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Urban Sustainable Mobility in Focus: Student Education, Community Involvement and Participative Planning

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**Urban Sustainable Mobility in Focus: student education, community
involvement and participative planning**

**Information and Awareness Raising Campaign Plan for
Sustainable Urban Mobility**

Glyfada, Greece

**Glyfada UrbanSCOPE Task Force for the implementation of
the UrbanSCOPE project**

Compiled by



January 2022

Introduction

The present Information and Awareness Raising Campaign Plan for Sustainable Urban Mobility in the city of Glyfada was prepared by the Glyfada UrbanSCOPE Task Force, as part of the European project “UrbanSCOPE — Urban Sustainable Mobility in focus: student education, community involvement and participative planning”, funded by the Erasmus+ Programme of the European Commission.

It is an annex to the document “**Sustainable Urban Mobility Scenarios and Action Plan**» for the city of Glyfada and analyses its proposals concerning information-awareness raising activities for sustainable urban mobility. The following sections refer to the campaign’s reception environment, the target group of the campaign, the message it aspires to disseminate, and finally the specific actions it proposes in order to achieve its aims.

1. Analysis of the reception environment

The concept of Sustainable Urban Mobility (SUM) has been increasingly promoted at European and national level in recent years, both through relevant policies and at planning level. It promotes the concept of mobility instead of transport, alternative mobility means in the city (walking, bicycle, public and municipal transport, micromobility vehicles) over the car and motorcycle, the active citizen over the passive passenger, and the city for people over the city for the car.

Glyfada, like all the urban municipalities of the Metropolitan Area of Athens, has been developed from the outset with a clear orientation towards the use of the car and motorcycle to meet the mobility needs of residents and visitors. Today the established perception and everyday practice in Glyfada is still clearly in favour of the car and the motorcycle. There are significant shortages in SUM infrastructure (e.g. obstacles on pavements, limited network of cycleways, poor parking and traffic planning, incomplete planning of municipal bus routes, etc.), while the majority of residents ignore the importance of SUM and the multiple benefits it can offer.

However, the Glyfada Local Authority actively promotes the city’s shift towards Sustainable Urban Mobility: the Municipality of Glyfada is currently preparing a Sustainable Urban Mobility Plan (SUMP) for the first time, while it also participates in the European project UrbanSCOPE with the aim of educating and raising awareness on the theme of SUM as a partner of a strategic partnership with organisations from 4 European countries (Greece, Germany, Hungary and the Netherlands). In particular, as part of the implementation of this project, research has been carried out on SUM in Glyfada, and a Task Force has been set up and has developed Scenarios and an Action Plan for SUM in a piloting neighbourhood of Glyfada, and the present Information and Awareness Raising Campaign Plan. Finally, a consultation workshop has been organised, dedicated to SUM with the participation of the Mayor of Glyfada Mr Papanikolaou, Municipal Councilors, experts in SUM and representatives of civil society organisations, where the results of the research and the Sustainable Urban Mobility Scenarios for the study area were presented, followed by a discussion and an exchange of views among the participants. It is therefore clear that Glyfada presents opportunities for information and awareness raising on the theme of SUMP, due to the concurrent implementation of the Sustainable Urban Mobility Plan that will result in proposals and interventions with significant impact on the daily mobility of citizens, and the European project UrbanSCOPE with a number of education and awareness raising activities in SUMP.

The campaign should benefit from the momentum created by these favourable circumstances.

Finally, although the conditions created by the pandemic have imposed social distancing measures and reduced mass events and personal contact to a significant extent, they have also highlighted the importance of local travel and the need for local mobility, exercise and leisure infrastructure, particularly in periods of lockdown. Also, during the pandemic, those means of travel that offer possibilities for autonomy (e.g. walking, cycling, micromobility vehicles like electric scooters) have been more prominent than public transport means, which involve sharing a space with others and thus pose an increased risk of transmission of the virus. For the same reasons, of course, the use of cars and motorcycles has increased, however, the particularly high fuel prices combined with the general price raise, as well as problems parking space availability, have led many of our fellow citizens to look for competitive alternatives.

2. Target groups

The target groups of the information-awareness raising campaign include all the inhabitants of Glyfada, as well as persons working in Glyfada and visitors. In the context of this campaign plan, it is recognised that the target groups include different profiles of recipients depending on their mobility needs and their general attitude towards SUM, such as age, income, educational level, family status, special mobility needs (e.g. persons with disabilities, elderly people with mobility problems, etc.), the area of residence/work in the city, as well as lifestyle and interests/attitudes on issues such as climate change and environmental protection.

However, it is a conscious choice for the present campaign plan to propose actions that target all target groups and can reach many different profiles of recipients. The only exception is activities foreseen in the schools of the city, that are de facto aimed at pupils, parents and teachers.

It is also assumed that the vast majority of people who form the target groups of the information-awareness raising campaign are not aware of sustainable urban mobility, its importance and benefits, and their urban mobility practices and attitudes are highly dependent on the car and the motorcycle. This assumption is based both on the results of the research carried out in Glyfada in the framework of the UrbanSCOPE project (questionnaire survey, discussions in focus groups) and on the findings in the context of the work of the Glyfada Task Force on Sustainable Urban Mobility.

3. The message

The message that the information-awareness raising campaign aims to convey to the target groups runs through the proposed actions and is clear:

We suggest that citizens think about moving around the city without using their cars and motorcycles, replacing them with alternative means or combinations of means for more sustainable mobility:

- ✓ **Mobility on foot**, with:
 - pavements of sufficient width for the free unobstructed movement of pedestrians such as parents with strollers, persons with disabilities etc., and suitable pavement surfaces
 - safe pedestrian crossings
 - development of pedestrian ways
- ✓ **Bicycle mobility**, with:
 - a network of cycleways where needed and encouraging cycling on smaller streets in residential areas by reducing the speed of car traffic
 - ensuring the availability of bicycle parking areas
- ✓ **Mobility through public and municipal transport**, with:
 - the design and frequency of itineraries that will respond to citizens' mobility needs
 - direct and live information to passengers through suitable mobile applications
 - safeguarded accessibility to all public/municipal transport stops (e.g. ramps)
- ✓ **Mobility through cars and motorcycles**, with:
 - the introduction of a parking control system on commercial roads or areas with central functions
 - the offer of options for combining the car and the motorcycle with other more sustainable means.

The **benefits for all** are:

- Reduction of carbon dioxide emissions
- Reduction of noise pollution
- Encouraging healthier lifestyles with more physical exercise during everyday trips — active mobility, reduction of stress
- Creating an inclusive city, with respect to the mobility needs of all citizens
- The increase of green spaces and recreation areas
- Greater safety in urban mobility

Moreover, the campaign's key message is that sustainable urban mobility **is not an impossible, utopian concept for Glyfada**. The road to more sustainable urban mobility and the benefits it will bring for all requires a number of concrete steps, starting from a change in the citizens' mentality. Of course, it requires planning and infrastructure that will enhance the protection and competitiveness in favour of alternative means to the car and motorcycle, but the most important thing is to change our choices for our daily trips in Glyfada.

4. Activities foreseen

The Information and awareness-raising activities foreseen move in three different directions:

1. **Informing about and promoting SUM** through developing and disseminating information material (brochures, posters, spots with videos or images highlighting the problems of urban mobility in Glyfada) and launching a promotional campaign on selected social media (Facebook, Instagram) and through the website of the City of Glyfada. It is proposed to post an informational poster in sports venues, schools, shopping centers and other busy areas, municipal buildings, etc. The information

material will be used both independently and in the context of the individual activities that follow.

Examples of mottos and slogans for the information material (posters, brochures):

- Can I do without a car?
- I love my city, the environment, my pocket: I'm leaving the car at home.
- Would you like to be able to cycle here?
- Would you like to walk on this pavement without risking your life and that of your children by having to step down on the street every now and then?

2. **Raising awareness on sustainable urban mobility** through organising events that will invite residents, professionals and visitors of Glyfada to experience moving around their city with sustainable means, and to discover alternative ways for their daily trips.
Proposed actions:

- ✓ I learn about my city by walking: Glyfada from the foot of the Hymettus mountain to the coasts of the Saronic Gulf — I change my mentality for my daily mobility, I care for my health, I care for my city.
- ✓ A Sunday in the town centre: A pilot event where on one Sunday, the Metaxas Avenue at the town centre of Glyfada will act as a pedestrian and cycling space, while in consultation with the competent collective body the shops in the center of Glyfada will be open. There will be an open invitation to citizens to come to the centre of Glyfada either on foot or by bicycle, or using public or municipal transport (the itineraries of municipal transport for that day will be adapted to encourage the access of residents to the center). There will be 2 or 3 central “information kiosks”, distributing relevant information material (information leaflet) on sustainable urban mobility. Also, citizens will be invited to take part in a bicycle lottery (online participation in the lottery via mobile phones). The event will have media coverage (television, radio). This action is proposed to take place on Sunday 5 June — World Environment Day, or alternatively on Sunday 25 September — World Day of Action against Climate Change. Following an evaluation of the success of the event, it may be repeated another Sunday next month.

3. **Education in schools in Glyfada** on Sustainable Urban Mobility Planning, through innovative educational tools and the UrbanSCOPE educational methodology for secondary education.

Proposed actions:

- ✓ Informing the schools of Glyfada by sending out information material — activation and participation of the schools in the activities.
- ✓ Through the European project UrbanSCOPE, a school project is already being launched at the 2nd Gymnasium of Glyfada, which will take place from January to March 2022. Students are expected to present the results of their work and their experiences at an event dedicated to SUM that will take place in the Town Hall and/or the school itself.
- ✓ A SUMP competition is also foreseen to invite students and the general public to come forward with proposals to address sustainable urban mobility challenges in Glyfada.
- ✓ Promotion of the above activities in the context of the annual three- day cultural student festival.

The results of the above activities will be presented at a SUMP workshop organised by the City of Glyfada, inviting representatives of local government, academics, experts, teachers, pupils, representatives of civil society, and media (printed media, television, radio) to cover the event.

