

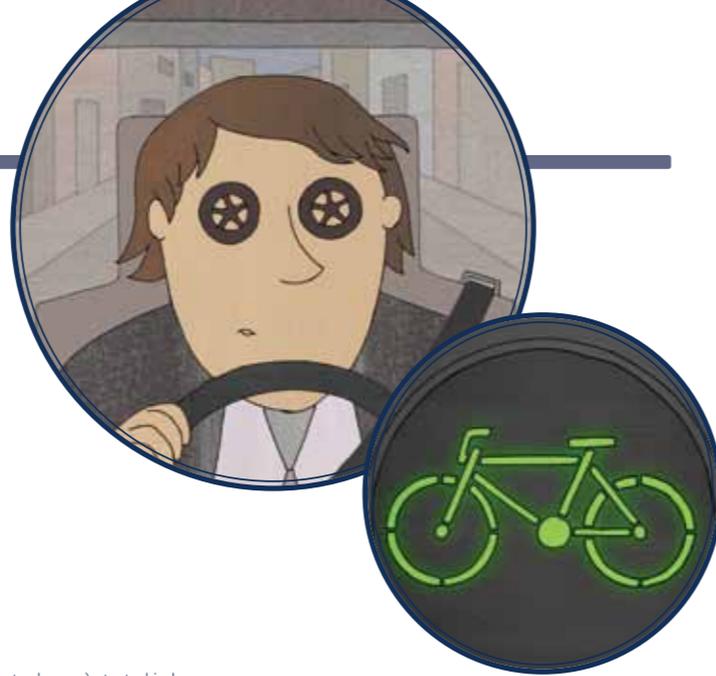


# European cities for integrating cycling within sustainable mobility management schemes

**CycleCities - a route to the future**



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CycleCities (European cities for integrating cycling within sustainable mobility management schemes) started in January 2012 and will end in December 2014.

The project is being implemented through the Interregional Cooperation Programme INTERREG IVC and co-financed by the European Union's Regional Development Fund. The INTERREG IVC helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention.

<http://www.interreg4c.eu/>

#### Brochure of the CycleCities project

Published by: BSC Business Support Centre, L.t.d, Kranj  
 Editing: Partners of the project  
 Photos attribution: Partners of the project, Turizem Bohinj  
 Illustrations: Natasha Tonkin  
 Design and Print: Tiskarna Oman, Kranj  
 May 2014

This publication is available in electronic format at the website [www.cyclecities.eu](http://www.cyclecities.eu).



### Why CycleCities?

Bicycles were introduced in the 19th century in Europe and now in the 21st Century cycling is a fast growing segment of European cities' transport systems. However, despite the growth of cycling, there is still significant potential for further advancement - with some urban areas having collected valuable experiences and others who are still exploring the field. Cycling has strategic importance for the future of transport planning and the sustainable development of European cities. Current levels of motorized transport modes have significant negative effects.

Challenges and benefits from cycling are:

- Reduced land consumption
- Health benefits
- Encouragement of investment and neighbourhood revitalisation
- Reduced congestion
- Value for money
- Reduction in external costs
- Lower-carbon footprint

### Objectives

CycleCities aims to carry out the transfer of experience and exchanges of good practice among European cities, as well as to build up a knowledge base regarding the successful integration of cycling into improving traffic conditions and city environments.

The project objectives are:

- Exchange experiences and promote transferable good practices on mobility management and cycling.
- Explore and build consensus on policies, contributing to sustainable European mobility management schemes.
- Develop a knowledge base of the research outcomes which can be effectively and freely accessed. Disseminate the experiences and good practices project results and enhancing awareness on the integration of cycling in cities' mobility management.

### Ambitions

To integrate cycling in cities' policies and planning, so that cycling is not considered a "nice" or "special add-on" mobility solution but rather a basic priority of the cities character and function.



## Project activities

Besides management and coordination, necessary for well managed project activities and effective coordination between project partners, the activities of the CycleCities project are divided into three main components:

### Exchange of experiences dedicated to the identification and analysis of good practices

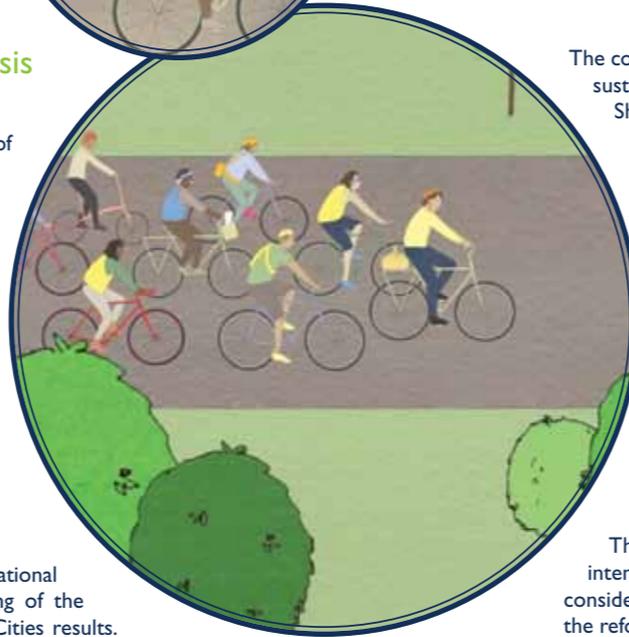
These activities focus on the development of good practise guides for presentation and analysis of good practices related to cycling and mobility management policies in Europe. Moreover, the organisation of interregional workshops and study visits aim to the exchange of experiences in order to promote the improvement and development of local and regional policies.

### Strategies and tools for re-orienting mobility management policies

These activities address strategic aspects, exploring the challenges associated to mobility management policies and developing tools to influence these policies. They include preparation of analysis with recommendations (eg bike-sharing systems) and on-line observatory - interactive repository of knowledge, material and resources for the facilitation of optimum policy making.

### Communication and dissemination

Related activities are dedicated to development of information material and organisation of international conferences and forums, all with the purpose to enhance awareness, to promote understanding of the needs, to appease resistance on changes, to educate on cycling issues and to promote the CycleCities results. Communication tools and actions will address policy makers, cities' officials in urban planning and mobility, experts, media and general public. You can already visit [www.cyclecities.eu](http://www.cyclecities.eu), follow us on Twitter@CycleCitiesEU and find us on Facebook (<https://www.facebook.com/CyclecitiesProject>).



## Project results

The CycleCities partners will be presenting the results of our project in November 2014 at a conference in Piraeus. Over the three years of the project a series of events, forums, workshops and study visits have been and continue to, provide the opportunity to gather and exchange the best and worst of cycling practice across Europe.

The common aim across the project is to increase the level of cycling. A series of **good practice guides** including ones on - land use planning - sustainable transport policy and strategies - training, marketing and promotion practices used to encourage cycling - physical measures - Bike Sharing systems, will be produced.

Using the momentum created by the projects international fora each of the partners will utilise the good practice guides to develop their own **regional/ local implementation plans** that will improve the priority given to cycling.

The projects communication tools include a website, newsletters, press releases, social media accounts (in Facebook, Twitter, Youtube etc.). The CycleCities website [www.cyclecities.eu](http://www.cyclecities.eu) presents the progress of all the project outputs, including an on-line **Knowledge Management Platform** with informative and educational material and an on-line **interactive Observatory for Mobility Management Policies** related to cycling. The website's content will be updated and maintained for at least five years following the project's completion date, providing a legacy to continue influencing, policy and planning for cycling across Europe.

Tools produced include 4 especially **short animations** and 2 **board games**, aim to raise the profile of cycling with different stakeholders these will be demonstrated by partners when participating to third party events for promoting outputs.

The board games are intended to facilitate policy change and to help address a general inertia towards cycling. The 'Management game' is intended to facilitate support of policy change from cities' officials, policy makers but also the general public. It will incorporate the strategic considerations and priorities identified, together with attractive evidence related in the context of project activities and events aiming to enable the reform of policies. The 'City Planners' board game is intended as method of engaging with the general public/ people with little or no experience in the area of priority planning using the game to introduce the process of decision making focusing on the benefits that improved cycling can bring to a city.

## Project partners and their activities on sustainable mobility

The CycleCities project links partners with expertise in integrating cycling in the urban mobility management and partners with strong commitment to invest in or integrate cycling in local and regional mobility management schemes. Eight partners from seven European regions aim to interregional transfer of experiences, knowledge, practices, both within and beyond the partnership. They cooperate with a common initiative to promote and increase cycling in urban mobility management schemes.

### Municipality of Piraeus, Greece

Piraeus is the main port-city of Greece and uses EU funding to further develop and implement policies, strategies, action plans and demonstrate projects in local priority areas.

In the past, Piraeus took part in the REDIS Project (URBACT II Programme) on restructuring city districts into Science Quarters. Currently we are participating in the TRACE project (a SEE project on Transnational Cooperation on Energy Efficiency in Buildings), in the SMILE project (a MED project on Smart Green Innovative urban Logistics for Energy Efficient Mediterranean Cities), in the Republic-MED project (a MED project on REtrofitting PUBLIC spaces in Intelligent MEDiterranean Cities).

Currently, major transport changes are being undertaken in the city with the construction of a new METRO and a new TRAM line, while most central roads have been transformed to one way direction. Piraeus intends to formulate an integrated sustainable mobility plan in order to promote the use of public transport, the establishment of a new cycling network in the city and the research of new sustainable mobility solutions in favour of cycling and walking.

### London Borough of Merton, United Kingdom

The London Borough of Merton is situated in the south west of London, between the Surrey commuter belt and Central London. Merton is 37 square kilometres and suburban in nature, with many residents commuting into and out of the borough to work. 67% of residents work outside the borough, one of the highest figures in London, it contains several distinct districts including Colliers Wood, Mitcham, Morden and Wimbledon and some impressive open spaces including Mitcham and Wimbledon Commons. It is well served by public transport with access to the overground and underground rail network, the tram and buses. Current programme includes major public realm improvements to both Colliers Wood and Mitcham including improved cycling infrastructure as a priority. It has a mandatory target to increase cycling from 2% (2011) to 5% by 2021.



## Project partners and their activities on sustainable mobility

### Municipality of Genoa, Italy

The city of Genoa is spread between the sea and the mountains, with a comparatively long and narrow coastline. The urban centre covers just 28 square kilometres, with a population density of around 10 inhabitants per square kilometre. In terms of accessibility, Genoa has a very difficult street layout due to lack of space and the absence of alternative routes. Nevertheless, its port is one of the most important in Italy. In central Genoa, the biggest mobility challenge is the unsustainable number of private cars on the roads. A mix of measures is required, including access restrictions and new forms of mobility for passengers and freight. Therefore the Mobility Department of the Municipality of Genoa has undertaken, and is still developing, a sustainable mobility policy which includes the development of the first electric Bike Sharing system in Italy, the installation of 400 bicycle racks and the construction of new bicycle lanes. Other projects are currently being carried out, such as: Project 3iPlus, through which a Wi-Fi network covering all of the bike sharing system stations has been developed, Electra (Electric City Transport), whose goal is to promote the diffusion of electric mobility and MOVEUS, a mobility ICT cloud-based platform available for all users.



### Lisbon Municipality, Portugal

Lisbon, Portugal's capital, is a city of 560,000 inhabitants, with the largest metropolitan area (2.5M inhab). Despite recent efforts to improve the city's Mobility capabilities, an average of 48% of Lisbon's still commute in private vehicles, merely 34% by Public Transport and only 17% by foot. Although during the last few years the number of bicycle users increased, actually they barely stand for 1% of the overall population.

However, Lisbon City Council is not empowered with the management of decisions regarding the capital's Public Transport system and therefore faces the difficult task of implementing an integrated Public Transport's policy. Mobility's strategy of Lisbon intends to restrict vehicles access to the city centre, by creating concentric crown parking zones.

Road space is precluded to be converted into pedestrian space and cycling networks, associated to the ecologic system. It further aims to increase new forms of mobility (clean and soft mobility) based on Public Transport use at large scale. This challenge is one of the major priorities of the Lisbon City Council.



## Project partners and their activities on sustainable mobility

### The City of Gdańsk, Poland

Gdańsk is the largest city in the Pomerania region of northern Poland. With a population of nearly half a million, the city accounts for the core of Poland's fourth biggest metropolitan area, the Tri-City, made up of Gdańsk, Gdynia and Sopot. Gdańsk's transport strategy focuses on integrating the existing bus, tram and commuter train systems, on improving traffic management, safety and security in PT, and developing an urban cycling and walking culture through the infrastructure investments and soft measures. Transport infrastructure has improved significantly in the last years but the share of active mobility remains low. Actual modal split is as follows: private cars 39%, PT 38%, walking 21% cycling 2%.

Gdańsk was one of the first Polish signatories of the Charter of Brussels which states objectives and measurable targets concerning cycling in terms of modal share and road safety: the goals are a bicycle modal share of 15% and bicycle road fatalities reduced by 50% by 2020.

Gdańsk is an award winning city in the field of cycling communication. The prestigious title of the Cycling Capital of Poland is also a subject of civic pride, since the residents have been actively working on city's success. The city implements the sustainable transport policy through urban plans consultation and implementation of EU projects related to development of cycling infrastructure and culture like Mimosa Civitas Plus, Central MeetBike, abc.multimodal previously and now CycleCities.

### Regional Development Agency of Gorenjska, BSC Business Support Centre Kranj, Slovenia

Gorenjska is the Alpine region situated in the north-western part of Slovenia. With nature reserves in the region attract both visitors and those that live and work in the area. To keep the high quality of the environment, in recent years Gorenjska is enthusiastically planning solutions for transport issues. Reduction of motorized traffic in the vulnerable mountain ecosystem, the growth of passengers using the public transport and improvement of cycling infrastructure are the main challenges for the future development. One of the most important priorities of Gorenjska for the period 2014-2020 is sustainable mobility, with cycling in the main role of the sustainable development policy and regional development.

BSC Business Support Centre Kranj is a Regional Development Agency of Gorenjska. BSC's main task is coordinating the organization and implementation of the development programme and the strategic priorities of the region. Since 1995, it has been engaged in different national, transnational and crossborder EU projects and thereby contributing to regional development. CycleCities activities and results will be used to influence the growth of sustainable mobility in Gorenjska.



### National Technical University of Athens, Greece

The National Technical University (NTUA) is the oldest educational institution of Greece in the field of technology, and has contributed to the country's scientific, technical and economic development since its foundation. The scientific staff conducts research work, its amount and high standards are proved by the numerous publications in International Scientific Journals and Proceedings of International Conferences as well as by the prominent place of NTUA among all European Universities. The Sustainable Mobility Unit (SMU) NTUA, was founded aiming to investigate, plan and promote project and policies in the field of sustainable mobility (cycling, walking, public transport). SMU has acquired long and significant experience in research and applications for the promotion of alternative means (with emphasis on cycling), becoming the leading research unit of this sector in Greece. The research projects and studies conducted by SMU, gave solutions on cycling integration in the Greek cities, suggested types of infrastructure and also took responsibility for the awareness raising of the Greek society through publications, lectures and debates in local communities.

## Project partners and their activities on sustainable mobility

### Regional Development Agency for the Region of Leipzig, Germany

The Aufbauwerk Region Leipzig GmbH is a joint project agency set up by the City of Leipzig, the districts Leipzig Land and Mittelsachsen, and the business development agency representing north Saxony. The organization is a public-equivalent body with a mission to promote regional economic development, competitiveness and employment for an area of more than 1 million inhabitants. And also to make European best practices available to public actors and stakeholders in the Leipzig region and beyond.

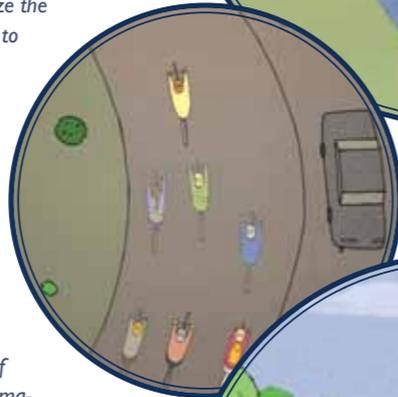
For more than twenty years, Aufbauwerk has been successfully applied for and managed projects financed by the EU. Valuable additional support has thus been provided in the region for areas such as transport, employment and social affairs, smart renewable energies, self-sufficient energy supply, cloud computing, urban redevelopment, innovation funding for SMEs and the promotion of tourism.



## CycleCities - a route to the future

**B**efore the 2nd world war the bicycle was a dominant form of transport in most cities across Europe, but from the 50's it was rapidly substituted by the car. In recent years this replacement began to be reversed. The number of bicycles has increased rapidly and cities for the first time are equipping themselves with specialized infrastructure in order to improve the safe and efficient movement of cycles. This cycle revolution is growing as more and more people realize the importance of cycling for health, quality of life and the fate of the planet, to tool to change the way we develop and operate our cities, but also in the way we live. The accidents, the saturation, the pollution, the noise, the distortion of cityscape have been costly and car dominant.

**A** promising prospect appears for the cities. Europe continues to invest in sustainable and healthy cities with beautiful public spaces, attractive for walking and cycling. Public transport is also gradually improving. These initiatives combined give the best opportunity for cities will have fewer cars and lower speeds in future. This strategy requires that cities cooperate and join forces. The CycleCities project is an example of such cooperation. It is a group of cities that has decided to promote cycling by investing in education, information and awareness of citizens and also in infrastructure for cycling. It aspires to prepare Good Practices Guide which will be useful tools for any European city. Also it aims at encouraging citizens to participate in planning and decision-making processes concerning the bike because it is the only way that the necessary changes will be fast and effective.



## Information and contacts

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GDAŃSK

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- On-line Knowledge Management Platform
- Interactive Observatory for Mobility Management Policies
- Good practice guides

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