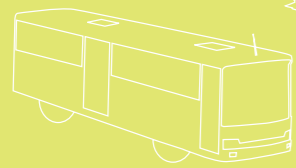




**RAISING TRANSALPINE AWARENESS
FOR SUSTAINABLE MOBILITY**





FOREWORD



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The Provincial Administration of Belluno has taken on the role of Lead Partner of the project, with the support of DolomitiBus, the local transport service provider.

The strategy pursued by the Provincial Administration of Belluno and by Dolomiti Bus is based on the conviction that, in order to awaken public opinion to the importance of sustainable mobility, information has to be provided on the advantages of replacing the private car with alternative means of transport, such as trains or buses.

Alpine Awareness is a European Project which falls within the scope of programme INTERREG III B, Alpine Space. The aim of the project is to promote soft mobility (essentially public transport, but also travel by bicycle or on foot), i.e. more environmentally friendly travel, to reach tourist areas in the Alps.



sustainable mobility in the Alpine area, thus stimulating a new way of life in the Alps. The project is aimed at reducing the negative impact, particularly air pollution, caused by motorised travel, by cars in the first place.

To this end, the project is targeted towards three different parties:

- Young people first of all (best practices, teaching and learning, events, training sessions, travel maps);
- Employees in transport (best practices, seminars on soft mobility for workers);
- The general public (travel maps available for the main tourist attractions, events, a European conference with the presentation of results by the partners).

The mountains and the Alps, as elsewhere, have experienced a major increase in the number of motorised trips towards these areas. Air pollution, noise, water pollution, environmental damage due to road infrastructures and the excessive crowding in certain sites have negative consequences on the environment and health. In the face of global warming of the Earth and of catastrophic effects on the ecosystem and the mountain economy, it goes without saying that the trips at the very origin of the main gas emissions causing the greenhouse effect are strategically at stake in the mountain areas.

Partners of the ALPINE AWARENESS project have the common objective of favouring the development of

This publication presents the most significant results in each phase of the project:

- 1 - Dissemination activities**
- 2 - Young people and mobility**
- 3 - Employees in transport and tourism**
- 4 - Sustainable mobility – a future proposal**

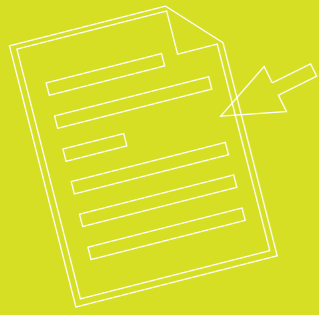
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DISSEMINATION ACTIVITIES



Provincial Administration of Belluno (LP) and Dolomiti Bus

First of all, the Provincial Administration of Belluno and Dolomiti Bus cooperated to identify a homogeneous appearance for all materials, information and updates prepared, regarding the activities carried out at provincial level. Then, they informed the stakeholders of the current activities, including participation **in fairs** at local, national and European level (for instance at the Trasportiamo Convention, part of the City of Milan Fair Project, or the stand at the Bus&Bus Business Fair in Verona). At local level, **two conventions** were organized (in July 2005 at the



Feltre Craftwork Fair and in October at the Orienta Fair). Dolomiti Bus has also made a **video** (translated into English, French and German) especially aimed at young people. It particularly underlines Dolomiti Bus's commitment to facing up to the new challenges of a public transport system which must be increasingly modern and ecologically friendly, and able to provide a credible alternative to the private car

Öki Südtirol/Alto Adige (South Tyrol Eco-Institute/Alto Adige-Italy)



South Tyrol Eco-Institute/Alto Adige presented the Alpine Awareness project at the International "Alpweek" Conference held in Kranjska Gora (SLO) from 22nd to 25th September 2005. A poster was designed and produced for the occasion. The red colour is used to capture the observer's attention and emphasize the need to find alternative mobility solutions and their advantages. The slogan reads: "be mobile, be aware". South Tyrol Eco-Institute/Alto Adige has re-organized its web site in both languages used (Italian and German) to improve promotion of the project and several other experiences made in the field of sustainable mobility, in order to make them accessible to a wider public. The project was a real success: from November 2004 to February 2006, almost 16,000 people from all five continents visited the web site. In July 2005 the site was awarded the "Ecology on the net" prize by the Italian Ministry of the Environment.

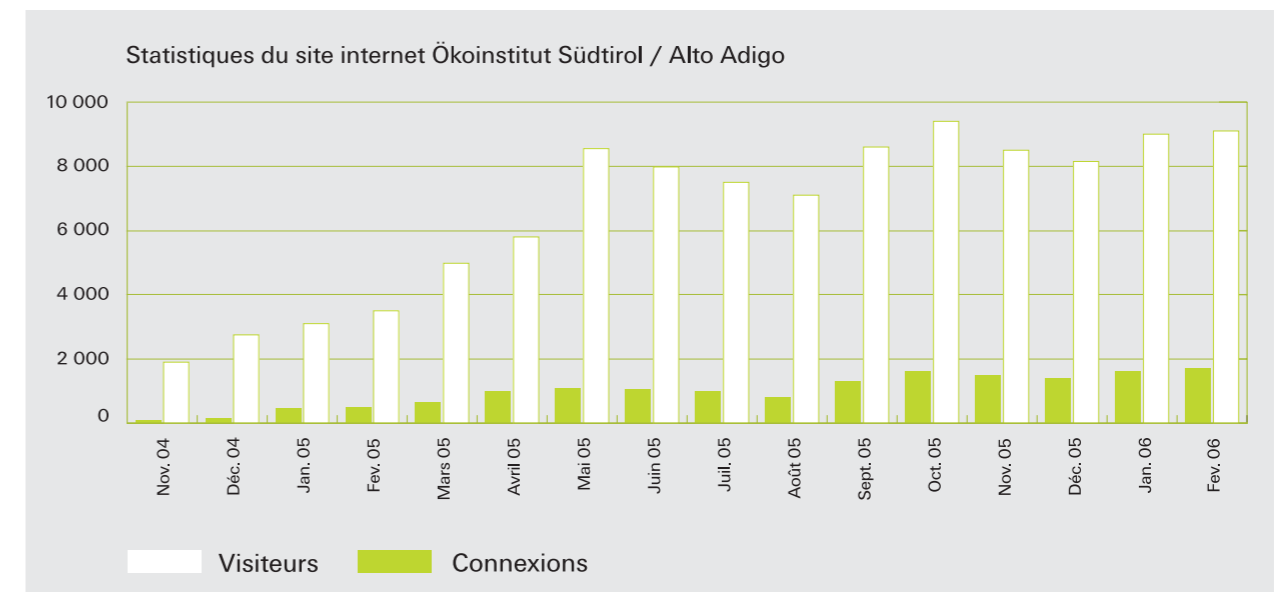
Autonomous Region of Friuli-Venezia Giulia

The Autonomous Region of Friuli-Venezia Giulia and the Tourist Information and Accommodation agency (AIAT) from the Carnia region have joined their forces to develop Alpine Awareness initiatives to promote a new way of life and travel in the Alpine regions. Due to its geographical position and geomorphological features, the Carnia region in Friuli has always been isolated from the main routes. However, for this reason it has preserved a pristine environment, as well as its own culture and traditions. The Autonomous Region of Friuli-Venezia Giulia and the Carnia region have cooperated to publish a joint brochure as the main tool spreading the contents of the project, as well as two on-line newsletters providing the general public with information on the project and on its results.



TUM (Technical University Munich)

Within the framework of its activities, the TUM (Technical University Munich) has made **available the results of its own representative study** on the leisure and mobility needs of Alpine tourists. Further contributions include **various press releases and articles** in the media.





AUSTRIA



In Austria, four project partners - the Federal Ministry of Agriculture, Forestry, Environment and Water Management, Federal Ministry for Transport, Innovation and Technology, the Federal Ministry of Economics and Labour and the Municipality of Werfenweng have jointly **implemented measures in the Pongau Region (Province of Salzburg) in order to increase awareness of the need for sustainable mobility**. Over the past ten years, numerous initiatives relating to "Soft Mobility - Car-Free Holidays" have been conducted, with the support of the Austrian federal ministries, the Province of Salzburg and the European Union, **particularly** at Werfenweng, a small Alpine village with 730 inhabitants, situated at 900 m above sea level, in its function as a model venue for soft mobility in Austria. **Werfenweng** has set itself the ambitious goal of **becoming a car-free village** and thus the holiday resort for train-travellers in Europe.

The success of the measures for soft mobility in Werfenweng is based on the commitment of the municipal representatives, the people of Werfenweng, the transport and tourism enterprises, as well as - and this should never be forgotten - on the interests of the people who spend their holidays in Werfenweng.



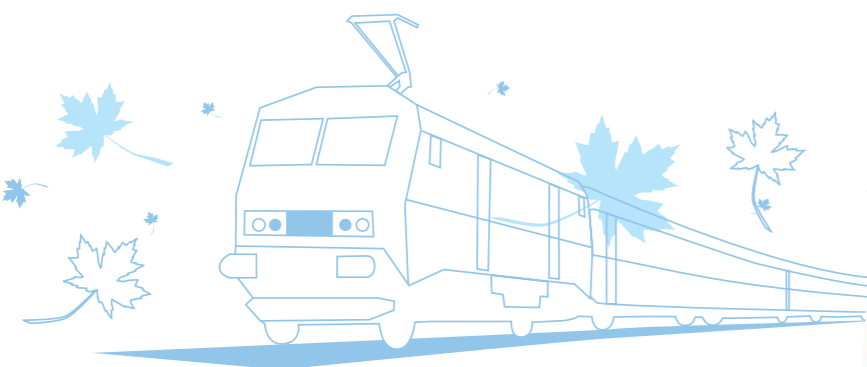
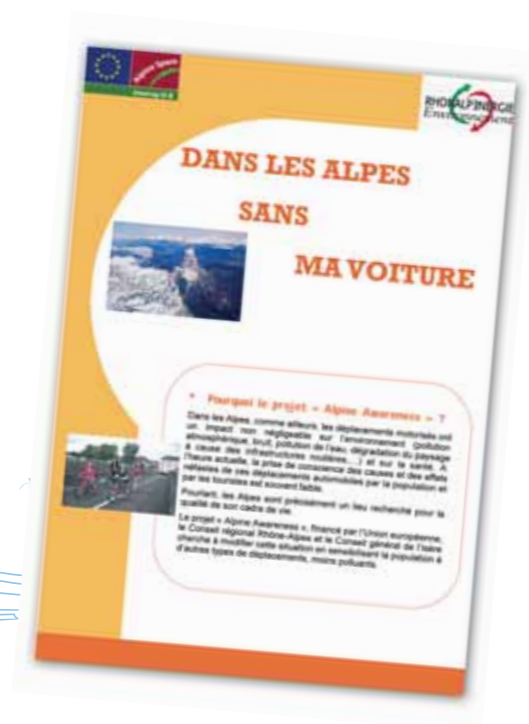
FRANCE

Rhônealpennergie-Environnement

Rhônealpennergie-Environnement (the Rhône-Alpes Regional Energy and Environment Agency) has taken on the responsibility of coordinating the information dissemination phase, according to different means adopted by the partners. For example, a multilingual web site www.alpineawareness.net, introduces the project, as well as the European policies on soft mobility, the various partners and their main results. The objective of this web site is also an intervention aimed at promoting environmental protection, reducing gas emissions causing the greenhouse effect, optimizing energy consumption and protecting public health.

Among other things, the web site provides several examples of good practices implemented in the various countries involved in the project (Germany, Austria, Italy and France). Moreover, lots of material can be downloaded from this web site (posters, information leaflets, ideal school travel maps, videocassettes etc). The web site addresses a heterogeneous audience (young people, employees in transport and tourism, the media, local stakeholders, etc.) and it also offers training support on soft mobility.

Among the most significant activities, Rhônealpennergie-Environnement has drafted a project presentation leaflet addressed to external partners, in particular elected representatives, employees in transport and tourism and teachers, reminding the important stakes of transport in mountain areas.



YOUNG PEOPLE AND MOBILITY



ITALY

Provincial Administration of Belluno (LP) and Dolomiti Bus

Young people are the "mobility of the future". They are the majority of the people who use public transport to get to school and tend to be most critical of the service provided. They are also potential motorcycle and car drivers as soon as they come of age. In 2004, the two partners began holding a series of **informative meetings** in schools and at the Orienta Trade Fair. In 2005, the two partners announced a **competition**. The aim was to make the younger generation living in the alpine areas more aware of sustainable mobility, i.e. able to choose and use sensibly all means of transport, in order to improve the quality of life in mountain regions. The winning class in the primary school category provided the drawings and ideas to create a 2007 calendar which was distributed to all the hotels and schools in the province. At the same time, one bus of the Dolomiti Bus fleet was entirely decorated with a drawing made by the pupils of the winning 3rd (final) grade of a junior high school in Sedico.

The two partners also used the Swiss short film "**The Adventure of Mobile Man**" as a teaching tool. In just a few minutes, this cartoon describes the evolution of mobility, and illustrates many of the problems it has brought with it. Furthermore, Dolomiti Bus has included the contents of this project in a **leaflet**, written in four languages. This leaflet was inserted in the company Video cassette and sent to approximately 8,000 subscribers.

Class 5A of the "P.F. Calvi" Technical Commercial Institute in Belluno carried out a statistical survey to find out what young people in the Province of Belluno think about subjects related to mobility and sustainable transport.

The results of the survey were processed by the pupils themselves. Then the pupils presented them to their peers on the occasion of **informative meetings** held during Orienta Fair in October 2005, as well as to employees in transport, institutions and the public taking part in the conference organized at the

fair premises. The same pupils were also invited to take part in the **youth meeting** organized in Werfenweng (Austria) at the beginning of December 2005.

A second youth meeting was held from 6th to 9th April 2006 in the historical town of Feltre, near Belluno. At the end of the meeting, the young people drew up a list of "ten good reasons" for using public transport, which have been translated and illustrated in a publication distributed to students in the Province of Belluno.

And finally, as a support to training activities organized with schools in the Province, the two partners used the "**joe valvolia**" notebook. This notebook, based on road safety education sessions, has a cover outlining the concepts of sustainable mobility expressed by the Alpine Awareness project. Five thousand copies were printed and sent out to students in the schools of the province of Belluno.





Autonomous Region of Friuli-Venezia Giulia

In cooperation with Autoservizi SAF (public transport leader in Friuli-Venezia Giulia) several awareness-raising activities were launched on the issue of soft mobility and targeted towards teenagers and young people.



A sticker was designed and printed, depicting a "happy bus" travelling through the untouched mountain landscape of Friuli and Carnia. The sticker was attached on SAF public buses. A series of booklets have also been published. Through comics, they explain to young people the importance of using public transport and opting for soft mobility, rather than the private car. To complete these marketing strategies, a cultural association based in Udine was involved, and a group of young members were trained as promoters of soft mobility and sustainable transport, presenting their experience in some of the region's schools.

This group participated in the Youth final meeting held in Grenoble (France).



Autonomous Region of the Aosta Valley

In order for sustainable mobility to become the usual travel mode, it is of vital importance to make children aware of their opportunity to move in a sustainable way.

The issue of sustainable mobility was therefore explored with the help of French children of the same age, who are more experienced in this field. To this end, the Autonomous Region of the Aosta Valley organized exchange activities between Aosta Valley and French schools. In particular, four primary schools and junior high schools were involved in the following activities:

- A visit of Aosta Valley children to Villard de Lans in France (8th



- 10th March 2006);
- A meeting with their French school friends in Saint-Barthélemy, Aosta Valley (5th-7th June 2006);
- Class projects on soft mobility supervised by the teachers and assisted by cooperative experts of environment-friendly initiatives;
- A comparison of class projects.

The final products of the cooperation and exchange activities are a brochure on sustainable mobility, containing the material produced by the children (drawings, photos, texts) and a CD-rom presenting the experiences of Aosta valley and French pupils towards sustainable mobility.

Ökoinstitut Südtirol/Alto Adige

First of all, the aim of the Alpine Awareness project is to raise awareness of sustainable mobility within the population at large, and to promote more environmentally-friendly forms of transport. The best way to achieve this ambitious aim is to invest directly in young people's education, so that they can themselves promote sustainable mobility. In the first phase of the project, South Tyrol Eco-Institute/Alto Adige selected and involved two classes of teenagers (aged 14-15) in the city of Bolzano/Bozen and organized two workshops. An interesting role play invited students to embody several characters, from politicians to car drivers, from environmentalists to mobility experts. By the end of these sketches, many ideas had been voiced for promoting sustainable mobility among young people or for developing a marketing campaign.

South Tyrol Eco-Institute/Alto Adige, with the cooperation of the local public transport service provider, organized "Mobility Assistant" training courses. Ten schools and seven municipalities were contacted, with the purpose of selecting young people aged between 17 and 18. The Mobility Assistant develops several skills: ensure the disciplined use of public transport by young commuters, promote the use of public transport by supplying information on timetable, season tickets, and make public transport more youth-friendly. Ten teenagers started promotion activities on the new railway line Merano-Malles. The aim of this pilot project was to demonstrate that school mobility projects can be implemented by young people for young people, and their direct involvement can help improve the awareness of sustainable mobility in this target group.

A marketing campaign in cooperation with the Provincial Administration of Bolzano/Bozen has been planned for autumn 2006 and targeted towards teenagers, with the aim of advertising the new season ticket for the integrated transport network in the province, which has been developed especially for young people.



Youth exchange meeting Bolzano



Youth exchange meeting Werfenweng



AUSTRIA

The Austrian project partners have commissioned an **independent expert** to support the work with young people in an advisory capacity, to conduct studies and to compile material for creating awareness. The expert has developed a number of measures to **expand the awareness of young people in the area of Werfenweng and Neukirchen am Grossvenediger with regard to sustainable mobility**. Workshops, a "walking to school project" involving schoolchildren and adolescents, as well as training measures, have been implemented.

The children who walk to school have shown strikingly how many adventures they have on the way to school, and how exciting the walk to school can be. The people of Werfenweng were extremely impressed by the results presented by the children at the end of the project. The children also composed a **mobility song** and documented their **experiences in a diary**. It was possible for a new type of "partnership for soft mobility" to develop out of the cooperation between one of the largest village youth organisations (Rural Youth) and a driving school. Both sides express interest in the idea of adding an extra module to the driving test, to integrate the concept of soft mobility (e.g. environmental aspects and social aspects) into the driving course. This form of cooperation could be adopted by all youth associations and driving schools in the future.

The young people have shown a high level of willingness to cooperate on these issues, and their reactions have been consistently extremely positive. Thus, for example, twenty-year-old Daniela from Werfenweng said of the work: "We have been engaged in developing transport projects for the future, because traffic is increasing and the environmental consequences affect our own future. It is important for us to do something now, and to contribute towards shaping our own and our children's future."



GERMANY

TUM (Technical University Munich)

Within the framework of a **statistical analysis of 400 interviews with Alpine tourists** concerning their leisure, their mobility behaviour and their needs, particular focus has been laid on young people and their families. Group discussions with selected young people have supplemented these results.

The TUM also made it possible for a group of young German people to participate in the **international youth rally in Belluno in April 2006**.



The Black Forest region is one of the most important Alpine holiday regions in Germany, and attracts families with children of all ages. The mobility of the tourists in this region is essentially based on the use of the private car.



To promote **more sustainable mobility in the Black Forest**, the regional tourist board has introduced the **KONUS Guest Ticket** (www.schwarzwald-tourismus.com), in cooperation with the local municipalities.

This ticket makes it possible for guests who stay for one night or more **to use all public transport in the region free of charge**.

Young people who spend their holidays with their families also want to spend time doing age-specific activities, independently from their parents. In order to make public transport more attractive to young people and young tourists, a ticket has been specially designed. The ticket, which has been developed jointly with young people, shows a combination of the 80 destinations of greatest interest to the target group, and how these can be reached with the help of public transport. The ticket has been produced in cooperation with the Zweitälterland Tourismus tourist board (<http://www.zweitaelerland.de>). The board also undertakes the distribution of the tickets to tourist information offices and youth hostels, as well as their distribution at selected schools, in order to reach local young people as well.



FRANCE

Rhônealpnégie-Environnement

Rhônealpnégie-Environnement has compiled a list of best practices concerning soft mobility in mountain areas in general, and specifically in two mountain resorts chosen in France, Vercors and Oisans in the Alps.

Meanwhile, France Nature Environnement identified the best potential targets in the local community (Isère General Council and Regional Council, elected representatives, teachers, employees in travel and tourism) to prepare events in schools. In total, almost 300 children (10 classes and 4 schools) have been involved in these events on the issue of soft mobility in the Alps, during the entire 2005-2006 school year.

Junior high school pupils have also worked on various practical projects (solar-powered vehicles, posters, sketches...) which were presented at an open day for the public, on June 24th, 2006.



A leaflet and a poster were printed for the occasion, and they were distributed to teachers and pupils.

Several international exchanges between young people have taken place during this project (in Salzburg, Werfenweng, Belluno, Villard de Lans and in the Aosta Valley). In total, around 180 French children (from primary and junior high schools) have thus enjoyed exchanges on the topic of soft mobility. Of course, the aim is to encourage pupils to continue to work on this theme, following on from the school events continuing projects planned for the 2006-2007 school year; however, there remains the need directly to raise awareness among their parents, who were favourably impressed by this initiative.





ITALY

Provincial Administration of Belluno (LP) and Dolomiti Bus

In order to raise awareness of sustainable mobility among the institutions and the individuals who work in transport and tourism, Dolomiti Bus and the Provincial Administration of Belluno have participated in and organized a few **Conventions and Fairs**. Powerpoint slide shows have been prepared and various information posters and boards have been created.

The slogan *Libertà di muoversi -Feel free to move -*and the Alpine Awareness logo were also used at Christmas, on the **Christmas cards** which Dolomiti Bus sent to all the stakeholders, in an attempt to get them involved in the issues concerning sustainable mobility. For ticket sales, the first point of contact with public transport users, Dolomiti Bus has designed a **window sticker** - to be applied to the windows where tickets are sold, in order for people in general and tourists to spot the point of sale - and a counter **display** for information leaflets, including leaflets on the project. The most important action implemented by Dolomiti Bus within the scope of this project was a training course of approximately 15 hours, for all Dolomiti Bus drivers (nearly 200 people), aimed at creating the most favourable conditions of awareness raising and involvement in the issue of the local public transport in the Province.

In this context, the key factors are a courteous approach to the customer, the ability to provide accurate information, and the problem solving skills of the staff who are in direct contact with passengers and, in their eyes, they embody the company more than the service provided. For this reason, Dolomiti Bus has drawn up a **"welcome manual"** for all existing and new members of staff. In this document, the Company specifies the goal towards which it is working and gives details about the projects and the company strategies in the pipeline.

It has become of vital importance to create an enlightened "company culture" which, in order to face up to the challenges of an increasingly modern and dynamic market, must be able to offer services, forward proposals and offer solutions on the issue of mobility, both for everyday transport needs and for leisure time.

Autonomous Region of Friuli-Venezia Giulia

This WP saw the organization of two seminar cycles: one for transport employees, and the other for tourism employees.

Training activities in the transport sector were organized with the cooperation of SAF public transport company, with the organization of the above mentioned seminars, which saw the participation of bus drivers, as well as ticket clerks working in the ticket offices of Friuli-Venezia Giulia. The second cycle of conferences was targeted at tourism employees (hotel and restaurant managers, tourist office employees) from Carnia. The following topics were discussed in the two-day seminar: transport in the Alpine regions and the challenge of



soft mobility on the one hand; new opportunities offered in Carnia by sustainable mobility in 2006, on the other; tourism offer, particularly referred to transport and means of communication and promotion of soft mobility. As supporting activity within the two seminars, a manual of good practices was published, a sort of dictionary of soft mobility for the participants in the seminar.

Partner Region: Aosta Valley



The Autonomous Region of the Aosta Valley seized the opportunity to integrate two important projects of which it is a partner: Alpine Awareness and the interregional Internet portal for tourist promotion, financed by Law nr. 135/2001.

The first aim was to integrate the store of information on tourism activities with that on public transport, in order to promote tourism and, at the same time, raise awareness of sustainable mobility.

In parallel with the planning phase, a training initiative was launched for employees in tourism and transport, to check the proper effectiveness of the search engine and instruct operators on how to use it.

The final result of this initiative was the creation of an Internet portal providing detailed information on how to reach the major tourist attractions in the Aosta Valley, with public transport.

Ökoinstitut Südtirol/Alto Adige



South Tyrol Eco-Institute/Alto Adige organized a training course (19th -21st October 2005) to meet the increasing demand for Cycling Mobility planning activities. During the three-day course, core issues in cycling mobility planning were discussed: analyzing mobility demand, planning mobility services, communication and marketing strategies with the same approach used for the Cycling Mobility plan. The training course presented an overview of Europe's most advanced cycling mobility planning methods and techniques. The main aim of the initiative was to present a set of practical instruments suitable for application also in the Italian context.



As a means of transport, bicycles are fast, noiseless, amusing, easy to ride, cheap and environmentally friendly.

They can really improve our quality of life. In Europe, cycling mobility is rapidly gaining ground and EU policies support cycling mobility in urban areas.

In addition to traditional public transport, bicycles are considered the best and most sustainable urban means of transport.

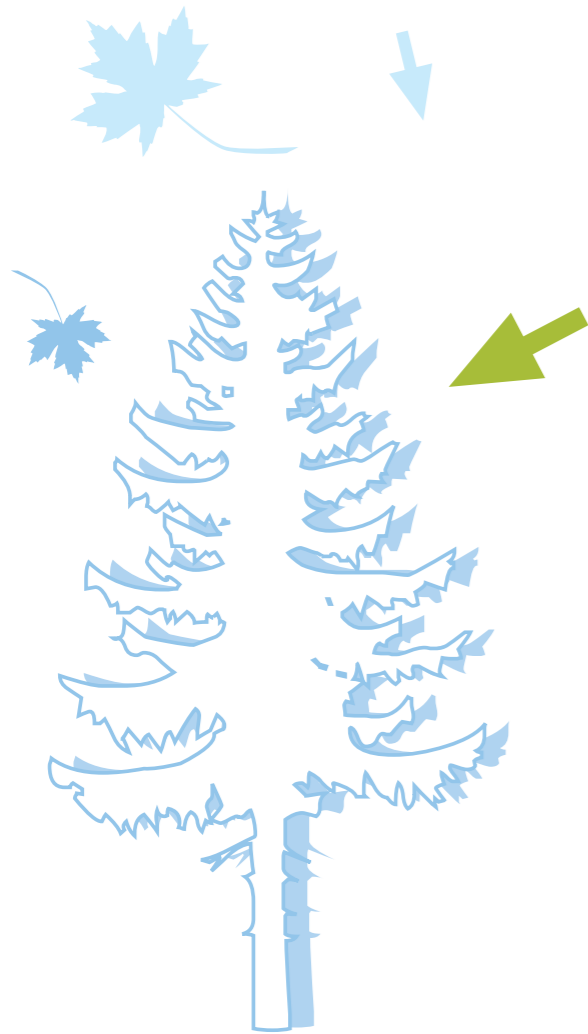




AUSTRIA

The Austrian project partners commissioned experts to develop training measures concerning soft mobility for employees in transport and tourism. These measures consist of:

- 3 open forums on product evaluation (workshop on positioning in the tourism market)
- An open forum on soft mobility product quality (information and motivation workshops for the owners and staff of soft mobility hotels and tourist board employees)
- Intensive training for members of soft mobility interest groups (group workshops in order to eliminate weak points in hotels concerning products and distribution, and to guarantee and increase quality)
- Information folder for owners and staff of tourism enterprises. The folder will contain key information on the soft mobility village and products, so that information services offered by staff can be improved.



GERMANY

The TUM and Freiburg Eco-Institute

The TUM conducted the survey **"Soft mobility offers in the Karwendel region"**, which studied the mobility and leisure behaviour, as well as the wishes and motives, of 400 Alpine tourists.

In addition, several in-depth interviews were conducted with staff from the Alpine tourist industry and the transport sector. The results of the survey were presented to them, and they were then asked to give their own appraisal of them.

Since 2005, all tourists to the Black Forest region receive the KONUS Guest Ticket free of charge. KONUS is very well received by the guests, and the public transport services of the region have recorded an increase in their passengers. The Eco-Institute has sought ways in which KONUS could be used to integrate sustainable mobility into the holiday offers of the region to a greater degree; two main objectives are thereby



being pursued – firstly, to boost the level of public transport use and, secondly, to create additional value for the marketing of the region and specific holiday offers. The target-group-specific approach that is being applied for this purpose is based on the results of the project **"INVENT" ("Innovative marketing concepts for sustainable tourism offers" (www.invent-tourismus.de))**. This study has provided detailed information on the motives and wishes of different traveller types, and their requirements in terms of mobility on holiday and the way holiday offers are designed. In a training workshop, staff from tourist enterprises were shown how a sound knowledge of traveller types can help to develop successful offers through the integration of soft mobility. The contents of the workshop have been published as guidelines (available at www.alpineawareness.net).



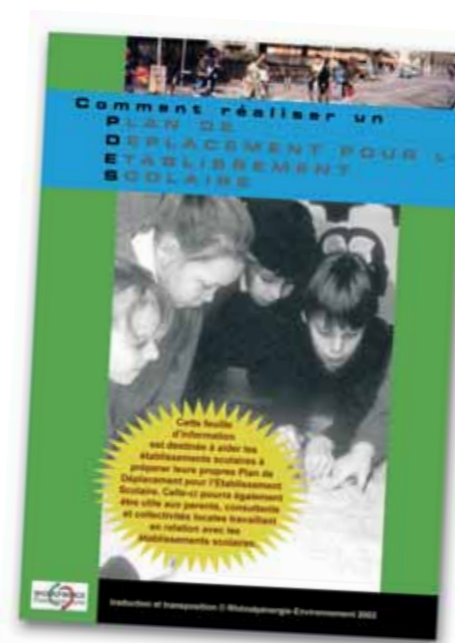
FRANCE

Rhônealpennergie-Environnement

In order to mobilise local partners (elected representatives, teachers, employees in transport and tourism), eight travel plans have been drawn up at the two French sites concerned (Vercors and Oisans) both for primary and junior high schools and for very busy tourist sites (such as ski-lifts, ski resorts and a cave

buses, developing shared transport, reducing road space for cars, etc.).

The final European Conference presenting the results of Alpine Awareness was held on 28th September 2006 in Grenoble (France). This conference was organized with the cooperation of ADAM (Dauphiné region mountain development association), a French association of elected representatives from mountain areas. During the conference, issues raised by relations between valley plains and mountain areas were presented.



open to the public). These plans involved identifying the problems linked to travel in the proximity of schools or near tourist sites, as well as providing solutions to these problems (walking



During the year 2006 several training opportunities were offered to employees in tourism, transport and local authorities concerned by the Alpine Awareness project. The relevant documentation for this training is available on the web site, as are most of



SUSTAINABLE MOBILITY A FUTURE PROPOSAL



ITALY

Provincial Administration of Belluno (LP) and Dolomiti Bus

For the general development of the project, the Provincial Administration and Dolomiti Bus have launched a **communication campaign** based on improving the local public transport information system and on raising awareness about sustainable mobility.

The messages contained in **9 radio advertisements** were broadcast in rotation by the local radio stations, and they concentrated on how easy and convenient it is to use public transport for everyday travel needs.

Public transport information is also contained in a **leaflet titled "Agevolazioni tariffarie"** (special fare reductions) distributed in 150,000 copies throughout the province, available from ticket sales outlets, Dolomiti Bus agencies, etc.

The same information is found on posters, which have been put up in the hospitals of the province.

In consideration of the tourist appeal of the province of Belluno, some sections of the **timetable booklet** have been translated into English to help tourists consult it, and the maps have been redesigned in order to make them easier to read.

In order to emphasize that, in addition to being a credible alternative to the car in terms of economic convenience and environmental impact, the bus is also a safe place for everyone, Dolomiti Bus and the Provincial Administration have developed



a **security information campaign** in collaboration with the police. This campaign has led to the creation of posters to be displayed inside buses, and of eight descriptive information sheets published in a leaflet sent out to schools, youth clubs and meeting places and trade associations.

Autonomous Region of Friuli-Venezia Giulia

Friuli Venezia Giulia and Carnia, in close cooperation with the Autonomous Region of the Aosta Valley, concentrated their activities towards the joint organization of three conferences on the issue of soft mobility. The conferences were held in Milan, Paris and Munich.



Opinion leaders, associations, clubs, recreational and workers' free-time associations, transport organizations, local politicians, tour and bus operators, as well as journalists and experts in the field of ecology and environment, tourism, health and transport were invited to attend these meetings.

During the meetings, the issue of soft mobility was addressed and presented through the direct experience of each project partner, as well as through speeches made by experts in soft mobility. The joint involvement of the partners gave the workshops transnational nature and value, just as the project.

At the end of the conference, the promoting regions organized a buffet of typical products and food specialties from Carnia and the Aosta Valley. In addition to raising awareness on sustain-

able mobility, this special initiative contributed to better knowing these otherwise relatively little regions such as Carnia.

To support soft mobility and sustainable transport, travels to reach the venues of the three conferences were organized with coaches from Carnia.

To further complete spreading activities of the Alpine Awareness project issues, soft mobility was widely discussed in the travel magazine "Itinerari e Luoghi".

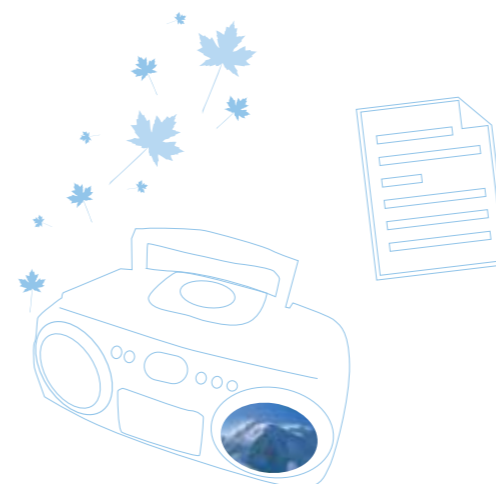


AUSTRIA

The Austrian partners have commissioned an **expert PR team** to carry out **public relations work** for the **sensitisation and the creation of awareness concerning sustainable mobility**, and the dissemination of the contents and results. Through a wide variety of marketing activities and campaigns, the primary endeavour has been to reach families, young people and staff in the transport and tourism sectors, in order to draw attention to the effects of individual motor traffic on the environment and human beings.

The following public relations products and campaigns have been realised within the framework of the project:

- Newsletter for people living in the Pongau region and for visitors there
- Information, such as press releases, press echo, etc. on the international youth workshop held in Werfenweng from 2nd to 4th December 2005
- e-Newsletter with information on the workshop, circular e-mails
- Teaching materials on sustainable mobility for staff in the transport and tourism sectors
- A fun-and-action oriented event for young people in the summer of 2006



GERMANY

The TUM and Freiburg Eco-Institute

The book **"Mobile in everyday life: mobility between choice and compulsion – on the interaction of personal motives and social demands"** ("Mobiler Alltag: Mobilit t zwischen Option und Zwang – vom Zusammenspiel biographischer Motive und sozialer Vorgaben") by Claus J. Tully (German Youth Institute Munich) and Dirk Baier (Technical University Chemnitz) has been published (in German) by the TUM and jointly funded by the TUM and the Eco-Institute. It is addressed to educators, sociologists and geographers. With reference to young people growing up in mobility-oriented societies, the book examines transport from a socio-scientific viewpoint and emphasises that mobility is primarily a **social product**.



FRANCE

Rh nalp nergie-Environnement

The eight travel plans drawn up with the local stakeholders have enabled dysfunctions concerning travel at the various sites to be highlighted and have brought the local authorities together to identify the main priority areas and those that are likely to be subject to experiments.

Contacts have been taken to support the implementation of plans by the local authorities, but also to raise the awareness of project partners to provide in-depth support of soft mobility initiatives. Moreover, several school activities aimed to support the implementation of the first walking bus experiments.

On 24th June, 2006, in the French village of Venosc (Les Deux Alpes ski resort), a public open day was organized together with MW (Mountain Wilderness), to present the issue of soft mobility to the general public. There were about twenty stands on soft mobility.



10 BUONI MOTIVI PER USARE IL MEZZO PUBBLICO



Development can be considered sustainable if it satisfies the needs of the present generation without having a negative impact on the ability of future generations to satisfy their needs. 100 young people from Germany, France, Austria and Italy, who have worked on developing the European Alpine Awareness project, suggest 10 good reasons for travelling by bus. Read them, and give them a try. We will all benefit in terms of health and quality of life.

1. meno traffico
2. strade piu' sicure
3. meno inquinamento
4. meno malattie
5. minor spazio occupato e piu' parcheggi
6. minori costi
7. maggiori comodita'
8. conosci piu' gente
9. ti diverti
10. se hai meno di 18 anni sei piu' autonomo

1. less traffic
2. safer streets
3. less pollution
4. fewer illnesses
5. less space taken up and more parking spaces
6. lower costs
7. greater convenience
8. chance to meet more people
9. more fun
10. more independence for under 18s



Lo sviluppo è sostenibile se soddisfa i bisogni delle generazioni presenti senza compromettere le possibilità per le generazioni future di soddisfare i propri bisogni. 100 ragazzi, provenienti da Germania, Francia, Austria e Italia, che hanno lavorato nello sviluppo del progetto Europeo Alpine Awareness, ci suggeriscono 10 buoni motivi per usare l'autobus. Leggeteli e metteteli alla prova. Ci guadagneremo tutti in salute e qualità della vita.

10 GOOD REASONS IN ORDER TO USE THE MEANS PUBLIC