Societal Engagement in Science, Mutual Learning in Cities (SEiSMiC)

SEiSMiC built national and international bridges for mutual learning between society, the scientific community and policy makers.

Activities
- Mobilising a wide range of urban actors to identify research and innovation needs
- Contributing to the social dimension of JPI Urban Europe’s research and innovation agenda
- Developing policy recommendations that address real social needs
- Creating a platform for dialogue and mutual learning among citizens and urban actors to strengthen social innovation in a local context

Impacts
- Publication of Streetsmarts, a guide for teachers on urban challenges and resilient cities
- Policy recommendations drafted on urban governance, urban space, urban economy and the refugee crisis
- Sharing platform on social innovation established
- Impacts on European urban research and policy making

Duration: 2013–2016
Donor: European Commission (FP7)
Budget: EUR 255,000

IN NUMBERS
- 10 national networks
- 4 international conferences
- Local workshops on social innovation in 10 countries

GEOGRAPHICAL SCOPE
Austria | Belgium | Czech Republic | Germany | Hungary | Italy | Netherlands | Sweden | Turkey | United Kingdom

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Promoting Public Transport Use in Rural and Peri-urban Areas (SmartMove)

Using a simple direct marketing technique called active mobility consultancy, the project has achieved an average 17% increase in public transport passengers.

Activities
- Adapting the concept of active mobility consultancy to different geographic regions
- Implementing mobility marketing campaigns
- Evaluating impacts before and after
- Promoting results on a European scale

Impacts
- Innovative direct marketing methodology tested
- Proven mobility campaign methodology now ready for large-scale take-up
- 90% of campaign participants feel better informed about public transport
- 13 to 58% of campaign participants feel motivated to reduce car use
- 0.3 to 4.4 car trips per person shifted to public transport each week as a result of the campaign
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Donor: Executive Agency for Small and Medium-Sized Enterprises
Budget: EUR 134,000

IN NUMBERS
- 8 demonstration sites in 6 countries
- 6.7 to 25% increase in public transport passengers
- 111,300 car trips replaced per year
- 280 tonnes of CO2 emissions saved per year

GEOGRAPHICAL SCOPE
Austria | Germany | Greece | Poland | Portugal | Spain

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