

Involve - General Information

Objectives

INVOLVE aims to achieve a more sustainable and efficient urban transport system through Mobility Management (MM). MM promotes a shift towards sustainable transport modes and limits the demand for car use by changing traveller's attitudes and behaviour.

The core of MM are „soft“ measures like information and communication, organising services and coordinating activities. Most often these “soft” measures enhance the effectiveness of „hard“ measures like new tram lines, new roads and bike lanes. MM measures do not necessarily require large financial investments and may have a high benefit-cost ratio. Within the project INVOLVE MM is a general term for strategies resulting in more efficient use of transportation resources. Effective MM policies are necessary to facilitate and strengthen regional economic growth and support innovation in line with the Lisbon objectives.

To obtain a modal shift towards sustainable transport INVOLVE plans to improve accessibility of business areas. Therefore the involvement of the private sector in MM activities is crucial for success.

One of the objectives of INVOLVE is to bring together (semi) public authorities to exchange knowledge and experience on co-operations with the private sector. To gather experiences MM measures will be implemented to solve problems in business development areas. To improve policies and instruments in this field is the main focus of the project.

Approach

INVOLVE consists of a strong partnership; 11 partners from 9 countries all over Europe, all responsible for MM policies in their regions and with the ambition to improve their policies and tools.

To facilitate an effective exchange of information INVOLVE recognises 4 policy themes:

- Gaining commitment of the private sector,
- Providing convincing practices and data,
- Organising public private cooperation and
- Realising effective implementation.

Exchange meetings and policy development are the main activities of INVOLVE. Within the project duration 10 meetings will be organised to discuss one MM topic in depth combined with study visits. Based on this exchange a central state of the art inventory will be carried out for the most important MM topics. Also a best practice guide and policy recommendations will be developed as well as new models and strategies to improve the take up of mobility measures in business initiatives.

All partners will apply the gained new knowledge and insights in the development of new models, policies, strategies or approaches or in new tools and instruments which will be small scale tested and evaluated.

To get high quality output and to assure that the partners will work systematically together Napier University is the scientific partner in the partnership. Napier University will cooperate with Prof. Lanzendorf from Goethe University Frankfurt in parts of MM research. The project results will be distributed via various media and through cooperation within existing networks.

Fields of Activities

All activities will be related to the four main objectives with several sub-objectives:

- **Improve insights and find and demonstrate new approaches to gain commitment from the private sector**
 - » Putting Mobility Management on the agenda;
 - » Involving the private sector in Mobility issues;
 - » Improving awareness of problems and solutions and possibilities;
- **Provide data and best practices to convince the private sector**
 - » Obtain convincing business cases;
 - » Provide data on economic, environmental and health costs and benefits;
- **Improve the cooperation with - and of the private sector and the organisation of business initiatives, exchange insights and develop and demonstrate innovative approaches**

- » Improve formal and legal organisation of businesses;
- » Develop and improve the use of mobility funds;
- » Improve public private cooperation.

Find and exchange ways to achieve the effective realisation of sustainable transport measures by private sector

- » Develop a web based database of best practices regarding successful MM measures for business;
- » Develop calculation tools for accessibility & parking costs;
- » Develop cost & revenue indicators for property developer & owners.












Innovative Character and Expected Results

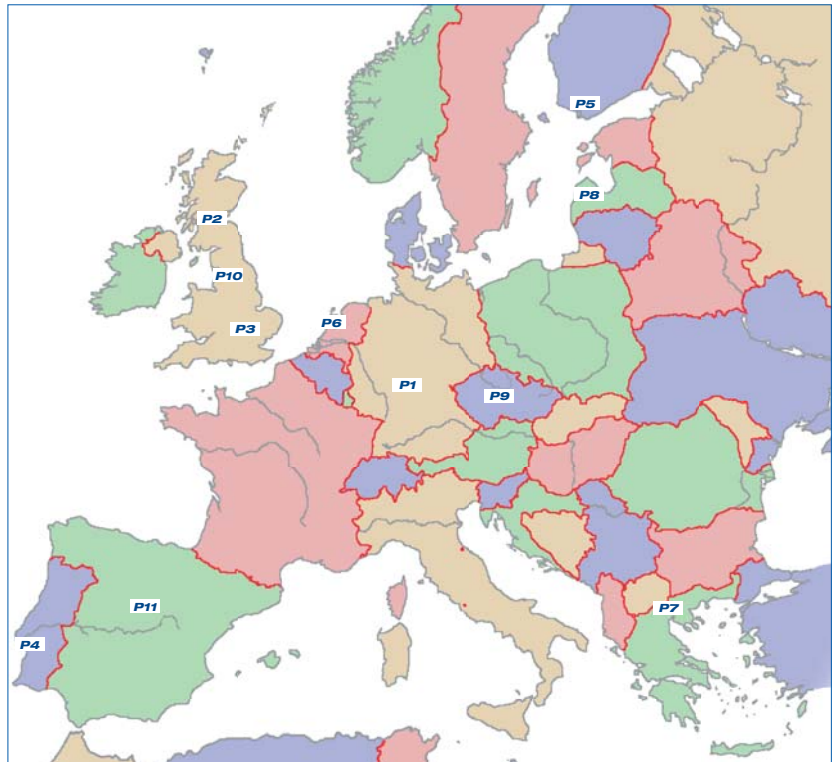
Bringing together knowledge and expertise in a database and jointly develop new insights, models and tools in a transnational setting is one of the innovative elements of the INVOLVE project.

As result it is also expected that the involved government partners will concentrate on solutions for mobility problems that are aiming to involve the private sector itself from an early stage on. This may result in policy innovation obtaining sustainable transport and a better accessibility to business development areas.

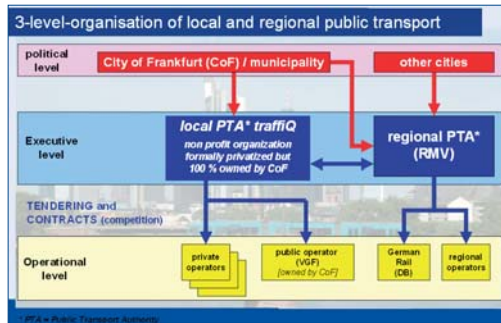
Compared to government partners the private sector traditionally is less engaged in the development of these policies, but is now getting the opportunity to be involved on an equal basis.

The result of the project will be an overall policy paper that is based on the interaction between public authorities on the one hand and private companies on the other hand. This is important because private entrepreneurs will have to carry out MM measures themselves. If they are not involved from the beginning the success will be minimised.

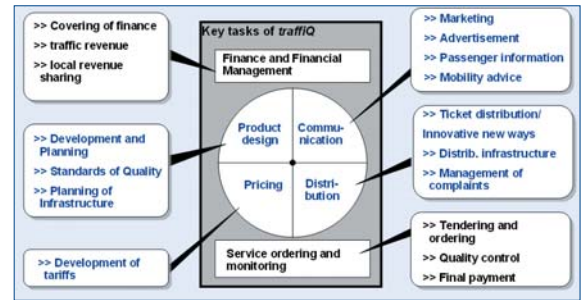
 <p>P1 - traffiq Frankfurt (DE) Lokale Nahverkehrsgesellschaft Frankfurt am Main mbH</p>	 <p>P7 - Anatoliki S.A., Thessaloniki (GR)</p>
 <p>P2 - Napier University Edinburgh (UK)</p>	 <p>P8 - City of Riga (LV)</p>
 <p>P3 - London Borough of Hounslow (UK)</p>	 <p>P9 - City of Prague/ SB 9 (CZ)</p>
 <p>P4 - City of Oeiras (PT)</p>	 <p>P10 - Lancashire County (UK)</p>
 <p>P5 - Motiva Oy Finland (SF)</p>	 <p>P11 - CRT Madrid (ES)</p>
 <p>P6 - Advier/ Verkeeradvis (NL)</p>	



INVOLVE - Partners



The tasks the City of Frankfurt assigned to traffiQ



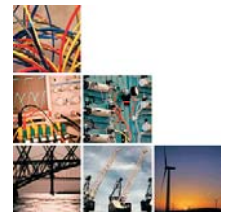
School of Engineering & the Built Environment

With a focus on emerging technologies and creative solutions, the School of Engineering & the Built Environment (SEBE) equips its students with the skills to innovate, create, respond to and provide solutions for a technologically demanding society.

elements of engineering are offered, allowing a broad and varied programme of study. Internationally acclaimed, SEBE has a practical, industry focussed approach to its courses. Nearly all of SEBE's engineering courses have appropriate, professional accreditation.

SEBE comprises 4 distinct areas of interest – Building & Surveying, Civil & Transportation Engineering, Electrical & Electronic Engineering and Mechanical & Materials Engineering. Within each of these 4 sectors, both traditional and modern

The Transportation Research Group are active in many areas including traffic modelling, transport appraisal, transport planning & policy and public transport. The Section is active in the Transport Research Institute. TRI Website: tri.napier.ac.uk



Welcome to the transport and streets section

This section of the website includes information about parking, streetcare and cleansing, traffic and about walking or cycling around the borough. In addition, a number of useful web links are provided on the right of this page, giving access to further information about transport and travel in and around London.

Freedom pass

Information about the free-travel scheme for older people journeying within London. Another scheme is also run for disabled travellers.

Sustainable travel

Sustainable travel is about reducing congestion, improving the local environment and encouraging healthier lifestyles. The London Borough of Hounslow promotes the following sustainable travel options:

- >> Walking
- >> Cycling
- >> Public transport
- >> Car sharing and Car Clubs
- >> 'Eco-Driving'

By following the links to the right of this page you can find how, by choosing sustainable travel methods, you could help improve your fitness, save money and help the environment.

Sustainable travel plan

This plan explains how we are promoting walking, cycling, public transport, car-sharing and remote working to staff working at the Civic Centre in order to reduce congestion, reduce pollution (and its impact on local air quality and global warming) and improve the health of council staff. You can download it from the right.



Roads and highways

All information relating to road and highways maintenance, signage, seasonal treatments and sponsorship, as well as street lighting, street and curb alterations for vehicle access.

Parking

For information about parking services and permits, as well as a means of paying for a parking penalty online.

Public transport

Information about public transport, including links to the TfL Journey Planner and other useful resources.



Projects of Oeiras

- **Viaduct project** to connect the two sides of the business park (together with the Municipality)
- Studying the possibility of **introducing temporary parking** to reduce the number of cars parked in the streets (implementing parking meters)
- **Marketing initiatives** (new logo, website, leaflet, solidarity campaigns) to improve the business park image



Motiva in brief

Motiva Oy produces expert services in order to promote efficient energy use and renewable energy. The company's services are utilised by the public administration, businesses, communities, and consumers. Motiva operates as an affiliated Government agency (an in-house unit), and its functions will be developed as such. The company's entire share stock is in Finnish state ownership.

Mission

We create well-being by promoting the use of energy and materials that are as harmless to the environment and as productive as possible.

Vision

Motiva and its networks is decisionmakers' and end-users' best expert in issues of energy and materials efficiency and renewable energies. Motiva is the strategic partner of the main authorities in its field. Motiva Oy is extensively known as a reliable and impartial expert.

INVOLVE - Partners



**P6 - Advier/
Verkeeradvies(NL)**



Facility Management Netherlands

- The FMN is the professional association in the field of facility management. The association contributes to the development and promotion of this branch, brings its members together and keeps them informed. This benefits both their own performance and that of the organization for which they work. FMN's mission statement is: Professionalization Facility Management Processes.
- Within the FMN the sections of Management and organization, Health care, Building (maintenance) Management, Facility Purchase, Parkmanagement, **Location Accessibility** and Starting Facility Managers, play an active part. These sections all contribute to the development of the professional field.



**P7 - Anatoliki S.A.,
Thessaloniki(GR)**

Premises & Staff

ANATOLIKI-REACM is located in Thessaloniki a city nearby the Thessaloniki metropolitan area, of approximately 700 km² and more than 1.000.000 inhabitants.

Thessaloniki is the northern capital & second largest city in Greece, serving as a major commercial, agricultural industrial, and transportation centre for the region and the neighbouring countries.

REACM was established in 1997 by the EU program SAVE, the Region of Central Macedonia, & the Development Company ANATOLIKI S.A. It has a staff of 40 approx.

ANATOLIKI

The main activities of ANATOLIKI-REACM are:


- Collection of Data for Energy Production & Consumption in the Region
- Support to the Regions Local Authorities in energy policy planning
- Discrimination and Promotional Activities for RES and RSE Technologies
- Training and Continuing Education
- Support to Local Industry, SMEs & Commercial
- Mobility Management and creation of a Mobility Center**
- Promotion of Biofuel Technologies
- Elaboration of Regional Energy Plans
- Promotion & Collaboration with Neighbouring Countries in the Field of Energy Studies
- Participation in the committee of Regional Planning for the development and management of energy



P8 - City of Riga (LV)


Riga – general information

- Area
 - City 307,17 km²
 - Agglomeration 16884 km² (23 times larger than city)
 - Green zones and nature areas 25.4%
 - Water 15.4%
 - Main traffic infrastructure 11.7%
 - River barrier
- Population (2006)
 - City 727.600
 - Agglomeration 1 148 003 (about 50% of all Latvia)
- Economic
 - Transit, finances and services
 - 354 cars/1000 inhabitants




City of Riga (LV)

largest city in the Baltic States and an important metropolis in the Baltic Sea region



**P9 - City of Prague/
SB 9 (CZ)**

The position of Prague as the capital of the Czech Republic is defined in the Constitution of the Czech Republic and the Act No. 131/2000 on the Capital City of Prague.

Prague is divided into 57 municipal districts whose administrative powers are laid down in the Charter of the City of Prague; together with the Prague City Hall, the municipal districts provide for both self-government and statutory functions of state administration.

Effective from 1 July 2001, Prague has been newly divided into 22 administrative units in order to control and plan the city's development.

The elected Mayor is the head of the capital. The city's principal administrative bodies are the Prague Assembly of seventy members, eleven of whom form the Prague Council. They are elected for a four-year term of office.

The executive body is the Prague City Hall with its specialised departments and sections.

To provide for the city's operation and to render services to its inhabitants and visitors, Prague has established some 90 organisations and businesses. The municipal districts manage more than 400 other organisations.





**P10 - Lancashire County
(UK)**

Lancashire – NW England



The Problem: Suburban Congestion




P11 - CRT Madrid (ES)

The Consorcio Regional de Transportes de Madrid came into existence in 1986 to combine the efforts of public and private institutions related to Public Transport for the purpose of coordinating services, networks and fares so as to offer consumers a higher-capacity, higher-quality service. The National Government, the Autonomous Community of Madrid,

the Municipal governments along with Public and Private companies are working together closely in this joint endeavor.

The number of passengers using these services has grown from 951,000,000 in 1986 to 1,630,600,000 in 2007, which is a good indication of the investment and coordination effort made in recent years.

