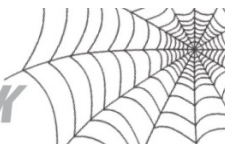




ACTIVE TRAVEL
NETWORK



Connecting cities
Building successes



Report on the International Training Session at European Conference on Mobility Management ECOMM 2011 in Toulouse, France

Title: “How to make active transport the just natural thing to do for all age groups - the ACTIVE TRAVEL NETWORK and LIFE CYCLE Planning Laboratory”

20.05.2011, Toulouse, France

The sub-title of the 2011 ECOMM was “Economic Recession: A New Dawn for Mobility Management”. Within this conference a joint training session was offered together with the project LIFECYCLE.

Participants: Ca 44 persons from 15 different countries from public administrations (local – national), energy agencies, transport consultants, public transport providers, chamber of commerce, airport management. See list of participants in the annex to this report.

The training session contained an initial presentation of best bites of project results from both projects. Robert Pressl and Claus Köllinger focused on the following topics:

- Kindergarten and school programme (from ACTIVE TRAVEL NETWORK and LIFECYCLE)
- Walking Miles to enhance walking in cities (from ACTIVE TAVEL NETWORK)
- ADFC new residents’ tours (from LIFECYCLE)
- Promotion of cycle actions all year round (from ACTIVE TRAVEL NETWORK and LIFECYCLE)

Based on these initial presentations the audience had to choose a topic area that they would like to work on and discuss in depth. The whole group was divided into 4 groups. The following topic areas have been chosen.

- Walking Miles to enhance walking in cities (from ACTIVE TAVEL NETWORK)
- ADFC new residents’ tours (from LIFECYCLE)
- Promotion of cycle actions all year round (from ACTIVE TRAVEL NETWORK and LIFECYCLE) – 1st group
- Promotion of cycle actions all year round (from ACTIVE TRAVEL NETWORK and LIFECYCLE) – 2nd group

The groups were asked to discuss potential implementations in their own cities. They were encouraged to further develop the presented approaches for their own demands. The presentation of own experiences in addition to the presented ones were highly recommended.

Highlights of the discussion:

- How to make cycling also a winter activity: The case of Oulu in Finland was discussed, where the share of cycling is 21% although the city is close to the polar circle. Most of the cyclists use their bikes also in winter times. The removal of snow from the bicycle tracks has highest priority there.
- The promotion program from the Heathrow Airport in the UK was short presented by one person from the audience. This program doesn't only focus on active travel modes (also car sharing and car pooling) but has a significant part of the total actions related to cycling. Due to the high number of employees at the airport the program can be seen as a program for a small city.
- The participants of the Swedish City of Gävle brought in their experience with motivation of children to cycle which had a good impact on the mobility behaviour of their children.
- Walking is seen as a mode of transport that should be much more encouraged for the trip purpose of shopping. Therefore walking miles should be designed in streets of inner cities with high shopping facilities.
- A second idea for walking miles that has been discussed was for the health purpose. Cities could implement equipment and instructions / information in public space that citizens could use to improve their fitness.

Brief evaluation:

Especially the working atmosphere was very good in the groups 2-4. The group 1 faced difficulties with the specific details of the working task to set up actions related to "Walking Miles". Group 3 managed work well even with simultaneous translation for group members only speaking French. The evaluation showed also that the time framework of ca 2 hours for such as workshop is too short to develop detailed concepts, but an exchange of ideas and experiences is most feasible for the time framework. It was mentioned from the audience that the presentation of proven good practise experience in a short and condensed way at the beginning was a perfect catalyst to boost the work in the different working groups.

The special setting of the workshop of being a joint one of two EU-project, our URBACT ACTIVE TRAVEL NETWORK and the "LIFECYCLE project" of DG SANCO, which deals with health aspects of walking and cycling has been well accepted by the audience. The combination turned out to be beneficial on the one hand to attract more participants and on the other hand to increase the focus on active transportation and health issues.

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<http://urbact.eu/en/projects/low-carbon-urban-environments/active-travel-network/homepage/>

Annex:

List of Participants:

Participants

How to make active transport the just natural thing to do for all age groups - the ACTIVE TRAVEL NETWORK and LIFE CYCLE Planning Laboratory

Patrick	AUWERX	BELGIUM	Mobiel 21
Doris	BAEUMER	GERMANY	ILS - Institut für Landes- und Stadtentwicklungsforschung ggmbh
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Jean-Claude	BERNARD	FRANCE	Tisséo-SMTC
Kerstin	BURCKHARD	SPAIN	Institut d'Estudis Territorials
Julien	CALLE	FRANCE	SICOVAL
Zoé	DARDEL	FRANCE	Mobilidee
Blaise	DELMAS	FRANCE	Communauté urbaine du Grand Toulouse
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Cvetka	DRAKSLER	SLOVENIA	Ministry of transport
Simon	FIELD	GERMANY	Eurist
Kristina	GAUCE	LITHUANIA	UAB "Statybos strategija"
Karine	GAULUET	FRANCE	Chambre de Commerce et d'Industrie du Loiret
Jacques	GUILBAULT	FRANCE	Mairire de Tournefeuille
Pierre	GUILBOT	FRANCE	Tisséo-SMTC
Jakob	HOEJ	DENMARK	Tetraplan A/S
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Sylvie	MATHON	FRANCE	Cete nord picardie
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Tina	NGUYEN	FRANCE	Tisséo
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Robert	PRESSL	AUSTRIA	Fgm-amor
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Dominique	RIOU	FRANCE	Iau-idf
Dominique	SALAS	FRANCE	Tisséo-SMTC
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Christine	SISELL	SWEDEN	Region Gävleborg
Thomas	STOKELL	UNITED KINGDOM	Challenge for Change
Andrew	STUCK	UNITED KINGDOM	Rethinking Cities
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Sophie	TYLER	UNITED KINGDOM	The means
Sofie	WALSCHAP	BELGIUM	Ministere de la Region de Bruxelles-Capitale
Helena	WERRE	SWEDEN	The municipality of Gävle