



Project acronym: **CREATE**

Project title: **Congestion reduction in Europe – Achieving Transport Efficiency**

D7.2 – CREATE project leaflet and website

Work Package 7 “Dissemination, Capacity building, knowledge transfer and Exploitation”

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Participant Organisations

No	Name	Short name	Country
1	UNIVERSITY COLLEGE LONDON	UCL	United Kingdom
2	UNIVERSITAET FUER BODENKULTUR WIEN	BOKU	Austria
3	EUROPEAN INTEGRATED PROJECT	EIP	Romania
4	EUROCITIES ASBL	EUROCITIES	Belgium
5	FONDATION NATIONALE SCIENCES POLITIQUES	Sciences Po	France
6	INSTITUT D'AMENAGEMENT ET D'URBANISME DE LA REGION D'ILE DE FRANCE	IAU	France
7	INRIX UK LIMITED	INRIX	United Kingdom
8	COWI A/S	COWI	Denmark
9	VECTOS (SOUTH) LIMITED	VECTOS	United Kingdom
10	SENATSVERWALTUNG FUR STADTENTWICKLUNG	SenStadtUm	Germany
11	KOBENHAVNS KOMMUNE	CPH	Denmark
12	TRANSPORT FOR LONDON*TFL	TfL	United Kingdom
13	ADANA METROPOLITAN MUNICIPALITY	AMM	Turkey
14	GREATER AMMAN MUNICIPALITY	GAM	Jordan
15	MUNICIPIUL BUCURESTI	PMB	Romania
16	CITY OF SKOPJE	Skopje	Former Yugoslav Republic of Macedonia
17	TALLINNA LINN	TLN	Estonia
18	TECHNISCHE UNIVERSITAET DRESDEN	TUD	Germany

1 Project leaflet

1.1 General information

A project leaflet has been produced. It will be the project's business card towards the outside world, presenting the CREATE objectives, partnership, activities and innovations, solutions and impacts, experimentation cities and vision at a glance.

It is in English and has a print run of 1,500 copies. Each partner has received 50-60 copies for communication activities in M7, December 2015. The leaflet is available electronically on the project website. The leaflet has not been translated in any language, nevertheless some flexibility has been kept within communication activities for patterns and for the WP leader: it implies that, if needs appear, some translation could be considered. These translations would be done either by the partners themselves or by the WP leader, using translation budget which had been allocated.

In addition to this, an easy-to-print version has been developed for partners to (re)print copies if they have additional needs in the run of the project. This version is the same in terms of content, only the map indicating partner cities with their "mobility fact" has been removed in order to keep the leaflet on one page foldable.

If the consortium runs out of (professional) printed copies during the project, a new print of 1,000 or 500 copies would be considered, taking in consideration the time remaining until the end of the project as well as promotional activities planned.

1.2 Role of partners and timing

EUROCITIES was responsible for the design of the leaflet and printing the English version. From M3 to M5 (August-October 2015), partners have been directly involved in the development of the leaflet: each partner city was requested to produce a "mobility fact" and all partners were invited to comment on the structure, content and layout of the draft.

After this consultation phase and approval of partners, the leaflet was finalised together with the coordinator and printed in November 2015. Copies have been sent to each partner in M7, December 2015 and all partners were invited and reminded to use leaflets and other promotional material (website, roll-ups) to promote the project among their contacts as well as at relevant events.

The easy-to-print version was finalised late November 2015 and is since then available on the CREATE website.

1.3 Components and rationale

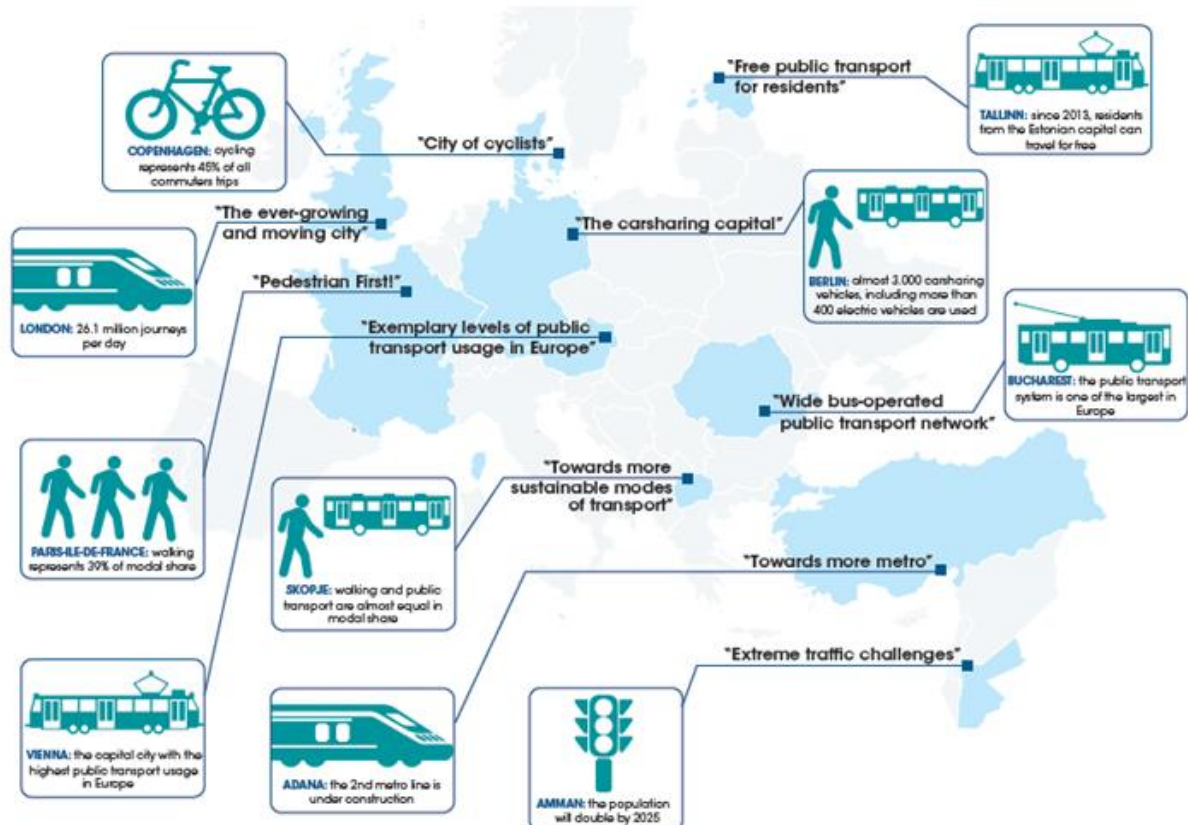
The WP leader's objective was to have a leaflet presenting the project itself with the sections: *What is CREATE about?*, *Consortium* and of course *Contact* but wanted above all to catch the reader's attention by showing why the CREATE project answers its needs. This is done by the use of direct questions:

- You want to reduce congestion and promote more sustainable transport modes?
- You would like to offer more space to sustainable solutions?
- You want to involved and convince politicians and citizens?

and by highlighting the key notions covered by the project: *Sustainability*, *Public space*, *Politicians & Citizens* .

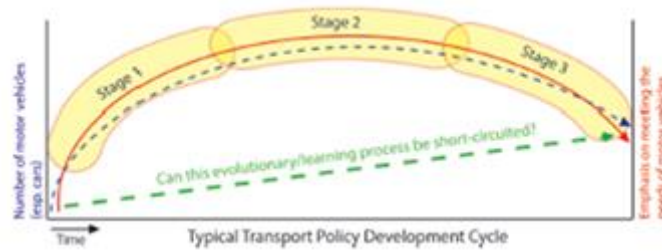
The CREATE leaflet highlights one of the key characteristics of the project: the strong involvement of cities. Indeed, as part of the CIVITAS initiative, CREATE gives a special role to and focus on cities, it is *a project for cities and with cities*. With this in mind, the WP leader wanted to underline strengths of partner cities by asking each of them to define a "mobility fact". This "mobility fact" would be a piece of information easy to remember for the reader, for example for Copenhagen: cycling represents 45% of all commuters' trips or for Bucharest: public transport system is one of the largest in Europe. These facts are presented with icons on a map, which enables to "visualise" the cities, the countries involved as well at the strengths.

Figure 1: CREATE cities mobility facts



Another core section of the leaflet is on CREATE methodology (*Our approach*); it presents the transport policy cycle which stands at the ground of CREATE project and shows how some cities have been going from traffic growth policies to traffic mitigation policies and finally policies to create liveable cities.

Figure 2: The transport policy cycle



Finally, the last section of CREATE leaflet (*How to get involved?*) invites to involvement and cooperation: CREATE will organise many public events and is already working with many stakeholders but a broader perspective and additional expertise are always welcome and needed to improve and sustain a project.

In a paperless perspective, a QR code has been designed for CREATE: it is present on the roll-ups and has been added at the end of the leaflet in order to direct users to the CREATE website:



2 Project website

2.1 General approach

The dedicated CREATE project website will be the project's main gateway to the outside world, providing information on CREATE's vision, objectives, timeline, deliverables, consortium, publications, Stakeholder Engagement Group news and success stories.

The website mainly addresses the expert audience of urban transport practitioners, policy and decision makers. The CREATE website can be consulted at: www.create-mobility.eu

The updating process is user friendly and does not require specialised skills; and the content management system allows for the easy creation of new pages, inclusion of new text, image and video content.

The website also includes links to dedicated CREATE pages on social media, i.e. Flickr and Twitter.

The technology of the backend website is based on Lotus Domino and Web Portal, while the cloud managed system is an IBM based technology, identical to the one used for the EURO CITIES website. All website templates are based on java scripts, CSS and html. The website contact database is shared with the EURO CITIES contact database and is based on Lotus Domino technology.

2.2 Content and structure

2.2.1 Public area

The website contains a public area and an internal area.

Figure 3: CREATE website public area

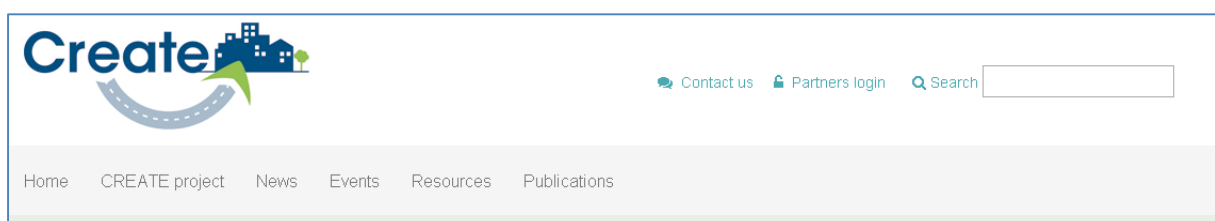


Table 1: CREATE website site map

Site map:	Description:
• Home CREATE	Presents the objectives of the CREATE project and will link to the results of the project. (see Figure 3)
• CREATE project	
○ CREATE Project	Gives detailed information on the CREATE project
○ About us	
▪ Partners	Description of each CREATE Partner with links to their websites
▪ Cities	Map of partners cities and their main mobility characteristic
▪ Stakeholder Engagement Group	Description of the SEG and its members (picture and short biography)
• News	Updated information about recent CREATE activities and diverse meetings
• Events	Calendar with the relevant events for CREATE partners.
• Resources	
○ CREATE material	CREATE material relevant for the public (graphic charter, leaflet...)
○ Presentations	Presentations relevant for the public (presentation of CREATE, interesting topics from public events...)
• Publications	
○ Reports	Public reports
○ Articles	Links to or copies of articles mentioning CREATE

Figure 3: CREATE website home page



2.2.2 Internal area

The internal area is accessible through a login procedure. Each partner of the project has received a username and a password.

The internal area contains diverse resources related to the CREATE project:

Figure 4: CREATE website internal area

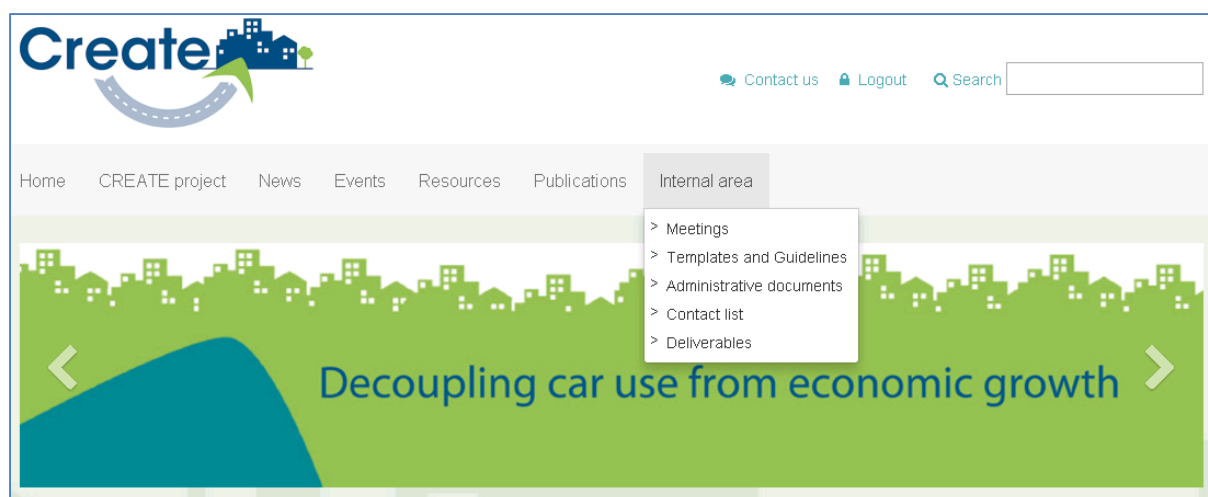


Table 2: CREATE website site map

Internal area Site map	Description:
Meetings	This section gathers all documents (minutes, presentations, participation lists) from past CREATE events and other relevant events for the CREATE partners. It also includes a list of future EU events that are related to the project's topic (SUMP, mobility and transport).
Templates and Guidelines	This section includes all templates and guidelines useful for CREATE partners. The templates can be downloaded and used to prove visibility to CREATE documents, publications, and presentations.
Administrative Documents	The administrative documents are accessible in this area. They include the consortium and grant agreements.
Contact List	The contact list is updated regularly and can be consulted by all CREATE partners.
Deliverables	This area will contain all relevant material related to the project's deliverables.

Role of partners & timing

EUROCITIES led this task and coordinated with the designer for the development of the website. EUROCITIES will have access to the contact database produced by registrations via the website and is in charge of generating password for partners.

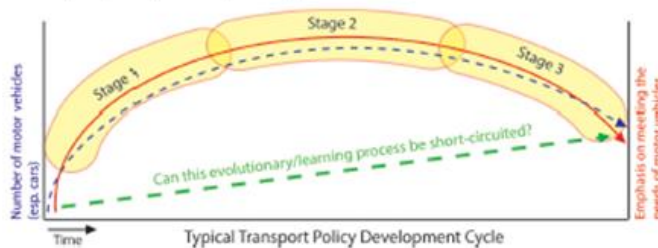
The website was due to be produced by the end of month 6, but had already been completed in September 2015 (M4).

Any updates and further developments of this website will be managed by EUROCITIES, WP7 leader, in consultation with the consortium.

ANNEX 1 : CREATE leaflet

Our approach

CREATE helps cities to decouple economic growth and high mobility from traffic growth, and to create a sustainable transport system. Most cities around the world are at different stages of an evolutionary transport policy development process:



Stage 1: Cities with "pro-car" policies are characterised by rapid urban economic growth linked to the growth of car ownership and use. They prioritise major road building and new car parking.

Stage 2: Cities facing problems associated with increased car use, such as congestion and pollution, introduce policies to provide better public transport alternatives and limit car access to city centres.

Stage 3: Cities aspire to become "liveable cities" by encouraging street activities, relocating road space to public transport, and promoting walking and cycling.

CREATE promotes knowledge transfer to stage 1 cities and supports them in short-circuiting this evolutionary process, to become more liveable and sustainable. Additionally, stage 3 cities will exchange among themselves and work together on future solutions to move towards a stage 4.

CREATE consortium

Eight partners with expertise in travel behaviour, data analysis, transport policy and congestion management are supporting the ten CREATE cities. Under the overall direction of the scientific project coordinator (UCL), the non-city partners are: EUROCITIES (the network of major European cities); BOKU, Dresden University, and Sciences Po (internationally leading university departments); COWI, EIP, and Vectos (consultants); and INRIX (SME).

CREATE main outputs

The CREATE project will provide stakeholders with concrete tools which can be used by mobility practitioners:

- CREATE guidelines: pathways to tackling current congestion and reducing levels of car use in European cities;
- Strategies to address future enhanced mobility demands: developing effective and acceptable policies;
- Peer-to-peer exchange;
- Exploitation plans.

How to get involved?

CREATE will organise peer-learning activities workshops, knowledge transfer and training sessions for the project partners and for external participants. Additionally a Stakeholder Engagement Group has been set up; it involves a number of EUROCITIES cities but also media groups and NGOs. The results of this group's activities will be available on the website.

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Congestion Reduction in Europe,
Advancing Transport Efficiency

What is CREATE about?

CREATE's main objective is to reduce road congestion in European cities, by encouraging a switch from cars to more sustainable transport modes.

CREATE will explore historical patterns of urban road traffic and car use, identify success factors in encouraging modal shift and lessons learnt in Western European capital cities, and work with Eastern Europe and Euro-med city partners to assist them in developing sustainable strategies.

SUSTAINABILITY

You want to reduce congestion and promote more sustainable transport modes?

PUBLIC SPACE

You would like to offer more space to sustainable solutions?

POLITICIANS & CITIZENS

You want to involve and convince politicians and citizens?

CREATE will support you

A project for cities and with cities

The project addresses the challenging problems of dealing with car use faced by most cities in Europe and beyond. It will also identify ways to deal with the consequences of future population growth and associated mobility densification, through new technologies, business models and social practices.

CREATE partners include five Eastern European and Euro-Med cities currently in Stage 1 (Adana, Amman, Bucharest, Skopje and Tallinn) and five Western European cities in Stage 3 (Berlin, Copenhagen, London, Paris-Ile-de-France and Vienna), working with a wider network of EURO-CITIES' members.

