



Encouraging Active Travel for Short Trips  
to Improve Health and the Local Economy



## Active Access partners

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- Austrian Mobility Research (FGM-AMOR), AT
- City of Koprivnica, HR
- Tartu City Government, EE
- Harghita Energy Management Public Service, RO
- Hungarian Cyclists' Club, HU
- Centre for Health and Development Murska Sobota (CHD MS), SI
- German Institute of Urban Affairs (DIFU), DE
- Prioriterre, FR
- Energy Agency of La Ribera (AER), ES
- Cities for Mobility Network, City of Stuttgart (C4M), DE
- University of Nicosia, Cyprus (ESC), CY
- Municipality of Aveiro, PO
- Walk21, UK
- The Association for Urban Transition (ATU), RO



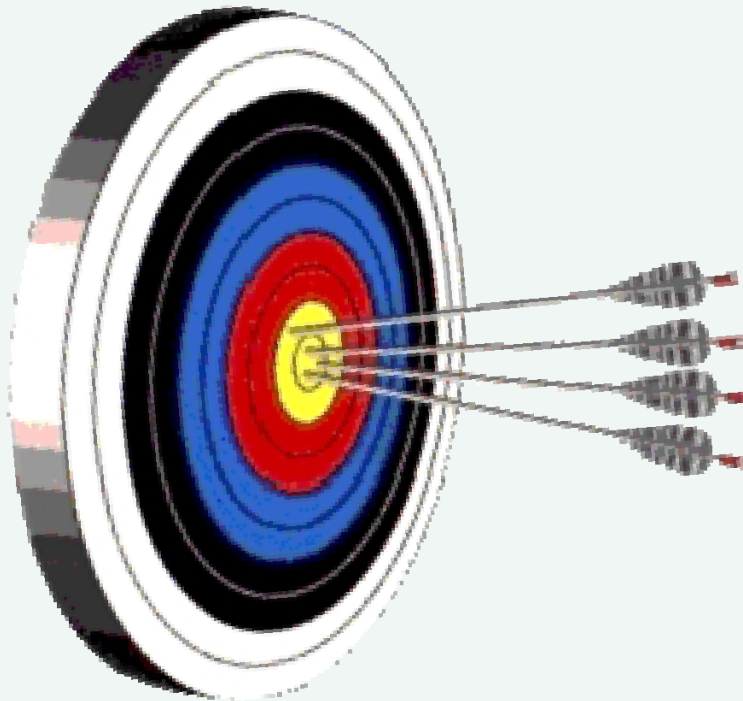
## Main objective

To increase the use of cycling but especially walking for short everyday trips in local areas, in order to benefit people's health, and the health of the local economy.

### By:

- Transferring long car trips to shorter walking/cycling trips
- Changing people's **mental maps** of their local neighbourhood

## Specific Objectives



- Save energy through modal shift
- Improve public health
- Strengthen local economies
- Build capacity of partners and followers
- Reduce conflicts/barriers of walking & cycling
- Raise awareness & support for walking & cycling as transport modes

## Target Groups

- Decision makers e.g politicians
- Multipliers e.g journalists, health institutions, associations etc.
- End Users
  - shop / restaurant owners
  - schools and companies
  - the general public



## Approach

### Level 1

Improving objective  
situation for  
walking / cycling  
(soft measures  
like organisation).



### Level 2

Improving the  
perception of mobility  
choices (information,  
awareness raising,  
mental maps<sup>®</sup>).

### Level 3

Test new behaviour  
campaigns: User  
motivation, incentives  
for new target groups,  
activities for increased  
walking / bike usage.

## Approach

11 of the 15 Active Access partners carried out activities tailored to meet the local needs and conditions centred around:

Walking & cycling to:

- School
- Shops
- Work
- For leisure

## Implementations in Graz, Austria



- Campaigns to promote walking for senior citizens – audits, shopping trolley & pedelec testing
- Welcome packages for new members of the community
- Exercise prescriptions to enhance physical activity
- Campaign „First steps” of young citizens
- Exercising with weight watchers



## Implementations in Haute-Savoie , France

- Inter-enterprise and inter-school mobility competitions
- Creating an inter-enterprise mobility plan
- Walking school buses
- Ensuring active travel played a part in the organisation of the Annecy triathlon



# Implementations in Aveiro, Portugal

- Walking maps for locals and tourists
- International seminars to raise the profile of walking & cycling in Aveiro and Portugal in general



## Implementations in Alba Iulia and Bucharest, Romania

- Traffic snake game played in 3 schools & 2 kindergartens
- High school information day about the benefits of active travel
- Street events on citadel days in Alba Iulia and also in Bucharest



## Implementations in L'Alcúdia, Spain

- Designing walking routes to school
- Testing of walking bus
- Health day in school
- Promotion of walking and cycling to shops



## Implementations in Tartu, Estonia

- Car-free day
- Bicycle school & traffic safety training
- 50+ on behalf of health
- Bicycle anti-theft campaign



## Implementations in Budapest, Hungary

- Buylocal! campaign for walking & cycling to shops
- Buylocal picnics



Ha naponta  
vásárolok,  
mindent  
garantáltan  
frissen  
fogyasztunk el.

# Implementations in Miercurea Ciuc, Romania

- Walk to work day
- Street activities & cycle rides on Earth day & Children's day
- Drawing & photo activities
- Traffic snake game



# Implementations in Nicosia, Cyprus

- Creation of Unic cycling club at the University of Nicosia
- Student film and poster competitions
- Eco-transport fair
- Walking school bus
- Traffic snake game





# Implementations in Pomurje County, Slovenia

- Cycling to work event
- Shopping on foot or by bike campaign
- Dr Bike & health checks
- Walking map
- Film 'together to the school in an environmentally friendly way'
- Traffic snake game



## Implementations in Koprivnica, Croatia

- Active shopping campaign
- Health paths & recreational cycling routes
- To work without my car week
- Company and school travel plans



## Key results – energy savings

*The production and distribution of the walking map of Aveiro with an active participation of 100 shops which lead to approx. 1 946 880 car-km which were saved (= 486 tons of CO<sub>2</sub>).*

*Campaigns and companies mobility plans in Koprivnica, Croatia which activated almost 3000 people to change their behaviour so that approx. 520248 litres of fuel and equals 1300 tons of CO<sub>2</sub>.*

*Inter-school mobility challenge and walking busses in Haute-Savoie, France where more than 300 local authorities and schools were contacted and 77 schools participated. Energy saving: 3857760 saved car-km = 964 tons of CO<sub>2</sub>.*

## Key results – media work & presentations

In total **162** articles for magazines or newspapers have been released – 154 in local and regional media and 8 articles in international magazines.

In addition to this there have been **123 online articles** regarding Active Access, **12 radio interviews** and **8 TV appearances**.

In total **69 presentations** on Active Access have been made - at national / EUwide and worldwide conferences



## Key results – activities that continue after the project end

Among others:

- 6 cycling / walking lobby groups established
- Health paths in **Koprivnica** will continued to be promoted and extended with local sponsors
- Active Access activities have been incorporated into the **Tartu** Transport Development Plan 2012-2020
- **L'Alcudia**: Pedestrian zones around 4 schools
- **Nicosia**: Walking School Bus will continue and be promoted in other schools.
- **Bucharest** Active Access partner ATU is permanent part of the cycling working group at Bucharest City Hall - stakeholder meetings every first Wednesday of the month.



## How we engaged stakeholders

- Stakeholder involvement plans
- Walking audits
- Seminars
- Stakeholder workshop
- Local media



## How we learnt from one another

- Sharing best practice examples
- Group work at project meetings
- Shadowing



## Lessons learned

1. Build partnerships from the beginning
2. Compound the benefits with multiple activities & approaches
3. Maintain new behaviour with ongoing support & assistance
4. Build momentum
5. Go for a walking or bicycle riding audit
6. Promote additional benefits
7. Be prepared to change approach
8. Hitch a ride on high profile events
9. Attract the media with children & novel ideas
10. Attract politicians with the media & children



## Lessons learned

11. Tap into existing networks
12. Enable target groups to become stakeholders and take ownership of projects
13. Provide best practice examples from similar environments
14. Create new networks
15. Seek direct and positive contact
16. Empower local networks to continue new initiatives
17. Work with children & young adults
18. Surprise people and have some fun
19. Provide for the elderly and other's mobility needs
20. Effective evaluation can be simpler than you think

## Resources/outputs

- Project brochure – details of activities carried out
- 6 project fact sheets:
  - overall project summary
  - stakeholder involvement
  - walking & cycling for health & leisure
  - walking & cycling for shopping
  - walking & cycling to school
  - walking & cycling to work
- Detailed training materials & slides
- One project movie (also available in separate parts)
- Project slideshow on achievements



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[www.active-access.eu](http://www.active-access.eu)

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