic snake game implementation and networking approach.
- Mojca from **Murska Sobota spent a day in Koprivnica** and had the opportunity to talk to the Mayor and President of the City Council. She visited a kindergarten to learn about their project work and made a tour of newly reconstructed roads, now including a cycling track: A busy road leading to a suburban school has now been made safe for schoolchildren and other users. Mojca also attended a City Council session.
- Ana Dragutescu from **ATU visited HCC** in Sept. 2010. During the four days she had occasion to check older and newer elements of Budapest's cycling infrastructure. She got an insight of the local AA campaign and participated in the "Critical Mass bicycle ride".
- Technicians from **AER travelled to Annecy**, with the objective of exchanging experiences on sustainable mobility. The staff members from Prioriterre showed the visitors their experience on promoting walking and cycling at work, going to school, and also the municipality actions related to sustainable transport modes.

Examples of best practice

Tartu: A car free day was held in Tartu in 2010, where 1.000 bicycle backlights were distributed to citizens (going to work, shop, kindergarten and school by bicycle). Other activities, including a bicycle auction and bicycle exercises for children, can be seen in the videos:
http://monika.byroo24.ee/2010_tartu/index.php?video=ylikool

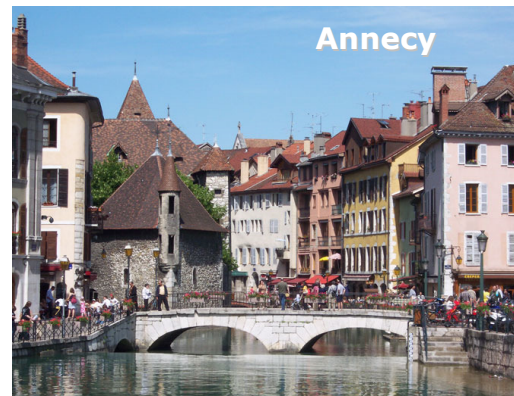


Tartu

Koprivnica: Koprivnica Health Paths were presented in the pre-conference program of Walk21 conference in The Hague, on 16th November 2010, as well as in the main conference program on 18th November in the Walking and health III session.

Events

The 4th AA project meeting will take place on **April 11-12 in Annecy, France**.



An AA event will take place at the world congress of Cities for Mobility in **Stuttgart on July 5-6** (date to be defined). The objective is to disseminate our experience and findings to a wider audience. All partners are invited to participate.

Past events

September 2010 / Harghita
Photo contest and exhibition "Mobility on two wheels"
 European Mobility Week

September 2010 / Koprivnica
2nd KC-Bike network promotion
 28-km ride on cycling networks

September 2010 / Koprivnica
European Mobility Week
 Promotion of AA

Future events

February / Murska Sobota
Walking bus

March / Koprivnica
Spring campaign launch
 Promotion of AA measures

11-12 April / Annecy
4th AA project meeting

April / Murska Sobota
Walking map

May / Koprivnica
Shadowing visit in La Ribera, Spain

6-7 June / Stuttgart
Annual conference of the network Cities for Children
 Meeting of the "Mobility and traffic safety" working group

3-5 July / Stuttgart
5th World congress of Cities for Mobility "The future of urban mobility"
 Including an AA event

Dissemination

Partners are permanently asked to publish any dissemination material on the AA internal website and to send it to C4M.

Two main activities have been carried out by **FGM-AMOR** for the WP 7 – Communication and dissemination:



AA Key image

- **Roll-up:** A comprehensive roll up to be used for networking purposes at conferences has been designed with the support of ENU and C4M. The roll up contains a brief description of the project and its key image (on the left), as well as other photos related to walking and sojourning. It will be available for partners soon.

- **Project movie:** The production of the project movie is progressing. Partners who have any activities planned for the next months that should be included in the AA video, **please contact Robert** so that he can plan the trip in advance. The next planned filming session will be the “pedi-bus” in Annecy after the project meeting.

Other dissemination activities:

HEMPS: A photo contest was organized at the occasion of European Mobility Week (EMW) and was disseminated on the local radio and a local newspaper. AA was also disseminated at a Project Promoting Regional Expo in Harghita County.

Koprivnica: Over 2.000 Bicycle and Health path maps were distributed in the tourist office and among doctors, pharmacies, health clubs and a home for the elderly officers. The maps can be downloaded from the city web site. 5 school travel plans presentations were organized at the start of EMW in primary and secondary schools. During the EMW, a mobility management meeting with stakeholders was organized, attended by representatives of the spatial planning departments, road authority, traffic police department, schools, cycling and health clubs. A regular half-hour weekly radio show at one of three Koprivnica’s radio stations provides an opportunity to present results of AA, discuss issues of traffic safety, health benefits of walking and cycling and promote upcoming events and activities.



A zöldséges
már kedves
ismerős.
Mindig szép
árut kapok.

'Buy Local' campaign in Budapest

Stakeholder involvement

The first stakeholder workshop took place in The Hague on Nov. 16 2010 in the framework of the third AA project meeting and the Walk21 Conference. Each application partner brought one stakeholder to the exchange event, including politicians and technicians. Participants of the Walk21 Conference were also invited to participate in the event as a pre-workshop of the conference. Among the topics were “Investing to encourage walking” and “Walking for Health”.



Children in Delft

Other activities of stakeholder involvement:

Koprivnica: A stakeholder meeting on mobility management provided an opportunity for expressing views on traffic safety, walking and cycling infrastructure maintenance status, speed limits in various parts of the city and improvements planned and made in scope of AA.

Murska Sobota: The strong networking, resulted from the Stakeholder Workshop in The Hague, shows first results. On the basis of gained information, MS additionally plans to mark the safe ways to schools with yellow stickers on the city lights and to implement the Walking bus in February.

Imprint

City of Stuttgart
Coordination Office of Cities for Mobility

Contact
+49 711 216-6106
Nicolas.Leyva@stuttgart.de
www.cities-for-mobility.org

Texts
Nicolas Leyva, Catriona O’Dolan, project partners

Layout
Cities for Mobility