SCALE-UP
User-Centric & Data Driven Solutions for Connected Urban Poles

SCALE-UP
User-Centric & Data Driven Solutions for Connected Urban Poles

SCALE-UP Dissemination Materials 2

Version 1.0

Disclaimer

The content of this report reflects only the authors' view. The European Climate, Infrastructure and Environment Executive Agency (CINEA) is not responsible for any use that may be made of the information it contains.

SCALE-UP
User-Centric & Data Driven Solutions for Connected Urban Poles

D9.5 – Dissemination Materials 2			
WP No.	9	WP Title	Communication and dissemination of results
Deliverable owner		STA	
Author(s)		Friederike L. Kühl José F. Papí	
Reviewer(s)		Michiel Penne (ANTWERP) Katia Kishchenko (ANTWERP) Elena García Jiménez (ETRA) Lola Ortiz (MADRID) Gema Ramos Sanz (MADRID) Eelin Hoffström-Cagiran (TURKU) Stella Aaltonen (TURKU) Anna Sampo (TURKU) Marja Tommola (SWF) Sergio Fernandez Balaguer (EMT) Evelyn De Wachter (TML) Abdi Shila (MOW) Odette Buntinx (MOW) Daniela Berretta (EUROCITIES) Kim Verbeeck (PROVANT)	

SCALE-UP
User-Centric & Data Driven Solutions for Connected Urban Poles

Due Date	30.11.2022
Delivery Date	30.11.2022

Version history		
Version	Date	Summary of changes
0.1	21 October 2022	Initial version of the brochure with design elements and structure.
0.2	15 November 2022	First complete version of the brochure, poster, postcard designs.
1.0	28 November 2022	Implementation of partner comments and publication of final versions.

Legal Disclaimer

This project is co-funded under the European Framework Programme for Research and Innovation Horizon 2020 as part of the Societal Challenges call 2018 "Smart, Green and Integrated Transport".

The content of this document reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained in this document.

The SCALE-UP consortium members shall have no liability for damages of any kind including, without limitation, direct, special, indirect, or consequential damages that may occur as a result of the use of this material.

This deliverable is a draft document subject to revision until formal approval by the European Commission.

© 2021-2025 by SCALE-UP Consortium

Contents

List of Figures

List of Tables

1. Introduction

This document serves at detailing and presenting the second version of the offline dissemination materials of SCALE-UP. These consist of four kinds of printed materials:

1. **Brochures**
2. **Posters**
3. **Postcards**
4. **Notepads & Pens**

All materials have been designed with the overall visual identity of SCALE-UP in mind, as detailed in Deliverable D9.1 (Visual Identity Handbook) of this project. Three versions of the materials are to be launched throughout the Project's lifetime, containing updated content and with a different focus, depending on the Project phase they are going to be displayed in. During this second Project phase, the materials' content focuses mainly on the ongoing measures in each of the Urban Nodes. Visual content such as pictures and illustrations are used to aid the reader in understanding the measures intuitively. The main use of the materials are in-person events, workshops and networking events for both the general public as well as professionals and experts of the industry, academia and business.

The number of printed and distributed brochures, posters, roll-ups and notepads has been defined in Deliverable D9.1 – Communication & Dissemination Plan and can be found below:

Table 1 - Number of printed materials per year (updated)

Material	Year 1	Year 2	Year 3	Year 4
Brochures	300	200	200	200
Posters	30	30	30	30
Roll-Ups	15	0	0	0
Postcards	0	150	150	150
Notepads	0	40	0	0

2. Brochures

Brochures are printed and distributed across the partners, taking into account that different partners attend more events than others. The design aligns with the visual identity of the Project by displaying the colours and logo of the Project and can be found in full in *Annex I: Brochure Spreads*.

The content of the brochures are as follows:

Table 2 - SCALE-UP brochure 2.0 content

Page	Content
1. (Cover)	[Logo] SCALE-UP: User-Centric & Data Driven Solutions for Connected Urban Poles
	Accelerating Green & Inclusive Mobility Change in European Cities
	[Banner with pictures of SCALE-UP Urban Nodes]
	[Disclaimer EU-Funding]
	[Disclaimer CIVITAS Initiative]
2.	SCALING-UP urban mobility together!
	Dear Reader,
	We want to thank you for taking your time to inform yourself on the SCALE-UP project. SCALE-UP is an EU-funded Innovation Action, which kicked off in June 2021 and will continue until May 2025.
	During the project's first year, we developed and tested a wide array of mobility strategies. They take into account not only the technical feasibility of measures, but also the governmental structures of cities and – most importantly – end users themselves.
	As a result of this work, our consortium defined 28 key mobility measures for three outstanding Urban Nodes: Antwerp (Belgium), Madrid (Spain) and Turku (Finland).
	Each Urban Nodes faces unique challenges. Overcoming them is only possible by working closely together and

	learning from each other in an active and continuous knowledge exchange.
	While our project continues and we implement the measures across the three Urban Nodes, we invite you to not only follow the project progress closely, but to become an active part of it: any European Urban Node can join the SCALE-UP Urban Nodes Forum, which fosters a true community of cities which can learn and replicate the projects' findings locally.
	SCALE-UP is creating change creating change that is meant to last beyond the duration of the project, paving the way for an increase in sustainable and shared mobility in the future. Join us to build SCALE-UP's legacy and shape urban mobility planning!
	Your SCALE-UP consortium
3. (TOC)	<u>Table of Contents</u> 1. Project Introduction & Objectives 2. Why, How and What? 3. Targeted Challenges 4. Welcome to Antwerp! 5. Welcome to Madrid! 6. Welcome to Turku!
4. (Introduction)	<u>Project Introduction</u> SCALE-UP stands for Scale up user-Centric and dAta driven soLutions for connEcted Urban Poles. It concentrates on taking into account citizen's needs to accelerate effective and inclusive mobility change in SCALE-UP Urban Nodes and beyond. The project is coordinated by the City of Antwerp as administrative coordinator and ETRA as technical co-coordinator. A total of 23 project partners from 5 European Member States form a diverse and multi-disciplinary consortium, which seeks to create sustainable change in three Urban Nodes: Antwerp (Belgium), Madrid (Spain) and Turku

	(Finland). SCALE-UP is meant to last: the project's activities analyse and reshape the local governance structure and impact the travel behaviour of local citizens, visitors and commuters on an unprecedented scale.
	Many of SCALE-UP's measures are designed to continue beyond the duration of the project and shape local and regional mobility of the future. And now, let's learn about the strategic objectives!
5. (Strategic Objectives)	<u>5 Ambitious Objectives</u> 1. Improve multi-level & multi-stakeholder governance 2. (Inter-) connected Urban Nodes by seamless multi-modal transport 3. Tailored data-driven mobility strategies and tools 4. Inclusive, clean & safe mobility solutions 5. Encouraging a shift in travel behaviour toward active mobility
6. (What, Why & How?)	<u>What?</u> The project supports actions linked to the new infrastructures, more efficient vehicles and campaigns locally and regionally to change people's behaviour when travelling for leisure and commuting to work. These measures look different in each of the project cities (see respective sections in the next pages, where we present some examples). <u>Why?</u> The project's Urban Nodes, Antwerp, Madrid and Turku face some common challenges when it comes to the integration of urban mobility. Each Urban Node is at a different phase of their implementation - while some Urban Nodes have extensive experience in one area, others require help with the harmonisation of the same topic. Exchanging existing knowledge and launching joined ideas enriches the expertise of everyone involved.

	How?
	SCALE-UP fosters the creation of a knowledge and learning community. The group contributes to the project through stakeholder consultations, knowledge-sharing webinars and cooperation with external projects to apply long-standing experience and heuristics to each project action.
	At the same time, SCALE-UP seeks to inspire further Urban Nodes to join a dedicated Urban Nodes Platform, in which project knowledge can be shared and amended by the integration of a wider set of city perspectives (including for example cities in different geographical areas and of different dimensions).
7. **(Challenges)**	Targeted Challenges The challenges each Urban Node faces are targeted on several different governmental levels, which need to be aligned with each other and harmonised: 1. Urban Area (city centre, suburbs under city hall or council influence) 2. Functional Urban Area (surrounding villages and towns under different governing bodies) 3. Region (federal governance structures, independent communities and regional parliaments) 4. National government structures 5. TEN-T Network (intra-corridor coordination)
8. & 9. **(Antwerp)**	Welcome to Antwerp! Antwerp is the biggest city in Flanders (Belgium), known for its world-renowned port, bustling city activity and cultural heritage. Due to the wide geographical spread of the Functional Urban Area (FUA), one of the main focuses of the SCALE-UP project lays on the coordination and harmonisation of city, regional and even national strategies and policies. The entire Antwerp Transport Region shares one common ambition, which is summarised in the Sustainable Regional

Urban Mobility Plan (SRUMP) under the slogan "Samen Vooruit" (Moving Forward Together). The Roadmap 2030 reflects the policy ambition of the Flemish government to increase the share of sustainable means of transport (trips on foot, by bike, train, tram and/or bus, shared mobility, etc.) for the entire Antwerp Transport Region to at least 50% and to reduce the share of individual car trips to at most 50%. Furthermore, the optimization of logistics and freight transport is included as this has also a major impact on congestion and road safety.

The implementation of the necessary measures is made possible through a solid cooperation between all stakeholders involved, such as local, regional and national public authorities, the Port of Antwerp-Bruges, public transport operators, infrastructure planners, civil movements, private partners and others.

Ongoing Measures

Smart Ways to Antwerp - is focused on changing the travel behaviour of citizens, commuters and visitors by providing qualitative mobility information and inspiration, organizing targeted campaigns for active travel modes and working together with all stakeholders (including private providers and companies) to stimulate innovative developments. The unique, state-of-the-art multimodal route planner and navigation app strengthen this approach by nudging users towards sustainable and active modes of transport. Take a look on the "Slim naar Antwerpen" (Smart ways to Antwerp) website and mobile application!

Data and MaaS – Gathering and owning all mobility and transport data of the region works through Public-Private-Partnerships (PPPs) between operators, city, regional authority and even the national government. Antwerp is a living lab for innovative mobility solutions and the city works closely together with both public and private providers. This way, users are offered a broad choice of available modes of transport. Data management is an important factor in

	that, for harmonising available data, protecting users' privacy (through the European City Data Standard Mobility or CDS-M) and improving the overall transport system. Scaling Up Regional Systems - broadening mobility measures to be available within the wider Antwerp Transport Region through an e-bike sharing scheme, cycling highway networks and multi-modal Park & Ride buildings encourages citizens to park their car outside of the city area and switch to sustainable and shared modes of transport. To achieve this, an effective governance framework is key. Smart Freight Management - as one of the major port cities of Europe, freight plays a large role in Antwerp - in- and outside of the port area itself. Creating safer routing algorithms and managing freight loads based on real-time data improves the environmental footprint of the operations and reduces their external effects on local citizens and companies.
10. & 11. (Madrid)	<u>Welcome to Madrid!</u> As the capital of Spain, Madrid is also the largest and most populated city in the country and the EU's second most populated city regional area with a total of 6.7 million citizens. Despite its size, the city succeeded in organising traffic flows and establishing some of the very first Urban Vehicle Restrictions (UVARs) in Europe. The Madrid city council and all active stakeholders are working on achieving a wider pedestrianisation of the city through zones restricted to car traffic and multi-modal mobility hubs, including Park & Ride stations. The city hall also approved and launched the Madrid 360 initiative, a comprehensive strategy to enhance the mobility offering and traffic management even further. It also includes related initiatives for a cleaner and more sustainable city.

	<u>Ongoing Measures</u> Madrid 360 Initiative - Madrid 360 is a campaign and strategy for urban sustainability. The initiative seeks to reduce the overall emissions of the city by extending its renown low-emission zone, renewing fleet vehicles, building cycling highways and strongly encouraging the use of active modes of mobility such as cycling and walking. Download the new Madrid 360 mobile application! Pedestrianisation - in line with the Madrid 360 initiative, a specific focus is put on a pedestrianised city centre. The implementation of a pedestrian area surrounding the bustling Puerta Del Sol square and 20 other zones nearby is part of this effort. Due to a wide range of excellent public transport and private mobility options, citizens are no longer dependent on private cars. Next time you'll be in Madrid, choose to walk around the city! Multi-modal hubs - in order to provide more charging spaces for the ever-increasing number of electric vehicles in the city and encourage shared modes of transport, futuristic mobility hubs have been conceptualised, such as the Canalejas hub pictured above (including secure bicycle charging and storage, shared EV fleet and private parking and EV charging stations).
12. & 13. (Turku)	<u>Welcome to Turku!</u> Turku is Turku is Finland's oldest city and the largest of the country's Southwest. Apart from the bustling center, the city also boasts an important port which functions as and international gateway for both companies and citizens, to other major cities on the Baltic Sea coastline. With a low population density due to large peri-urban areas and harsh winter months, the city plans to motivate citizens to travel via shared and active modes of transport rather than private combustion engine cars. <u>Ongoing Measures</u>

Regional Railway for Southwest Finland - Turku is part of the Scandinavian-Mediterranean TEN-T network, and is also closely related to the North Sea – Baltic Sea one. To strengthen the regional growth and encouraging the green shift towards public transport the Regional Council of Southwest Finland is laying the foundations for a regional train service between Turku-Loimaa and Turku-Uusikaupunki. Studies conducted within the framework of the project show that the interest towards a regional train is significant, and by connecting smaller towns and municipalities by train the work commuting and mobility of people will become more sustainable.

Mobility layer of the City's Service Map - In an effort to collect the data related to mobility in an accessible place for everyone, this measure has successfully launched the mobility layer of the city's service map. The map provides information such as the location of bicycle racks, boat parking and the road maintenance. This helps the citizens and visitors to make informed real-time decisions related to their mobility in the city. The map is available in Finnish, Swedish and English.

Winter as a Mobility Season - Mobility in Turku, and Finland in general, is seasonally challenged, with wet, cold and dark winters. Research and experience show, that many citizens choose their own car over public transport or other vehicles, not to mention walking, during the winter. Global warming is generating unpredictable weather and heavy snow followed by rain and then again cold, leads to ice build ups and other obstacles that restrict many people's mobility in the city. Much of these difficulties are however met but road maintenance, however the attitudes towards winter remain negative. With the winter measure Turku will aim to make the activity opportunities more accessible and by promoting an active outdoors lifestyle, change the behavioural patterns of the citizens.

	Activation Model - This measure aims to develop the active approach to mobility among children in kindergartens and schools. The model focuses on how to enable safe and independent commuting for children to schools. It has become evident that children lack the skills and support to use bicycles or walk to school. The situation of school drop-offs and pick-ups is increasing dangerous traffic around the schools, which discourages parents to let their children go to school on their own. By teaching children and parents about safe routes, and helping to build children's confidence in cycling, the measure addresses children's independence and active lifestyles from an early age, hoping to foster aware youngsters and adults in the long run.
14. & 15. (Impressum)	Curious? Get in touch with us! • Website (https://www.scale-up-project.eu/) • Twitter (@ ScaleUpProject) • LinkedIn (SCALE-UP Project) • SCALE-UP Newsletter (https://www.scale-up-project.eu/engage) SCALE-UP is an EU-funded Innovation Action under Grant Agreement No. 955332. The project has received a funding of EUR 1,064,923.75 from the EU and runs from June 2021 until May 2025. SCALE-UP is a proud part of the CIVITAS Initiative. Copyright Disclaimer: 2022 © SCALE-UP Consortium 2022-2025. All rights reserved. Page 1 (Cover) 2018 © Jorge Fernández Salas. All rights reserved. 2015 © Micha Klootwijk. All rights reserved. 2015 © Ansaharju. All rights reserved. Page 3 (ToC)

16. (Consortium)	Get to know us! SCALE-UP Consortium

3. Posters

The aim of posters is to capture the viewer's attention and offer some key information which is quick to obtain, understand and remember. It is aligned with the Visual Identity of the project and should contain visual stimulants. In total, 3 posters have been created for each of the Urban Nodes and reflecting the same on-going and deployed measures as the brochure for each Urban Node.
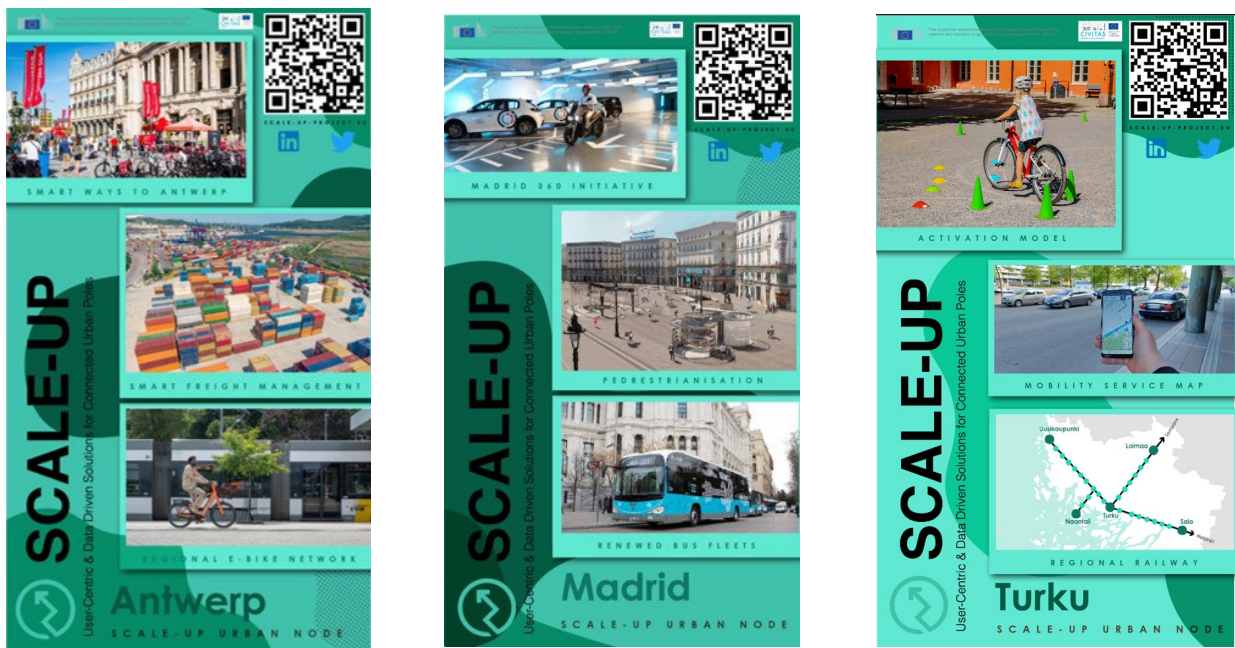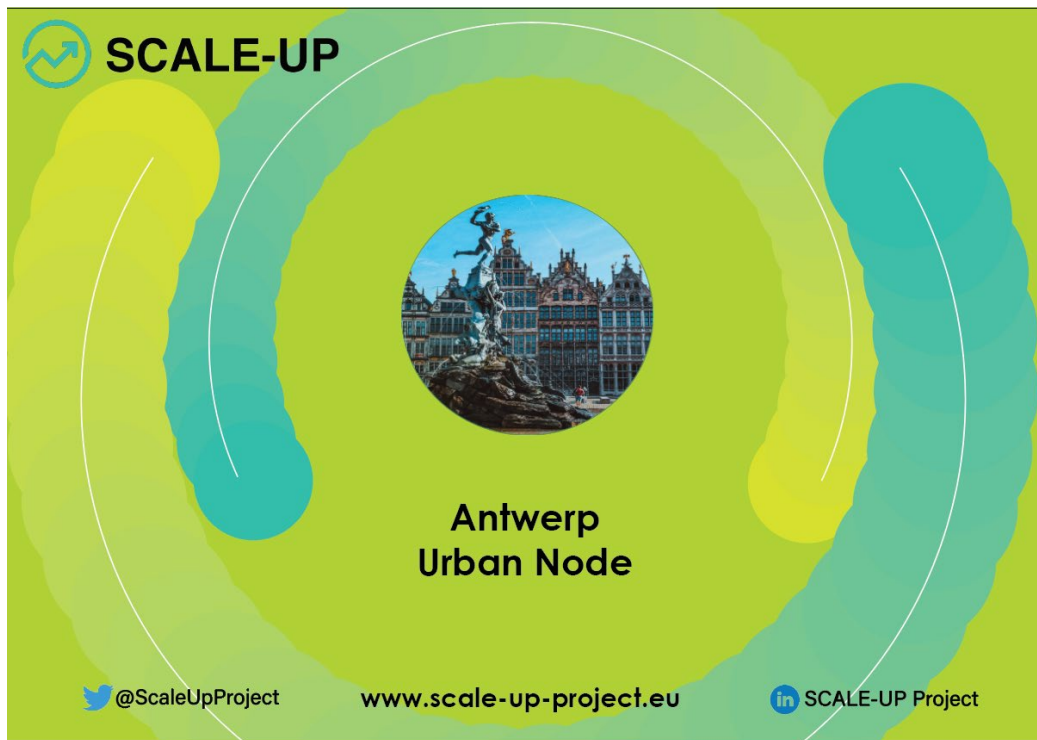

Figure 1 – SCALE-UP Posters 2.0

4. Postcard

Also, a set of postcards have been designed which contain only the most essential information about the SCALE-UP project such as the website and social media channel handles and a picture of one Urban Node each. The purpose of the postcards is to act business cards for the project and have a memorable and colourful design, which captures attention of any audience quickly.

They act as an extra dissemination material and is suitable for all target groups, since it contains no specific content only points the audience to seek information on the central project platform.
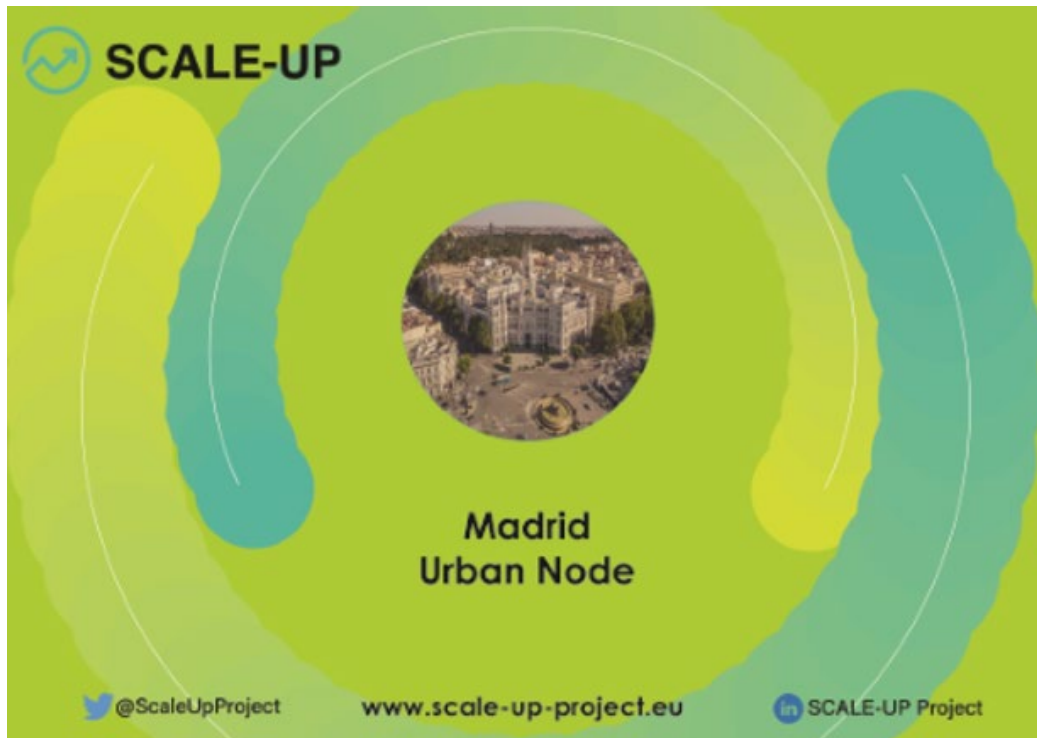
Figure 2 - - SCALE-UP Postcards 1.0

5. Notepads & Pens

A set of notepads and pens are designed to carry the branding of SCALE-UP in form of the project logo. They can be distributed at conferences and events as giveaways in order to attract visitors to information points of the Project and ease conversation with visitors.

These materials are designed and ordered through an online provider and contain no specific design except the SCALE-UP logo.

Figure 3 - SCALE-UP notepad 1.0 mock-up

Figure 4 - SCALE-UP pen 1.0 mock-up

6. Conclusions

All of the presented dissemination materials are key elements in the representation of the Project, especially during in-person events, and act as a visiting card to anyone outside the consortium partners. Depending on the context, setting and purpose of the situation they are used in, they can be combined to offer the audience a rich set of information and visual stimulants, without overstraining them. This can be achieved by overlaying a wide range of graphic and visual elements, which are to be further enhanced in the next editions of the materials, as the project activities evolve over the next years as the urban mobility measures are implemented over time.

The language used on the materials is slightly specialised, and more detailed than their first version to present ongoing work in all Urban Nodes to mobility and transport professionals, academics and change makers. Although some of the occasions in which the materials will be used including events, gatherings or meetings in Flemish, Finnish or Spanish language, it can be assumed that most professional meetings will be held in English or involving persons who speak English fluently. Still, all jargon has been explained within the deliverables to ensure that also persons who are not mobility or transport specialists can understand and quickly grasp the concepts deployed in form of the measures.

All materials are to be updated one last time in one year time, M30 (November 2023) to ensure that the information displayed remains relevant to the Project phase.

All SCALE-UP consortium partners are to use the materials during any public appearance of the Project, especially during in-person events and meetings, but also as background in virtual meetings and events.

SCALE-UP
User-Centric & Data Driven Solutions for Connected Urban Poles

Annex I: Brochure Spread

SCALING-UP urban mobility together!

Dear Reader,

We want to thank you for taking your time to inform yourself on the SCALE-UP project. SCALE-UP is an EU-funded Innovation Action, which kicked off in June 2021 and will continue until May 2025.

During the project's first year, we developed and tested a wide array of mobility strategies. They take into account not only the technical feasibility of measures, but also the governmental structures of cities and – most importantly – end users themselves.

As a result of this work, our consortium defined 28 key mobility measures for three outstanding Urban Nodes: Antwerp (Belgium), Madrid (Spain) and Turku (Finland).

Each Urban Nodes faces unique challenges. Overcoming them is only possible by working closely together and learning from each other in an active and continuous knowledge exchange.

While our project continues and we implement the measures across the three Urban Nodes, we invite you to not only follow the project progress closely, but to become an active part of it: any European Urban Node can join the SCALE-UP Urban Nodes Forum, which fosters a true community of cities which can learn and replicate the projects' findings locally.

*SCALE-UP is creating change creating change that is meant to last beyond the duration of the project, paving the way for an increase in sustainable and shared mobility in the future. **Join us to build SCALE-UP's legacy and shape urban mobility planning!***

Your SCALE-UP consortium

Table of Contents

SCALE-UP | D9.5 Dissemination Materials 2

SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

Project Introduction

SCALE-UP stands for **S**cale up user-**C**entric and d**A**ta driven so**L**utions for conn**E**cted **U**rban **P**oles. It concentrates on taking into account **citizen's needs to accelerate effective and inclusive mobility change** in SCALE-UP Urban Nodes and beyond. The project is coordinated by the City of Antwerp as administrative coordinator and ETRA as technical co-coordinator.

A total of **23 project partners from 5 European Member States** form a diverse and multi-disciplinary consortium, which seeks to create sustainable change in three Urban Nodes: **Antwerp (Belgium), Madrid (Spain) and Turku (Finland)**. SCALE-UP is meant to last: the project's activities analyse and reshape the local governance structure and impact the travel behaviour of local citizens, visitors and commuters on an unprecedented scale.

Many of SCALE-UP's measures are designed to continue beyond the duration of the project and shape local and regional mobility of the future. **And now, let's learn about the strategic objectives!**

5 Ambitious objectives

1 Improve multi-level & multi-stake-holder governance

2 (Inter-) connected Urban Nodes by seamless multi-modal transport

3 Tailored data-driven mobility strategies and tools

4 Inclusive, clean & safe mobility solutions

5 Encouraging a shift in travel behaviour toward active mobility

What, Why & How?

▽ What?

The project supports **actions linked to the new infrastructures, more efficient vehicles and campaigns locally and regionally** to change people's behaviour when travelling for leisure and commuting to work. These measures look different in each of the project cities (see respective sections in the next pages, where we present some examples).

Why? ▽

The project's Urban Nodes, Antwerp, Madrid and Turku **face some common challenges when it comes to the integration of urban mobility**. Each Urban Node is at a different phase of their implementation - while some Urban Nodes have extensive experience in one area, others require help with the harmonisation of the same topic. **Exchanging existing knowledge and launching joined ideas** enriches the expertise of everyone involved.

▽ How?

SCALE-UP fosters the creation of a **knowledge and learning community.** The group contributes to the project through stakeholder consultations, **knowledge-sharing webinars and cooperation with external projects** to apply long-standing experience and heuristics to each project action.

At the same time, SCALE-UP seeks to inspire further Urban Nodes to join a dedicated **Urban Nodes Platform**, in which project knowledge can be shared and amended by the integration of a wider set of city perspectives (including for example cities in different geographical areas and of different dimensions).

Targeted Challenges

The challenges each Urban Node faces are targeted on several different governmental levels, which need to be aligned with each other and harmonised:

- **Urban Area** (city centre, suburbs under city hall or council influence)

- **Functional Urban Area** (surrounding villages and towns under different governing bodies)

- **Region** (federal governance structures, independent communities and regional parliaments)

- **National government structures**

- **TEN-T Network** (intra-corridor coordination)

SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

Welcome to… Antwerp!

Antwerp is the biggest city in Flanders (Belgium), known for its world-renowned port, bustling city activity and cultural heritage. Due to the wide geographical spread of the Functional Urban Area (FUA), one of the main focuses of the SCALE-UP project lays on the **coordination and harmonisation of city, regional and even national strategies and policies**.

The entire Antwerp Transport Region shares one common ambition, which is summarised in the **Sustainable Regional Urban Mobility Plan (SRUMP)** under the slogan **"Samen Vooruit" (Moving Forward Together).** The Roadmap 2030 reflects the policy ambition of the Flemish government to increase the share of sustainable means of transport (trips on foot, by bike, train, tram and/or bus, shared mobility, etc.) for the entire Antwerp Transport Region to at least 50% and to reduce the share of individual car trips to at most 50%. Furthermore, the **optimization of logistics and freight transport** is included as this has also a major impact on congestion and road safety.

The implementation of the necessary measures is made possible through a solid cooperation between all stakeholders involved, such as local, regional and national public authorities, the Port of Antwerp-Bruges, public transport operators, infra-structure planners, civil movements, private partners and others.

Ongoing Measures

Smart Ways to Antwerp - is focused on changing the travel behaviour of citizens, commuters and visitors by providing qualitative mobility information and inspiration, organizing targeted campaigns for active travel modes and working together with all stakeholders (including private providers and companies) to stimulate innovative developments. The unique, state-of-the-art multimodal route planner and navigation app strengthen this approach by nudging users towards sustainable and active modes of transport. **Take a look on the "Slim naar Antwerpen" (Smart ways to Antwerp) website and mobile application!**

Data and MaaS – Gathering and owning all mobility and transport data of the region works through Public-Private-Partnerships (PPPs) between operators, city, regional authority and even the national government. Antwerp is a living lab for innovative mobility solutions and the city works closely together with both public and private providers. This way, users are offered a broad choice of available modes of transport. Data management is an important factor in that, for harmonising available data, protecting users' privacy (through the European City Data Standard Mobility or CDS-M) and improving the overall transport system.

Scaling Up Regional Systems - broadening mobility measures to be available within the wider Antwerp Transport Region through an e-bike sharing scheme, cycling highway networks and multi-modal Park & Ride buildings encourages citizens to park their car outside of the city area and switch to sustainable and shared modes of transport. To achieve this, an effective governance framework is key.

Smart Freight Management - as one of the major port cities of Europe, freight plays a large role in Antwerp - in- and outside of the port area itself. Creating safer routing algorithms and managing freight loads based on real-time data improves the environmental footprint of the operations and reduces their external effects on local citizens and companies.

Welcome to… Madrid!

As the **capital of Spain, Madrid** is also the largest and most populated city in the country and the **EU's second most populated city regional area** with a total of 6.7 million citizens. Despite its size, the city succeeded in organising traffic flows and establishing some of the very first Urban Vehicle Restrictions (UVARs) in Europe. The Madrid city council and all active stakeholders are working on achieving a **wider pedestrianisation of the city** through zones restricted to car traffic and multi-modal mobility hubs, including Park & Ride stations.

The city hall also approved and launched the Madrid 360 initiative, a comprehensive strategy to enhance the mobility offering and traffic management even further. It also includes related initiatives for a cleaner and more sustainable city.

Ongoing Measures

Madrid 360 Initiative - Madrid 360 is a campaign and strategy for urban sustainability. The initiative seeks to **reduce the overall emissions** of the city by extending its renown low-emission zone, renewing fleet vehicles, building cycling highways and strongly encouraging the use of active modes of mobility such as cycling and walking. **Download the new Madrid 360 mobile application!**
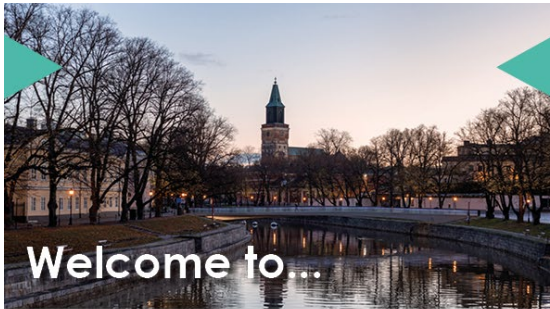

Pedestrianisation - in line with the Madrid 360 initiative, a specific focus is put on a pedestrianised city centre. The implementation of a pedestrian area surrounding the bustling **Puerta Del Sol square and 20 other zones** nearby is part of this effort. Due to a wide range of excellent public transport and private mobility options, citizens are no longer dependent on private cars. **Next time you'll be in Madrid, choose to walk around the city!**

Multi-modal hubs - in order to provide more **charging spaces** for the ever-increasing number of electric vehicles in the city and **encourage shared modes of transport**, futuristic mobility hubs have been conceptualised, such as the Canalejas hub pictured above (including secure bicycle charging and storage, shared EV fleet and private parking and EV charging stations).

SCALE-UP
User-Centric & Data Driven Solutions for Connected Urban Poles

Welcome to...

Turku!

Turku is Turku is **Finland's oldest city and the largest of the country's Southwest.** Apart from the bustling center, the city also boasts an important port which functions as and international gateway for both companies and citizens, to other major cities on the Baltic Sea coastline.

With a low population density due to large peri-urban areas and harsh winter months, the city plans to motivate citizens to **travel via shared and active modes of transport** rather than private combustion engine cars.

Ongoing Measures

Regional Railway for Southwest Finland - Turku is part of the Scandinavian-Mediterranean TEN-T network, and is also closely related to the North Sea – Baltic Sea one. To strengthen the regional growth and encouraging the green shift towards public transport the Regional Council of Southwest Finland is laying the foundations for a **regional train service between Turku-Loimaa and Turku-Uusikaupunki.** Studies conducted within the framework of the project show that the interest towards a regional train is significant, and by **connecting smaller towns and municipalities by train** the work commuting and mobility of people will become more sustainable.

Mobility layer of the City's Service Map - In an effort to collect the data related to mobility in an accessible place for everyone, this measure has successfully launched the mobility layer of the city's service map. **The map provides information such as the location of bicycle racks, boat parking and the road maintenance.** This helps the citizens and visitors to make informed real-time decisions related to their mobility in the city. **The map is available in Finnish, Swedish and English.**

Winter as a Mobility Season - Mobility in Turku, and Finland in general, is seasonally challenged, with **wet, cold and dark winters.** Research and experience show, that many citizens choose their own car over public transport or other vehicles, not to mention walking, during the winter. Global warming is generating unpredictable weather and heavy snow followed by rain and then again cold, leads to ice build ups and other obstacles that restrict many people's mobility in the city. Much of these difficulties are however met but road maintenance, however the attitudes towards winter remain negative. With the winter measure Turku will aim to make the **activity opportunities more accessible** and by **promoting an active outdoors lifestyle,** change the behavioural patterns of the citizens.

Activation Model - This measure aims to develop the **active approach to mobility among children in kindergartens and schools.** The model focuses on how to enable safe and independent commuting for children to schools. It has become evident that children lack the skills and support to use bicycles or walk to school. The situation of **school drop-offs and pick-ups is increasing dangerous traffic** around the schools, which discourages parents to let their children go to school on their own. By teaching children and parents about safe routes, and helping to build children's confidence in cycling, the measure **addresses children's independence and active lifestyles from an early age,** hoping to foster aware youngsters and adults in the long run.

Curious?
Get in touch with us!

▷ **Website (https://www.scale-up-project.eu/)**

▷ **Twitter (@ ScaleUpProject)**

▷ **LinkedIn (SCALE-UP Project)**

▷ **SCALE-UP Newsletter (https://www.scale-up-project.eu/engage)**