

# CiViTAS

Cleaner and better transport in cities

# SMILE

MALMÖ • NORWICH • POTENZA • SUCEAVA • TALLINN



**Project Brochure**

# **Cleaner Cities, Better Journeys**



Bus route system – Malmö - Photo credit: Kasper Dudzik



Cycling – Malmö - Photo credit: City of Malmö



GPS – Malmö - Photo credit: 215 215

## Sustainable urban transport for the Europe of tomorrow SMILE – Bringing CIVITAS onto the road

**CIVITAS SMILE provides the strategy to combine a set of measures to develop an intelligent, sustainable and intermodal city traffic that makes it possible to live an active life independently of use and ownership of private cars.**

The project addresses these issues through promotion of bio fuels, clean vehicles and intelligent travels from door to door in order to provide better urban air quality, increased quality of life and better health, safety and security to all of city's inhabitants irrespective social status, gender and other issues. We will work together to demonstrate and evaluate in our cities what is required to ensure the rapid deployment and take-off of clean urban transport systems in the EU.

The objectives of CIVITAS SMILE are: improved urban air quality, create a sustainable, safe and flexible traffic system that improves the quality of life in two leading cities, Malmö (Sweden) and Norwich (UK), and in three follower sites, Tallinn (Estonia), Suceava (Romania) and Potenza (Italy). It will cut the current trend of increased use and ownership of cars, promote sustainable alternatives and stimulate efficient and clean city distribution of goods.

CIVITAS SMILE contains totally 30 partners who will implement 51 demonstration measures, which will directly lower the hazardous emissions from city traffic. In the long run it will create a modal shift towards public transport, cycling and car-sharing.



## What are we doing in the cities?

### SMILE.Malmö

Malmö is Sweden's third largest city with a population of 271 000 that has developed as a thriving industrial and trade centre from its mediaeval roots. Malmö has gone from a very important economical recession and high unemployment in the 80s and 90s to a city full of initiative and development in the new millennium. The last decade has seen Malmö consciously reinventing itself as a sustainable multi-cultural European city of the future with major developments such as the opening of Malmö University, the construction of the Öresund Bridge to Copenhagen, urban renewal and attractive new housing and commercial areas. The Western harbour, an award-winning ecological housing area finished in 2001 for the major European housing expo Bo01. The area is showing fantastic results in terms of "housing energy consumption" and design and added to that proudly presents the "Turning Torso" by the architect Santiago Calatrava.

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#### SMILE.Malmö focuses on:

- Clean Municipal Fleet
- Biogas on the net
- Clean heavy vehicles with CO2 cooler
- Environmentally adopted cars
- Extended environmental zone for heavy vehicles and enforcement
- Marketing of clean vehicles by subsidized parking
- Marketing of new bus route system
- Improved security and safety on buses
- Integration of cycling with public transport
- Car sharing for business and private persons
- Freight driver support
- Satellite based traffic management for SME's
- SustainableSME logistic for the food industry
- Management mobility needs of private persons and business sector
- Eco-driving for municipal employees
- Use of teal time application for traveler
- Traffic monitoring
- Mobile internet service in connection to bus information
- Internet tool for traffic planning
- Bus priority system
- ECO driving for the hospital employees
- Heavy eco-driving

#### Malmö Partners:





Low Emission Zone - Norwich



Timetables by Text - Norwich



Mobility Centre - Potenza

## SMILE.Norwich

The City of Norwich, situated in the east of England, is the administrative centre of the County of Norfolk. It covers some 50 sq km with a population of about 120,000, although this increases to 250,000 if the immediately adjacent built up area lying outside the city boundary is taken into account. Whilst the City itself is relatively compact, it is built on a radial pattern, and with a relatively large but low-density catchment movement patterns are essentially disparate. Reliance on car-based travel, particularly beyond the urban area, is very high. The City Centre is highly accessible by non-car modes of transport. Public transport services within the Norwich Area focus on the City Centre, and orbital journeys within the urban area are also possible by public transport via the City Centre. A significant proportion of the urban population has access to a 20-minute (or better) service. Park and Ride services increasingly provide for long stay car parking beyond the urban edge, reducing the need for car travel within the urban area. Rail services are available on lines to Cambridge, Ely, Great Yarmouth, Lowestoft, Sheringham and London Liverpool Street.

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### SMILE.Norwich focuses on:

- Alternative fuel vehicle fleets
- Introduction of low emission zone
- Introduction of time controlled access restrictions
- Influencing the choice of vehicle towards smaller and more fuel efficient vehicles
- Rail station interchange
- On street ticket vending machines
- Linking individual passenger transport information with healthcare appointments
- Development of a city centre car sharing club
- Development of strategic freight holders club to deliver improved efficient of freight operation in the city area and effect improved air quality in urban area
- Priority access for clean goods vehicles
- Urban transshipment centre
- Good delivery to park and ride sites
- Travel planning
- Car-pooling
- Individual travel advice
- Customized traffic and travel information service for freight operators
- Provision of real time passenger information

### Norwich Partners:



## SMILE.Potenza

Potenza, in the south of Italy, is situated 820 metres above the sea level, on a mountain range adjacent to the Basento river. Only in



the Twenties, Potenza outgrew its walled perimeter, expanding on the lower part of the territory, until the Basento valley. In 1959 the Industrial Consortium of Potenza, formed by public organisations, local authorities, financial institutions and big industrial firms, gave birth to a number of different activities within the province territory. The town expansion has been growing during the second half of the Twentieth century, until the ruinous earthquake of 1980. After about twenty years of reconstruction, Potenza is nowadays facing a huge process of renovation, increasing its commercial tendencies, particularly developing the industrial activity, and presently renovating industrial sites which operate in the sectors of food, metals, electronics, shoes, clothing and plastic materials. At the same time, Potenza authorities are focusing attention on sustainable development with particular attention to the transport field. The ambitious goal of the local policy is to realize the vision of a vital and attractive city with a sustainable, safe and flexible traffic system that creates possibilities for a good and active life for all the city's inhabitants independently of ownership and use of private cars. The city has one of the most important pedestrian mobility support systems realised in EU, with elevators and escalators leading to the historical centre and linked to interchange parking realised in close proximity to main accesses. Public transport is under renovation and an integrated scheme is in course of realization at regional level to allow people reaching the city by transit. Under Civitas framework a Mobility Centre will be realised with the aim of coordinating all the activities linked to sustainable mobility and increasing the awareness and participation level among citizens and visitors.

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### SMILE.Potenza focuses on:

- Introduction of clean vehicles in a large fleet of urban buses
- Demand responsive transport system
- Development of car pooling
- Mobility Management

### Potenza Partners:





Bus Improvements - Suceava



TAK - Tallinn



New Bus Fleet - Suceava

## SMILE.Suceava

Suceava City lies in the NE part of Romania, 450 km from Bucharest, and has been the capital of Suceava County since 1388. The municipality of Suceava, with a surface area of 52.1 km<sup>2</sup> on the Suceava riverside, in a highland area situated at a medium altitude of 400m from sea level. The town and suburban areas have 118 500 inhabitants. Suceava City is located at an important road traffic junction, crossed by two European roads (the European corridor 9 of TINA network is situated in the vicinity of the city), five national roads and four county roads. The historical town centre of Suceava includes many monuments and orthodox churches and is declared an UNESCO world heritage site. Since 1999, the northern part of the country, where Suceava is situated, has been involved in a government regeneration scheme to boost the local economy and promote foreign investment. One important condition of this regeneration is the improvement of the condition of the transport network. Suceava began implementing clean vehicles and quality public transport services in the ALTERECO Project in 2000. The municipality owns the local transport company, which provides the public transport in the city. The municipality of Suceava has formed partnerships with Merseytravel and CTP in several projects (ALTERECO, CATCH) concerning measures to reduce the impact of traffic and improve public transport.

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### SMILE.Suceava focuses on

- Alternative fuel bus fleet
- Promotion of alternative fuels in the public and private sector
- Extension of low emission zone
- Bus priority measures and other bus improvements
- Improved public transport information

### Site Managers

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**Norwich Partners:** Norwich CC . Norfolk CC . UEA (CRed) . Anglian . First . Smart Moves

## SMILE.Tallinn

The City of Tallinn is the capital of Estonia and the center of culture, economy and higher education in the country. With its 400,000 inhabitants



Tallinn is also the largest city in Estonia. Since the independence of Estonia in 1991 Tallinn has experienced large changes. First the economic downturn and then the rapid economic growth have imposed large structural changes on the city and its transport system.

The number of private cars has been growing rapidly and the collective transport network has not developed in the same pace as the private modes, facing huge competition. Between 1990 and 2000 the public transport use fell from 250 to 94 million and the modal share of the public transport in Tallinn collapsed from 77% to 31%. The worsening quality of public transport has affected virtually everybody in the city, but most of all women, children and elderly people who are most dependent on it. The massive shift to private car use has worsened the city environment dramatically. Further the old part of the city has been graded as UNESCO world heritage and it appears urgent to prevent it from the damage caused by traffic. The existing public transport networks (bus, trolleys, tramways and suburban trains) need to be renewed and extended so as to support sustainable urban development.

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### SMILE.Tallinn focuses on:

- Public transport priority system
- Automatic stop calls and information signs in vehicles



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### Questions and answers

Invitation: To contact the CIVITAS SMILE

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