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ADVANCE project PRESS PACK

PRESS RELEASE

ADVANCE GIVES CITIES THE TOOL TO AUDIT THEIR SUSTAINABLE URBAN MOBILITY PLANS

ADVANCE audit scheme for SUMP's available in 10 languages

The audit scheme developed by the project ADVANCE is a practical tool for improving Sustainable Urban Mobility Plans (SUMP's) and mobility policies in European cities and municipalities. It provides a systematic evaluation method and guidance with a questionnaire and guidelines, highlights the potential for improving mobility planning and brings an added value to cities thanks to the development of a local action plan. The ADVANCE audit scheme integrates the work of several departments from municipal administrations and develops a step-by-step outline and strategy on mobility. After two rounds of testing in cities from eight European countries, the audit tool has been translated and is now available in ten languages.

Cities keen to work on their mobility policies, planning, and their reviews will be able to work on the ADVANCE tools with trained auditors in the coming weeks.

ADVANCE-trained auditors

In the coming weeks, ADVANCE consortium partners will conduct a series of ten national training seminars, taking place in Athens, Bucharest, Barcelona, Brussels, Graz, Lyon, Malmo, Maribor, Szczecin and Žilina. The objective of the national training is to teach participants and future external auditors how to carry out ADVANCE audits for sustainable urban mobility policies and plans. Registrations are now open on the ADVANCE website.

Participants to these trainings will receive a certificate authorising them to conduct ADVANCE audits in European cities and will become ADVANCE-trained auditors. They will encourage and support cities to engage in sustainable urban mobility planning and future implementation of SUMP's.

Training seminars will be conducted in the national language and will take place on the following places and dates:

Zilina (SK): 04.02.-05.02.2014	Barcelona (ES): 17.02.-18.02.2014
Graz (AT): 06.02.-07.02.2014	Piraeus (GR): 19.02.-20.02.2014
Lyon (FR): 10.02.-11.02.2014	Szczecin (PL): 25.02.-26.02.2014
Gent (BE): 27.02.-28.02.2014	Bucharest (RO): 06.03.-07.03.2014
Maribor (SL): 13.02.-14.02.2014	Malmo (SE): 24.03.-25.03.2014



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WHAT IS HAPPENING IN THE PARTNER CITIES?

MALMO, SWEDEN

ADVANCE was first test-run in Malmo and the city became, together with Szczecin, the first city in Europe to certify its SUMP with the ADVANCE standard. With its already good track record of integrating different transport modes, Malmo was seeking to further improve transport and urban planning with a new strategy using ADVANCE.

The main action in the local action plan is to develop a new holistic mobility plan which gathers not only the different transport modes but also the challenges and different interests in the city in one SUMP. Work on the new SUMP started in the spring of 2013 with the development of the Local Action Plan and will be completed for an external public consultation in the autumn of 2014.

TERRASSA, SPAIN

The city of Terrassa was the first city in Catalonia to draft and implement a SUMP. This happened in 2002 within the ADVANCE audit process which brought different departments in the city in closer contact.

The local action plan developed thanks to ADVANCE tools defines the strategic goals and objectives to achieve in the city's new SUMP.

SZCZECIN, POLAND

Together with Malmo, Szczecin became the first city in Europe to certify its SUMP with the ADVANCE standard.

The deputy mayor of the city of Szczecin, Mr. Mariusz Kadziolka, said: "I am extremely satisfied that my city is the first that will certify its Sustainable Mobility Plan. This preliminary award demonstrates that our effort to improve the quality of life of our citizens is in the right direction. The Mobility Plan we developed integrates all transport modes into a single system with emphasis on sustainable transport modes, such as cycling, walking and high quality public transport."



ZILINA, SLOVAKIA

ADVANCE supported Zilina in introducing the concept of SUMP into its transport policy. The results of the audit enabled the municipality to evaluate its mobility planning system and provided tools and assistance for addressing the challenge of sustainable mobility.

With the completion of the local action plan which aims to put specific mobility measures into practice, key priorities were defined: more space for pedestrians and cyclists in the city centre, new intermodal points to encourage change of transport modes, and giving priority to public transport, road safety and work with young people. The local action plan developed with the ADVANCE project will be part of the General Transport Plan currently developed by the municipality.

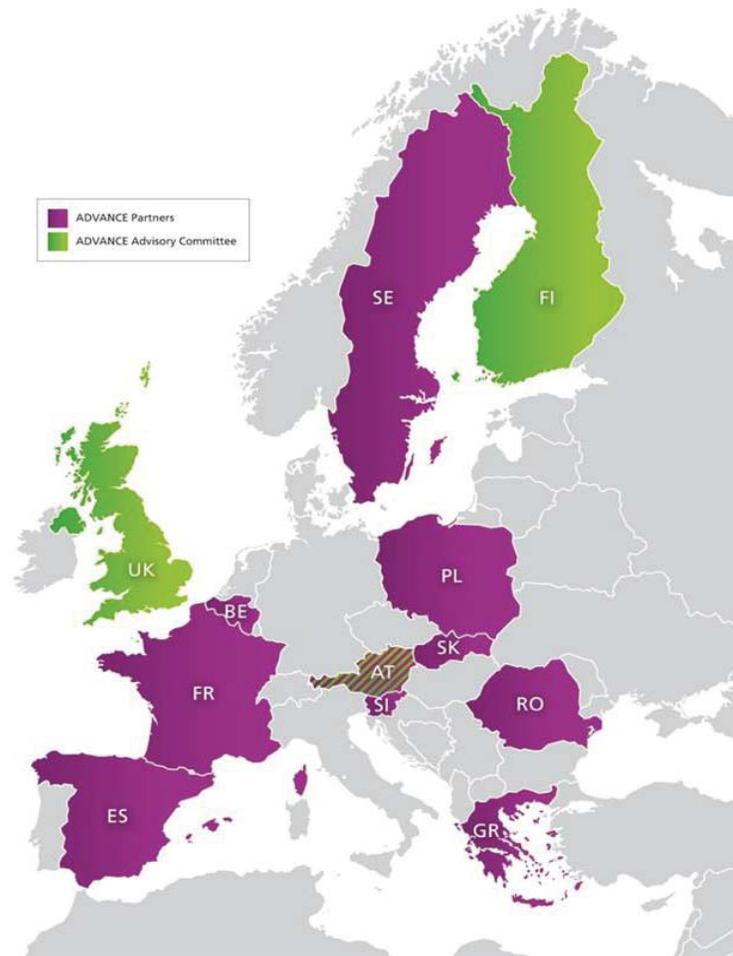
JUDENBURG, AUSTRIA,

Since the 1990s, the city of Judenburg started to intensify investments in sustainable urban transport. The main objective of the ADVANCE audit is to identify important issues that were not originally part of the local transport plan. The local action plan recommendations for the city of Judenburg include: the definition of an annual budget for sustainable urban transport, the introduction of walking campaigns for pupils, and a new sign posting system for cyclists.



AGIOI ANARGYROI AND KATAMERO, GREECE

ADVANCE helped the creation of a working group involving five municipality executives and relevant stakeholders such as the deputy mayor for youth and volunteerism, the deputy mayor for schools, the deputy mayor for infrastructure and the local Chamber of Commerce was formed. Working together, the members of this group developed a local action plan proposing concrete elements such as the implementation of a mobility group within the municipality dedicated to the topics of mobility management, and pedestrian, cycling, streetscape and freight management..



MARIBOR, SLOVENIA

The city of Maribor suffers from major mobility issues due to car congestion and insufficient public transport use, particularly of public buses. In its wish to introduce a new Sustainable Urban Mobility Plan, the municipality began working on an ADVANCE audit with the help of the Energy Agency of Prodravje. The ADVANCE working group which consists of representatives of the city, the university, the Maribor, a cycling network and the Maribor Development Agency has written a local action plan and one of the measures listed in it is already implemented: the Mobility Centre which opened in October 2013..

BRUSSELS-SCHAERBEEK, BELGIUM

Schaerbeek is the second most populated urban district of the Brussels Region and it has a SUMP since 2009. Through the ADVANCE audit, the municipality aims to identify which parts of its mobility policy need improvement, and hence, bring about more sustainable mobility in the district. Points of improvement already identified include: develop new tools that help with monitoring and evaluating, monitor traffic flows as well as further development of the public transport network and bicycle facilities.

Evidence from the cities using the ADVANCE audit tool shows that

- Coordinating and cooperating across department helps: bringing internal stakeholders together and discussing sustainable mobility policies and strategies is crucial. The exchange of knowledge between different departments of the city administration has improved after conducting the audit.
- The assessment process is more important than the scores: most ADVANCE-audited cities agreed that the main benefit of the process was to have a concrete output: the Local Action Plan.
- Involving all the key actors is crucial: by working together, public administration, public transport operators, organisations in charge of infrastructure, NGOs, user associations can improve mobility policy in cities.
- Short timeframe of audit can bring about substantial results: it is possible to assess the strengths and weaknesses of sustainable urban mobility policies in a city in a process that lasts about 4-6 months and bring about real change

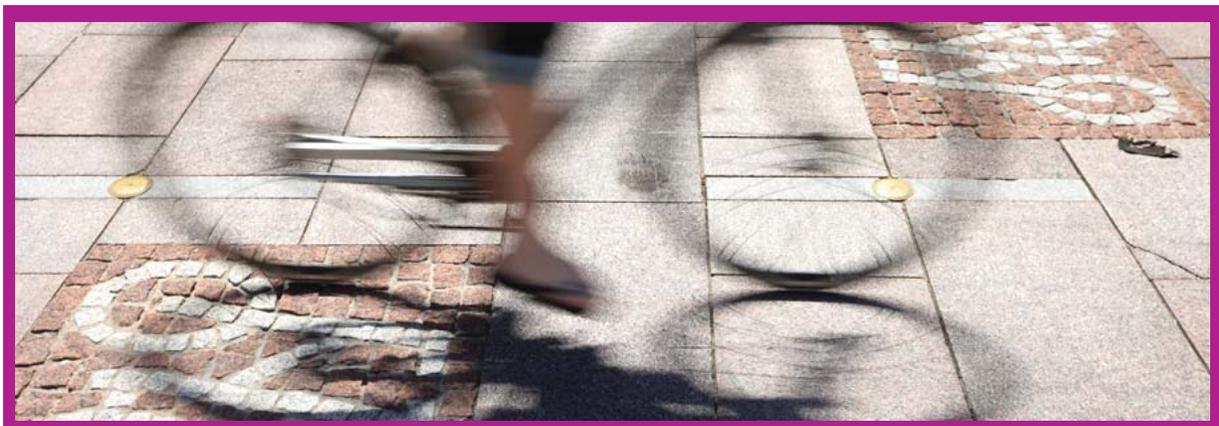
✓ BACKGROUND INFORMATION

The ADVANCE Audit Scheme helps cities and municipalities to assess the quality of their urban mobility planning; it uses an assessment tool designed by an interdisciplinary team of mobility experts and takes a closer look at the quality of cities' mobility plans. ADVANCE focuses on supporting cities without a mobility plan or those with a SUMP but which have significant scope for improvement. ADVANCE can help with the take-up of Sustainable Urban Mobility Plans in Europe, particularly in the new member states of the European Union.

The main tool of the ADVANCE Audit is the self-assessment questionnaire that is based on the five mission and eight action fields (see graph). It is filled in by the members of the ADVANCE working group composed of cities representatives and internal stakeholders. The audit is facilitated and moderated by the ADVANCE auditor. The five main steps of the ADVANCE Audit are:



- Step 1: Analysing the status: working group members work alone filling in the questionnaire
- Step 2: Assessment: on the basis of the answers to the questionnaire a picture of city's mobility state is realised
- Step 3: Prioritisation: working group members exchange and agree on priorities
- Step 4: Final action plan: working group members together draft the Local Action Plan
- Step 5: Audit Report and certification: the ADVANCE auditor writes a report and gives his view on the certification





EUROPEAN LEVEL

Cities are increasingly confronted with challenges to their urban mobility models: they face issues of poor air quality, high CO2 emissions congestion, and urban sprawl, and need to make their transport systems more sustainable. Over the past years, and especially since the “Green Paper on Urban Mobility” in 2008 and the “White Paper Roadmap to a Single European Transport Area” in 2011, the focus on urban mobility has become a central point in European transport policy.

Cities are encouraged to develop Sustainable Urban Mobility Plans and the need for more sustainable and integrative planning processes has been widely recognised. The European Commission has initiated the European Sustainable Urban Transport Platform to accelerate the large scale uptake of Sustainable Urban Mobility Plans by competent authorities in Europe. It has also financed a number of projects related to SUMP such as ADVANCE, QUEST or Ecomobilityshift.

The European Commission confirmed its support for this approach of more efficient SUMP in cities through the adoption of the “Urban Mobility Package” on 17 December 2013. The Commission encourages the development of “sustainable urban mobility plans” to stimulate a shift towards cleaner and more sustainable transport in urban areas and refers to the ADVANCE project as a key tool to develop and improve SUMP.

FOR MORE INFORMATION:

EU policy:

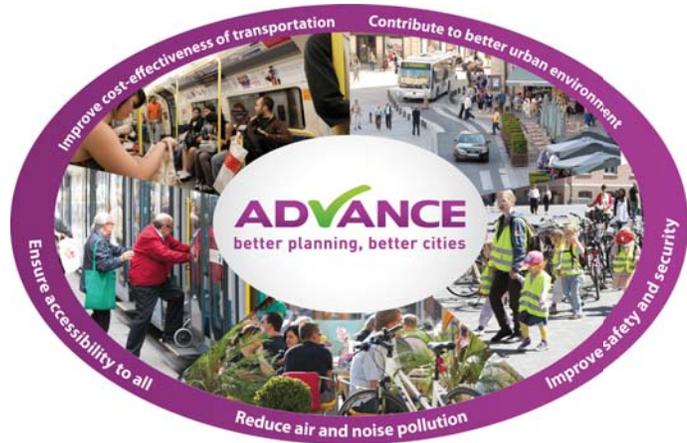
-  **Urban Mobility Package**
-  **Action Plan on Urban Mobility**
-  **White Paper on Transport**

EU guidance for city planners:

-  **SUMP Guidelines**

Eurobarometer

-  **Attitudes of Europeans towards urban mobility, Eurobarometer**



SUPPORTING INITIATIVES AT THE EU LEVEL

Do The Right Mix Campaign and Awards

‘Do the Right Mix’ is a new sustainable urban transport campaign linked to European Mobility Week. The aim of this three-year initiative is to promote multimodal travel behaviour by offering financial support to campaigners at national and local level. In addition, the campaign includes initiatives such as an award for European cities based on their Sustainable Urban Mobility Plans and coordinated awareness-raising activities.





MEDIA AND CONTACT

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

