



Project acronym: **CREATE**

Project title: **Congestion reduction in Europe – Achieving Transport Efficiency**

D.7.6. CREATE DISSEMINATION AND EXPLOITATION UPDATE AND LEGACY ACTION PLAN

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Participating organisations

No	Name	Abbreviation	Country
1	UNIVERSITY COLLEGE LONDON	UCL	United Kingdom
2	UNIVERSITAET FUER BODENKULTUR WIEN	BOKU	Austria
3	EUROPEAN INTEGRATED PROJECT	EIP	Romania
4	EUROCITIES ASBL	EUROCITIES	Belgium
5	FONDATION NATIONALE SCIENCES POLITIQUES	Sciences Po	France
6	INSTITUT D'AMENAGEMENT ET D'URBANISME DE LA REGION D'ILE DE FRANCE	IAU	France
7	INRIX UK LIMITED	INRIX	United Kingdom
8	COWI A/S	COWI	Denmark
9	VECTOS (SOUTH) LIMITED	VECTOS	United Kingdom
10	SENATSVERWALTUNG FUR STADTENTWICKLUNG	SenStadtUm	Germany
11	KOBENHAVNS KOMMUNE	CPH	Denmark
12	TRANSPORT FOR LONDON*TfL	TfL	United Kingdom
13	ADANA METROPOLITAN MUNICIPALITY	AMM	Turkey
14	GREATER AMMAN MUNICIPALITY	GAM	Jordan
15	MUNICIPIUL BUCURESTI	PMB	Romania
16	CITY OF SKOPJE	Skopje	Former Yugoslav Republic of Macedonia
17	TALLINNA LINN	TLN	Estonia
18	TECHNISCHE UNIVERSITAET DRESDEN	TUD	Germany

1 CREATE project

CREATE's work is based on three main challenges/activities:

- to establish which policies are most effective at controlling congestion, reducing car use and promoting sustainable transport,
- whether such policies are transferable to other cities, and
- how cities are going to respond to the challenges of rapid population growth and new transport technologies in the future.

More specifically, CREATE aims to help five cities from Eastern Europe and the Euro-Med countries to decouple traffic from economic growth, with the support of five Western European cities that have already passed the critical phase of rapid increase in car ownership, and are now moving towards a sustainable transport system. CREATE sets out to study and look at options to further improve network efficiency and reduce the overall need to travel in those advanced cities.

CREATE uses knowledge gained from stakeholder interviews, data analysis, detailed research and historical studies in order to develop tools, guidance and teaching packages, providing capacity building and opportunities to enable less advanced cities to accelerate their shift towards a more sustainable mobility system.

This in-depth investigation, supported by leading analysts and a major provider of real-time traffic data, will permit CREATE to investigate changing patterns of road traffic and car use. Through an array of lessons learned, it will pinpoint success factors behind decreasing car use.

1.1 Concept and approach

The CREATE project is based on four central innovative ideas:

1. The way in which the congestion debate is framed in a city underlies how transport system performance is measured.
2. There is a three-stage 'Transport Policy Evolution Cycle' spread over 40+ years, which gradually shifts the policy emphasis and investment priorities from catering for road traffic growth to building up a liveable city.
3. The examination of future mobility options, given a rapidly growing urban population (and a mobility densification), with policy measures which can achieve congestion reduction, promote sustainable mobility, while meeting wider policy goals.
4. Promoting the 'policy transfer' of understanding gained from investigating the above-mentioned ideas, to those cities which are coping with rapid growth in car ownership and promoting 'pro-car' policies. This would provide them with insights into how to short-circuit the three-stage historical 'Transport Policy Evolution Cycle'.

1.2 Objectives

The CREATE project is based on achieving four high-level objectives:

1. To explore the nature and the causes of urban road traffic congestion, developing and applying a set of policy relevant and practical indicators of urban road congestion and transport network performance. This will provide network managers and policy makers with metrics to establish the degree to which efficient and sustainable urban mobility is being delivered in the CREATE cities.
2. To work with five economically advanced Western European capital cities, which have already passed through the 'peak car' phenomenon, examining how they have succeeded in decoupling economic growth from traffic growth. It will be particularly interesting to discern which transport and non-transport factors have been most effective in reducing car use, thus encouraging greater use of sustainable modes.
3. To develop specific guidance and promote capacity building for professionals in the group of cities (Eastern European and Euro-Med) which are at earlier stages in their economic development, with a view to helping them to adopt policies based on sustainable mobility, rather than becoming car dependant cities.
4. To address the serious future issues starting to emerge in many of the CREATE cities due to rapid increases in population and employment, which could potentially overwhelm all modes of transport. Via the investigation of the potential for new technologies, and the changes in business and social habits, there are chances for managing the transport systems better and reducing the overall need to travel as well.

2 About this document

This document describes the dissemination activities carried out throughout the three years of the CREATE project. It also includes exploitation and legacy actions, particularly aimed at outreach towards the outside world as well as relevant external events and means which could be used to further enhance the project's dissemination and take-up activities.

Updates of the local dissemination and exploitation strategies, and local legacy plans, are included at the end of the document.

3 Dissemination report

3.1 Objectives

The overall aim of CREATE's dissemination framework is to promote the project, its mission and results to a wide group of stakeholders at international, European, national and local levels. Through targeted activities, dedicated communication tools and appropriate communication channels, CREATE strives to be a flagship initiative in Europe and its surrounding countries in the field of sustainable urban mobility and in the reduction of traffic congestion.

At the same time, the project goes beyond mere promotion and dissemination of results, by encouraging practical, significant breakthroughs in the European Union and its neighbouring countries in achieving a shift from car use to sustainable transport. It does this thanks to the development of specific guidance and strong capacity-building for professionals. This has been done on a more general level through the development of the CREATE guidelines, through mentoring visits and study visits to CREATE partner cities.

Dissemination and communication have been important activities for all work packages within CREATE, but the primary promotion of project results is developed within WP7 'Dissemination, exploitation, capacity building and knowledge transfer'. Here the high-level dissemination has been translated into the following activities:

- Development of a varied set of innovative and high quality online and printed communication tools
- Wider visibility of the project results through networking activities linked to the CREATE Stakeholder Engagement Group, and project related and external events, such as the EUROCITIES Mobility Forum or CIVITAS Forum
- Support to CREATE cities and partners with their local, European and international communication activities
- Monitoring of CREATE's impact
- Collection of feedback from target audiences to optimise dissemination of deliverables during project lifetime.

The dissemination strategy involved the initial targeting of two categories within each of the target groups:

- Gatekeepers: These are organisations or individuals who can easily open doors to wider peer groups, networks and members in a local area (e.g. for groups of local citizens or the business community) or across Europe (e.g. transport professionals). The dissemination tools were initially channelled through these gatekeepers – via targeted communication - and then to the wider networks they have access to.

- Receptive stakeholders: These can be seen as ‘innovators’ in the take-up of CREATE outputs. They can provide essential impetus for others in their target group to follow their lead and accelerate the take-up process. The communication channels to these key stakeholders was targeted and personal, or via small groups.

The primary function of dissemination is to influence and produce a change:

- In personal attitudes to congestion, car use and the uptake of sustainable modes of transport among citizen groups and the business community; leading to changes in behaviour that will reduce congestion;
- In the understanding of the issues and the political will toward combating congestion and encouraging sustainable mobility and liveable cities, leading to new policy directions; and
- In the professional understanding and mind-set towards addressing congestion and city network performance, leading to suggestions to politicians for new types of congestion relief, sustainable mobility enhancement and liveable city strategies.

3.2 Target groups

Local and regional authorities constitute the most important target groups of the project. Secondary target groups include local and regional transport authorities, city networks, other urban transport stakeholders, research & academia, consultants, regional and national transport authorities, international and European stakeholder and multiplier organisations, EU transport networks, European decision makers, and press & media.

In particular, actors working on congestion reduction have been actively involved since the work of CREATE.

Table 1: Dissemination tools, networking activities, events and major target groups (see timing p.18)

Dissemination tools, networking activities and events		Major target groups
PROMOTION TOOLS (M1-5)	Project identity & graphic charter	Consortium & all target groups
	Project leaflet	Wide range of urban transport stakeholders
	Project website	All target groups
	Roll-up	Wide range of urban transport stakeholders
	CREATE PowerPoint Presentation	Wide range of urban transport stakeholders

WRITTEN DISSEMINATION (M5-36)	Articles to be included in existing Newsletters and to be published in magazines	Urban transport stakeholders interested in project progress
MEDIA AND SOCIAL MEDIA (M5-36)	Twitter page	Interested community
	Press releases (if relevant)	Specialised press at the European level
	Project video	Interested community
NETWORKING AND EVENTS (M4-36)	1 launch event in London	Consortium, plus transport professionals
	1 High level final dissemination event in Brussels	All target groups
	Presentation of CREATE results and recommendations at external conferences, events and webinars	Expert community
	Publication of news and announcements on online urban mobility portals/websites and other relevant platforms	All target groups
	Presentation of CREATE results and recommendations at EUROCITIES internal events and through EUROCITIES mailing lists	All target groups
STAKEHOLDER ENGAGEMENT GROUP (M5-36)	SEG Meetings	SEG members
	Debate about actual network performance and urban congestion	Interested community
CAPACITY BUILDING (M10-32)	Peer learning events	CREATE partners
	European training(s) and workshop	Local authorities and city networks
KNOWLEDGE TRANSFER (M24-36)	Regional events	All target groups
	Consultation on the draft Guidelines during the consensus building workshop in Brussels	City authorities, transport providers and operators, business community and European Policy makers.
	CREATE publication: 'Pathways to tackling congestion and reducing levels of car use in European cities'	All target groups

3.2 Spreading the word

Communication and dissemination activities within CREATE started at an early stage of the project (from M4, September 2015, with the launch event) and lasted for the whole period of the project. They have been orchestrated by the WP7 leader, EUROCITIES, but have been above all a joint effort by all partners, and especially the cities. For this reason, the dissemination events have been divided into two parts: a general dissemination strategy and 10 local dissemination strategies to be developed and implemented by the 10 partner cities, with the support and guidance of other partners when relevant (please see annex).

3.3 Timing

CREATE activities for dissemination and exploitation have been organised in phases, with different focusses and priorities. The planning was as follows:

- M1-M5 (June – October 2015): Producing communication materials
 - Logo and graphic charter
 - Website
 - Leaflet & roll-ups
 - PowerPoint presentation
- M5-M7 (October – December 2015): Setting the scene
 - Developing the communication plan (planning for articles on website, tweets, etc.)
 - Initial research on congestion levels to prepare communication materials
 - First contacts with partners about activities (1st WP7 phone call in M5), collection of Local Dissemination Strategies
- M8-M30 (January 2016 – November 2017): Building up the results and exchanging information with partners/stakeholders
 - Monthly phone conference calls to follow up results and collect material for communication
 - Planning of events for CREATE visibility
 - Implementation of dissemination strategy
- M30-M36 (November 2017 – May 2018): Adjusting plans and focusing on exploitation
 - Update exploitation strategy
 - Encourage partners to prepare for next steps

3.4 Deliverables

Deliverable Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Due Date (months)
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D7.1	Dissemination and Exploitation strategy (including local/national strategies)	4 - EUROCITIES	Report	Confidential, only for members of the consortium (including the Commission Services)	7
D7.2	Project website and leaflet	4 - EUROCITIES	Other	Public	6
D7.3	Project Video	4 - EUROCITIES	Other	Public	30
D7.4	Peer learning events short reports	4 - EUROCITIES	Report	Confidential, only for members of the consortium (including the Commission Services)	36
D7.5	A city's introduction to CREATE: (Glossy illustrated document to support the guidelines)	4 - EUROCITIES	Report	Public	36
D7.6	CREATE dissemination and exploitation report and Action plan for succession	4 - EUROCITIES	Report	Confidential, only for members of the consortium (including the Commission Services)	36

3.5 Milestones

Milestone number	Milestone title	Lead beneficiary	Due Date (months)	Means of verification
MS2	Launch Conference	4 - EUROCITIES	4	Conference held and minutes taken (pictures)
MS4	CREATE branding	4 - EUROCITIES	4	CREATE identity designed and used (written or electronic)
MS5	Exploitation and dissemination plan	4 – EUROCITIES	7	D7.1 Approved by the EC

MS8	Work Shadowing	4 - EUROCITIES	10	5 experts from Stage 1 Cities will visit Stage 3 cities
MS14	Mentoring visits (1)	4 – EUROCITIES	18	5 visits of Stage 3 cities representatives in Stage 1 cities
MS22	EIB-EBRD Workshop	4 – EUROCITIES	28	Validation of the output of Task 5.3
MS26	CREATE Handbook	4 – EUROCITIES	32	Document published and distributed to regular channels
MS27	Conference at Committee of Regions, Brussels	4 – EUROCITIES	34	Conference held by cities' representatives and politicians
MS28	CREATE Final conference and launch of the final CREATE guidelines	9 - VECTOS	36	Positive event feedback and approval of D5.3
MS30	Mentoring Visits (2)	4 - EUROCITIES	30	5 visits of Stage 3 cities' representatives in Stage 1 cities

3.6 Tracking dissemination

The project coordinator and the WP7 leader agreed to include in the regular management reporting (every 3-6 months) a section on 'dissemination and communication activities'. This 'communication tracker' section was completed by all partners, sent to the project coordinator and circulated to the WP7 leader for information.

Partners were informed at the kick off meeting, and have been reminded on a regular basis, to keep track as much as possible of results of their dissemination activities, such as articles in newspapers or magazines, pictures of events, etc. In this way, the WP leader was aware of all activities and was able to adapt the material available and plan forthcoming activities. Incidentally, the information collected was used to report on publications and dissemination activities as part of the Periodic Reports to the European Commission.

Please see a list of all dissemination activities and publications under this link:

<https://docs.google.com/spreadsheets/d/1aHZkZFFSAJcvWTn8LyPhjQH8rb8cbt4lcli nrH8eXUQ/edit#gid=1311235356>

3.7 Project identity & graphic charter

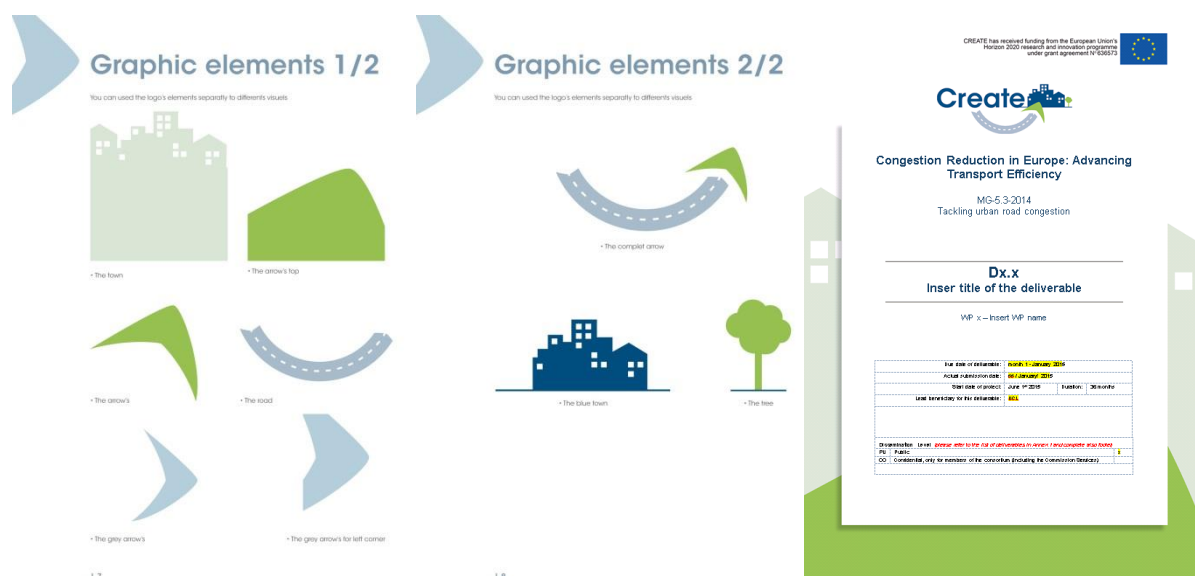
A project identity (logo) and graphic charter were developed soon after the start of the project (September 2015) to establish a common and recognisable CREATE brand. This has been used for all CREATE communications on an international, European, national and local level.

Figure 1: CREATE logo



The graphic charter has been used for reports, designing the website and also the PowerPoint presentations.

Figure 2: Graphic elements and template



The project identity and graphic charter (see Annex 2) have been disseminated to all CREATE partners and are available on the website. All partners have been asked to clearly refer to the European funding source when presenting project results, and follow to recommendations from the European Commission.

Figure 3: Acknowledgement of EU funding and EU emblem

CREATE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°636573



Considering that CREATE belongs to the CIVITAS 'knowledge-generating project', the logo of the CIVITAS initiative has also been included in promotion materials (website, leaflets and roll-ups). This logo is available on the CREATE website.

Figure 4: CIVITAS Logo



These documents are available on the website and partners have been strongly encouraged to use them as often as possible.

3.8 Contact database and mailing lists

Contact database and mailing lists have been developed and are available on the internal area of the website. These documents have been updated when necessary and shared with the CREATE project's partners to keep all partners informed of changes.

There are 2 types of mailing lists: the internal one with partners of the consortium, managed by the coordinator (UCL European Research & Innovation Office - ERIO) and an external one which is composed of stakeholders who have expressed an interest towards CREATE activities and are kept informed of the results and events of the project. This second list consists of several categories: participants to the launch event in mid-September 2015, city representatives who have filled in the form distributed at the EUROCITIES Mobility Forum (October 2015) and other stakeholders who have expressed an interest since then. This list has evolved regularly and served only for communication and dissemination activities.

3.9 Project leaflet and visuals

A first project leaflet was produced at the beginning of the project and was updated in January 2018. It is the project's business card towards the outside world, presenting the CREATE objectives, partnership, activities and innovations, solutions and impacts, experimentation cities and vision at a glance.

Figure 6: CREATE updated leaflet

The project in practice

CREATE is organising peer learning activities, workshops, knowledge transfer and training sessions for the project partners and for external participants. Additionally a Stakeholder Engagement Group has been set up. It involves a number of EUROCIRES members but also media groups and NGOs. The results of this group activities will be available on the website.

CREATE main outputs

The CREATE project will provide stakeholders with concrete tools which can be used by mobility practitioners:

- Guidelines on how to tackle current congestion, reduce levels of car use in cities and plan for the future
- Peer to peer exchanges and capacity building
- Dissemination and exploitation plans
- Business cases for investment using ESF, ER or World Bank funding

Contact:

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CREATE consortium

Eight partners with expertise in travel behaviour, data analysis, transport policy and congestion management are supporting the ten CREATE cities. Under the overall direction of the scientific project coordinator (UCL), the non-city partners are: EUROCIRES (the network of major European cities); BOKU (Duisburg University and Science Po (Internationally leading university departments)); CIVILIFE and Vector (consultants); and INRIX (SME).

Congestion Reduction in Europe, Advancing Transport Efficiency

Create

CIVITAS

What is CREATE?

CREATE is an EU Horizon 2020 and CIVITAS project that aims to reduce road congestion in cities by encouraging a switch from cars to sustainable modes of transport, and improve the liveability of cities. It involves five Western European capitals and five Eastern European and Euro-Med cities.

Exploring patterns of urban mobility and car use

The project has observed that:

- In its 5 Western European capitals the changes in policy priorities have led to a gradual decrease in car use per resident since the late 1990s/early 2000s
- Increasing GDP does not necessarily result in higher levels of car use
- many high GDP cities in Western Europe have gone through similar urban transport three stage development processes

number of motor vehicles
x
emphasis on meeting the needs of cars

1970 2020

Stage 1
planning for vehicles
road building, parking

Stage 2
planning for people
better public transport, walking, cycling

Stage 3
planning for city life
car without quality places, liveability

After gathering the lessons learnt from Western capital cities, the project:

- identifies the success factors that encouraged the shift away from the car

5 WESTERN EUROPEAN CAPITAL CITIES

Support the Eastern European and Euro-Med cities and help in shaping the future of urban mobility, working on imagining a stage 4 city of the future together.

COPENHAGEN
LONDON
PARIS-ILE-DE-FRANCE
BERLIN
VIENNA

- transfers the knowledge to Eastern European and Euro-Med cities to support them in developing sustainable strategies

5 EASTERN EUROPEAN AND EURO-MED CITIES

Learn from the mistakes and the successes of the cities that have gone through the 3 stages and potentially leapfrog the Western European development process.

TALLINN
BUCHAREST
BRODJE
ADANA
AMMAN

Figure 7: CREATE infographic for WP3

Among other visuals to promote the messages of the project, several infographics have been produced, mainly for WP3 and 4.



3.10 Project website

3.10.1 General Approach

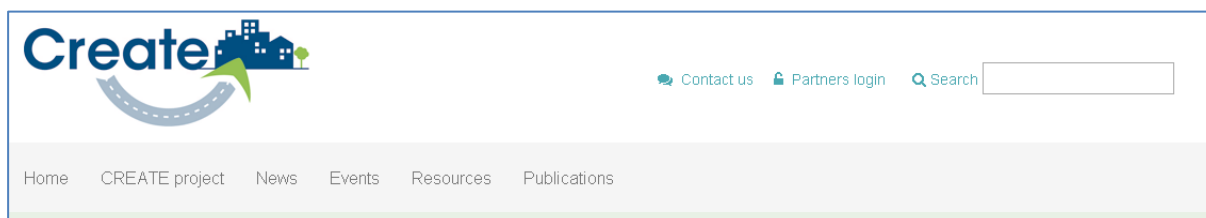
The CREATE project website is the project's main gateway to the outside world, providing information on CREATE's vision, objectives, timeline, deliverables, consortium, publications, Stakeholder Engagement Group news and success stories.

The website mainly addresses the expert audience of urban transport practitioners, policy and decision makers. The CREATE website can be consulted at: www.create-mobility.eu

3.10.2 Content & Structure

The website contains a public area and an internal area.

The Public area:



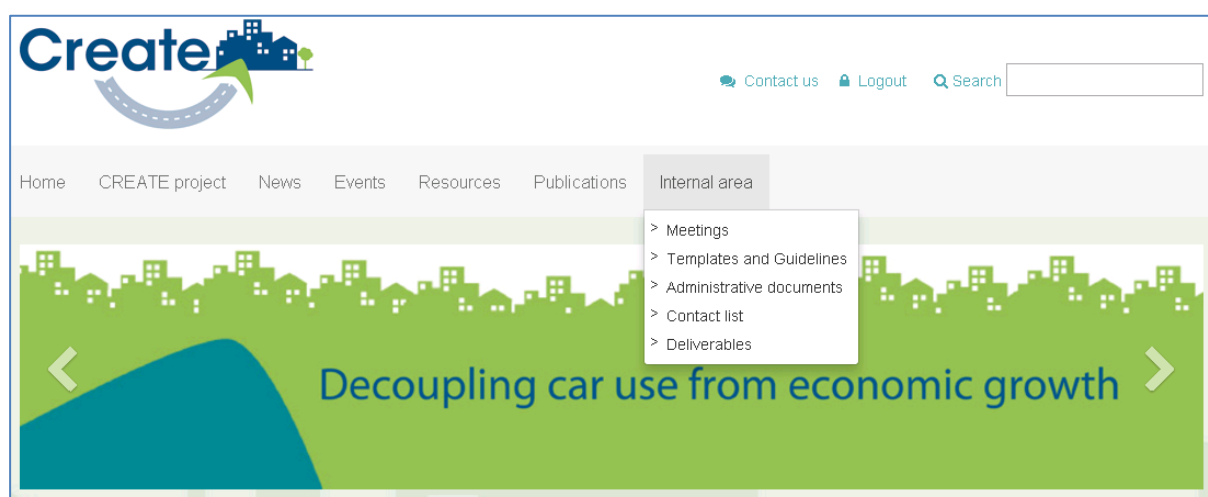
Site map:	Description:
• Home CREATE	Presents the objectives of the CREATE project and links to the results of the project.
• CREATE project	
○ CREATE Project	Gives detailed information on the CREATE project
○ About us	
▪ Partners	Description of each CREATE partner with links to their websites
▪ Cities	Map of partners' cities and their main mobility characteristics
▪ Stakeholder Engagement Group	Description of the SEG and its members (picture and short biography)
• News	Updated information about recent CREATE activities and diverse meetings
• Events	Calendar with the relevant events for CREATE partners.
• Resources	
○ CREATE material	CREATE material relevant for the public (graphic charter, leaflet...)
○ Presentations	Presentations relevant for the public (presentation of CREATE, interesting topics from public events...)
• Publications	
○ Reports	Public reports
○ Articles	Links to or copies of articles mentioning CREATE

The Internal area:

The internal area is accessible through a login procedure. Each partner to the project has received a username and a password.

The internal area contains diverse resources related to the CREATE project:

Figure 8: Website - Homepage



Internal area Site map	Description:
Meetings	This section gathers all documents (minutes, presentations, participation lists) from past CREATE events and other relevant events for the CREATE partners. It also includes a list of future EU events that are related to the project's topic (SUMP, mobility and transport).
Templates and Guidelines	This section includes all templates and guidelines useful for CREATE partners. The templates can be downloaded and used to prove visibility to CREATE documents, publications, and presentations.
Administrative Documents	The administrative documents are accessible in this area. They include the consortium and grant agreements.
Contact List	The contact list is updated regularly and can be consulted by all CREATE partners.
Deliverables	This area will contain all relevant material related to the project's deliverables.

The website was due to be produced by the end of month 6, but had already been completed in September 2015 (M4).

The website has been regularly updated to inform and report on CREATE activities throughout the project.

3.11 Roll-up

Two roll-up banners were initially produced, followed by more, including dedicated roll-ups for the final events. They have been used at events where CREATE had a strong visibility and presence such as the CIVITAS Forum, the SUMP conference and the

final CREATE events. Roll-ups conveyed the project's key message and promoted the website as a source for more information.

Figure 9: CREATE roll-ups



3.12 Contributions to magazines and e-newsletters

Over the past three years there has been a systematic contribution to already established newsletters which deal with urban mobility. WP7 has also created a dedicated CREATE newsletter, published every three to four months. This kept the

CREATE community informed about the project's progress and intermediate results, as well as enhancing awareness of the CREATE brand.

The articles have been provided by the CREATE consortium members, and were mainly published on EUROCITIES, CIVITAS, ELTIS, EPOMM, SUMP Platform newsletters. CREATE also featured regularly in the Mobility Digest: the weekly newsletter produced by EUROCITIES for its Mobility Forum members.

The news section of the CREATE website contains links to articles published in the above-mentioned newsletters: <http://www.create-mobility.eu/create/news/CREATE-newsletter-January-2018-WSWE-AVGJQB>

3.13 Media and Social Media

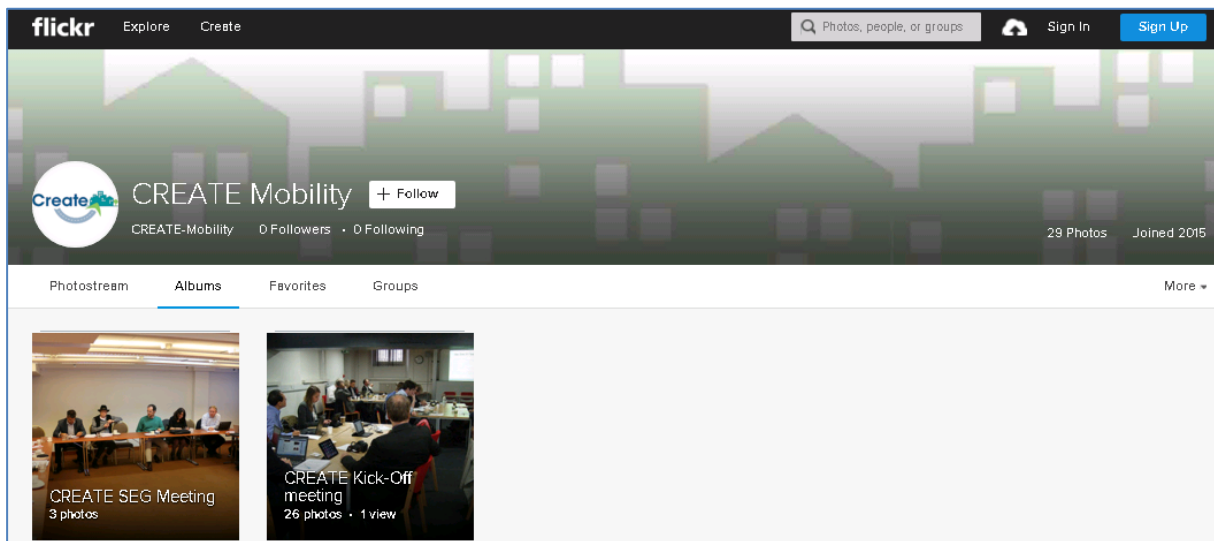
By using social and digital media, the project aimed to fulfil the following objectives:

- maximise the return on investment by steering additional traffic to the CREATE website; complement traditional communications channels e.g. printed publications, events, press outreach and targeted mailings
- give an informal, 'human' voice to CREATE, to promote comprehension of and engagement with the project
- monitor mentions of CREATE, project partners, project outcomes and other important activities
- engage with our critics and influencers on key issues and amplify positive comments
- provide on-site coverage of key events for those who cannot attend

3.13.1 Media

A Flickr account helped to share pictures from CREATE events or pictures relevant for CREATE partners. The link to the Flickr account is available in the Internal Area of the CREATE website and can only be accessed by partners (not public).

Figure 10: Flickr account



3.13.2 Twitter

The Twitter account has been managed continuously throughout the project, with tweets around main events. Partners provided news bites for Twitter when appropriate and some tweeted from their own account and referred to CREATE.

The CREATE Twitter account is: create_mobility and CREATE Twitter page can be consulted at: https://twitter.com/create_mobility

Figure 11: Twitter account & homepage



3.14 Networking and events

3.14.1 CREATE Stakeholder Engagement Group (SEG)

Project results and recommendations have been discussed with the CREATE Stakeholder Engagement Group. The SEG gathered stakeholders from the urban mobility world and ensure a durable link with them.

These stakeholders have been invited to contribute to and provide feedback on the practical implementation of deliverables and milestones in the project. This active group contributes to create the framework to deploy CREATE outputs on a European and international scale. The SEG generates debate on the reduction of urban congestion, on innovative solutions for reducing the need to travel and on broader impacts (air quality, social aspects, etc.).

In addition to city representatives, the CREATE Stakeholder Engagement Group includes experts from an NGO, the media and the academic sphere:

- **Peter Stonham** has over 30 years' experience in gathering and disseminating specialist transport professional knowledge, much of it as Editorial Director and Chairman of the Landor Group. Beginning with a degree in transport from Salford University, he has worked in research, communications, editorial, publishing, networking and policy and best practice discussion and development roles within the UK and internationally. His principal areas of expertise are in urban transport, where he was founder editor of Jane's Urban Transport Systems, Editorial Director of Local Transport Today, Parking Review and New Transit magazines; in transport policy, practice and service delivery innovation, including founding the Transport Planning Society, The Ten Percent Club, launching events like the Travel 2020 Show and roundtables on travel information, ticketing, and payment technology; and integrated passenger transport provision; and in contributing many articles, talks and presentations for specialist professional audiences.
- **Mihaela Hermina Negulescu** is architect Ph.D. in urban planning (PhD thesis: 'Mobility and Urban Form'), Associate Professor and coordinator of the Master's Program 'Urban Mobility' at the Ion Mincu University of Architecture and Urban Planning - Bucharest, expert member of Urban Mobility working group at Bucharest City Hall. She has written two books and 22 articles, she has been co-author of nine other books, 11 national research studies, 21 urban planning studies and five Sustainable Urban Mobility Plans (SUMP).
- **James MacColl** is Head of Campaigns at Campaign for Better Transport. They fight for better public transport, walking and cycling, for the sake of communities and the environment by providing well-researched, practical solutions to transport problems, pressuring national and local government to adopt them, and empowering ordinary people. After starting off in student

and environmental campaigning and interning for an MP in Parliament, James MacColl worked in campaigning and public affairs at CPRE, RSPB, General Motors and most recently was Head of Public Affairs at RenewableUK.

- **Greg Archer** is Transport & Environment's (T&E) Director for Clean Vehicles. Greg has led successful campaigns to reduce vehicle CO2 emissions and air pollution, and he has also been instrumental in exposing the iceberg of the dieselgate scandal in Europe by developing solutions to strengthen the vehicle testing and approval systems. A vocal advocate for electric cars, Greg was the driving force behind the creation of the multi-stakeholder Platform for Electromobility. Greg is also a vice president of the European Environmental Citizens' Organisation for Standardisation (ECOS). His previous jobs in the UK include senior management positions in the environment sector within government, business, charities, and research. A chemist by training, Greg describes himself as a "pragmatic environmentalist", but suspects that the car industry does not agree with his views.

Ten EUROCITIES cities' representatives were part of the SEG. A provisional group met for the first time mid-October 2015 (M5) alongside EUROCITIES' Mobility Forum meeting in Tallinn, and was open to all interested cities which were given a first presentation of the project and an outline of the objectives of the SEG. At the end of the meeting, a form was distributed to all participants asking them to specify whether they would like to remain informed of CREATE results or they would like to be active members of the SEG. On the basis of these expressions of interest, the coordinator, the WP2 and WP7 leaders made a selection and the cities of Budapest, Lisbon, Malmo, Nantes, Sofia, Utrecht and Venice have been invited to join the group. In the meantime, Grand Lyon has also joined the SEG.

The SEG met during events organized by EUROCITIES, specifically the regular Mobility Forum meetings. EUROCITIES Mobility forum meetings are organised twice a year, in spring and autumn. The SEG has met alongside most EUROCITIES Mobility Forum meetings over the past three years.

3.14.2 Networking activities

Networking was the role of all partners but EUROCITIES led on these networking activities. EUROCITIES, being based in Brussels, had many opportunities to network and to present CREATE at other events. Additionally, as a network of cities, the WP 7 leader built on its networks and contacts to promote CREATE outputs at relevant events.

3.14.3 Project related events

In the early stages of the project, a kick-off meeting, together with launch event took place in London in the month of September 2015, aiming at introducing the project, its objectives and vision to a wide expert audience. More than 70 participants attended the launch event which was not only an information session for practitioners and experts but also an important networking opportunity.

Pictures 12 & 13: CREATE kick off meeting and launch event, September 2015



In October 2017, a consensus building workshop (under WP5) organised within the EUROCITIES mobility forum was the occasion to gather city experts and discuss the first results of the WP dedicated to ‘Combating congestion and reducing levels of car use in European cities: strategies, business models and guidelines.’

At the end of the project, a high-level final dissemination event took place in Brussels in the premises of the European Parliament in form of a cocktail reception. It was organised within the framework of the final conference of CREATE, on 22-23 May, with the title: “Get going! Tackling congestion in Europe and beyond”.

Pictures 14, 15 & 16: CREATE final events in Brussels (final conference and European Parliament cocktail reception), May 2018





The closing conference of CREATE took place in Brussels on 22-23 May to share all the results generated throughout the project with over 80 participants from all over Europe and beyond.

The final conference kicked off with a presentation from the project coordinator, Prof. Peter Jones (University College London), on policy findings from the project. Piotr Rapacz, from the European Commission (DG MOVE), then looked at urban mobility challenges for the future and how Sustainable Urban Mobility Plans (SUMP) can help solve them. The first day also included a political roundtable featuring MEP Cramer and high-level city representatives from Bucharest, Skopje and Adana. The day ended with a European Parliament cocktail reception, kindly hosted by MEP Dalunde. There, CREATE made the link with current EU mobility package discussed at the EP and at the Council. Anna-Lisa Boni, EUROCIITIES Secretary General, together with Prof. Peter Jones and a high-level representative from Berlin, underlined the importance for cities of support from the EU to improve liveability for citizens.

The second day of the final conference was dedicated to research and main technical findings from the project. It presented the methods and the evidence from the project, e.g. findings on governance, policies and behaviour from Copenhagen, Paris, Berlin, Vienna and London. It also presented strategies on how to accelerate urban development processes, and looked at technological and non-technological options. The day concluded with an academic session presenting legacy plans from the project, e.g. how findings can be integrated into academic courses.

During the course of the project, all Stage 1 cities organised a regional event open to local stakeholders, and to relevant stakeholders (i.e. other cities and universities in the country or region).

All these events provided many occasions to present CREATE results and to set the scene for the transfer of knowledge.

3.14.4 External events

The project, its developments and results have been presented at partners' events such as the EUROCIITIES Mobility Forum.

CREATE has also featured in many EU events throughout the three years of the project, e.g. EUROPEANMOBILITYWEEK, CIVITAS Forum conference, SUMP platform, TRA, ECOMM, etc. Please see again the list of all dissemination events carried out during the project by all partners:

<https://docs.google.com/spreadsheets/d/1aHZkZFFSAJcvWTn8LyPhjQH8rb8cbt4lcli nrH8eXUQ/edit#gid=1311235356>

4 Transfer and exploitation report

The core of the CREATE project is transferability and moving from innovation to exploitation, since it is about guiding Stage 1 cities to reach Stage 3 as well as supporting Stage 3 cities to remain at this level or even move to a Stage 4.

4.1 Capacity building & knowledge transfer

4.1.1 Peer learning activities

The peer learning events were able to deliver tailored and informed feedback, thereby improving and moving forward the implementation of actions in the cities concerned, and supporting these cities in meeting their objectives. They provided a rich pool of learning on practical implementation successes and challenges in different parts of Europe, both for the participants to take home and to inform the wider exchange activities of the project.

Within CREATE, three types of peer-learning activities have been organised:

- **Work shadowing:** Stage 1 cities' staff in charge of policy development addressing congestion and sustainable mobility (for example: policy officer, technical officer, public transport specialists, network managers) joined one of the CREATE experts in a Stage 3 city. 'Match making' for the work shadowing was decided at an early stage in the project (M2-3, July-August 2015); pairs of cities can be seen below. At the end of the two-three day visit, a short 'action plan' was written by the Stage 1 cities' representatives to decide on next steps to be done at the local level.

Pairs of cities in CREATE

Stage 1	Stage 3
Tallinn	London
Skopje	Paris
Bucharest	Copenhagen
Adana	Vienna
Amman	Berlin

- **Mentoring visits:** A first mentoring visit by the Stage 3 cities which have welcomed the work shadow city took place in stage 1 cities to work together on the implementation scenario and improve it. A second mentoring visit was organised to finalise and update the implementation scenario.

First round of mentoring visits:

Cities	Topics	Dates
Copenhagen - Bucharest	<ul style="list-style-type: none"> - Public transport organisation - Biking situation and traffic 	2-3 November 2016
Paris-Skopje	<ul style="list-style-type: none"> - Public transport priority (PTP) - SUMP - Bike sharing system - Roundabouts 	7-9 November 2016
Vienna - Adana	<ul style="list-style-type: none"> - Pedestrianisation - Walkability - SUMP 	15-17 February 2017
London-Tallinn	<ul style="list-style-type: none"> - Street types - Healthy streets 	21-22 March 2017
Berlin - Amman	<ul style="list-style-type: none"> - On-street parking management - SUMP 	10-12 July 2017

Second round of mentoring visits:

Cities	Topics	Dates
Copenhagen - Bucharest	<ul style="list-style-type: none"> - Design of an awareness-raising campaign on cycling 	27-28 November 2017
Paris-Skopje	<ul style="list-style-type: none"> - Multimodal transport modelling - Design of a Sustainable Urban Mobility Plan (SUMP) - Design of a behavioural change campaign on cycling 	4-7 December 2017
Vienna - Adana	<ul style="list-style-type: none"> - Design of an awareness-raising campaign to promote public transportation 	15-17 January 2018
London-Tallinn	<ul style="list-style-type: none"> - Implementation of street type models 	28 February – 1 March 2018

Berlin - Amman	- Smart city solutions and their impact on mobility	13 March 2018
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- **Study visits:** Stage 3 cities have been invited to organise or attend two study visits in another Stage 3 city. One focused on active modes of transport (in Copenhagen), and another one on the transformation of cities into metropolises (in Paris). These exchanges have given partner cities the chance to work with peers from ‘advanced’ cities, to reflect on their successes and challenges and to work together on how to become even more advanced.

Detailed guidelines have been provided to participants to prepare for these visits, ensuring that they make the most of them and report in a meaningful and useful way about outcomes and lessons learnt.

4.1.2 Training & workshops

CREATE developed a number of targeted activities, including three training events on data collection and use, and many local dissemination workshops (please see annex for local workshops).

For instance, following a first CREATE training on urban mobility data during the CIVITAS Forum 2016, a 2nd training was organised in September 2017 in Bucharest to provide participants with an in-depth understanding of the importance of data (why is data important for transport policy and planning? How and what data to collect?), and how to transform it in a meaningful evidence to support the city planners and politicians in developing new sustainable transport policies. The training session combined presentations and practical exercises in groups, supported by a facilitator. It will be closely linked to the work carried out on data within the CIVITAS initiative.

Alongside this training, Bucharest and EIP also organised the event: “Building the foundation for future mobility in Europe”. This featured a conference with major research partners in the CREATE project and representatives of stage one cities. With the support of PMB, a technical visit took place in the city of Bucharest policies developed in their cities. One of the main legacies of the project should be a sound set of findings that could be included in academic courses. To this end, UCL invited members of the academic environment from Romania and neighbouring countries to a workshop where ways to include CREATE findings in academic curricula will be discussed. The event will be attended by city authorities’ representatives, transport professionals from cities across Europe and members of the major universities in Romania and its neighbouring countries.

4.2 Exploitation update and legacy plans

4.2.1 Approach

Exploitation aims to find ways to ensure the uptake of the project outputs; it is about creating resilience for the work accomplished by the consortium and building on this to go a step further: exploitation is the step after capacity building. The Horizon 2020 Rules for participation define exploitation as “the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities”.

Figure 11: From CREATE vision to CREATE legacy



6.2.2 Consortium & partners' exploitation update and legacy plans

The work of exploitation started in the second year (M28, September-October 2017) of the project and followed the same approach as recommended in the STEER report *A recipe for sustainability*: it “developed a legacy plan (business plan) which covers the

key activities necessary to continue the implementation once the grant expires, namely: how to unlock extra funding sources (other local, regional, national or international funding provisions, private sectors, etc.); how to continue the necessary management support; how to maintain the project website; how to continue to disseminate project materials”.

- **How to unlock extra funding sources:**

One concrete activity planned under the CREATE project was the organisation of a workshop with the participation of European Investment Bank, EIB¹, and European Bank for Reconstruction and Development, EBRD². The cooperation with the EIB took place in September 2017 in Bucharest within the framework of CREATE events. Project steering committee members also presented key project findings and have had on-going discussions with the following international donor organizations to embed CREATE findings in their policies and initiate relevant projects: World Bank, EBRD, GIZ, AFD, Volvo Foundation, DFID.

UCL also won a small grant to apply the CREATE principles in Sub-Saharan Africa cities (UCL Grand Challenge Grant), in particular in Maputo and in Freetown, two low income but rapidly growing cities. In this context, the UCL team applied for a large Research Council grant (awaiting confirmation). A workshop involving key international donor organisations has also been organised and will take place on June 22nd 2018 at UCL.

UCL is leading a new Horizon 2020 project called ‘MORE’ (Multi-modal Optimisation of Roadspace in Europe) which seeks to apply the CREATE principles to the re-design of busy TEN feeder routes in five cities across Europe. It has also submitted (with the City of Antwerp) a H2020 proposal to take CREATE to the next level: “SUMP-PLUS” (Sustainable Urban Mobility Planning: Pathways and Links to Urban Systems).

Exploitation also happened through close collaboration with the Stakeholder Engagement Group (SEG), which was embedded in the EUROCITIES mobility forum. It has met at least twice per year, alongside EUROCITIES mobility forum meetings. The SEG involved 10 EUROCITIES members, but also media groups and NGOs.

Finally, since CREATE is part of the CIVITAS initiative, clustering and liaising with other H2020 projects ensured common actions. CREATE has done so with its sister projects TRACE and FLOW. Updates from the two projects have regularly been included in the CREATE newsletters. Exchanges took place regularly among dissemination leaders, including during the final conferences of the projects.

In parallel, cities engaged in dialogue with their regional and national administrative levels; for example, by advocating an awareness raising campaign on more

¹ <http://www.eib.org>

² <http://www.ebrd.com>

sustainable transport modes. Cities also approached specific target groups with which they have specific relationships. In Adana, Amman, Bucharest, Tallinn and Skopje dedicated meetings were organised as part of CREATE with the aim to generate engagements between the local authorities and key stakeholders across sectors and levels of governance. Another example is the training and dissemination conference organised by Bucharest in September 2017. The event gathered more than 100 local, regional, national and academic representatives from Romania, including the political level, and was a great opportunity to spread the CREATE messages. Similar high impact events were organised in Adana, Amman and Skopje.

- **How to continue the necessary management support and project website:**

The project website is hosted on a EUROCITIES domain and will remain there as long as EUROCITIES exists. It will include all final deliverables in a PDF format, which will ensure that project partners can translate any relevant document if requested. EUROCITIES will be in charge of ensuring that the website contains all final information.

- **How to continue to disseminate and exploit project materials:**

Consortium partners have developed exploitation and legacy plans.

EUROCITIES for instance will share CREATE findings at the next EUROCITIES mobility forum meeting in Burgas (Bulgaria) on 10-12 September 2018. It will also ensure that CREATE results feed into future projects that EUROCITIES will be involved in.

This is also the case of UCL, who continues to promote the CREATE values via the MORE project, and the SUMP-PLUS proposal, as noted above UCL has also been exploring international follow-up activities (see below).

EIP for instance has been working together with VECTOS on distilling the findings and results of the project in guidelines and recommendations, major technical outputs of the CREATE project. This offered a unique view on how the outputs of the project can serve the target groups, particularly municipalities and municipal technicians.

A central part of EIP's exploitation efforts is to help Romanian municipalities in understanding their current placement on the 'Transport Policy Evolution Cycle' and in shaping their mobility policies from now on. CREATE was presented in several meetings with Romanian municipalities – Constanta, Alba-Iulia, Timisoara.

EIP adapted and translated CREATE materials and designed factsheets on CREATE. These have already been disseminated at national and European events where EIP attended and it will continue to promote the key concepts and results of the project after its end.

Partner cities:

The ten CREATE partner cities have also developed exploitation plans, which you can see in detail in the annex (individual dissemination and exploitation plans). In the context of CREATE, the partner cities undertook key activities which will form the basis of their legacy strategy, including:

- Adana designed and launched an awareness-raising campaign fostering the use of public transport in the city (including videos, posters, billboards, leaflets, etc).
- Amman launched a smart mobility package at the 'Smart Mobility for better cities' conference organized in the context of CREATE
- Bucharest has made great progress in promoting cycling and in reaching out to a regional and national audience at a stakeholder engagement event
- Copenhagen will follow up on the scenario planning work (WP6)
- London, like Copenhagen, will follow up on the scenario planning work (WP6)
- Tallinn will be using Movement and Place (based on London, Stage 3) in their future planning. They have implemented the Street Classification policy with the support of Transport for London. This project is being used to support the establishment of their SUMP.
- Skopje launched an awareness-raising campaign fostering the use of alternatives to car use and key CREATE concepts (including videos, radio advertisements, etc.)

A detailed description of these activities is available in the Annex section.

Teaching and research legacy:

Many universities have been part of the project, which can therefore demonstrate many academic exploitation activities and legacy plans:

- In each Stage 1 city CREATE organised meetings with local academics to discuss the CREATE legacy and how to integrate CREATE findings into their teaching and research curriculum
- At the final CREATE event in Brussels we invited academic representatives from each Stage 1 city and organised a dedicated session to discuss legacy in their academic institutions.
- Through the academic links in Stage 1 cities, CREATE ideas will be embedded in teaching courses
- There is a plan to write a text book, based on CREATE
- Various Steering Committee members (academics) are in the process of writing or publishing academic papers
- Within CREATE specific material has been provided under WP5, WP6 and WP 7, focusing on exploitation and future developments. 13 technical notes have been produced:
 1. Conceptual framework and research methods

2. Peak-car phenomenon
3. Generational aspects of travel behaviour
4. Cross-city comparison for create stage 3 cities
5. Comparative analysis of policy processes: Analytical framework and methodology
6. Comparative analysis of policy processes: Berlin
7. Comparative analysis of policy processes: Greater London
8. Comparative analysis of policy processes: Paris and Ile-de-France Region
9. Comparative analysis of policy processes: Copenhagen and its region
10. Comparative analysis of policy processes: Vienna
11. Comparative analysis of policy processes: Cross-city findings
12. Preventing car-oriented development and increasing road congestion in rapidly growing economies: cross-city comparisons
13. Barriers preventing growing cities from transitioning towards sustainable mobility and increased liveability: cross-city comparisons

These should provide support for the preparation of teaching materials for academic courses, as a means of widening uptake of the findings after project completion. Through the academic links in Stage 1 cities, CREATE ideas will be embedded in teaching courses, e.g. CREATE findings will be integrated into various modules at UCL and other partner universities.

International legacy:

The project has been presented internationally, and some follow-up has been scheduled:

- Melbourne and Sydney are basing their transport planning framing on CREATE principles
- Osaka University wishes to work with UCL on developing CREATE ideas
- UCL plans to sign an agreement with Hong Kong University to develop a future research programme, based on CREATE principles
- UCL is exploring the possibility of follow-up work in Dubai and the Middle East more generally
- There are various initiatives in South America (including Bogota and Havana)
- UCL has submitted a proposal to the UK Department for International Development and the Engineering and Physical Sciences Research Council to apply CREATE pathways in cities in Sub-Saharan Africa
- Collaborations have been established with the University of Cape Town and Cape Town local authority in South Africa, and the University of Eduardo Mondlane and the local authority in Maputo, Mozambique , institutions which have benefited from CREATE

Annex

Annex 1: Updated local dissemination strategies and legacy plans

These strategies summarise the communication and dissemination activities of the ten CREATE partner cities to its target groups. It also includes legacy plans for most cities.

This document complements and is part of CREATE overall project dissemination strategy produced by EUROCITIES.

1. City of Adana

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

How do you plan to disseminate the learning of CREATE within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality which is regularly updated about the project.

We are planning to have regular meetings with our colleagues from different departments. We have multidisciplinary colleagues from Department of Transportation; Department of Environment Protection, Department of Strategy and Finance and Department of Redevelopment. We will discuss the congestion reduction, alternative transportation solutions and the future mobility solutions with the multidisciplinary understanding and the know how we gain from CREATE.

Please complete the following table with the contact details of key persons within your municipality who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
AMM	Murat Kütükçü	Department of Transportaion
AMM	Cihan Çınar	Department of Transportaion

AMM	Aliye ASLANKAÇIRAN	Department of Finance
AMM	Mustafa DAĞ	Department of Transportation
AMM	Selami OĞUZHAN	Department of Environment Protection
AMM	Çağrı UN	Department of Environment Protection

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

We are planning to have a project closure meeting to share the report we are planning to prepare which will include the outcomes of the CREATE project on different aspects including sustainable mobility, alternative reduction opportunities for congestion and future mobility options.

The closure meeting will be announced for public and the other relevant local stakeholders such as Çukurova Development Agency, universities (Çukurova and Bilim Teknoloji), professional societies, municipalities., The actors in mass transportation will be privately invited to the meeting.

The meeting will also let the local actors ask questions and express their understanding and the expectations about the CREATE project.

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Çukurova University	Kadir AYDIN	Chairman of the Board of TEKNOKENT

IMO(Chamber of civil Engineers ADANA)	Suphi CİVELEK	Secretary General
Chamber of Town Planning Adana	Gülcan KESKİN	Secretary General
Department of Transportation in Science and Technology University	Volkan Emre Uz	Professor

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

We are planning to get in touch with:

- Çukurova Development Agency (ÇKA) (Adana-Mersin TR62) whose purpose is further economic development and regeneration and to contribute to sustainable development,
- Union of Municipalities of Turkey (TBB) whose purpose is organizing seminars, conferences, workshops, publishing on municipals issues, providing consultancy services on legal, technical and other related municipal issues and supporting municipalities on the way to accession to the European Union, METU BILTIR CENTER (Intelligent Transport Systems Unit), and
- ITU Transportation and Logistics Research group who has co-organized The Sixteenth International Conference of Urban Transport (CODATU XVI) in Istanbul.

Please complete the following table with the contact details of key regional and national stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
ÇKA	Eser TEKELİ	Project Specialist
TBB	Yüksel KOÇAK	Chief
ITU	Dilay ÇELEBİ	Doç. Dr.

METU	Esra BABALIK	Assoc. Prof. Dr.
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EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCIITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

In a dissemination activity such as a conference or a seminar we could share our learnings from our project CREATE.

Communication tools

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, url, number of readers, etc.

Municipal website	www.adana.bel.tr / www.adana-aski.gov.tr
Municipal newsletters	
Other relevant newsletters	
Local press	
Regional and national press	
Social media	https://www.facebook.com/ adana.bel.tr/
Other	

REPRESENTATION AT EVENTS

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where CREATE could be promoted.

	Name of the event and purpose	Date	Envisage communication action
Events organised at local level	“Let’s talk about next generation alternative solutions in Transportation with Vienna and Adana examples”	15.02.2017	<p>Mini conference with the first mentoring team and Focus Group of Adana</p> <p>Audience: Focus Group</p> <p>Students from the civil engineering department of Çukurova University and the Municipal Staff</p>
	<p>Conference was held relating to the “Challenges For Sustainable Urban Transportation”.</p> <p>Presentations were made by CREATE members and discussions were carried out with the Science and Technology University Civil Engineering Department Students and Colleagues</p>	17.01.2018	Mini Conference with the second mentoring team
Events organised at regional or national level	An old traditional tram was used as promotional stand for our awareness campaign in orange blossom Carnival area and announced to public at the Carnival.	6-7-8.04.2018	City Cards, leaflets, pins and some other promotional items (Turkish delights, various types of tea breads produced by the municipality, hats and t-shirts) were

	Tram was covered with informative vinyl posters, photo blocks, promotional tools of awareness campaign and CREATE Project. Information was provided relating to the benefits of public transport by municipal stuff.		distributed to the citizens. It was received very well and was very festive. 5000 -Use the bus, let "time" be yours- and -Use the metro, let "time" be yours- pins in different colors 2.000 -Use the bus, let "time" be yours- leaflets 2.000 -Use the metro, let "time" be yours- leaflets 2.000 leaflets relating to the "CREATE Project" were distributed
	12 th Transportation Congress organized by the Turkish Chamber of Commerce	24-26 May 2017	The committee invited Peter Jones to have a speech and disseminate our project But because of an urgent meeting with the commission in Brussels Peter have had to cancel his attendance to the meeting
International events			
Others			

OTHER DISSEMINATION ACTIVITIES

Please describe any other dissemination activities you may plan to promote and disseminate CREATE.

“Adana Culture and Bike Festival” will be held in Adana on 14-15 May 2016. Adana Metropolitan Municipality Mayor will make a short presentation about CREATE. He will join to the bike tour in the city center and will try to raise awareness about the importance of reduction of the personal car use and promoting the use of bike.

Adana Bike Conference will be held on 25 May 2018. We will make a short presentation about our project and the awareness campaign we design within the project.”

Legacy plans

What policy/activity did Adana focus on during CREATE?

Following a CREATE workshop focusing on the importance of behaviour change, the city of Adana decided to establish an awareness campaign and a map of collective transport fostering the use of collective transport in the city.

The key objectives were:

- ✓ Encourage people to use public transport.
- ✓ Convince the citizens that the result of the project will increase the quality of their life style.
- ✓ Facilitate the use of public transportation.
- ✓ Encourage citizens to use sustainable mobility instruments.
- ✓ Promote the benefits of the using public transport.

To achieve these objectives, and as part of the CREATE mentoring scheme, the city of Adana received support from representatives from Vienna and from CREATE’s external advisory board member David Bull.

Awareness campaign focusing on public transport

The primary aim of the campaign was to increase awareness in a way that was not done before in Adana by engaging citizens directly with using the survey data to identify their barriers and motivations.

We wanted to create the perception that public transportation was an investment and a priority for the Adana Municipality. We also wanted the citizens to feel like they were a part of this investment for the future. This was the first time where the department and citizens were part of a big scope transportation awareness project.

In the meetings held with the transport department and in the surveys conducted on the field, topics that are important for the citizens and public transportation benefits that the citizen were not informed about were determined. Simultaneously with these, campaigns that were used by CREATE team in other cities and other worldwide public transportation awareness campaigns were researched and modeled. After all these

observations, and getting information from the department and citizens following campaign ideas were developed.

First a survey was undertaken in a pilot area in Adana asking participants how they view public transport and what are the issues associated with public transport (see Annex 11 for further details).

Based on the results of the survey an awareness campaign to promote the use of collective and public transport in Adana was designed along the following themes:

- **Zaman Sana Kalsın / Let “time” be yours:** This campaign was created using the data we got from the survey asking the participants how they used their time when they were on public transportation. The team found out that commuters enjoyed their time on public transportation by listening to music or chatting with a friend. Compared to sitting in traffic in a car, having stress, using PT will be an opportunity for the consumer to use his/her time more enjoyable. We used this idea of Let “time” be yours.

‘Let time be yours’ campaign



- **BEN Toplu Taşıma Kullanıyorum – ÇÜNKÜ / I AM Using Public Transport - BECAUSE Campaign:** The campaign was created after meetings with Transport Authority. The benefits and added services that were discussed to be attractive to citizens were highlighted. These were validated with survey data. We asked the citizens if they knew the benefits. And if they would like to have it. We also added services like 24/7 service bus lines after citizens in the survey mentioned “if I had a magic wand” question all day-night service. In this specific visuals design we aim to increase the internalization of the message by giving the campaign messages in the mouth of real people.

‘I AM using public transport because’ campaign



- **BİLİYOR MUSUNUZ? / DO YOU KNOW? Campaign:** Past CREATE projects in other cities mention that most of the time “lack of information” and “lack of knowledge” was a main barrier in using public transport. The survey results also show that there is lack of information about some of the services that is already offered. In this version of the campaign visuals design we wanted to highlight important benefits and information about public transportation service that were attractive to the citizens. As a methodology to grab more attention to the benefits red backgrounded illustrations were used.

Did you know? campaign



By using different strategies to introduce the idea (“increasing awareness and information of the citizens”) of the campaign we wanted to capture the attention of every passenger on the project area. We prepared different versions of the designs. Especially the visuals with the methodology of giving spot messages with the icons are prepared with the aim of even delivering the message to the driver who owns the vehicle passes through the project area.

For six weeks the campaign material was disseminated via various channels (see pictures below), including:

- Outdoor material: Billboards, flag poles, bus shelters & panels and full bus covers were used
- Digital: such as videos on social media. The city of Adana already has over 1M followers on Facebook.
- Festival: Orange Blossom event was chosen as a face to face interaction with citizens. It is the largest carnival in the area and more than 1.000.000 people attend it.
- Other promotional items like t-shirts and hats were created to further distribute the message and increase likability.

AD VERSION	MARCH 18-24	MARCH 25-31	APRIL 1-7
ENJOY FREE TIME (WITH PERSON)	12 billboard	12 billboard	25 flag pole
DO YOU KNOW	13 billboard	13 billboard	25 flag pole +full bus ad
I AM - BECAUSE	25 bus shelter		25 bus shelter
ENJOY FREE TIME (ILLUSTRATION)			12 billboard
SMART CITY APP	facebook	25 bus shelter +facebook	13 billboard
TAKE THE BUS ENJOY FREE TIME	25 flag pole +facebook	25 flag pole +facebook	Orange Blossom Fest
TAKE THE METRO ENJOY FREE TIME	25 flag pole +facebook	25 flag pole +facebook	Orange Blossom Fest

APRIL 8-14	APRIL 15-21	APRIL 22-28
8 billboard	8 billboard	8 billboard
7 billboard + 25 flag pole +full bus ad	7 billboard + 25 flag pole +full bus ad	7 billboard + 25 flag pole + full bus ad
	25 bus shelter	
25 bus shelter		25 bus shelter
25 flag pole+ facebook	facebook	
facebook	25 flag pole + facebook	
facebook	facebook	25 flag pole



Figure 1 CREATE campaign during the orange blossom festival

Map of collective transport in Adana

In addition to designing and running an awareness campaign, a map of collective transport was established as part of CREATE in the context of the mentoring scheme with representatives from Vienna. The “Regional Transportation Guide for Public Transport” was prepared to make the routes of Public Transport vehicles (municipality bus, private public bus, minibus and light-rail system) more accessible.



What impact did these activities have in Adana?

After the launch of the campaign the city of Adana collected data from the city card (e-bus pass). According to the city card, when compared with the number of bus passengers during the previous year at the same period (February-March and April) there has been a slight increase of passengers using public transport. This indicates that the campaign could have contributed to behaviour change.

In addition, the video which was produced as part of the campaign was viewed 2,400 times and Facebook advertisements were viewed thousands of times.

What are the main conclusions? And what are the next steps?

The design of an awareness campaign to promote the use of public transport in Adana has given us the opportunity to ‘test’ some of the key CREATE principles and to contribute to the implementation of sustainable mobility policies in Adana.

Annex 11 provides further details about the Adana awareness campaign and map of collective transport

2. Amman municipality

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

Greater Amman Municipality (GAM) recognizes the extraordinary challenges it faces. Amman has a team strategy about this, and after speeches and workshops organised earlier in Amman, the city arranged big event to introduce the city's level in mobility and the aims of CREATE project also to share all together the opportunities and the potential in Amman trying to move forward to the next stage by collaboration between all sectors for the benefit of our city. This conference brings together, politicians, leading experts, academics, institutions, companies, NGO'S, students.

Organisation	Contact person	Position
Director of Transport and Traffic Management	N/A	N/A
IT department manager	N/A	N/A
Urban designers	N/A	N/A

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

The same event, above, and those mentioned in the section on 'communication' below, were also used to bring CREATE to regional and national stakeholders.

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Jordan Engineers Association	N/A	N/A
Ma'an Naseh (NGO).	N/A	N/A
Center for study of the built environment (CSBE)	N/A	N/A

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

The same event, above, and those mentioned in the section on 'communication' below, were also used to bring CREATE to regional and national stakeholders.

Please complete the following table with the contact details of key regional and national stakeholders who were interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
The Information and Communications Technology Association of Jordan	N/A	N/A
Communications Technology Association of Jordan	N/A	N/A
	N/A	N/A

Engineering and IT collages in Jordan universities		
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EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

Amman is member in international networks and GAM has joined two major organizations in 2016 EBRD, UCLG, United Smart Cities USC and others, with a big support from EU.

Please complete the following table with the contact details of key stakeholders at European and international level who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Communication and legacy

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, url, number of readers, etc.

Municipal website	www.amman.jo
Regional and national press	Jordan Times ,RA'AE

Social media	<p>Facebook: -Greater Amman Municipality , -Mohamed h rahahleh , -Nisreen Tarawneh -Event page "smart mobility for better cities"</p> <p>Twitter: GAMTweets mrahahleh nisreentarawneh</p> <p>Hashtags : #createmobility #ammancity</p>
Local press	<p>JTV ROYA tv,Jazeera JO TV Alghad tv,alordonlyoom</p>

REPRESENTATION AT EVENTS

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where CREATE could be promoted.

	Name of the event and purpose
Events organised at local level	<p>Literature by eng. Mohammed in Jadal for knowledge and culture about transportation he used Create logo and explained the project goals -----</p> <p>Literature by eng. Mohammed in Jordan Engineers Association transportation explained the project goals -----</p> <p>Dissemination work shop & site visit included in the 2nd mentoring visit in University of Jordan "smart solutions for better cities". Mohamed, Julius, Nisreen and representative of Zain "telecommunication company" explained what's CREATE project and the important role of smart solution to the mobility in Amman cities also to allow us to move to stage 2 city. -----</p> <p>Conference "smart mobility for better cities conference" we invited our stakeholders and all our target audience as shown previously in "Target group" and CREATE colleagues to explain CREATE project and how to move to stage 2 using the smart solutions</p>

	<p>The way we invited people was part of our dissemination strategy:</p> <ul style="list-style-type: none"> - Created whatsapp groups -Created event page holds the name of the conference and we started to promote the project and the event through it. - Hanging conference agenda & art work in all universities located in Amman city - Internal memo. From the HE Mayor of Amman Loaded On the intranet of GAM to invite our colleagues in GAM. - Invitation card sent to all interested and involved people in both Smart solutions and Mobility.
International events	<p>Speech for eng. Mohammed in the c40 meeting in Mexico city in front of the mayors from all over the world, he involved the create project and explained about it</p>

OTHER DISSEMINATION ACTIVITIES

Please describe any other dissemination activities you may plan to promote and disseminate CREATE.

2nd mentoring visit in university of Jordan

"Smart solutions for better cities" workshop & site visit

Amman team and Berlin colleagues in cooperation with telecommunications company ZAIN and the innovation platform for Jordan University introduced the importance of smart solutions to our city; the event hosted 6 academics and 80 students.

"Smart mobility for better cities" conference

This conference brings together, Ministers, leading experts, academics, institutions, companies, NGO'S, students and other high level officials to accelerate the adoption of smart city solutions especially in Mobility, also to explain CREATE project and how to move to stage 2 using the smart solutions.

In this event we worked a lot to promote the new approach and the roll was played from the EU in the project and what is create project ,following some links for media ,press and social media coverage of the conference.

- **Published articles in English about the conference**

https://www.zawya.com/story/Smart_mobility_can_help_in_reducing_congestion_in_urban_cities-SNG_115607669/

<http://www.jordantimes.com/news/local/smart-mobility-can-help-reducing-congestion-urban-cities>

- **Some links for TV reports and interviews about the conference**

<https://youtu.be/7VqOnx6GXKM>

<https://www.youtube.com/watch?v=RMYabC5XKVk>

https://www.youtube.com/watch?v=ULYq_ETs7Hw

<https://www.youtube.com/watch?v=XKeYeqFF-z8>

<https://www.youtube.com/watch?v=bpMaCabVluk>

<https://youtu.be/7VqOnx6GXKM>

<https://youtu.be/CPOrDqSkfG4>

- Please find all the event photos and information on the trending hashtags

#createmobility
#ammancity

Also on my twitter account
@nisreentarawneh

How we invited people to participate;

-Created whatsapp groups
-Created event page holds the name of the conference and we started to promote the project and the event through it.

- Hanging conference agenda& art work in all universities located in Amman city
- Internal memo. From the HE Mayor of Amman Loaded On the intranet of GAM to invite our colleagues in GAM.
- Invitation card sent to all interested and involved people in both Smart solutions and Mobility.

Our last dissemination will be printing the project (reports and presentations) in one small book using our indirect cost and it will be provided to the involved colleges and universities Amman.

We will provide soft copy to 400 participants in our last conference via email

We will do our best to make those important documents within reach.

Legacy plans

What impact has CREATE had in Amman?

CREATE helped GAM to explore new horizons related to urban mobility. It contributed to changing mindsets encouraging people to think about new solutions to solve congestion, including public transport but also walking, cycling. The project raised awareness about the importance of harmonizing urban planning and urban transport.

What policy did Amman focus on during CREATE?

During CREATE the city of Amman decided to explore the potential Smart City solutions offer to help Amman leapfrog on the CREATE curve. As part of CREATE the local authority organised a high-level conference involving a range of international speakers to discuss this topic. A range of key stakeholders across sectors and levels of governance attended this ambitious event, including academics, industry, government representatives, urban planners, NGOs, relevant associations (e.g. Jordan Engineers Association, Center for study of the built environment), students, media (as illustrated in the picture below). During the conference the city of Amman unveiled a 'Smart city package' including on streets parking, mobile apps, variable message signs, speed monitor, parking violations, all of that matching the compatibility of using high tech smart cameras using the existing infrastructure at the street poles will lead Amman to transform gradually to a smart city, by cooperation with the international financial agencies like EBRD to perform a business model consider the limited resources of Amman.



Why did Amman decided to focus on smart solutions as an approach?

Amman's population has quadrupled since 2004, to over four million residents today, and is expected to top 6.4 million by 2025. This unprecedented growth, fuelled in part by a huge influx of regional migrants and the increasing attraction of Jordan's social and economic capital, has placed extreme demands on the city's infrastructure, services and resources. Water scarcity, power cuts, inadequate infrastructure and public transportation, rising traffic congestion, waste management, high unemployment, climate-related natural disasters and other factors acutely test urban resilience. Greater Amman Municipality (GAM) recognizes the extraordinary challenges it faces. To proactively anticipate the future, its seeks to adopt a comprehensive 'smart' development strategy that harnesses the latest information and communications technology (ICT) innovations in support of its pressing urban planning needs.

GAM has embraced digital e-government applications for its own internal operations, and providing e-services to citizens. It has strong internal IT capacity, and currently provides over a dozen e-services to the public, ranging from driver license renewals and paying parking tickets online to obtaining building permits and civil registrations.

GAM is now preparing to augment legacy government e-services with smart city applications: the next level of digital functionality based on large-scale electronic data collection through sensors and the Internet of Things (IoT), and data analysis and service optimization utilizing machine learning and artificial intelligence. The objective is to improve real-time service delivery and situation awareness, manage assets and resources more effectively, and engage the public in civic life.

Amman was selected by 100 Resilient Cities, the Rockefeller planning initiative, to prepare an Amman Resilience Strategy, published in October 2017. The study's number one recommendation is to establish "an integrated and smart city".

What are the next steps for Amman?

The next steps are to make leaps by using all the knowledge gained and to engage all the stakeholders in Amman by introducing them the output of the CREATE project, and also to continue working with the European Commission through all its academics arms and associates like UCL, steps now must focus in continuity of knowledge transfer with implementation of the best practices considering the social and economic atmosphere of each city.

The city of Amman will be printing key CREATE reports & documents and they will be distributed to relevant policy-makers and academics and an electronic copy will be sent to the 400 participants who registered to attend the Smart City conference organised in the context of CREATE.

3. Senate Department for Urban Development and Environment, Berlin

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

How do you plan to disseminate the learning of CREATE within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality who is regularly updated about the project.

Reports on the progress in CREATE were given in regular administration meetings. Via internal websites (intranet) News and important results in CREATE were made available for all municipal employees of SenUVK. In addition, local politicians were informed about CREATE and its results during the round table workshops for the Urban Transport Development Plan.

Please complete the following table with the contact details of key persons within your municipality who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Senate Department for the Environment, Transport and Climate Protection (SenUVK)	Hermann Blümel	Research projects in environmental friendly traffic, e-mobility, charging infrastructure
SenUVK	Jobst Teske	in charge of the group on strategic transport planning including parking policy
SenUVK	Horst Wohlfarth von Alm	in charge for pedestrian traffic strategy
SenUVK	Jürgen Caesar	Transport policy on Federal and European level
SenUVK	Markus Baumeister	Strategic transport policy projects, especially in Urban Freight
SenUVK	Katharina Kröger	Strategic cycling planning
SenUVK	Hartmut Kästner	Traffic Model Berlin
SenUVK	Roland Priester	cost-benefit analysis for tram planning projects
Senate Department for Urban development and Housing (SenSW)	Magdalena Konieczek-Woger	Smart City Strategy in Urban development plans
SenSW	Dr. Paul Hebes	Strategic analyses on urban development
SenSW	Elke Plate	integrated urban development plans on industry and commerce, city-centres and retail

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

Regular meetings were held between SenUVK and important local stakeholders during the development of the new urban transportation development plan.

- 1) Transport providers BVG, S-Bahn and the transport association VBB.
- 2) Interest groups for bicycling (ADFC), motorized transport (ADAC) and public transport (IGEB) for Berlin.
- 3) Economic interest groups, e.g. local chamber of commerce is also relevant (IHK) and the Berlin Partner.
- 4) Scientific partners such as the Institute of Transport Research at the DLR and the Chair of Integrated Transport Planning at the Technical University Berlin (IVP)

Additionally, stakeholders from other senate departments were informed about CREATE and the project results during a joint workshop for the new urban transport development plan.

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
BVG	Stefan Geier	person in charge for BVG HTS
	Klaus Emmerich	division manager tender
VBB	Jürgen Roß	division manager planning & passenger information
S-Bahn	Felix Pohl	division manager customer marketing
ADFC Berlin e.V.	Bernd Zanke	steering committee traffic safety
IHK	Dr. Lutz Kaden	Coordinator traffic sector
IGEB	Jens Wieseke	vice chairman
Berlin Partner für Wirtschaft und Technologie GmbH	Thomas Meißner	Head of business area energy & mobility, manager of traffic, logistic & mobility cluster

DLR, Institute for Transport Research	Prof. Dr. Barbara Lenz	Head of Institute
IVP, TU Berlin	Prof. Dr. Oliver Schwedes	Head of Department

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

In regular meeting SenUVK and important regional and national stakeholders come together.

- 1) Association of German Cities (Städtetag), other German cities (LHM) and city states (Hamburg).
- 2) National organisation for transport and the environment, Verkehrsclub Deutschland (VCD)
- 3) German Institute of Urban Affairs (DIFU)
- 4) scientific partners such as IFMO from BMW AG, DLR, TU Berlin

All stakeholders can be informed about CREATE and the project progress in regular meetings.

Please complete the following table with the contact details of key regional and national stakeholders who were interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Deutscher Städtetag	Thomas Kiel	Contributor for traffic planning
VCD	Wolfgang Aichinger	Contributor for transport policy, „Livable cities through sustainable mobility“

	Michael Müller-Görnert	Contributor for transport policy, climate protection and air pollution control in transport, particulate matter in transport
City of Munich (LHM)	Dr. Martin Schreiner	Strategic projects and policy matters, Head of Underdivision
DIFU	Tilman Bracher	Head of Division Mobility and Infrastructure

EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

The result of CREATE can be disseminated at regular meeting of the EUROCITIES, IMPACTS and CITIVAS networks.

Please complete the following table with the contact details of key stakeholders at European and international level who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
City of Rome, Italy (Service Mobility Agency)	Fabio Nussio	Responsible of External and International Cooperation
Transport for London	Lilli Matson	Head of Strategy and Outcome Planning
City of Gothenburg, traffic office	Mats Ola Larsson	Environmental Advisor
City of Geneva, urban development and mobility Services	Sandra Píriz	Executive Assistant

Safer city streets initiative by ITF (OECD))	Alexandre Santacreu	Policy Analyst, Road Safety
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Communication tools

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, url, number of readers, etc.

Municipal website	http://www.berlin.de/sen/uvk/
Municipal newsletters	"Neues aus Brüssel" News from Brussels, internal
Other relevant newsletters	DVWG
Local press (daily)	Berliner Morgenpost (240,000 readers per issue), TAZ, die tageszeitung (200,000 readers per issue), Berliner Kurier (280,000 readers per issue), Berliner Zeitung (107,610 sold copies per issue), Der Tagesspiegel (112,555 sold copies per issue), B.Z. (116.848 sold copies per issue)
Regional and national press	Bild (12.31 Mio. readers per issue, 2,086,125 sold copies per issue), daily Der Spiegel (830,349 sold copies per issue, 6.13 Mio. readers per issue), weekly Süddeutsche Zeitung (372,211 sold copies per issue, 1,290,000 readers per issue), daily Frankfurter Allgemeine Zeitung (FAZ) (264,628 sold copies per issue, 760,000 readers per issue) Die Welt (192,396 sold copies per issue, 700.000 readers per issue)
Social media	Websites/ internet forums on urban development and sustainable transport: http://www.urbanophil.net/

	http://www.zukunft-mobilitaet.net/
Other	

REPRESENTATION AT EVENTS

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where CREATE could be promoted.

	Name of the event and purpose	Date	Envisage communication action
Events organised at local level	Stadtentwicklungsplan Verkehr (Berlin's Urban Transport Development Plan). <ul style="list-style-type: none"> • Round Table • Project Groups • Joint workshop 	June 2017.- June 2018	Most of these stakeholders will be participants on the round table mobility, with is the kick-off for the newly starting process on the Stadtentwicklungsplan Verkehr (Berlin's Urban Transport Development Plan).
	Various delegations and young researcher groups	2016-2017	Create Project Create Results on Berlin's transport development with Create Results (WP3+WP4)
Events organised at or regional national level	"Industrie 4.0" and urban freight	22.09.17	Inform about Create project WP6: approach to use scenarios planning with uncertainties
International events	IMPACTS conference in Lisbon on "mobility	June 2016	First results of Create

	for an inclusive and ageing society”		
	International delegations and young researcher groups	2016-2017	Introduction to Berlin’s unique transport development with Create Results (WP3+WP4)
	Smart city Solutions Workshop together with GAM and local researchers, IT-experts, stakeholders and students in Amman	13.03.18	Create Project, Berlin Results (WP3, WP4 & WP6), examples of smart city solutions in Berlin
Others			

OTHER DISSEMINATION ACTIVITIES

Please describe any other dissemination activities you may plan to promote and disseminate CREATE.

Beside relevant institutional stakeholders, the interested public community is an important stakeholder, too. Illustrated results of the analyses on Berlin’s development in car-ownership, use of motorized traffic, environmental friendly modes and many more (WP3 results D3-2) are about to be available with the new “Mobility in the City - Berlin Traffic in Figures” on the SenUVK Berlin website. The results of WP3 and WP4 on Berlin’s unique development in transport policy and infrastructure are to be illustrated.

Legacy plans

1. What have been the benefits from the project?

- Independent analyses of the development of Berlins transport policy and travel demand compared to other cities (WP3+WP4)
- Discussing and comparing differed approaches to solve similar problems and work towards similar goals (WP3+WP4)
- Discussing how a stage 4 city could look like, what technological and more transport system related developments will influence future mobility in large cities (WP6)
- Getting to know the situation of a “stage 1 city” like Amman first hand and being able to discuss possible steps towards a stage 2 or 3 situation (it also

helped to place Berlin's challenges compared to a city coming from a totally different starting position)

2. **How has it helped with your work?**

- Berlin's unique historic development was hard to put into the stage 1-3 approach in Create. Nevertheless, Create results highlighted that in many cases similar challenges (for stage 3 cities) can be met with individual solutions and yet lead to similar results if done well. For the stage 1 cities it is more important to analyse if and how a possible solution can influence the current situation in what way based on the local situation, then copying solutions from other cities without checking the applicability.
- Concerning transport policy and travel demand, Berlin is currently at a good position right among the leading European Cities like Vienna, Copenhagen, London, and Paris. But it has to make sure to stay on the path taken with reducing available space for car traffic and in the same time increase the capacity and quality of public transport and slow modes.
- Looking into the detail of transport policy and infrastructure planning, local differences became clearer and it reassured Berlin that "general solutions" always have to be adapted to the local legal and transport policy situation.

3. **Has it triggered new initiatives beyond the project? Do you plan any follow up activities?**

- Collaborating with other cities and leading European science and consulting institutions e.g. in research projects are vital for a city government to open its view on planning processes and transport policies. Being involved in these projects helped to be better prepared in facing current and future challenges of urban transport planning.
- During the mentoring visits to Amman we realised, that an additional study visit from the GAM colleagues to Berlin can help to illustrate Berlin's approach to certain challenges much better, than just presenting these approaches. We were lucky to be able to organise an additional visit for the beginning of May.
- SenUVK has to update its use of data analysis resources and possibilities on transport planning to assure transport policy meets the needs both of local travel demand and overall strategic goals e.g. modal split.
- We plan to stay in contact with the GAM colleagues on their progress of slow behavioural change towards a more suitable travel demand in Amman.
- Collaborating with all project partners especially UCL, TUD, SciencesPo, Eurocities, TfL, and Copenhagen was very enriching. We would like to collaborate again in new projects and have first concrete projects ideas e.g. with TUD.

4. Bucharest Municipality

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

How do you plan to disseminate the learning of CREATE within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality who is regularly updated about the project.

At P.M.B. is established since 31st August 2017 the LEAR and a dedicated project team working on CREATE that will continue to act as a first project's dissemination line at P.M.B. During CREATE project evolution CREATE- P.M.B. working group was regularly provided with information on activities and project's stage, project's demands, feedbacks and P.M.B. input in project's activities. CREATE-P.M.B. working group will continue to inform and involve stakeholders and departments in P.M.B. on CREATE progress and its results that interact with strategies and plans of the City. As well, is envisaged a consistent relevant information on CREATE to be presented publicly via CREATE- P.M.B. website (<http://create.pmb.ro/>)

Please complete the following table with the contact details of key persons within your municipality who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
P.M.B.	Sorin Chiriță	Public Administrator, LEAR
P.M.B.	Michaela Tomnița Florescu	Vice-Mayor
P.M.B.	Aurelian Bădulescu	Vice-Mayor
P.M.B.	Petre Năstase	President C.T.U.-M.B.
P.M.B.	Sorin Gabrea	Arch., Vice-President C.T.U.-M.B.
A.D.I.- Transport	Aura Răducu	Executive Director

P.M.B.	Cosmin Gheorghiu	Executive Director, PLSIGN, FSIGN, Co-ordinator CREATE-P.M.B. and UrbanWINS-P.M.B.
P.M.B.	Monica Mîndru	General Director
P.M.B.	Cătălina Gușavan	General Director
P.M.B.	Gheorghe Udriște	General Mayor's Personal Counsellor
P.M.B.	Valentin Iana	General Mayor's Personal Counsellor
P.M.B.	Cristian Preda	Executive Director
P.M.B.	Simona Popa	Executive Director
P.M.B.	Sorin Luchian	Executive Officer
P.M.B.	Filip Atanasiu	Executive Officer
P.M.B.	Melania Mihăescu	Executive Officer
Municipal Company Managementul Traficului București S.A.	Alexandru Burghiu	Manager
P.M.B.	Magdalena Iuga	Executive Director, PIU UrbanWINS
P.M.B.	Antoneta Lăzărescu	Executive Officer, PIU UrbanWINS
P.M.B.	Elena Bercuș	Executive Officer, PIU UrbanWINS

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

The P.M.B.'s project team working on CREATE established since 31st August 2017 will continue to act as a first project's dissemination line at P.M.B. presenting CREATE project and its research and results to universities, public transport companies in

Bucharest and region, Traffic Police Brigade, consultancy companies, P.M.B.'s partners in other projects, professional associations and unions, foundations, NGOs, professional trainers, for project's measures and actions that interact with other strategies and plans for the City and may agree on co-operation actions for promoting CREATE through their channels.

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
U.P.B.	Mihaela Popa	Ph. Dr. Eng., Vice-Dean, Director
U.P.B.	Corneliu Alexandrescu	Mihail Senior Ph. Dr. Eng.
S.C. METROUL S.A.	Sorin Călinescu	General Director
METROREX S.A.	Dumitru Sodolescu	General Director
R.A.T.B.	Adrian Mihail	General Director
R.A.T.B.	Florin Dragomir	Chief Office
R.A.T.B.	Liliana Andrei	Expert
U.T.C.B., CODATU România	Valentin Anton din	Senior Lecturer, Ph.D., Vicepresident
METROUL CODATU România	S.A., Geanina Suditu din	Project Manager
U.P.B.	Florin Nemțanu	Senior Lecturer, Ph.D., Director
ITS Romania	Dorin Dumitrescu	President
U.P.B.	Marius Minea	Conf. Dr., Director
ATU (NGO)	Vera Marin	President, Arch.
ECOTECA (NGO)	Alexandra Ghenea	Project Manager, project UrbanWINS
ECOTECA (NGO)	Alexandra Gheorghe	Communication Responsible

University of Bucharest- Center for Environment Research and Evaluation of Impact Studies	Cristiana Ciocănea	Assist. Dr.
University of Bucharest- Center for Environment Research and Evaluation of Impact Studies	Mihăiță Niculae	Assist. Dr.

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

The General Mayor and the main P.M.B.'s stakeholders will be maintained updated on the project's progress by reports. The decision of the General Mayor will guide the dissemination directions of the learning of CREATE to relevant regional and national stakeholders.

Please complete the following table with the contact details of key regional and national stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Ministry of Transports	Claudiu Dumitrescu	General Director
Ministry of Waters and Forests	Gheorghe Tuluc	Director
Ministry of Waters and Forests	Lăcrămioara Vlad	Counsellor

S.N.T.F.C. C.F.R. Călători S.A.	Adrian Vlaicu	Director
Ilfov County Council	Irinel Scioşteanu	Director of Cabinet
M.D.R.A.P.	Dan Bălănescu	Counsellor
Oradea Metropolitan Zone	Ciprian Barna	General Director
REC Romania	Bogdan Constantin Barbu	Project Assist.
M.D.R.A.P.	Sava Chiser	Counsellor
C.N.A.I.R.	Ştefan Ioniţă	General Director
National Agency for Environment Protection	Gabriela Sodolescu	Counsellor

EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

The General Mayor and the General Director of department implementing the project will be maintained updated on the project's progress by reports. The decision of the General Mayor will guide the dissemination links to other European and international regions, cities or companies.

Please complete the following table with the contact details of key stakeholders at European and international level who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
UITP	Artur Perchel	Director SE, CE Europe

EMI Systems, Inc. Bethesda Maryland S.U.A., U.A.U.I.M., C.E.P.	Mircea Enache	President, Ph. Dr. Arch., Director
RUPPRECHT CONSULT Forschung& Beratung GmbH	Ana-Maria Baston	Consultant
inno-V, World Bank	Didier Van de Velde	CEO, Consultant
Europe Building Network	GreenSteven Borncamp Council	co-Director
ZTM Poland	WarsawWieslaw Witek	CEO
ZDM Poland	WarsawTamas Dombi	Project Manager

Communication tools

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, url, number of readers, etc.

Municipal website	http://www.pmb.ro/ no. external visitors: 0311865 (01st Jan. 2018- 13th Apr. 2018)
Municipal newsletters	
Other relevant newsletters	
Local press	
Regional and national press	

Social media	
Other	

REPRESENTATION AT EVENTS

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where CREATE could be promoted.

	Name of the event and purpose	Date	Envisage communication action
Events organised at local level	Sportive event "Bucharest International 10 k" (expected: cca 4000 participants)	20 th , 21 st , 22 nd Apr. 2018	to agree with organizers to insert CREATE flagship on the square with number that participants bear in the competition or other means
	Sportive running competition for public "Băneasa Forest Run" (expected: cca 700 participants)	28 th , 29 th Apr. 2018	
	Educational sportive event "University of Bucharest cross – Cora Lujerului Challenge 2018" (expected: cca 3000 participants)	19 th May 2018	
	Sportive competitions (cross and international half marathon) (expected: cca 5000 participants at kids and junior cross competition and cca 12.000 participants at		

	half marathon and popular race)		to agree with organizers to insert CREATE flagship on the square with number that participants bear in the competition or other means
	Cross country Cycling marathon "First get-out" (expected: cca 2500 participants)	20 th May 2018	
	Sportive event "Triathlon Juniors European Cup" (expected: cca 900 participants)	21 st - 25 th June 2018	
	Cultural sportive event "The Color Run Night 2018" (expected: cca 8000 participants)	7 th , 8 th , 9 th Sept. 2018	
	Running competition "Baneasa Race"-autumn edition (expected: cca 1200 participants)	22 nd , 23 rd Sept. 2018	
Events organised at regional or national level	World Environment Day; European Mobility Week	5 th June yearly; Mid of September, yearly	distribution of CREATE leaflet
International events			
Others	Bucharest City Tour	July-September/October yearly	CREATE advertising in interior of the bus

OTHER DISSEMINATION ACTIVITIES

Please describe any other dissemination activities you may plan to promote and disseminate CREATE.

- to distribute at the actions for planting trees or to put in the ground near the trees on the big traffic avenues one mini- flag in triangle shape with CREATE flagship: 1.and the favourite characters of mobile phone advertising/ 2. and a box with project's title/ 3. with a message for raising the citizen's care for the environment;
- creating a connection with Horizon2020 UrbanWINS project in order to sustain some CREATE actions proposals in relation with Environment protection and awareness raising emphasized by their actions.

Legacy plans

1. What have the benefits been from the project?

The project's main benefit is a better understanding of basic principles in developing and debating mobility projects, derived from the motto: "It's not about moving cars, it's about moving people". This led to a different approach for mobility planning in the Bucharest - Ilfov area, generating a shift from improving general traffic flow to encouraging collective and alternative modes of transport.

Moreover, classifying participant cities by Stage, combined with intensive exchange of information and experience among Stage 1 and Stage 3 cities, helped the Bucharest Municipality to understand and analyze difficulties Stage 3 cities have encountered in the past, offering the opportunity for an easier pathway from Stage 1 towards Stage 3 and further on. This particular structure for the exchange of information provided clear examples of solutions and actions deployed by Stage 3 cities, based on their context and limitations, for tackling similar issues currently faced by Bucharest, therefore providing the Municipality with a roadmap for an easier transition towards Stage 3.

Another important benefit derived from the knowledge transfer was a better understanding of the multi-disciplinary approach needed for mobility planning in the city, and how combining both social and technical professionals will lead to a greater acceptance and impact of mobility projects for the end user.

2.How has it helped with your work?

Being part of CREATE was important for our team's work. The project helped us gain a much better understanding of how to interpret the influences of different contextual factors and the importance of collecting relevant traffic data for the city, methods to transform this data into evidence and gain knowledge about ways to improve transport or mobility policies.

Our involvement in the project also resulted in a better understanding of: the importance of communicating the municipality's efforts to develop integrated mobility

policies, the need for a good communication with stakeholders in order to understand and respond to their needs, and the approach needed to implement mobility policies, such as a good communication with the general public throughout the development and implementation phases and precise impact assessment of policies and/or measures.

3.Has it triggered new initiatives beyond the project? Do you plan any follow-up activities?

Bucharest Municipality has already started using the knowledge gained during CREATE to improve and amend mobility initiatives currently under preparation. One example to this effect is changing the approach used for developing a challenging mobility project for the city and Ilfov County: an improved connection between Domnesti, a bordering commune of the city, and Prelungirea Ghencea Street in Bucharest. This project has initially been evaluated exclusively from a traffic flow perspective, with interventions limited to the development of a circular overpass over the Bucharest Ring Road and the widening of Prelungirea Ghencea Street from 2 to 4 lanes. The proposal is currently under revision in order to support the use of sustainable public transport: development of new, high capacity public transport infrastructure (dedicated tram tracks) within the city and an intermodal point at the city limit, near Bucharest's Ring Road, comprising of a train station, a tram station and a Park&Ride facility.

Moreover, the Municipality's involvement in CREATE resulted in an increased cooperation and coordination on mobility related activities with other local stakeholders, but more importantly with national stakeholders, working together on common solutions for improving the infrastructure in the Bucharest – Ilfov Region.

An important initiative was establishing a Public Transport Authority for the Bucharest Ilfov Region, a joint initiative in cooperation with Ilfov County Council. It is currently responsible for ensuring the development of coherent public transport services within the Bucharest-Ilfov Region and is doing so in close cooperation with all relevant stakeholders: public authorities, public transport providers, citizens and other stakeholders. This authority can use the knowledge generated by CREATE and improve the implementation process of individual measures or projects from the Bucharesti-Ilfov SUMP.

The Public Transport Authority is working together with the local and county administrations and the public transport operator (RATB) to prepare and submit mobility projects derived from the SUMP. Several public transport projects have already been submitted for EU funding through the Regional Operational Programme in May 2018, and will be implemented after the evaluation phase is completed. Another result of this institutional cooperation was starting the process of restructuring RATB in order to transform it from an Autonomous Regie to a Joint-stock Company.

Furthermore, the Bucharest Municipality has started preparing projects for the development of bicycle infrastructure in the city and is working on accessing funds to implement them.

5. City of Copenhagen

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

How do you plan to disseminate the learning of CREATE within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality who is regularly updated about the project.

Presentations of CREATE in the internal Traffic network of the Technical and Environmental Administration. The network meets four times a year and consists of about 30 colleagues who work with all aspects of traffic and urban planning.

Workshop held with staff within the Technical and Environmental Administration and the Financial Administration as a follow-up of a walking symposium arranged within the framework of CREATE.

Orientation about results to the politicians when relevant and at least twice during the project.

Involvement of the Mayor of Technical and Environmental Affairs when first results are ready.

Please complete the following table with the contact details of key persons within your municipality who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Financial Administration	Mikkel Krogsgaard Niss	Project Manager

Financial Administration	Malene Frydenlund Christensen	Traffic Planner
Technical and Environmental Administration	Casper Harboe	Head of Unit
Technical and Environmental Administration	Mads Gaml	Programme Manager
Technical and Environmental Administration	Jens Christian Højgaard	Project Manager

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

WP4 Workshop with participants who have an in-depth knowledge of Copenhagen's policies

The local stakeholders will be involved in the activities for regional and national stakeholders, see below. Due to the size of Denmark it is relevant to coordinate with both the local, regional and national level.

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Movia (bus company)	Anette Enemark	Head of Unit
Technical and Environmental Administration	Steffen Rasmussen	Head of Unit (contact of BIK)

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

Informal cooperation and knowledge sharing with universities, especially the Technical University of Denmark (DTU), Aalborg University (AAU) and Roskilde University (RUC).

Conference about mobility and transport trends (Fremtidens Transport) held by IDA (The Danish Society of Engineers) and TØF once a year, usually in January. A lot of Danish actors and authorities attend this conference and we will try to get CREATE at the agenda for 2019.

Presentation and discussion at Network for sustainable mobility – a national network for municipalities, regions and public transport companies.

Presentation and discussion during the yearly conference, Trafikdage, in August 2017.

Article in Trafik & Veje (Traffic & Roads; a national technical magazine), Ingeniøren (The Engineer; a national technical magazine), Danske Kommuner (Danish Municipalities; a magazine published by Local Government Denmark) and other relevant magazines at the end of the project period.

Please complete the following table with the contact details of key regional and national stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Danish Road Directorate	Birgitte Henriksen	Head of Division
The Region of Denmark	Pia Nielsen	Head of Unit
Ministry of Transport and Building	Søren Wille	Head of Section
RUC	Katrine Hartmann Pedersen	Assistant Professor, Ph.D

RUC	Per Homann Jespersen	Professor
Concito	Henrik Gudmundsson	Senior Researcher
AAU	Harry Lahrmann	Associate professor
Weinreich Mobility	Marianne Weinreich	Consultant

EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

Network of traffic planners in the Nordic Countries (NVF). Yearly held seminar with traffic planners from other major cities, eg. Oslo, Stockholm, Helsinki. We will try to present relevant results on forthcoming seminars.

Symposium arranged together with Tom Cohen (UCL) focusing on walking. The symposium took place in Copenhagen in March 2018 and key stakeholders, interest organisations, public officials within City of Copenhagen as well as CREATE collaborators and both Danish and international speakers attended.

Please complete the following table with the contact details of key stakeholders at European and international level who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Network of Nordic Planners	Jarl Zinn	Special consultant
International Federation of Pedestrians	Marió Alvez of	Secretary-General

Analysis Strategy	and Helge Hillnhütter	Senior Adviser
Gehl Architects	Birgitte Svarre	Bundesense Associate

Communication tools

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, url, number of readers, etc.

Municipal website	www.kk.dk
Municipal newsletters	-
Other relevant newsletters	-
Local press	-
Regional and national press	<p>Ingeniøren (The Engineer)</p> <p>www.ing.dk</p> <p>Number of readers: Approx. 180.000</p> <p>Danske Kommuner (Danish Municipalities)</p> <p>www.danskekommuner.dk</p> <p>Number of readers: Approx. 34.000</p>
Social media	-
Other	<p>Trafik & Veje (Traffic & Roads)</p> <p>http://ny.trafikogveje.dk/</p> <p>Number of readers: Approx. 5-10.000</p>

REPRESENTATION AT EVENTS

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where CREATE could be promoted.

	Name of the event and purpose	Date	Envisage communication action
Events organised at local level	Meeting with the internal Traffic network	5 th of October 2016	Presentation
Events organised at regional or national level	Trafikdage – yearly national conference to present research results. Discussion cancelled due to lack of CREATE results.	22 nd -23 rd of August 2016 New date: 28 th -29 th of August 2017	Workshop about CREATE in general and WP6
	Conference about mobility and transport (Fremtidens Transport)	January 2019	Presentation and discussion of temporary results
International events	Network of Nordic planners – yearly international seminar	2018	Presentation and discussion of temporary results
Others	-		

Legacy plans

Benefits from the project?

Knowledge and learning about our own city's development the past 50-60 years has been a major benefit from this project. A clearer understanding of the many factors, aspects and drivers of change that create the changes in the city and in the urban planning. Discussions with Danish stakeholders about this and about how to use the knowledge in the future planning.

Knowledge about indicators useful for different planning strategies and the difficulties in measuring congestion.

Exchange of knowledge with other cities and inspiration from their work. E.g. learning from Vienna about public transport and the value of visions, learning from London about congestion – how to measure, how to reduce number of car trips by congestion pricing and how to down size the space for cars released by this. Learning from Paris about a dense city and a change in parking policy and of course Berlin with a very special story, but still ending up on sort of the same planning and curve as the other cities.

Further we have a lot of data we still need to take closer look at. Here we hope to get help from WP5 as well.

How has it helped with your work?

Apart from the benefits mentioned above, we have had and still have good help for our work with future solutions. E.g. collection of knowledge about possible future solutions helped to make us aware of the very well functioning and smart “technology” called walking – it is cheap, healthy, flexible, “self driving” and can be used by almost everybody ☐. Together with UCL we have arranged a symposium about walking with participant from a broad spectre of relevant Danish stakeholders.

Of course we are also working with all the more “modern” technological solutions and the possibilities they give for the future mobility, e.g. with MaaS solutions, open data, smart city initiatives etc.

Furthermore we are now even more aware of the use of urban space and the necessary priorities if we want to go on having liveable cities. We need to work more cross sectors – not only cross the different modes of transport and the urban planning, but also include sectors like health, social inclusion, schools, structural settings etc. Still waiting a bit for the “stage 4 buzzword”; maybe integrated planning, but this is even more difficult to translate than liveability and accessibility.

One more important thing is the work UCL has done to help us raise a Danish discussion about planning tools. The traffic models and socioeconomic calculations

are not sufficient – they are developed to help but cannot give the total answer. To raise this we have arranged a workshop at a national research conference in 2017 and we continue the work with this.

Has it triggered new initiatives beyond the project? Do you plan any follow up legacy activities?

Specific follow up activities so far:

- Continued work about walking / pedestrians, especially the connection between walking and public transport is about to be developed as an important solution, not only in the central parts of the city but also in the suburbs where stations are important hubs. After the symposium about walking we have started to develop a project together with the regional bus company, Movia. Further we work to integrate a new goal for walking in the municipal plan for Copenhagen and here we suggest a goal, which takes into account both the walking trip as its own travel as well as the walking trip related to public transport. Having in mind all the discussions about the modal split (in WP3 of CREATE) this is not an easy target, since it will add a number of trip not usually included in the modal split figures.
- Scenario planning – in WP6 we learned about “new” methods for scenario planning and after having participated in the preparation interview and the workshop in London, we decided to use a scenario planning method our future work. More specific it has just been decided that we will develop a new SUMP for Copenhagen and here we suggest a very open process where the themes, visions, measures etc. will be designated by the work with scenario planning. We still do not have the final decision from our mayor, but I can get back to you on this. I have also agreed to talk a bit about this at the final event in Brussels.
- National Danish transport research conference in August 2018 – workshop about “Use of scenario planning for robust planning of the future”. The workshop includes discussions about the interaction between traditional planning tools and the scenario planning, how to monitor / which indicators to use for scenario planning and a test and qualification of the method in Copenhagen’s work with SUMP.

6 Transport for London

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

How do you plan to disseminate the learning of CREATE within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality who is regularly updated about the project.

Dissemination for the local administration will take place in a variety of ways:

- Internal within TfL: Intranet Site, periodic internal seminars (part of regular series). There is also potential to include CREATE content in annual TfL research reports for public dissemination.
- Relevant material from CREATE will be passed on the Mayor of London and his staff as well as to the London Assembly.
- Relevant material from CREATE will be passed on the London Boroughs (transport and planning staff).
- London transport and planning organisations/bodies will be invited to attend seminars to discuss findings as the project progresses.
- The CREATE project relates closely to several TfL work streams. Whilst there is not a direct dependency or duplication, CREATE informs, and is informed by, these wider work streams. These include the process to develop the Mayor of London's Transport Strategy, which was renewed in April 2018, and TfL investigations into changing travel demand in London and their work to better inform future projections of travel demand in London; this latter has significant implications for the future direction of transport policy as well as transport infrastructure investment in London.
- There is also an academic research aspect to changing travel demand patterns, where London trends are seen to be mirrored throughout the UK and western Europe. TfL participates in these activities through regular knowledge exchange based on increasing understanding of the changing 'drivers of travel demand'.

Please complete the following table with the contact details of key persons within your municipality who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
TfL	Mike Keegan	Strategy Manager
TfL	David Christie	Demand Forecasting Manager Strategic Analysis Manager
TfL	Simon Nielsen	Public Health Specialist International Affairs Manager
GLA/TfL	Lucy Saunders	Director of City Planning
TfL	Steve Newsome	
TfL	Alex Williams	
This list will be expanded as the project progresses		

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

Dissemination for relevant groups in London will take place in the following ways:

- Through presentations to established professional forums in London, such as The Institute of Logistics and Transport, Transport Statistics Users Group, CLIP-TS etc.
- Publishing or referring to results in TfL publications.
- CREATE material will be fed to local publications, both specialist, such as Local Transport Today and of wider dissemination, such the Evening Standard and Metro. Material will be also passed on to local London newspapers such as the Ham & High or the South London Press.

- Holding a specialist seminar for invited key stakeholders towards end of project.
- Internal seminars within TfL for staff, as part of our wider series.

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Local Transport Today	Andrew Forster	Editor
	Daniel Simpson	
	C/O HPC Publis	
This list will be expanded as the project progresses		

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

Dissemination for relevant national groups or for relevant groups outside London will take place in the following ways:

- For the wider professional community, a conference will be held to present the key findings/results. Use will be made of established professional groups, such as the Transport Statistics Users Group and the Transport Economists' Group.
- The relevant departments in the Department of Transport and other agencies involved in transport in London will be informed of the CREATE's findings.
- Relevant regional/national authorities/agencies will be invited to attend seminars to discuss findings as the project progresses.

EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCIITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

Dissemination for relevant national groups or for relevant groups outside London will take place in the following ways:

- Through TfL membership of other European networks, such as UITP.
- Through papers and talks submitted for conferences such as ETC.
- By informing the London's European Office of the progress and results of CREATE.

Please complete the following table with the contact details of key stakeholders at European and international level who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
London's European Office	Ian Catlow	Head of Office

Communication tools

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, URL, number of readers, etc.

Municipal website	www.tfl.gov.uk the TfL corporate website and https://www.london.gov.uk/about-us/greater-london-authority-gla the Greater London Authority (London Mayor and London Assembly) website.
Municipal newsletters	

Other relevant newsletters	<u>Evening Standard</u> (http://www.standard.co.uk/) and <u>Metro</u> (http://e-edition.metro.co.uk/home.html) are the main London's newspapers.
Local press	There are a large number of local publications in London. A list of them can be found in: https://en.wikipedia.org/wiki/List_of_newspapers_in_London .
Regional and national press	Specialist media including <u>Local Transport Today</u> (https://www.transportextra.com/publications/local-transport-today/news/)
Social media	@tfl – TfL Twitter site
Other	

OTHER DISSEMINATION ACTIVITIES

Please describe any other dissemination activities you may plan to promote and disseminate CREATE.

The other groups that TfL will disseminate the results of CREATE are:

- Private sector companies. In London there are numerous private companies involved in transport that would be interested in CREATE's results. These range from taxi companies to road hauliers. TfL will inform them through invitations to seminars and the press.
- Outside London there are county councils and unitary authorities. These can be invited to a seminar regarding CREATE.
- International contacts. TfL and the Mayor for London have numerous international contacts. TfL and GLA staff involved in such contacts will be briefed on CREATE.

Legacy plans

London is planning to develop the scenario approach to framing its future transport demand forecasts and plans. This approach was trialled in CREATE with the stage 3 cities and London wants to develop it further specifically to help deal with the multiple uncertainties that the city faces in future planning.

Also London plans to keep a closer eye on European trends in travel demand to inform the interpretation of what is happening in London. The similarity of trends among stage 3 cities is striking and London feels that the CREATE work gives us a basis to better

interpret developments as they happen over the medium term by looking at the wider range of causative factors and if they vary in their explanatory power across cities.

7. Paris-Île-de-France

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

How do you plan to disseminate the learning of CREATE within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality who is regularly updated about the project.

IAU is the studies body of the Ile-de-France Regional Council (there are 13 regional councils in France). IAU is in constant contact with the technical services of the Region, who are themselves in constant contact with elected representatives of the Region.

Please complete the following table with the contact details of key persons within your municipality who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Île-de-France Regional Council	Stéphane Beaudet	Vice-President in charge of Transport and Mobility
Île-de-France Regional Council	Claude Saintillan	Director Housing and transportation department
Île-de-France Regional Council	Paul Beauvallet	Director Transportation service
Île-de-France Regional Council	Vincent Moutarde	Deputy director Transportation service
Île-de-France Regional Council	Cédric Aubouin	Manager

Île-de-France Regional Council	Nathalie Granes	Manager
Île-de-France Regional Council	Jérôme Chiasson	Manager
Île-de-France Regional Council	Charlotte Charbonniaud	Manager
Île-de-France Regional Council	Sébastien Couty	Representative of Region in EU

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

Local stakeholders are the Departmental Councils (there are 8 Departments in the Region, one of which is Paris, both a city and a Department). There are 1299 municipalities in Ile-de-France Region, impossible to disseminate at this scale.

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
City of Paris	Marie-Pierre Auger	Housing, logistic and transportation director
Hauts-de-Seine Department Council	Brigitte Baroud Thierry Dussautoir	Direction Infrastructures and Transport
Seine-St-Denis Department Council	Daphné Sendros-Pons	Housing and mobility director

Essonne Department Council	Patricia Bazin	Mobility and transport director
Yvelines Department Council	Corinne Seniquette	Mobility director and Transport
Val-de-Marne Department Council	Nicolas Mati	Direction Infrastructures and Transport
Val d'Oise Department Council	Gaëlle Bonnetfond	Transportation director
Seine-et-Marne Department Council	Pascale Solignac	Infrastructures and Transport director

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

Regional and national stakeholders are the Organising transport authority for Ile-de-France (STIF), the Regional and Interdepartmental Directorate of Equipment and Development for the Ile-de-France Region (DRIEA), the Center for Studies on Road Networks, Transport, Urban Planning and public Structures (CEREMA), Air Quality Monitoring Network in the Ile-de-France region (AIRPARIF), Regional Chamber of Commerce and Industry (CCI), French Institute of science and technology for transport, development and networks (IFSTTAR), French Rail Network (SNCF-Network), National society of French railways in Ile-de-France (SNCF-Transilien), Transport Operator of Paris (RATP), French Environment and Energy Management Agency (ADEME)

Please complete the following table with the contact details of key regional and national stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
STIF	Laurence Debrincat	Director Studies and Prospective
DRIEA	Nicolas Osouf	Director Studies
Ministry of Ecology	Louis Fernique	Director of ITS Department
CEREMA	Olivier Cormier Patricia Varnaison-Revolle	Direction Studies
AIRPARIF	Anne Kauffmann Cecile Honore	Direction Studies
CCI	Anne Galitzine	Director Studies
RATP	Laurent Gerardin Véronique Berthault	Director Studies Ecomobility project manager
SNCF-Transilien	Pierre Messulam	Deputy General Director
SNCF-Transilien	Françoise Tournassoud	Manager
SNCF-Réseau	Jean-Christophe Benoit	Director Environmental Studies
ADEME	Patrick Coroller	Director Studies
IFSTTAR	Francis Papon	Research Director
LVMT (ENPC)	Fabien Leurent	Research Director
ENS Cachan	André de Palma	Research Director

EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

IAU is member of Metrex, the Network of European Metropolitan Regions and Areas. The Network has members from some 50 metropolitan regions and areas.

Please complete the following table with the contact details of key stakeholders at European and international level who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
METREX		
METREX	Kurt Mittringer	Representative of Vienna
METREX	Kevin Reid	Representative of London

Communication tools

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, url, number of readers, etc.

Municipal website	
Municipal newsletters	
Other relevant newsletters	www.iau-idf.fr/liau-et-vous/nos-editions/la-newsletter.html http://www.iledefrance-europe.eu/
Local press	
Regional and national press	Magazine Île-de-France of the Regional Council : every two months (6 millions issues distributed to the households)

Social media	twitter IAU, facebook IAU
Other	On the IAU's website, a page devoted to CREATE : https://www.iau-idf.fr/en/know-how/transport-and-mobility/transport-mobility/the-create-project.html

REPRESENTATION AT EVENTS

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where CREATE could be promoted.

	Name of the event and purpose	Date	Envisage communication action
Events organised at local level			
Events organised at regional or national level	Predim Conferences (national conferences organized by the Ministry of Ecology)	<i>In may and in October 2015</i>	<i>communication</i>
International events	Seminar organized by IAU on Autonomous vehicles, acceptability and wider impacts	<i>24th November 2017</i>	<i>Proceedings of the seminar</i>
Others			

OTHER DISSEMINATION ACTIVITIES

Please describe any other dissemination activities you may plan to promote and disseminate CREATE.

Valorization of the proceedings of the seminar “Autonomous vehicles : impacts and acceptability” hold in Paris in November 2017. The proceedings will be published in June 2018 on IAU’s website.

Legacy plans

The information gathered will be used for further analysis within the university and the municipal department.

On municipal level, there is a review on the current Viennese urban development plan ongoing, where the data which were updated, collected and calculated by the CREATE-project can be used.

Currently projects about the development of corridors in the West of Vienna are analysed by the university, where the data are used for plausibility checks as well. A further ongoing project, the evaluation of the usage of pedestrian passageways in Vienna will make use of the data as well.

Future proposal under development with the focus on the Viennese conurbation area will use the information as a basis for further analysis.

8. City of Skopje

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

How do you plan to disseminate the learning of CREATE within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality who is regularly updated about the project.

City of Skopje formed official internal project team assigned by our Mayor consisted of representatives from different departments (Traffic, International cooperation, Mayors Cabinet, Financial department). Aim of this project team is to realise Create activities and disseminate its results and the project in general. We also plan to send information

about the project to media and to put a link on the City of Skopje's web site, and official FB page.

Please complete the following table with the contact details of key persons within your municipality who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
City of Skopje	Lovren Markic	Head of the Department for INT. Cooperation
City of Skopje	Marina Petrovska	Deputy Head of the Department for Mayor support
City of Skopje	Zoran Davidoski	Head of the Traffic Department
City of Skopje	Nedelco.Krstevski	Head of the PR Unit

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

City of Skopje is member in the Association of Municipalities ZELS and as well has regular high level coordination meetings with the rest of the 10 municipalities in the Skopje region. City of Skopje has it own Public enterprise for transport called JSP Skopje.

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
PE JSP Skopje	Ana Gruevska	
Zels	Danica Perisic	Executive Director of ZELS
The Faculty of Technical Sciences in Bitola	Prof. Nikola Krstanoski	Professor

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

City of Skopje is Skopje has regional Twined cities (Belgrade, Zagreb, Ljubljana, Podgorica) with whom has excellent and fretful cooperation in several sectors. We can use this contacts to promote the CREATE project and its results.

EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

City of Skopje is member in international networks (Energie Cites, AIMF, Eurocities, LUCI) and has 16 twinned cities. Also at the moment we are part of a consortium in several EU funded projects.

Communication tools

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, url, number of readers, etc.

Municipal website	www.skopje.gov.mk
Municipal newsletters	City of Skopje has its monthly newsletter only in printed version
Other relevant newsletters	
Local press	Department for Public Relation of the City of Skopje
Regional and national press	

Social media	Facebook
Other	

REPRESENTATION AT EVENTS

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where CREATE could be promoted.

	Name of the event and purpose	Date	Envisage communication action
Events organised at local level	European week of mobility	September	City of Skopje is organizing this event and we can make a promotion of CREATE project
	Transport for Today Society	May	This event is organized by the The Faculty of Technical Sciences in Bitola
Events organised at regional or national level			
International events	Inter traffic is a international event where a delegation of the City of Skopje attends	April	CREATE project can has its promotion on this event
Others			

Legacy plans

1. What did you as part of CREATE?

From this project the City of Skopje has learn that relocating of road space to sustainable modes of transport (public transport, cycling and walking) encouraging street activities and promoting active travel (cycling and walking) are one of the most efficient policies that can short-circuit the typical transport policy evolutionary process and help our city to become more liveable and sustainable city. All this was achieved thanks to the practical mentoring visits by the experts from the Ile-de-France urban institute working with transport practitioners from the transport department as well as

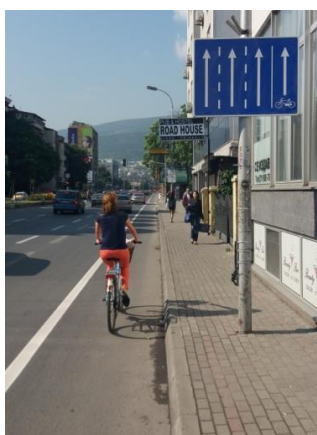
participating in the different workshops, training and study visits organized in the frame of CREATE project.

2. How did you do it?

Making cities integrated and sustainable is extremely challenging. The cities should respond to demographic, environmental, social, economic and technological issues by taking holistic and multi – sectoral approach to planning that delivers a comprehensive and integrated set of solutions and supports the sustainable growth.

In the context of CREATE project we already have some examples of road space relocation to walking and cycling and at this moment we are working on project for relocation of road space to public transport at the main public transport corridor in Skopje. Also we are working on promoting of active modes especially cycling by continuing and extending the Skopje Velo-City project.

Activities for relocation of road space to cycling included narrowing of three traffic lanes from 3.5 to 3.0 meters on Boulevard Kliment Ohridski and providing 1.5 m space for cycle lane (Picture 1) and transformation of one traffic lane into two cycle lanes during reconstruction of Todor Aleksandrov street (Picture 2).

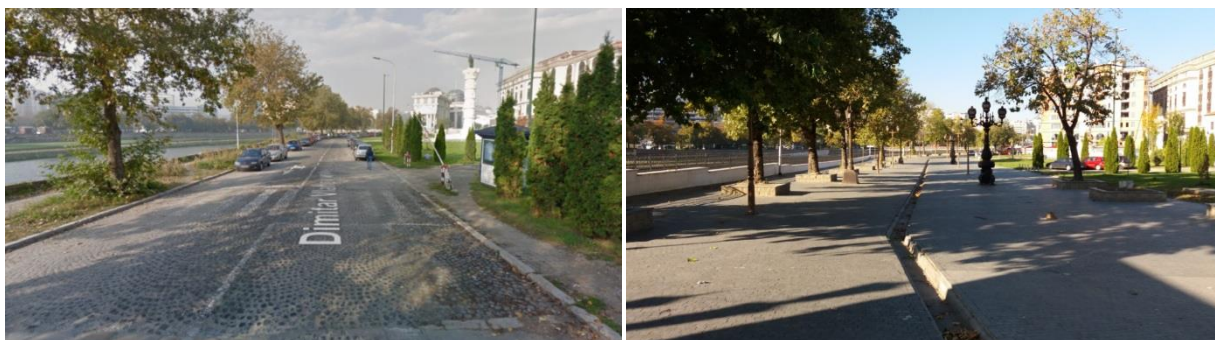


Picture 1: Bicycle lane at Kliment Ohridski boulevard



Picture 2: Bicycle lanes at Todor Aleksandrov street

There are several examples of road space relocation to walking in Skopje. The recent activity included transformation of Kej Dimitar Vlahov street into public space – square (Picture 3).



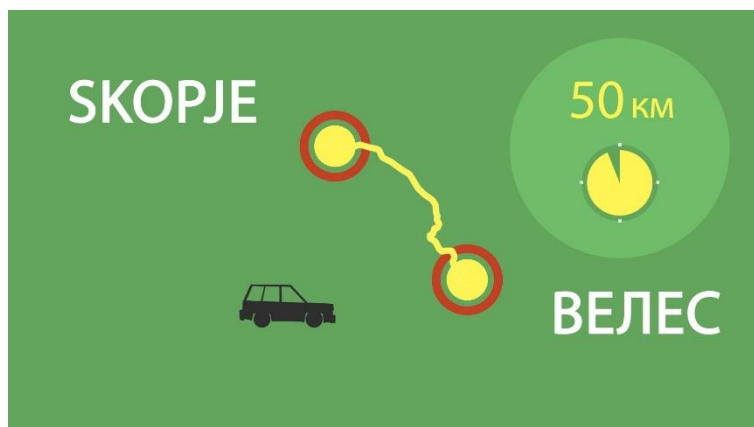
Picture 3: Transformation of Kej Dimitar Vlahov street into Public space – square (before and after)

Also the message from the project has been shared through the Local Dissemination event i.e the Local conference where beside the Mayor of Skopje and our distinguished partners, also the Minister for Transport and communication of the GoM, and a high representatives of the Delegation of the European Union to Macedonia participated. The local conference which was widely covered by our local TV, Radio and newspapers as well as numerous internet portals, contributed and helped to raise the awareness of the citizens and the journalist.

In the framework of the CREATE project it is also very useful that we have produced animation, video and radio campaign to promote sustainable urban mobility and multimodality with emphasis of cycling, public transport, Park & Ride, carpooling etc. through the prism of environmental, economic and health benefits to the citizens in the effort to change the Balkan mentality of entering with the car in the shops. The campaign includes 3 animations, 5 videos, 3 radio commercials and 1 strip for kids, which are described below.

Animation 1 – Pak & Ride Skopje

Short video animation with explanation how does the park and ride system work and how much do drivers from others cities spend time/money during traffic jams in Skopje. The animation continues with shoving data and info how things can change if they park outside the city and continue using the public transport (Picture 4).



Picture 4: Print screen from animation – Park & Ride in Skopje

Animation 2 – Carpooling

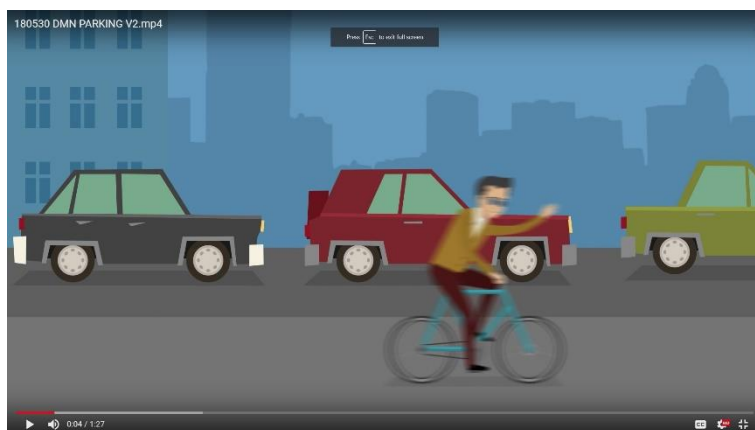
Short video animation about the fact that 80 percent of the drivers in Skopje are alone in their vehicles, and that many of the problems in the city regarding traffic jams, pollution etc. are from the fact that there are too much vehicles on the streets (Picture 5).



Picture 5: Print screen from animation – Carpooling

Animation 3 – Health benefits of driving bike

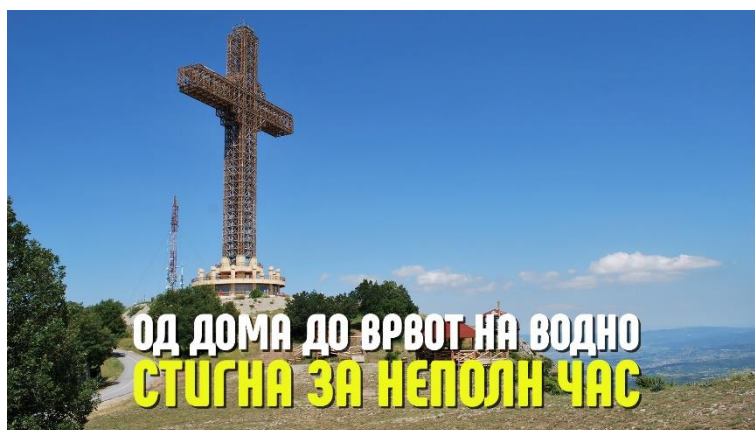
Video animation about the health benefits of riding bicycle. The animation provides various information regarding the personal benefits for the bikers but also useful information compared to driving car- saving money, air pollution etc. (Picture 6).



Picture 6: Print screen from animation – Health benefits of driving bike

Video – Its easy when you are planning your transportation

Short video up to 2 min in length with combined text and visual images of how important is the good planning of transportation in the city of Skopje. For example, when going to mountain Vodno for hiking or riding bike-where to catch the bus etc. The video shows how much money and time is saved when planning the transportation (Picture 7).



Picture 7: Print screen from video – It is easy when you are planning your transportation

Radio commercial – Its easy if you plan your transportation

30 seconds radio commercial showing how much money and time is saved when planning the transportation in Skopje with example of going to mountain of Vodno.

Video – Park & Ride in Skopje

Short video up to 2 min in length with combined text and visual images of how does the system of park and ride work in Skopje or how its suppose to work. The video shows people from other city coming to Skopje, they've spent 30 minutes to come to Skopje form another city but in Skopje they are stuck in traffic for more than an hour. Next we see people parking the car and taking the bus, they easily go through the city and save money, nerves and time (Picture 8).



Picture 8: Print screen from video – Park & Ride in Skopje

Radio commercial – It is easy if you plan your transportation

30 seconds radio commercial showing how much money and time is saved when using the system of park and ride when coming to Skopje from another city.

Video – It is easier as a pedestrian

Short video up to 2 min in length with combined text and visual images of how easy is to visit Skopje by foot- as a tourist but also if you live in the city. The video shows example of how easy is to come from point A to point B in the city centre compared with using a car. It also shows the health benefits of walking and the benefits for the environment (Picture 9).



Picture 9: Print screen from video – It is easier as pedestrian

Radio commercial – It is easier as a pedestrian

30 seconds radio commercial showing how easy is to walk from point A to point B in Skopje compared to the money and time spend, also nerves if driving a car.

Video – I also go to work by bike

Short video up to 2 min in length with combined text and visual images of people going to work by bike compared to people that use cars when going to work in Skopje. The video provides data comparison if only one person more goes to work by bike instead of using a car (Picture 10).



Picture 10: Print screen from video – I also go to work by bike

Radio commercial – I also go to work by bike

30 seconds radio commercial showing the difference when going to work by bike instead of using a car- its saves money, nerves and it is important for the personal health and for the environment.

Video – 1 bus=50 cars

Short video up to 2 min in length with combined text and visual images about the importance of public transport in Skopje, with emphasis on bus transportation. It provides data about how people who regularly use buses when traveling in Skopje are contributing to the environment, they also save money and they contribute to the reducing of traffic congestion (Picture 11).



Picture 11: Print screen from video – 1 bus = 50 cars

Radio commercial – 1 bus=50 cars

30 seconds radio commercial showing the difference when going to work by bus instead of using a car- its saves money, nerves and it's important for the environment. The radio commercial shows that 1 bus equals 50 cars.

Strip for kids

The short strip in 6 pictures shows a young boy and his father traveling to the kindergarten by car. They are stuck in traffic and the father is furious and says why don't the others use the bus. The next day his kid proposes to use the bus but he refuses and they are stuck in traffic again. The idea is to plan your transportation for personal benefit but also for the environment (Picture 12).



Picture 12: Strip for kids

3. Which result do you expect?

These activities should contribute to better quality of life, to tackle transport related problems in urban areas such as congestion and pollution more efficiently and to reducing of car use level and encouraging sustainable mobility i.e. switch from cars to sustainable modes of transport. With other words it is expected the lessons, knowledge

and experience from the CREATE project to help the city to become more liveable, **integrated and sustainable city.**

4. What are the next steps?

The City of Skopje will apply for other projects like CREATE from Horizon 2020 programme and also to use the IPA funds as we are doing so far. Thanks to it, partly, the CREATE project conference in Skopje, which was like an initial boost for the funding of new SUMP (Sustainable Urban Mobility Plan) for the City of Skopje through the National Ministry of Transport and JASPERS technical assistance, we are now applying for a 24-month project of about 2 million euros. The overall objective of this project is creation of sustainable urban transport system and promotion of sustainable urban mobility in Skopje as key actions to become liveable and integrated sustainable city. The purpose of this project is preparation of comprehensive sustainable urban mobility plan (SUMP) which should set short, medium and long term strategies to satisfy the mobility needs of people and business in Skopje and its surroundings for a better quality of life and tackles transport related problems in urban areas more efficiently. The operation will also provide an Action plan for implementation of the SUMP, Pipeline of Quick Wins, trainings and guidelines for implementation, as well as comprehensive guidelines and standards for sustainable urban planning and designing of road infrastructure and transport services.

Also through further IPA funds we have applied for a Smart Bike Share System with about 40 rent-a-stations with each of about 15 docs and total of 600 24/7 outdoor life bicycles, a project of between 1 and 1,5 million euros.

Skopje will continue to work on relocating of road space to sustainable modes of transport and to promote active travel and our biggest challenge is to introduce light rail transit (LRT) system in Skopje by relocating of road space to space dedicated for LRT only.

9. City of Tallinn

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

How do you plan to disseminate the learning of CREATE within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality who is regularly updated about the project.

There is a Financial Service Treasure Department in Tallinn City Office. One of their tasks is to disseminate information and results of all the projects that are being implemented in Tallinn within and outside the organisations of our municipality.

Please complete the following table with the contact details of key persons within your municipality who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Tallinn City Office	Kristel Kibus	Project Coordinator
Tallinn City Office	Irma Remma	Project Coordinator

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

We plan to disseminate the learning of CREATE with local stakeholders during all the relevant meetings where transport and urban policy specialists are represented. Networking and discussions during seminars and social events is an excellent opportunity to get the info delivered to the most important experts in the field.

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Tallinn City Transport Ltd	Andres Herkel	Service Manager

MRP City Lines LLC	Rein Vinni	Member of the Board
Tallinn University of Technology	Dago Antov	Faculty of Civil Engineering: Department of Logistics and Transport: Chair of Transport Planning Head of Chair
Stockholm Environment Institute	Mari Jüssi	Senior Expert

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

We plan to disseminate the learning of CREATE with regional and national stakeholders during all the relevant meetings where transport and urban policy specialists are represented. Networking and discussions during seminars and social events is an excellent opportunity to get the info delivered to the most important experts in the field.

Please complete the following table with the contact details of key regional and national stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Harju County Government, Development Division	Kaarel Kose	Advisor
Ministry of Economic Affairs and Communications	Toomas Haidak	Head of Transport Development and Investments Department
Estonian Road Administration	Jaan Tarmak	Head of Traffic Management Division

Association of Estonian Cities	Karmo Käärman-Liive	Advisor
Union of Estonian Automobile Enterprises	Villem Tori	Director

EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

We plan to disseminate the learning of CREATE with European and international stakeholders during all the relevant EU project meetings where transport and urban policy specialists are represented. Networking and discussions during seminars and social events is an excellent opportunity to get the info delivered to the most important experts in the field.

Please complete the following table with the contact details of key stakeholders at European and international level who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Helsinki City Executive Office, Economic Development Division	Ulla Tapaninen	Senior Specialist
Helsinki-Uusimaa Regional Council	Olli Keinänen	Chief Advisor
TU Eindhoven Innovation Lab	Rianne Valkenburg	Project Manager

Communication tools

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, url, number of readers, etc.

Municipal website	www.tallinn.ee
Municipal newsletters	Pealinn http://www.pealinn.ee/ (printed 90 000, once a week) Stolitsa http://stolitsa.ee/ (in Russian) (printed 50 000, once a week)
Other relevant newsletters	Tallinna Linnaleht (In Estonian/Russian) (printed 59 000, once a week)
Local press	Tallinna TV http://www.tallinnatv.eu/
Regional and national press	Eesti Päevaleht http://epl.delfi.ee/ (printed 19 800, 6 times a week) Postimees http://www.postimees.ee/ (printed 51 600, 6 times a week)
Social media	Linnad ja Liikuvus/Cities and Mobility Public Group on Facebook https://www.facebook.com/groups/liid/
Other	

REPRESENTATION AT EVENTS

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where CREATE could be promoted.

	Name of the event and purpose	Date	Envisage communication action
--	--------------------------------------	-------------	--------------------------------------

Events organised at local level	Mobility Week/Orienteering with Public Transport competition	Every September	During discussion group meetings and social networking events
Events organised at regional or national level	Annual Days of Estonian Municipalities	Every February	During discussion group meetings and social networking events
International events	CIVITAS Forum	Every year	During discussion group meetings and social networking events
Others			

OTHER DISSEMINATION ACTIVITIES

Please describe any other dissemination activities you may plan to promote and disseminate CREATE.

It is difficult to foresee all the events where we could promote and disseminate CREATE. However, we plan to do that during all relevant meetings with stakeholders and during all other project meetings where Tallinn is one of the partners.

We plan to organise final CREATE conference for local stakeholders in June 2018 after all the activities have been finished.

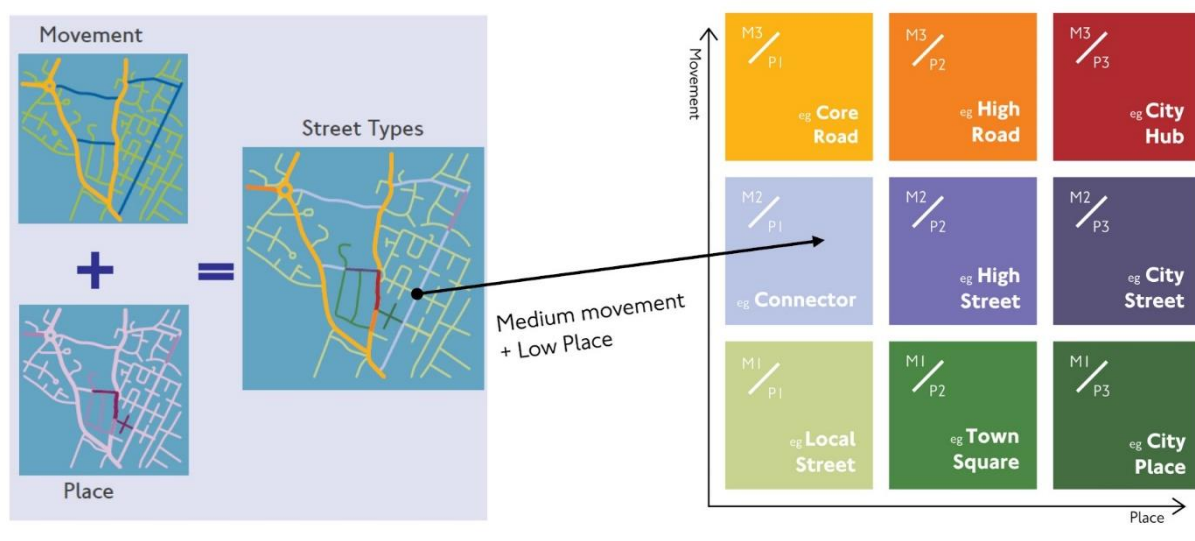
Legacy plans

STREET TYPES

1. Why?

The topic called "Street Types" was chosen for implementation by Tallinn-team during the study visit to our Mentor City London in March 2016. There were many different measures presented by specialists of Transport for London (TfL), e.g. cycling highways, traffic safety and security. The methodology of street classification in the capital of UK was the most attractive and applicable one for Tallinn as we saw capability for adoption of this measure. The lack of detailed street classification scheme

was one of the main reasons in imperfect urban planning procedure and at the same time, it might be a useful tool in preparation of Tallinn Sustainable Urban Mobility Plan (SUMP) that will be adopted in the beginning of 2019.



Visual example of Street Type Classification. Transport for London

2. First Mentoring visit

The first mentoring visit was organised in March 2017. Three specialists from TfL, including the Street Types expert Jeanette Baartman and Healthy Street expert Lucy Saunders. Many different stakeholders from Tallinn site participated in the 2-day meeting: city officials from Transport, Urban Planning and Municipal Engineering Services Departments, experts from Tallinn University of Technology, Estonian Academy of Arts and Tallinn University. London colleagues presented different methodologies and best practice examples concerning the chosen topic. The final part of the mentoring visit was very practical. This consisted of a workshop where London techniques were used to classify one of Tallinn's city districts (Põhja-Tallinn) as an example on how to proceed locally.

3. Technical workshop

The next step was to organise a 2-day technical workshop outside the city limits in rural area without mobile network. This took place in May 2017. Fourteen stakeholders from different Tallinn city departments, from Tallinn University of Technology, from Estonian Road Administration and from Ministry of Economic Affairs and Communications participated. As a result, all the eight Tallinn city districts were classified following the London example.

4. Second Mentoring visit

In the end of February 2018, the second Mentoring visit took place. Tallinn urban planners introduced the draft of customised Street Types scheme to experts from TfL with explanations; additional questions that had emerged during the process were discussed. During the visit, a technical site visit to problematic city hubs was organised in order to receive feedback and recommendations from London colleagues on how to improve mobility situation in these locations.

Movement Ülelinnaline Piirkondlik Kohalik	Core Road (Ülelinnaline tee) - Liivalaia (Pärnu mnt-Hospitali) - Raua tn	High Road (Ülelinnaline tänav) - Liivalaia (Juhkentali-Maakri)	City Hub (Ülelinnalina koht / Sõlmkoht) Sõimpunkt + Sihtkoht - Kristiine ristmik - Estonia- Kaubamaja - Peatänav - Balti Jaam (Toompuiestee) - Nõmme keskus
	Connector (Piirkondlik tee) - Nõmme tee	High Street (Piirkondlik tänav) - Veerenni tn	City Street (Piirkondlik koht) - Pelguranna jupp - Telliskivi (Ristiku – Heina)
	Local Street (Kohalik tee) - Kõik ülejäänud	Town Square (Kohalik tänav) - Maakri tn - Lõime tn	City Place (Kohalik koht) - Vanalinn - Rotermanni - Telliskivi - Admiraliteedi serv
	Tee	Tänav	Koht
	Place		

5. The next steps

The Street types data have been inserted to city's GIS and a separate layer for this classification has been created. These schemes need more correction and an additional technical workshop will be organised in May 2018. The final workshop to highlight the results will be after May, probably in June this year.

6. Objectives

Finalised Street types classification document will be adopted by Tallinn City Government and act in the future at the same level with other city's regulations as for example Tallinn Bicycle Strategy for 2018-2027.

Good example is also the initiative by Estonian Road Administration to use Street Types classification as a source document in preparation of the new regulations concerning the fixing of speed limits in city areas

10. City of Vienna

Target groups

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

LOCAL ADMINISTRATION

How do you plan to disseminate the learning of CREATE within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality who is regularly updated about the project.

Regular contacts with the city administration. Common workshops in the course of WP4 and shadowing activities. Final discussion forum at the end of the project.

Please complete the following table with the contact details of key persons within your municipality who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position	Email (in case you want to include them in CREATE database)
Vienna, planning division	Angelika Winkler	Vice head of department	
Vienna, planning division	Roman Riedel	Administrative staff, transport modelling	
Viennese public transport company	Werner Ablinger	Responsible for travel surveys	

LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate CREATE to relevant local actors.

Mentioning the project and distributing material at local seminars and conferences (FSV-Seminar, Mobility for all, etc.)

Please complete the following table with the contact details of key local stakeholders who might be interested in CREATE. Please provide the email addresses for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
ÖAMTC	Bernhard Wiesinger	Automobile club, public relation
VCÖ	Markus Gansterer	Mobility club, transport policy
Mobility Agency	Petra Jens	Mobility agency, walking
Politician	Rüdiger Maresch	City of Vienna

REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of CREATE to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies...)?

Contacts with Austrian ministry of transport

Please complete the following table with the contact details of key regional and national stakeholders who might be interested in CREATE. Please provide the email addresses

for those who should receive the CREATE newsletters/updates [email addresses redacted from deliverable].

Organisation	Contact person	Position
Ministry of transport	Roman Kirnbauer	Administrative staff, responsible for travel behaviour analysis

EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

International conferences, e.g. Transport research arena, European transport conference, ATINER, International Conference on Urban Studies & Planning

Communication tools

The following section identifies the main communication channels the city can use to disseminate CREATE:

LOCAL AND SOCIAL MEDIA

Please provide details regarding name of newsletter, url, number of readers, etc.

Municipal website	
Municipal newsletters	

Other relevant newsletters	
Local press	
Regional and national press	Article in the weekly newspaper “der Falter”, October 2017 “Auto gegen Mensch”
Social media	
Other	University website

REPRESENTATION AT EVENTS

This section tries to identify already established events that are part of recurrent series (every year, every semester...) where CREATE could be promoted.

	Name of the event and purpose	Date	Envisage communication action
Events organised at local level	FSV-Seminar topic “data in transport”	21./22.4.2016	Mentioning the project and distribute material
	FSV-Seminar topic “autonomous vehicles”	27./28.4.2017	Mentioning the project and distribute material
Events organised at regional or national level	Mobilität für alle	7.12. 2016	Mentioning the project and distribute material
International events	TRA 2018	16.4.-19.4.	Poster presentation
Others			

OTHER DISSEMINATION ACTIVITIES

Please describe any other dissemination activities you may plan to promote and disseminate CREATE.

(max. 100 words)

On half yearly basis we wrote a status update report (on paragraph) for the internal communication of the city department.

Legacy plans

The information gathered will be used for further analysis within the university and the municipal department. On municipal level, there is a review on the current Viennese urban development plan ongoing, where the data which were updated, collected and calculated by the CREATE-project can be used. Currently projects about the development of corridors in the West of Vienna are analysed by the university, where the data are used for plausibility checks as well. A further ongoing project, the evaluation of the usage of pedestrian passageways in Vienna will make use of the data as well. Future proposal under development with the focus on the Viennese conurbation area will use the information as a basis for further analysis.

Annex 2: Detailed awareness campaign report for Adana

1 CREATE project & campaign objective

There are 293 municipal bus operating 84 separate routes, 412 private bus servicing 52 separate routes, 1,085 minibus and minivan servicing 85 separate routes (plus 1,600 taxis) in Adana's Public transport network. Approximately 26.9 million passengers are transported with municipal bus; 89.6 million passengers with minibuses, 55.6 million passengers are carried by private buses in one year. Light rail line is also available in Adana. The first phase of the rail system starts to operate in 2010 with 13.9 km line length and 13 stations. The second phase is also in the planning stage for additional 10.3 km of light rail way but the construction has not yet started. In 2016, 9.4 million passengers were transported by rail system.

17 km long bicycle path in the city has recently been completed and additional 80 km pedestrian and bicycle ways are planned. (However, there is no information regarding the share of daily bicycle journeys.).

The ratio of the public transport is quite low in the whole transportation system. We recognise that we should promote the benefits of using public transportation. Public transportation has a proven record of reducing congestion, providing economic opportunities & drives community growth and revitalization. In order to increase the use of public transport in Adana we decided to carry out an awareness campaign in a pilot project area. In our awareness campaign we tried to raise awareness about the unknown benefits of public transport.

The Main Objectives of The Awareness Campaign is to design policy actions to achieve;

- ✓ Encourage (Promote) people using public transport.
- ✓ Convince the citizens that the result of the project will increase the quality of their life style.
- ✓ Facilitate the use of public transportation.
- ✓ Encourage citizens for using sustainable mobility instruments.
- ✓ Promote the benefits of the using public transport.

Awareness campaign is based on to increase awareness about public transportation which in turn will reduce congestion, reducing car use, and promoting sustainable transport in Adana. Adana Metropolitan Municipality received service from a local advertising agency ADCOHOLIC to ensure a strategic and effective approach and developed a campaign to citizens.

A pilot route was selected by Transportation Authority of Adana Metropolitan Municipality (AMM). The contents and details of the campaign have been clarified by taking into account the current demographic structure, social and educational status of the citizens living around this route.

1.1 Route

This route is approximately 7 km length and along the The Turgut Ozal Boulevard in the north side of the city which is one of the main boulevards connected to the city centre and Çukurova University. It is a busy and somewhat newly developed area of Adana that is used frequented by students, young adults, morning/afternoon commuters and families.

There are 4 different types of public transportation on this route. These are:

- Mini Buses
- Private Public Buses
- Municipal Buses
- Light-Rale System

The light-rail system has 2 stations and only 1.5 km length on this route. Public transport is mainly provided by motor vehicles.

There are 95 municipal buses in 19 routes operating on the route. Some of the routes passes the project area all through some of them join the boulevard go for 3-4 km and leave. Municipal buses operate in 19 routes every 30 minutes during 6:00 a.m. to 7:00 p.m. on weekdays, after 7:00 p.m to 12 p.m. the number of the routes that the municipal buses operates decrease to 8 and after midnight to 06:00 am only 2 midnight routes operates. During the weekends the number of the routes stays the same but the number of the buses operating on the routes decrease by 10 percent.

There are 52 private public buses and 23 minibuses operating on the project area between 6:00 am to 12:00 pm.



The area is a mix of residential, government and business area with a good mix of urban activities. There are many cafes, restaurants, local and national business and banks in the area.

Building Type	Number of Buildings
Government	47
Residential	388
Business	68
Business & Residential	432
Parks and Recreation	15
Sports Complex	3
Designated	45
Government & Business	28
Total	1026

1.2 Household data around the route

Household data were collected from the route and streets crossing the route. Incomes of the families living around the route (especially through the Turgut Özal Boulevard) are above the average income level of the city. This area has been chosen because a social campaign can be show off quicker results where the education level and income level is higher.

There are 28.383 households in the area mentioned above. The household data of the pilot area has been compiled from the 8,464 digit sampling. 1,848 of the 8,464 residences are rented, 6.716 of them are property. According to the same sampling data, 71.13% of the citizens are employed, 23.97% are retired and 4.9% are unemployed.

The education status of the citizens is stated below:

Education Status of Citizen	Ratio (%)
College	34.65
High School	30.93
Primary School	34.42

1.3 Public transportation perception

In Adana public transportation is mostly used by the low-income families, working class and students.

It is perceived as inexpensive, convenient, easy to access and safe.

However, most routes are overcrowded, even the air-condition works it can be stuffy and hot in summer months and timetables are not met all the time.

The long-term benefits of public transportation environmental effects, low carbon print, less traffic congestion is not immediately recognized by citizens.

1.4 Key communication points

Looking at the objectives of the campaign and the perception of citizens one of the main gaps was identified as “lack of information.” The main objective of the campaign is to increase awareness of current service and communicating with the citizens about the benefits for them when they use public transportation.

- **Increase information to citizens:** When we evaluate awareness campaigns applied by Stage 3 cities, it can be seen that information sharing with the public had the most effect on increased use of public transportation. This was also taken as the main communication objective in Adana campaign.
- **Timetable communication:** Time table is an important communication initiative where we want to promote public transport. However the actual situation is that Adana need some investment for infrastructure to show the time tables on the bus stops. So we have chosen a quicker alternative to show the coming bus on the Adana City App of the municipality where people can download to their smart phones and check where their bus is.
- **Map Communication:** In Adana there is no written document expressing which all the PT actors are shown in one place with their routes. A visual map will be user friendly way of representing all the PT operators’ services.
- **Individualized communication for complex route decisions:** In previous CREATE campaigns it showed that citizens wanted individualized route suggestions and solutions. This model was also applied to Adana.
-

2 Research and findings

A survey was conducted in order to identify the motivations and barriers of public transportation usage. 196 citizens were surveyed face-to-face on the street along the pilot route in 4 different locations, 99 public transport users 97 non-users.

- 48% male / 52% female

City	Public Transportation Usage	
Adana (Pilot Route)	99 Users	97 Non-users
	196 TOTAL	

The survey corresponds to 400.000 Adana citizens with 5% margin of error and 95% confidence level.

2.1 Methodology and demographic

Target audience was selected from citizens who use public transport widely and who can change habits after campaign. Students, white collar and blue collar workers, mothers with kids were interviewed.

- *Students, working class, professionals, housewives and families were the main target.*
- *Age 20-50 was the main interview target*
- *Older citizens use the public transport for free, thus they were not targeted.*

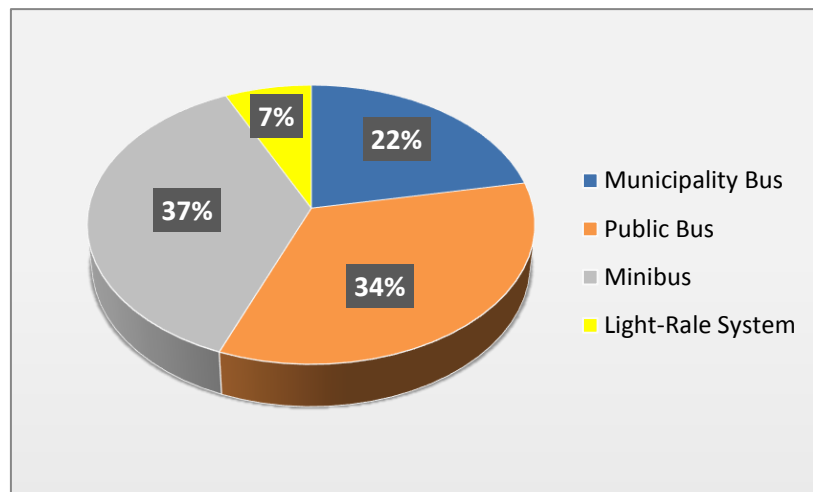
**Survey questionnaires are added in attachments.*

There are 28,383 residences in the area. Average number of persons per household in 2016 is 3.5 for Turkey. The area has approximately 100,000 residents. With businesses and daily shoppers, commuters in the area the number can increase to 150,000.

Our survey number covers the area fully.

2.2 Key findings

- **Vehicle Choice:** Majority of the citizens on the pilot route use the buses as their main choice for transportation.
 - 22% -Municipality Bus
 - 34% -Public Bus (citizens call these public buses but they are privately owned)
 - 37% -Mini Bus
 - 7% - Light-Rale System



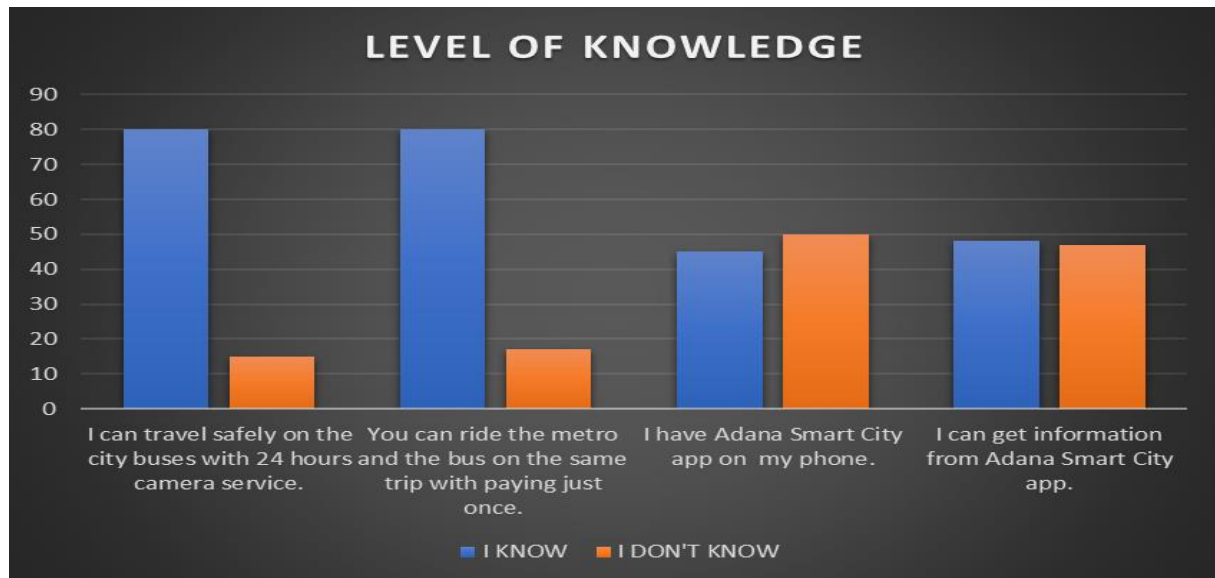
- **Review of Service Quality :** “Crowded vehicles” and “safety” seem to the most important issues when it comes to service.

Vehicles are very crowded	4.29	Totally agree
I feel safe during the ride	2.22	Don't agree
I feel safe at night when I use public transportation	1.89	Don't agree at all
I use Kent Kart	4.24	I agree
Public transportation is expensive	3.34	I agree
I have to wait too long for the bus/metro	3.75	Neutral
I can go to wherever I want with one vehicle	3.74	Neutral
The vehicles are clean	2.59	Don't agree

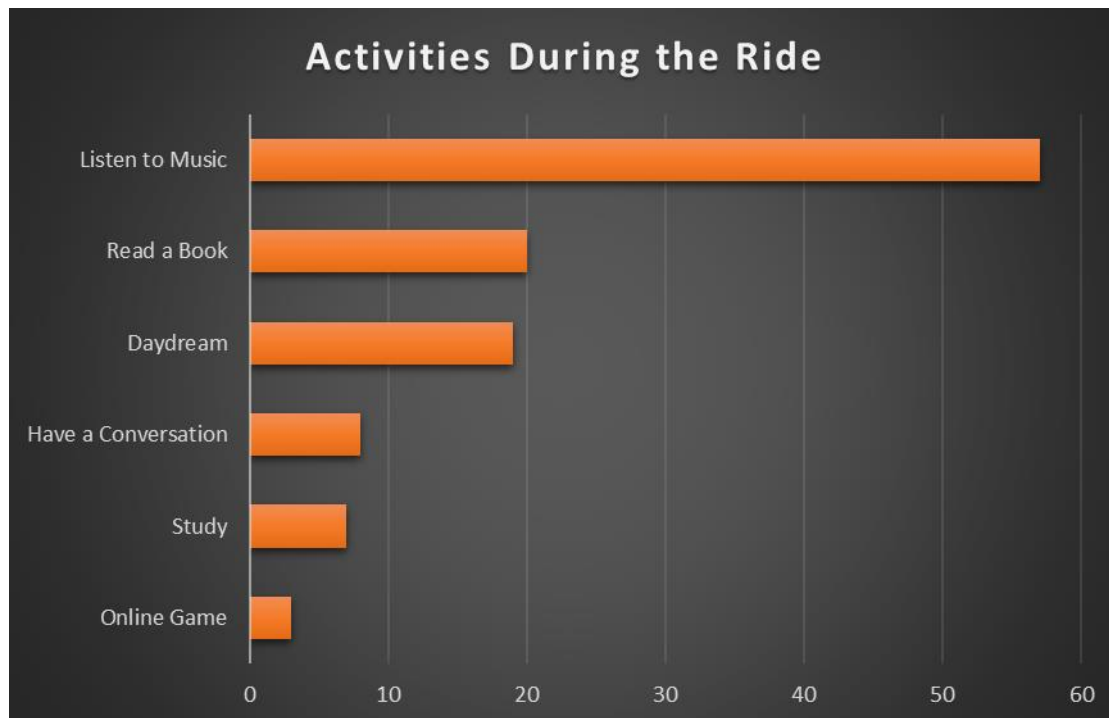
*1- I don't agree at all

*5-I totally agree

- **Level of Knowledge :** While the citizens know about camera service and one-time-payment, they had less information about Adana Smart City app.



- **Activities while using public transportation :** This question was asked to find motivators to use public transportation so that the team can use in the campaign messaging.
- Listening to music
- Reading a book
- Daydreaming were the most favorite activities while using public transportation.



- **Most liked aspects of public transport in Adana:**

- Reliability- Citizens mentioned that service was reliable and they trusted that they would find public transport when they need it.
- Fast service- Citizens mentioned that service was fast and the routes were easy to get from point A to B.
- Availability- They liked the fact that public transportation was readily available when they need it.

3 Campaign

The primary aim of the campaign was to increase awareness in a way that was not done before in Adana by engaging citizens directly with using the survey data to identify their barriers and motivations.

We wanted to create the perception that public transportation was an investment and a priority for the Adana Municipality. We also wanted the citizens to feel like they were a part of this investment for the future. This was the first time where the department and citizens were part of a big scope transportation awareness project.

In the meetings held with the transport department and in the surveys conducted on the field, topics that are important for the citizens and public transportation benefits that the citizen were not informed about were determined. Simultaneously with these, campaigns that were used by CREATE team in other cities and other worldwide public

transportation awareness campaigns were researched and modeled. After all these observations, and getting information from the department and citizens following campaign ideas were developed:

- **Zaman Sana Kalsın / Let “time” be yours:** This campaign was created using the data we got from the survey asking the participants how they used their time when they were on public transportation. The team found out that commuters enjoyed their time on public transportation by listening to music or chatting with a friend. Compared to sitting in traffic in a car, having stress, using PT will be an opportunity for the consumer to use his/her time more enjoyable. We used this idea of Let “time” be yours.
- **BEN Toplu Taşıma Kullanıyorum – ÇÜNKÜ / I AM Using Public Transport - BECAUSE Campaign:** The campaign was created after meetings with Transport Authority. The benefits and added services that were discussed to be attractive to citizens were highlighted. These were validated with survey data. We asked the citizens if they knew the benefits. And if they would like to have it. We also added services like 24/7 service bus lines after citizens in the survey mentioned “if I had a magic wand” question all day-night service. In this specific visuals design we aim to increase the internalization of the message by giving the campaign messages in the mouth of real people.
- **BILİYOR MUSUNUZ? / DO YOU KNOW? Campaign:** Past CREATE projects in other cities mention that most of the time “lack of information” and “lack of knowledge” was a main barrier in using public transport. The survey results also show that there is lack of information about some of the services that is already offered. In this version of the campaign visuals design we wanted to highlight important benefits and information about public transportation service that were attractive to the citizens. As a methodology to grab more attention to the benefits red backgrounded illustrations were used.

By using different strategies to introduce the idea (“increasing awareness and information of the citizens”) of the campaign we wanted to capture the attention of every passenger on the project area. We prepared different versions of the designs. Especially the visuals with the methodology of giving spot messages with the icons are prepared with the aim of even delivering the message to the driver who owns the vehicle passes through the project area.

3.1 Creative campaign ideas

1) Zaman Sana Kalsın / Let time be yours: The main idea was centered around the fact that by doing the things they like citizens can enjoy their free time on public transport vs sitting in traffic driving a car.

Images of commuters doing different things like listening to music, chatting with a friend, enjoying time with their kids were used.

A second simpler to the point icon based call-to-action type version was also created. The slogan said “get on the bus, listen to music enjoy free time” “get on the metro use free internet enjoy free time” (other versions in attachment)



2) BEN Toplu Taşıma Kullanıyorum – ÇÜNKÜ / I AM Using Public Transport - BECAUSE Campaign: The main idea was to express the benefits of using public transport through the voices of the citizens.

The slogan starts with “I AM Mert / I AM Selin I use public transport BECAUSE...” and different reasons for using public transportation was stated. These were important services provided by the city and the ones that the citizens identified as important. The main benefits communicated were:

- I can get 24 hours service
- I have free time for myself
- Feel safe, because of the security cameras in the vehicles

- By only paying once and I can use more than one PT bus
- It is the most economic way to travel



3) BILİYOR MUSUNUZ? / DO YOU KNOW? Campaign: The main idea was to state a benefit of public transport and ask if the citizens knew about it.

The slogan starts with stating a benefit and asking if they knew the service benefit. In Turkish language grammar the question sentence ends with the questions as opposed to English. The benefits were more targeted and to the point. The main ones communicated were:

- 24-hour camera for safety
- The highest number of women bus drivers – In Turkey women are known to be kinder and safer drivers. Especially for women, young females and families would prefer a woman driver.
- 24-hour service – most citizens mentioned this was an important point for them. Especially for workers who start work in the early morning or stay up to late-night shift.
- Tracking the next approaching bus on City of Adana app – timetables, routes etc can be uploaded from the app. Turkey is a high mobile penetration country and people from all socio-economic status use their smart phones for most daily activities.

During meetings held within the transport department and from the data gathered in the survey, the citizens were not informed about most services. To highlight the benefits and to increase the awareness “do you know?” campaign was executed.



4) Promoting the CITY OF ADANA SMART APP / AKILLI KENT APP: Turkey is a

country with high mobile penetration. People from all income levels, young and old use smart phones for their daily activities. Promoting the SMART CITY app would be a beneficial as a long-term investment for City of Adana because it would be a cost-



effective way to share information with citizens about changes and improvements in public transport.

3.2 Media planning

Six week media plan using different channels: six weeks was planned out using outdoor, digital and special events planning.

- Outdoor medium was chosen because of the City of Adana assets since the city owns some of the outdoor assets. (Billboards, flag poles, bus shelters & panels and full bus covers were used)
- Digital medium was chosen because of its accessibility to young audiences and targeting capabilities.
- Orange Blossom event was chosen as a face to face interaction with citizens. It is the largest carnival in the area and more than 1,000,000 people attend it.

AD VERSION	MARCH 18-24	MARCH 25-31	APRIL 1-7
ENJOY FREE TIME (WITH PERSON)	12 billboard	12 billboard	25 flag pole
DO YOU KNOW	13 billboard	13 billboard	25 flag pole +full bus ad
I AM - BECAUSE	25 bus shelter		25 bus shelter
ENJOY FREE TIME (ILLUSTRATION)			12 billboard
SMART CITY APP	facebook	25 bus shelter +facebook	13 billboard
TAKE THE BUS ENJOY FREE TIME	25 flag pole +facebook	25 flag pole +facebook	Orange Blossom Fest
TAKE THE METRO ENJOY FREE TIME	25 flag pole +facebook	25 flag pole +facebook	Orange Blossom Fest

APRIL 8-14	APRIL 15-21	APRIL 22-28
8 billboard	8 billboard	8 billboard
7 billboard + 25 flag pole +full bus ad	7 billboard + 25 flag pole +full bus ad	7 billboard + 25 flag pole + full bus ad
	25 bus shelter	
25 bus shelter		25 bus shelter
25 flag pole+ facebook	facebook	
facebook	25 flag pole + facebook	
facebook	facebook	25 flag pole

3.3 Outdoor- Billboard execution

Large Billboards were used along the pilot route. The effect of billboards is higher in urban areas vs rural areas because of their high reach and also the urban citizens use of advertising messaging as a source of information. They are used for the whole duration of the campaign.



3.4 Outdoor - Bus shelter and advertising panels execution

Bus shelters & Panels: This is an important medium for reaching an audience of all ages, backgrounds and incomes. Especially since our campaign is about public transport bus shelter and panel advertising fit our messaging well.



3.5 Flag pole

Flag poles: In Adana electric poles had been started to be used as an advertisement area with the flags attached to one or both sides of the pole. And because of their repetition along a route they are effective and a new type of advertising medium that grabs the attention.



3.6 Full bus ads

Bus ads: Buses are one of the most effective channels for advertising. They are mobile, they are big and visible. Their effect is high in urban areas. Since our campaign was about public transportation advertising on the buses was a perfect fit.



3.7 Facebook ads

Facebook targeted ads: City of Adana already has over 1M followers in Facebook. In addition, Facebook ads are proven to be highly effective in terms of awareness campaigns. It is also easy to measure and manage.

Several different type of ads were used, and depending on performance the campaign was optimized.



3.8 T-shirts, hats, magnets

Other promotional items like t-shirts, pins hats were created to further distribute the message and increase likability.



3.9 Orange Blossom Carnival

Orange Blossom Carnival is a wide participatory activity that is organized by the local dynamics under the motto of “Adana, in April”. A city wide activity “Orange Blossom Carnival” is organized by non-governmental organizations and attract more than 1,500,000 exhibitors for 3 days. This year it was held the weekend of April 6-8 2018. An old traditional tram was used as promotional stand for our awareness campaign in the Carnival area and announced to public at the Carnival. Tram was covered with informative vinyl posters, photo blocks, promotional tools of awareness campaign and CREATE Project. Information was provided relating to the benefits of public transport by municipal stuff.



Promotional Stand in Orange Blossom Carnival

City Cards, leaflets, pins and some other promotional items (Turkish delights, various types of tea breads produced by the municipality, hats and t-shirts) were distributed to the citizens. It was received very well and was very festive.

- 5,000 -Use the bus, let “time” be yours- and -Use the metro, let “time” be yours- pins in different colors
- 2,000 -Use the bus, let “time” be yours- leaflets
- 2,000 -Use the metro, let “time” be yours- leaflets
- 2,000 leaflets relating to the “CREATE Project” were distributed.

In addition to the promotional tools City Card supply and filling service is given to the public in front of the Tram. 375 city card sales and approximately for 2,100 TL (approx. \$482) card loading were made.



Distribution of the Leaflets



3.10 Preparing a map for the Public Transport in the project area

“Regional Transportation Guide For Public Transport” was prepared to make the routes of Public Transport vehicles (municipality bus, private public bus, minibus and light-rail system) more accessible. A group of technical personnel in the Urban Project Department of Adana Metropolitan Municipality studied the area and the the operators using the route of the project area. We did not prepare the map for only the project are but for the people to access the information of where they can go by using public transport in the project area. By looking at the information below the map (the next

picture) people can understand the route of the PT that they have access to. During the second mentoring visit we get this idea of facilitating follow-up of bus lines from our mentees. As a result of analysing the examples of maps in some of our partner Stage 3 cities and some examples from all over the world we decided to show the key bus stops and the



routes of the PT on the project area in a schematic illustration methodology. This is the first study and output of the AMM for a PT map. With the introduction of the map in in the bus stops through campaign area we are going to improve the study, take feedbacks from the audience and study other maps for different parts of the city. (Guide maps were hung up to the bus station in the pilot project area.)

The representation of the routes and bus stop illustration of each public transport instrument was expressed with different colours; light-rail system was shown by orange, municipality buses are shown by green, minibuses were shown with brown and public private buses were shown with blue.





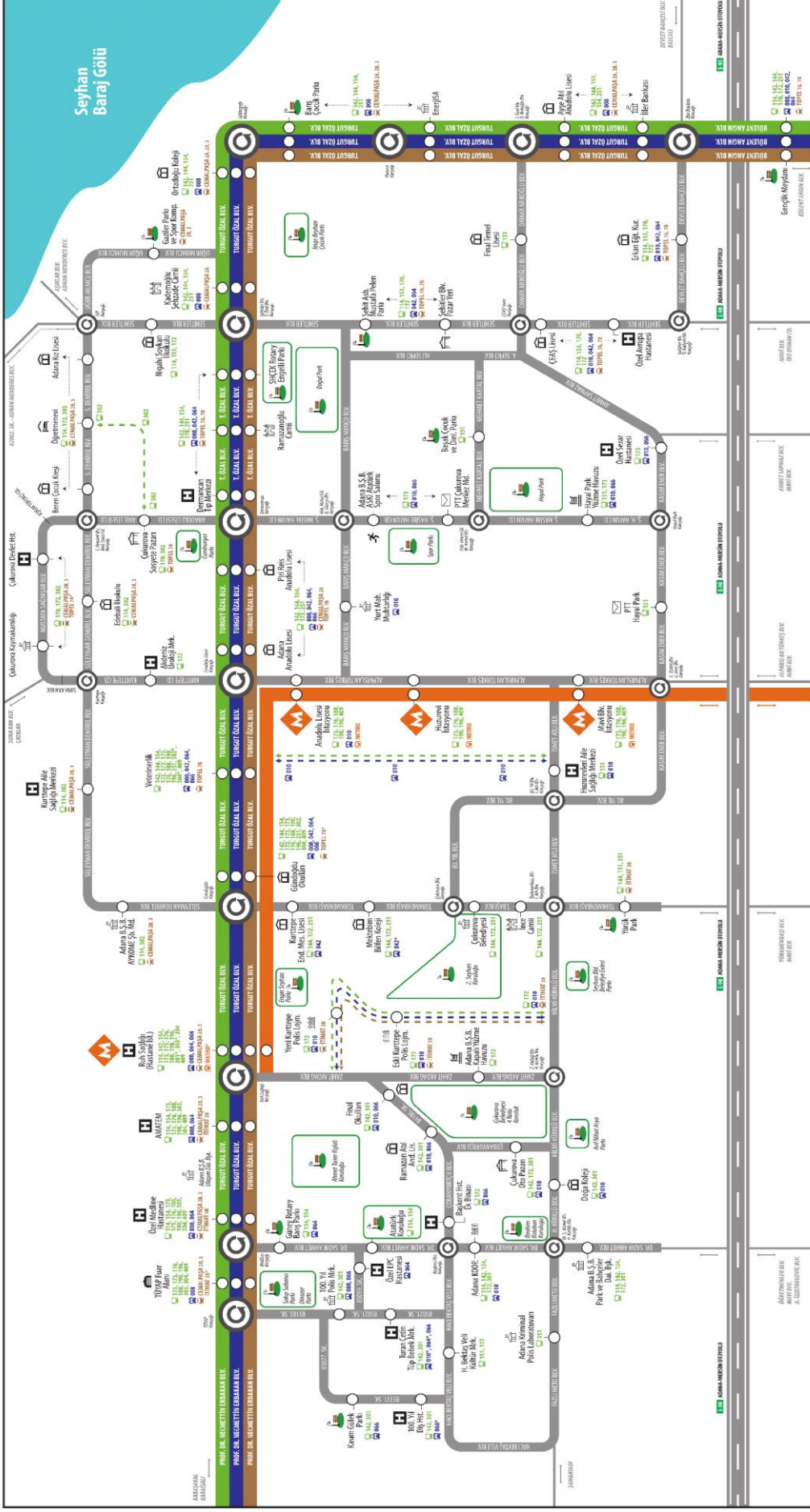
TOPLU TAŞIMA ARAÇLARI BÖLGESEL ULAŞIM REHBERİ / REGIONAL TRANSPORTATION GUIDE FOR PUBLIC TRANSPORTATION VEHICLES

TÜYAP Fuar Alanı-Gençlik Meydanı Bölgesi / TÜYAP EXPO Center-Youth Square Area

17.04.2018 - Saat: 11:30 - TASLAKTIR



Bu rehberin dijital versiyonunu,
sağ tarafta bulunan QR kodunu kullanarak
tüm mobil cihazlarda görüntüleyebilirsiniz.
You can view the digital version of this guide
on all mobile devices via QR code on the right.



4 Measurement

Several parameters are taken into consideration when evaluating campaign success.

- Reach of campaign (target audience reached)
- Kent Kart data (city pass to pay public transport)

4.1 Measurement Digital Campaign

Facebook targeted ads: City of Adana already has over 1M followers in Facebook. In addition, Facebook ads are proven to be highly effective in terms of awareness campaigns. It is also easy to measure and manage.

ADANA Büyükşehir Belediyesi
Çağrı Poyraz tarafından paylaşıldı · 71 · 3 Nisan, 10:36 · 61

Bunları biliyor musunuz? #TopluTaşımacıKullanZamanSanakalsın

24 SAAT KESİNTİSİZ ULAŞIM HİZMETİ OLDUĞUNU BİLİYOR MUSUNUZ?

Bunları biliyor musunuz?

Daha Fazla Beğenme, Yorum ve Paylaşım Alın
En fazla 100.000 kişiye erişebilmek için bu gönderiyi 150 TL bütçeyle öne çıkarın.

12.286 kişiye erişildi

42 Paylaşım

Beğen Yorum Yap Paylaş

Gönderinin Performansı

12.286 Kişiyi Erişildi

2.406 Video Görüntülemeleri

333 İfadeler, Yorumlar ve Paylaşımlar

Beğen	Gönderide	Paylaşımlarda
284	45	239
4 Muhtelem	1 Gönderide	3 Paylaşımlarda
1 Yorum	0 Gönderide	1 Paylaşımlarda
44 Paylaşım	42 Gönderide	2 Paylaşımlarda

262 Gönderi Tıklaması

Oynatma Tıklaması	Bağlantı Tıklaması	Diğer Tıklama
95	0	167

OLUMSUZ GÖRÜŞLER

Gönderiyi Gizleme	Tüm Gönderileri Gizleme
0	0
Spam Olarak Şikayet Etme	Sayfayı Beğenmekten Vazgeçme
0	0

Raporlanan istatistikler, gönderilerde görümlere göre gecikmeli olabilir

Video reached 12,286 of the target audience. 2,406 people clicked and watched it. There were 333 engagements.

ADANA Büyükşehir Belediyesi
Çağrı Poyraz tarafından paylaşıldı · 71 · 30 Mart, 10:32 · 61

#PortakalÇiçeğiKarnavalı boyunca Tramvayımızda sürprizler sizi bekliyor!

TRAMVAYIMIZDA SÜRPRİZLER SİZİ BEKLİYOR

Tüm Halkımız Davetlidir.
6 - 8 Nisan tarihleri arasında, süperleşt, hepimizi bekliyoruz.

Daha Fazla Beğenme, Yorum ve Paylaşım Alın
En fazla 100.000 kişiye erişebilmek için bu gönderiyi 150 TL bütçeyle öne çıkarın.

206.266 kişiye erişildi

21 Yorum 150 Paylaşım

Beğen Yorum Yap Paylaş

Gönderinin Performansı

206.266 Kişiyi Erişildi

3.272 İfadeler, Yorumlar ve Paylaşımlar

Beğen	Gönderide	Paylaşımlarda
2.958	2.171	787
64 Muhtelem	52 Gönderide	12 Paylaşımlarda
20 Hahaha	19 Gönderide	1 Paylaşımlarda
1 İnılmaz	1 Gönderide	0 Paylaşımlarda
2 Üzgün	1 Gönderide	1 Paylaşımlarda
2 Kızgın	2 Gönderide	0 Paylaşımlarda
72 Yorum	25 Gönderide	47 Paylaşımlarda
154 Paylaşım	150 Gönderide	4 Paylaşımlarda

3.090 Gönderi Tıklaması

Fotoğraf Görüntülemesi	Bağlantı Tıklaması	Diğer Tıklama
1.870	0	1.220

OLUMSUZ GÖRÜŞLER

Gönderiyi Gizleme	Tüm Gönderileri Gizleme
3	0
Spam Olarak Şikayet Etme	Sayfayı Beğenmekten Vazgeçme
1	0

The above ad reached 206,000 people. Ad was used during Orange Blossom carnival. There were 3,272 engagements.

ADANA Büyükşehir Belediyesi, Toplu Taşıma Kullan Zaman Sana Kalsın albümüne yeni bir fotoğraf ekledi — Adana'da.
Ersin Dönmez tarafından paylaşıldı · 26 Mart, 10:52 ·

✓ **Daha Fazla Beğenme, Yorum ve Paylaşım Alın**
En fazla 100.000 kişiye erişebilmek için bu gönderiyi 150 TL bütçeye öne çıkarın.

10.649 kişi kişiye erişildi

Gönderiyi Öne Çıkar

Muhtetin Senöz, Seroen Karakoç ve 20 diğer kişi · 1 Yorum · 10 Paylaşım

Gönderinin Performansı

10.649 Kişiyi Erişildi

87 İfadeler, Yorumlar ve Paylaşımlar

Beğen	Gönderide	Paylaşımlarda
68	39	29
1 Hahaha	1 Gönderide	0 Paylaşımlarda
1 İnandırılmaz	1 Gönderide	0 Paylaşımlarda
2 Kuzgün	2 Gönderide	0 Paylaşımlarda
5 Yorum	1 Gönderide	4 Paylaşımlarda
10 Paylaşım	10 Gönderide	0 Paylaşımlarda

594 Gönderi Tıklaması

Fotoğraf Görüntülenmesi	Bağlantı Tıklaması	Diğer Tıklama
309	0	285

OLUMSUZ GÖRÜŞLER

Gönderiyi Gizleme	Tüm Gönderileri Gizleme
5	0
Spam Olarak Şikayet Etme	Sayfayı Beğenmekten Vazgeçme
0	0

Raporlanan istatistikler, gönderilerde görünenlere göre gecikmeli olabilir.

The above ad reached 10,600 people. There were 87 engagements.

ADANA Büyükşehir Belediyesi
Ersin Dönmez tarafından paylaşıldı · 19 Mart, 16:21 ·

Toplu taşıma kullan, #ZamanSanaKalsın !

✓ **Daha Fazla Beğenme, Yorum ve Paylaşım Alın**
En fazla 100.000 kişiye erişebilmek için bu gönderiyi 150 TL bütçeye öne çıkarın.

31.946 kişi kişiye erişildi

Gönderiyi Öne Çıkar

208 · 15 Yorum · 125 Paylaşım

Beğen · Yorum Yap · Paylaş

Gönderinin Performansı

31.946 Kişiyi Erişildi

12.775 Video Görüntülemeleri

1.068 İfadeler, Yorumlar ve Paylaşımlar

Beğen	Gönderide	Paylaşımlarda
879	205	674
14 Muhteşem	1 Gönderide	13 Paylaşımlarda
5 Hahaha	3 Gönderide	2 Paylaşımlarda
1 İnandırılmaz	1 Gönderide	0 Paylaşımlarda
1 Kuzgün	1 Gönderide	0 Paylaşımlarda
43 Yorum	15 Gönderide	28 Paylaşımlarda
125 Paylaşım	125 Gönderide	0 Paylaşımlarda

2.698 Gönderi Tıklaması

Oynatma Tıklaması	Bağlantı Tıklaması	Diğer Tıklama
821	0	1.877

Video reached 32,000 of the target audience. 12,775 people clicked and watched it. There were about 1,000 engagements.

Total Number of Passengers

PT Using The Project Route	February 2017	February 2018	March 2017	March 2018	April 2017	April 2018
Municipal Buses	783,855	793,141	930,176	924,913	841,017	853,204
Private Buses	1,294,501	1,283,672	1,626,643	1,711,785	1,465,804	1,692,756
Mini Buses	582,018	567,475	510,055	609,804	858,218	918,189

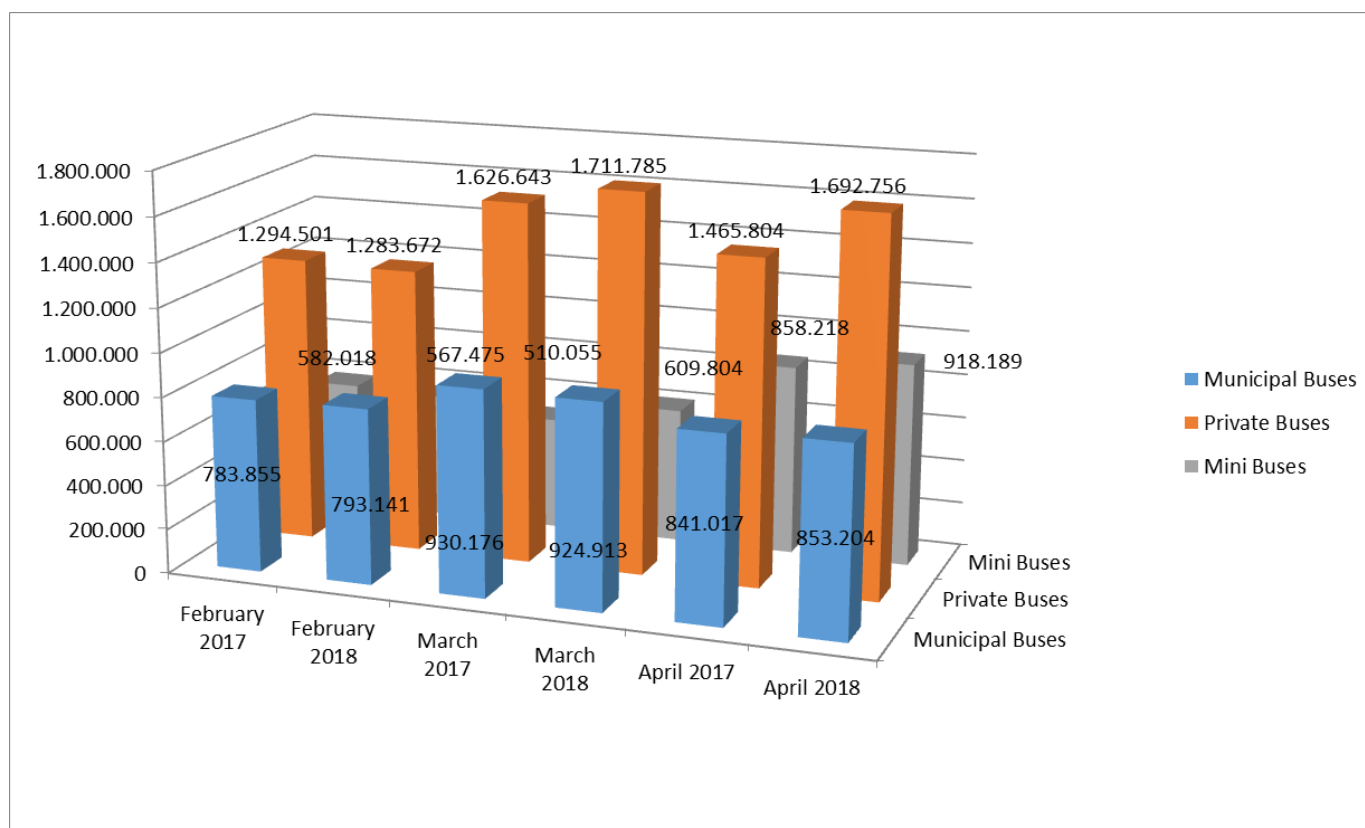
4.2 Calls to 153 hotline

153 hotline: City of Adana already uses 153 hotline for all information and concerns for the citizens about services. The hotline was used in the campaign ads as a resource for the citizens to call if they needed information. There has been a 9.8% in the amount of calls received after campaign launch.

Number of calls for information

February 2018	29,778
March 2018	30,404
April 2018	32,683

4.3 City Card Data



5 Summary, Conclusions

As mentioned in the beginning of the paper the main objective of the project is to design policy actions to achieve;

- ✓ Encourage (Promote) people using public transport.
- ✓ Convince the citizens that the result of the project will increase the quality of their life style.
- ✓ Facilitate the use of public transportation.
- ✓ Encourage citizens for using sustainable mobility instruments.
- ✓ Promote the benefits of the using public transport.

One of the main objectives of the CREATE Project is preparing detailed guidance and training for Central and Eastern Europe (CEE) cities, which will then be delivered to a much larger set of cities. The design of an awareness campaign to promote the use of public transport in Adana has given us the opportunity to 'test' some of the principles behind the project and to contribute to the implementation of sustainable mobility policies in Adana.

Implementing an awareness campaign through the defined pilot area under the work package 7 sub task 7.2.3 Adana tried to initiate some of Stage 2 policies. The task included to design a campaign to push cultural change towards sustainable transport systems. The activity of designing an awareness campaign included:

- Logo and campaign design
- Survey design (Pre & post campaign)
- Campaign strategy
- Questionnaire - initial and final questionnaires relating to the awareness campaign in order to measure the success of perception management.
- Outdoor Ad design (3 versions)
- Press Ad design (3 versions)
- Brochure, Map and collateral-Root maps of buses and light rail systems
- Bus side Ads (2 versions) - Bus side ads will include designs that emphasize the advantages of public transport.
- Posters, (3 versions)
- Online messaging/content creation
- FB ad creation (to promote local application of urban transportation and public transport)
- Offline Media Planning
- Online Media Planning
- Bus stop total coverage

- Bus stop cobranding event planning
- Stickers
- Social media - accounts/communities on Twitter and LinkedIn will be developed in order to facilitate the interaction and to promote public transportation
- Leaflet (printed & digital) - will present the awareness campaign and its objectives, expected results. The leaflet will be produced in partners' languages

Output: logo, map, brochure, poster, visuals, ads used in the project area as the deliverables.

Within the context of sub task 7.2.1 city of Adana has partnered with representatives from Vienna. The two 'mentors' from BOKU and David Bull as an external advisor discussed the awareness campaign initiatives, evaluate the process and put their valuable as an input during the second mentoring visit to Adana. After evaluating the campaign idea and materials with the mentors Adana launched its campaign to the project area.

After the launch of the campaign we collected data from the city card. According to the city card data when compared with the number of passengers carried previous year during same months (February-March and April) there has been a slight positive movement for the number of passengers using public transport which make enable to see the results of the behavioural change by territorial approach.

Create has four high level objectives and based on the successful achievement of the first two objectives, the awareness campaign serve the third objective which aims to develop concrete guidance and promote capacity building in order to speed up the transition to become cities with policies based on sustainable mobility, rather than car dependent cities. While investigating the five economically advanced Western European capital cities in recent decades we understand that the change in travel behaviour takes time. During this time in order to influence citizens choices of transport legislative precaution and necessary infrastructure is a step to move forward but in order to make behavioural change permanent, the benefits of the system should be promoted and the citizen's perception of the system should be positively governed.

In the meantime Adana will launch the awareness campaign to city wide and will continue to initiate more stage 2 and stage 3.

References

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- Rules for participation Horizon 2020:
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