Dear READER,

Hello and welcome to the fourth electronic newsletter of the ATTAC project. In this edition, we will share information with you about the Knowledge Transfer Strategy (KTS) referring to dissemination of knowledge gathered and results achieved inside the partnership, targeted to SEE cities, European networks working in the field of urban transport. You can also read about the international campaign called ‘European Mobility Week 2013’ organized in Maribor and at the Marche region and get a small insight of the Mobility Forums as platforms for stakeholder involvement.

Your comments, feedback and questions are always welcome! You can reach the ATTAC Team via email at suranyi.beatrix@miskolcholding.hu or beata.varnai@miskolcholding.hu.

In this issue:
- Executive summary about the Knowledge Transfer Strategy
- European Mobility Week 2013 in Maribor; Mobility Forum during the EMW
- EMW 2013 at the Marche region

KNOWLEDGE TRANSFER STRATEGY- EXECUTIVE SUMMARY

ATTAC project focuses on coordinated promotion of sustainable public transport solutions by improving the modal split for more integrated networks along transportation corridors in South-East Europe. An essential success factor of ATTAC is enhanced information sharing among project partners, while comprehensive knowledge transfer will ensure long-term sustainability.

Knowledge transfer can be described as the process of conveying theoretical notions, innovative solutions and “how-to” instructions in adequate form and timing to build-up capacities and strengthen practitioners’ skills. The Knowledge Transfer Strategy (KTS), developed by CEI in the framework of WP5, will support ATTAC partners in managing knowledge and targeting relevant stakeholders in order to encourage the uptake of lessons learnt and best practices. In the specific context of ATTAC, knowledge transfer is devised in the form of a multifaceted set of actions allowing aggregating the knowledge generated through project activities, capitalizing it in line with the specific objective, and exploiting it to the benefit of the relevant target group.

The ATTAC KTS has a distinct cross-cutting character and is complementary to dissemination, communication and outreach activities. Aiming at strengthening capacities, the KTS focuses on building on existing skills, streamlining and corroborating knowledge so to create the conditions for change. In other words, ATTAC KTS is much less about delivering notions, than about bringing to the forefront the necessity to collectively re-think urban mobility as a driver for greener and more sustainable development.

One of the pillars of the ATTAC KTS is the promotion of the Mobility Toolbox as the main project outcome that can, and shall, be replicated across SEE. This is achieved through extensive dissemination and the deployment of a network of ATTAC Contact Points trained to ensure access to project results beyond its lifetime and reverberation of best practices across SEE. Contact Points will effectively promote sustainable PT modes and services, and will provide professional guidance on the implementation the Mobility Toolbox.
ATTAC devotes particular attention to making use of a variety of outreach opportunities and visibility activities in order to disseminate knowledge among the widest possible audience. This will allow rationalizing efforts in a cost-effective perspective, yet meeting the objective of sensitizing decision-makers, practitioners and the wider public to the potentialities of innovative PT solutions as drivers for change.

A significant role is played also by the participation of ATTAC partners to sector-specific international events, that may include conferences and workshops organized by the SEE Programme, and by specialized networks and initiatives.

Particularly relevant in the dissemination and transfer of ATTAC results is the organization of an ATTAC Ministerial Conference that will be held on November 12, 2013, in Trieste. The event will be organised by CEI in order to present ATTAC achievements to the wider audience (especially the SEE Urban Mobility Toolbox), the solutions tested and investigated, and their transferability potential and possibilities. The conference will gather high level representatives from the region and experts, as well as other stakeholders and ATTAC Partners that will have the opportunity to share their views and experience accrued during the implementation of the project. In order to maximize the impact of the event, and to trigger possible synergies, the event will be organized back-to-back with the ACROSSEE Ministerial Conference.

EUROPEAN MOBILITY WEEK 2013 IN MARIBOR

During the European Mobility Week 2013, one of the ATTAC partners, namely the Faculty of Civil Engineering at the University of Maribor organised a promotion event on the square Trg svobode where a lot of different activities took place.

The main purpose of the promotion was to inform the public about the on-going and finished EU projects relating to mobility and Public Transport. The focus was mainly on the new Sustainable Urban Mobility Plan (SUMP) and the new online Mobility forum webpage with the goal to involve also wider public and residents of Maribor city when developing and adopting mobility and transport solutions.
**Mobility forum during the EMW**

During the European Mobility Week 2013, the 5th Mobility forum was organized with the objective to present the SUMP strategy document paper and to present all the activities that are currently in the phase of realization regarding the public transport in the city of Maribor and public awareness with the involvement of the wider audience and residents of the city in future plans.

At the beginning of the forum, Mr. Mesarec from the Faculty of Civil Engineering of the University of Maribor presented the ways to a more attractive city and satisfied community referring to the new SUMP strategy paper. The main objective was to present the developing process of this SUMP paper with covering the background together with the motives that have contributed to the creation of the document. Decreasing quality of life, the deterioration of the health of the population, the car as the only choice and the lack of strategic planning are the key challenges faced by the elaboration of this document. The vision of the sustainable mobility with the guidelines and assignment of tasks is presented in the five strategic pillars. The future plan is to present this SUMP document to the City Council with the goal to coordinate and to adopt this SUMP strategy paper.

Mrs. Kukovec from the Institute for Urban Planning in Maribor presented a brief presentation on integrated transport strategy in the planning acts of the Municipality of Maribor with the guidelines and basis of preparation for the future objectives of urban development of the city of Maribor.

Mr. Klinc as the representative of the Department of Communal, Transport and Spatial Planning working under the Municipality of Maribor presented all the currently on-going projects carried out in Maribor in the field of traffic and transport arrangements with a focus on this new SUMP strategy paper and the beginning of extending the RTPI system in the Maribor also on an additional 12 bus stations.

In his presentation, Mr. Klemenčič from the Faculty of Civil Engineering of the University of Maribor highlighted the lack of communication with the public when planning and solving mobility objectives in the city. Therefore the development of the online Mobility forum in the frame of the ATTAC project was established where all the active projects for improving the level of public transport in the city of Maribor is up to date and presented to the wider audience. The online forum encourages more efficient and more active involvement of the residents when making transport decisions and offers direct link between the public and the responsible service when solving transport problems. The mobility forum webpage (www.mobilnostniforum.si) also includes an online version of the SUMP document paper.

At the end of the forum Mr. Kosi from the Energy Agency for the Podravje region presented a brief review of the European project ‘Advance’ that is currently running and where the main goal of the project is to encourage and to support the cities and municipalities that seek to build a more sustainable urban mobility and strives to improve the urban mobility systems in all major European cities in general.

The organization of the 5th mobility forum was a big success and all the participated representatives from all involved actors in the developing the future sustainable mobility plan in the city of Maribor expressed a big interest and willingness to help by adopting the SUMP strategy plan for the city.
EMW 2013 AT THE MARCHE REGION

EMW 2013 AT THE MARCHE REGION

This year was the second time when Marche region in cooperation with the Municipality of Ancona was able to organise a series of events in the framework of the ATTAC project in order to raise public awareness to promote sustainable urban transport. On 22nd September 2013, which was the last day of the Mobility Week, representatives from the Municipality of Ancona and Marche Region attended the event organized by the Municipality in one of the main squares of the city where several voluntary local associations oriented to the sustainable transport presented their activities.

The organization of the initiative was the result of a discussion with the agency appointed for the communication activities when it was suggested to involve children through the distribution of comic strips regarding the sustainable mobility.

The main concept carried out was that if children learn from a very young age to act in a sustainable way – start walking more with Piedibus associations or going to school by bus – then in the future they will become responsible adults that, hopefully, prefer to use the public transport instead of private cars. The strategy was to attract children through a history developed with comic strips but also catch the attention of parents and adults in general.

The comics distributed tell the story of a magic Bus that transforms on board children into heroes where everything is possible, dreams come true and where they can find lots of friends. The flyer containing the story, explains why people should choose the public transport: because it allows fighting climate change and safeguard our wealth, reduce the traffic and increase road safety, facilitate social inclusion and look to the future with confidence.

The flyer was distributed at the conclusion of the European Mobility Week by boys and girls disguised as fairy and astronaut together with t-shirts and pencils in order to attract children and then catch the attention of the adults.
Several officials from Ancona Municipality and Marche Region attended the initiative on Sunday, 22nd September 2013 at Piazza Pertini (Pertini Square), starting from Mr Sergio Strali, Head of Transport Management Unit and Ms Cinzia Montironi responsible for the Unit of Transport for Passengers and goods from Marche Region. Moreover attended the event Ms Tiziana Borini, Councillor for Education and Young policies, Mr Stefano Foresi, Councillor for Civil Protection and Traffic and Mr Pierpaolo Sediari Councillor for City Planning, Mobility, Parking and deputy mayor from Ancona Municipality.

The aim was to connect the different stakeholders – local administrations, associations and private citizens – in order to realize initiatives and projects related to the sustainable mobility. It was aimed at increasing the awareness of citizens over the subject of traffic and air pollution in the urban areas, highlighting the active role that each citizen can play in order to enhance the air quality by making the right choice on the mobility side.

Children have been the real protagonists of the week especially on Sunday where they had the chance to experience and take the first steps into the world of the sustainable mobility.

According to Ms Borini, “The school has a great potential in promoting the use of public transport: the slogan of the 2013 European Mobility Week – Clean air! It’s your move – suggests exactly the responsibility of the school, and families of course, in the adoption of a sustainable mobility in the everyday life, for example going to school by bus.”
UPCOMING EVENTS

Forthcoming ATTAC Ministerial Conference in Trieste, Italy
On 12th November 2013, the Central European Initiative, in cooperation with Miskolc Holding will host in Trieste the ATTAC Ministerial Conference under the title “Sustainable urban transport perspectives in South East Europe (SEE) – building upon common solutions and best practices”.
The event will gather representatives of Ministries of Transport and Infrastructure of the South East Europe, regional and local authorities, together with regional and local public transport operators for a common discussion on current topics related to urban public transport such as:

- SEE countries priorities in the field of public transport
- Problems and solutions applied in making the public transport more attractive
- Future plans and interventions coupled with funding opportunities
- ATTAC contribution to sustainable urban transport in South East Europe.

The conference will be organized back to back with the ACROSSEE project Ministerial Conference under the title “Institutional coordination for overcoming the crisis: investments and horizontal measures to increase the development of the SEE region”.
CONTACT
The ATTAC international team is eager to exchange experiences with other projects/organisations focusing on the sustainable development of Urban Public Transportation in South East Europe and beyond. Should you have any enquiries regarding our project, please do not hesitate to contact the Lead Partner as below. Your feedback will be highly valued.

LEAD PARTNER
Miskolc Holding Plc
Project Manager: Beatrix Surányi
suranyi.beatrix@miskolcholding.hu

If you do not intend to be informed about the project’s activities and outputs, please notify our project manager (contact details see above) and we will remove your e-mail address from the distribution list.

PROJECT PARTNERS
Lead Partner: Miskolc Holding Plc, HU
P1: Institute on Transport and Logistics (ITL) Foundation, IT
P2: Marche Regional Government, IT
P3: Oradea Local Transport Company Ltd., RO
P4: Municipality of Burgas, BG
P5: City of Kosice, SK
P6: University of Maribor, SI
P7: Thessaloniki Public Transport Authority, GR
P8: Central European Initiative –Executive Secretariat, IT
EU ASP1: Municipality of Maribor, SI
EU ASP2: The Romanian Union of Public Transport, RO
EU ASP3: Public Transport Company Kosice, SK
OP1: ICLEI Local Governments for Sustainability, European Secretariat Ltd., DE
OP2: EPIVATIS – Greek Public Transport Users Association, GR
OP3: Burgasbus Ltd., BG
OP4: Federmobilitá, IT
OP5: Municipality of Miskolc (dept. of Building Environment and City operation), HU
OP6: Municipality of Ancona, IT

LEGAL DISCLAIMER
The ATTAC Newsletter is produced by the ATTAC project partners, co-funded by the European Commission through the SEE Programme. The sole responsibility of this publication lies with the author. Miskolc Holding Plc. The European Union is not responsible for any use that may be made of the information contained therein.