



High profile for CiViTAS at Shanghai EXPO 2010

With the cities of Bremen (Germany) and Odense (Denmark) two out of three worldwide showcases for urban mobility at EXPO 2010 originate from the context of the successful European CiViTAS initiative. Also the third showcase, London's Congestion Charging scheme (UK), comes from Europe. The theme of EXPO 2010 is "Better City, better life". You will see, Europe has fascinating stories to tell about cleaner and better transport in cities!

城市,让生活更美好
Better City, Better Life

What is CiViTAS?

The CIVITAS Initiative is a demonstration programme funded by the European Union. It is coordinated by the European Commission Directorate General for Energy and Transport (TREN). The aim of the CIVITAS Initiative is to test integrated strategies for clean urban transport, or more precisely, to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen. The CIVITAS Initiative is composed of three funding periods, CIVITAS I (19 cities), CIVITAS II (17 cities) and CIVITAS Plus (26 cities). The overall budget of the initiative is around 430 Million Euro with an EU funding of around 180 Million Euro.

Bremen showcase – The Development and Integration of Car-Sharing

Bremen is a world leading city in the development and integration of Car-Sharing. With this innovative service, customers have access to cars without the need of ownership. Smart-card and decentralised access points give access to the car at any time of the day – even with spontaneous booking. A variety of cars allow selecting the best type of car for the purpose of travel. Car-Sharing is the alternative to the hassle of finding a parking spot, to high costs for car-ownership. With a pay-as-you-drive-system, you can save money: the less you drive, the less you have to pay. Car-Sharing supplements Public Transport in an ideal way. Bremen has invented an annual season ticket for Public Transport together with the access card to Car-Sharing already in 1998! Every Car-Sharing vehicle replaces 4-8 private cars - thus an option to regain and use public space for better purposes. Especially for densely built urban areas, Car-Sharing is an option to have a more efficient use of resources – including space.

Contact: Michael Glotz-Richter, Free Hanseatic City of Bremen, Department for Building and Environment, e-mail: Glotz-Richter.M@UMWELT.Bremen.de, Phone: +49- 421-361 6703



Odense showcase – The Revival of the Bicycle

The City of Odense can present an almost complete demonstration model for other cities of how an overall policy for sustainable development and liveability can be carried out in practice. The case explains why and demonstrates how cycling can be revived as a modern, efficient, fashionable and sustainable means of transportation as well as a main catalyst for improving the liveability of modern cities. The political ambition was not to remove cars from the city which is a negative signal to citizens. Instead, the aim was to support the positive goal that cycling can be modern and attractive and at the same time benefit the urban environment, public health, city liveability, personal well-being, civic pride, civic responsibility, the value of housing, active tourism and so on. Odense's strategy targets the "hearts and minds" of transport users, uses new technologies and methods to even out possible disadvantages of using alternative transport modes and provides high quality and good functionality of the transport infrastructure for cycling, rail and buses.

Contact: Helle Thykjær, City of Odense, Mayor's Department, mail: hth@odense.dk, mobile: +45-3053-6690



Want to know more?

CiViTAS website: www.civitas.eu

ELTIS European web portal on urban transport and mobility: www.eltis.org

Part of the CiViTAS Initiative is also the international promotion of results via the **PARAMOUNT** project. Contact: Siegfried Rupprecht, Rupprecht Consult, e-mail: s.rupprecht@rupprecht-consult.eu, Phone: +49-221-6060 55 0