

2020
CiViTAS
Cleaner and better transport in cities

SATELLITE



CIVITAS Forum Conference report

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Responsible Author(s):	Jelena Nikolić
Responsible Co-Author(s):	
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Abstract

D6.1a CIVITAS Forum conference report (part of WP6, task 6.2, due month 28) is a public document that summarises the main content-related “outcomes” of the CIVITAS Forum 2018 by reporting on the opening and closing plenary sessions, the parallel sessions, the Take-up & Transfer sessions, site visits as well as the Politicians Forum. It provides key indicators on participation and reflects on the event’s media coverage.

The document’s content was peer reviewed by POLIS, Rupprecht Consult and ICLEI.

Project Partners

Organisation	Country	Abbreviation
Regional Environmental Center	HUN	REC
Polis	BE	Polis
Rupprecht Consult	GER	Rupprecht
ICLEI	GER	ICLEI

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1 Executive Summary

From 19-21 September, more than 450 participants convened in Umeå, Sweden, for the 16th CIVITAS Forum Conference. A diverse community of policy makers, practitioners, academics, and city representatives debated the most pressing issues surrounding sustainable urban mobility, and set out clear pathways for bringing cleaner, better transport to Europe.

This year's Forum was entitled “Mobility for U and Me,” in recognition of transport’s growing social dimension since the level of mobility people enjoy shapes lives and prospects. It is vital that transport systems are environmentally friendly, accessible to all, and the services they offer adaptable and effective enough to meet users’ diverse needs. Yet how can these clean, integrated, inclusive, and efficient transport systems be created? How can the measures they involve be replicated whilst ensuring economic viability?

This document summarises the main content-related “outcomes” of the Forum¹ by largely reflecting on participants evaluation on the opening and closing plenary sessions, the parallel sessions, the Take-up & Transfer sessions, site visits as well as the Politicians Forum. It also provides key indicators on participation and reflects on the event’s media coverage and the received ‘evaluation forms’.

2 Participation

The 16th annual CIVITAS Forum Conference took place in Umeå, Sweden from 19-21 September 2018. By 14th September, 484 registrations were received which due to late cancellations and unexpected attendees resulted in approximately 450 participants.

Most of the EU member states were represented, with participants attending from 26 countries (38 countries in total).

The country best represented at the Forum was the host– Sweden with more than 180 participants. Belgium, Germany, Italy, Greece and Portugal were countries subsequently best represented. Belgium, it should be noted, is well represented owing to the strong contingent of the European Commission (EC) and many Brussels-based organisations.

Online registration was launched on April 5th and closed on September 14th 2018.

¹ Forum Programme- the document can be found online [here](#)



Picture 1 & 2: moments of the Forum

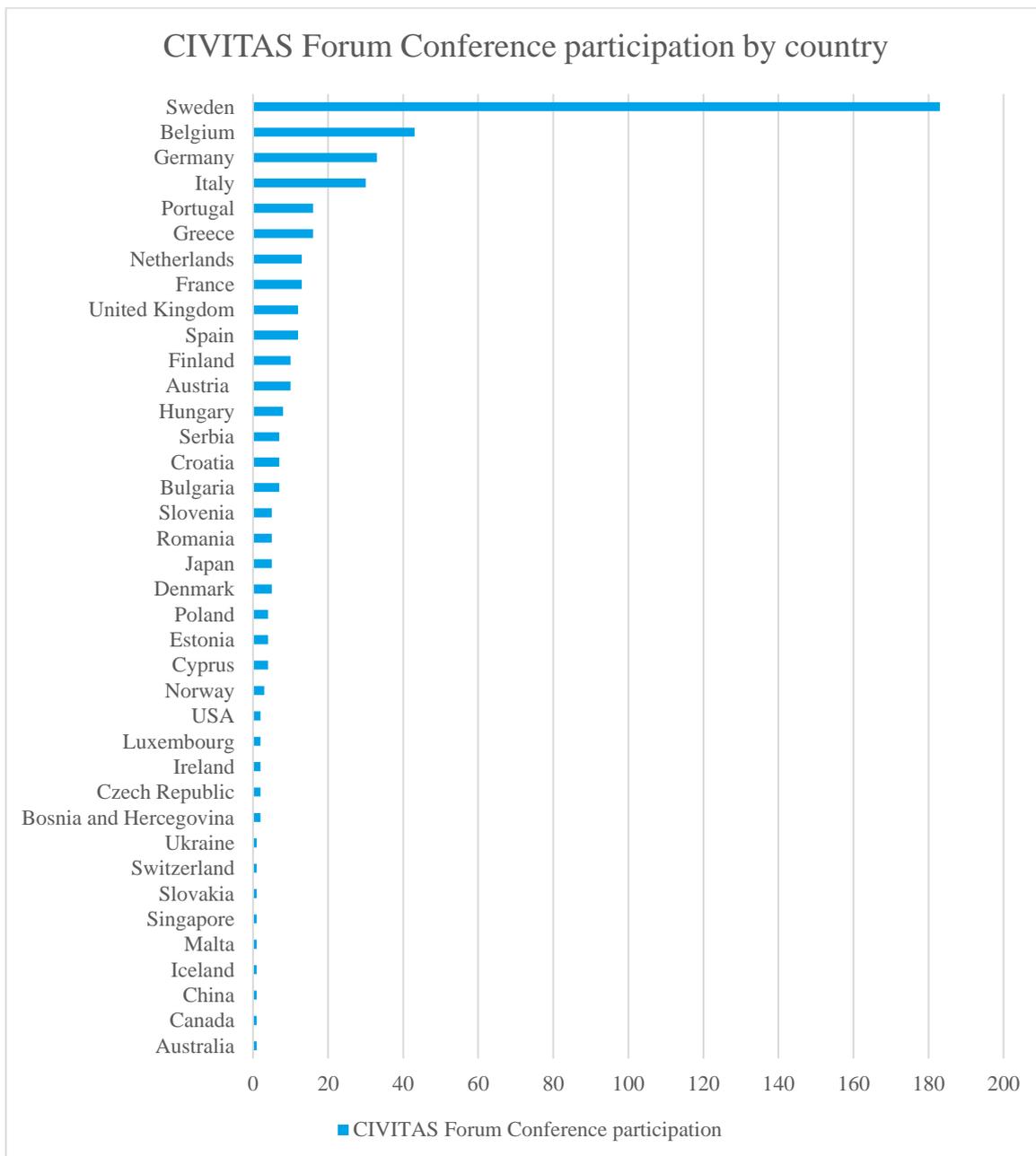


Chart 2: CIVITAS Forum Conference participation by country

Based on the signed list of attendees, 74 people didn't appear at the Conference, but 45 came without previous registration and in few cases participants forgot to sign the list, but took the badge (name tag). This difference in number of registered and number of attendees and the fact that some participants skipped the lunch caused a lot of food waste for the host city.

Further statistics about participants' backgrounds were retrieved from the evaluation forms which were completed by more than 100 participants (75.5% collected on the spot and 24.5% received online). This is a firm basis for analysis and sufficient to draw conclusions on the success of the event.

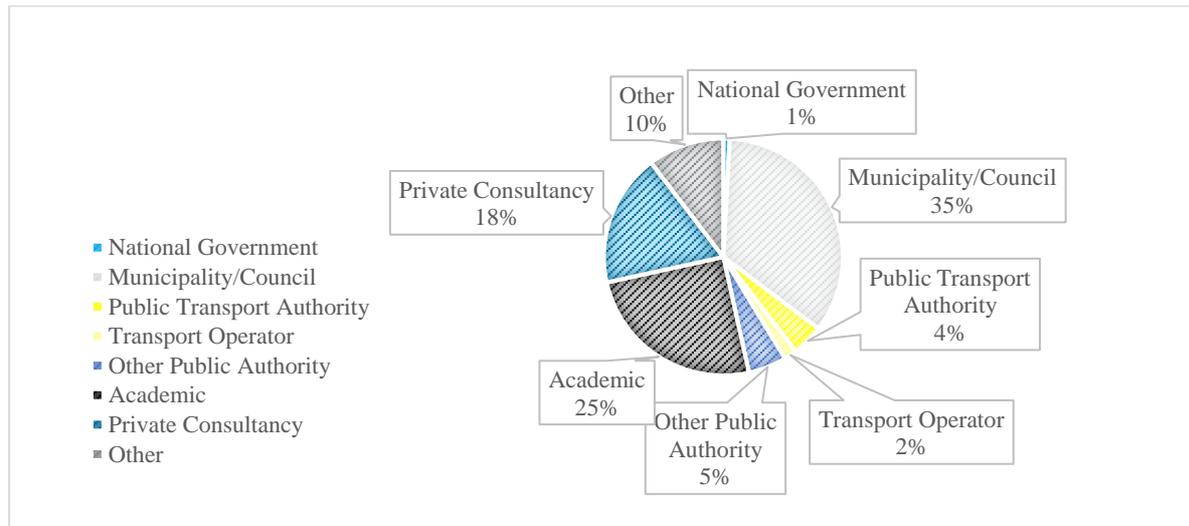


Chart 2: Which of the following best describes your organisation?

Results of the evaluation forms showed that cities were the most represented group of the participants while research sector and transport practitioners together represented 56 percent of the whole Forum audience (Chart 2 and 3). Chart 3 reveals that 25 percent of the participants are transport practitioners (within municipal administrations) while businesses, NGOs, and other organizations constituted another 41 percent (defined as "Others").

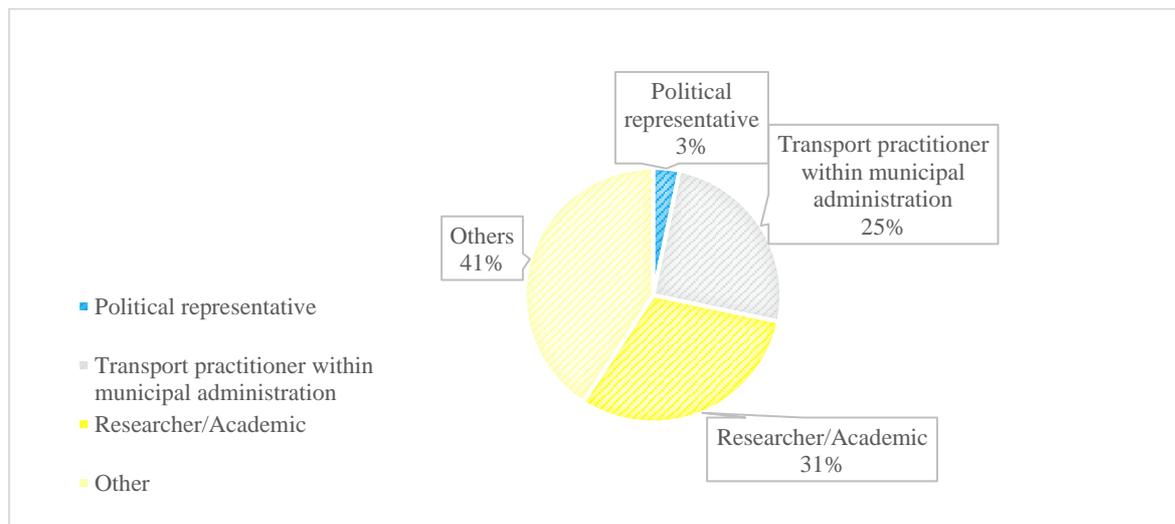


Chart 3: Which of the following describes best the type of position you hold

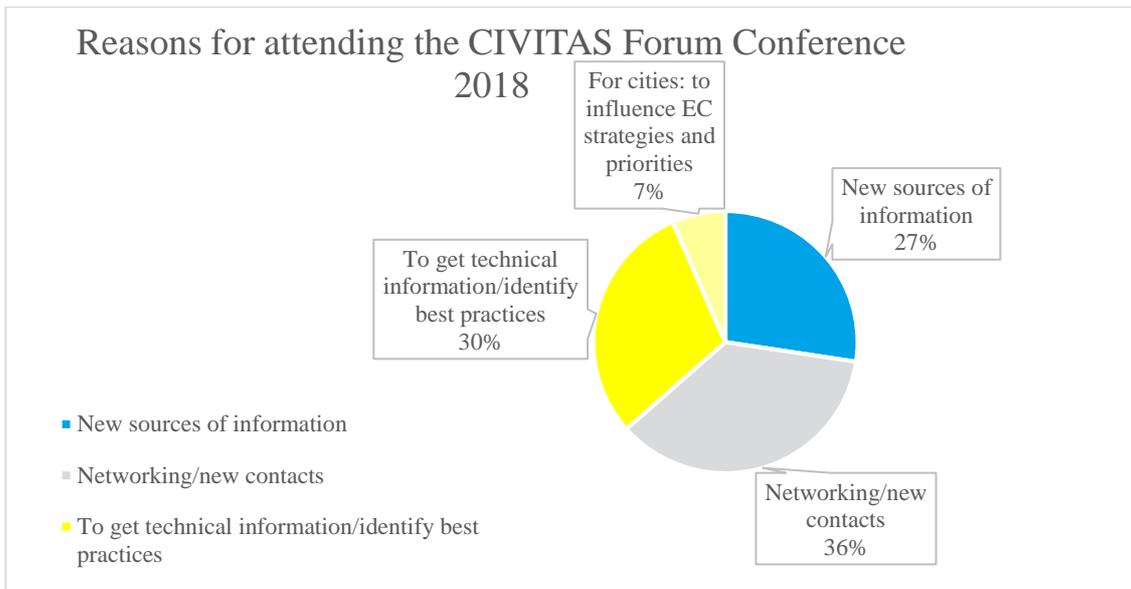


Chart 4: Please give two main reasons for attending the CIVITAS Forum Conference

The Forum Conference is a typical networking event which can be seen from participants’ evaluations, but also the event holds value as an opportunity to stay abreast of technical information and best practices. The conference is also a ‘hub’ for CIVITAS project activities, since 16 meetings of different projects took place in conjunction/parallel with the Forum.

3 Plenary and Parallel Sessions

Plenary and parallel sessions always served as ‘traditional’ elements of the Forum Conference. Plenary sessions bookend the event by summarizing the most important messages of the Initiative and delivering keynotes on the Forum’s theme – “Mobility for U and Me” while also offering visibility to local politicians, agency heads, the PAC and the EC as well as a platform for important announcements.

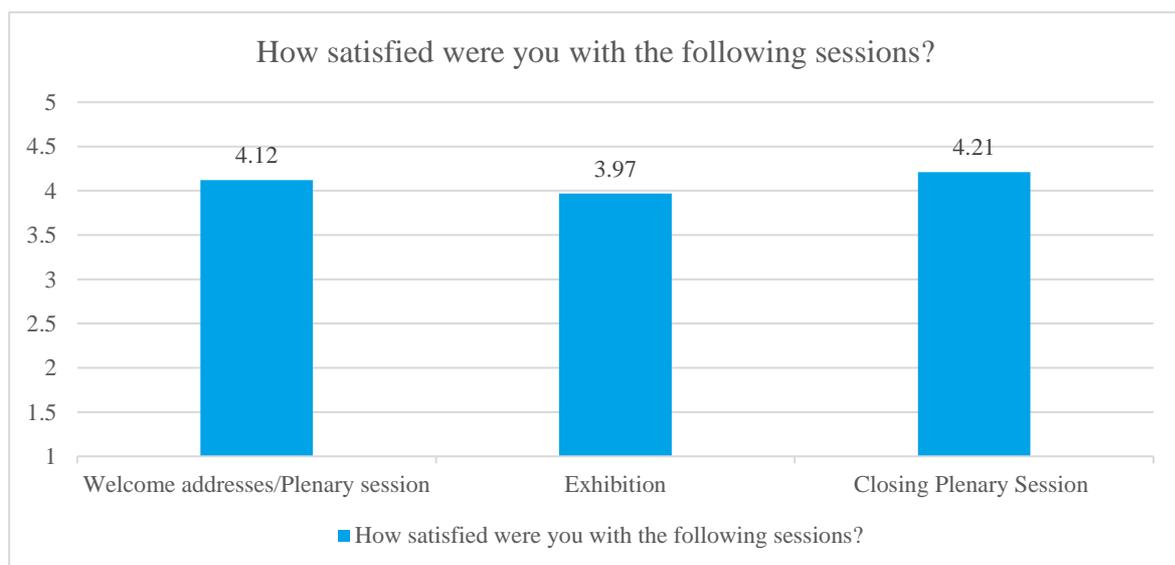


Chart 5: How satisfied were you with the following sessions?

3.1 Opening and Closing Plenary Sessions

Plenary sessions opened and closed the Forum, with parallel sessions taking place each day. These covered a broad selection of themes, ranging from core sustainable mobility topics like congestion & urban vehicle access regulation, safety, SUMP, co-creation, smart cities & communities, urban freight & logistic, connected and automated mobility, cycling & walking, data-based planning, e-mobility, what makes liveable cities.



Picture 3: Opening Plenary

The opening plenary, moderated by Karen Vancluysen, Secretary General (POLIS), started with a general introduction and then continued with welcome addresses of Hans Lindberg, Mayor of Umeå, Lena Erixon, Director, Swedish Transport Administration (Trafikverket), Maja Bakran Marcich, Deputy Director-General, DG-MOVE and Steen Moller, Deputy Mayor, city of Odense, Chairman, CIVITAS Political Advisory Committee. Ms. Bakran reflected on the European policy context with special focus on EUROPEAN MOBILITY WEEK.

The next part of the session included three presentations (by Marianne Weinreich, Market Manager Smart Mobility (Rambøll Group A/S), Alexander Ståhle, CEO (Spacescape) and Stina Nilimaa Wickström, Vice President, Product Design (Volvo Group)). Marianne Weinreich, from Rambøll Group, talked about liveability and what makes a city pleasant place to live. She presented the results from a survey conducted in Denmark about what factors makes a city liveable, in terms of sustainability and mobility. The respondents were asked to rank 31 different factors which all had an urban context, like green energy, clean air, mobility, cultural aspects, security, work opportunities, affordable housing, child and elderly care etc. The results showed that the most highly ranked factors were those related to our most basic needs.

Alexander Stähle started the session with a short introduction of how cities were planned over 100 years ago. It is of great importance since these are the kind of cities that we live in today. He presented three different scenarios for the future of cities; *Freecity*, *Techcity* and *Ecocity* and pointed out that how we plan our cities today will not only affect us now, but also shape the cities of tomorrow, making the choices we make today immensely important to build a better future.

Stina Nilimaa Wickström from Volvo Group presented the latest from the truck industry and more specifically the future of autonomous trucks to meet a growing freight demand created by e-commerce and to promote a safer and more sustainable solution for service trips in the city. Mobility for you and me is not only a question of passenger transport but as important are all industry transports, or for that case, the service functions we count on in our daily lives, such as garbage trucks, freight distribution etc., but what we do not know is how our society will welcome automated transports and robots taking up our common space.

The Closing Plenary session started with a reflection on shared and inclusive mobility by Umeå University's 3rd year bachelor students and Hans Adolfsson, Vice Cancellor, Umeå University. The discussion was followed by a speech of Mr. Matthew Baldwin, Deputy Director-General for Mobility and Transport and presentation of Mr. David Zipper on inclusive mobility and data. The Forum Conference closing plenary was concluded by the announcement of the next year's Forum host (city of Graz, Austria), followed by a short speech of the city, then final remarks and a farewell by the main players.



Picture 4 and 5: Hans Adolfsson, Vice Cancellor, Umeå University and students give reflections during the Closing Plenary

3.2 Parallel sessions

The CIVITAS Forum Conference included 32 parallel sessions aimed on the one hand at information sharing of CIVITAS innovation actions and related results, and on the other, at facilitating the take up and transfer of methodologies, products and services. All sessions were well attended, however, one was cancelled due to the absence of the moderator who was also expected to speak.

Numerous sessions explored how transport development should incorporate wider environmental, social, and economic concerns and, ultimately, be informed of people's needs through public participation and involvement. To achieve this, for instance through the Co-creation approach was discussed in detail. Discussions also covered the topics about SUMP innovation for more liveability, walking & cycling, e-mobility, congestion & urban vehicle access regulation, urban road safety, parking strategies & solutions, big data, zero-emission freight transport, impact of automated vehicles on the urban development and the societal dimension of mobility (e.g. the role of mobility management in rural areas). Several sessions named "Meet the Swedes" showed the results of numerous projects implemented in Sweden cities, including the host city Umeå. Take-up & Transfer sessions covered various topic from examples of EUROPEANMOBILITYWEEK local campaigns around the Europe, to bike sharing systems, road safety measures, business models, monitoring, collection of data with Apps and data management, innovative modelling approaches, tools for identifying the best strategy option for electrification of PT and international cooperation with China.

3.3 Site visits

Five site visits were organised by the host city. Four were mobility -specific (three with reflections on the implementation of the EUROPEANMOBILITYWEEK campaign in Umeå) and one focused on biofuels. The site visits were organized on the first and last day of the conference. The site visit to the bio-fuel region was most popular on first day, while visits on last day of the conference to the smart university district was best ranked and that concerning safe and secure gender-sensitive infrastructure got very good remarks.



Picture 6: Site visit to the smart university district



Picture 7: Site visit – going electric

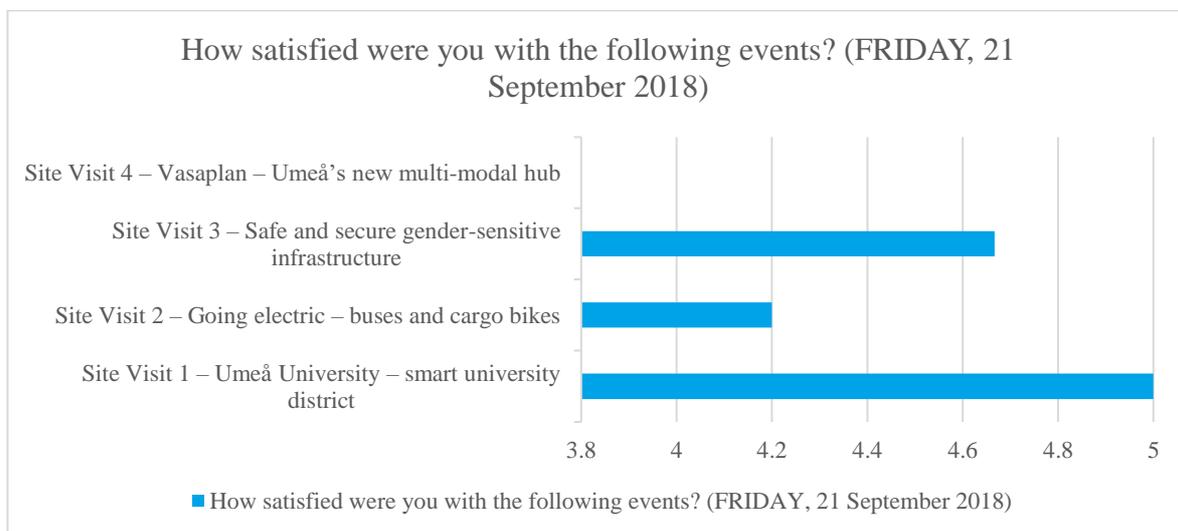
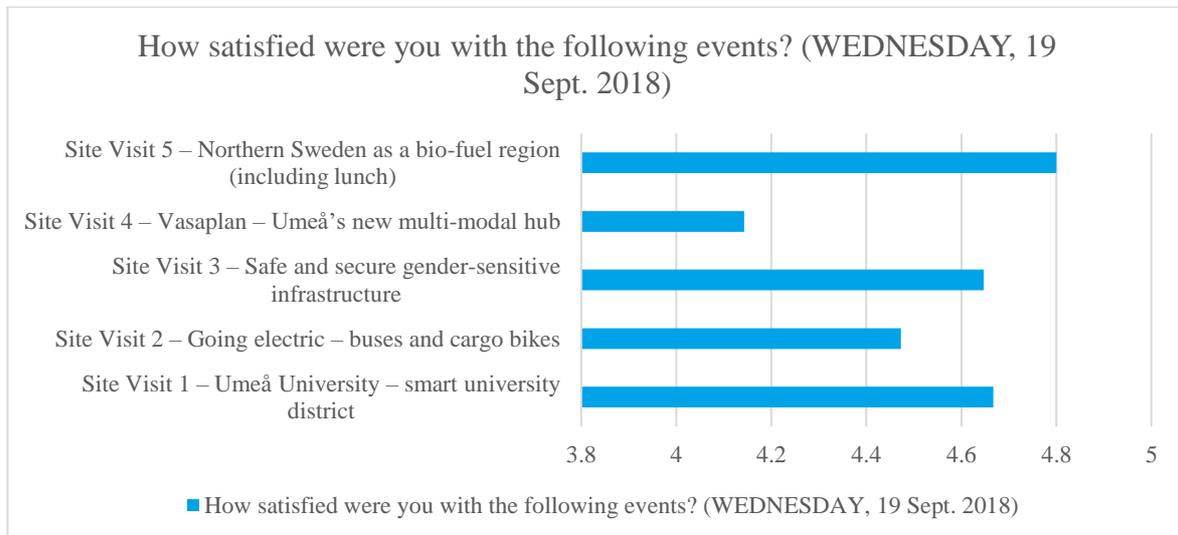


Chart 6 and 7: How satisfied were you with the following sessions?

3.4 Umeå’s Green Caravan

The city organized its so-called Green Caravan as a continuous “side session” to the conference with its own separate programme. Situated outside the conference venue at the entrance area, it functioned as a meeting place between locals and CIVITAS Forum participants.



Pictures 8 and 9: moments at the Green Caravan

4 Exhibition

The exhibition was on display throughout the Forum conference. It included 24 stands from where representatives of various EU funded projects, companies and industry presented their projects, methodologies, products and services. Stands showcased tools and methodologies that were or are being developed within and outside of CIVITAS 2020.



Pictures 10 and 11: moments of the Exhibition

As indicated on Chart 5 (see pg. 8), the exhibition was ranked slightly lower than the other sessions in terms of participant satisfaction. Based the feedback received from participants, this rating was most likely due to the lack of time for discussion and interaction while some also noted that more creative use of the time available for visiting the exhibition could have been offered, e.g. speed-dating format.



Pictures 12 and 13: discussion at the exhibition stands

5 CIVITAS Politicians' Forum

The Politicians' Forum is the annual meeting of political representatives of the CIVITAS Network's member cities, as representatives of their citizens. The agenda is included in Annex 1 on pg. 26 and shows that the Politicians' Forum had a specific focus on how to create public and political support for bold mobility measures by involving citizens and stakeholders in the prioritisation, design and implementation process. During the meeting, the delegates were invited to

interact on policy issues with a view to hearing politicians' views for take-up within subsequent activities by the CIVITAS Initiative.



Picture 14: Politicians' Forum

The meeting was hosted by the Deputy Mayor of City of Umeå, Margareta Rönngren, Mr. Matthew Baldwin, Deputy Director-General, DG MOVE, and Mr Steen Moller, PAC Chair. Participants included CIVITAS Forum Network member's political representatives i.e. mayors and deputy mayors, the CIVITAS Political Advisory Committee as well as media representatives. At the end of the meeting, Umeå's new electric bus was showcased.



Pictures 15 and 16: Conversation Tables at Politicians Forum

6 The CIVITAS Awards

The CIVITAS Awards are always an opportunity to highlight the most ambitious, innovative and successful efforts in the field of sustainable urban mobility. Winners are showcased as examples of excellence before the press with the hope that they can guide and stimulate cities throughout Europe in the pursuit of realising sustainable mobility. This year's ceremony was held before the

official Gala dinner of the Conference on the 20th of September. The winners and runners up of the awards in 2018 are indicated in Table 1 below.



Picture 17: Master of Ceremony Fredrik Lindegren, Head of Culture, City of Umeå

Name of category	Description	Awarded
The "Bold Measure" Award	Recognition for a daring and innovative approach that has not been widely implemented yet and positions the city as pioneer in certain thematic categories	Winner: <ul style="list-style-type: none"> • Ghent (Belgium) Runners-up: <ul style="list-style-type: none"> • Aachen (Germany) • Vinnytsia (Ukraine)
The "Take Up" Award	Recognition for innovative sustainable urban mobility measures that have been successfully transferred from one city to another	Winner: <ul style="list-style-type: none"> • Reggio Emilia (Italy)
The "CIVITAS Legacy" Award	Recognition for a city that has successfully translated their inspiring and committed involvement in CIVITAS into long-term implementation of innovative measures with a high impact;	Winner: <ul style="list-style-type: none"> • Szeged (Hungary) Runner-up: <ul style="list-style-type: none"> • Izmir (Turkey)
The "Transformations" Award	Recognition for significant transformation and progress towards a liveable and smarter city through an integrated set of mobility measures.	Winner: <ul style="list-style-type: none"> • Banja Luka (Bosnia and Hercegovina) Runner-up: <ul style="list-style-type: none"> • Tirana (Albania)

Table 1: CIVITAS Award categories in 2018



Picture 18: Winners and runners-up

The participants positively ranked the ceremony on the evaluation forms. On average, the event received 4.2 (out of 5) while the cocktail reception was scored 4.3.

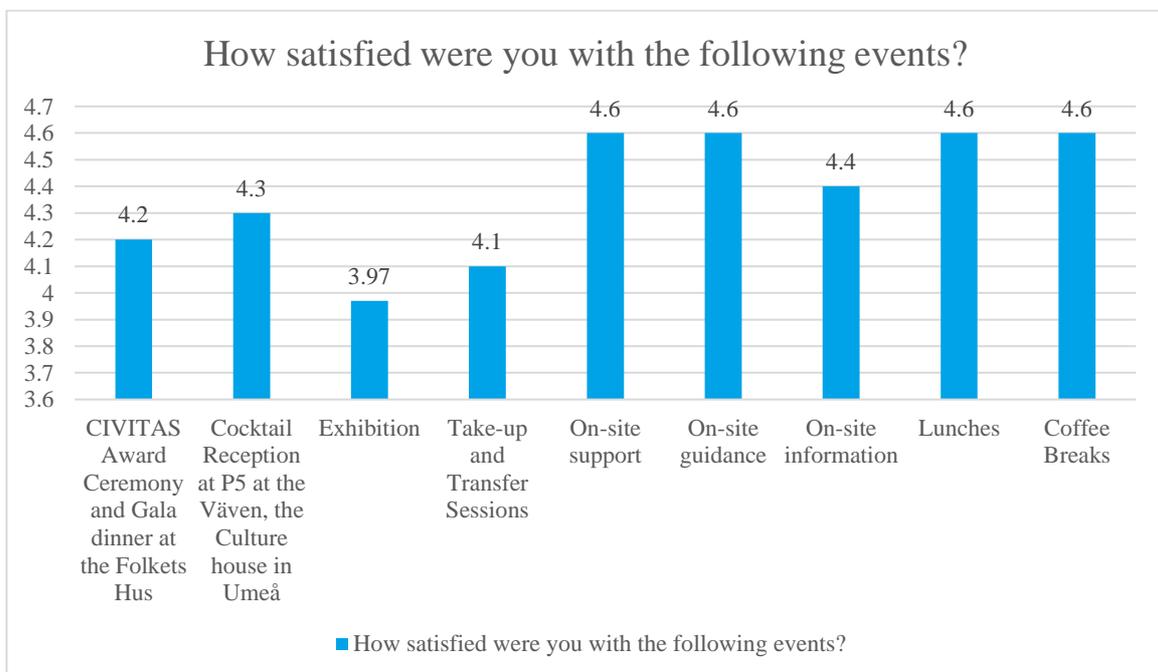


Chart 7: How satisfied were you with the following events?

7 Communicating the Forum

7.1 Media

7.1.1 Adverts

As part of media partnerships agreed with Cities Today and Intelligent Transport, adverts were included in a mixture of digital and print publications/platforms:

Cities Today

A banner advertising the CIVITAS Forum was included in two Cities Today newsletters, [one](#) in August and [one](#) in September. The newsletter has just over 20,000 subscribers. A banner of 450 x 450 pixels advertising the Forum was also included on the Cities Today website for a month and an [event listing](#) included on the Cities Today website and in the app.

Intelligent Transport

A 300 x 100 pixel advert was included on the Intelligent Transport website for one month, whilst an event listing was included in the August 2018 print magazine of Intelligent Transport - [see p.104](#). This had a readership of 9,800 people.

The press release was published a day prior to the Forum on the Intelligent Transport website - [see here](#) (and also promoted on social media - see section 7.7.4 below).

7.1.2 Press invite, press pack and press releases

A press pack was created and linked to on the main Forum page - [see here](#).

A press invitation was also created and sent out to the CIVITAS media list. The press invitation was sent to all consortium partners and ICLEI and CIVITAS press dissemination lists, whilst Umeå translated it and sent it to their press contacts.

Three press releases were sent out prior to, during and after the Forum.

Prior to the Forum the general press release about the CIVITAS Forum, which included a quotation from the European Commissioner for Transport, Violeta Bulc, was sent to:

- ICLEI and CIVITAS press dissemination lists.
- The European Commission for dissemination to their media contacts.
- Umea, who translated it into Swedish and sent it out to their local, regional, and national press contacts in Sweden.
- Cities Today and Intelligent Transport. Intelligent Transport hosted the press release on their website and publicised via social media.

During the Forum, a press release focusing on the CIVITAS Awards was sent for distribution to all winners and runners-up, namely Ghent (Belgium), Aachen (Germany), Vinnytsia (Ukraine), Reggio Emilia (Italy), Szeged (Hungary), Izmir (Turkey), Banja Luka (Bosnia and Herzegovina), and Tirana (Albania).

In the week following the Forum, a press release announcing the host of the CIVITAS Forum 2019, Graz, Austria, was also sent out to the CIVITAS media contact list and to Graz to translate and distribute through their channels.

Press release	Send-out date	Recipients	Open rate	Click rate
Press invitation	13 September	447	21.1%	1.6%
Forum 2018 Announcement	18 September	424	17.9%	0.5%
CIVITAS Awards	21 September	421	20.0%	0.8%
Forum 2019 Host	26 September	420	17.9%	0.3%

Table 1: Figures for press releases sent to CIVITAS press list via MailChimp

7.1.3 Selection of articles published/media coverage

18 September

Intelligent Transport

[CIVITAS Forum Conference 2018 – Moving towards Europe’s inclusive and multimodal mobility future](#)

19 September 2018

SVT Nyheter

['Stort hållbarhetsmöte i Umeå – besökare från hela världen'](#)

This interview with Maja Bakran, Deputy Director-General at DG MOVE, held in the context of the Forum was also broadcast on local evening news to an audience of approximately 120,000 people.

26 September 2018

Cities Today

[Ghent wins CIVITAS award for mobility data platform](#)

27 September 2018

Radio Televizija Kruševac

[Kruševac na CIVITAS forum konferenciji u Švedskoj](#)

3 October

day.kyiv.ua

[Вінниця отримала міжнародну відзнаку за "чистий транспорт"](#)

(Vinnytsia receives international award for "clean transport")

7.2 Promotion through stakeholders and partners

Newsletters

- The Forum was included in the [April](#), [July](#), [August](#) and [September](#) Eltis Mobility Update , and was a headline item in the September 2018 EMU.
- The Forum was included in multiple ICLEI Europe newsletters - [February](#), [May](#), [July](#), [August](#), and [September](#). The ICLEI newsletter has 1,800 subscribers.
- Event listing included in ICLEI Global newsletter in [September](#).
- ICLEI

Website listings

- The event was listed on various key mobility stakeholder websites and those of the consortium partners, including:
 - [Eltis Urban Mobility Portal](#) - the Forum was also featured as the "Eltis in the Spotlight" item for the two weeks before the event;
 - [DG MOVE website](#);
 - [ICLEI Europe](#);
 - [Eurocities](#);
 - [TRIMIS portal](#) ;
 - [UITP](#)
 - [REC](#)
 - [Polis](#)
 - [Forum Cidades](#)
 - An important site for Portuguese-speaking mobility actors.

Social media

- All consortium partners supported with social media promotion of the Forum,
- Consortium partners were active in posting and retweeting content prior to and during the Forum.
- CIVITAS Forum 2018 social media guidelines and a series of tweets and accompanying images were sent to DG MOVE prior to the Forum.

- DG MOVE and INEA tweeted on the Forum frequently and re-tweeted CIVITAS statuses.

A selection of promotional materials advertising the conference (including news items, tweet text, and tweetcard images) were sent to SATELLITE consortium partners, DG MOVE and the IA and RIA projects for dissemination and promotion through their communication channels.

7.3 CIVITAS newsletters

Two Forum-specific mailings were sent out from the CIVITAS MailChimp, a “Save the Date” mailing on 05.02.18 and a registration prompter on 05.09.18. The Forum also had a prominent place in the two CIVITAS MOVE newsletters sent during the time period.

Newsletter	Send-out date	Recipients	Open rate	Click rate
Save the date	5 February	2,293	36.5%	8.6%
CIVITAS MOVE 32	16 February	2,301	26.0%	7.8%
CIVITAS MOVE 33	24 May	2,415	25.1%	6.7%
Registration call	5 September	510*	49.5%	10.4%

Table 2: CIVITAS newsletter open and click rates. Industry average for open rate is 26.33% for click through and 3.62% for click rate.

* The amount of recipients was lower for this mailing, as it mailing was only sent to those who could 100% be verified as having opted in to receive the CIVITAS MOVE newsletter. This was done due to the ongoing process on how to deal with the CIVITAS MOVE subscription list in light of the GDPR.

7.4 Promotion and materials given out at the Forum:

A broad range of CIVITAS information and promotional materials were given out at the Forum. These were placed at a CIVITAS project stand prominently located at the main entrance to the Folkets Hus venue. A full-length CIVITAS banner was behind the stand.

The following materials were disseminated:

- 160 CIVITAS 2020 brochures
- Materials from the CIVITAS Innovative Action projects: ECCENTRIC, PORTIS, and DESTINATIONS;

- 320 CIVITAS Policy Notes on a wide range of topics;
- 120 leaflets on advertising the new CIVITAS Tool Inventory (which was launched at the Forum).
- XXX postcards on 2019 CIVITAS peer-exchange programme - Peter to add

7.5 Interviews

Interviews were filmed with policy makers and the CIVITAS Award winners. The footage is currently being edited and will be online in the near future. The policymakers interviewed were:

Margareta Rönngren - Deputy Mayor of Umeå and CIVITAS PAC Member

Lena Erixon - Director of the Swedish Transport Administration

The cities interviewed for the CIVITAS Awards were Ghent (Belgium), Reggio Emilia (Italy), Szeged (Hungary), and Banja Luka (Bosnia and Herzegovina).

7.6 Website

The Forum page was more comprehensive this year to ensure that visitors to the page could find all necessary information. These were all linked on the side bar of the main page for ease of access. Pages created included a [speakers gallery](#), the [site visits](#), and the CIVITAS [Politicians' Forum](#).

Below is a small selection of website statistics from the main CIVITAS website - [civitas.eu](#)

Month	Page views	Users	Sessions
July	29,973	9471	12458
August	24,892	7474	9.592
September	39,851	14,448	16,921
October	31,109	10,942	14,382
Average in 2018	31,009	10,506	13,470

Table 3: CIVITAS website statistics: July - October 2018

Whilst it cannot be concluded with certainty that the Forum is responsible for the rise in page views, users, and sessions at civitas.eu during September, the increase during the month in which the Forum occurred and most promoted is marked.

7.7 Social media- CIVITAS SATELLITE Accounts

7.7.1 CIVITAS SATELLITE social media activity accounts during the Forum:

- 46 tweets were sent out from 19-21 September (the Forum days) from the @CIVITAS_EU account. This does not include re-tweets.
- 4 [Twitter Moments](#), a new feature for Forum social media activities this year, were produced. These compiled the highlights of each day and the Awards.
- Facebook posts from 19 -21 September from the CIVITAS account.
- LinkedIn posts from 19-21 September from the CIVITAS account.

7.7.2 Twitter statistics

July – October

Month	Tweets	Tweet impressions	Retweets	Profile visits	Mentions	New followers	Total followers -month end
July	17	56.700	110	1,373	54	127	7915
August	22	114.900	143	1,944	64	83	7998
September	86	208.700	427	4,946	211	205	8203
October	27	71,800	135	1,990	65	154	8357

Table 4: Twitter statistics of the @CIVITAS_EU account

These show a clear spike in engagement with the CIVITAS Twitter during the month of September in all areas.

In addition, a variety of Forum-specific tweetcards were produced to promote the event



Picture 19: CIVITAS Forum pre-event tweetcard selection

7.7.3 Twitter during the Forum week 19-21 September

Related to statuses posted by @CIVITAS_EU.

- 79,800 impressions;
- 142 link clicks;
- 183 retweets;
- 300 likes.



Picture 20: CIVITAS Forum day 3 tweetcard

7.7.4 Media partner social media promotion:

Prior to the Forum, both Intelligent Transport and Cities Today posted statuses promoting the event, whilst Cities Today also posted on the CIVITAS Awards following the Forum

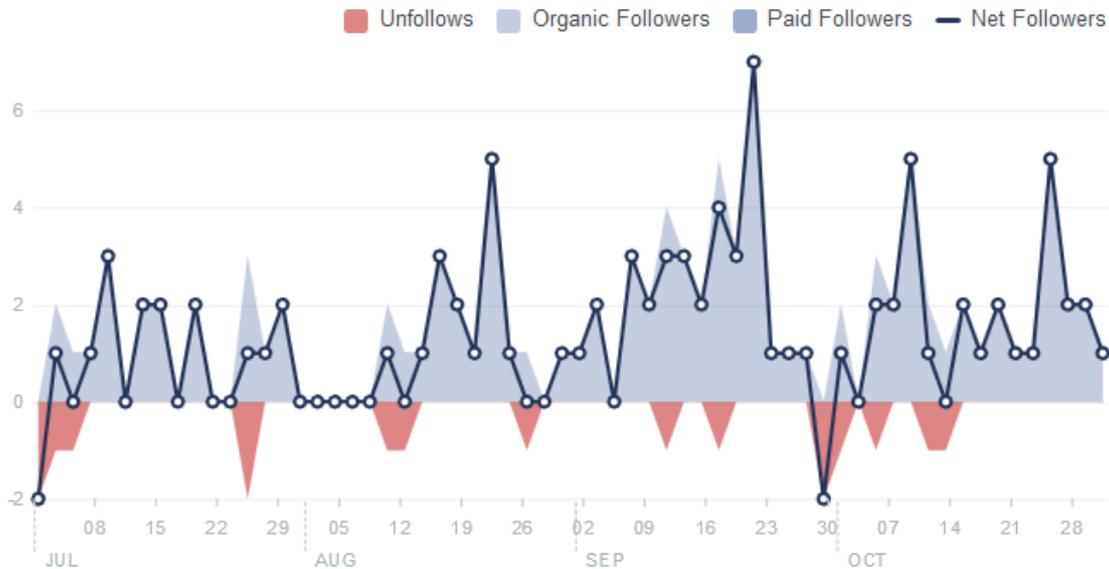


Picture 21: Media partner tweets

7.7.5 Facebook statistics

Net Followers

Net followers shows the number of new followers minus the number of unfollows.

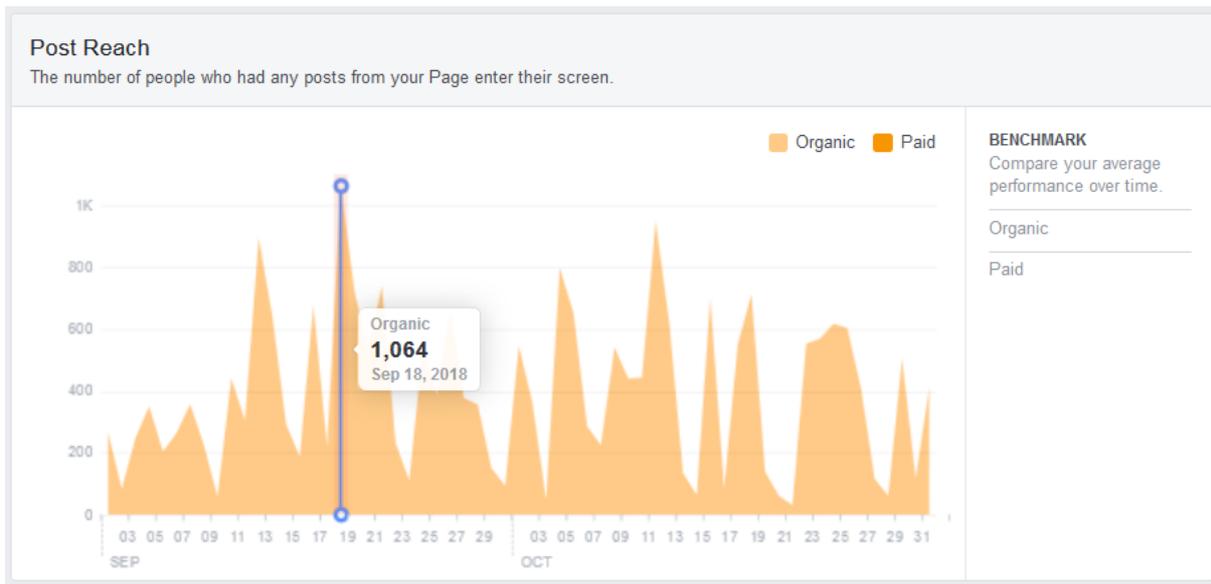


Picture 22: Daily change in Facebook page followers form 1 July - 31 October



Picture 23: Net followers of the page from 1 July - 31 October.

- Both graphs show there is a slight increase in the total amount of followers around the time of the Forum compared to the normal trend, although this is not a major increase.



Picture 24: Post reach from the page from 1 September - 31 October.

- The post on 18 September is the highest over the time period, although other posts during the Forum do not reach the same peak.

■ Reach: Organic / Paid
■ Post Clicks ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach <input type="button" value="i"/>	Engagement	Promote
09/24/2018 2:45 PM	It is hard to believe the Forum came to an end for another year on Friday!	<input type="checkbox"/>	<input type="checkbox"/>	740 ■	39 27 ■ ■	<input type="button" value="Boost Post"/>
09/21/2018 2:08 PM	Want to find out all the details behind the CIVITAS Award winners? Read	<input type="checkbox"/>	<input type="checkbox"/>	530 ■	33 20 ■ ■	<input type="button" value="Boost Post"/>
09/21/2018 9:56 AM	And so it is upon us! After two fantastic days, we reach the third and	<input type="checkbox"/>	<input type="checkbox"/>	338 ■	14 11 ■ ■	<input type="button" value="Boost Post"/>
09/20/2018 4:55 PM	Tonight is the night - the CIVITAS Awards 2018 winners are finally	<input type="checkbox"/>	<input type="checkbox"/>	292 ■	12 13 ■ ■	<input type="button" value="Boost Post"/>
09/20/2018 4:22 PM	Earlier the #CIVITAS2018 Politicians Forum gathered local officials from	<input type="checkbox"/>	<input type="checkbox"/>	654 ■	75 44 ■ ■	<input type="button" value="Boost Post"/>
09/20/2018 4:20 PM	God morgon, Umeå! Another fantastic day awaits with a	<input type="checkbox"/>	<input type="checkbox"/>	373 ■	13 24 ■ ■	<input type="button" value="Boost Post"/>
09/19/2018 7:20 PM	#CIVITAS2018 Day 1 is already over! Check out the highlights from today in	<input type="checkbox"/>	<input type="checkbox"/>	270 ■	14 1 ■ ■	<input type="button" value="Boost Post"/>
09/19/2018 9:29 AM	Good morning, Umeå se ☀️! Today is the day - the #CIVITAS2018 Forum is	<input type="checkbox"/>	<input type="checkbox"/>	762 ■	32 38 ■ ■	<input type="button" value="Boost Post"/>
09/18/2018 12:09 PM	Team CIVITAS is in Umeå and ready to rock the #CIVITAS2018 Forum from	<input type="checkbox"/>	<input type="checkbox"/>	1.2K ■	195 67 ■ ■	<input type="button" value="Boost Post"/>

Picture 25: Individual post statistics from 18 September - 24 September- engagements can be seen, alongside the post clicks and reach.

- The most popular post came at the beginning of the week, with general drop in the middle. Reach and engagement picked up again with the last two posts.

■ Reach: Organic / Paid ■ Reactions ■ Comments ■ Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/24/2018 2:45 PM	It is hard to believe the Forum came to an end for another year on Friday!	📄	🌐	740	21 0 6	Boost Post
09/21/2018 2:08 PM	Want to find out all the details behind the CIVITAS Award winners? Read	📄	🌐	530	19 0 1	Boost Post
09/21/2018 9:56 AM	And so it is upon us! After two fantastic days, we reach the third and	📄	🌐	338	11 0 0	Boost Post
09/20/2018 4:55 PM	Tonight is the night - the CIVITAS Awards 2018 winners are finally	📄	🌐	292	12 0 1	Boost Post
09/20/2018 4:22 PM	Earlier the #CIVITAS2018 Politicians Forum gathered local officials from	📄	🌐	654	39 1 4	Boost Post
09/20/2018 4:20 PM	God morgon, Umeå! Another fantastic day awaits with a	📄	🌐	373	21 0 3	Boost Post
09/19/2018 7:20 PM	#CIVITAS2018 Day 1 is already over! Check out the highlights from today in		🌐	270	1 0 0	Boost Post
09/19/2018 9:29 AM	Good morning, Umeå se ☺️! Today is the day - the #CIVITAS2018 Forum is	📄	🌐	762	28 0 10	Boost Post
09/18/2018 12:09 PM	Team CIVITAS is in Umeå and ready to rock the #CIVITAS2018 Forum from	📄	🌐	1.2K	56 9 2	Boost Post

Picture 26: Individual post statistics from 18 September - 24 September- breaking down the different types of engagement.

- Reactions are shown to be by far the most popular way of interacting with the posts. A few of the posts were shared, but no comments were left.

7.7.6 LinkedIn statistics - 13 September - 24 September the Forum week

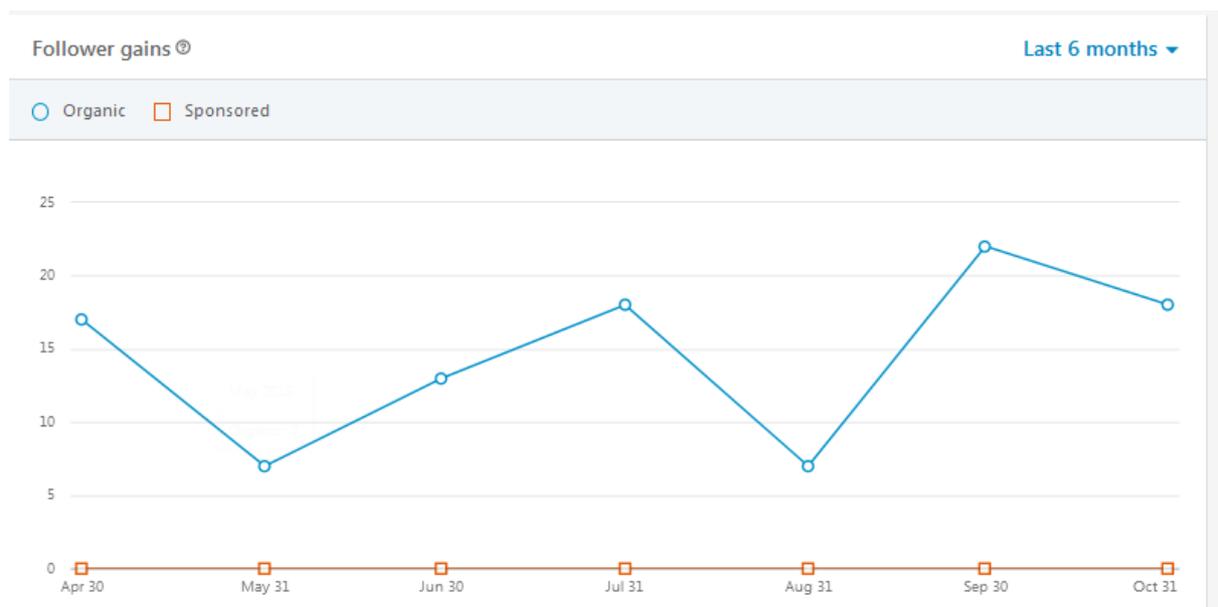
Date	Topic	Views of post	Likes	Comments
13.09.2018	How to follow CIVITAS Forum 2018	698	7	0
17.09.2018	Two days to go	1,532	25	0
18.09.2018	CIVITAS Team arrives	3,405	65	6

19.09.2018	Opening day	1,709	30	1
19.09.2018	Day 1 highlights	902	18	0
20.09.2018	Politicians Forum	1,437	19	0
20.09.2018	CIVITAS Awards teaser	733	5	0
21.09.2018	Day 3 - final day	1,243	19	1
21.09.2019	CIVITAS Award winners	1,385	15	0
24.09.2018	CIVITAS Day 3 Highlights	896	17	0
Total		13,940	220	8
Average		1,394	22	0.8

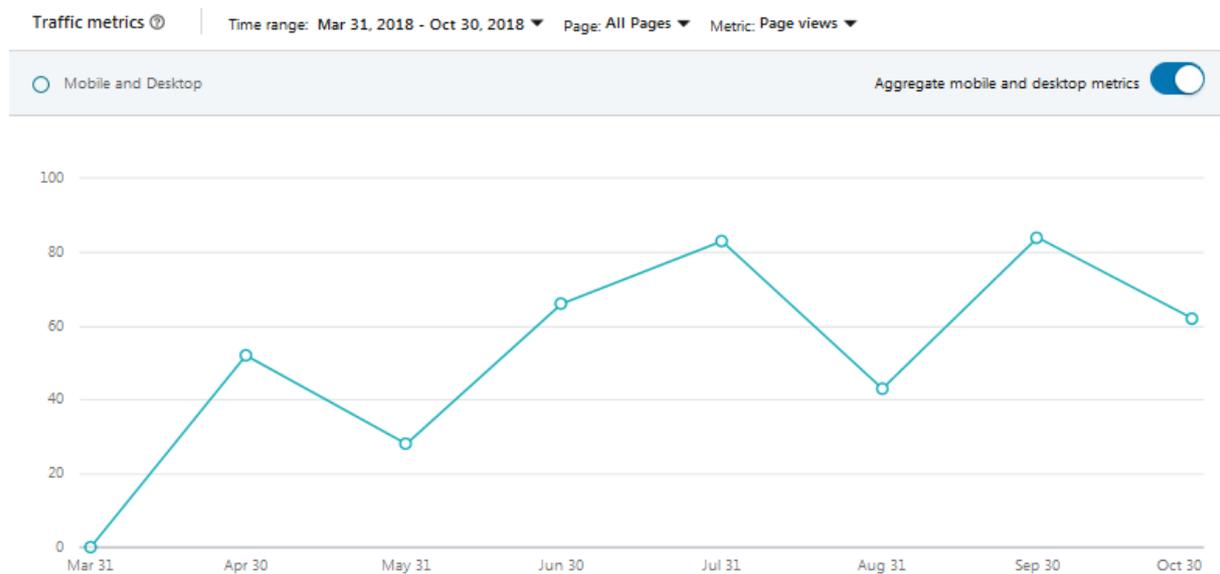
Table 5: Individual LinkedIn post statistics from 13 - 24 September 2018

Company page statistics

The CIVITAS LinkedIn company page can be seen [here](#)



Picture 27: Followers of the company page - 30 April - 31 October



Picture 28: Visitors to the company page - 30 April - 31 October

In both instances, September marks the high point during the last six months for both new followers and page visits. Whilst this cannot be definitively attributed to the Forum, it is likely that it played a role, considering the pre-Forum promotion and coverage of the event on LinkedIn.

Conference programme

A glossy and attractively laid-out [conference programme](#) was created for the event following collaboration between REC, Umeå Kommun and ICLEI. It included graphical elements created specifically for the event that gave the document a unique feel.

The high-quality final product showed the value of engaging a professional designer in the process.

8 Conclusion and recommendations

Overall, participants were satisfied with the CIVITAS Forum Conference 2018. The local organisers also received special appreciation for delivering a successful Forum (see Chart 7 and 8). City of Umeå as a host for CIVITAS Forum received 4.8 (out of 5), while the welcoming signs at Umeå airport was scored 4.1. Most of the participants (75%) used the public bus for the trip to/from the airport and was appreciated because the host city provided free tickets. (see Chart 9).

As Chart 7 shows, local organisation was much appreciated (i.e.: on-site support/guidance/information were all ranked above 4). The exhibition was less appreciated, while the most popular part of the Conference was the Closing Plenary (Chart 5, rank: 4,21).

There are few recommendations that can be useful for the next Forum Conference:

- since 484 participants were registered for the event, but not all attended the Conference, host city had some lost (e.g. food, printed material, etc.). To offset food-waste (which numbered a 100 meals on day 1), issue a 'no-show fee' for those who don't turn up/don't cancel their participation by the registration deadline/don't inform the conference Secretariat/don't sign in at the start. If a 'no-show fee' is complicate to implement, create a 'black list' of participants for future CIVITAS events. Provide this information to participants during registration process.
- Ask ConfTool to consider offering a mobile-friendly version so that participants can easier update their profiles (i.e. cancel participation)
- The registration process worked well, with the name tags on the board and materials for collection behind (but did this contribute to people not signing in?). Otherwise, the sign-in was a convenient place to convey information.
- Have participants book their hotels (so that the host can monitor the local economic impact of their visit) using a code like #CIVITAS2018. But make the benefit of it fully clear, i.e. they'll qualify for a discount or a free room upgrade
- Leave the PDF agenda layout as late as possible/try to finalise the agenda as early as possible (conflict between conf. hosts and conf. programmers)!

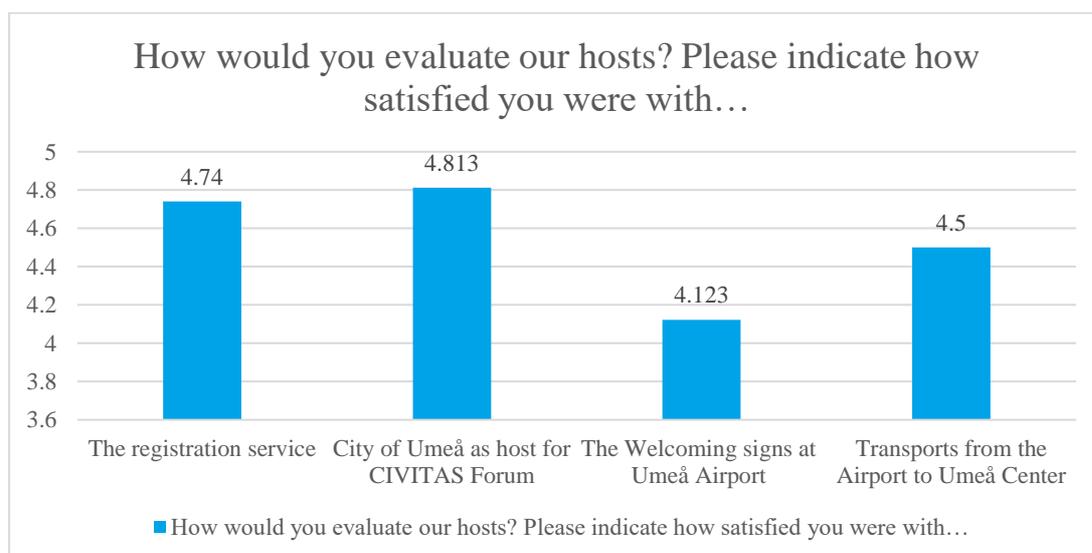


Chart 8: How satisfied were you with the following events?



Chart 9: Which Airport transport did you choose

The Forum 2018 evaluation form also gave participants the chance to add free-text comments regarding the host city. In general, the host city was very much appreciated for the conference, the short distances between hotels and venue, cultural side events and the nice, clean environment, but there are few comments that the city is not so easy to reach.

What do you think about Umeå as a conference city:

great conditions and good organization	Umeå short ways	very nice environment
it welcomed us in a nice way, it's full of inspiring activities. I would have appreciated to have more time to explore it.	Excellent facilities. Could be more vibrant in the evening	Umeå has been a great conference city. Many good conference rooms and good hosting of the conference.
nice	Very good. Professional.	great liveable city
easy to navigate, relaxed, safe, peaceful	very good	great but a bit to small
Very easy to be in Umea	Very much happening here in the Civitas	Very good! Compact, easy and great example!
Far from the capital- difficult to reach- 2 flights, long waiting hours in Stockholm airport/ no direct	Came by train. Difficult access but warm and excellent organization	Very good, but not so easy to reach
I attended as a student, did not utilize the airport services	Interesting to hear about "hands-on" projects	Great, but not so accessible
All the arrangements went well and especially all the services were within short walking distance	Incredible. Very welcoming. Very organized. Beautiful.	A good example of use of electric buses and bikes, to countries without that type of transport

Nice city, but far away (harder to reach). No bus to airport in early morning.	very good, maybe to far for most - less participants	Super: luxurious + nature surroundings
very nice	excellent	not bad
walkable and clean. Nice offer of restaurants, polite residents.	Airport bus frequency in not adequate on Saturday. Can there be demand responsive service during weekend when regular services are not economical.	Although a small city, very welcoming and easy to get around. Lovely hotel and suitable conference venue
I like it. Location is very good.	Great	Very professional & friendly
City is beautiful, small and wonderful to walk around	very good	Umea totally rocks!
Hotel U&Me is to sophisticate, poor breakfast. Comparing to my first experience, the city is a good conference destination, but a pretty far from central Europe.	Fantastic place, small and welcoming with good conference facilities (and very friendly staff)	Was the perfect place for this conference because it is a very good example of sustainable urban mobility, even though it was far away from Igoumenitsa
very good	Great	nice city- kind people!
very nice, very supportive, still difficult to travel	Well equipped, good location, good to go to smaller cities	the Folkets Hus is a very good place (also logistically speaking) to have meetings
Good size and facilities, excellent staff etc	nice city with short distances and good infrastructure (hotels etc.)	Top-city with high quality conference facilities
Very good for conferences. Everything is within walking distances and airport nearby. Also train connections	Umea is a city easy to move around and has done a good job in terms of sustainable mobility	Great size for this kind of arrangements. Big enough to have something to show but yet small enough to easily get around.
A quiet city with excellent conference hub. Once you land in Umea it's all easy, transfers, hotels, it's all nearby, cycling, walking, you don't need money, it's all electronic	Great venue with modern hotels and clean and safe city centre. Everything is very close with no hassle with regards to logistics.	Excellent conference city location, good rooms, good food, close by hotels and a wide variety of them too.
Great	Welcoming, Friendly, Professional	Ideal city
Very cosy and convenient.	Wonderful place to learn from	Good, but long travel time.
It's good but there are better facilities than Äpplet. Some of the rooms were very small.	Good feeling in the city – has developed much during the years	The Forum was perfectly organised. Umea is a high level international conference city
A little bit difficult to reach (at least two flights from the majority of the countries). Nice city, good hospitality (hotels, cafes) and transport facilities. Possibly, less time restrictions for the evening social activities (such as e.g. cocktail reception) would be of benefit	It was a well organised conference, with all needed information easily available, plus extra on cultural events and Umeå in general.	Umea is a convenient place to organize conferences, since it has comfortable and adaptable meeting rooms, centrally located and accessible. Is very easy and practical to move around the city on foot and is possible to reach quickly very many places of interest. Spending a few days in Umea was also an

		interesting experience, for the mobility solutions adopted and the urban infrastructures. Even if is quite far, reach Umea by plane is not so difficult.
Great background, lovely people!	great	Umea is a compact, accessible city with nice hotels and meeting facilities with a nearby airport.

Concerning content some recommendations were received (see Chart 10). A third of the respondents pointed out the theme “Soft Measures and Social Issues” as interesting for the next conferences.

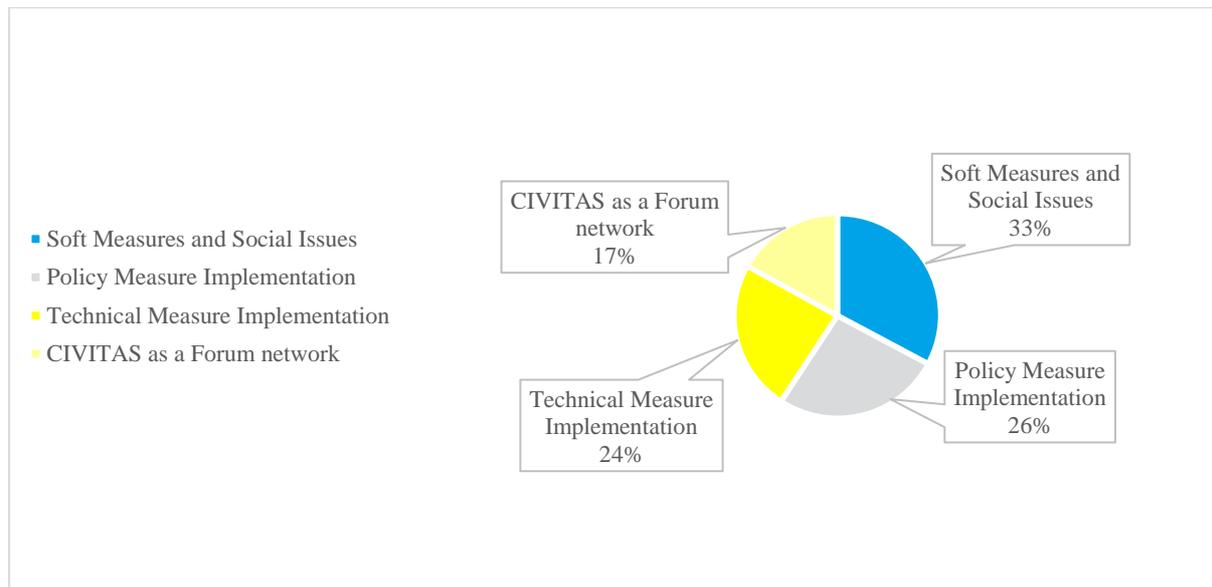


Chart 10: Which topics or themes would interest you for future annual CIVITAS Forum conferences?

Other recommended topics included:

Soft Measures and Social Issues (e.g....)	<ul style="list-style-type: none"> • Co-creation, gender, accessibility, • how to finance public transport in small/medium cities; • capacity building; • session 6&21; • gender/sharing economy; • walking and cycling as a combined mode; • making public transport feel safer; • measuring social gains after project's implementation; • the needs of disabled people and those with reduced mobility in the field of transport and sustainable mobility; • relationship between citizens and mobility infrastructures and practices (gender equality, digital divide in consideration of the development of APPs and technological measures, etc.) • communication and awareness campaigns. environmental education projects in the field of sustainable mobility;
--	--

<p>Policy Measure Implementation (e.g....)</p>	<ul style="list-style-type: none"> • SUMP implementation, • standardisation, common policies; • public transport services; • participatory engagement of citizens; • session 12; • Implementation of Transport Authorities; • Low carbon strategies; • best practice examples; • Lahti the child in focus for Master planning; • More detailed sessions about implemented measures;
<p>Technical Measure Implementation (e.g....)</p>	<ul style="list-style-type: none"> • Standardisation, practical implementation, • urban logistics, • digitalization PT, • EV trends; electrical buses combined with renewable energy or smart storage • public transport by bus planning; • electromobility; • CAVs; • Big Data implementations; Clear impact on use of BIG data in Mobility Planning and Optimization • Artificial intelligence; • traffic modelling and simulation (pedestrians, bikes); • best practice examples; • Autonomous vehicles, • Measuring the technical guidelines and its efficacy
<p>CIVITAS as a Forum network (e.g....)</p>	<ul style="list-style-type: none"> • network activities; • Involvement of other local authorities; • Pre-organised "informal" meetings with the attendees (e.g. people could set up a meeting on the CIVITAS website and the interested people could sign up;
<p>Other</p>	<ul style="list-style-type: none"> • international cooperation; Impact assessment, logistic, HUBs (incl. Design & Location); evaluation of pedestrian measures; Mobility management that has succeeded; • When municipalities are "forced" to choose the "cheapest" option- they don't always choose the best/greenest one. How can EU change that prerequisite? • How does Government facilitate innovation + entrepreneurship? Is corruption blocking sustainability? • behavioural champs, use it- don't own it; automated driving- risks? • The themes for the conference were relevant but I would prefer emphasis on mature projects, more presentations by cities/municipalities and more in-session discussions (rather than traditional presentations); Examples of studies made with exact details and numbers • more info from the politician's policy making ideas; Civitas as a Forum network- boring. Environmental measures and issues; more of a focus on rural area • Maybe higher focus on demonstration of results, e.g. Making kind of compulsory that EU funded projects have to bring "results" to the Forum. • session 1

The evaluation form also gave participants an opportunity to add free-text comments/suggestions about the CIVITAS Forum Conference 2018:

<p>Thank you for such a well-organized conference! Very impressive "food logistics" and fabulous food</p>	<p>serving an informal dinner on the first evening instead of the reception cocktail. Also, the place for the first evening was extremely noisy.</p>
<p>Very good lunch and always seats! Fast service :)</p>	<p>Information e-mails before the conference were the worst I've ever seen.</p>
<p>More about practical implementations and what problems can be solved with cooperation. Value Proposition. More technology and IT solutions that can support the initiatives and projects. More about Big Data!</p>	<p>Maybe the presenters at each session should respect their time limit and colleagues more. Some took away more time than they were given, leaving others with little time.</p>

Bus free ticket: so appreciated!	Longer party on the gala dinner
More practical demonstrations of measures that has been taken. Visions are interesting, but it would have been interesting to hear about concrete results	No dessert at gala dinner. Many visitors did not respect the time schedule for each seminar. Many came late.
Very nice conference! A pub longer opened! :)	missed dessert at gala dinner
Free and easy bus from airport	Better sound in sessions
Show the results from the previous conferences on the opening session	Don't stop the party at 1 o'clock :) More vegetarian food.
Keep up the good work to understand European teamwork is important. Maybe let citizens in the host town be a part of the forum or some of the activities. Put in smaller breaks in the sessions to keep the focus. The students gave a nice perspective that I think you should listen on.	But you should create more tables for discussion. Please organize better the parallel sessions. I did not learn anything, all the presentations were about the necessity to study and plan, and change the behaviours, but any presentation informed about a specific case, with specific numbers. It was to general.
No comment. Thank you.	too many sessions with the same presenters
Not so interesting to have information on all the projects that just ended up in guidelines. Some presentations could have involved less text on their PowerPoints since that is difficult to take in. And also "less is more". Thank you for an overall interesting conference with lots of aspects taken in! Very good!	Reduce the number of speakers from 5 to 4 or even 3! There was never enough time for a final discussion. And most sessions went on for 5-10 min past the closure time.
everything was great, just really missed the desserts	Didn't participate the whole time and live and work in Umea
The welcoming sign at the airport was an excellent idea. However, it would be nice to check phrases in respective languages	Sessions should have been better designed and moderated. Quality of present. Varied. Missed larger exhibition with experiments.
Best food as ever. Perfect organized. Include sport/yoga etc. in the program.	A lot of sessions didn't respect the time limits, creating stress.
This is my first CIVITAS conference not much to add. Overall was very nice experience.	More effort to get people to come in time to seminars, as well as to get people to show more respect to speakers- try to be quite
Slightly longer lunch hours would be good! Area for "Brain Dates"!	Too many presentations from Satellite partners marketing their own projects (Polis, Rupprecht specially). Try to get a better, fairer balance next time!
To emphasise local attributes: cuisine, souvenirs, spaces of local importance accessible within 1/2 or 1 hour!	I think it's important to stop to use so many papers in this kind of forum. We are all concern with the environment, but we still use so much of it.
Thank you for your hard work! Compliments to Karen for moderation of the conference	Multimodality should be demonstrated between the airport bus and the airline schedules
Stewards at the airport to facilitate the first steps would be nice.	Dinner at 22:00- too late. National folk band- boring. 3 glasses of wine on dinner- not enough. Dinner& lunch without dessert???
Thank you. Nice network.	Pubs close too early :)

Thanks for having vegetarian food in an inclusive way (served at same time as the others, similar from the visual point of view...)	still more interactive sessions involvement of participants, maybe a session: by DG Move itself
Let's eat less meat on a sustainable mobility conference! Make the leaflet/Agenda more accessible to first time participants, a bit technocratic	An analogue form! OMG! Some tables in the coffee/exhibition was needed. Too small screens for the presentations. Impossible to see the power points from the back row. PA-system was lacking in some rooms.
Maybe you could change the format of the conference a little bit. Not having so many sessions parallel or within each theme reduce the number of submissions and perhaps delve deeper into the issues. Have more Key notes will be good	Some presenters gave vacuous answers to interesting questions, with no opportunity for follow-up due to the time constraints of squeezing several presentations into a short time. In general, more time is needed for discussion and interaction. Also, creative use of e.g. speed-dating formats could ensure everyone gets to interact on a recurring basis. As ever, the best discussions are the ones during coffee breaks, dinners and study visits.
Would have been nice if the pubs didn't close at 1 on Thursday or if we could have had the DJ party at least until 2 am 😊 An Icebreaking part would have been welcomed on the first day site visits, in order to get the people to know their peers a bit faster and facilitate future interaction. PLEASE have this form done in a google form or Survey Monkey format...	Too long sessions, too many presentations in the sessions, too little time for discussions. The programme is aimed at experienced professionals who are used to interact, discuss and develop. Complex topics, to produce such a crammed programme without air is ridiculous and inefficient. <u>Many participants join the event for networking, so set up more activities aimed at this!</u>
I would recommend not having sitting lunch. Less presentations and more round tables. <u>More experiences from industry sector</u> (e.g. Volvo)	My session had six presentations – that was way too much for the audience and even for the speakers!!! Please limited session to max. four presentations!!
Make the application form and your information prior to the conference more aesthetically attractive. A mail copy-pasted from word is not suitable for a conference of this magnitude.	The food for the official dinner was awful. The drinks were of low quality.
Civitas is for sure a City network activity but the regional perspective is nevertheless important and also the cross-border dimension. I think this was almost completely missing and when asking about got a feeling that I was an enemy which I am not. An evaluation form should be filled in directly and not having to download and send from an email address – compared to other organisational issues this evaluation mean is by far the one that score 1 of 5 points, while all the other got at least a 3. Thinking about the awards and being a newcomer in Civitas it became somewhat unclear if anything good at all is made e.g. in the Nordic countries, all awards etc even runner ups came from south east. It is super if they are catching up but is that the only region where good job is carried out?	I would have like to receive or download the attendance list before my arrival, and that it was ranked in alphabetical order. Best integration in the programme of Communications_ technical experience in programme decision-makers
all very good, minor issues: - no more lunch at 13:30 on first day "Kitchen closed", - no airport bus on Sunday evening. 2 great speakers at the closing plenary with Baldwin and Zipper.	

Umeå University's 3rd year students at the bachelor's programme for Urban and Regional Planning also provided their feedback and recommendations for future CIVITAS Forums (see Annex 3). They reflected that that most aspects regarding sustainable mobility had been covered, such as ecological, technical, economic, legal and social aspects of physical planning and its implementation and it was also showed how EU-framework influence the planning process for all member states and how each city or region can adapt to such guidelines. For the future CIVITAS conferences, students propose to include the rural-urban relationship topics, since that 50% of global population lives in rural area. Therefore, there should be a certain amount of focus placed on the rural mobility, how they connect, or not, to our cities, which allows mobility flows. And general recommendation is to provide enough time for the debate after presentations

9 Want to know more:

Conference Secretariat:

Regional Environmental Center (REC),
secretariat@civitas.eu,

10 Annexes

Annex 1 – Politicians' Forum agenda

CIVITAS POLITICIANS FORUM

Theme: **Citizens involvement, urban mobility and politics**

Thursday 20 September 2018

09.30-12.00

Folkets Hus, Loke room, Skolgatan 59, Umeå

AGENDA

Moderator: Siegfried Rupprecht, Rupprecht Consult

09.30 – 10.00	Welcome and introductions
09.30 – 09.35	Welcome by host city and PAC Chair Margareta Rönngren, City of Umeå and PAC Chair
09.35 – 09.45	Why political support is important for CIVITAS Matthew Baldwin, Deputy Director-General of DG MOVE, European Commission
09.45 – 10.00	Update on the CIVITAS PAC and CIVITAS political activities PAC Chair and Luana Bidasca (Polis)
10.00 – 10.45	Creating Public Support for Bold Mobility Measures Political panel discussion including examples from CIVITAS neighbourhood projects
10.00 – 10.20	5-minute power pitches by: <ul style="list-style-type: none"> • Margareta Rönngren, City of Umeå: Involving citizens in defining transport priorities • Martin Schreiner, City of Munich: Munich living lab approach and ECCENTRIC Political Advisory Group • Enrico Stefano, City of Rome: Introducing limited traffic zones in Rome – experiences and recommendations • Dejan Crnek, City of Ljubljana (tbc): Co-creation to advance political visions
10.20-10.45	Q&A and discussion with the audience
10.45 – 11.15	Coffee break
11.15 – 12.00	Conversation Tables Politicians networking around the themes of the four CIVITAS Advisory Groups Two rounds of discussion, with 1 rotation of participants at 11.35. In total, participants can attend 2 Conversation Tables of their choice.
	<ul style="list-style-type: none"> • Conversation Table 1: Future of urban mobility policy Moderators: Dejan Crnek, Ljubljana (PAC Sherpa, tbc), Yannick Bousse, UITP (Advisory Group Lead) • Conversation Table 2: Urban vehicle access regulation (UVARs) Moderators: Koen Kennis, City of Antwerp (PAC Sherpa); Luana Bidasca, Polis (Advisory Group Lead) • Conversation Table 3: Road Safety and Vulnerable Road Users (VRU) Moderators: Adelheid Byttebier, Municipality of Schaarbeek, Belgium; Dirk Engels, Transport and Mobility Leuven (Advisory Group Leader) • Conversation Table 4: Gamechangers and SUMP 2.0 Moderator: Siegfried Rupprecht, Rupprecht Consult (Advisory Group Leader)
12.00	Conclusions and launch of Umeå's new electric bus Sami Ojamo, VDL bus and coach

Annex 2- List of exhibitors

- North Bothnia Line
- Sustainable Urban Mobility Indicators (SUMI)
- TransformingTransport
- HiReach, INCLUSION, MoTiV and STARS
- EU eBus projects- ELIPTIC, ASSURED and Trolley 2.0
- LOW-CARB -
- Region Västerbotten
- Cycling Embassy of Denmark
- BioFuel Region
- Fält Communications
- ISAAC
- Sharing Cities Sweden
- North Sweden Cleantech
- CIVITAS ECCENTRIC
- EUROPEAN MOBILITY WEEK
- CIVITAS SUMPs-Up, PROSPERITY, and SUITS
- CIVINET CY-EL
- PTV Group
- REFORM
- URBACT
- ELTIS
- CIVITAS PORTIS
- CIVITAS
- European Commission
- CIVITAS DESTINATIONS
- VOLVO

Annex 3- Recommendations from Umeå University's 3rd year students at the bachelor's programme for Urban and Regional Planning for future CIVITAS Forums:

- We were generally impressed with how well each seminar was comprised of several projects and participants that gave good insights into a broad range of perspectives around the themes. For example, the central themes could regard; safety, implementation of electrical vehicles, inclusive mobility etc. When one took into consideration all of the central themes, it was clear that most aspects regarding sustainable mobility had been covered, such as ecological, technical, economic, legal and social aspects of physical planning and its implementation. It also showed how EU-framework influence the planning process for all member states and how each city or region can adapt to such guidelines. It also shows how these factors are implemented on different scales of national, regional and local governing.
- For the coming CIVITAS conferences, our opinion is that there would be a potential in also including rural- urban relationship. If the aim is a holistic approach to sustainable urban mobility,

then we must also include that which surrounds our cities. It is the rural areas that provide the cities with most of the resources required for its most basics need; food, water, energy, building materials and also labor. In many cases, rural areas also provide the urban population with recreation. People in surrounding rural areas usually also make use of the cities for work and services. Rural and urban areas are mutually dependent on each other. Therefore, there should be a certain amount of focus placed on the rural mobility, how they connect, or not, to our cities, which allows mobility flows. A key point would also be to include perspective from rural actors, so that it is not only a matter of the cities planning for the rural areas, to allow the rural areas themselves to influence the planning process. Considering that the global population is 50 percent rural, the need for this inclusiveness should be apparent. Whilst we are aware of the fact that the geographical context varies within Europe, and that our (northern) Swedish situation might be extreme in terms of scale and distances between rural- and urban areas, this aspect is surely relevant in a wider European context as well.

- The panel discussions after each session were highly appreciated since they allowed for exchange of information and experience between participants. It also gave space for a debate between the seminar speakers and the audience. The different participants were given an opportunity to connect with others active in the same sector. Generally speaking there was far too little time devoted to the final debate, the seminar speakers often exceeded their timeframe. This could be handled by either reducing the numbers of speakers at each seminar, or increasing the overall time allotted to each speaker.
- During these seminars, it became apparent that there are numerous smaller platforms, which allow different actors to cooperate and share experiences regarding their specific areas of expertise. This is in itself a valuable tool, but it could be improved if the individual platforms were combined into a larger one, making it easier for all actors in all specific areas to access information and to connect with their colleagues around the globe. The risk of having smaller platforms is that information might not be easily available; some work might already have been done previously but is not made available. Overall, a continuous network that includes all aspects of mobility could be of great use to anyone who works in the mobility sector. A conference is one way to make these connections, but a web-based platform would possibly have further reach.

Annex 4- Press clipings

18 September

Intelligent Transport

[CIVITAS Forum Conference 2018 – Moving towards Europe’s inclusive and multimodal mobility future](#)

19 September 2018

SVT Nyheter

'Stort hållbarhetsmöte i Umeå – besökare från hela världen'

This interview with Maja Bakran, Deputy Director-General at DG MOVE, held in the context of the Forum was also broadcast on local evening news to an audience of approximately 120,000 people.

21 September

Nextstopreggio.it

[Mobilità sostenibile: a Reggio Emilia il premio 'Civitas' per la creazione dei mobility manager scolastici](#)

24 September 2018

New Mobility News

[Ghent's digital traffic platform TMaaS receives CIVITAS award](#)

24 September

City of Banja Luka

[Европско признања за урбану мобилност](#)

European recognition for urban mobility

[Радојичић: Награду за саобраћај добили у конкуренцији седам европских градова](#)

(The transport award winner in competition with seven European cities)

25 September

City of Ljubljana

[Deputy Mayor Dejan Crnek again elected into PAC CIVITAS](#)

26 September 2018

Cities Today

[Ghent wins CIVITAS award for mobility data platform](#)

26 September 2018

[lho.hu](#)

Civitas Legacy Award díjjal tüntették ki Szegedet

27 September[Hungary Today](#)

Szeged Wins EC Award for Urban Transport Development

27 September 2018

Radio Televizija Kruševac

[Kruševac na CIVITAS forum konferenciji u Švedskoj](#)**27 September**

City of Krusevac

[Крушевац на ЦИВИТАС форум конференцији](#)

Kruševac at the CIVITAS forum conference

29 September 2018

Elba Notizie

[L'ASS. ANGELO DEL MASTRO AL "CIVITAS FORUM 2018" CHE IS E'SVOLTO IN SVEZIA](#)**1 October 2018**

Tenews.it

[Mobilità sostenibile, Elba in Svezia per il Civitas Forum](#)**3 October 2018**

Vezha.vn

[Вінниця отримала міжнародну премію за модернізацію трамваїв VinWay. ФОТО](#)

(Vinnitsya received an international prize for modernization of VinWay trams)

3 October 2018

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[Вінниця отримала міжнародну відзнаку за "чистий транспорт"](#)

(Vinnytsia receives international award for "clean transport")

3 October 2018

Etcetera media

[Транспорт: Винница признана одной из лучших в Европе](#)

(Transport: Vinnitsya is recognised as one of the best in Europe)

4 October 2018

Vinnitsya news

[Еврокомиссия наградила Винницу за трамваи VinWay](#)

The European Commission awards Vinnitsya for VinWay trams

29 October 2018

European Transport Forum

[Is the Civitas city network really promoting cleaner, better transport?](#)**31 October 2018**

larisanew.gr

[Συμμετοχή του Δήμου Λαρισαίων σε δράση study visit στην πόλη του Μπρίστολ, στο πλαίσιο του δικτύου πόλεων CIVITAS Forum](#)