

*EU FUNDING FOR RESEARCH AND INNOVATION IN THE OUTERMOST REGIONS
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Round table: Sharing project promoters experience

**Project: CIVITAS MIMOSA - Making Innovation
in Mobility and Sustainable Actions**

Speaker: Clemente Aguiar, Director of projects, Madeira Tecnopolo



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

Duration: Oct 2008 - Sept 2012

Project: CIVITAS MIMOSA

1 - Main objectives of the project:

- To promote and implement sustainable, clean and (energy) efficient urban transport measures;
- To implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures;
- To build up critical mass and markets for innovation.

2 - Consortium:

The CIVITAS MIMOSA partnership involves the cities/county councils of Bologna, Funchal, Gdansk, Tallinn and Utrecht. The consortium also includes non-city partners like ISIS Consultants (Rome), INTERACTIONS (Ireland), MasterPlan (Netherlands) and the Technical University of Berlin (Germany).

Partners in Funchal:

- Câmara Municipal do Funchal (CMF), Horários do Funchal (HF) and Madeira Tecnopolo (MT).

3 - Implementation:

Eight categories of measures have been identified as the basic building blocks of an integrated strategy. Each CIVITAS city chooses an appropriate set of measures from those building blocks and combines them to form integrated solutions for clean urban transport in cities. In addition, it puts in place the appropriate planning framework, ensures political involvement and support, and establishes the necessary partnerships to ensure delivery of the plans.

The 8 themes for CIVITAS projects are the following:

- Access restriction;
- Clean fuels and vehicles;
- Collective passenger transport;
- Integrated pricing;
- Less car intensive lifestyle;
- Soft measures for mobility management;
- Transport management;
- Urban goods management.

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4 - Expected impacts of the project:

- Impacts from most of the measures carried under the eight themes above on the five cities of CIVITAS-MIMOSA project are reflected on the economy, in transports, on the environment and at social level.

Some actions and achievements in Funchal:

- Awareness campaigns and events (eg. Expo-Madeira 2010; Mobility Week 2009/2010; Several thematic seminars, namely at Schools; Campaigns on TV and the Web; etc);
- New Green Line with eco-buses and innovative/modern service approach (plus Tourist Kit for hotels);
- Eco-driving trainings at CMF and HF;
- Access restrictions to the historical city centre of Funchal (eg. more pedestrian zones);
- New Bus & Bike service;
- Financial incentives to the adoption and usage of electric/hybrid vehicles;
- Location-enabled mobile/GPS guidance service (being implemented);
- Traffic related mobility services via SMS (being implemented);
- Launch of the new Dial & Ride service (planned);
- Launch of the new reshaped/integrated Park & Ride service (planned);
- plus other relevant results...



5 - Additional information:

- CIVITAS-MIMOSA website: <http://www.civitas-mimosa.eu/main/>
- Funchal local website on Facebook: <http://www.facebook.com/pages/Civitas-Mimosa-Funchal/107026139343879>
- CIVITAS-Plus initiative website: <http://www.civitas.eu>

Contacts:

Câmara Municipal do Funchal (CMF): armando.ribeiro@cm-funchal.pt (Tel. +351 291 211 000)

Madeira Tecnopolo (MT): lucio.quintal@madeiratecnopolo.pt (Tel. +351 291 720 000)

Horários do Funchal (HF): claudiomantero@horariosdofunchal.pt (Tel. +351 291 705 555)