

Welcome to Issue 2 of the PIMMS Transfer Project Newsletter



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Over the past 6 months, the PIMMS TRANSFER project partners have had the opportunity to showcase their progress in promoting and implementing mobility management measures through a variety of workshops, events and study visits.

During European Mobility Week in September we saw Frankfurt using red apples to advertise sustainable transport, while Timisoara's children took to the airwaves to transmit an important message – to leave the car at home! Almada had a week-long public Mobility Festival and free public transport for people bringing items to recycle, and in Serres 250 school children took advantage of car free roads to cycle across the city.

Representatives from Gdansk, Larnaca, Sofia and Bratislava were hosted by London, Almada, Graz and Treviso as part of the PIMMS TRANSFER Study Visits, and report summaries are included in this newsletter.

We also have reports from partners who have been involved with Mentoring Workshops, Policy Implementation and Project Management Group Meetings, along with news on Pilot Projects being implemented in Treviso, Graz, London and Stockholm.





Mobility Week in Almada

Miguel Castro

Almada is one of the few cities that can be proud of having joined the European Car Free Day (CFD) and European Mobility Week (EMW) campaigns for 10 consecutive times. Since 2001, this continuous commitment in favour of a more sustainable urban mobility is beginning to pay off. Its results are now visible through the whole territory in Almada, especially because since 2004 Almada City Council decided to take the event on tour throughout the eleven Boroughs of the council.

In 2010, celebrating the 10th edition, the Municipality decided to bring most of the events of the EMW back to the city centre, where the first CFD was held in 2001, and where the differences in terms of urban mobility are now huge.

Miguel Castro, from the Almada City Council Sustainable Environmental Management and Planning Department, believes one of the main innovations of this year's EMW was the first edition of the "Mobility Festival", a broad one day event that covers many aspects of sustainable urban mobility.

"This thematic festival was the first of its kind in Portugal, where numerous activities took place in 10 different stages dedicated to mobility themes. Events included street markets, demonstrations of electrical vehicles, bicycle fairs, exhibitions, sports, dance

and street performances, bike sprints and workshops." Film exhibitions, street art and a closing music concert by a renowned Portuguese band called "Expensive Soul" were also part of the programme.

Another highlight of the Week was the 'Trips for Trash' initiative. "By presenting recyclable materials, such as cans, bottles, packages, batteries, and others, people could trade them for public transport tickets," Miguel says. "For example, 10 small batteries could be traded for a ticket to cross the Tagus river on the ferryboat."

Trips for Trash is one of the most successful activities of Almada's EMW, with several thousands of travel tickets being given and a significant amount of recyclable waste collected. Free trips on Almada's new Flexibus, the new Inclusive Mobility Service that provides transport to local social institutions, were available all week long.

Almada's Car Free Day involved the closure of a 250 metre long street from 7am to 7pm in Cacilhas Borough, with only public transport and electric vehicles permitted. This coincided with the launch of a website featuring pedestrian itineraries from public transport stops to main interest points in the city. Air and water stations for bikes have also been installed at various locations in the city.



Mobility Week in Serres

Voula Ioannidou

During European Mobility Week the Municipality of Serres organised activities to raise awareness on the theme "Travel Smarter, Live Better". Through collaboration with the Directorate of Primary Education a special event was organised on 22 September 2010.

Before the event, school teachers presented children with information on the history of the bicycle, the EMW 2010 goals, Car Free Day and the PIMMS TRANSFER project. Employees from the Municipality of Serres distributed special safety clothes (waistcoats) to all children with the logo of PIMMS TRANSFER project.

More than 250 children from seven primary schools crossed the city using their bicycles. They cycled from their schools and arrived at the municipal building in the centre of the city by bicycle. The main commercial street was reserved only for pedestrians and cyclists.

The Municipality of Serres had information relating to Mobility Week and the PIMMS TRANSFER project in Eleferias Square, in front of the Municipal Building.

Voula Ioannidou, Director of the Beneficial to the Country Enterprise of Vocational Training of Serres, says that children were able to learn more from information kiosks and fun games.

"Two Municipal Policemen showed the children how to cycle safely. Municipal Employees demonstrated the bicycles and the safety helmets that the Municipality of Serres supplied through the PIMMS TRANSFER project." Mobility Week was also an opportunity for Serres to showcase several permanent measures to promote sustainable transport.

"We have made improvements to cycling infrastructure, planned new cycling routes and transformed pavements in the centre of the city." Voula says. "We have also constructed a pedestrian road to the commercial centre of the city, and are currently planning 10 cycle parking facilities."

Program Săptămâna mobilității în Timișoara

16-22 septembrie 2010

Vreți să faceți o schimbare? Lăsați mașina în parcare. Și spuneți la fiecare Este vremea de plimbat Sănătatea e mișcare!

Trasee piste bicicliști

Strada	Tronson
1. Calea Sever Bocu	Amurgului-L. de la Brad
2. Calea Aradului	Amurgului-Liege
3. Calea Aradului	Pta Consiliului European - P-ța Mărăști
4. Bd. Take Ionescu	P-ța I.C. Brătianu- E.Baader
5. Bd. Vasile Pârvan	M.Viteazul-P-ța L. Da Vinci
6. Victor Babeș	M Viteazul-str.Cluj
7. Cluj	V.Babeș-S.M.Caceu
8. Regele Carol I	I.Maniu-A.Mocioni
9. Michelangelo	P-ța L. Da Vinci-Revolutiei
10.	Zona Stadion Dan Păltinișanu
11. Bd. Dragalina	Regele Carol-16 decembrie
12. M.Eminescu	Michelangelo-Patr.Miron Cristea
13. Liviu Rebreanu	Aleea Sănătății - AEM
14. Calea Sagului	Ana Ipătescu - Liviu Rebreanu
15. Mihai Viteazul	Plata Bălcescu - Vasile Pârvan

Săptămâna mobilității în Timișoara ● 16-22 septembrie

Joi, 16 Septembrie ora 11.00-13.00
Alinașna pe site-ul Primăriei Municipality Timișoara www.primaria.ro. În jurul cu-pite de biciclete din Timișoara.
Conferința de presă - campanie de conștientizare a Săptămânii Mobilității Europene și prezentarea conceptului proiectului și a partenerilor implicați în desfășurarea acestei evenimente.
Măsurare pista pentru biciclete, str. Cluj

Vineri, 17 Septembrie
Amplasare corturi medicale de prim ajutor cu personal calificat, pentru monitorizarea glicemiei, tensiunii arteriale și a glicozililor (în: Actulor, P-ța Libertății) Partener: Farmacile Helvet

Sâmbătă, 18 Septembrie
Plaza Unirii ora 10.00-13.00
Emisiune radio cu și pentru copii: P-ța Școala Radio Timișoara. Partener: Radio Timișoara
Concurs în cadrul emisiunii privind săptămâna Mobilității Europene, cu tema Travel Smarter, live better, destinat copiilor.
Activități pentru copii pentru încurajarea folosirii mijloacelor alternative de transport în Plaza Unirii (atelier de creație, jocuri, desene pe asfalt, teatru de papusă, cântări).
Parteneri: Apolonia Teatrul prin Artă, Echipa Veselă, Fundația Babeș.

Duminică, 19 Septembrie
Parcul Botanic ora 10.00-13.00
Activități în aer liber pentru copii: atelier de creație, jocuri și concurs. În înfățișare Parteneri: Apolonia Teatrul prin Artă, Echipa Veselă, Teatrul Fantastu.

Miercuri, 22 Septembrie ora 11.00-17.00
Măsurare glicemiei și tensiunii arteriale pe str. Traian Lalescu
Intenționez sportul cu mine, biciclete, desene pe asfalt etc. Parteneri cu rula: Progenesia Parteneri: Apolonia Teatrul prin Artă, Echipa Veselă, Teatrul Fantastu.

Duminică, 26 Septembrie
Concurs de dansuri amicale/ latino în Plaza Unirii pentru încurajarea mișcării.
Amplasare corturi medicale pentru monitorizarea glicemiei medicale și de educație preventivă privind factorii de risc ai afecțiunilor cardiovasculare. Partener: Parculia Romana a la Strada.

Luni, 20 Septembrie - ora 11.00
Inaugurarea parcurii pentru biciclete (de Republică)

Marti, 21 Septembrie - ora 11.00
Inaugurarea Parcului Plant (Bonaj)
Lansarea aplicațiilor pentru concursul "Green Power Challenge" destinat elevilor de școală primară și generală din Timișoara.
Proiectul își propune să promoveze folosirea energiei alternative în contextul diminuării consumului de resurse naturale folosite în mod curent Partener: Asociatia Green Power

PRIMA
Georghe DIAMANT

Mobility Week in Timișoara

Adriana Deaconu

Mobility Week in Timișoara was officially launched at a press conference that presented the project concepts and the partners involved. Political support was provided by both the City Mayor and vice-mayor who were both happy to speak to the media.

Young users of sustainable transport were the focal point of many Mobility Week activities. A competition was organised along the Mobility Week theme of "Travel Smarter, Live Better" and aimed to educate children on the benefits of alternative methods of transport. Workshops, games and tricycle competitions were also held in the Botanical Park. The highlight of the week was a radio broadcast by children, for children, that was recorded by Radio Timișoara.

Adriana Deaconu, a project manager for the Department for Internationally Financed Projects in Timișoara, believes

the most successful events were the ones involving the children, and also street closures on 22 September.

"We had a great response, especially from the children. We found out that they are delighted by the idea to use alternative means of transportation like walking, cycling or rollerblades, for going to school or in their spare time."

A map of the cycling routes in Timișoara was posted on the City website and official bicycle parking was opened in Cluj Street. The main thoroughfare of Traian Lalescu street that links the central town with the student campus was reserved for pedestrians, cycling and children's sport competitions.

The benefits of physical activity were promoted by staging a series of Latino dancing competitions in

Union Square. Medical tents with qualified personnel were located throughout the city to provide information and advice on keeping active.

The "Green Power" project, designed to promote the use of alternative fuels within the context of natural resources diminishing, was also promoted. This involved people cycling on a bike attached to a light bulb to demonstrate how much energy we can generate by alternative modes.

"In 2011 we hope to be able to deliver more cycling lanes to improve cycling infrastructure and discourage use of personal cars. In Mobility Week next year we are thinking about closing more streets for cycling and rollerblading competitions, and provide awards for people who are using bicycles," Adriana says.



Frankfurt has a long tradition of involvement in EMW and related activities aimed at reducing car use in urban spaces. This year's event was spread over 5 full days of interactive stalls and exhibition stands. The city spends a budget that reflects the interest and enthusiasm of the citizens to engage in EMW activities.

In 2010 traffiQ was again organising the activities on the European Mobility Week in Frankfurt. The event brings together all ages of society through a variety of displays and activities aimed at everyone.

Frankfurt produced copies of different Mobility Week promotional posters from partner cities within the PIMMS TRANSFER project. This gave citizens of Frankfurt the opportunity to see how different European cities engage in and promote EMW in their own cities - an excellent way of showing that the event really is pan-European and attracts and engages millions of people across Europe.

On Saturday 18 September there were a lot of events at the Hauptwache in the city centre, a spot that has been made permanently car free in 2009 due to former Mobility Week activities. Companies were presenting their mobility services like car sharing, E-mobility, cycling, public transport and road safety.

Michael Dewes, Junior Project Manager for the European Projects Unit, says the only "congestion" reported during Mobility Week was at the old Bonames airport, with children flying their Mobility Week kites.
"On Sunday 19 September there were a lot of activities in Frankfurt's 'green belt', where traffiQ built a cycling track on the old airport runway to give people the possibility to test the use of different kinds of pedelecs. Due to the fine weather and the attractive program including live bands there was a lot of people visiting the activities in the green belt."

"At our booth we provided information about the Green Day event in Frankfurt's Schools which took part on 22 September in Frankfurt, supporting our schools campaign of PIMMS TRANSFER," Michael says.

There was also a children's programme including a pedal car track and a magician's show. The European Projects team of traffiQ presented its own activities as well as exhibiting the posters of the PIMMS TRANSFER Partners.

But perhaps the most popular and healthy promotion were the EMW branded apples!



Study Trip: Bratislava to Treviso, 20-21 May

Eva Hasova



excellent example of how Mobility Management can be improved.

“Study visits are very effective because through them we can see many useful projects, improve them, and bypass the difficulties of our partners when they implemented projects in practice,” Eva says. “In the future we will realise most of the ideas we have seen in partners’ cities.”

Representatives from Treviso were able to provide information regarding database building, GPS systems, maps and information

The future development of a cross-border cyclist bridge to connect Austria and Slovakia underpinned a visit of representatives from the Bratislava Self-Governing Region (BSGR) to Treviso to look at the theme of “cyclist mobility”.

The Province of Treviso has developed a complex system of cycle paths and service for users in northern Italy around the river Sile through EU funds and its own resources.

Eva Hasova, Road Transport Officer at the Transport Department of BSGR, says the wider collaboration of municipalities and the Province of Treviso to build cycle paths step by step through pilot projects provided an

services, as well as bicycle sharing schemes in Treviso and Oderzo that allow bicycles to be borrowed and returned.

Eva is confident that positive examples of increased mobility for cyclists will persuade municipalities to give greater emphasis to this area of interest, and provide more financial support through regional, national or EU funds.

“We will use Treviso’s good practices in cyclist mobility in Bratislava and the Bratislava region by building complex paths and services for their users. In cooperation with Austrian representatives we (BSGR) have begun preparations for a common cyclist-bridge to connect both countries.”

Study Trip: Gdansk to London, 6-8 July

Gosia Ratkowska

Poland’s preparations to co-host the Euro 2012 Football Championships have received a boost, thanks to a study visit to London by delegates from Gdansk.

The city of Gdansk is hosting three Group matches and one of the Quarter Finals in the PGE Arena which is currently being built. The new stadium will seat 44,000 spectators and the city is expecting a large number of football fans during the tournament, and they are very aware that they need to be prepared for such large transportation and traffic challenges.

Delegates included two high ranking officers from the Police Headquarters, one officer from the City Hall Emergency Department, one person representing Euro 2012 organisers and officers from European Services/Transportation Team.

The delegation visited The Emirates Stadium, home to the Arsenal football club, which has a similar geographical layout to the PGE Arena. Wembley Stadium Consultancy, the commercial operation of Wembley Stadium, also devised a special visit programme. The Emirates and Wembley plans both have ‘three Station Strategies’ to cover any failures in service - something that can be implemented in Gdansk..

Gosia Ratkowska, who attended the study visit, says meeting with London’s Transport Police and the 2012 Olympic Delivery Authority was also very inspiring.

“The very simple but often underestimated issue, which was underlined by everyone we met, was the importance of good cooperation among all actors



involved in organising and managing the event. The other issue is a clear division of tasks and responsibilities.”

Participants of the study visit learned about solutions and protection measures undertaken, gained experience and exchanged best practice in the issues concerning safety and security during big events.

“The conclusion is that good organisation and professional security staff in the stadium is much more important than a large number of CCTV cameras and policemen on duty,” Gosia says.

Study Trip: Larnaca to Almada, 1-2 June

Andreas Karakatsanis

When Andreas Karakatsanis travelled from Larnaca to Almada as part of a study trip, he went back to school – literally! At the beginning of each school year several elementary schools in Almada are asked by the municipality to research various city problems and issues. At the end of the school year a children’s parliament is organised where children’s representatives present their findings. Municipal counsellors then make a commitment to the children, and to the city, to solve those identified problems.

Andreas, Chief Municipal Engineer for Larnaca Municipality, believes the scheme is an excellent idea and could be implemented in Larnaca without any major alterations. “At least 3 schools could participate each year from all around the city and report on city problems relating to mobility and pollution. At the final session the mayor and all counsellors will commit to solving the problems identified and report on last year’s progress,” Andreas says.

“The whole event is highly publicised in Almada and is taken very seriously by all involved.”

The current municipal administration in Larnaca has made a commitment to its residents to create a sustainable city by 2012. The current level of air and noise pollution in the city centre is above acceptable limits, creating health hazards. Andreas believes the real benefits will be seen through the education and mentality change of the young students. He says this is particularly relevant because the local population in Larnaca have changed mentality in recent years and want to act and feel like the more developed European partners. “Study trips like this one are effective because ‘seeing is believing’, especially for the non-technical decision makers. We all go abroad for various reasons but if the purpose is solely for seeing and copying good practices in sustainable mobility then the result is much more focused and effective.”

Sofia to Graz Study Trip, 23-25 February

Maria Kospartova



Delegates from the Sofia Municipal Council took a ride through Graz to see an excellent example of a walking and cycling friendly city.

The Sofia Municipality and Department of Transport Infrastructure has already commenced work to establish a cycling network that is integrated into the city infrastructure and transportation system. The study visit to Graz enabled representatives to liaise with local transport experts to see good examples of how cycling and walking can be integrated into people’s everyday lives, with topics relating to tram lines, parking zones and SMS payment systems.

The target is to provide convenient and secure bike parking throughout Sofia as a way of promoting bicycle use. Educating cyclists and the general public about bicycle safety rules and the benefits of cycling is also seen as a method to reduce the number of bicycle injuries.

Maria Kospartova, Senior Expert for the European Programmes and Projects Directorate in the Sofia Municipality, says Graz has a transport system where walking and cycling are safe and convenient modes of urban mobility.

“Our vision over the next few years is to make cycling an integral part of Sofia daily life and to encourage the use of practical, environmental and affordable mode of transport. We will focus on renovating and amending the existing road infrastructure and on providing the appropriate bicycle facilities and infrastructure because we see this as an effective way to encourage cycling.”

Maria is hopeful that Graz’s parking system model could easily be applied in Sofia if the Council decides that the payment difference is profitable, even though Sofia is a much larger city.

“The unified ticketing system is worthwhile because Sofia has a tram system as well, and the Graz experience could be useful to our renovation needs. Two Councilors participated in the visit and they were very interested in Graz experience and some practices that could be applied in Sofia.”

Maria believes study visits are effective because participants may choose the host according to their PIMMS TRANSFER interest and needs.

“They may choose the topics as well and find answers in a bilateral visit that is long enough to give an idea for further tight cooperation and exchange of experience in a certain area.”

Study Trips Cycle B

Hosts	Initiation Partners Attended						
	Bratislava	Klaipeda	Maribor	Larnaca	Gdansk	Sofia	Timisoara
London		✓			✓		
Graz		✓	✓	✓	✓	✓	✓
Stockholm							
Treviso	✓		✓				✓
Almada			✓	✓			✓
Frankfurt				✓	✓		
Serres							
Rotterdam							

Political Policy Influence – Maribor

Gordana Kolesarič

Half-way through the PIMMS TRANSFER project the Municipality of Maribor has already made significant achievements in influencing politicians and policy implementation in Mobility Management.

As a result of a study visit to Frankfurt in May 2009, best practice identified in Frankfurt led to Maribor making changes to its own public transport system and renewing 25% of its bus fleet with Euro V standard vehicles. This improvement in policy has been identified already by INTERREG and is considered a significant achievement of the ultimate programme objective, something which has been achieved by few other cities participating in the programme. Consequently, Maribor

has been invited to present on this achievement at an INTERREG IVC promotional event in Ruse, Bulgaria, in December 2010.

A further success of the Municipality of Maribor has been its engagement and adoption of new parking policies in its city centre. Maribor visited Graz in March 2010 to learn about parking management. Lessons learned from experts in Graz have led to politicians in Maribor agreeing new policies defining parking zones and charges according to road users. These key developments in transport planning and Mobility Management in Maribor are a testament to Maribor but also the deliverables of the PIMMS TRANSFER project.

Project Management Meeting 5 – Klaipėda

Adrian Webb

In October 2010 all project partners were once more brought together for the fifth Project Management Group (PMG5) meeting in Klaipėda, Lithuania. The meeting was hosted by our partner, Klaipėda Public Transport Authority, and covered progress on all four components of the project but with particular focus on:

- Project management and financial reporting
- European Mobility Week 2010 and partner activities in their respective cities
- Outcomes of recent study trips and how the exchange of knowledge from these has helped shape new Mobility Management policy
- The Progression Regions pilot projects and their achievements to date.

The third PIMMS TRANSFER bowling tournament saw Thomas Fischer from Graz take the trophy for highest combined score from Andrius Samuilovas, Klaipėda. Our next meeting, PMG6 will be held in Gdansk in April 2010 and will be our penultimate meeting. Outcomes of this will be fundamental for the successful completion of the project. We will also find out who is crowned the next PIMMS TRANSFER bowling champion!



Mentoring Workshop – Timișoara

Adriana Deaconu



As a partner involved in the PIMMS TRANSFER Project, the Municipality of Timișoara organised a Mentoring Workshop, focused on the following areas of interest – water public transport, public transport and parking and traffic management, and “park and ride”.

30 people participated in the workshop held on 24 November. Three external experts attended, from London, Frankfurt and Stockholm, each of them presenting

some aspects and local experiences regarding the key themes.

Local transport experts within the Technical Department from the City Hall of Timișoara and from the Local Authority for Transportation attended, along with the Local Public Administration and other local representatives from traffic committee and Polytechnic University.

The vice mayor of Timișoara Sorin Grindeanu opened the session by talking about the local situation of the transport in Timișoara, the measures taken by City Hall and the possibilities to be financed through the European Funds.

The following presentations took place during the workshop:

Bashir Hasan from London spoke about river services in London, tariff systems, cross-river (pedestrians and cycle) ferries, the improvements needed and the case for Romania (Timișoara).

Johannes Bardong provided details on Frankfurt’s integrated PT system, their local and regional PT organizations, working and planning PT and parking Frankfurt services. He also covered topics relating to tendering, controlling and improving the quality of the services, and also the innovations implemented.

Mats Nyström reported on Stockholm’s “Smart Park and Ride” project, a field trial beginning in the Sickla shopping quarter with the testing and demonstration of a brand new concept for park and ride facilities.



The Province of Treviso is about to end the first pilot project called "Integration of policies on mobility among the local authorities and stakeholders", as part of the pilot project component No. 4. This action started in Jan 2010 and will finish by February 2011.

On 16 September, during the fourth edition of the European Mobility Week organised by the Province of Treviso, all this work was presented to the local stakeholders and regional contacts in the Conference: "Actions and proposals to improve air quality" – Province of Treviso".

In the next two months, the Sustainable Mobility Office of the Province of Treviso will organise some target groups with technicians of the local Municipalities to explain the standard form of the Action Plan and to invite them to

complete their own local Action Plans for identifying the measures to prevent and reduce air pollution. This plan is made up of four different themes, including mobility management, urban planning, energy policies and sustainable lifestyles.

The outputs of this work are:

- general overview about sustainable mobility in the Province of Treviso and collection of the 95 Municipalities' specific plans (Urban Traffic Plans, Mobility Plans, Local Public Transport Plans);
- census and collection of at least 20 best practices of provincial and/or regional type, of initiatives of sustainable mobility at intermunicipal level and involving different stakeholders (local bodies, local transport organisations, schools);

- creation of a standard form for the Municipalities to draw up municipal Action Plans identifying the measures and the plans to improve air quality. After this, at least 20 Municipalities should submit their plans;
- updating of the Memorandum of Agreement subscribed in 2007 between the Province of Treviso and its Municipalities for the prevention and reduction of air pollution by setting up some implementation plans (midterm strategy) about the main topics of sustainable mobility of provincial interest (cycling mobility, pedestrian mobility and parking policy, public transport).

Further information is available at www.euromobility.org

London Pilot Actions

Adrian Webb

Earlier this year, LEPT pushed ahead with implementation of its personal carbon trading pilot action, delivering the measure through five London boroughs.

The pilot action aims to test a personal carbon trading system to effectively measure local travel behaviour and use of energy to raise people's awareness about the impact of CO₂ and other greenhouse gas emissions. Through its implementation we hope to assess the capability of local government to educate and change people's behaviour within the local area.

London's scheme is delivered using PACT, an online tool developed by consultants WSP. It's a voluntary programme, in which staff sign up to a personal trading programme and receive an annual carbon allowance. Staff choose how they use this allowance and track their emissions each quarter

via the online tool. At the end of the year, if staff are under their allowance they receive a financial award and if they are above this allowance they pay into the scheme.

LEPT has taken this scheme further, with trials in five London boroughs; three targeting employees of the council and two targeting local residents. Interest in the pilot has been high but for residents we have found that take-up has been difficult to encourage. We are continuing to monitor the inputs into the tool and will see the results next year.

Why are we implementing this scheme?

- To do something different as a responsible and sustainable organisation
- To trial a scheme that makes a practical difference to people at home

- To implement a positive 'can do' programme to reduce carbon emissions, rather than the 'can't do' which typifies so many green programmes
- To trial a scheme that empowers staff to decide how they want to reduce carbon – whether through travel or through home energy reduction.
- To see if personal carbon trading makes a difference to individuals carbon footprints

One of the critical factors to the success of this pilot action will be how the recent change in government and austerity measures in place in the UK will influence the capability of local authorities to effectively deliver and promote the scheme. This is something that we will be keen to analyse come the end of the project.

Frankfurt Pilot Actions

Johannes Theissen

One of Frankfurt's pilot actions deals with the topic "Best Way of Organising Public Transport in European cities".

Together with their consultants, Frankfurt have prepared a baseline study comparing the Public Transport of 7 European cities. These cities are Frankfurt, London, Stockholm, Helsinki, Oslo, Zurich and Bremen. In preparation for this, study visits were undertaken in

London, Stockholm and Helsinki during summer 2010. The first findings of these visits have been presented in a workshop which took place in October 2010.

On January 17 and 18 January Frankfurt will host a conference in Frankfurt to present the final study and raise discussion about the organization of PT. There'll be keynote speeches from London, Stockholm and Zurich,

along with presentations concerning public transport in Munich and Bremen. Participants will be Partners of PIMMS Transfer as well as local and international experts and stakeholders.

For Further information, a copy of the program or to register, please contact Johannes Theissen (j.theissen@traffiq.de) or Michael Dewes (m.dewes@traffiq.de)

Stockholm Pilot Actions

Stockholm's Pilot Actions involved the introduction of school travel plans and target-oriented travel plans designed to reduce CO2 emissions.

Stockholm aimed to introduce School Travel Plans in at least two schools in the Stockholm County, as well as in two schools in two different municipalities. It also produced a framework on how to develop School Travel Plans in the region. This project is now complete and will be presented at the Regional Conference on 31 March 2011.

Project Manager Maria Ahlsved, says Stockholm also has an ongoing pilot action that is due for completion in April 2011.

"We are striving to implement a travel plan at a company or organization through a concept called CERO, which is a backcasting method on how to set and reach CO₂-targets," Maria says. "We will develop and implement a Travel Plan in the Municipality of Hudding for their administration, while at the same time developing certain parts of the concept CERO."

PIMMS TRANSFER in 2011

2011 will be the last year of the PIMMS TRANSFER project and an excellent opportunity to capitalise on all of the great work that has taken place over the last few years. The most crucial element of this final year will be to encourage greater policy implementation or improvement of Mobility Management from project activities.

Key milestones for 2011 are:

- Completion and dissemination of best practice from the 14 innovative pilot actions
- Launch of the Schools Challenge website and pan-EU challenge
- Master Class 2011 - Treviso
- Schools Conference 2011 – London
- End of project conference – London
- Cycle C Study Visits
- European Mobility Week 2011

CONTACT:



LEAD PARTNER

London, GB
Jim McGeever, jim.mcgeeve@lept-eu.org



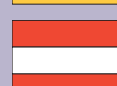
PROGRESSION

Almada, Portugal
Pedro Machado, pedro.machado@ageneal.pt



Frankfurt, Germany

Dr Johannes, Theissen, j.theissen@traffiQ.de



Graz, Austria

Heike Falk, heike.falk@stadt.graz.at



Serres, Greece

Voula Ioannidou, ioannidou@otenet.gr



Stockholm, Sweden

Maria Ahlsved,
maria.ahlsved@lansstyrelsen.se



Treviso, Italy

Paolo Barnaba, europa@provincia.treviso.it



INITIATION

Bratislava, Slovakia

Lea Karakolevova,
lea.karakolevova@region-bsk.sk



Gdansk, Poland

Malgorzata Ratkowska,
m.ratkowska@gdansk.gda.pl



Klaipeda, Lithuania

Andrius Samuilovas,
andrius.samuilovas@klaipedatransport.lt



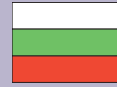
Larnaca, Cyprus

Andreas Karakatsanis,
muneng@larnaka.com



Maribor, Slovenia

Gordana Kolesaric,
gordana.kolesaric@maribor.si



Sofia, Bulgaria

Maria Georgieva, georgieva@sofia.bg



Timișoara, Romania

Adriana Deaconu,
adriana.deaconu@primariatm.ro



TRANSFER

Erasmus University,
Rotterdam, Netherlands

Dr Giuliano Mingardo, mingardo@ese.eur.nl