

*Measure title:* **Set-up of information points and campaign on clean vehicles and alternative fuels in Ljubljana**

*City:* **Ljubljana**

*Project:* **MOBILIS**

*Measure number:* **11.8L**

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## A Introduction

### A1 Objectives

This measure (of ca. 50.000 €) contains several objectives that can be grouped into two clusters: (1) setting up of two info-points on clean vehicles and alternative fuel use and (2) raising awareness and promoting use of innovative technologies, systems, services and policies on clean vehicles and alternative fuels.

Specific objectives were set as follows:

- Set up of two info-points on clean vehicles and alternative fuel use
- Change in attitude of the people regarding alternative fuels
- Promotion of alternative fuel usage
- To ensure effective dissemination of MOBILIS out-comes and raise awareness about sustainable mobility and alternative energy use on the local level
- To promote exploitation of innovative technologies, systems, services and policies as developed in the project on the local level.
- Contribution to the MOBILIS exploitation plan.
- Improve the image of public transport and promote its attractive intermodal services, especially referring to the complementary services.

### A2 Description

There are two main components of this measure:

- a) establishing info-points in the City of Ljubljana

It was planned to investigate whether the existing tourist information points in Ljubljana could effectively serve as CIVITAS Mobilis info points. If not, what should be done to establish specific, separate Info-Points for CIVITAS Mobilis, and to establish them by end of 2007. Decision was to use existing tourist info points; as a follow up a comprehensive training was provided for personnel format these info points on clean fuels and project activities.

- b) Running an information campaign on clean vehicles and alternative fuels by dissemination of information and materials as MOBILIS outcomes

Under the information campaign several dissemination tasks were planned:

- Preparation of local dissemination plan - to identify local target groups and managing local contacts database, relevant local channels, local events and organizations for information dissemination about project development and results and multipliers.
- Cooperation with project dissemination manager - The activity included collection of information about project results at the local level, translation and mediation to the project dissemination manager every 3 months. This information served as a basis for e-newsletter; further cooperation with project dissemination manager and provision of the input for project dissemination plan, brochures, e-newsletters, web site, reports, etc. and participation at the dissemination meetings (2-3x year)

- Dissemination of MOBILIS brochures - 3 MOBILIS Brochures (beginning, mid-term, end) were planned to be disseminated. The objective of the brochures was to provide summary information on the project progress and results overall, and specifically on measure level.
- Preparation and distribution of MOBILIS bulletins - Every 6 months Slovene language MOBILIS bulletins were planned to be prepared and distributed. The objective of the bulletins was to present the information on a specific topic (e.g. cluster theme) of the MOBILIS at the local level.
- Dissemination of MOBILIS e-newsletters - Every 3 months MOBILIS e-newsletters was translated and distributed. The objective of electronic newsletters was frequent and up-to-date informing about ongoing activities and events in the MOBILIS cities.
- Dissemination through MOBILIS local web site - Local web site was created as a part of project partner's existing web sites (DMFS at [www.civitas.eu](http://www.civitas.eu)). The site dissemination manager provided content for the local web page. Foci were on local MOBILIS measures.
- Organisation and facilitation of three public information seminars (at start, mid-term and end) about sustainable mobility and alternative fuels in Ljubljana/Slovenia
- Preparation and facilitation of information seminar and study visit for decision makers (Ljubljana/Slovenia)
- Promotion and awareness rising for sustainable mobility and alternative fuels in public transport (Ljubljana/Slovenia), focused on Ljubljana Public Transport company efforts regarding implementation of biodiesel in its bus fleet
- Assessment of exploitation potential of project and contribution to the MOBILIS exploitation plan - Organisation of a workshop is planned in Month 40 of the project; (10-20 participants) for the assessment of exploitation potential and preparation of the exploitation plan, prepare contributions to the MOBILIS exploitation plan on the base of input from workshop and written contributions and promote the MOBILIS project model value.

## B Measure implementation

### B1 Innovative aspects

The innovative aspects are:

- Establishment of the info-points was certainly an innovation at the local level.
- Promotion of the alternative modes of mobility, clean vehicles and alternative fuels.

Innovativeness of the measure was based on assumption that both components are bringing something new to the City activities in supporting alternative mobility issues (fuels, modes, vehicles).

### B2 Situation before CIVITAS

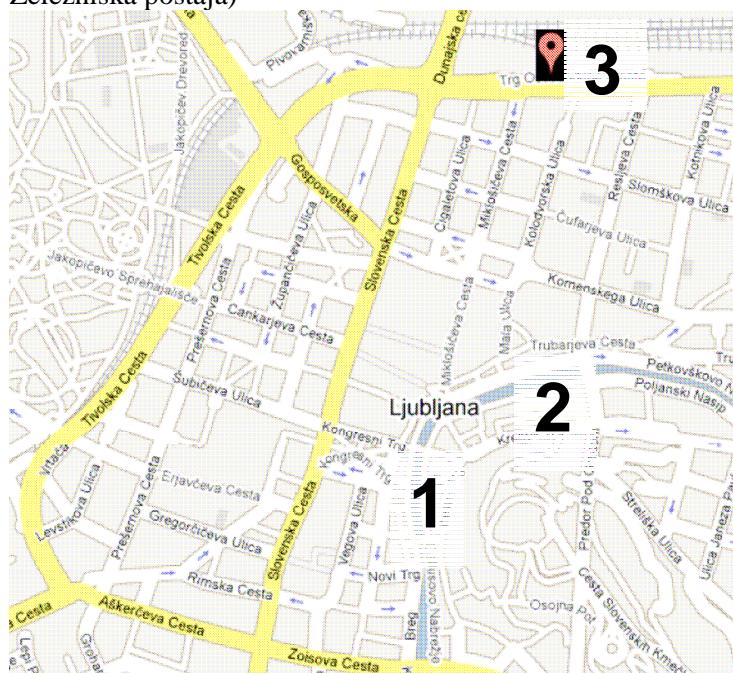
Before MOBILIS activities associated with mobility, sustainable transportation, clean vehicles, alternative fuels, etc. were rare. In the past years Ljubljana has been active in the Eurocities initiatives Car Free Day and European Mobility Week. 17 September 2003 was declared as Cycling Day. Ljubljana was appointed as winner of the European Mobility Week

Award 2004 for its intense programme of activities, its fruitful partnerships, and its special dedication to long-term improvements in local transport.

In addition, Ljubljana launched several permanent measures in relation to the theme of "Accessibility". The number of parking places for people with disabilities was increased, and the passenger centre of the local public transport operator was made accessible by providing ramps for wheelchair users. These are only a few examples of efforts to make Ljubljana's public transport more accessible. Many good ideas and positive proposals were developed as the outcomes of a roundtable dialogue involving local decision-makers and the national association of people with disabilities.

### B3 Actual implementation of the measure

- Three CIVITAS Mobilis info-points were organised at the local tourist information offices in Ljubljana (, No.1 - Adamič-Lundrovo nabrežje 2, No. 2 - Krekov trg 10, No. 3 - Železniška postaja)



- Training of info-points staff regarding the alternative fuels and clean vehicles was done on April 24, 2007.
  - Local dissemination plan was finalized in September 2005 and forwarded to the Project Dissemination Manager. It was incorporated into the Project Dissemination Plan.
  - Very good cooperation with project dissemination manager was established and maintained throughout the project.
  - Two MOBILIS brochures were distributed in the city and at the info-points (third MOBILIS brochure will be published at the end of the project). These brochures were planned to provide information about the overall achievements of the CIVITAS MOBILIS project in Slovene language. Third brochure is planned to be published at the end of the project (preparations started already).
  - One of the objectives of the measure was also “raising awareness about sustainable mobility” with focused information in form of bulletins. Bulletins were planned to be a short and concise presentations of the state of the art on specific mobility issues, that MOBILIS cities are dealing with and can provide good examples how to cope with them. Six MOBILIS bulletins were prepared up to date covering following issues, according to the agreement on the project level in 2007:
    - Commuter Plans,
    - Parking Management,
    - Cycling Safety,

- Health and Transport,
- Ticketing and
- Car Sharing

All Bulletins were prepared in the period of July 2007 and April 2008.

At the end of the year 2008 additional bulletin will be prepared on Clean Vehicles, using presentations at the MOBILIS Technical Workshop, to be held in Ljubljana in October on that issue.

- 12 MOBILIS e-newsletters were disseminated in English and Slovene language periodically (13<sup>th</sup> is under preparation, 14<sup>th</sup> is planned by the end of the project – January 2008).
  - Newsletter No. 1, September 2005
  - Newsletter No. 2, December 2005
  - Newsletter No. 3, April 2006
  - Newsletter No. 4, August 2006
  - Newsletter No. 5, November 2006
  - Newsletter No. 6, March 2007
  - Newsletter No. 7, June 2007
  - Newsletter No. 8, October 2007
  - Newsletter No. 9, February 2008
  - Newsletter No. 10, April 2008
  - Newsletter No. 11, July 2008
  - Newsletter No. 12, December 2008

14 newsletters are to be published until end of the project and are not focusing on clean vehicles, but are covering range of CIVITAS Initiative measures in MOBILIS demonstration cities, bringing their experience to the wider audiences.

- Local web sites were created as a part of project partner's existing web sites. The site dissemination manager provided content for the local web page, located at the <http://www.rec-lj.si/projekti/mobilis/dokumenti.htm> and [http://www.ljubljana.si/si/mescani/projekti\\_mol/eu\\_projekti/default.html](http://www.ljubljana.si/si/mescani/projekti_mol/eu_projekti/default.html). All news and updates were also published at the CIVITAS initiative level on <http://www.civitas-mobilis.org/>
- Three public events (conference and workshops) were organized annually, covering following issues:
  - 2005 – Biodiesel in Slovenia, 21. September 2005
    - Report is available on the web
  - 2006 – Alternative Fuels in Slovenia, 19. September 2006
    - Report is available on the web
  - 2008 – Sustainable Mobility in Ljubljana, 14. February 2008
    - Report is available on the web
- Preparation and facilitation of information seminar and study visit for decision makers was organized on February 15, 2008 at the location of the biodiesel production site at Pinus d.d. Rače. Dr. Ježič and dr. Kegl were having presentations on current status of biodiesel in Slovenija and in the region.
- Promotion and awareness raising for sustainable mobility and alternative fuels in public transport was done by providing information to different stakeholders and the mediaThe assessment of exploitation potential of project and contribution to the MOBILIS exploitation plan by organizing workshop for Slovenian project partners' (10-20 participants) is planned in month 40 of the project.
- International scientific conference on biodiesel was organized in Maribor, gathering lectures from all around Europe – <http://fs-server.uni-mb.si/si/conf/MobilisIC/>.
- CIVITAS MOBILIS in Ljubljana was actively promoted in various Slovene cities (e.g. Novo mesto) and through activities of the National Task Force on CIVITAS Initiative (in cooperation with GUARD).

## **B4 Deviations from the original plan**

The deviations from the original plan comprised:

- The objective of the bulletins is to present the information on a specific topic (e.g. cluster theme) of MOBILIS at the local level – There was a long discussion about the bulletin contents at the Project level and the Bulletins covering following Commuter Plans, Parking Management, Cycling Safety, Health and Transport, Ticketing and Car Sharing were produced later than planned. Clean Vehicles Bulletin will be produced in October 2008, as one of the outcomes of the Technical Workshop, to be held in Ljubljana in early October.
- Information seminar and study visit for decision makers was organized in month 36 of the project duration and not in the month 18 as planned previously. It was primarily postponed due to elections in 2006 and afterward due to later joining of Pinus d.d. to the project in measure 5.4L.

## **B5 Inter-relationships with other measures**

The measure is related to other measures as follows:

- **5.4.L** Implementation and large-scale deployment of bio-diesel and CNG fleets in Ljubljana. The measure builds on the fact that campaigning is a strong tool when one wants to have impact on behavioural change. The measure is promoting alternative fuels and sustainable mobility by training personnel in the city administration and by developing info-points for general public and tourists.
- **11.7.L** Participatory mobility planning and clean vehicle promotion in Ljubljana with emphasis on safe and increased bicycle use in Ljubljana

## C Evaluation – methodology and results

### C1 Measurement methodology

This measure has foreseen following expected results and outcomes:

- Identification and establishment of 2 Info-Points for Clean fuels and Vehicles and sustainable mobility by end of 2007
- Local information contact point operational with local information officer employed for local/national/European dissemination operations.
- Increased knowledge among public about MOBILIS ongoing developments and results.
- Increased awareness about sustainable mobility, alternative energy use in public transports and biodiesel usage.
- Increased knowledge among decision makers about MOBILIS ongoing developments and results.
- Alternative bio-diesel usage possibilities identified.
- Awareness regarding aims and goals on clean fuels and vehicles and sustainable mobility

The measure consisted of several, interconnected tasks, which are having common goal to increase awareness and knowledge among various stakeholders (from public to decision-makers). However, the common idea was to have a set of events and materials that are providing information to various stakeholders about sustainable mobility, clean vehicles and alternative fuels in the city (and on project level).

The main measurement methodology: counting of events (meetings, workshops, training of info-point staff), material produced (leaflets, info-sheets, bulletins, brochures, newsletters), web statistics, and the surveys about change of the awareness (interviews with the info-points personnel; questionnaire administered by LPP).

#### C1.1 Impacts and Indicators

Table of Indicators.

No.	Impact	Indicator
1	Society - awareness	Info points – requests for info
2	Society - awareness	Participation at the national seminars
3	Society - awareness	Download statistics for project Newsletters
4	Society - awareness	Number of scientific articles, leaflets, brochures and newsletters (produced and disseminated to targeted audiences)
5	Society - awareness	Surveys on satisfaction of Ljubljana citizens with Ljubljana Public Transport Services

Detailed description of the indicator methodologies:

- **Indicator 1 (Awareness level)** – Number of information requests on transport issues in Ljubljana to the info-points personnel
- **Indicator 2 (Awareness level)** – Number of participants at the national seminars
- **Indicator 3 (Awareness level)** – At the initiative level a comprehensive webpage ([www.civitas.eu](http://www.civitas.eu)) was established where all materials from the demonstration sites were published and regularly updated. Administrators of the page are providing statistics about hits and downloads of specific materials (like DMFSs, newsletters, brochures, ...).

- Indicator 4 (Awareness level)** – In the scope of the project, partners produced various printed and e-materials, that were distributed to different targeted audiences, from scientific journals articles to leaflets in biodiesel and biofuels.
- Indicator 5 (Awareness level)** – surveys performed by the LPP

## C1.2 Establishing a baseline

Participation of Ljubljana (Slovenia) in the CIVITAS Mobilis project, and particularly design and implementation of the measure 11.8.L, was the response to European and national policy of having a comprehensive campaign on the transport issues in the city. The idea was to use results from measures 5.4 and 11.7 as a carrier of the main message of the measure, that clean vehicles and alternative fuels are proper answer to city transport issues. The baseline situation was as follows:

- no overall continuous campaigning on environmental issues in transport
- awareness actions, focused on CAR FREE DAY and EUROPEAN MOBILITY WEEK.
- regularly communicated measurements of noise and air pollution, accompanied by information on health and air quality in the city were published by the Environmental Protection Institute.

The situation could be briefly described by means of indicators:

No.	Impact	Indicator	Comments
1	Society - awareness	Info points – requests for info	No info points at the beginning of the project
2	Society - awareness	Participation at the national seminars	Irregular meetings and lectures organized by various stakeholders (usually concentrated in the European mobility week)
3	Society - awareness	Download statistics for project Newsletters	No regular information channel about mobility issues in Ljubljana was established.
4	Society - awareness	Number of scientific articles, leaflets, brochures and newsletters (produced and disseminated to targeted audiences)	No regular information about the developments regarding sustainable mobility, clean vehicles and alternative fuels available.
5	Society - awareness	Satisfaction with LPP services, contribution of PT to clean environment, etc.	Results based on regular (bi-annual) surveys' answers, see e.g. table below

## C1.3 Building the business-as-usual scenario

In terms of the two components of the measure the business-as-usual (BAU) scenario could be described as follows:

Component	Assumptions	BAU scenario
Establishing info-points in the City of Ljubljana	Assumption was that there is no specific urban transport information point in the city, where public can get more information about activities on introducing clean vehicles and alternative fuels in city fleets.  <i>If task was not implemented, the information about City of Ljubljana actions on clean</i>	Information about Ljubljana actions in the field of clean vehicles and alternative fuels would not be available at specific locations. Also other mobility information would not be available

<i><b>vehicles and alternative fuels would not be provided.</b></i>	
Running an information campaign on clean vehicles and alternative fuels by dissemination of information and materials as MOBILIS outcomes	<p>Assumption was that there is no comprehensive and continuous campaign in the city on specific urban transport issues in the city, providing information on clean vehicles and alternative fuels actions, done by the City, for various stakeholders (decision-makers, general public).</p> <p><i>If task was not implemented, the information on this issues would not be channelled regularly to the mobility stakeholders in the City.</i></p>

## C2 Measure results

After preliminary discussion in the team three info points were established and equipped regularly with updated materials arising from MOBILIS activities. The info point personnel were trained on MOBILIS issues with specific focus on clean vehicles and alternative fuels. After the establishment of the info points on the existing local tourist information offices (Železniška postaja, Adamič-Lundrovo nabrežje 2, Krekov trg 10), information material was provided (leaflets, brochures...).

Regular panel survey on relationship (implemented out of the scope of the measure) of Ljubljana inhabitants to Ljubljana Public Transport is providing a solid dataset regarding inhabitants satisfaction with the service provided by LPP.

	Fall 05	Winter 05	Spring 06	Summe r 06	Fall 06	Winter 06	Spring 07	Summe r 07	Fall 07	Winter 07
Very unsatisfied	1,0	2,9	3,6	3,1	1,5	2,2	0,7	1,5	2,9	2,2
Unsatisfied	6,3	6,0	6,3	5,9	7,6	6,7	4,3	3,6	7,7	8,5
Neither	44,5	44,3	39,0	37,2	41,2	29,1	37,2	31,8	42,2	33,2
Satisfied	39,3	40,5	46,2	44,5	42,4	53,1	47,8	55,0	38,8	45,1
Very satisfied	9,0	6,4	4,8	9,3	7,3	8,9	9,9	8,1	8,4	11,0
<b>Average grade</b>	<b>3,49</b>	<b>3,42</b>	<b>3,42</b>	<b>3,51</b>	<b>3,46</b>	<b>3,60</b>	<b>3,62</b>	<b>3,65</b>	<b>3,42</b>	<b>3,54</b>

(scale: 1 – Very unsatisfied; 5 – very satisfied)

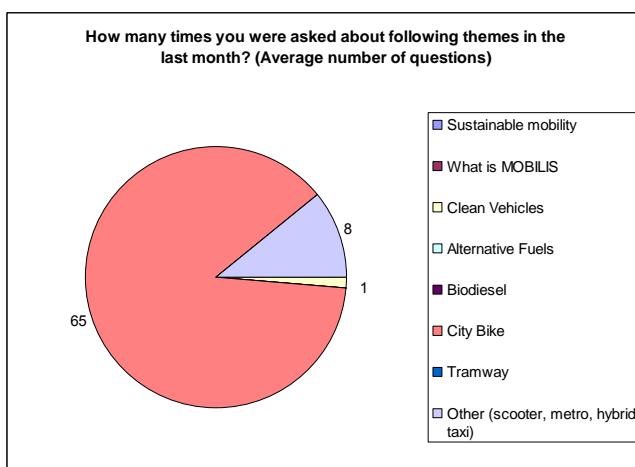
In the late summer of 2007 city old center was closed for all traffic, inclusive bus lines that were consequently rerouted. Some users were affected by these changes.

### C2.1 Society - awareness

A year after the info-points staff trainings a survey was made at all three locations in form of the questionnaire, filled by the info-points personnel.

The results are showing, that visitors (mainly tourists and individuals from Ljubljana) are frequently asking for information about Ljubljana traffic possibilities.

All personnel stated that they are asked about transport in Ljubljana at least once a day if not more times per day. In replies to the question how many times in the last month they were asked about following issues (sustainable mobility, what is Mobilis, clean vehicles, alternative fuels, biodiesel, city bike, tramway, other), all of them specified that almost all questions were in connection with the city bike (some people asked about metro or tramway).



Questions were also about locations and urban transport possibilities in the city – some people also complained about the regulation of the specific bus line.

Info-point personnel has a very good connection with city transport providers (yellow (hybrid) and classic taxis, Ljubljana Public Transport company, Railway and Bus Station, City Bike). They provide (in addition of MOBILIS materials) information on timetables, prices, and road closures. All of them are also using internet and phones as the primary sources of information.

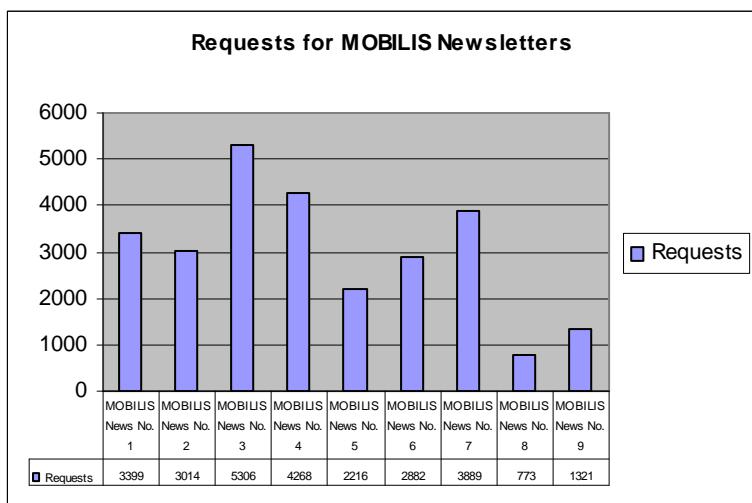
However, because of the overall experience about the info-point location choice, several conclusions were assessed and some recommendation about the future activities in this regard were formulated for the city administration further work (see D3).

On three national seminars organized in the City Hall more than 150 stakeholders (decision-makers, transport professionals, local communities, NGO's, general public, media) participated. Afterwards the reports were prepared and published on the city CIVITAS MOBILIS homepage.

More than 700 project brochures were distributed and disseminated on various transport events organized by the project partners.

Several thousands of leaflets on biodiesel, biofuels, local biodiesel production and information sheets on MOBILIS measures and their results were distributed and disseminated on various transport events organized by the project partners.

Newsletters were requested (downloaded) from the project website more than 27.068 times (data are for the first nine issues). Thus information about Ljubljana activities also reached wide European professional audiences.



Project partners published more than 30 scientific articles in different professional journals about their research activities (mainly in connection with biofuels).

Two international conferences were organized (one on biofuels and one on cycling safety) which gathered experts and participants from different countries and providing good opportunity to exchange experiences.

Six bulletins are prepared and will be disseminated in the last period of the project.

MOBILIS activities also had an impact on city policy level – due to results from the participatory decision-making process on cycling (measure 11.7), city environmental action plan is now foreseeing establishment of the city cycling coordinator.

City representatives took active role in the CIVITAS Initiative policy steering activities.

Survey on public transport (PT) users was implemented in the late September 2007, using standardized telephone surveying method (CATI) by VALICON d.o.o.. Questionnaire was prepared by LPP. Surveying population has been weighted by common demographic variances (regarding gender, age and city quart).

As a user a person was nominated that is using the PT at least once a month (among them daily user made 23%, weekly user 15%, and monthly 16%, 54% of population). Non-users are forming the 46% of the population (24% using PT less than once a month, 22% are never using PT).

Below are listed reasons for not using the PT, given by the respondents:

Faster with car	28%
No bus on my relation	16%
Bus is uncomfortable	8%
Car is cheaper then monthly PT ticket	8%
I would have to change bus	7%
Have many trips (also outside Ljubljana)	7%
To crowded on the bus	7%
Bus not driving often enough	6%
No need for PT	6%
Everything in my vicinity	5%
Rarely/not travelling to the city center	4%
I prefer to go by car/velo/walk	4%
Bicycle is more practical	3%

Bus is time consuming	3%
Bus is expensive	3%
I live in a Center	3%

20% of non-users are missing some bus connections or even lines (prolongations of the existing ones, etc.); 80% do not miss anything.

On the other hand, users are providing following reasons, why they use the PT:

Problem with parking	36%
No other option	20%
The simplest way to travel into or through the city	14%
To avoid traffic congestion	12%
No drivers licence	12%
The easiest way to reach a target	9%
Buses are safe and comfortable	6%
Low price of PT	6%
(When) no car is available	4%
Buses faster than cars	4%
Bad weather/cold	3%
Environmental protection	3%
Going to school/faculty	3%

Comparing the results on question regarding PT contribution to the protection of the environment, we can see significant difference among both groups: share of those that think that PT does contribute to environmental protection a lot is higher among non-users than users!

In what extent use of PT contributes to protection of the environment?

<i>Users</i>		<i>Non-users</i>	
Not at all	2 %	Not at all	5 %
Does not	6 %	Does not	5 %
Not really	25 %	Not really	17 %
It does	31 %	It does	27 %
It does a lot	35 %	It does a lot	46 %

This result can be explained by the structure of the non-user group, that contains also many users of other sustainable mobility modes (cycling, walking, etc.).

### C3 Achievement of quantifiable targets

No.	Target	Rating
1	Identification and establishment of 2 Info-Points for Clean fuels and Vehicles and sustainable mobility by end of 2007	★★★*
2	Local information contact point operational with local information officer employed for local/national/European dissemination operations	NA
3	Increased knowledge among public about MOBILIS ongoing developments and results	★**
4	Increased awareness about sustainable mobility, alternative energy use in public transports and biodiesel usage	★**

5	Increased knowledge among decision makers about MOBILIS ongoing developments and results.	★★**
6	Awareness regarding aims and goals on clean fuels and vehicles and sustainable mobility	NA
NA – Not Assessed, O = Not Achieved, ★ = Substantially achieved (at least 50%), ★★= Achieved in full, ★★★= Exceeded		

\* Three info-points were established.

\*\* This evaluation is based on the number of information events, that were disseminated (in printed or e-form) to the stakeholders, assuming that these materials were proceeded by them. Thus their awareness about the MOBILIS activities in Ljubljana and knowledge about clean vehicles and alternative fuels should be increased.

## C4 Up-scaling of results

As dissemination of information about of the alternative fuels, clean vehicles and also public transport was in the focus of our efforts in this measure, the results (our experience, process knowledge and evaluation work) were already used in planning phase of the next CIVITAS project in Ljubljana (Elan). It is also used in planning and execution of the evaluation process in the CIVITAS Elan project, as it is understood as an obligation of Ljubljana city administration.

## C5 Appraisal of evaluation approach

Regular surveys in the form of questionnaires and/or interviews at info-points were foreseen to measure effectiveness and impact of the measure. However lack of resources prevented more comprehensive opinion polls that would enable quantitative insight in the impact of the measure.

## C6 Summary of evaluation results

- **Key result 1** – Establishing of info-points at the existing information offices (basically oriented to the tourists) was a good move from the resources point of view. However due to specific scope of information requests at such location its role as info point on MOBILIS issues is somehow doubtful. Actually, we suggest that tourist info points should not be used as info points for Mobilis any longer; rather specific info points should be established.
- **Key result 2** – Dissemination activities in the campaign were to much distributed in time (gaps between information) were somehow too long – campaign as an action or series of actions energetically pursued to accomplish a purpose is more time limited than four years. The information flow in the project (from measures 11.7 and 5.4), concerning clean vehicles and alternative fuels was not so intensive, while concentrated more on activities around annual European Mobility Week.
- **Key result 3** – MOBILIS managed to bring together key stakeholders in the city transport and to sensibilise also city decision and policy makers.

## D Lessons learned

### D1 Barriers and drivers

#### D1.1 Barrier

- **Barrier 1** – As a barrier in the implementation of the measure on setting-up of information points and campaigning on clean vehicles and alternative fuels in Ljubljana was a lack of some quantified goals that would indicate the expected rate of change among the

Ljubljana citizens. In the future all measure activities shall have quantitative goals (targets) supported by proper monitoring actions and evaluation methodologies.

## D1.2 Drivers

- **Driver 1** – The key driver of the transport activities in the city are city decision-makers, who shall be informed timely and suitably (short and concrete information about the measure implementation, its results etc.). Every measure has to be prepared in the way, that key decision makers are involved at least at the measure milestones and regularly updated and briefed with the measure development data and information.
- **Driver 2** – The second key driver is a city administration (and not only the public transport department) – cross sectoral activities are needed (transport, environment, education, health, urban planning,...) to maintain the interest and to achieve common understanding among the sector more often.
- **Driver 3** – Urban transport development fact sheets (urban modal split data, environmental data, health data) shall be regularly communicated to the general public in the city concerned. Quality data sets are providing necessary fundament for quality of the urban transport decisions. In addition to that, their quality and structured content are providing general public and the media with data about the changes and impacts on their everyday life. Thus addressing their genuine interest that might be used as a mobilising agent.

## D2 Participation of stakeholders

Key stakeholders addressed by the measure were (1) Ljubljana citizens (public events in scope of the annual EMW), (2) mobility environmental NGOs, (3) researchers and students, (4) decision makers on local and national level (reception of information regarding the project, participation at annual conferences), (5) public transport companies and fuel distributors (participation at annual conferences and EMW events), (6) other companies (producers of biodiesel, companies with transport fleets) and (7) media (dissemination of information materials, invitations).

- **Stakeholder 1** – At all public events very good participation of the key stakeholders was achieved. However due to somehow dissipated activities through the measure time span their focus on the issues was not exploited as it could be, by channelling their interests in accordance with the city policies. Stakeholders usually have their own channels for information dissemination and mobilisation reasons that could be employed to work for the city campaigns.
- **Stakeholder 2** – To realise the use of existing dissemination channels key stakeholders have to be involved in the campaign design process.

## D3 Recommendations

- **Recommendation 1** – Every city campaign has to be focused on content and in time – in accordance with one of the definitions of the campaign, as an action or series of actions energetically pursued to accomplish a specific purpose.
- **Recommendation 2** – Whole campaign shall have a well defined and quantified goals, supported by defined monitoring activities and evaluation methodologies.
- **Recommendation 3** – Experience with use of Tourist Information Office for distribution of specific mobility information is indicating that City of Ljubljana is in need to establish local if not a comprehensive Mobility Agency but at least local Mobility Information Office. It should build up on the experience with the MOBILIS measure and consider partnership with mobility service providers to establish such office.

## **D4 Future activities relating to the measure**

- In the future, City of Ljubljana is planning to implement several campaigns regarding sustainable urban transport – from cycling to public transport. As various stakeholders and city departments are planning these activities it is recommended that central point at the level of the senior city staff is established to harmonize and coordinate the activities. Evaluation results and lessons learned are being communicated within the city administration.