



# Newsletter

## Local news from SustraMM partners in France, Germany and Sweden

### Local news from Pirna in Saxony, DE

Back in April, the town of Pirna organized an Electric Mobility Day in its old town centre. Electric vehicles, like electric cars, segways and bicycles were tested by visitors. Another highlight of the day was the presentation of an electric bus made in Italy. We hope that such a vehicle can be used in the future for our urban bus line named the "Stadtstreicher".



On the same day, the first bicycle garage in the region opened. Tourists and visitors can now park their bikes and store their luggage in order to visit the historical town and the shops without any load. Currently the city of Pirna is preparing a survey for our employees of the town administration.

The Dresden University of Technology is supporting the city of Pirna through all these projects.

### In Cluses (FR) 34 city employees leave their car at home on June 5th for a regional mobility challenge!

The Rhône-Alpes region organized on June 5th a regional challenge for companies and administrations. The goal: to promote all mobility alternatives to private car and initiate virtuous behaviour towards environment and mobility. The City of Cluses encouraged therefore employees to commute this day by cycling, walking, public transit, carpooling ... 34 employees participated and are now waiting the regional results !

### Compete with your electric bicycle in Southeast Sweden!

The regional bicycle competition organized by the Energy Agency for Southeast Sweden was opened for the first time this spring to electric bicycles! 15 participants registered kilometers bicycled on an electric bike. More information in Swedish on [www.sydostrampar.se](http://www.sydostrampar.se).

## Communication and Mobility

How to convince people to leave their habits aside, and abandon the car in favour of alternative modes of transport such as cycling, walking, public transport ...? This is the big issue for today's cities, and especially here, for the SustraMM project partners.

get involved in the project to create a bus line in the historic downtown.



Communication tools that are used need to be more effective, and allow people, residents, partners, stakeholders and other actors to "understand in order to be able to act".

#### → Inform

That's a first key: without understanding the issues, who would want to leave his comfortable individual motorized vehicle to get around? This is why the City of Cluses (FR) has created a specific page on the website of its Local Agenda 21 program. This page contains all solutions existing in Cluses for alternative mobility: city bus, local bus, bike paths, trains and station, carpooling platform ...

#### → Engage

Alternatively, do as the City of Pirna (DE) that involved in very concrete terms the inhabitants to new mobility projects. Participatory workshops have enabled citizens to

By enabling residents to own the project, the City ensures better use of the new new service.

#### → Create the challenge

Finally, another key to changing behaviour may be to hold a contest to promote the motivation of citizens: this is how the Energy Agency for Southeast Sweden (SE) has developed various challenges, as the "Southeast pedals spring competition" which is promoting cycling for commuters. In 2011, the challenge has mobilized 950 participants.

Finally, the mobility management definitively goes through experimentation with different modes of communication and awareness. The goal: make alternatives attractive, and demonstrate that it is possible, inexpensive, easy, and good for the Planet!