PROJECT FINAL REPORT

Publishable Summary

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Final Publishable Summary Report

The CIVITAS Initiative was launched in 2002. In its first phase (2002-2006) 19 cities participated within four demonstration projects, while in CIVITAS II (2005-2009), 17 cities participated across a further four such projects. At the end of 2012 the initiative largely concluded its third phase: CIVITAS-Plus, in which 25 cities worked together as part of five collaborative projects. At that time, almost 60 European cities had implemented innovative measures in clean urban transport - totaling an investment volume of well over 300 million Euros.

The innovative nature of the CIVITAS Initiative lies in its approach: rather than focus on isolated measures, CIVITAS advocates the integration of a range of technological and policy innovations that are grouped into eight so-called “measure categories.” Overall the Initiative aims to:

- promote and implement sustainable, clean and energy-efficient urban transport measures;
- implement integrated packages of technology and policy innovations in the field of energy and transport; and build up critical mass and markets for innovation.

The CIVITAS VANGUARD project was launched on September 15th, 2008 to support the CIVITAS Plus phase of the initiative. It ran for 74 months and finished on November 14th, 2014. It supported the collaborative projects and disseminated the results of their activities to Europe as a whole, targeting in particular policymakers and transport practitioners at city level. VANGUARD effectively stands for Advancing Sustainable Urban Transport in an Enlarged Europe through CIVITAS. The main activities of the project were implemented across four “Work Packages” (or “objectives”)

- Work Package 2 (entitled Needs Assessment) set out to effectively lay the foundations and support VANGUARD’s successful implementation over its 74 month period.
- Work Package 3 (Demonstration Cities Support) was characterized by a so called "Dissemination Liaison Group" – a permanent coordination body for dissemination activities; a quarterly newsletter of the CIVITAS Plus Initiative; events coordination to assure no overlaps in local training activities and effectively information sharing; and the hosting of thematic working groups and training workshops.
- Work Package 4 (Dissemination, Awareness Raising and Communication), in which VANGUARD provided direct communication support to CIVITAS Plus cities through templates, logos, press kits, and on-line content services; hosted the CIVITAS Website at [www.civitas.eu](http://www.civitas.eu) - a major information hub on sustainable urban mobility and the Initiative itself; produces promotional materials (brochures, posters, postcards and a library of PowerPoint slides); besides publications reporting city achievements to advocate the transfer of know-how and lessons learned.
- Work Package 5 (CIVITAS Community Support) which was fronted by the CIVITAS Secretariat, the central coordination hub and information request service of the initiative until Dec. 2013. It also supported the organization of the annual CIVITAS Forum Conferences - high-profile annual events bringing together key politicians and professionals, as well as the CIVITAS Awards, which recognize outstanding performance in clean urban transport. It also supported the Political Advisory Committee - a small group of city decisionmakers that engage in dialogue with European Commission representatives and European policymakers in the field of sustainable urban mobility.
During its lifetime, VANGUARD realized the following key achievements:

Laying VANGUARD’s foundations, it completed a needs assessment of European cities from within and beyond CIVITAS Plus.¹ The survey, entitled “Aiming for Sustainable Urban Mobility,” found that amongst CIVITAS Plus projects’ their dissemination managers favour training and guidance on stakeholder consultation, marketing and branding & social inclusion. Mobility experts on the other hand favoured training on collective passenger transport and transport management. Among non-CIVITAS cities’ decisionmakers and mobility experts, there is an enthusiasm to learn from others’ experiences through best practices and case studies from colleagues within and beyond city departments, besides electronic newsletters and online information. We also learned that interest in CIVITAS is also driven by potential for funding!

The survey helped inform activities that became part of two strategies which supported the CIVITAS Plus cities and the Initiative overall: the Service and Support Strategy towards the CPs and the Pan-European awareness raising, dissemination and communication strategy to more broadly disseminate local level achievements to cities across Europe, especially those not yet part of the CIVITAS family.

Throughout the project VANGUARD hosted the CIVITAS Plus cities’ dissemination managers support group called the “Dissemination Liaison Group.” Concurrently, VANGUARD established or upgraded a variety of tools to realise the two strategies’ aims including the CIVITAS Events database, three separate Newsletters (one for the CPs, the so-called ‘internal’ newsletter, ‘MOVE’ for those interested in CIVITAS and a third, the CIVITAS Media Bulletin), a media pool and monitoring log, PR materials (including give-aways and factsheets), an online Press Corner and a “PR Tracker” to monitor and report on third party outreach. A photo database, part of the new website (see below) for the rapid retrieval of images for presentations and publications.

These tools were used by VANGUARD and the CPs to report achievements and track outreach activities - and to regularly evaluate them. All of these were updated and handed over to VANGUARD’s successor project, the Initiative’s leading support action, WIKI, in spring 2013. Our evaluation framework eventually became part of the project’s regular Dissemination Report.

In supporting cities, VANGUARD orchestrated an extensive study tour programme which included a total of nine events to help exchange experience. Two toolkits for transport practitioners, one on successful communication\(^2\) and the other on stakeholder consultation\(^3\) were also published. Both are full with CIVITAS city examples. A series of nine training workshops were also hosted by VANGUARD across Europe and as many webinars to foster interest in thematic issues.

Thanks to the work of the CIVITAS Plus Results Exploitation Task Force and a CIVITAS Editorial Board, a series of CIVITAS results publications were scoped, including:

- **Innovative Cities:** Before and After CIVITAS, a collection of five project books completed in collaboration with the collaborative projects which presents many case studies.

- **CIVITAS Plus in Numbers**\(^4\) highlights key results from the 25 CIVITAS Plus cities. This short publication showcases 48 measures carried out by the CIVITAS Plus cities in a brief and to-the-point manner.

- **Living Laboratories**\(^5\): 10 Years of CIVITAS from Aalborg to Zagreb presents to readers the experimental and innovative side of CIVITAS, providing background information to illustrate each city’s particular context, as well as facts and figures on what they have achieved.

- **Innovative Urban Transport Solutions**\(^6\) – CIVITAS makes the difference is intended as a critical review of the transport measures that were developed and implemented during the CIVITAS Plus. Taking a thematic approach, measures are reviewed and a set of recommendations, focusing on concrete examples, is given for each. The book was published in conjunction with 40 city case studies on concrete measure implementation. The examples presented document each city’s experience with a particular measure or thematic area.

- **The CIVITAS Measure Directory**\(^7\) highlights cities’ achievements from 2002-2012 and gives offline access to the details of 663 measures for sustainable urban mobility.

Besides these books, events of various kinds were hosted, including four so-called Results Exploitation Workshops or attended (such as the International Transport Forum in Leipzig or the Transport Research Arenas) to share CIVITAS results. VANGUARD also led the (CATALIST-funded) work on overhauling and re-launching the CIVITAS website, thanks to a ‘Web Task Force’ which consulted with users. It also produced a powerpoint slide library, as well as posters for each and every CIVITAS demonstration city.

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\(^{2}\) [www.civitas-initiative.org/sites/default/files/brochure_toolkit_on_marketing_final4print_20110913.pdf](http://www.civitas-initiative.org/sites/default/files/brochure_toolkit_on_marketing_final4print_20110913.pdf)

\(^{3}\) [www.civitas-initiative.org/content/civitas-handbooks-involving-stakeholders-toolkit-organising-successful-consultations](http://www.civitas-initiative.org/content/civitas-handbooks-involving-stakeholders-toolkit-organising-successful-consultations)

\(^{4}\) [http://www.civitas.eu/content/civitas-plus-numbers-achievements-sustainable-urban-mobility](http://www.civitas.eu/content/civitas-plus-numbers-achievements-sustainable-urban-mobility)

\(^{5}\) [http://www.civitas.eu/content/living-laboratories-10-years-civitas-aalborg-zagreb](http://www.civitas.eu/content/living-laboratories-10-years-civitas-aalborg-zagreb)

\(^{6}\) [http://civitas.eu/content/innovative-urban-transport-solutions-civitas-makes-difference](http://civitas.eu/content/innovative-urban-transport-solutions-civitas-makes-difference)

\(^{7}\) [http://civitas.eu/content/civitas-measure-directory](http://civitas.eu/content/civitas-measure-directory)
In the realm of PR, VANGUARD also sponsored CIVITAS ads and videos. Between 2009 and 2012, VANGUARD organized four annual CIVITAS Forum conferences, with that in 2012 combined as the CIVITAS Plus Final conference. In 2013 and 2014, VANGUARD also played a key role in supporting the year’s CIVITAS Forum conferences by supporting the participation of journalists, media, moderators and speakers. Throughout the project VANGUARD hosted secretariat services to the PAC and CIVITAS Initiative (including a series of ‘statements’), plus Award scheme whose achievements were later reflected in an electronic book entitled: Everyone’s a Winner - The First Ten Years of the CIVITAS Awards.8

Before concluding, VANGUARD re-visited CIVITAS Forum Network members’ satisfaction with CIVITAS within a so-called CIVITAS Benefits Survey – The First Ten Years.9 The evaluation was based on 72 members’ responses, besides focus-groups. The project also developed a new type of remote CIVITAS kiosk with dismountable flatscreens to share results with stand visitors at events in instances where computer access is problematic.

Finally, VANGUARD was also on-hand to support ad-hoc requests such as that for a CIVITAS side event during the EU-China Mayors’ Forum in Brussels on 19th September 2012 which showcased best practices from three of its cities and sought to understand future priorities for transferring know-how and exchanging experience with Chinese cities. VANGUARD also organized the 10 Years of CIVITAS Conference ‘Towards competitive and resource efficient urban mobility’ on the 17th of September of 2012. Another example was the Funchal Statement10 on the benefits derived from CIVITAS and the challenges and opportunities ahead for European cities which are at various stages of realizing sustainable urban mobility.

These activities and dissemination tools enabled VANGUARD to effectively respond to its overarching goals, proposed in 2007:

- Broadly disseminate the results of the CIVITAS Initiative to transport practitioners in an enlarged EU;
- Coordinate common interest activities for the CP cities to maximise learning experiences, balance and extend your dissemination programmes; and
- Serve as an interface between the EC, CIVITAS and European society through fora and a pan-European information campaign, relying on the CIVITAS brand and corporate identity.

The potential impact and use of these experiences we trust led to the adoption of sustainable mobility measures, concepts and processes, and advancement of sustainable urban transport in Europe, as well as interest and participation in the CIVITAS Initiative. Among the socio-economic impacts and the wider societal implications, the project hopes it contributed to healthy, viable and competitive cities and the realization of European policy targets.

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8 http://www.civitas.eu/content/everyone%E2%80%99s-winner-first-ten-years-civitas-awards
9 http://civitas-initiative.org/content/civitas-benefits-survey
In trying to quantify interest and participation in the CIVITAS Initiative, during the VANGUARD era the periodic reports reveal 2113 requests were responded to by the Secretariat (many more than the previous era). Furthermore, when VANGUARD began, there were 164 network member cities whilst by the time the project concluded, there were 219 members. If one also considers the high interest in CIVITAS Plus II (in 2011), the large number of applications vis-à-vis the available funding reveal an ‘appetite’ among cities during the VANGUARD era for sustainable mobility. However, it should be kept in mind that not all that interest should be attributed to VANGUARD since CATALIST (offering the CIVITAS Activity Fund) ran until late 2012. On the other hand, with over 200 European cities now involved in CIVITAS, one could argue membership has reached ‘saturation point,’ whilst for smaller towns and cities there aren’t the financial resources available to ‘commit’ to an initiative like CIVITAS (and among capital cities, there is little to be learned).

In seeking to quantify socio-economic impacts and wider societal implications, clearly, the CIVITAS Plus projects achieved much through the measures they implemented. Some random statistics from CIVITAS Plus in Numbers reveals contributions in the form of positive modal shift (e.g. 35% more bike-riders thanks to more sheds in Ghent); € Fuel/km/trips saved (e.g. travel planning reduced car trips by 13% in the vicinity of schools in Brighton and Hove); Falling numbers of accidents (e.g. Traffic surveillance in Szczecinek helped reduce accidents from 27 to 8 while emergency services arrived within 5 minutes, not 16); € leveraged (e.g. Upscaling the traffic centre in Skopje helped leveraged EBRD funding); CO₂ saved (Bus fuel conversions in Ljubljana); Falling crime; Rising public popularity; Energy saved; the creation of more liveable cities and so on. By virtue of the fact that VANGUARD packaged and presented such results illustrates not only the project’s contribution to furthering CIVITAS’ socio-economic impacts and contribution to healthy, viable and competitive cities, but leaves a legacy to its successors to exploit these new CIVITAS results and messages to new audiences, particularly since VANGUARD could only harvest these results once the collaborative projects had concluded.

Throughout VANGUARD, REC has been supported by a highly motivated and committed team of organizations from across Europe to which it is extremely grateful. This includes city networks (POLIS, EUROCITIES and ICLEI), non-profit research organizations (FGM-AMOR and MOBIEL 21), private companies (MOSTRA) and an agency of the Dutch government, RijksWaterStaat. In conclusion, the REC is very proud of the VANGUARD consortium’s achievements.

There is no specific project website. For specific questions regarding CIVITAS VANGUARD, please turn to:

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11 Furthermore the CIVITAS benefits survey revealed a high percentage of cities looking to CIVITAS for support would realise those measures itself anyway.

12 POLIS; Karen Vancluysen (K Vancluysen@polisnetwork.eu); EUROCITIES; Nathalie Guri (Nathalie.Guri@eurocities.eu); ICLEI: Ruud Schutthof (ruud.schutthof@iclei.org); FGM-AMOR; Fred Dotter (dotter@fgm.at); MOBIEL 21: Elke Bossaert (Elke.Bossaert@mobiel21.be); MOSTRA: Marijn Duijvenstein (Marijn.Duijvenstein@mostra.com) and RijksWaterStaat: Rick Lindemann (rick.lindeman@rws.nl).