

Moving in Europe

GOOD PRACTICES FROM A CIVIC POINT OF VIEW



This document is one of the activities promoted by the European project “Mobility, a paradigm of European citizenship”, which involved citizens from 8 countries (Bulgaria, Italy, Lithuania, Portugal, Romania, Serbia, Slovakia and Spain) on the challenges that the mobility of people sets for the future of Europe: transport accessibility, environmental sustainability and rights of citizens/passengers.

The issue of mobility is a daily interest for many European citizens and is a paradigm of European citizenship since it relates to many of its aspects (the common identity thanks to transnational mobility, the rights of European citizens/passengers, etc...). For further information: <http://www.activecitizenship.net/consumers-rights/projects/85-mobility-a-paradigm-of-european-citizenship.html>

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Good practices concerning mobility from a civic point of view

Foreword

Generally we tend to consider the protection of rights as an action aimed at highlighting the gap between the expectations of citizens and the state of the services and therefore the violation of rights which need to be protected. In fact, when dealing with protection it is easier to pick up bad news than encounter well-known best practices. However, due to the constructive nature of the actions of citizens, the collection and dissemination of good practices has a key role in the protection of rights and allows to:

- bring to light the possibility of immediate change in the organisation of services without new laws or particular investments;
- valorise the action of those who strive to improve their work and "draw them to one's own side" stigmatizing, conversely, negative behaviours unjustifiable in front of good practices;
- introduce incentives in the organization of services in order to empower those involved;
- promote the spirit of emulation.

Given the difficulty of collecting good practices through occasional initiatives and actions, the best way to deal with this issue is promoting specific programs aimed at this purpose. Among the most useful and most effective is certainly the promotion of awards and competitions.

But what is a Good Practice? Good practices are actions whose very nature is the impact on the quality of services, the protection of



citizens' rights, the promotion of civic participation and the enhancement of human resources. In particular, they are very successful initiatives aimed at improving the efficiency (cost) and the effectiveness (as a way to meet, in an appropriate manner, the needs and expectations of citizens) of both management and provision of services.

A good practice is defined as such when it also meets the following five requirements:

- Measurability (possibility to quantify the impact of the initiative);
- Innovation (ability to produce new and creative solutions in order to improve the quality of services and the protection of citizens' rights);
- Sustainability (ability to rely on existing resources or ability to generate new resources);
- Reproducibility (possibility of its transfer and application in places and situations other than those in which it was developed);
- Added value (positive and tangible impact on users' rights and the promotion of civic participation).

Good Practices Database for Sustainable Mobility

Good practices (GPs) were collected through two specifically designed databases, one in English¹ and one in Italian, both having the same structure, basically the same one used for the brief descriptions of best practices which follow below.

¹ <http://www.activecitizenship.net/bp/2013/form/new.php>



For each good practice we have indicated:

- Presentation of good practice (title and description of the GP)
- Main objectives (resources / outcomes)
- What is the main field of the GP
- Who promoted the GP and actors involved
- Location and Terms
- Further information

In terms of mobility, the collection of good practices is hardly a novelty, given the growing sensitivity towards this issue by institutions, operators and local administrators.

The importance of this collection lies in the particular perspective of citizens rather than of the institutions, management or technical aspects.

We collected 45 Good Practices from 8 countries: Serbia (10), Romania (9), Italy (9), Slovakia (8) Bulgaria (4), Spain (3), Sweden and Denmark, countries not involved in the project, a GP each.

Over all, the prevailing theme is Environmental Sustainability, central in 18 GPs followed by social sustainability in terms of accessibility, with 11 GPs, which came shortly before liveability, which is the second trait of social sustainability (10 GP). Significant also are the GPs relating to Rights & Obligations (9 GPs), while only 1 GP regards Economic sustainability.

Given the high number of GPs in terms of environmental sustainability, enhanced from a civic point of view, we offer this contribution to the Directorates-General for the Environment and Transport of the European Commission to be added to the annual handbook published before each European Mobility Week, which



reflects an increased focus by the Community institutions on what local administrators do and the level of contribution the active participation of citizens could bring.



Good practices

SLOVAKIA

1

- **Title and description:** “Electronic information system and tactile paving built at the Main Train Station in Poprad for visually impaired passengers”.
- **Objectives:** to make movement and travelling easier for people who are visually impaired. Electronic equipment tells them the time schedule of the trains so disabled people can find their train or coach faster. Tactile paving indicates the way to platforms, ticket machines, toilets, escalators and other services.
- **Who promoted the GP:** this good practice was promoted by the State Train Company Železnice SR.
- **Actors involved in the GP:** associations for people with special needs.
- **Location and Term:** April 2006 – August 2007, Poprad, Slovak republic.
- **Main field of this Good practice:** Social sustainability (Accessibility).

2

- **Title and description:** How to avoid traffic collapse in case of heavy snow when people have difficulty in getting to their cars both in the morning and returning home after work.



- **Objectives:** reaching an agreement with people living in blocks of flats as to the exact date and time when the cars would be removed from the car park and therefore road workers with the appropriate machines can clear the space from the snow. There is a hot line for this purpose.
- **Who promoted the GP:** Local government and regional road company.
- **Actors involved in the GP:** local government, which officially agreed to this new practice, local police department and road company, which provides people and machines to clean the roads and car parks from snow. An important role is also played by tax payers and car owners who live in certain areas and use specific car parks.
- **Location and Term:** Launched in Winter 2012, Poprad, Slovak republic.
- **Main field of this Good practice:** Environmental sustainability.

3

- **Title and description:** “Use of tram lanes also by electric cars”. Capital city Bratislava is leader in promoting sustainable mobility but unfortunately the number of electric cars used in Slovakia is very low because they are quite expensive.
- **Objectives:** Encourage people to buy and use electric cars by offering them the use of the fast lanes for trams.
- **Who promoted the GP:** Bratislava Council.
- **Actors involved in the GP:** This example is based also on the cooperation of several parties: the Bratislava Council - representing the local government, although they need an



agreement with the regional government since the system involves the use of public roads as well and with the public company – provider of public tram transport in Bratislava.

- **Location and Term:** Announced by the Mayor of Bratislava in October 2013.
- **Main field of this Good practice:** Environmental sustainability.

4

- **Title and description:** “Vote by bicycle”. During the regional elections in Slovakia the candidates answered questions about bicycles as a means of transport in order to give their voters a better idea about their priorities.
- **Objectives:** encourage the use of bicycles as a means of transport and as an incentive to go to vote. Make politicians aware of the real need for concrete actions regarding cycle transport in the Slovak regions. In this way voters could express their choice on the basis of concrete answers.
- **Who promoted the GP:** Cycle coalition – civil organisation supporting the development of urban cycling in Bratislava.
- **Actors involved in the GP:** It was a very straightforward cooperation. People from civil organisations prepared questionnaires and sent them to the candidates. Some responded, some did not.
- **Location and Term:** Eight regions of Slovakia - regional elections in November 2013.
- **Main field of this Good practice:** Environmental sustainability.



5

- **Title and description:** “Tatry Card”. All visitors over six years of age to the High Tatras Park receive their personal Tatry Card which entitles them to free public transport in the area.
- **Objectives:** Promote and increase the use of public eco-transport in the Slovak oldest national park, High Tatras, which is known for being clean and for its healthy air and untouched woodland.
- **Who promoted the GP:** the Vysoké Tatry Region which represents the interests of tourist service providers and local governments.
- **Actors involved in the GP:** the Vysoké Tatry Region, local traders and service providers, public and private transport providers, local authorities, the Mayor of High Tatras and Štrba and also all visitors who agree not to use their cars during their stay in the High Tatras in order to protect the environment.
- **Location and Term:** From 01.06.2013 to 31.10.2013.
- **Main field of this Good practice:** Environmental sustainability.

6

- **Title and description:** “Safe roads to school”. Prevention from road accidents on the way to school. ‘See and be seen’ was the main motto of the day dedicated to the safety of our children. The first day of school, on September 2, 2013, police authorities increased surveillance of schoolchildren around both schools and streets.



- **Objectives:** Increase children's safety on their way to school. Motivate children and encourage their parents to give up driving short distances to school feeling safe instead to walk across the main street.
- **Who promoted the GP:** the media.
- **Actors involved in the GP:** National and Regional Police Department, local authorities, schools, parents.
- **Location and Term:** Launched on 2th September 2013.
- **Main field of this Good practice:** Right & duties.

7

- **Title and description:** "Urban public literature". Bus stops in Bratislava have become also temporary cultural centres. People waiting for the bus can listen to professional actors reading passages from contemporary Slovak literature.
- **Objectives:** To make travelling by bus more attractive, interesting and educating. This can be reached in two different ways: by attracting people already interested in literature, and promoting the reading of Slovak literature while travelling by bus.
- **Who promoted the GP:** literary clubs, civil organisations, the media.
- **Actors involved in the GP:** literary clubs, professional actors, the city of Bratislava bus transport company, Radio Point.
- **Location and Term:** every Tuesday and Thursday from 14.11.2013 between 18:00 and 20:00 PM, Bratislava.
- **Main field of this Good practice:** Social sustainability (Liveability).



8

- **Title and description:** “Public petition against illegal parking on the pavement”.
- **Objectives:** exercise legal pressure and officially forbid parking on pavements in the whole country. Give pedestrians the possibility to walk freely in their cities unhindered by cars. Redress the balance between the number of pedestrians and cars in city centres.
- **Who promoted the GP:** ‘Cycle coalition’ civil organisation.
- **Actors involved in the GP:** civil organisations, citizens, local authorities.
- **Location and Term:** Launched in 16.9.2013.
- **Main field of this Good practice:** Social sustainability (Liveability).



SWEDEN

9

- **Title and description:** “Invisible bike helmets”. Fashionable look is important for urban bikers who use their bike to get to work, school, cinema or appointments.
- **Objectives:** the invisible bike helmet gives you full head protection without, remarkably, wearing anything on your head.
- **Who promoted the GP:** Scandinavian designers.
- **Location and Term:** July 2013.
- **More information:** <http://www.hovding.com/en/>.
- **Main field of this Good practice:** Environmental sustainability.



DENMARK

10

- **Title and description:** “Inclined rubbish bins for cyclists – how to make cycling longer and city centres cleaner”.
- **Objectives:** To make the riding through Copenhagen’s busy city centre smoother and comfortable. Cyclists don’t need to stop to throw small rubbish into the bin.
- **Who promoted the GP:** City of Copenhagen.
- **Actors involved in the GP:** city council, cyclists organisation company responsible for refuse disposal.
- **Location and Term:** July 2013.
- **Main field of this Good practice:** Social sustainability (Liveability).





SPAIN

11

- **Title and description:** “Implementation of car sharing at DENSO’s”.
- **Objectives:** Gradually reduce the number of private cars entering the company’s premises.
- **Who promoted the GP:** DENSO (800 employees) and the company’s union committee represented by CCOO (Workers Commissions).
- **Actors involved in the GP:** employees who benefit from the incentives that offered by the company.
- **Location and Term:** Industrial area of Santa Anna Pla Sant Fruitos of Bages, located in the municipal district of Barcelona, Spain. Year 2005.
- **Main field of this Good practice:** Environmental sustainability.

12

- **Title and description:** “From my school to my city”. An environmental education program started in 1998 involving children and young people in solving environmental problems in Segovia.
- **Objectives:** involve children and young people in solving environmental problems in Segovia.
- **Who promoted the GP:** City Council of Segovia, other institutions have also joined the project.
- **Actors involved in the GP:** The initiative was promoted by the



municipality of Segovia. The Provincial Education is invited to contribute with ideas to enact the program in schools and colleges. The School of Education of Segovia, the National Centre for Environmental Education (Ministry of Environment) and the Ministry of Environment of the Junta de Castilla y Leon have also joined. Professionals from these institutions formed a work group - the Laboratory of Child Participation – organising and carrying out monitoring and evaluation of the annual program and supporting the schools involved.

- **Location and Term:** City of Segovia, Spain. Launched in 1998.
- **Main field of this Good practice:** Environmental sustainability.

13

- **Title and description:** “Strategy for sustainable transport in Donostia-San Sebastián”. Significant parts of pedestrian networks have been implemented and included in the city plan with the same level of importance as the road network. Furthermore, 120,000 m² of public space has been reclaimed from private transport. A sizeable part of the bicycle path has been built - 15 km of the total 40 planned – and a network of public transport lanes over 5 km long was also implemented. All this involved the work of the whole municipality.
- **Objectives:** 1. Increase safety and comfort of both pedestrians and cyclists. 2. Reduce the negative impact of vehicles: accidents, atmospheric and acoustic pollution, occupying public space, etc. 3. Improvement of public transport services. Creating a station for intermodal transport.
- **Who promoted the GP:** The promoter of the initiative is the San



Sebastian municipality; other partners are the Ministry of Development of the Central Government, the Royal Automobile Club Vasco Navarro and urban cyclists association 'Kalapie'.

- **Actors involved in the GP:** The initiative was promoted through public debate which brought about the creation of a permanent channel of public participation, the Mobility Advisory Council and the approval of the Civic Mobility Pact in 1999 which is an agreement signed by the social, institutional and economic mobility actors.
- **Location and Term:** this initiative was carried out in the city of San Sebastian, Spain at the beginning of the 1990s.
- **Main field of this Good practice:** Environmental sustainability.



BULGARIA

14

- **Title and description:** “Seamore” seeks to foster the development of appropriate public transport and soft mobility usage among visitors and the local population, promoting a shift from private cars to public transport, cycling and walking.
- **Objectives:** change travelling behaviour of visitors in 8 European regions to a more sustainable transport. There will be a positive impact on tourism since an improved environment in the seaside region would attract more tourists, create more jobs and influence public health.
- **Who promoted the GP:** Local Government; Club for Sustainable Development of the Civil Society.
- **Actors involved in the GP:** District Governor, the Mayor and all stakeholders in the tourism and transport sector. Funded by EACI.
- **Location and Term:** Dobrich region, Bulgaria. Launched in March 2012.
- **Main field of this Good practice:** Environmental sustainability.

15

- **Title and description:** “Easy Trip” is a cross-border project financed by the European Territorial Cooperation Programme “Greece-Bulgaria 2007-2013”. It aims at improving cross-border accessibility through the development of a web-based tool which will offer e-mobility services through advanced ICT



technologies which will in turn supply information to all travellers using easily reachable channels (mobile phone applications, internet, VMS).

- **Objectives:** enhance sustainable and green mobility, improve road safety, promote all areas of intervention supporting the economy and development bringing equal opportunities and fair competition, minimizing environmental impact of traffic.
- **Who promoted the GP:** Centre For Research and Technology Hellas/Hellenic Institute of Transport, Greece; Municipality of Bansko, Bulgaria; Municipality of Krumovgrad, Bulgaria; Centre For Research and Technology Hellas/Chemical Process & Energy Resources Institute, Greece; Municipality of Thessaloniki, Greece; Municipality of Kavala, Greece, Municipality of Serres, Greece; Municipality of Thermi, Greece; Trainose, Greece.
- **Location and Term:** Region of Central Macedonia (CERTH, Hellenic Institute of Transport, CPERI, Chemical Process and Energy resources Institute and Municipalities of Thessaloniki, Thermi, Serres); Region of Eastern Macedonia–Thrace (Municipality of Kavala); Province of Blagoevgrad (Bansko); Province of Kardzhali (Krumovgrad).
- **Main field of this Good practice:** Social sustainability (Accessibility).

16

- **Title and description:** “Freedom Challenge”. International cycling tour against human trafficking. The participants in the project travelled across 9 countries in 11 days along one of the most difficult cycling routes in Europe.



- **Objectives:** to raise public awareness at European level on human trafficking.
- **Who promoted the GP:** International NGO "Campaign A21", National Committee against Trafficking in Human Beings and Bulgarian Cycling Union.
- **Actors involved in the GP:** International cycling team (the average age of the cyclists was 32 and professions ranging from business administrators to singers. Only two in the team were professional cyclists) joined by hundreds of Bulgarian cyclists in a symbolic tour of Sofia city centre. Sofia Municipality, Cycle Evolution and Cycle Walk associations, BG Radio, Actualno.com, Offnews.bg
- **Location and Term:** from Bulgaria to the UK. October 2013
- **Main field of this Good practice:** Rights & Obligations.

17

- **Title and description:** European Mobility Week 2013. The biggest forum of events and discussions on mobility and alternative forms of transport in modern cities. 45 separate events taking place in Bulgaria.
- **Objectives:** to encourage European local authorities to introduce and promote sustainable transport measures and to invite their citizens to try out alternatives to car use.
- **Who promoted the GP:** Municipalities.
- **Actors involved in the GP:** the Urban Mobility centre, The Ministry of Environment and Water, The Executive Agency on Environment, the Traffic Police department of the Capital City Directorate of the Ministry of Interior and others.



- **Location and Term:** From 16 to 22 September, 2013. Bulgaria.
- **Main field of this Good practice:** Rights & Obligations.



SERBIA

18

- **Title and description:** Public transport in the city of Pancevo. Pilot project on using Compressed natural gas (CNG) in Pancevo public transport.
- **Objectives:** Transition from diesel fuel to compressed natural gas. Main objective of this project is to reduce pollution and eliminate emissions which have a negative impact on the environment. The CNG fuels are also cleaner-burning and renewable, therefore they put relative strain on the environment. Another main goal is to improve economic sustainability of the transport company and make business more profitable by reducing expenses permanently. This will also have a positive financial impact on citizens.
- **Who promoted the GP:** City of Pancevo together with Public Utility Company Pancevo Transport.
- **Actors involved in the GP:** Department for Environmental Protection of city the of Pancevo.
- **Location and Term:** City of Pancevo, Serbia. 2013.
- **Main field of this Good practice:** Environmental sustainability.

19

- **Title and description:** Mobile information system – Bus Plus USSD system. Bus Plus USSD service provides passenger information about the progress of public transport vehicles



towards the station. *By calling * 011 * Code # station, travellers can find out how many stations are left before the arrival of their bus.*

- **Objectives:** make public transport more accessible and increase the use of public transport by modernizing it with new technologies. The idea is to make public transport more comfortable and gain the trust of citizens by offering information about the buses they need.
- **Who promoted the GP:** City of Belgrade, Department of transport of Belgrade.
- **Actors involved in the GP:** Apex Solution Technology.
- **Location and Term:** City of Belgrade, ongoing in 2013.
- **Main field of this Good practice:** Social sustainability (Accessibility).

20

- **Title and description:** “Ride across Europe”. Creating bicycle lanes for better connections in the Hungarian-Serbian border region.
- **Objectives:** improve mobility in the municipalities of the region. Creating bicycle lanes and other activities will improve connections between Futog, Begec and Novi Sad.
- **Who promoted the GP:** Public Utility Company “City Roads”, Novi Sad. The partners are the Municipality of Mórahalom, Hungary and the Public Enterprise for City Construction and Development of Novi Sad.
- **Actors involved in the GP:** City of Novi Sad with the municipalities of Futog and Begec, Serbia; City of Morahalom



with the municipality of Reska, Hungary.

- **Location and Term:** Serbia and Hungary, ongoing in 2013.
- **Main field of this Good practice:** Environmental sustainability.

21

- **Title and description:** “Rent a bike”. Markoni sport is a private company which rents bicycles in Belgrade. Citizens can rent a bike for 1 euro a day, collect it in one part of the town and return it to another; the same can be done in different municipalities.
- **Objectives:** improving mobility and reducing pollution. The use of such an economically accessible means of transport can motivate people to use bikes more and be of benefit for both the population and the city of Belgrade.
- **Who promoted the GP:** Private company Markoni.
- **Actors involved in the GP:** Local government.
- **Location and Term:** City of Belgrade, Serbia, ongoing in 2013.
- **Further information:** <http://www.markonisport.rs/>
- **Main field of this Good practice:** Environmental sustainability.

22

- **Title and description:** “Old bike for new bike”. This is the slogan of a private company offer where customers get 25% discount when purchasing a new bike and returning their old one.
- **Objectives:** the main objective is to motivate people to cycle (making new bikes more accessible) as in the Netherlands, thus fostering a ‘cycling’ culture and taking care of the environment.
- **Who promoted the GP:** Capriolo company.



- **Actors involved in the GP:** Citizens.
- **Location and Term:** Serbia. Every year in August.
- **Further information:** <http://www.capriolo.com/novosti/velika-letnja-akcija-stari-za-nov-bicikl>
- **Main field of this Good practice:** Environmental sustainability.

23

- **Title and description:** “Yellow lines on the road”. Yellow lines on the road are provided for public transport, buses and taxis and define an area restricted to private transport. Some yellow lanes, though, are active only in certain periods of the day, usually during rush hours.
- **Objectives:** the purpose of yellow lines is to regulate traffic during rush hours. In big cities such as Belgrade yellow lines restrict the use of the road to public transport and discourage people from using cars while helping the environment as well as the citizens’ personal budget.
- **Who promoted the GP:** City of Belgrade/The Secretariat for Transport.
- **Location and Term:** City of Belgrade, Serbia, ongoing in 2013.
- **Further information:** <http://www.bgsaobrcaj.rs/>
- **Main field of this Good practice:** Social sustainability (Liveability).

24

- **Title and description:** “Passenger insurance in public transport”. In Belgrade the most used means of transport is the bus. Every



passenger is covered by an insurance policy issued by a private company called "Danube insurance" which includes: drivers, passengers on the bus with or without a ticket, passengers at the bus station waiting for or leaving the bus.

- **Objectives:** passengers safety for all kinds of public transport throughout the country.
- **Who promoted the GP:** Danube" insurance company: GSP – City transport company of Belgrade.
- **Actors involved in the GP:** All passengers.
- **Location and Term:** City of Belgrade, Serbia, ongoing in 2013.
- **Further information:** <http://www.dunav.com/>;
<http://www.reosiguranje.com/vesti/955-osiguranje-putnika-u-gsp.html>.
- **Main field of this Good practice:** Rights & Obligations.

25

- **Title and description:** "National bus transport timetable". Serbiatransport is an association of several major transport companies. It publishes a national bus timetable available on the Serbiatransport website with all departures and arrivals from every bus station in the country. The website has a search tool and users can access daily departure timetables from each bus station in Serbia and information about the stations such as contact number etc.
- **Objectives:** This is a very practical website since it integrates all local timetables into one general one providing easy access for long term journey planning. The aim of this service is to encourage people to use the bus and increase the quality of



public transport in general.

- **Who promoted the GP:** Serbiatransport.
- **Location and Term:** Serbia, ongoing in 2013.
- **Further information:** <http://www.srbijatransport.rs/>
- **Main field of this Good practice:** Social sustainability (Accessibility).

26

- **Title and description:** “Double Decker Bus”. For some years now the city of Belgrade has had a double-decker service on some of its bus lines. A private company called "Lasta", which participates in the city public transport program, has these buses in its fleet. Each bus has 74 seats and plenty standing room. The buses are operating on the number 15 line; they are very comfortable and not crowded. Passengers usually find a seat and if they don't there is plenty standing room. Users are very satisfied with this solution and prefer this type of bus to the single floor ones which are usually more crowded.
- **Objectives:** Better quality and increased comfort in public transport; encourage people to use public transport instead of cars; raise awareness of environmental sustainability.
- **Who promoted the GP:** Private company "Lasta", City of Belgrade.
- **Location and Term:** City of Belgrade, Serbia, ongoing in 2013.
- **Further information:** <http://www.politika.rs/rubrike/Beograd/Autobusi-na-sprat-od-danas-na-liniji-15.lt.html>



- **Main field of this Good practice:** Social sustainability (Accessibility).

27

- **Title and description:** Purchase of 200 new buses and equip the old one with air conditioning. The city council decided to add air conditioning to the old buses in Belgrade and in two weeks the City Transport Company to put 318 air-conditioned buses on the road (more or less 45% of its fleet). In 2013 200 new modern buses were purchased for the City Transport Company of Belgrade - GSP. Buses are equipped with cameras and air-conditioning and are manufactured by the Polish company Solaris.
- **Objectives:** increase the quality and comfort of public transport and encourage its use. Foster environmental sustainability.
- **Who promoted the GP:** City government and GSP City Transport Company of Belgrade.
- **Actors involved in the GP:** European Bank for Reconstruction and Development (EBRD).
- **Location and Term:** City of Belgrade, Serbia. 2011-2013.
- **Further information:**
[http://www.novosti.rs/vesti/beograd.74.html%3A341275-Klimatizovan-101-autobus;](http://www.novosti.rs/vesti/beograd.74.html%3A341275-Klimatizovan-101-autobus)
<http://www.eurotransportmagazine.com/10157/news/industry-news/solaris-to-deliver-200-buses-to-belgrade/>
- **Main field of this Good practice:** Social sustainability (Liveability).



ITALY

28

- **Title and description:** “Road as a life-style”. Training courses for businesses for the profile of a “cultural mediator for road safety” addressed also to foreign workers thus giving an added value to the project. Mediators will be able to teach safety rules, especially those regarding driving/roads.
- **Objectives:** Make businesses understand the importance of the safety of workers, especially those less trained or most at risk, both regarding accidents to and from the workplace or when using other types of vehicles for work. Reducing road traffic injuries.
- **Who promoted the GP:** Cittadinanzattiva Emilia Romagna with Associazione Seneca.
- **Actors involved in the GP:** businesses, workers, Fondazione del Monte di Bologna e Ravenna.
- **Location and Term:** Emilia Romagna Region. Italy, Launched in November 2013.
- **Further information:** <http://www.cittadinanzattiva-er.it/articoli-territorio/comacchio/presentazione-la-strada-come-stile-di-vita>
- **Main field of this Good practice:** Rights & Obligations.

29

- **Title and description:** “Awadao” (Any Were, Any Device, Any One). In May 2013 Urbilog developed an app for smartphones



and tablets called "Awadao!" designed for people with serious disabilities.

- **Objectives:** The application can be downloaded for free from the web and provides information about the accessibility of different points of interest in the city and on the territory (from public buildings to commercial services) "filtered" according to the type of disability (auditory, visual, motor and cognitive). AWADAO! can of course also be used by non-disabled people.
- **Who promoted the GP:** Comune di Nettuno (Consulting office for serious disabilities).
- **Actors involved in the GP:** Human Centric Solutions Center di IBM and Urbilog.
- **Location and Term:** May 2013, Nettuno (RM), Lazio, Italy.
- **Further information:**
<http://www.lavocedellazio.it/attualita/3835-nettuno-e-piu-accessibile-con-awadao.html>
- **Main field of this Good practice:** Social sustainability (Accessibility).

30

- **Title and description:** "Is your bus late? The City of Turin will give you a refund of € 3". Refunds are applied in the case of delays of 15 minutes by city buses running at regular intervals, of 30 minutes by scheduled buses and of 45 minutes by trams. The company responsible for public mobility in Turin will be required to hand out a € 3 voucher to each passenger. The same "refund" is guaranteed if an underground train is suppressed and there is no alternative transport available within the hour.



All this is possible thanks to a computerized system for tracking the movement of transport which allows to verify the validity of the complaints.

- **Who promoted the GP:** Municipality of Turin, Gtt (Gruppo Torinese Trasporti) and consumers' associations.
- **Location and Term:** Turin, Piedmont Region, Italy. June 2013.
- **Further information:** www.gtt.to.it;
<http://torino.repubblica.it/dettaglio-news/18:09/4356246>
- **Main field of this Good practice:** Rights & Obligations.

31

- **Title and description:** "Municipality of Cagliari and Ctm: 50% discount on season tickets for passengers with economic difficulties and for those who earn less than 10,000 euro p.a". Discount applies only to Ctm season tickets and is granted according to the date of arrival of the requests and until the allocated funds (75,000 euro) have run out.
- **Objectives:** support families in financial difficulty and sustainable urban mobility; reduce city traffic.
- **Who promoted the GP:** Municipality of Cagliari and CTM spa.
- **Location and Term:** Cagliari, Sardinia, Italy. June 2013- June 2014.
- **Further information:** <http://www.ctmcagliari.it/index.php>
- **Main field of this Good practice:** Economic sustainability.



32

- **Title and description:** “Mobile ticketing”, trial run in Emilia Romagna and Naples. An agreement among public transport companies to experiment and develop a “mobile ticketing” platform for last generation smartphone users to buy and validate tickets with their own mobile device.
- **Objectives:** making the purchase of tickets easier (everywhere and always); allowing passengers to buy their tickets in other cities without the need to know the prices or the location of the ticket offices. Furthermore, this system is fully compatible with the current electronic sale system as well as the interaction among transport companies located in different parts of the country.
- **Who promoted the GP:** Ministry of Transport (Agenda Digitale)
- **Actors involved in the GP:** public transport companies Tper Emilia-Romagna, Anm Naples, Start Romagna and Telecom Italia, Sia, Gsma (International association of mobile operators) and Uitp (International association of public transport). Banks.
- **Location and Term:** Emilia Romagna and Naples, Italy. December 2013.
- **Further information:**
<http://www.sia.eu/Engine/RAServePG.php/P/632710010203>
- **Main field of this Good practice:** Social sustainability (Accessibility).

33

- **Title and description:** Torino "Bip" Smart Card - Biglietto Integrato Piemonte (BIP) Integrated Piedmont Ticket is the new



regional ticket service for public transport which will replace traditional paper tickets and season tickets. It is a smartcard with a chip for buses, trams, trains and "bike&car sharing".

- **Objectives:** offer a user friendly card for an easier accessibility to regional public transport.
- **Who promoted the GP:** Assessorato Regionale Trasporti, Assessorato alla Viabilità Comunale, Gtt (Gruppo Torinese Trasporti).
- **Location and Term:** Turin, Italy. January 2013.
- **Further information:** www.gtt.to.it.
- **Main field of this Good practice:** Social sustainability (Accessibility).

34

- **Title and description:** "From and To Pescara". Free app for smartphones and tablets with a list of buses, bus stops, information about waiting times and travel times. This app knows the current position of each bus and can advise which one to catch, where, at what time, where to get off and when to change bus.
- **Objectives:** encourage travelling by public transport which is often not considered convenient.
- **Who promoted the GP:** Municipality of Pescara and Gtm (Gestione Trasporti Metropolitan).
- **Location and Term:** Pescara, Abruzzo Italy. 2013
- **Further information:** http://www.gtmpescara.it/rassegna_stampa2.php?idnews1=803

7



- **Main field of this Good practice:** Social sustainability (Accessibility).

35

- **Title and description:** “AidYourCity” is a software which allows citizens to report non-emergency problems (full waste containers, potholes on the road, illegal parking, unsupervised/dangerous parking areas) and monitor their solution worldwide through the internet. Whenever a citizen reports a problem in the municipality this will be sent, with photos, videos and links to the e-mail address URP. This allows citizens, groups, associations, the media, local and public authorities to improve services in their own city. The project AidYourCity is a valuable ally for municipalities and local authorities since it favours problem management and consequent problem solving.
- **Objectives:** offer citizens a new tool to report local problems. Create a reporting community. Inform transport authorities in real time about the relevant problems. Improve efficiency and efficacy of problem solving.
- **Actors involved in the GP:** Cittadinanzattiva - Lazio BCRMagazine.it
- **Location and Term:** Lazio Region, 2011-2013
- **Further information:** <http://www.aidyourcity.com/>
- **Main field of this Good practice:** Social sustainability (Liveability).

36



- **Title and description:** “Bari, public network of charging points for electric cars”. Bari opened the first public network of charging stations for electric cars in Southern Italy; once fully operational, the stations will be 50 and will be a further step towards the project for "sustainable mobility" in the country. Since the first point opened in January, near the historic Petruzzelli theatre, there are now 23 new active stations spread over strategic areas of the city: port, airport, central railway station, Fiera del Levante and at the most important shopping centres.
- **Objectives:** Reduction of polluting gases. Make the purchase of electric cars more convenient.
- **Who promoted the GP:** Municipality of Bari with Enel within the Smart City project.
- **Location and Term:** Bari, Italy. Launched in November 2012.
- **Further information:**
<http://www.ecodallecitta.it/notizie.php?id=114041>;
http://www.enel.it/it-IT/media_investor/comunicati/release.aspx?iddoc=1657144
- **Main field of this Good practice:** Environmental sustainability.



ROMANIA

37

- **Title and description:** International Championships in Athletics (CIA), the most important national athletic competition.
- **Objectives:** the promotion of sporting activities especially for teenagers and children.
- **Who promoted the GP:** A.N.P.C.P.P.S. Romania and Infocons.
- **Actors involved in the GP:** Romanian Athletics Federation and International Championships in Athletics (CIA).
- **Main field of this Good practice:** Social sustainability (Liveability).

38

- **Title and description:** European Project “MMOVE - Mobility Management Over Europe”. It produced a feasibility study for the implementation of mobility policies in Brasov (40,000 Euro); an exchange of best practices regarding mobility with other European cities; the development of local expertise in terms of mobility and traffic management; a series of local communication campaigns regarding mobility.
- **Objectives:** Improving the efficiency of mobility policies implemented in small and medium cities (in Europe) in order to become aware of regional decision-making and of the importance of sustainable mobility policies .
- **Who promoted the GP:** This project involved 11 partners from 8 European countries, and the lead applicant was the Municipality



of Reggio Emilia, Italy. Brasov Metropolitan Agency (AMB) was the only partner from Romania.

- **Location and Term:** The project was implemented between October 2008 - September 2011.
- **Further information:** www.mmmove.eu
- **Main field of this Good practice:** Social sustainability (Liveability).

39

- **Title and description:** “MobiPLAN” EuropeanProject. Internship placement to promote vocational education and training for the acquisition of skills and professional expertise in the development and implementation of spatial development policies and landscaping for civil servants and government employees from each territorial administrative unit responsible for urban (town and country) planning. Duration: 2 weeks. Each receiving institution offered an internship for 5 people.
- **Objectives:** The specific objectives were:
 - Developing practical skills and competences specific to the external environment and urban spatial planning, spatial planning documentation and knowledge of licensing procedures.
 - Supplying the participants new sources of information and the use of specialized IT applications employed in the field of urban and regional planning, familiarity with electronic administrative procedures (web platform) in management, production and publication of specific documents.



- Familiarity with working mechanisms and tools used in the receiving institutions.
- Improvement and developing language skills (especially considering the specific terms of urban and spatial planning).
- **Who promoted the GP:** Brasov Metropolitan Agency for Sustainable Development.
- **Actors involved in the GP:** Municipality of Razlog, Bulgaria; SVIM - Sviluppo Italia Marche , Marche Region, Italy; Development Agency in Athens, Greece.
- **Main field of this Good practice:** Social sustainability (Liveability).

40

- **Title and description:** Establishment of the first metropolitan transport authority - Romania. On this occasion, several localities from the Banat region established a route that will serve the residents of the metropolitan area of Timisoara.
- **Objectives:** This initiative is the "first step towards a metropolitan area with the needed facilities".
- **Who promoted the GP:** Society Association Metropolitan Transport of Timișoara.
- **Actors involved in the GP:** Remetea Mare, Ghiroda and Moșnița Noua.
- **Location and Term:** June 1, 2009, Timișoara, Romania.
- **Main field of this Good practice:** Social sustainability (Accessibility).



41

- **Title and description:** The Public Transportation Society Alba Iulia – STP recruited 510 observers in order to monitor the quality of public transport and to improve the services offered, based on the results obtained.
- **Objectives:** Improve services. Examples of improvements made by STP: - the STP website to inform citizens (with journey planner); - Information panels in more than 70 % of the stations and display of arrival times; - Electronic ticketing; - A free help-line for forwarding proposals for improving local transport or to report problems); - Campaign: video bus (during a festival in the city, a double-decker bus was transformed into a mobile cinema showing short films); - Revolution Bus (an old bus used in the communist era was reinstated on one of the main lines. The interior of the bus hosted a photo exhibition with pictures of the 1989 revolution and actors recreated the atmosphere); voice announcements on buses and at stations;- Maps of public transport at each station and inside all buses; Courses for drivers.
- **Who promoted the GP:** Public Transportation Society Alba Iulia – STP.
- **Location and Term:** Alba Iulia , the main town of Alba County located in the centre Romania.
- **Main field of this Good practice:** Social sustainability (Liveability).



42

- **Title and description:** The public transport service of 7 cities in Romania is present on Google Bucharest, Ploiesti, Cluj- Napoca, Iasi, Timisoara, Constanta, Craiova - and on Google Maps.
- **Objectives:** Google Maps Transit is useful to get directions and information about public transport, traffic and walking. It displays all existing routes available to reach a certain destination, including all transport lines - underground, buses, trams and trolleys, and information about the stations and routes.

Transit service is a new enhancement brought to Google maps in order to make them more accurate, useful and complete for Romanian and foreign tourists who travel by public transport. Information about public transport is available on the desktop version of Google Maps, for Android and iPhone. This is the second stage of development of Google Maps Transit in Romania after Brasov became the first city with information on public transport on the search engine Google in March 2012.

- **Main field of this Good practice:** Social sustainability (Accessibility).

43

- **Title and description:** **Cicloteque** has become in a few years the first bike-sharing network in Romania with 5 renting points. Up to today it has 12,000 registered users, has rented 20,000 bikes and organised several cycling events for the promotion of cycling in Bucharest.
- **Objectives:** solutions to the problem of transport in Bucharest.



- **Who promoted the GP:** the Association MaiMulteVerde and UniCredit Tiriac Bank.
- **Location and Term:** Opened in 2008 in Romania.
- **Further information:** www.cicloteque.ro
- **Main field of this Good practice:** Environmental sustainability.

44

- **Title and description:** Green Revolution project "Citizen participation in the elaboration and adoption of cycling laws in Bucharest " to identify solutions for bicycle traffic routes in Bucharest.
- **Objectives:** This project aims to involve citizens, decision makers, authorities, experts and transport companies to set up policies and legislations for citizens who travel by bike in order to redefine traffic routes in Bucharest.
- **Who promoted the GP:** the Green Revolution team. The project is financially supported by the Fund for Civic Innovation program funded by the Trust for Civil Society in Central and Eastern Europe, managed by the Foundation for Civil Society Development .
- **Location and Term:** Bucharest, Romania
- **Main field of this Good practice:** Environmental sustainability.

45

- **Title and description:** Bicycle with a full basket. Between July and October 2013, clients of the Mega Image Supermarket were able to rent 8 bikes supplied by the store for maximum 24 hours



or they could get to the store with their own bicycle and leave it right next to the entrance.

- **Objectives:** cut travelling time by using a bike in traffic and at the same time experience the direct benefits of this vehicle (health, entertainment, utility, environment).
- **Who promoted the GP:** Mega Image stores.
- **Location and Term:** Romania.
- **Further information:**
<http://www.greenrevolution.ro/proiecte/detalii.php?id=53>
- **Main field of this Good practice:** Environmental sustainability.



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