



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

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Every day across Europe many short trips are made by car that could easily be made on foot or by bike instead – in the UK, for example, over 55% of trips between 1.5 and 3 km are made by car. Not only does this increase CO₂ emissions, but it also contributes to congestion and health problems caused by a lack of exercise. At the same time it has a negative impact on local economies as people turn away from their local businesses in favour of travelling by car to out of town retail parks.

Active Access aimed to address these problems by increasing cycling and especially walking for short everyday trips in local areas and changing people's mental maps so that they realise what is available on their doorstep and the benefits of reaching it by active modes.

With its broad range of project partners, Active Access has delivered a wide variety of tailor-made local campaigns to promote walking and cycling in 12 demonstration sites in 10 European countries. The campaigns centred around walking and cycling to school, to work, for shopping or for leisure. The diversity of the approaches used means that whatever your local situation Active Access will have some ideas, lessons and recommendations to suit your needs and inform your own local initiatives

This brochure outlines the campaigns and other activities carried out within the Active Access project and the lessons we learned. Please also check out our training materials and fact sheets by approach for fur-

ther information on how to implement similar activities in your region, available at www.active-access.eu.

At a time of restricted budgets, struggling economies and expanding waistlines, there has never been a better time to promote walking and cycling. On behalf of the Active Access consortium, we wish you all the best with your active travel projects.

Tom Rye and Catriona O'Dolan

Active Access Coordinators



THE APPROACH

Active Access

Active Access was a European project about active travel, walking and cycling instead of using motorised and carbon-dependent means. The main objective of Active Access was to increase the use of cycling and especially walking for short every-day trips in local areas, in order to benefit people's health, as well as the local economy. It aimed to transfer longer car trips to shorter walking and cycling trips by changing people's mental maps of their local neighbourhoods so that they realise what is available on their doorstep, rather than in the edge of town retail park.

Active Access was about enabling and inspiring people to access local services using active travel. It achieved this by providing partners with interactive training and capacity building based on cutting-edge best practice, so they were then able to run campaigns that achieved measurable results: mode shift to active travel, energy savings, emissions reductions and cost reductions.

What were the aims of Active Access?

The key aims of Active Access were to:

- Reduce energy consumption by 10-20% in the activities carried out as part of the project
- Save energy in the order of 6.5 million litres of fuel
- Improve health and tackle obesity by increasing those taking regular exercise in target populations by 10%
- Strengthen local economies by making residents aware of the facilities (e.g. shops, leisure centres) on their doorsteps.

The project also aimed to raise awareness and provide know-how regarding promoting walking and cycling to Active Access partners, key stakeholders and the European Union, especially new member states. A common strategy was established between transport and health related activities based on the idea of active travel.



To ensure longevity of the message of Active Access the project aimed to:

- Raise awareness of non-motorised modes of travel, their use in solving urban transport problems and cost savings in health, amongst policy makers, professional groups and academics
- Reduce the use of fossil fuel energy, reducing negative impacts on the environment and health.
- Reduce conflicts/barriers between walking and cycling and build alliances between the two areas.
- Raise awareness of the importance of customers who walk and cycle with shop owners.
- Change attitudes to a car reduced lifestyle, giving walking a more positive image.
- Increase awareness of the health benefits with the active travel message being passed from doctors to patients.
- Strengthen local economies, ensuring services remain close to where people live - an important consideration for ageing populations.

How was Active Access implemented?

Active Access was implemented through a variety of tailor-made activities by 11 project partners across 10 EU countries. All activities were centred around one or more of four approaches:

- Walking and cycling to school
- Walking and cycling to work
- Walking and cycling to shops
- Walking and cycling for leisure.

To design and carry out these measures, all partners took part in the following core activities:

1. Conducting walking audits with local stakeholders in each implementation city/area. This was a simple, impressive and cost effective way of preparing the ground for Active Access activities and raising awareness of active travel. Guidance on how to conduct a similar walking audit is available to download from www.active-access.eu
2. Collecting and sharing best practice examples in the fields of walking and cycling to school, to work, to shops and for leisure. This provided partners with a wealth of effective arguments for active travel and supported planning and implementing measures.
3. Exchanging experiences first-hand between partners through an innovative process called “shadowing”. This involved partners going on exchange visits between cities.
4. Training and stakeholder involvement which guaranteed capacity building and sustainability beyond the project.
5. Disseminating activities and results through customised marketing materials and engagement of local and national press.



WALKING AUDITS

Walking Audits

All application partners completed at least one walking audit in their local areas and often two or three for different stakeholders or target groups. The timing of audits was dependent on individual plans and time-scales for Active Access activities and often the availability of the stakeholders invited. Walking audits were conducted in city centres, streets around schools, shopping streets and the countryside.



In cities where cycling or walking was not yet supported, the walking audit was a useful starter: it showed decision makers and technical civil servants the needs on the ground and the possibilities that can be offered to the city and its inhabitants. In other cities, it helped identify specific issues and interventions that could be done immediately to improve conditions for walking, such as repairing footpaths. The walking audits opened the eyes of people to the improvements required to encourage walking and cycling and that some of these changes can often be made relatively easily.

Who was involved

In the different communities within the Active Access project, people from a range of groups, roles and responsibilities were invited to participate in the walking

audits. These included stakeholders critical to success of the project such as local politicians, technical staff, police officers, shop keepers, school staff, journalists and engineers and also target groups such as children, the elderly, local citizens, workers and parents.

Results

Overall, participants found the walking audit a positive experience. It was an excellent way to engage important stakeholders and raise their awareness of active travel and the Active Access project. For example, after the audit in Budapest, shopkeepers that participated could see the positive aspect of having cyclists and walkers as customers: they spend more time in the shops and come more often too!

The audits also provided an opportunity to understand walking and cycling within the cities and towns and discover what was needed to improve the environment and implement initiatives. Some audits resulted in immediate actions: In Egkomi agreement was reached to change the pedestrian crossing times, to remove trees causing obstructions and to fix broken pavements and in Anncy better signposting for cycling routes was agreed.

For more details on the results of the Active Access audits or to download a guide to conducting similar walking audits in your city/town visit www.active-access.eu



Graz - AUSTRIA

Baseline and Objectives

Graz is a city of ca. 260,000 inhabitants. It is the capital of the province of Styria and the second largest city in Austria. Graz has had a strong tradition of “gentle mobility” (walking, cycling & public transport) since the 1980s. Graz was the first city that introduced a general speed limit of 30 km/h for the entire city (except main roads). In the late 80s/early 90s the medieval city centre was changed into a large pedestrian zone. But other boroughs like the North-eastern one named Andritz remain dominated by cars. The borough has its traditional centre and all main functions for everyday’s activities.

Key findings from the baseline survey include:

- Improve bicycle storage
- Improve signposting for walking
- Increase shopping by bike and increase the perception that cyclists make a big contribution to local economy
- Increase the number of people who think that active modes of transport are as important modes of transport as the car or public transport.
- Acceptance for push and pull measures should be increased.

Austrian Mobility Research (FGM) implemented a range of measures and campaigns in Graz to increase walking and cycling to increase the borough’s economic and social well-being.

Mobility Information Packages

Mobility information packages were distributed as a welcome to new residents.

The package gave relevant information on mobility offers in the new living area including public transport routes and timetables, bicycle maps, local maps and six recreational walking routes.

Results: Over 85% have used the PT map and over 70% have used the bicycle map and PT timetable. 76% of people had made or intended to make, a trip by walking, bicycle or PT from the information in the pack. The Vice

Mayor and the Department of Traffic Planning want to create an information pack for the whole city in the future.

Activities for elderly people

Joint activities with elderly people were carried out in (hilly) Graz-Andritz:

- visits to their associations with information and mobility advice
- specialised walking audits to identify their needs and experiences
- invitations to join a group walk or cycle tour set up in the borough
- testing shopping trolleys and pedelecs.

A trolley testing day was organised as part of the annual borough party, to make it easier for elderly people to shop. Several different types of trolleys were offered for testing which could be filled with shopping to test a heavy load and tested on steps.



Pedelects were made available to selected participants for one week. A local energy provider sponsored the test-pedelects. During test-week participants completed mobility diaries and were supported (mobile phone hotline, regular meetings) to address any problems with the pedelelects or their motivation.

Results: The information from the senior citizens during the walking audit informed the planning of benches for the borough.

20 participants cycled apx 1500km using the pedelelects in 1 week. About half of the 1500km were journeys that would otherwise have been made by car. The radius travelled by participants increased from an average of 1.4km to 3.3km. On average 1 tester made 12 trips a week by pedelec. In general citizens of Graz carry out an average of 3.7 trips a day (2008). That means that the testers made 46% of their trips by pedelec

Exercising with Weight Watchers

Exercising with Weight Watchers aimed to motivate members of "Weight Watchers" to use active travel as a means of exercise.

Results: people demonstrated a willingness to change their lifestyle in favour of active travel.

Unconventional Awareness Raising Activities

The Vice Mayor of Graz took a walk with residents to inspect facilities and discuss specific local problems including transport. Walks were announced in the borough via local newspapers, flyers and in boards of local institutions. In small groups, on fixed routes the Vice Mayor and residents discussed issues such as parking, traffic speed, short cuts for pedestrians/cyclists and the quality of public space.

At the kick-off event in November 2010, the Australian mobility philosopher David Engwicht raised awareness by dressing up and sitting in the middle of the road, on his "throne". His aim was to slow down motorists by arousing their curiosity, and to communicate with road users in a non-verbal way. Local people were quickly on the scene and discussed who "owns" the street. Breakfast

was organised for passers-by to promote a pleasant atmosphere. Discussions were relaxed, friendly and without aggression, even when the season wasn't perfect.

The first steps campaign

The first steps campaign invited proud parents to submit photos of their child's first steps to a special website with a description of what they felt when they saw their child walking. People voted for their favourite picture. The three winning children each week won a voucher of 30,- Euro for children's shoes. The campaign was supported by the biggest local newspaper and accompanied by articles about walking in the city.

Prescriptions

Prescriptions were produced for a Medical Doctor to prescribe exercise in minutes of physical activity, e.g. 30 minutes walking 3x per week or 50 minutes of cycling 2x per week.

Results: The general idea of the prescriptions is good but not sufficient to change the behaviour in the long term. Ongoing support, meetings and goal setting and measures of success are needed.



Koprivnica - CROATIA

Baseline and Objectives

The City, with a population of 31,700, has actively promoted sustainable urban transport based on cycling, walking and public transport since 2001. The results are visible in the expansion of the cycling tracks network by 400%, maintained green spaces by 85%, reconstructed, fully accessible roads by 60 km and the achieved high level of public awareness visible in the annual programme of car-free days and active mobility activities. The promotion of sustainable transport, including over 50 local and regional partners has brought national and international recognition, winning Koprivnica the Mobility Week Award in 2008. Nevertheless, motorised traffic is still heavy and further activities are necessary to ensure the desired modal split of 50%-50%.

Key findings from the baseline survey:

- The image of active travel modes is good in Koprivnica and attitudes about it also good.
- Infrastructure and planning for both, cycling and walking is assessed well. Areas most needing improvement were: sign posting and information and more shortcuts
- Politicians and newspapers are very positive about promoting active travel modes
- While police officers and authorities are often seen walking they are seldom seen cycling

Implementation

Koprivnica undertook a broad range of activities to encourage more walking and cycling for all approaches, shopping, health, work and school. They were promoted through two annual campaigns, Spring campaign including Koprivnica Climate week and Earth day and Autumn campaign focusing on European Mobility Week. Implementation, monitoring and evaluation of activities continued through the entire year. The central campaigns are presented here.

Health Paths and Recreation Cycling Routes

Four walking paths were created and equipped with benches, water taps and green resting places. The network of paths was tested by different users through an extensive walking audit. Maps were printed and signs placed along the walking paths. The network of paths was promoted by the tourist authority, medical doctors, health organisations and health clubs. Local sponsors organised events along the four paths and took part in promotion. A network of cycling routes was created and promoted with regular cycling events. A map of cycling routes in the city and in the city's environs was published and promoted.

Results: A local company wants to sponsor another walking path for the network and schools have included walks in their curriculum twice a year. Medical professionals and walkers' clubs report a rise in the number of regular walkers for health. Improving and maintaining the paths is now part of the road works schedule. The cycling routes see an increasing number of cyclists both from Koprivnica and other cities and towns in the area.

Active Shopping

The campaign began by a meeting with interested shop managers and finished with shops "certification" during the spring campaign 2012. 32 shops inside the town centre and in shopping centres at the outskirts of the town were included. There was a lot of positive atmos-





phere created initially and some improvements made, but any further investment stopped due to the economic climate.

Results: the Active Access campaign continued the positive image of walking and cycling, but customers did not express a lot of willingness to change their shopping/travel habits and shop owners were not very willing to invest in these modes. There is a stable number of clients doing their shopping in local, central shops, while the shops outside the city centre have not fully recognised the need for improvements.

Company Travel Plan

To Work without my Car was a campaign designed to raise awareness and to open discussions about company travel plans with companies in Koprivnica. Companies got involved in week long activities including competitions, breakfasts and putting in cycle racks. Participation was strongest where the top management were involved as well as supporting staff.

The municipal utility company and City Hall administration were chosen as the first to develop their travel plans for their high awareness of the benefits of active travel and to build local evidence of the benefits of a travel plan to 'sell' to the bigger national and international companies. Plans were developed and implemented in 2010 and 2011.

Results: In the first year of the campaign sustainable transport increased by 5%. The directors of an international company are now completing their travel plan.

School Travel Plans

The campaign was aimed at four primary schools and three secondary schools. After measuring the baseline modal split of trips, the school catchment and road safety challenges for each school were mapped. The improvements were presented to the local administration. Possible repairs and safety campaigns were established and 6 travel plans approved by school boards. The two annual campaigns in spring and autumn included activities like cycling lessons and walking school buses.

Results: All the schools achieved a drop in travel by car, of between 1 and 14%. Two schools achieved a substantial increase in cycling from 4 to 10% and 6 to 15% respectively. Walking increased at all but two schools by up to 4%.

Tartu - ESTONIA

Baseline and Objectives

Tartu is Estonia's second largest city. It is located in the southeast of the country, 190 km from the capital, Tallinn. There are approximately 100,000 people living in the city. Tartu is a green and compact city which citizens appreciate, but traffic flows, car ownership, emissions and risk on health impacts are increasing. More than 65% of trips in the city are made in sustainable way already (walking, public transport and cycling). Tartu is challenged to maintain those numbers and even increase the share of sustainable transport in modal split as car ownership is rising. Tartu is preparing a Sustainable Urban Transport Plan (SUTP) for managing the local transport system in a more sustainable way and keep sustainable transport mode share as it was in 2007.

Specific objectives are to make walking/cycling more acceptable and comfortable in the city environment and to reduce the effect of car dependent lifestyle for health by raising awareness and participation in walking/cycling social activities.

Key findings from the baseline survey:

- Walking and cycling have a good image but both are inconvenient compared with car use
- Safety problems are high for cyclists and obstacles on sidewalks difficult for pedestrians
- The cycling system needs improvement in infrastructure/planning and walking infrastructure lacks most in accessibility for people with reduced mobility
- The contribution of cyclists and pedestrians to the local economy is realised only by approximately half the respondents
- 9 in 10 people believe the authorities should do more to encourage people to walk or cycle
- A reduction of car traffic receives a low rate of acceptance

Car free day 2009

Many activities were held promoting cycling, including collective cycling to work from different parts of the city, free guarded park for bicycles, bicycle exercises for kids and providing assistance about how to take care of bicycles. The city also hired out bicycles and rollerblades for free and led a bicycle tour with politicians.

Tartu got negative press about this Car free day in the local newspaper „Postimees“ , because citizens didn't get enough information and didn't see big differences in the traffic on the day.

Car free day 2010

Tartu gave 1000 bicycle back lights to all people who went to work, shop, kindergarten and school by bicycle



and asked them some questions. They closed the most important street in the old town and organised bicycle exercises for kids and adults. Police and the Road administration organised traffic games for kids. The city opened an old bicycle market and held a bicycle auction. There were guided walks (200 citizens) and a bicycle tour with politicians.

One radio station and the local newspaper “Postimees” gave positive feedback about this day.

Car free day 2011

The city closed Tartu old town for cars on one work day and organised a park and ride solution. People parked cars on the border of the city and used public transport to move into the city centre. In the old town streets, they organised a bicycle and traffic competition for kindergartens kids, a GPS game for adults and bicycle orienteering. Like in previous years, they led a bicycle tour with politicians.

This year, media coverage was very positive on 2 national tv channels, 4 national radio stations, and one radio interview. Tartu got the most positive feedback in the media about car free day than any other city in Estonia.

Results: Building momentum and sustaining interest over the three years led to success. The most important thing was finding the stakeholders to support car free day as they bring funding and assistance to the project.

Car free day and other activities are now in the Transport Development Plan 2012-2020 for Tartu.

Supportive infrastructure changes have also been implemented. In 2010 the city closed the most important street (one way street) in the old town for cars and changed it for cyclists to both directions. In Spring 2011, this street was changed to both directions for cyclists forever.

Bicycle anti-stealing campaign

The Tartu Police register every year how many bicycles are stolen and figured out where the most popular stealing places are in Tartu. Anti-stealing posters were put up in bicycle parking areas and in public housing. This had the big effect of suggesting the police were watching these areas.

Results: In Tartu in 2011, 63% less bicycle thefts than 2010.

50+ Healthy Walking campaign

This campaign began in 2007 in the frame of car free days and is directed to people older than 50 years. People were included through the newspapers and television, received free T-shirts, pedometers and participated in healthy workshops every month. Results: In 2009, 53 participants, average age 55, 40% men, 60% women, walked 92 days, average steps per day 9920. In 2010, more than 73 participants average age 54, 40% men, 60% women, walked 92 days, average steps per day 8265.

Bicycle school

This school is for children 10-15 years as they need a bicycle licence. The schools teach practical lessons in real traffic and the traffic rules. In Autumn 2011, there were 16 participants and in Spring 2012, 12 participants. While schools must organise this, Active Access has improved and extended the programme to adults as well.

Hargitha County - ROMANIA

Baseline and Objectives

Hargaritha county has 425,000 inhabitants, and is situated in the central part of Romania, in the region of the Eastern Carpathians. In common with much of Romania, its towns suffer increasing traffic congestion due to rapid increases in car ownership and poor infrastructure. Walking and cycling do not have the status of modes of transport even though, in the case of walking, it is still immensely important. Nonetheless, this lack of attention to walking means, for example, that new suburban developments are built without pedestrian facilities or links. The decentralisation of activities may leave those without access to a car at risk of social exclusion.

The objectives are to raise awareness and the status of walking with both decision makers and the general public.

Key findings and possible improvements based on the baseline survey:

- Residents are positive about increasing the use of active travel modes
- The image of walking and cycling is good
- The biggest problems lie with a lack of infrastructure and maintenance (no real network, lack of signposting, no bicycle storage facilities)
- Few role models for cycling but authorities and police officers are seen to use walking as a transport mode (25%)
- Politicians and decision makers do something to encourage cycling/walking but improvement is possible

Implementation

Hargitha Energy Management Public Service (HEMPS) ran or participated in a series of activities to raise awareness of and use of walking and cycling for short trips. Existing events such as European Mobility Week, Earth Day and Children's Day were used to creatively engage people as well as new workshops and material.

Earth Day

In 2010 HEMPS organised a 'Walk to work' day in Miercurea Ciuc. Employees of Hargitha County Council were invited and encouraged to come to work by foot or by bicycle that day. Approximately 80 employees participated coming to work by foot or bike, the majority favouring the bicycle.



As part of the event a bike ride to Csobotfalva village was organised, followed by a walk to the nearby woods where a speech was given about the project and trees were planted. About 200 people participated from the city of Miercurea Ciuc and different villages. In the afternoon there was a bicycle parade with local NGOs. The main street of Miercurea Ciuc was temporarily closed to car traffic. About 800 people were present from all over the county.

In 2011, a bicycle rental tent was set up in the central square of Miercurea Ciuc and there was a procession of bicycles. The free bicycle rental was repeated in 2012.

Results: in 2012, twice as many people participated in the bicycle rental scheme than in the previous year.

European Mobility week

2010: "Mobility on Two Wheels" photo contest and exhibition for everyone.

During European Mobility Week HEMPS organised a photo contest for the inhabitants of Harghita county. The contest was open for all age categories, to submit a photo taken in Harghita county in 2009 or 2010. Almost 120 photographs from all over the county were received. An exhibition presented the best photographs in the county council's building and an award ceremony held.

2011: 'Run in ecological way!' drawing and photo contest for kindergartens and schools.

The contest was announced for all kindergarten and schoolchildren. 230 drawings and photographs were received. Prizes were given at an award ceremony at the Harghita County Council's building.

Results: Very good media coverage for this event: it was announced 5 times in a regional newspaper, 50 times on the regional radio and after the award ceremony it was published in a regional newspaper and on many internet pages.

Traffic Snake Game

In May 2011 the first Traffic Snake Game in Harghita county was played at a small private kindergarten, "Goldilock's".

Results: After the game 25% more children went to kin-

dergarten in an eco-friendly way than before the game. Before the game 29% of children came to kindergarten in a sustainable way, 71% by car; during the game 95% in a sustainable way and 5% by car. 2 weeks after finishing the game 54% in a sustainable way, 46% by car.

In 2012 the Traffic Snake Game will run again at the general Petofi Sandor school. 288 children are expected to participate.



'HEMPS joined in an event organised by the local and county council to commemorate Children's Day in June 2011. An Active Access tent in the main square of Miercurea Ciuc was used to distribute sustainable travel colouring books to children and information on active travel to parents.

Seminars and workshops

- organised a seminar for municipalities, Mayors and for heads of the main polluting companies called "Air pollution and alternative modes of transport"
- presented a presentation at the Climate Conference - „Air pollution and the bicycle as alternative mean of transport“.
- hosted Active Access workshop for teachers and stakeholders

- conducted 2 walking audits: one in 2010 for decision makers of Harghita county and one in 2011 for people in wheelchairs or with pushchairs.



- Politicians don't care about cyclists and pedestrians
- Newspapers don't report positively about pedestrians and even worse about cyclists – the lowest rate among all partners' cities/areas
- There are no role models for cycling among police officers and authorities
- Promotion of cycling and walking could strongly be improved
- A reduced speed limit and enforcement is highly accepted (ca ¾ of all interviewed people)
- An extension of a paid parking system received quite low acceptance.

Shopping by active travel: Buy Local!

The Hungarian Cyclists' Club started its campaign implementation in Zugló, a residential district of Budapest with a lot of small, traditional shops. The aim was to re-establish a good relationship among shopkeepers and their clients – people living and working in the area. The campaign encouraged participants to discover shops (groceries, pet shops, florists or others) and services (hairdressers, beauty parlours etc.) and go there by active travel: on foot or by bike. Participating shops gave small stickers following each purchase to „players“ who have to collect 18 of these to get a guaranteed gift and to enter a prize draw where the main prize is a valuable voucher that can be „spent“ in participating shops. Shops profited from the competition and received publicity on the project's website, with a subpage, special offers and

Budapest - HUNGARY

Baseline and Objectives

As Budapest's economy is improving retailers are setting up business in the city. Most of them are large, attractive shopping centres and malls on the edge or outside of the town that people drive to. Meanwhile, local shopping is weakening because shops in the city centre and other densely built areas are not as accessible by car.

But local shops are accessible with alternative modes of transport, such as cycling, walking or public transport. The awareness of both retailers and shoppers must be raised for this issue and potential. The shops can facilitate and reward their clients travelling by alternative modes, the clients can realise the alternative to the suburban malls, and the benefits of shopping in close proximity. This leads to a more local, more liveable, and sustainable city and a higher quality of life, since people spend less time travelling and can do it more cheaply if they walk or cycle.

Key findings from the baseline survey:

- Cycling has a very positive image among the inhabitants of Budapest





'shop of the week' column, on promotional materials and in the media.

The campaign website was set up during November 2010 and started with 70 shops participating! Shopkeepers were much more willing than expected. The first phase of the pilot campaign closed in February 2011 with the prizes awarded to participants by the Mayor of Zugló at the shops involved.

Shopkeepers were keen to join the campaign, but reaching enough people to make it lively and successful was a challenge. Therefore, during the second phase of the pilot, street events were organised, such as handing out tea and apples to passers-by with a loyalty booklet. Almost 100 shops joined the campaign and hundreds of local residents. Again the Mayor handed out the prizes.

After the pilot project in Zugló, the aim is to reach a broad range of people with the campaign. To do this, Buy local! picnics were organised in several districts of Budapest in spring 2012. Events are organised in cooperation with local councils and traders will have small stalls to promote their shops. Events will be held on Saturdays, at busy

spots. During the picnic, to grab their attention, passers-by can play on an interactive map, which presents the advantages of local shopping through a two minute activity. This spectacular, interactive game takes players on a bike ride to visit local shops virtually, displaying how much time and petrol they save and how many calories they burn by choosing this method of transport. Players receive promotional gifts and they take part in a prize draw, where valuable gifts will be given away.

Walking-cycling audits

Walking-cycling audits were conducted to show to politicians, local decision makers, designers and the general public the importance of walking and cycling as a means of transport, and the needs of these two active travel modes and the fact that these needs are usually easy to satisfy. The main purpose of these audits was not identifying specific needs in specific streets but to disseminate the idea of active travel and give decision makers a tool that they can use in future developments.

Results: The first two phases of the 'Buy Local' campaign were a resounding success. At the first "Buy local! picnic" 12 shops were involved and approximately 400 people participated. 9 prizes (from local shops) for the people playing the interactive game, 90 energy saving bulbs as a promotional gift (offered by the local municipality) were given away to the participants. 500 flyer were distributed to passers-by. The picnic was organised in partnership with the local councils. It was very important to involve them in order to create a tradition for other parts of the city.

Pomurje - SLOVENIA

Baseline and Objectives

The Pomurje region in the NE of Slovenia is a predominantly rural area with 123,000 inhabitants. The regional centre Murska Sobota has a population of 15,000 and there are three bigger towns Gornja Radgona, Lendava and Ljutomer. Gornja Radgona has a population of 3300. In Murska Sobota there are 4 primary schools with 1200 pupils and 8 kindergartens with almost 700 children, while in Gornja Radgona there is one primary school with 240 pupils and 4 kindergartens with 250 children.

Traffic challenges in these relatively small towns include parking space shortages, under-utilisation of public transport, walking and cycling route shortages and general attitude of the people to go everywhere by car. Both towns are commercial hubs in the region and have significant daily travel movements. The biggest shopping centre in Murska Sobota has on average 5000 customers per day but doesn't have any infrastructure friendly for walking or cycling.

Key findings from the baseline survey:

- Cycling and walking are seen as fun and quite safe modes of transport although the safety of children could be increased. An increase of safety for cyclists would encourage people to cycle
- High car speed is a major obstacle for active modes
- Infrastructure is assessed as being good. Shortcuts for pedestrians are seldom
- Maintenance of sidewalks in winter could be improved (clearing of snow and gritting)
- Politicians and decision makers already use proactive modes but still could do better.
- Authorities and police officers as role models for walking and cycling are often seen in Murska Sobota.

The Centre for Health and Development Murska Sobota (CHD-MS) aimed to promote walking and cycling in towns as transport modes for parents bringing their children to kindergarten and schools on foot, employees cycling to work, consumers to cycle to shopping centres which are on the outskirts of the towns, and for them walking to local centres.

Walking and cycling to work

Safely by bike: During Mobility week in September 2011, CHD-MS, with the Department of Health, Murska Sobota and Police, organised the event „Safely by bike in Murska Sobota” at the Culture Square in Murska Sobota. 600 employees from 12 organisations took part in the event to encourage greater use of bicycles on the way to work. The Institute for Employment Murska Sobota earned the prize.

Results: participants want to do it again and liked meeting other business partners.

Walking and cycling to shop

Shopping on foot or by bike : “In Murska Sobota we are buying on foot or by bike”

This campaign was run for three months. Individual consultations and the media campaign encouraged 15 shop owners to join the project and give a coupon for those who walked or cycled to the markets. With at least 10 coupons customers received discounts when purchasing different products. At the end, a large event with media coverage was held to promote the concept and gain new participating members. Other activities supporting this campaign were:

“Dr. Bike” a free bike service for all those who had arrived at the event with their bicycles; “Zmeri se, zvagaj se in nafči se” - Health check - measurement of risk factors and consulting to the people;

“Peški nasvet” - providing some useful information's to citizens about waking and bicycle trails in Murska Sobota, including the walking map.

“Murska Sobota walking map” - represented the city centre in which are marked distances that can be done in 5, 10, 15 and 20 minutes on foot.



Results: People reacted very positively to the campaign, though interestingly over half the respondents were from outside the city. The centre of Murska Sobota does not have a lot of shops so more shops and more attractive shops are needed for future success.



Recommendations: need more shops involved in the scheme and staff fully informed, a stronger identity through logos and flyers and merchandising such as shopping bags. There is also a need to reduce environmental barriers to cycling and walking.

Walking and cycling to school

Film: Together to the school in an environmentally friendly way

Schools wanted a tool to increase awareness of parents, especially those who are driving their children to school by car. The film was presented at 5 primary schools. Around 500 parents and 100 teachers/principals have seen this film. It is also available on all five schools websites and on the CHD-MS website. The film includes the problem, good practice, expert comments and children.

Traffic Snake Game: in the school years 2009/2010 and 2010/2011 two primary schools and two kindergartens with 966 pupils participated. The use of environmentally

friendly modes of transportation by parents has increased in all primary schools and kindergartens both during and after the game. The amount of parking near the school gate have decreased whilst the amount of parking at least 200m from the school gate have increased, so at least parents have to walk part of the way to school with their children or children walk alone to school.



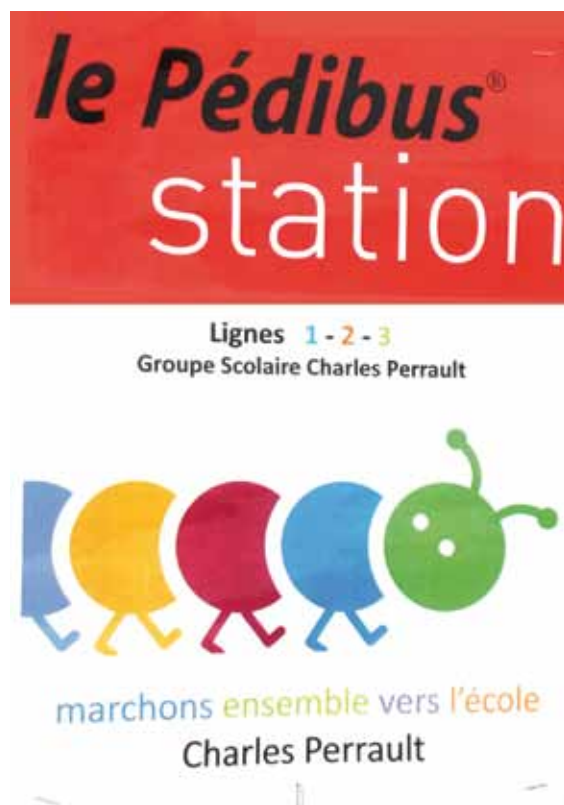
Annecy / Haute-Savoie – FRANCE

Baseline and Objectives

Annecy is one of the main towns in the region of Haute-Savoie, with a population of 52,000, (Annecy agglomeration counts around 120, 000 inhabitants) part of a wider

regional total of around 725,000. Due to the geography of the region it has a constrained road network and consequently significant congestion but this also makes distances small and so ideally suited to walking and cycling. In 2002, the city centre was pedestrianised, and there has also been a big increase in the length of cycle paths provided, with now 118 km of cycle path in the city as a whole, and 33 km in the city centre. In 2007, 68% of commute trips were still made by car, although average trip lengths within the city are short. Out of town shopping/commercial centres are heavily used, and car dependent.

The french partner Prioriterre undertook campaigns to reward and increase use of walking and cycling for trips to



facilities in the city centre, for business trips in an activity zone and to schools in a number of towns in the region.

Key findings of the baseline survey:

- Cycling is seen as fun and convenient, but safety is perceived as low
- Walking is very positively assessed

- A high percentage of people believe walking / cycling are only modes of transport for poor people (31%)
- Politicians and newspapers are positive about active travel modes.
- Authorities and police officers walk (31%) and cycle (28%) often

Inter-enterprise Mobility Challenge

The inter-enterprise mobility challenge was a competition organised between as many enterprises as possible in an activity zone. It was done in partnership with another organisation, Geode. The objective was to have as many staff per enterprise coming by bike, or on foot instead of cars. The enterprise enters different categories (less than 20 employees, less than 50 and more than 50). The Challenge took place in Haute-Savoie in June 2010 and June 2011 and a last one in June 2012.

The event included: sponsored breakfasts, repair workshops, demonstration of bikes and e-bikes, Prioriterre mobility advice stand and a final reward event with presentation of a mobility project. Many associations participated as volunteers for the exposure it gave their business.

Results: On the two campaigns in 2010 and 2011, 44 enterprises participated, 450 employees and more than 11 452 km were ridden by bike. The challenge will become an annual event.

Recommendations: develop a website to log results and calculate energy savings, profile sponsors and help motivate people to continue.

Inter-enterprise Mobility Plan

The inter-enterprise mobility plan is a mobility plan shared by a group of enterprises. A mobility audit is needed to draw the characteristic of the activity zone and of users' habits in this zone. The result of the mobility audit helps in defining the corrective actions and priorities of actions. A mobility plan has been developed and has started its implementation since 2010 on Metz Tessy and Pringy activity zones (Mouv Eco) and is beginning in Rumilly.

Results: Mouv Eco is established as an organisation and will continue mobility initiatives with its member en-

terprises. It takes time to set up the framework for the mobility plan and for enterprises to come on board. Prioriterre will continue to seek partners for new plans and activities.

Interschool Mobility Challenge

The interschool mobility challenge is a competition between schools on mobility. The objective is to get as many parents and children (as well as teachers) coming by foot or bike (or horse!) to schools. The winner is the school that has the higher percentage of persons that came without their cars. The challenge was organised in Haute-Savoie in 77 schools in June 2010, September 2010, June 2011 and a last one in June 2012.

An invitation was sent to over 300 schools and those interested registered with Prioriterre. Schools had a volunteer to support the event, do the counts and transmit data to Prioriterre. Prioriterre processed the rankings and awarded prizes. Documents to run a challenge are available for other schools from the Prioriterre website.

Results: In total 9125 people (adults and children) participated over 3 challenges and 77 schools. A rate of participation for the 10 first schools increased from 75 to 100%. With an average journey of 3km per participant, about 27,000 km walked or ridden in the competitions.

Recommendations: a 1 day event attracts more participation than 2 days. A website to log the results and profile winners would be helpful.

Walking School Bus

Walking School Bus in Haute-Savoie, was developed



in schools from different municipalities: Poisy, Annecy, Gruffy, Douvaine, Collonges sous Salève. Many more have been developed without direct action from Prioriterre. Prioriterre provides support to run meetings and sends the operational kit to schools.

Results: while there is interest in the walking buses, they depend on committed volunteers to keep them going.

Annecy International Triathlon

The Annecy International Triathlon provided an opportunity to promote active travel at an event where people are already interested in being active and to make transport for the event more active.

Results: When people have run 42 km, they don't really feel like coming for advice on mobility!

Municipality of Aveiro – PORTUGAL

Baseline and Objectives

Aveiro has unique features to encourage more walking. It is a city of nearly 35,000 inhabitants in a municipality of 73,000, with an urban core forming approximately a rectangle of 3.5 by 2 km. It is essentially flat and the population is very young with an university of 13,500 students. It has a very attractive urban landscape, with interesting public spaces, well kept extensive green areas and a distinctive historic quarter. The historic quarter is a very popular area for leisure activities. Unfortunately many of these visitors come by car and park illegally on the narrow streets. The historic area is quite compact and can be all included within a 300 meter circle from its heart – the fish market.

The project focussed on the historic quarter and aimed to encourage more people to Park and Walk from a new carpark adjacent to the centre rather than clogging the narrow streets of the centre with cars. It also aimed to test the idea that if people walk more in the centre, they will walk elsewhere.

Key findings from the baseline survey:

- The role of pedestrians in increasing the attractive-

ness of the city and for improving the local economy is recognised

- People support a restricted car policy in the city centre
- Promotion of walking / cycling should be targeted especially to young people and children although safety is assessed as low
- Paid parking an option receives only 64% agreement compared with an enforcement of illegally parked cars (on sidewalks, on cycle paths and on prohibited areas) which has an agreement of 94%!

Aveiro undertook two key activities: walking maps and



ing citizens, the project officer, politicians and shopkeepers and citizens. The map was then distributed by mail to every door in the intervention area of the project “Aveiro by Foot”, with a letter to residents from the mayor.

For the second edition, the design was renewed to make it easier for users to calculate their journey in minutes by foot and more information for tourists. With the Fish Market as the centre, circles were marked on the map to cover the entire city at 4 minute (300m) intervals. Also distances in minutes by foot between „Star Points“, like the railway Station, University, Historic Centre, etc. This edition had a wider distribution and could be obtained in the City Welcome Center – municipal tourist shop and for download on the project website.

There is a third edition planned for 2012 in combination with a pedestrian “wayfinding” signage system (with walking distances in minutes) and a permanent display of the walking map in public space in collaboration with

international seminars

Walking Maps

Aveiro by Foot: Walking Maps to support walking to shops and for leisure

There were two editions of the walking map of Aveiro. These editions were for slightly different purposes and different target groups. The first edition aimed to raise awareness among inhabitants and shopkeepers of the historical centre. The second edition was for all visitors and users of the city centre.

The first edition was launched at an event with the vice-mayor, EPA students and teachers, the parish president and a representative of the shopkeepers association. RTP1 Television (National Television) did a news item about the Map and joined during the morning, interview-



CENCYL network of cities.

International Seminars

“The City on Foot”, Aveiro 18th March 2010 - The benefits of walking for the urban vitality of a city were presented alongside information on the Active Access project and international best practice. The seminar was attended by 130 people including the Portuguese Secretary of State for Transport, local authority technicians, university staff, students and shop keepers. Several news items on the importance of walking were published in the local and

national press.

“Public Space – Accessibility and Citizenship”, Aveiro 4th October 2011 - more than 100 participants and 10 presentations including about the AA project in Aveiro, and the AA project in Budapest by Kristina Papp. The seminar focussed more broadly on public space and accessibility as a means to attract more media attention.

Results: It was very important to involve local partnerships because this will assure the continuation of the future editions or other spin-outs (like tourist shopping maps with walking information). The novelty of walking maps steered national and regional media attention,



which helped the involvement of politicians and shopkeepers.

L'Alcudia – SPAIN

Baseline and Objectives

La Ribera County is a region in Valencia (Spain). Forty-seven municipalities form part of this County, with a total

area of 970,1 km². The average of inhabitants of these municipalities is about 10.000 inhabitants. There are many similar areas all over Spain, giving a strong basis for multiplication of results. In common with many small and medium sized towns in Spain, there has been rapid growth in car ownership in the past 10 years, with at-



tendant congestion, parking problems and decentralisation of activities and increasing car-dependence.

Safe School Routes is an initiative which aims to promote and help children going to school on foot or by bike on safe routes autonomously, i.e. unaccompanied by adults. There are flexible and easy itineraries that allow the children to walk in a safe way. It will reduce the use of motorised transport with the environment and liveability problems associated and it will help the school community to adopt healthy habits.

Key results from baseline survey:

- Most students go to school on foot, but there is still a considerable percentage (33%) that go by car and could change their habits.
- There is a school some distance from the city centre where 40% of students go by car.
- Cyclists are not always well considered, so traffic education in schools can help to solve this problem.
- A half of the parents are not sure about the safety

of their children on the way to school. Only 27% of the parents were happy with regards to safety when their children travel to school by bicycle.

- 100% of the people in the decision group think that going on foot or bicycle will improve the health of the citizens.

Implementation

The Energy Agency of La Ribera (AER) ran two campaigns to support walking to school: mapping and signing walking routes and walking school buses to test and promote the routes and encourage walking.

Safety route design for walking bus to school - Maps

AER produced four different maps (one per school), and



printed one copy for each student. A letter explaining the project with the instructions to draw on the map was circulated.

AER visited the four schools and explained the project and the map in all the classrooms (about ten minutes per classroom). The maps and the letters, addressed to the parents, were distributed to all the students. Almost all the students gave back the maps with their own route designed (more than 90%). In each classroom students voted the best three routes. The school staff then chose the three most representative routes and AER collected the results.

A walking audit in each educational centre was performed with the participation of the school community,

the city council representatives, the local police and the AER staff. The routes were tested, making some little changes for safety (considering the better side of the street depending on the characteristics of the pavement, the zebra crossings, etc.). The routes will be signposted with tiles in the pavement.

Walking Bus

AER organized a pilot experience of four walking buses during the European Mobility Week to promote the project among the education community. Around 250 students and 50 more people (teachers, technicians, local police and authorities) took part.

Health day

AER organized the Health day in the four schools of l'Alcúdia. Nowadays, the majority of the schools in the Valencian region are organizing 'fruit day'. That means that each student, each Wednesday, must bring a fruit to eat in the break instead a sandwich or a snack. The idea with the 'health day' was to join two initiatives: eating fruit and walking to school.

Results: The students and parents participated in deciding the routes and students learnt how to manage maps. The use of the students' maps helped to design the most suitable routes. Students felt important as they were a part of the project.

The school community have tested how the walking bus works, with a positive impact among them. They have experienced that it is safe, fast, healthy and a fun way to go to school. The mayor and councillor have seen the benefits for the people and their acceptance of the idea.

The walking bus was a good trial to know the reaction of the people. It was good to test the safety routes before signposting and watch how students follow them.

Most of the people that have taken part in the pilot experience think that they will use the service once implemented. The main difficulty lies in the implementation of a continuous service of the walking bus. The pilot experience was enthusiastic, but the organization of a weekly walking bus needs to define responsibilities, the guides of the walking bus (monitor, parents or relatives, retired

people), cost of the service, etc.

Nicosia – CYPRUS

Baseline and Objectives

Nicosia is the national capital of the Republic of Cyprus and a city divided by the UN buffer-zone, right through the historic city centre. Major access roads to the city centre were cut off and many urban functions, such as administration and retailing spread out all over the accessible parts of the city, especially along the arterial roads. Nicosia is a modern city with a vehicle-centric transportation infrastructure with heavy traffic congestion and air pollution, increased by the hot dry climate.

A rudimentary public transport system, with no sidewalks or cycleways within the city, form a challenging situation for the project. At the same time there is a growing awareness of existing problems, especially related to the current discussion on climate change.

To achieve the maximum impact of the activities, the project partner Cyprus Center of European Interna-



tional Affairs decided to concentrate the activities in one geographical area. The Municipality of Egkomi was selected as it has 2 universities, 2 Lyceums, 2 High Schools and 5 Primary Schools within its borders.

Key findings of the baseline survey were:

- The majority of respondents in all target groups (primary, high school and university students) feel safe walking in their neighbourhood.
- The majority of respondents feel that it is easier to do short distance everyday trips on foot rather than by car.
- The vast majority of respondents saw parked cars on the pavements as a major problem when walking.
- The majority of respondents walk every single day.
- The vast majority of respondents said the lack of bicycle lanes in their neighbourhoods is the main reason that discourages them from cycling.
- The majority of respondents said they are willing to change their mode of transport within the city.

Cycling Club

September 2010, Launch of the UNic Cycling Club at the University of Nicosia started with 60 members. The Club is involved in the municipality's activities, assisting in organisation and promotion of cycling tours and events. Members of the Club are increasing year by year.

Film Competition

High school students made films about active travel. To do so, they participated in an all day training seminar on film production by professional experts from the Media Zone Department of the University of Nicosia. The students had the opportunity to learn about scenario writing, filming and production process and participate in group exercises under the guidance of the professionals. The two best groups won a voucher of 150 euro granted by the Ministry of Communications and Works.

Results: the children became active stakeholders in the process of making the film which will be used in other campaigns and programs

Poster Competition

At the University of Nicosia, the Graphic Design Department ran a class exercise to design a poster to promote cycling. Posters are up at the university and available to



use for campaigns.

Eco-transport Fair

In April 2011 the first Eco-transport Fair was organised in the open air yard of the University of Nicosia. Five shop owners participated in the fair. Visitors had the chance to buy and sell new and used bicycles at discounted prices.

Two seminars were organised on “Safety” and “Bike Sharing” in collaboration with the Police Traffic Department.

Results: It was a successful networking event and the University wants to include it in its Spring Festival.

Walking School Bus

A Walking School Bus initiative was undertaken at Make-donitissas C’ Primary School. Following a presentation to the administration and parents, the program was designed to include a questionnaire of children’s current modes and to gather expressions of interest to chaperone. All participants attended a seminar on traffic safety and behaviour by the Police Traffic Department. Three routes were selected based on the children’s participation. Children did drawings, short essays and poems of their experience.

Results: The first day began with 17 children and over the next days increased to 40. More children wanted to join than could be accommodated and so parents volunteered to be involved.

This activity was organised again in May 2012 with the support of Ministry of Education and Culture, Municipality of Egkomi and Ministry of Works. 45 children participated.

On May 14 an event was organised at the Macedonitissa C’ under the auspices of the Minister of Education and Culture who attended the event. The children presented the results of the survey carried out within the framework of the Active Access programme, talked about their experience in participating in a Walking School Bus and performed the songs they wrote inspired from this unique experience.

The Traffic Snake Game was organised at the School with all classes. It was organised a week prior to the Walking School Bus and will be organised a week after the completion of the Walking School Bus to compare the results.

Bucharest and Alba Iulia – ROMANIA

Baseline and Objectives

The project aimed to address stakeholders and local residents in separate campaigns - to raise awareness of benefits of walking and cycling for short trips and then to encourage people to choose to walk and cycle.

Key findings from the baseline survey for Alba Iulia and Bucharest were very similar:

- An increase in safety and infrastructure for cyclists / pedestrians would encourage people to cycle and walk more
- High car speed is a major obstacle for active modes
- Sidewalks and cycle lanes are often blocked by obstacles / cars and need improvements – parking management measures are required
- Politicians should re-think their car-oriented attitudes
- Role models for walking and cycling are necessary
- Image of cycling is high in Bucharest
- Change image that walking and cycling as modes of transport are only for poor people and only for leisure.

Walking Audits and Workshops

Two one-day workshops were organised in Bucharest and Alba Iulia to open the dialogue with stakeholders and to briefly present the Active Access project. The stakeholders invited included local politicians, professionals and officers from the local administration. Attendees were taken on a planned route for the walking audit and discussed the results afterwards with some written recommendations. In Alba Iulia the local media was more active in advertising the walking audit and the workshop. Technicians within the local administration were very keen to debate the non-motorised transport aspects of the city layout and recent rehabilitation works.

Results: The administration representatives understood the benefits of short-distance walking and cycling as alternatives to intensive car usage, for the city image, inhabitants' health as a boost to the local economy. After an initial lack of interest, by March 2012, when the last Awareness Raising Workshop was held, responses to invitations and attendance were more positive.



Traffic Snake Game

The Association for Urban Transport (ATU) ran the Traffic Snake Game with 900 children in three schools in Alba Iulia, two schools in Bucharest and two kindergartens in Alba Iulia. The 660 students in schools were mainly from the 4th grade (age 10), but also 2nd and 3rd grade (age 8-9). The 240 children in kindergartens were aged 5 and 6.

After explaining the Game to teachers, the ATU team sent a letter to parents for permission for their children to be involved. The TSG lasted for one-week at each school. They took the game very seriously and used all the non-motorised transport modes they could think of. At the end of the week they had to draw one of the most interesting things they noticed on their way to school. At the end of the game and the drawing contest, children received well-deserved prizes.

Results: Children realised they can choose, alongside their parents, how they travel to/from school. The team spirit was raised in class since every child was motivated to take part in the competition. Children were eager to

get involved and positively influenced their parents to let them.

High School Information Day

During 'Different Week' at Timotei Cipariu High School a two hour presentation was given during Info Day. 50 High school pupils from 2 classrooms, aged 16-18 attended. Following a 1 hour information session, was a 1 hour practical session on bicycle maintenance and repair.

Results: Students were highly motivated to travel independently and wanted more information. The outdoor workshop raised their interest in cycling and they asked for several similar events in the future.

Street Events: Citadel's Days in Alba Iulia in May 2011 and in May 2012 a Bucharest street event.

During the Citadel's Days in Alba Iulia the City of Alba Iulia

inaugurated the area between the walls of the historic Citadel. During the two day event, ATU organised activities related to promotion of walking and cycling and the drawings from the Traffic Snake Game in schools were displayed in the open air.

During the street event in Bucharest, a pedestrian outdoor festival took place. Street artists, pantomime & improvisation play involved children and their parents in fun games that encouraged walking and cycling, for example the contest of the slowest walker, cycling contests, the pedestrian crossing contest. The event also included outdoor workshops on bicycle maintenance and repair, interviews with people and brochure dissemination.

Results: This kind of activity involved a high number of persons and during the surveys and the interactive discussions held with them, we discovered that more and more people would like to embrace the non motorised means of transport and that they have noticed the lack of necessary infrastructure, the lack of information around the city of Bucharest and the lack of other Mobility Management measures to discourage car trips.





SHADOWING

The shadowing process consisted of partners visiting and working alongside one another for a period of up to 5 days with the objective of learning from each other and gaining assistance with solving specific and current problems related to local activities. Each application partner visited and worked alongside another partner and was also visited by a different partner during the project. This exercise allowed partners to observe different organisational processes first hand and helped build working relationships that have endured beyond the life of the project.



Through shadowing, partners gained assistance on a wide range of issues: how to gain political support, how to organise different events, how to raise awareness among children, parents, teachers, politicians and shopkeepers and strategies on how to develop high quality public space.

Shadowing visits were also an ideal opportunity for partners to gain media attention which helped raise awareness among local stakeholders and the general public about both the project and active travel.

Benefits from the shadowing experience

- Partners, together with their shadowing partners, were able to identify new approaches and solutions to solving different mobility issues in their cities.
- Partners learnt new techniques to challenge people to use active modes of transport.

- By looking at the infrastructure of a different city, new ideas were revealed, for example, how to organise street events.
- It provided an opportunity to create new, valuable connections: both relationships between partners and between partners and stakeholders.
- It was useful to experience and observe activities first-hand, especially those being carried out by a more experienced partner.
- Partners benefited from learning from partners with different backgrounds and areas of expertise, for example mobility, health, energy, cyclist club, municipality.

Tips for getting the most out of a shadowing scheme

- Get shadowing partners to complete a questionnaire detailing their interests and issues at the beginning, to ensure that the right shadowing partner is chosen and the visit is tailored to their needs.
- Organise a shadowing visit to coincide with a local event e.g. a project activity or local initiative.
- Plan the visit in detail, brief people that you arrange meetings with and ensure you find the right person for a visitor to talk to.
- Consider inviting a local politician or stakeholder to the visit. Bringing a stakeholder group together at the beginning of the project to build their support and momentum could also spin-off future exchanges.
- Have 2 or more partners visit another partner at the same time to improve the exchange, add diversity and be more time and cost effective.
- Factor in time for the partner visiting to give feedback on the local situation/issues. Sometimes stakeholders will take criticism better from an outsider!
- Recognise the differences in shadowing partners' cities and organisations and expect to have to adapt approaches and activities to suit local needs and culture.

Active Access stakeholders were identified as the parties who could affect the project goals in the local implementation of activities. They were distinguished from the “target groups” who were the users and consumers of the transport options, while not forgetting they were transport users themselves.

Stakeholders defined the conditions for the project and had direct influence on both the environmental and the promotional aspects of active travel. They acted as opinion leaders and attracted public awareness on issues of walking and cycling and influenced political and social will to bring about change. The project sought to influence and inform these stakeholders, to build both their awareness of active travel and their capacity to implement measures to support it during the project and afterwards.

Active Access stakeholders in a community included local politicians, local authority managers and staff, the media, local clubs and institutions, shopkeepers, doctors, business leaders, school staff, police and church leaders and academics.

Project partners developed a clear plan for involving their stakeholders and undertook specific activities including: walking audits, workshops, presentations, participation in the Stakeholder Exchange Event at the Walk21 conference 2010, reports, meetings and involvement in public events and project activities.

Overall, the levels of stakeholder involvement in the Active Access project were very good and some partners

reported real success at informing and inspiring their local politicians, shopkeepers or administration officials.

In Nicosia, Cyprus, high school students, initially a target group, became stakeholders as they developed short films about active travel to express their expectations and influence their parents and local planners, politicians and media.

Tips for effective stakeholder engagement

- Engage with stakeholders as early as possible in the planning and development stages of a campaign
- Address a wide range of local stakeholders in a personal and inviting way, to join a strong team in favour of local interests
- Prepare a clear image of the status-quo using basic empirical data, a walking audit and a set of convincing arguments, to form a common opinion on what is the issue and what should be improved
- Set up a realistic timetable for coordinated action, taking the annual town festival, school year and holidays, local elections etc. into account.
- Define clear roles and responsibilities and encourage ownership of actions both during the campaign and afterwards
- Urge politicians to demonstrate that walkers and cyclists are welcome with clear signs such as seating, bicycle parking and signposting in the public space.

More details of how stakeholders were engaged in the project can be downloaded from www.active-access.eu



RECOMMENDATIONS - LESSONS LEARNT



Lesson 1

Build partnerships from the beginning

Engage stakeholders at the planning stage to generate a stronger sense of ownership and mutual benefit, to give them time to consider new approaches and allow them to provide input to broaden the reach of the campaign.



Lesson 2

Compound the benefits with multiple activities and approaches

Do several things at once, for example, map routes to school, run a walking school bus along them for people to both learn the route and experience walking and ask students to make a film of the experience to share.

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Lessons learnt and recommendations for enhancing active travel



Lesson 3

Maintain new behaviour with ongoing support and assistance

Enable people to develop new habits with regular activities, support groups, loyalty cards, challenges and rewards. For example, advice from an MD to walk more needs follow up coaching to start and keep walking.



Lesson 4

Build momentum

Engage the willing at first and aim to attract others with the success of early efforts or sense of social expectation. Stakeholders will join in the activity and recognise the benefits if everyone else is doing it, for example, shopowners on the same street or plaza.



Lesson 5

Go for a walking or bicycle riding audit

Taking stakeholders on a walk or ride teaches them to see and understand the real experiences people have moving around. Include senior citizens, people with pushchairs or in wheelchairs to ensure their needs are considered.



Lesson 6

Promote additional benefits

At the work challenges, participants enjoyed the broader networking opportunities to meet new business partners and customers, the friendly rivalry between companies to build morale and the time to foster better internal relationships.



Lesson 7

Be prepared to change approach

Shifting the focus of campaigns can broaden understanding and engagement, such as talking about public space and community rather than just walking or riding a bike.



Lesson 8

Hitch a ride on high profile events

Events like European Mobility Week are recognised by many people as an opportunity to actively reconquer their towns. Organising events for walking and cycling during these days has a higher potential for attracting more people.

Lesson 9

Attract the media with children and novel ideas

Art competitions, local maps, street events, bicycle rides all provide positive stories and images for local media. Counter negative expectations pro-actively by engaging reporters directly and early in the campaign.



Lesson 10

Attract politicians with the media and children

Inviting politicians to seminars about issues at which they also award prizes to enthusiastic children for art competitions exposes them to, the importance of the issue, the target group involved and the media all at the same time.





Lesson 11

Tap into existing networks

Connecting with business groups or community groups provides a strong starting point of people already involved with each other that can translate to new activities, shared information and support and the expectation of involvement.



Lesson 13

Provide best practice examples from similar environments

Stakeholders often find it easier to relate to new ideas and believe in the potential for success when demonstrated in places, towns, political contexts and countries similar to their own.

Lesson 12

Enable target groups to become stakeholders and take ownership of projects

For example, school children who get involved in designing routes, making films and sharing ideas about walking to school become stakeholders and promote it to their parents and other children.



Lesson 14

Create new networks

Convene a workshop for several schools, shops, workplaces - they take you more seriously if they see others are also involved, they have the opportunity to discuss with each other personally, and to share best practices or new ideas.



Lesson 15

Seek direct and positive contact

Be pro-active and positive about the proposals and speak directly to those that can help make it happen. Be respectful of protocols and relationships within organisations, for example, engage teachers at the school before approaching parents.





Lesson 16

Empower local networks to continue new initiatives

Local ownership of the campaign can lead to ongoing rollouts and spinoffs, such as new editions of maps, sponsorship and promotion of paths, merchandising and prizes for participants, regular events and celebrations.



Lesson 17

Work with children and young adults

Children and young adults are enthusiastic about active travel and want to move independently. Children draw their parent's attention to the importance of walking and cycling and their own mobility needs.



Lesson 18

Surprise people and have some fun!

Engaging people on-street with unexpected events or ideas can generate lots of community discussion and thought about how we move and how we use the space.

Lesson 19

Provide for the elderly and other's mobility needs

Elderly people, people with reduced mobility or parents with pushchairs have different needs when walking and cycling. They respond well to campaigns and activities designed specifically for them, like more benches.



Lesson 20

Effective evaluation can be simpler than you think

Count the number of people attending events, ask people a few simple questions on the street or write a brief questionnaire for participants in campaigns to complete.

PARTNERS



15 partners with a variety of backgrounds, including local governments, research institutions and energy agencies, from 12 countries, formed the Active Access team. 11 of the partners carried out specific measures to encourage active travel in their cities or regions:

- Austrian Mobility Research, Graz – Austria
- City of Koprivnica – Croatia
- Tartu City Government – Estonia
- Harghita Energy Management Public Service, Harghita County – Romania
- Hungarian Cyclists' Club, Budapest – Hungary
- Centre for Health and Development, Murska Sobota – Slovenia
- Prioriterre, Annecy / Haute-Savoie – France
- Municipality of Aveiro – Portugal
- Energy Agency of La Ribera, L'Alcudia – Spain
- Cyprus Center of European International Affairs, Nicosia – Cyprus
- Association for Urban Transport, Bucharest and Alba Iulia – Romania

The other four partners had a coordinating and supporting role in the project:

- Edinburgh Napier University (coordinator) – UK
- German Institute of Urban Affairs, Berlin – Germany
- Walk21 - UK
- City of Stuttgart (Network Cities for Mobility), Stuttgart – Germany

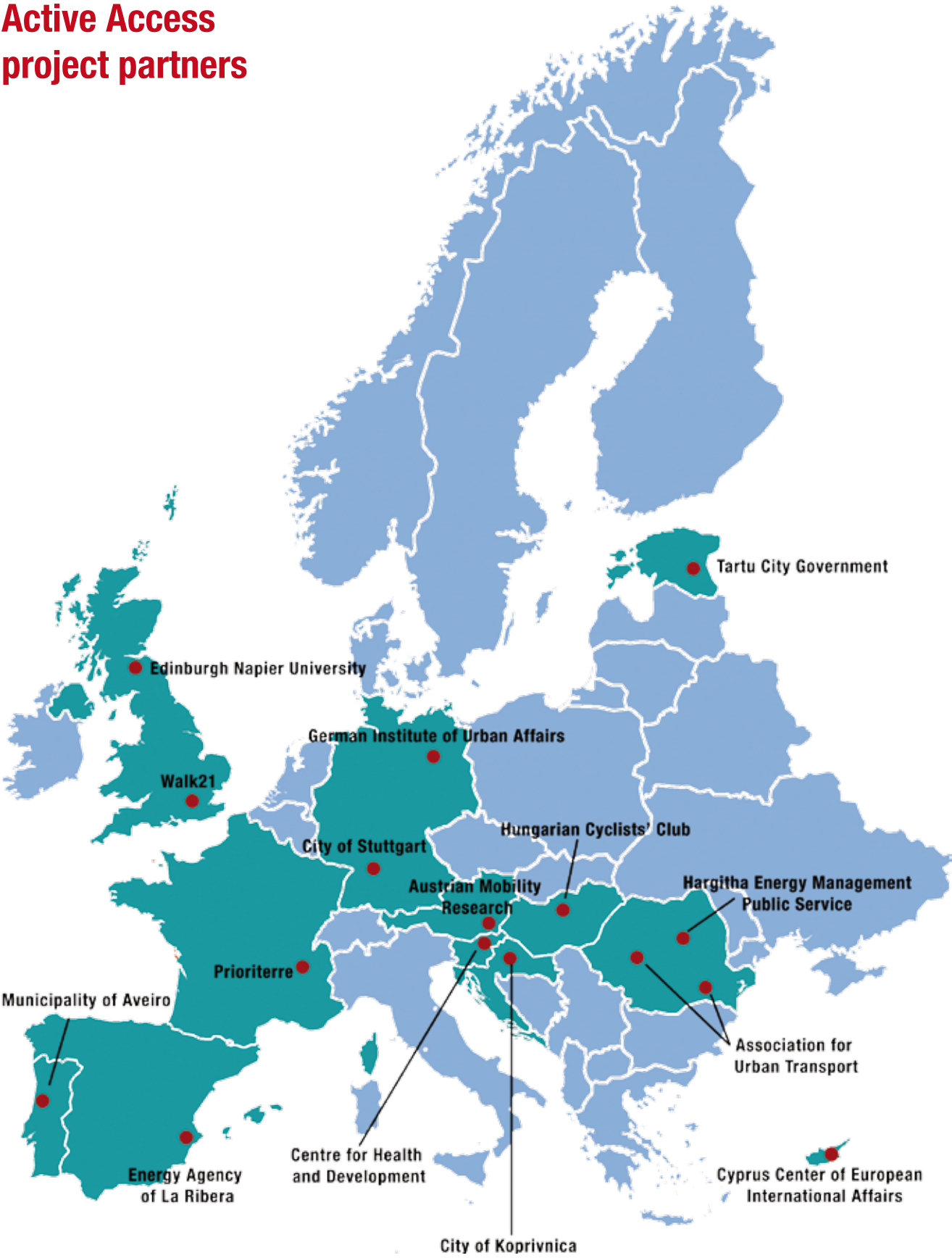
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