

CIVITAS MIMOSA NEWSLETTER – October 2011

Gdansk • Tallinn • Utrecht • Bologna • Funchal

Welcome to the 5th **CIVITAS MIMOSA** Newsletter

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Change of Co-ordinator for MIMOSA

We are delighted to welcome MIMOSA's new project co-ordinator Cristina Gironimi, who will support the Municipality of Bologna in leading the MIMOSA project. Cristina has worked on the MIMOSA project as financial officer in the very start of the project and we wish her all the best for her new role as she leads MIMOSA towards its results stage and successful conclusion. We would also like to thank outgoing co-ordinator Andrea Arcelli for his contribution to MIMOSA over the last few years and no doubt we will see him again in his new role in European affairs with Regione Emilia Romagna.

Message from incoming *MIMOSA* Project Co-ordinator, Cristina Gironimi, Bologna

I am looking forward to taking up this new challenge, supporting the Municipality of Bologna in co-ordinating the MIMOSA Project. All Partners already know me as financial officer, but this brief introduction will be an opportunity to let all Mimosa Partners know that I will do my best to carry on the project activities in this tricky ending phase as well as making every effort to live up to this new task. I am sure that we will have a successful project conclusion thanks to the great work already completed by the outgoing co-ordinator, Andrea Arcelli, the co-operation of all partners and finally thanks to the valuable support of our Project Officer Vincent Leiner.

Message from outgoing *MIMOSA* Project Co-ordinator, Mr Andrea Arcelli, Bologna

MIMOSA's third year is almost over and the project is now running into its fourth and final year. It will soon be time for our initial hypothesis to hopefully be confirmed by the evaluation results from the 70 demonstration measures activated during the project's first phase. The last year has been particularly tough for the whole consortium. Not only did we have to deal with the usual problems and delays that go hand in hand when implementing innovative pilot projects, the majority of our partner cities have also had to deal with severe cuts to city budgets arising from the financial crisis striking Europe hard.

As a result, most partners have had to re-draft all their initial plans to guarantee the correct implementation of the pilot projects whilst respecting the tight schedule laid down for evaluating CIVITAS Plus Initiative projects. From a personal perspective, the third year marks a significant turning point for me as I have accepted a new job at Regione Emilia Romagna dealing with EU funded projects on transport and mobility.

Starting from September 2011, I will no longer be the project coordinator of this interesting project called MIMOSA. So this brief introduction to the MIMOSA newsletter will also be my goodbye message to the consortium. While I am of course looking forward to the new challenge at Regione Emilia Romagna, I am also sad to leave our project before its conclusion. MIMOSA has always been very challenging from the very beginning (I still remember our initial talks about it back in 2006!), however it has also provided me with a lot of satisfaction over the years.

Furthermore, MIMOSA has given me the chance to meet some great people behind the short cold acronyms of the project partners, people who have enriched me a lot both professionally and personally. I would like to thank you all for your co-operation over the course of the project. I'd also like to extend my thanks to our Project Officer, Vincent Leiner, for his friendly attitude and professional support given to us through the infinite contract amendments put forward over the last two years!

I wish you all the best, both for a successful project conclusion and for your own futures. Ciao!

Andrea

POLITICAL NEWS

CIVITAS Forum Funchal 2011 Seeks to Elevate CIVITAS Networks Political Standing

'Recipes for Success: Realizing Sustainable Urban Mobility Together' forms the ethos of the 2011 CIVITAS Forum Conference 17-19 October, the annual flagship event of the CIVITAS Network of cities. The CIVITAS network, now made up of over 200 cities, is committed to pushing forward creative and innovative solutions to boost sustainable mobility. Building on this, this year's forum is set on establishing the CIVITAS City network as a respected solution driven voice for European transport policy, identifying key factors in achieving successful sustainable urban mobility measures and bringing together European transport professionals.

Participants will discuss and look to approve the FUNCHAL STATEMENT, representing a relevant political act to underline the importance of a European Sustainable Mobility Strategy for cities as well as the need for a political "champion" to support change at local level. With a number of EC's key transport decision makers taking part, it also provides a great opportunity to directly lobby European decision-makers.

Participants include transport professionals and organisations looking to learn new methods at the various seminars and build relationships with a wide group of potential partners. A number of companies will be on hand showcasing new products and applications recently developed in the mobility field.

We are looking forward to welcoming you and your stakeholders at the CIVITAS Forum Conference in Funchal.

TECHNICAL NEWS

The 2nd Generation Electric Multi Purpose Boat Gets Go Ahead for Utrecht's Waterways

The city of Utrecht gives priority to public transport, bicycles and clean freight transport. With this in mind, the 2nd generation multi purpose vessel (MPV) will cruise the canals and waterways delivering and collecting freight in April 2012. Based on the existing Beerboat, this Multi-Purpose Boat comes with several added features including transportation of larger and heavier cargo, waste collection and the ability to empty wheelie bins.

2010 saw the launch of Utrecht's 1st Beerboat, a zero emission boat, transporting frozen and perishable fresh products. With the arrival of a 2nd boat, options for waterways freight transport increases, reducing the emission of CO2 and (garbage) trucks in the inner city. The new vessel is four meters longer than the current Beerboat. Therefore the vessel can also be used by enterprises and individuals for different kinds of waste removal, construction projects and other larger materials.

Supported by the European Union's CIVITAS MIMOSA project, the Multi-Purpose Boat shows the concept of evolving, efficient and sustainable freight transport in European historical inner cities. For more information, contact Mark Degenkamp (m.degenkamp@utrecht.nl). Utrecht is a member of the CIVITAS MIMOSA consortium.⁷

RESULTS NEWS

TUB's Right On Time Award Delivers MIMOSA's 1st Evaluation Results

Good News! Thanks to an incentivised call out by the Project Evaluation Management team (PEM) TUB Berlin, nearly 50% of first evaluation data for the MIMOSA measures have now been collected. All cities who managed to deliver on time are to be rewarded with a news item written by TUB (the PEM), describing the cities most striking results or activities in evaluation.

With first results now available in the measure results template (MRT to be found in the MIMOSA Teamroom Oct.'11) , the offer of The 'Right On Time Award' to evaluation managers proved a valuable way for MIMOSA to show what it has achieved in time for CIVITAS FORUM. These MIMOSA evaluation results also topped the agenda at the recent Evaluation Liaison Group Meeting from 14-15th September hosted by TUB in Berlin. CIVITAS evaluation issues were discussed and experiences with peers of the other CIVITAS PLUS projects have been exchanged – both formally and informally on a bicycle tour through Berlin.

Currently, the PEM is compiling a comprehensive overview on the evaluation status of all MIMOSA measures. This 'intermediate' evaluation status report, to be submitted to POINTER will be shared along with other CIVITAS PLUS first results and will also serve to inform about MIMOSA achievements so far. Thanks to all those MIMOSA Evaluation Managers for your co-operation!

Berlin Looks at Adopting Utrecht Beer Boat

Like Utrecht, Berlin has many waterways that could equally benefit from the beer boat, an electrically driven freight boat delivering goods via the canals to restaurants, bars and other customers. Under the supervision of MIMOSA's evaluation manager at the Berlin Institute of Technology, studies are underway to see the transfer potential of Utrecht's very successful beer boat to the centre of Berlin.

With the co-operation of Berlin's Senate Department for Urban Development, a partner in CIVITAS CATALIST and former CIVITAS city, the diploma thesis set about finding the most appropriate corridors in Greater Berlin for water-based goods distribution. Investigation on expected demand and potential customers was conducted for five different areas. Based on carefully weighted infrastructure, economic and transport related arguments, the Spree area in the heart of Berlin was selected. Pilot area interviews with potential customers have already been conducted.

At the end of 2011, a presentation of the final results together with support from the various partners will hopefully stimulate further discussion about the introduction of an innovative water-based freight transport in Berlin.

DIGITAL MEDIA NEWS

MIMOSA Solution to Credible & Helpful Social Media Attracts CIVITAS ELAN Interest

As innovative behaviour change communications are a key part of CIVITAS MIMOSA, dissemination managers Interactions, have been monitoring & assisting the cities to develop credible social media communications that increase user acceptance of sustainable mobility. Interactions were recently asked to present this information at the Elan Consortium meeting and dedicated Social Media Workshop which took place on September 27TH in Mechelen, Belgium.

MIMOSA Findings

Not only has the CIVITAS PLUS era been marked by some great technical achievements to date, it has also seen the jump from social media being used as a niche method of communications to a mainstream one. As we speak, people all over the world are commenting on-line about MIMOSA measures with updates, comments, video footage and much more. Whilst social media has been embraced by some of the MIMOSA partners, our findings suggest that for a number of MIMOSA partners social media can be a confusing place: the range of technology available, how to use it and what strategy direction to take.

Despite this variation in commitment, all MIMOSA cities agree to two things. Whether they like it not, social media responses are required at times. Secondly, the cost-benefit of using social media to not only promote but implement measures in the form of digital applications can no longer be ignored. MIMOSA mobility partnerships are now looking to formulate a coherent social media strategy to increase user acceptance for sustainable mobility. Lessons learned from the MIMOSA social media experience to date point to 5 major guidelines in getting it right!

5 Key MIMOSA Lessons Learned for Credible & Helpful Social Media

1. Strategy based on Values & Motivations of Audience

Together with the Local Dissemination Managers, Interactions are encouraging cities to research on & offline social networking behaviour and identify people's key drivers, values and user acceptance levels. Recent riots in the UK revealed how individuals with similar views & values can meet-up online, form groups and organise themselves to meet offline in real life to riot. It stands to reason, if we know the Why? How? When? What effect?, it becomes much easier to form the social media strategies that include the right target audience, key message, social media channel, resource management. It will also build the case for social media at a higher level.

2. Digital Info Applications Makes for Credible & Helpful Sustainable Mobility Brand

Instead of using social media to just promote measures to target audiences, it's about the target audience using social media tools to use sustainable transport. Bologna's PT operator ATC has a specific car share website promoting the service as well as hosting a web portal for users to actually car-share. Utrecht & Funchal also apply digital information platforms

3. Support from Management

The biggest challenge in social media for transport departments comes not from outside but internal management and politicians. Decision-makers need to understand and be made aware that social media is a must and the need to work "with it" as opposed to "against it".

4. Resources & Skill Set

Allocate and resource staff accordingly with hours and training.

5. Measurability & Development

Ensure ongoing evaluation and development of the online and offline tools available to maintain value for money.

Brief Summary:

Funchal, Gdansk and Bologna are forging ahead in their use of social media channels to engage citizens with good results. Digital applications most notably for traffic management are being pioneered by both Utrecht and Bologna allowing targeted users to avail of new improved sustainable mobility measures. A detailed overview is available. It looks at Strategy, Target Audience, Channels, Communications Flows, Branding, Digital Applications, Management & Political Support, Crisis Management, Measurability, Success and website locations.

The detailed spreadsheet and report can be found on the MIMOSA Teamroom, http://teamroom.comune.bologna.it/civitasmimosa/files/index.php?id=26&wdir=%2F%2FSOCIAL_MEDIA&choose= or <http://biz.zenbe.com/civitasmimosa2.zenbe.com/shareflow/> (password protected) or directly contact helen@interactions.ie for a copy.

EVENT NEWS

MIMOSA 6th Consortium Meeting – Funchal 20th - 21st October 2011

The 6th MIMOSA Consortium meeting will take place in Funchal from Thursday 20th till Friday 21st of October 2011. We hope to see many of our MIMOSA partners there, including measure leaders and politicians. The meeting will take the following format:

20th Thursday: Consortium meeting

21st Friday: Parallel groups in the morning session. Afternoon session City Specific Meeting with Project Evaluation Group.;

If you have any queries on the workshop, please contact sproietti@isis-it.com

Record Number of 4 MIMOSA Papers Chosen for CIVITAS Forum 2011 - Get a Sneak Preview Here!

MIMOSA Paper 1:

Shifting the Share! How to Get Travelers out of Cars and onto Public Transport – Accessible Utrecht

Date: Tuesday 18th October 14.00 – 15.30 pm

Technical Session 2: Transport (Lagoon Rooms II/III)

Presenters: Utrecht Communications Manager, Dominique Simhoffer and Program Manager Cees Oostrom

Utrecht shares the successes and lessons learned from this innovative mobility management program that is keeping the Urban area of Utrecht accessible. Utrecht Accessible is a collaboration of profit and non-profit organisations under one umbrella working for a more accessible Utrecht. All participating organizations contribute to one budget, process evaluation and joint communication.

Brand Utrecht Accessible communicates traffic delays, road constructions and mobility measures such as the employee public transport pass, *Utrecht Accessible Pass*. It allows access to regional public transport, public bicycles (for business and private use), certain train routes and Park & Ride facilities. Surveys among card holders have provided the parties with knowledge of the card use and ideas for the ongoing improvement of the public transport system.

Results of Utrecht Accessible:

- Effect PT Pass: 40 % of former car users start using public transport.
- Result: 3,200 cars less during rush hours.
- 75% brand recognition Utrecht Accessible.
- Of all participants, only 39% would return to use a car again when the Utrecht Accessible Pass ends.

Information to be shared:

- Successful project management of government & businesses for one mutual goal.
- Effectively reducing car use of commuters.
- Developing a simple and cheap product for the traveler.
- A PT pass that provides access to all forms of public transport.
- Rewarding car users who drive outside of rush hours.

MIMOSA Paper 2:

1st Results for Bologna's Mobility Credit System - Mobimart to be Announced

Date: 19th October

Technical Session 6: (Lagoon Rooms II/III)

Presenters: Dora Ramazzotti (SRM – Reti e Mobilità, Bologna) & Katrin Dziekan (Technische Universität Berlin)

Based on the Kyoto incentive mechanism for pollutant emissions known as the Green Certificate, the Mobility Credit system *Mobimart* in Bologna rewards people for sustainable travel behaviour; going by bike, public transport or using car sharing or car-pooling instead of taking the private car.

Incentives are effective tools when people need to be encouraged to change their behaviour. The same goes for travel behaviour. This incentive system helps to convince people to consider alternatives to the private car and start developing their mind-set towards more multimodal thinking.

The *MobiMart* measure, managed by SRM Reti e Mobilità, the local Transport Authority in Bologna is conducted as a group of four pilot tests within CIVITAS Mimosa in Bologna:

1. Car-pooling among Emilia-Romagna Region employees;
2. Bring a friend to Car-sharing;

3. Flexible Transport Service: a pilot test on colBUS – La Navetta del Borgo;
4. Citizens by bicycle

MobiMart serves as a European model for the design, prototype and demonstration of mobility eco-savings based on 2 different levels; citizen and community. Cities can learn about the challenge to implement a widely acceptable certification method for mileage savings, resource use, emissions reduction, etc. The results, to be presented for the first time at the CIVITAS FORUM 2011, will contribute to the understanding of successful promotion of multimodal travel behaviour.

MIMOSA Paper 3:

ITS, Traffic Management Technology & Open Data Call for Revised Public Body Role & New Challenges

Date: Wednesday 19th October, 12:00

Presenter: Fabio Cartolano

Technical Session 8: (Lagoon Rooms II/III)

The open data philosophy is becoming more and more important in computer science development: all kinds of data, especially if produced by a public body, should be free for everyone in order to promote further development. This innovative concept can be applied to Intelligent Transportation Systems (ITS). So why, what and how do public bodies share knowledge and what challenges lie ahead?

The traffic control centre in Bologna is experiencing this new road, progressively opening its data on statistics, real time traffic, public works to the community with interesting results. Information on Bologna's journey will be presented by Fabio Cartolano at the Forum in Funchal.

Circulating traffic data (real time traffic flows, public work information, parking availability), congestion solving algorithms, exchanging protocols in open format has the potential to be a powerful tool for scientific progress in traffic management. It can help public bodies in the exchange of best practices and also help all stakeholders in finding innovative solutions.

Public bodies that decide to circulate traffic data are able to diffuse an important set of information for public use and can promote new free applications useful for citizens. Challenges for administrations come in the form of a protectionist approach resulting from a lack of expertise and weak bargaining power when dealing with private companies.

MIMOSA Paper 4:

Using Social Marketing Techniques to Bring About Behaviour Change: Success stories

Date: Tuesday 18th October 16.00 – 17.30 pm

Technical Session 4: (Lagoon Rooms II/III)

Presenters: Eileen O'Connell, Interactions Market Research

Evaluation results are now in on the Tallinn's innovative Social Marketing campaign 'Knitting Graffiti' to improve traveller behaviour and the image of PT. Changing Behaviour, specifically increasing the uptake in sustainable mobility is an integral part of the MIMOSA project. Approaches to behaviour change can take many forms:

1. Awareness Raising and Information
2. Arguments in favour of sustainable behaviour
3. Marketing techniques
4. Social marketing

Traditionally, CIVITAS cities have focused on the first 2 approaches above, as they are easy to implement and do not cost as much as proper marketing techniques. But this does not preclude using best practice techniques of marketing (and social marketing) to implement small changes on a small budget.

We are now in the social age where the audience for any campaign likes to be involved; people like to co-create and contribute their own content to the brand and to the message. They are no longer linear

consumers of media; campaigns have to be interactive, experiential and collaborative. In Tallinn (where there is a strong tradition of knitting as a handicraft), it was decided to build on the successful international trend of 'knitting graffiti' on public transport. Volunteers were recruited to knit, and the seats and hand rails of one bus were wrapped in knitting. The outside of the bus was covered in vinyl photos of knitting and it was launched in June 2011.

Find out how the Tallinn case study applied the principles of Social Marketing and how they were successful in engaging with people to change the perception of public transport; rising above the clutter of communications out there and getting people's attention by changing from passive mass communication to targeted, experiential communications.

MIMOSA CITY NEWS

FUNCHAL MIMOSA CITY NEWS

The Dial & Ride, Funchal's Widely Anticipated Accessibility Service, Goes Live during CIVITAS FORUM week

The launch of Funchal's Accessible Mobility Measure for Weak Users, the Dial & Ride service, will take centre stage as the main CIVITAS FORUM flagship initiative. The European Commission Vice-President along with the regional authorities will be on hand to get up and running at its launch during CIVITAS Forum week.

With high slopes, narrow roads, intensive car usage, and high rate of elderly citizens, the neighbourhood of Santa Luzia provides a real challenge to Funchal's goal of creating a public transport scheme that attracts people to take the bus over private modes of transport. Funchal's answer is the Dial & Ride Mini Bus. Whoever lives or works in Santa Luzia, will now be within bus distance from health care centers, the city market, the municipality, banks, post offices and many more important spots. The population, mostly retired with few options to leave their homes, simply have to make a free-of-charge phone call to book their trip and finally engage themselves in keeping active in retirement.

The service will be provided by one brand new mini-bus with less pollutant characteristics, financed by Regional Development Fund Program (ERDF). Intensive research was carried out to find the least pollutant technology to fit local topography and mobility-impaired users. The small-sized bus selected recently won the inspiring Regio Stars award for "Innovative and Sustainable Mobility", given to Horários do Funchal in the Summer of 2011.

FUNCHAL MIMOSA CITY NEWS

The Green Line Bus Service Breaks Records in Funchal

2 years on, with a steady history of kms travelled by both citizens and visitors, the Green Line Bus Service represents all that is good with CIVITAS European green policies: smooth, intelligent and accessible mobility. Launched as a pilot project during 2009 European Mobility Week, it was the 1st measure implemented in Funchal as part of CIVITAS MIMOSA.

Results show that by the end of 2010, the Green PT line reached 4.3 million passengers, a 5% increase when comparing PT usage back in 2007, prior to any CIVITAS-MIMOSA activity. With further bundling actions in progress, under CIVITAS MIMOSA and ERDF, the municipal of Funchal envisage even greater usage of the service. Actions include testing the provision of ongoing information through Bluetooth messages to PT users located near Green Line bus stops,

As the CIVITAS FORUM 2011 venue is located at the heart of the Green Line corridor, all FORUM attendees will get the chance to test for themselves the high quality the service offers. See you there!

Gdansk Takes Innovative Inside Out Staff Approach To Improving Safety

In response to a recent MIMOSA public survey results calling for improved security on public transport, Gdansk embarked on an innovative inside out approach by empowering PT drivers and secondly by introducing a new way of learning. Whilst police records show acts of vandalism, robberies and general disorder do not happen very often in public transport, recent surveys carried out by MIMOSA Gdansk revealed a lack of safety and security expressed by the residents.

Determined to improve the situation, MIMOSA Gdansk took an inside out approach by organising an empowerment workshop for public transport drivers to better deal with public disorder problems. Attended by PT operators and representatives of the Police and Municipal Guard Office present, the workshop was held during the summer months.

To secure an effective and long term flow of information for future drivers as well as empowering PT driver, the workshop was designed along the basis of "trainees becoming trainers" to establish a long-term training network. Breaking with the conventional model of training, each trainee was equipped for the day with a tablet PC uploaded with training material making the learning more interactive and less lecture based. Using the tablet PCs also saves paper and manpower, and solves the problem of people never going through the traditional paper material after the workshop. CCTV recordings then formed the basis for discussions on how to constructively respond to difficult situations and how to deal with passengers under the influence of psychoactive substances like alcohol and drugs.

Civitas MIMOSA Gdansk believes that an increase in the perception of safety in public transport is paramount to the success of the implementation of sustainable urban mobility measures and will continue to work with the public transport providers and other stakeholders to achieve that.

TALLINN MIMOSA CITY NEWS

Inclusive Mapping Design Approach Underway in Tallinn

Good Design Enables, Bad Design Disables forms the innovative approach to Tallinn's new mapping service and making public transport accessible to all groups in society. Before hitting the drawing board, Tallinn's transport department first started with its customers and potential customers! How effective is the information service design for everyone? Is it accessible for all groups of customers; tourists, elderly people, mother with a child, wheelchair user, blind person etc.

Just over a year ago, a series of market research studies got underway starting with a group of graphic design students and disabled people taking test journeys from A to B across Tallinn. Travel experiences were mapped, defining the issues of accessibility, info noise and sign system. A number of workshops were then followed to gather and discuss the findings e.g. colour system, disorganised signage etc.

These test groups in turn consulted organisations representing different user groups and interested parties e.g. Society of Blind in Estonia, Chamber of Disabled People, local public transport operators, different city departments, Tallinn Art Academy etc. As a result, a number of improved design solutions were put forward to the team of designers and PT experts from Transport Department, currently working on PT stop redesign, restructuring the info panel at stops and legibility of schedules.

All the solutions submitted aimed to improve accessibility, user-friendliness and the image of PT. Using an inclusive design process is key to bringing about the best solutions. The new mapping and service information for users is expected to be launched in Summer 2012.

UTRECHT MIMOSA CITY NEWS

Utrecht wins 'Dutch Lean and Green Award'

The City of Utrecht has just won the national Connekt's 'Lean and Green Award' for its Action Plan for Sustainable Freight Traffic, a series of logistical and sustainable solutions for urban freight transport supported by MIMOSA. Connekt, an independent institution for businesses and governmental organisations support 250 so-called innovators. Those innovators work in the field of logistics and have an ambitious goal; to reduce CO2 by twenty per cent up to 2012.

Measures for durable goods transport in Utrecht include the Cargohopper, freight transport on water (Beerboat) and freight transshipment points at the edge of the city. Utrecht's ambitious Action Plan for Sustainable Freight Traffic serves as an urban model for the benefits of optimal measure integration. The Plan's aim has been to bundle, innovate and optimise freight traffic in Utrecht and make it greener with interlinking measures. The city itself makes available 23 million Euro to enable this integral package of measures and technical innovations.

Speaking of the win, the deputy mayor of Utrecht Frits Lintmeijer said "We make ourselves strong with innovative solutions for cleaner and more efficient freight transport in the city. We closely work together with businesses and suppliers and logistic parties." He added "I consider the award for this reason not only as recognition for the efforts of our municipality, but also for all parties in the logistical chain who actively commit to CO2-reduction."

UTRECHT MIMOSA CITY NEWS

Utrecht Launches Cargohopper II

Building on the success of Cargohopper I, the transport company Hoek has just launched Cargohopper II, the 2nd generation solar powered electric distribution trailer capable of covering a wider area in and around city of Utrecht. Designed to carry heavier and bigger loads than its predecessor, the new version Cargohopper II also comes with the added features of a larger action radius and faster speeds. It is now delivering to supply stores in the outskirts of Utrecht and even the surrounding cities. (Cargohopper II is also used for the assembly and delivery of construction materials to build the new central train station and other construction projects in the centre of Utrecht.)

The Cargohopper project represents a quality city distribution system partnership model where the transport company, government and commercial trade work successfully together. The city of Utrecht for its part facilitates a location for the distribution centre and allows the Cargohopper to drive outside time windows within the environmental zones for the delivery of goods.

Vice mayor of Utrecht Frits Lintmeijer commented: 'We were proud that Utrecht in 2009 had the scoop of the first Cargohopper in the Netherlands. With the launch of Cargohopper II we can conclude that it is a lasting innovative concept for sustainable freight traffic.' Cargohopper I will continue to deliver cargo from the distribution centre towards the inner-city of Utrecht. It is a clean, quiet and fast system.

BOLOGNA MIMOSA CITY NEWS

Breaking News! Free Bus For Children in Bologna

From September 1st children in Bologna can travel by bus for free. The Municipality of Bologna strongly believe that today's children are tomorrow's road users. They are committed to promoting sustainable mobility and the use of public transport particularly for younger children, especially those who attend preschool and elementary. With this in mind, the Municipality of Bologna have introduced free bus pass for all children born from 2001 to 2007 and resident in the city, involving nearly 20,000 families. Throughout the month of September, families will receive a letter sent directly by the new Mayor of the city of Bologna, Mr. Virginio Merola and the Councillor for Mobility, Mr. Andrea Colombo.

"Dear Parents,

We are pleased to inform you of some good news for you and your children. During these first few months in office, we have been working hard to build a future of sustainable mobility in our city. A city in which it is pleasant and convenient to walk, cycle and travel by public transport. For our administration, it

is a priority to improve the city's quality of air and life by reducing traffic and promoting the private use of public transport, particularly among younger children who attend preschool and elementary.

For this reason, we are pleased to announce that from Sept. 1st all children resident in the municipality of Bologna and born from 2001 to 2007 will be able to travel by bus for free throughout the whole urban network of Bologna. Please use this new opportunity on a daily basis with your children. You could also avail of the opportunity to buy a monthly or annual subscription to *Mi Nuovo City Piu*, the improved season transport ticket.

This significant investment made by the City of Bologna along with ATC, represents a first step towards the "green city" we want Bologna to become in the future. A clean city that is mindful of its citizen's health, environmentally friendly and a better place to play, study, work, move and live. For this, we also rely on you to achieve it."

BOLOGNA MIMOSA CITY NEWS

Bologna Gets Easier & Cheaper Travel with Evolving Integrated Season Ticket

Introduced at the start of September, the annual ticket *Mi Nuovo Citypiù* now allows passengers to travel by bus and train at a much reduced price over a larger area including 2 outer towns with populations of over 50.000 inhabitants each.

Building on the success of the *Mi Nuovo* Annual Ticket launched in 2010, a series of tickets have been developed under the *Mi Nuovo* brand to meet specific customer changing needs. With *Mi Nuovo Citypiù Studenti*, students only pay 290 euros annually as opposed to 390 paid for *Mi Nuovo Studenti* whilst all other commuters now pay 370 (instead of 425 euros). Other branded tickets include the monthly ticket *Mi Nuovo Mese* and the train only ticket *Mi Nuovo Tuttotreno*. Catchment areas have been extended to outer areas thanks to co-operation between the public LPT bus service operator ATC, the regional train company FER and the national train company Trenitalia (the service access is limited to local trips).

Devised under the MIMOSA measure and promoted by the Emilia-Romagna Region, *Mi Nuovo* represents an evolving joint solution by PT operators to continuously foster the shift from private car use to LPT, in order to improve air quality and reduce traffic congestion.