

## Editorial

**W**elcome to the first issue of the TRACE newsletter! The TRACE project will assess the potential of movement tracking services to better plan and promote walking and cycling in cities, and will develop tracking tools that will encourage the take up of walking and cycling measures. TRACE is supported by the Horizon 2020 programme of the European Commission. The TRACE newsletter aims to keep you informed about the project's progress

and intermediate results. In this first issue you will learn more about the TRACE objectives, expected outputs and the work done so far, as well as the opportunity to be part of the TRACE Take-Up Group. Each issue will also feature an interview with a high level representative from a partner city or a TRACE expert, starting with Bologna. We encourage you to stay informed and sign up to receive our newsletter at [www.h2020-trace.eu](http://www.h2020-trace.eu). We wish you a pleasant read!





# Introducing TRACE

TRACE aims to fully exploit the huge potential of walking and cycling as congestion busting measures, by unlocking the possibilities offered by ICT tracking technologies.

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**T**he TRACE mission is to assess the potential of movement tracking services to better plan and promote walking and cycling in cities, and develop tracking tools that will encourage the take up of walking and cycling measures.

The project targets established measures to promote cycling and walking to the workplace, to school, for shopping purposes or simply for leisure. These measures will be enhanced with dedicated TRACE tracking based tools to promote behaviour change (Positive Drive, Traffic Snake Game, Cycle-to-shop initiative) and to support mobility planning (Tracking for planning tool).

These dedicated TRACE tracking based tools will be tested in eight

pilot sites: Agueda (PT), Belgrade (RS), Bologna (IT), Breda (NL), Flanders (BE), Luxembourg/Esch (LU), Plovdiv (BG) and Southend on Sea Borough (UK) and evaluated in terms of impacts, success factors and benefits, while preparing for their full commercial exploitation.

Users, policy makers, and walking and cycling practitioners will be closely involved in all stages of the project.

The TRACE project will develop:

- An open knowledge base on cycling and walking tracking possibilities, challenges, solutions and benefits intended for city practitioners, product developers (ICT) and walking and cycling practitioners

- An open access tool addressing fundamental ICT challenges to be used by market-oriented application developers
- Market-oriented tools to be used in the TRACE sites and elsewhere
- A toolkit that provides practical recommendations and guidelines on the use of tracking data for behaviour change initiatives and mobility planning.

The TRACE project, which is funded by the European Commission's Horizon 2020 programme, kicked off in June 2015 and will run for three years.

For more information about TRACE: [www.h2020-trace.eu](http://www.h2020-trace.eu)



# The call to join the TRACE Take-Up Group is now open (deadline 30 November)

TRACE IS LAUNCHING A CALL FOR APPLICATIONS IN ORDER TO FORM A TAKE-UP GROUP.

**T**he TRACE Take-Up Group will be composed of public and private actors interested in the roll-out of TRACE tracking tools beyond the project. The Group members will:

- Closely follow, comment on and validate the development of the tools throughout the project
- Receive a number of benefits and services from the TRACE project, which will enable them to take advantage of and learn from the experiences of the TRACE implementation sites as well as to actively contribute to drive the processes through their ideas and initiatives
- Have direct access to the project's key reports and events, while they will receive tailor-made and hands-on advice on the four tracking tools developed in TRACE
- Act as multipliers towards their peers.

**We are in particular looking for:**

- Local and regional authorities with measures in place and/or ambitions/strategies for active travel policies and/or mobility tracking services.
- Organisations and associations with a strong expertise in the field of behaviour change campaigns

and active travel policies.

- Private companies with a strong expertise in the field of development of ICT/ITS tracking tools, and consultancies working on (cycling/walking) urban mobility planning.

The TRACE Take-Up Group will meet three times during the project lifetime.

The first meeting will take place during the week of 18-22 January 2016 in Brussels, Belgium (exact date tbd)

Financial support will be provided for up to 8 Take-Up Group members to travel to the meetings, but other stakeholders willing to participate at their own expenses are strongly welcome. Members are urged to join all three meetings.

## How to join the TRACE Take-Up Group?

To apply for the TRACE Take-Up Group, please fill out the online form available at: <http://h2020-trace.eu/approach/take-up-group/> Please note that the deadline for application is the 30th of November 2015

## Contact information

For more information about the TRACE Take-Up Group, please go to:  
[www.h2020-trace.eu](http://www.h2020-trace.eu) or  
contact Giacomo Lozzi at POLIS, [glozzi@polisnetwork.eu](mailto:glozzi@polisnetwork.eu)





# In the spotlight

## PARTNER IN THE SPOTLIGHT

### Bologna

**W**hat are TRACE partner, Bologna's ambitions in terms of cycling and walking and what are its expectations for the TRACE project? We have asked these questions and more to **Andrea Colombo**, Deputy Mayor for Mobility and Transport, **Tommaso Bonino**, Technical Director of Bologna Mobility Agency (SRM) and **Simona Larghetti**, President of Bologna Cycling Mobility Board.



**Andrea Colombo,**  
Deputy Mayor for Mobility and  
Transport of the city of Bologna

#### **Andrea Colombo, Deputy Mayor for Mobility and Transport of the city of Bologna**

HOW DO YOU SEE THE  
TRANSPORT SYSTEM IN  
BOLOGNA IN THE FUTURE? WILL  
WALKING AND CYCLING BE A  
BIG PART OF THE TRANSPORT  
PICTURE?

The future will consolidate the big step that Bologna has done in the past five years. Many things have been done to make cycling and walking a safer, more comfortable and – above all – a daily mode of transport for our citizens. The City will continue working on pedestrian areas, safe home-to-school paths, accessibility and on new cycling infrastructure and facilities. The target is to give cyclists and pedestrians the same importance and “space” that cars have had for too long in the past.

THE CITY OF BOLOGNA HAS  
BEEN WORKING SERIOUSLY  
ON CYCLING AND AS A RESULT  
SOME OF ITS INITIATIVES SUCH  
AS THE EUROPEAN CYCLING  
CHALLENGE HAVE ATTAINED  
WIDESPREAD RECOGNITION.  
WHAT IS THE NEXT STEP?

The European Cycling Challenge, created and promoted by the City

of Bologna, has played a strategic role in collecting data useful for planning cycling policies and initiatives. In the past editions, many European cities have joined this initiative, demonstrating the great importance and potential of GPS data from tracking that can be collected through the Challenge. We have extended this initiative, at the local level, to additional months per year, in order to get data on how cycling mobility changes over the year in Bologna.

In addition to GPS data collection, the relationship between the Municipality and the cycling associations, gathered in the Cycling Mobility Board (Consulta delle Biciclette), provides important feedback to the Administration thanks to urban daily cyclists' suggestions. Bologna wants to promote these channels of communication with the citizens, both digital and direct, in order to better answer to their real needs.

#### **Tommaso Bonino – Technical Director, SRM Reti e Mobilità**

HOW ARE YOU PLANNING TO  
INVOLVE THE CITIZENS OF  
BOLOGNA DURING THE TESTING  
OF THE TRACE TOOLS?



In Bologna, the Local Police and the Cyclists Associations have been collaborating for a long time to promote a mobility culture in schools. We will capitalize on their experiences and use the tools that will be developed within the TRACE project, to maximize the effects and the efficacy of this existing activities, in order to reach as many pupils and students as possible.

**Simona Larghetti – President of the Cycling Mobility Board of Bologna (Consulta delle Biciclette)**

DO YOU THINK THAT TRACKING TOOLS, SUCH AS THE ONES DEVELOPED IN TRACE, COULD ENCOURAGE THE MUNICIPALITY TO ADOPT FURTHER WALKING AND CYCLING MEASURES AND COULD ENHANCE THEIR EFFECTS?

I think that being able to trace the

actual trips and path of cyclists and pedestrians is important for three reasons: to break down the clichés about cycling thanks to real data, to involve citizens in real participatory processes, and – above all – to make up the difference between “design” and “user’s experience”, which is one of the most ambitious objectives for those planners which are asked to rethink urban spaces.

## Project in the spotlight

### THE EMPOWER PROJECT: CAPITALIZING ON THE USE OF POSITIVE INCENTIVES TO ENCOURAGE BETTER TRAVEL CHOICES

Just as TRACE, EMPOWER aims to support the shift from individual car use to alternative modes of transport by changing mobility behaviour of car drivers and users via positive incentives through technology.

#### About EMPOWER

EMPOWER is about rewarding change and about researching how positive incentives, such as

information, points, discounts, rewards, community support and games, can encourage citizens to reconsider their travel choices and reduce the extent to which they travel using conventionally fuelled vehicles. The project will start in early 2016 with trials of instruments and tools in 4 living labs (Manchester, Helsinki, Gothenburg and



*Supporting the shift to eco-friendly transport modes with the help of technologies ([www.empowerproject.eu](http://www.empowerproject.eu))*

Enschede). Within the project, seven cities/organizations/communities will work together on large-scale and real-life implementations.

The EMPOWER project wishes to:

- Cooperate with seven Take-Up cities/organisations/communities to work together on further large-scale real-life implementations
- Create a network of Fol-lower cities/organisations to generate input and share tools and results.

#### Launch of €100.000 grants call - deadline 11th of December

The EMPOWER project wishes to recruit seven Take-Up Cities and Communities to provide further large scale real-life implementations. The selected Take-Up Cities and Communities will receive:

- A list of positive incentives that have been trialed in the EMPOWER Living Lab cities and have demonstrated a change in traveler behaviour with the aim of reducing the use of conventionally fuelled vehicles (CFV)
- ICT based mobility services to deliver incentives
- organizational business models for the use of positive incentives
- an enhanced evaluation method, so that it is possible to monitor the benefits and impacts of introducing positive incentives schemes to reduce CFV

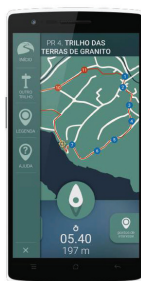
The call for cities is now open and ends on December 11th 2015. Seven grants of each €100.000 are foreseen.

For more information about EMPOWER or for taking part in the competition for the funding, visit: [www.empowerproject.eu](http://www.empowerproject.eu)

# News bites from TRACE pilot sites

## WALKINÁGUEDA

The municipality of Águeda created the WalkinÁgueda APP (uptake of technologies for mobile and tablets with Android or iOS operating system), to promote walking and the use of the Pedestrian Network of Águeda. This app offers trekkers the opportunity to enjoy a different type of tour on the walking trails of the municipality, by discovering various points of interests and landscapes. It raises users' awareness on the natural/urban assets of the region. WalkinÁgueda includes a virtual tour guide that guides the visitor through the existing trails. Alerts (photos and localization of points of interest) are sent to walkers as they go along the trail. At this time you can already enjoy 8 different routes through WalkinÁgueda.



## BELGRADE IS ACTIVELY WORKING ON OFFERING BETTER CONDITIONS FOR CYCLING AND WALKING

Alongside its activities in TRACE, the city of Belgrade has been actively promoting cycling and walking to the workplace and to school. The measures implemented by the city include the improvement of the bicycle network (creation of new lanes, extension, renovation, signposting etc.) and facilities (parking, locks etc.). Moreover, the City of Belgrade is actively

involved in the European Mobility Week (EMW), held every year in September. During this year's EMW a cycling ride campaign was held via a newly built cycling route. A "Car-Free

Day" event took also place on 22nd of September and the city of Belgrade closed some streets in city center to motorized traffic, and instead opening it to pedestrians, cyclists and public transport. The highlight of Belgrade's effort to offer better conditions for cycling and walking should be the implementation of a restricted access zone in Belgrade central business district which is planned to be finished in the next four years.



Source: [www.bgsaobracaj.rs](http://www.bgsaobracaj.rs)

## 400 PUPILS FROM SOUTHEND ON SEA TOOK PART IN A CYCLE SAFARI

The Southend Borough Council's Cycle Southend team recently took 400 pupils from Southend High School for Boys on a Cycle Safari.

Cycle Safaris constitute a part of the Cycling in the Curriculum project, and aim to provide experiences that are both exciting and educational. The Cycle Safaris make use of existing cycle infrastructure, and allow children the opportunity to learn about their local heritage and culture. They're particularly great at providing schools with the chance to engage in educational activities outside of the classroom; as well as educating students on how to travel sustainably and live a healthy lifestyle. One teacher described their Cycle Safari as "the best school trip yet and completely sustainable".



# TRACE exchanges knowledge at the FLOW Workshop

CONGESTION IS AN URBAN PROBLEM WHICH HAS BEEN A DRIVER OF MOBILITY POLICY SINCE MOTORIZED VEHICLES HAVE BECOME TOO MANY FOR THE AVAILABLE SPACE. UNTIL TODAY, CONGESTION HAS BEEN ESSENTIALLY SEEN AS A PROBLEM WITHIN THE SPHERE OF TRAFFIC POLICY.

The **FLOW project** is developing a conceptual framework and tools to put walking and cycling policy at level playing field with motorized traffic policy in the scope of congestion reduction, both by assessing the potential walking and cycling promotion to reduce congestion and by incorporating all modes of transport in the congestion equation.

What are the relevant questions and indicators for (walking and cycling) policy analysis? How can new tools really influence the planning and policy processes? What is the available data, how can new data be generated and how should it be processed? Several questions of FLOW are crucial to TRACE and vice-versa. Both projects are looking at ways to transform the planning and policy processes to put walking and cycling at the top of the policy agenda. They are also developing tools which improve the identification of intervention priorities, analysis of the mobility issues and better design of solutions for efficient mobility and better quality of life.

Debuting a continuous process of knowledge exchange between the two projects, TRACE attended the FLOW Workshop on "Implementation of Walking and

Cycling Measures in the Context of Congestion Reduction". The Workshop involved a number of experts who were consulted on a set of issues related to the redefinition of the congestion problem. Besides providing

feedback in this exercise, this participation has been an opportunity for TRACE to collect knowledge, enlarge its stakeholder contact base and better understanding links with FLOW.





## Upcoming events

1

**STARS, PTP-Cycle and  
MOBI projects final  
conference**

**18 February  
2016 Brussels,  
Belgium**

<http://www.polisnetwork.eu/public-events/319/61/STARS-PTP-Cycle-MOBI-projects-final-conference>

2

**Velo-city Global 2016**

**27 February  
- 01 March  
2016,  
Taipei, Taiwan**

<http://www.velo-city2016.com/index.php/en/>

## For more information:

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**[www.h2020-trace.eu](http://www.h2020-trace.eu)**

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**TRACE**  
WALKING AND CYCLING TRACKING SERVICES