

# INTERREG IVC

## CycleCities Project (1307R4)

**Priority 2: Environment and risk prevention**

**Sub-Theme: Energy and sustainable transport**



# CycleCities overview



**CYCLECITIES**

**is an**

**INTERREG IVC Project**



## CycleCities duration



**Start Date: 01/01/2012**

**End Date: 31/12/2014**

**36 months duration**

CycleCities acronym means



# European cities for integrating cycling within sustainable mobility management schemes

## The Project motivation



- ✓ **Almost half of all car trips in Europe are less than 5km (suitable for bicycles)**
- ✓ **Cities play a dynamic role in policy making**
- ✓ **Cycling needs support to become “mainstream”**
- ✓ **Sustainable mobility plans should include as much cycling as possible**

## The Project logic



So, the CycleCities Project aims at carrying out **transfer of experience and exchanges of good practices** among European cities, as well as to build up a **knowledge capital** regarding the **integration of cycling** into urban mobility management schemes.

# The CycleCities Consortium



- ▶ LP **MUNICIPALITY OF PIRAEUS** GREECE
- ▶ PP2 **London Borough of Merton** ENGLAND
- ▶ PP3 **Municipality of Genoa** ITALY
- ▶ PP4 **Lisbon Municipality** PORTUGAL
- ▶ PP5 **The City of Gdańsk** POLAND
- ▶ PP6 **BSC**→**B**usiness **S**upport **C**entre SLOVENIA
- ▶ PP7 **Leipzig** Regional Development GERMANY  
Agency
- ▶ PP8 **NTUA**→ **N**ational **T**echnical GREECE  
**U**niversity of **A**thens

## CycleCities Budget data



▶ LP	PIRAEUS	283,700.80
▶ PP2	MERTON	254,517.40
▶ PP3	GENOA	176,343.04
▶ PP4	LISBON	150,995.80
▶ PP5	GDANSK	114,476.40
▶ PP6	BSC	248,485.40
▶ PP7	LEIPZIG	120,506.12
▶ PP8	NTUA	250,834.52
▶	<b>TOTAL</b>	<b>1,599,859.48</b>

**81,55%**

ERDF Funds

**18,45%**

National Funds



# CycleCities Objectives



The project, aims to:

- ▶ Exchange experiences and make available transferable good practices on mobility management and cycling
- ▶ Explore & build consensus on policies, contributing to sustainable European mobility management schemes
- ▶ Develop knowledge outcomes, supporting the transfer of experiences and establish a European, multilingual, freely-accessible knowledge and experience base
- ▶ Disseminate the field experiences and good practices project results & enhancing awareness on the integration of cycling in cities' mobility management schemes

# CycleCities overview - 4 Components



- ▶ **C0: Preparation activities (BSC)**
- ▶ **C1 Management and coordination (Piraeus)**
- ▶ **C2: Communication and dissemination (Lisbon)**
- ▶ **C3: Experience exchange/Good practices (BSC)**
- ▶ **C4: Strategies & tools for re-orienting policies (NTUA)**

## **C1: Management and coordination (Piraeus)**

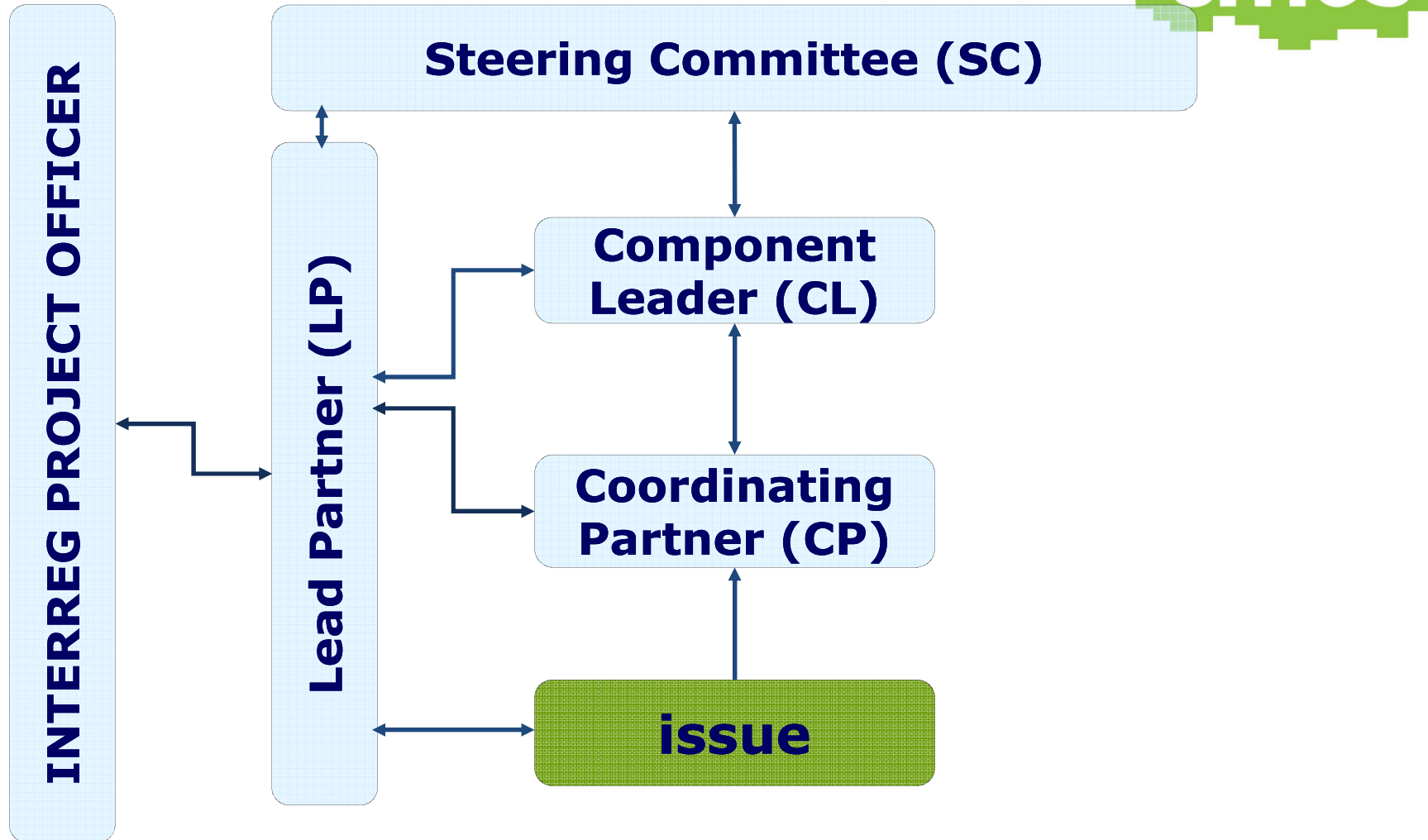


**Administrative and financial management of  
the project / coordination of the partnership /  
Quality Management**

### **Administrative structures:**

- ▶ **Steering Committee (1 representative by each partner, 8 partners in total, 5 members at least for the SC to take decisions, 2 SC meetings per year)**
- ▶ **Project Coordinator (LP)**
- ▶ **Financial Manager**

# Organization chart



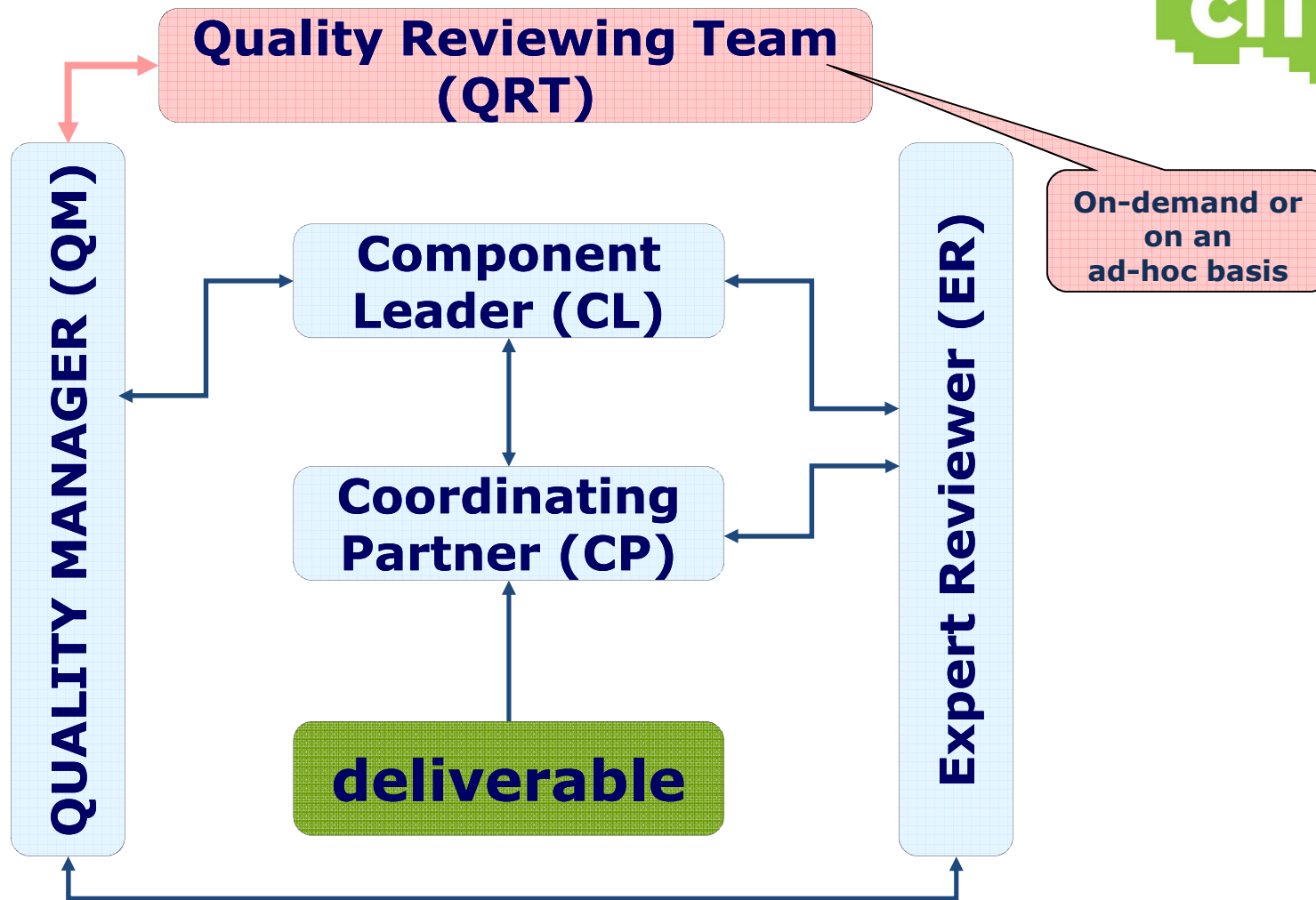
# C1: Management and coordination (Piraeus)



## Quality Management actions:

- ▶ **Standardization of project documentation (templates, layout, coding, etc.)**
- ▶ **Definition of responsibilities between the partners and efficient use of their expertise**
- ▶ **Overseeing methodological trends and issues related to the topics of the project**
- ▶ **Implementation of a consistent risk management methodology**
- ▶ **Coordination of knowledge management and exchange of experiences related activities**

# Quality Plan : Deliverables approval



# C1: Management and coordination (Piraeus)



## Financial management

- ▶ **Monitoring of all partners on effective resource usage**
- ▶ **Check of cost claims**
- ▶ **Reception and transferring of payments**
- ▶ **Collection of financial reports and preparation and submission of Project Reports (every 6 months)**

# C1: Management and coordination (Piraeus)



## Internal communication actions

**Effective communication mechanism including:**

- ▶ **Updated mailing list of all project partners**
- ▶ **Undertaking of several conference calls**
- ▶ **Every day communication via e-mail**
- ▶ **All other possible means**

**for immediately addressing any problems that may occur through the project duration**



# C1: Management and coordination (Piraeus)



**Internal  
communication  
key words**



## C2: Communication & Dissemination (Lisbon)



### Basic actions and principles

Effective communication mechanism including:

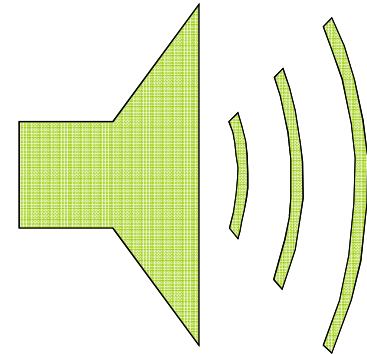
- ▶ **Formulation and implementation of a strategic dissemination & cycling awareness raising campaign**
- ▶ **Focus on specific target groups, stakeholders & decision makers**
- ▶ **Focus on Regional & Local authorities also through targeted workshops on "Mobility Management for cycling transport modes in European cities"**
- ▶ **Wide use of all media & internet technologies**
- ▶ **Cyclecities knowledge management platform**
- ▶ **Constructive capitalization of Project's outputs/results**

# C2: Communication & Dissemination (Lisbon)



## Identification of the Project and events:

- ▶ **The Project logo & graphic identity**
- ▶ **1 Brochure**
- ▶ **1 Power Point Presentation**
- ▶ **6 Press Releases**
- ▶ **6 E-Newsletters**
- ▶ **10 dissemination events (3 conferences and 7 fora)**
- ▶ **Participation at 16 third party events**

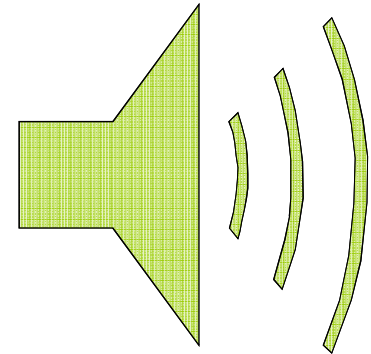


# C2: Communication & Dissemination (Lisbon)



## Focus on media & internet technologies

- ▶ [www.cyclecities.eu](http://www.cyclecities.eu) Project's website where all experience gained is been uploaded
- ▶ 1 "City Planners" board game and 1 "Management Game" for promoting policy exchanges
- ▶ 2 Interactive Humorous cartoons for different target groups
- ▶ Facebook page & Twitter account
- ▶ A YouTube channel account
- ▶ Press-Kits

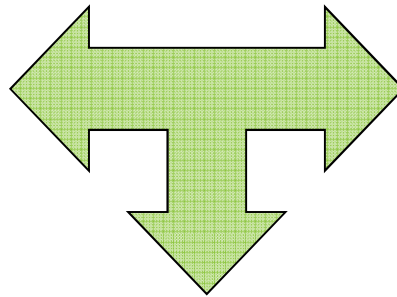


# C3: Experience exchange / Good practices (BSC)



## Three pillars:

**Collection of  
good practices**



**Interregional  
events**

**Regional Implementation plans  
for cycling integration  
into sustainable mobility management**

## C3: Experience exchange / Good practices (BSC)



### Main Outputs

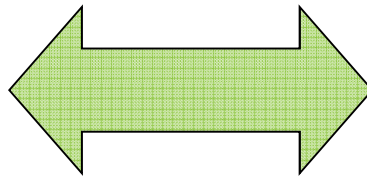
- ▶ **4 Good practice guides on land use planning, on cities' mobility management strategies, on citizens' participation practices and on cycling architectural infrastructure**
- ▶ **2 interregional study visits and 7 workshops for exchanging experiences & good practices**
- ▶ **7 regional implementation plans developed**

# C4: Strategies & tools for re-orienting mobility management policies (NTUA)



## Two pillars:

**State-of-play analysis**



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

# C4: Strategies & tools for re-orienting mobility management policies (NTUA)



## Main Outputs

- ▶ **Studies, reports and policy tools on:**
  - ▶ **Cycling infrastructures**
  - ▶ **Bike-sharing systems efficiency**
  - ▶ **Environmental & economic gains & costs on cycling investments**
- ▶ **Data on existing cycling infrastructures and bike-sharing systems**
- ▶ **1 on-line observatory for mobility management policies related to cycling**



## The Project Main Results



- ▶ **Over 1500 participants in the dissemination events**
- ▶ **410 participants in the interregional events**
- ▶ **Increased capacity of 40 staff members from the consortium and 240 staff members from other organisations on the issue tackled by the operation**
- ▶ **The expression of interest of policy-makers to use the management games and of European cities' to integrate the methodologies and policy instruments in their policy-making processes**
- ▶ **At least 3 regional policies on cycling and mobility management aimed to be improved**

## « The Project ambitions »



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