

## News

The INVOLVE project has now been running for almost a year. Next to the exchange of experience activities (Study Visits), the partners have also carried out the first cycle of Regional Promotion. These are specifically meant for regional key decision-makers, to disseminate the good practices identified in the project.

INVOLVE (Involving the Private Sector in the Mobility Management) is an INTERREG IVC project with the objective to provide local and regional authorities with tools and good practices that promote the cooperation with the private sector, solving the problems of the mobility management in business areas, industrial areas, activities centres, etc. thus increasing modal shift towards more sustainable forms of travel in the European regions.

Within the work package Communication and Dissemination, each partner has developed a Plan with the actions focusing on the Regional Promotion cycles. Some of these actions took place during the European Mobility Week, making optimal use of the events, forums and publicity buzz around it. Others have been carried out at conferences and seminars throughout different cities in Europe: 7th ivm-Forum in the City of Frankfurt, Workshop on Sustainable Mobility in Aranjuez (Madrid), Naturalia in Livorno, European Territorial Cooperation Conference in Wroclaw, etc.

During the Regional Promotion cycles, most of the partners presented the INVOLVE project through conferences and meetings with local and regional stakeholders and decision-makers. The roll-up banner which was produced for the project was placed at public events, and the project brochure in local languages was distributed. In some cases a specific stand was available for the partner (i.e. traffiQ, Anatoliki, Prague and Energap) and discussions with visitors about INVOLVE were carried out. In the case of Livorno, the leaflet has been also delivered to all shops participating in the "Bushop discount campaign", and in Podravje to primary and secondary schools. In Warsaw 1,500 posters have been placed in public transport vehicles to promote the project.

In Podravje a specific workshop about INVOLVE was organised by Energap in September, where private companies were invited in order to raise awareness about mobility management, and in particular about the project. Similar activities took place in Roermond with key decision-makers.

Media exposure has also contributed to the promotion of the INVOLVE project in these Regional Promotion cycles. More than 20 articles in newspapers and magazines (printed and online versions) have been published. In Reggio Emilia a press conference was organised to talk about EU projects, with special attention given to INVOLVE. In Livorno they have released a video promoting the project on local TV.

More project information, partners, good practices, presentations at study visits, articles and a lot of other information is available for download on the INVOLVE project website, [www.involve-project.eu](http://www.involve-project.eu)

INVOLVE is a three-year project on which 11 regions will exchange good practices about how to actively involve the private sector in sustainable transport policy and actions.



## Next events

- **Study visit to Roermond: 22-23 January.** Delegations from Madrid, Birmingham and Warsaw will observe the Good Practices proposed by Roermond Council and Erasmus University.
- **Study visit to Madrid: 5-6 February.** Delegations from Frankfurt, Reggio Emilia, Livorno and Prodavje will observe the Good Practices proposed by CRTM.
- **Study visit to Warsaw: 19-20 February.** ZTM will host a study visit with delegations from Livorno and Klaipeda.
- **Study visit to Birmingham: 5-6 March.** CENTRO will host a second study visit for delegations from Prague, Warsaw, Thessaloniki and Reggio Emilia.
- **Study visit to Livorno: 18-19 March.** Delegations from Birmingham, Prague and Roermond will observe the Good Practices proposed by CTT-Nord.
- **Study visit to Reggio Emilia: 20-21 March.** Delegations from Birmingham, Prague, Roermond and Thessaloniki will visit the Good Practices proposed by Reggio Emilia Municipality.

# Involving the private sector in Mobility Management



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# General information on the project and EU funding

11 regions have launched the INVOLVE project (“Involving the Private Sector in Mobility Management”), supported by the European Cooperation Programme INTERREG IVC. The project’s objective is to provide local and regional authorities with tools and good practices that promote cooperation with the private sector in order to reduce transport problems in business areas, industrial areas, activities centres, etc.

Sustainable mobility is a high priority for the European Union in order to reduce pollution and improve the quality of life. Use of the private car can be reduced by effective mobility management policies. But these can only be delivered by public authorities with the active involvement of the private sector, for example, employers and managers of large sites that attract a lot of people, for work, shopping, leisure, etc. Good practices have been developed

in some regions but they are not widely adopted. INVOLVE specifically focuses on how local and regional authorities can increase co-operation with the private sector in solving the problems related to mobility management in business areas.

The three-year project started in January 2012, with the identification and analysis of good practices, planning technical visits to know them and study their transferability. Each partner aims to adopt at least one of the measures/ideas; to do this they will each host an import workshop with experts of the export region, and will draft a Regional Implementation Plan to be formally considered by regional authorities before project-end.

The project runs from January 2012 to December 2014. The total budget is €1.85m, with 78% co-financing from the European Commission’s Regional Development Fund.

## Objectives of the INVOLVE project

INVOLVE will stimulate modal shift towards more sustainable forms of travel to and in business areas in European regions, by improving cooperation with the private sector. The sub-objectives are:

1. Identify good practices in business cooperation on workplace travel; analyse their Critical Success Factors and their transferability
2. Improve the cooperation with the private sector and the organisation of business initiatives, exchange insights and develop and demonstrate innovative approaches
3. Capitalise on the good practices identified in other EU-financed projects, both INTERREG IVC and other programmes (IEE)
4. Publicise and promote the need for private sector cooperation
5. Effectively transfer relevant know how to new Member States
6. Study at least three good practices per region, import at least one per region, tests by way of pilot projects
7. Prepare good practice guidelines
8. Prepare one Implementation Plan per region

## Partners



traffiQ, the Local Public Transport Authority Frankfurt am Main, is responsible for planning, organizing and publicising the public transport of the city. It implements the city's transport policy and acts as service provider for the users. Reaching a more sustainable modal split for the city is pivotal.

[www.traffiQ.de](http://www.traffiQ.de)



In 2003 Klaipeda City Council established the Public Transport Authority (PTA) - **Klaipeda Public Transport**. Responsibilities of the PTA include managing the ticketing system, scheduling, passenger control, information systems, planning and establishing of new bus routes. From 2009 Klaipeda PTA has managed the paid parking system in the city centre.

[www.klaipedatransport.lt](http://www.klaipedatransport.lt)



**Consorcio Regional de Transportes de Madrid** is the Public Transport Authority in Madrid Region (6.5 mill inhabitants). CRTM manages and plans the public transport network and services, and promotes sustainable mobility through its projects and corporate social responsibility.

[www.crtm.es](http://www.crtm.es)



The Regional Energy Agency of Central Macedonia/**ANATOLIKI SA** disseminates and promotes renewable energy sources and energy efficiency actions, with special emphasis on innovative technologies at local and regional level, including alternative fuels and sustainable mobility measures.

[www.anatoliki.gr](http://www.anatoliki.gr)



**Reggio Emilia** is a medium sized city (170.000 inhabitants) located in Emilia Romagna Region. The Municipality's responsibilities include mobility infrastructures and services planning, the cycling network and traffic calming. It is particularly active in the promotion and enhancement of sustainable mobility.

[www.municipio.re.it](http://www.municipio.re.it)



**ATL Spa** is the Public Transport Company for Livorno town, Province and Elba Island. It operates in urban, peri-urban and rural areas, serving commuters, students, tourists, conventional users and people with disabilities. ATL has collaborated for many years with local policy makers and with the private sector in order to increase the shift from private towards collective transport modalities.

[www.atl.livorno.it](http://www.atl.livorno.it)



The City District of **Prague 9** is undergoing huge development. The cooperation of all stakeholders together with the exchange of experience among European partner cities creates the basis for improvement of mobility management in the area.

[www.praha9.cz](http://www.praha9.cz)



The local **Energy Agency of Podravje** (Energap) supports the introduction of good energy management practices and the concept of sustainable urban mobility, in particular the introduction of public transport to the very busy industrial zone Cona Tezno.

[www.energap.si](http://www.energap.si)



**Centro** is the West Midlands Integrated Transport Authority which promotes and develops public transport across the region. Our aim is to transform public transport so that people of the West Midlands have a world class system provided by a best-in-class organisation. We work hard to ensure everyone in the region benefits from an effective network that meets the economic, social and environmental needs of the West Midlands.

[www.centro.org.uk](http://www.centro.org.uk)



gemeente **Roermond**

The historic city of **Roermond** lies in the south-eastern part of The Netherlands on the banks of the river Meuse. It has a population of 56,000 and its three main economic pillars are retail, services and industry. With one of the largest factory outlet stores in Europe close to the city centre it attracts a large number of visitors, especially during the weekends.

[www.roermond.nl](http://www.roermond.nl)



**Zarząd Transportu Miejskiego** is the Public Transport Authority of the City of Warsaw, responsible for organising, contracting and controlling public transport services in the capital region of Poland. Two million trips are made every day by trains, metro, trams and buses in the network supervised by ZTM.

[www.ztm.waw.pl](http://www.ztm.waw.pl)



RHV is a research and education institute based at **Erasmus University Rotterdam**. At the core of RHV's business are three themes: Urban and Regional Economics, Port Economics and Transport Economics. RHV's mission is to deliver practical research solutions grounded in science. RHV is the project's "expert partner", leading the work on good practice exchange.

[www.eur.nl/rhv](http://www.eur.nl/rhv)



## Exchange of experiences

dedicated to the identification and analysis of good practices

The central issue addressed by the INVOLVE project is how local and regional authorities can increase co-operation with the private sector to extend the use of mobility management. The project aims to improve sustainable transport policies through the **exchange of experience** and the **transfer of good practices** between the partners. This will be achieved mainly through a number of **Study Visits** and **Import Workshops**. The exact methodology consists of 5 steps:



- Identify Good Practices: the expert partner, Erasmus University Rotterdam, will lead the partners in creating a register of relevant good practices. Partners will use this to select good practices to import.
- Observe Good Practices: each regional partner will undertake 3 Study Visits to study their chosen good practices. The aim of the visits is to understand how the host has achieved the good practice, and how it can be transferred.
- Analyse Good Practices: the partners will analyze the visit reports to identify the key Critical Success Factors, and the potential for transfer, of all good practices studied. The partners will use this analysis extensively to (1) draft the good practice methodology (2) test and adopt the good practices, (3) design the Regional Implementation Plan process.
- Test Good Practices: four pilot projects will serve as laboratories to test the transferability of selected good practices.
- Adopt Good Practices: this comprises two actions: (1) All regions will hold a workshop (in own-language), where experts from the export-regions will assist the regional stakeholders to import their good practices. (2) The output from this will be a Regional Implementation Plan for each region, to be formally considered by the relevant public authorities no later than Jul-14.

# Pilot projects in INVOLVE

Four pilot projects will serve as laboratories to test the transferability of selected good practices. Each regional partner will observe two pilots (mainly remotely, but also via an observation workshop). The pilots have been carefully selected to address different policy-themes. The actions will start after all partners made their study visits and run in parallel with the adoption of good practices. Pilot partners and projects are:



- *traffiQ* with Madrid: will develop vocational training for mobility managers.
- Reggio Emilia: will share information for home-work travel plans.
- Podravje: will introduce mobility management in the business zone Cona Tezno in Maribor.
- Centro: will engage “new enterprise zones” in mobility management programmes.

Each pilot will hold an ‘observation workshop’ attended, on average, by six regions. The pilot projects will demonstrate how specific and targeted activities can enable workers and visitors to travel more sustainably. The results of the pilot projects will be new knowledge, lessons learned and experiences gained. Another important task is to transfer the best practices bet-

ween the partners, involved regions and countries and to spread them to other EU countries. The results of the pilot projects will be presented on the website and in the media.

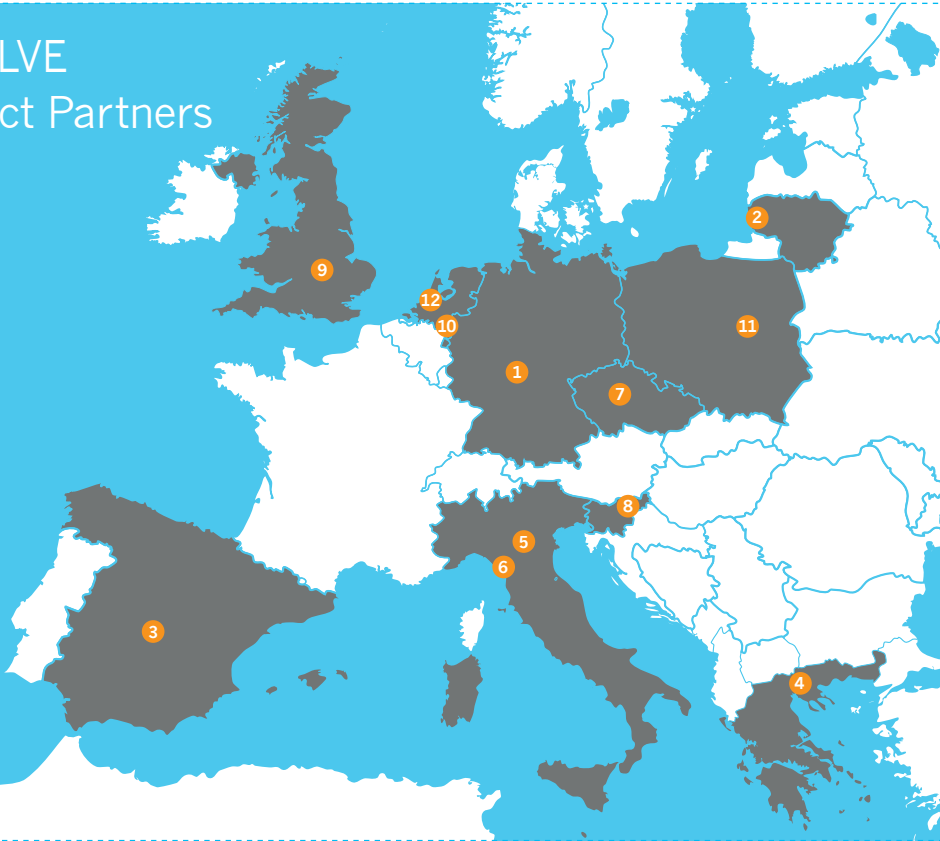
The leader of this work is the Energy Agency of Podravje.





# INVOLVE

## Project Partners



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|---|--|----|--|
| 1 | <i>traffiQ</i> Frankfurt (DE)                | 7  | Municipality Council Prague 9 (CZ)               |
| 2 | Klaipeda Public Transport Authority (LT)     | 8  | Energy Agency of Podravje (SI)                   |
| 3 | Regional Transport Consortium of Madrid (ES) | 9  | Centro Birmingham (UK)                           |
| 4 | ANATOLIKI SA Thessaloniki (EL)               | 10 | Municipality of Roermond (NL)                    |
| 5 | Municipality of Reggio Emilia (IT)           | 11 | City of Warsaw – Public Transport Authority (PL) |
| 6 | ATL – Livorno Transport Operator (IT)        | 12 | Erasmus University Rotterdam (NL)                |

### Lead Partner

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Find all information about the project at [www.involve-project.eu](http://www.involve-project.eu)