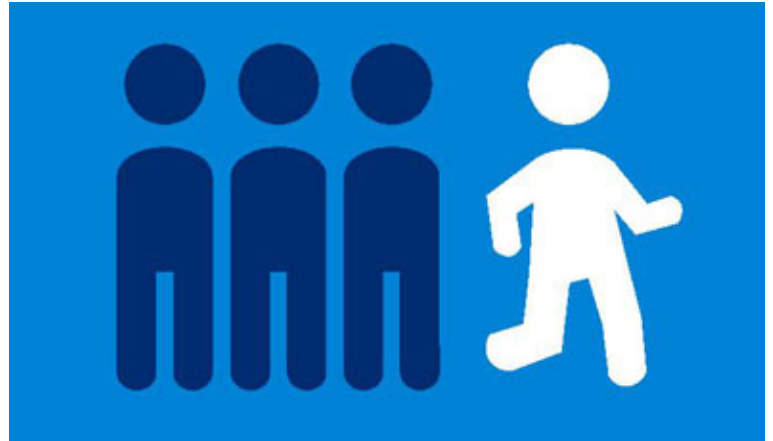


Sustainable mobility marketing in Burgos/Spain

Public awareness of transport alternatives is a key factor and gradually lead to greater acceptance and use of cleaner and more sustainable urban transport. The view that journeys to the city centre on a "zero-emission vehicle" are of benefit to the city has over time won support for cleaner vehicles in other urban centres.



Objectives / Innovative Aspects

Objectives

- Information campaigns designed to inform the public of the advantages of cleaner and more sustainable urban transport.
- Public recognition of bicycles as "zero-emission vehicles".
- Promotion of access to "clean zones" by bicycle, by urban transport and on foot.
- Incentivise the circulation of cleaner commercial vehicles in the historic and monumental centre.

Innovative Aspects

- Develop actions that emphasize the benefits of cleaner urban transport and encourage new transport habits for routine travel.

The Measure

Actions and campaigns have been developed to support the use of cleaner and more sustainable urban transport, aimed at educating specific groups about its associated benefits.

Innovation and Dissemination Activities developed

- Public information campaigns to promote cleaner, more sustainable transport and to achieve a high degree of social acceptance: postcards campaigns with idea contest, campaign showing the good habits of a little girl called CARAVEL....
- Promotional campaign targeting HGV companies, showing the new itineraries along the ring-roads.
- Public information campaign to promote access to the "clean area" on foot and cleaner services.
- Workshop with children to promote good habits.

- Administration of competition.

- § Draft of technical specifications
- § Public tendering.
- § Implementation.

Forthcoming developments

- Actions.
- Budgetary allocation
- Definition of actions:

- § Promotion of restricted access.
- § Promotion of public transport and bio-fuels.
- § Promotion of the bike-loan scheme.
- § Information on new tourist services.
- § Restricted access for lorries and HGVs.
- § Restricted access for other private vehicles.

- Agreement with Burgos University.
- International Audiovisual Festival on mobility and sustainable transport.
- Poster competition on the bicycle and sustainable mobility featuring cultural and historic sites.

Results

- Good visibility of the project: 51% of the citizens in the City recognize the CiViTAS CARAVEL logo
- Increase of more than 300% of the use of the bicycle as a day by day mean of transport. Increase of more than 15% in the use of PT, bicycle or other means of transport (not private car) as the main way of go to work and the everyday displacements.
- Good change of mind of the Citizens regards the modal split.

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Evaluation

- Evaluation will be measured by qualitative and quantitative data gathered throughout the life of the project.
- The effectiveness of the measures will be reflected in the new traffic behaviour that will greatly reduce circulation of different types of vehicles in the city centre and increase occupancy levels of public transport.

Implementation Status

Actions undertaken

- Marketing plan.
- Identification of activities.
- Actions.
- Preparation of terms and conditions for the competition.
- Agreements.

§ Postcards.

- o Approval and signing off.
- o Preparation of themes.
- o Meetings to coordinate project start up.
- o Meeting to finalise the postcards.
- o Launch of the postcards.

§ Press Association.

- o Signing off.
- o Composition of articles.
- o Publication.

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In cooperation with:

