



SUSTAIN Project - Funded under the Erasmus+ KA2- 2017-1-EL01-KA203-036303



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Project Facts

- **Project title:** Game-Based Learning on Urban Sustainability
- **Project Acronym:** SUSTAIN
- **Agreement n°** 2017-1-EL01-KA203-036303
- **Funded under the** ERASMUS+ Programme, Key Action 2 - Strategic Partnerships
- **Start Date of the Project:** 01-10-2017
- **End Date of the Project:** 31-03-2020

Project Consortium

1. **University of Macedonia (Greece) – Project Coordinator**
2. **System Dynamics Italian Chapter (Italy) – Partner**
3. **Centre for Research and Technology Hellas CERTH / Hellenic Institute of Transport HIT (Greece) – Partner**
4. **Centre for System Solutions (Poland) – Partner**
5. **Ergo Ludo Editions (Italy) – Partner**
6. **Asociatia "Societatea pentru Consum Responsabil" (Romania) – Partner**

Who are we?



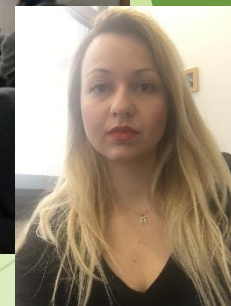
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Dr. Maria Morfoulaki
Civil Engineer-Transport
Application Scientist A'



Glykeria Myrovali
Civil - Transport
Engineer



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Where do we work? (1/2)



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The **Centre for Research and Technology Hellas** is one of the leading research centers in Greece with 5 Institutes & important scientific and technological achievements in many areas.

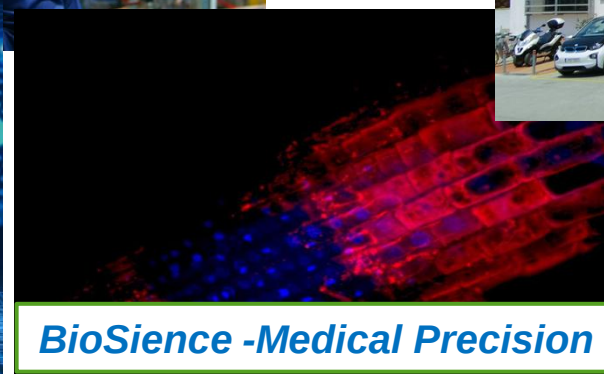


**Clean fuels
& new
energy
sources**



Transportation

ICT –Artificial Intelligence-Robotics



BioScience -Medical Precision



Agrobiotechnology



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Where do we work? (2/2)

Hellenic Institute of Transport-HIT , established in 2000, is part of the greater team of CERTH. HIT is a highly recognized research body offering specialized basic and applied research and highly technical services in all fields of transport.
Scientific team: 80 members

Our Institute consists of 4+1 sectors



Vehicle -
Human Factors -
Vehicles



Infrastructure-
Networks Mobility
and Logistics



Transport Economics
& Environment -
Non-Land Transport



Transport
Tourism



Horizontal Activities



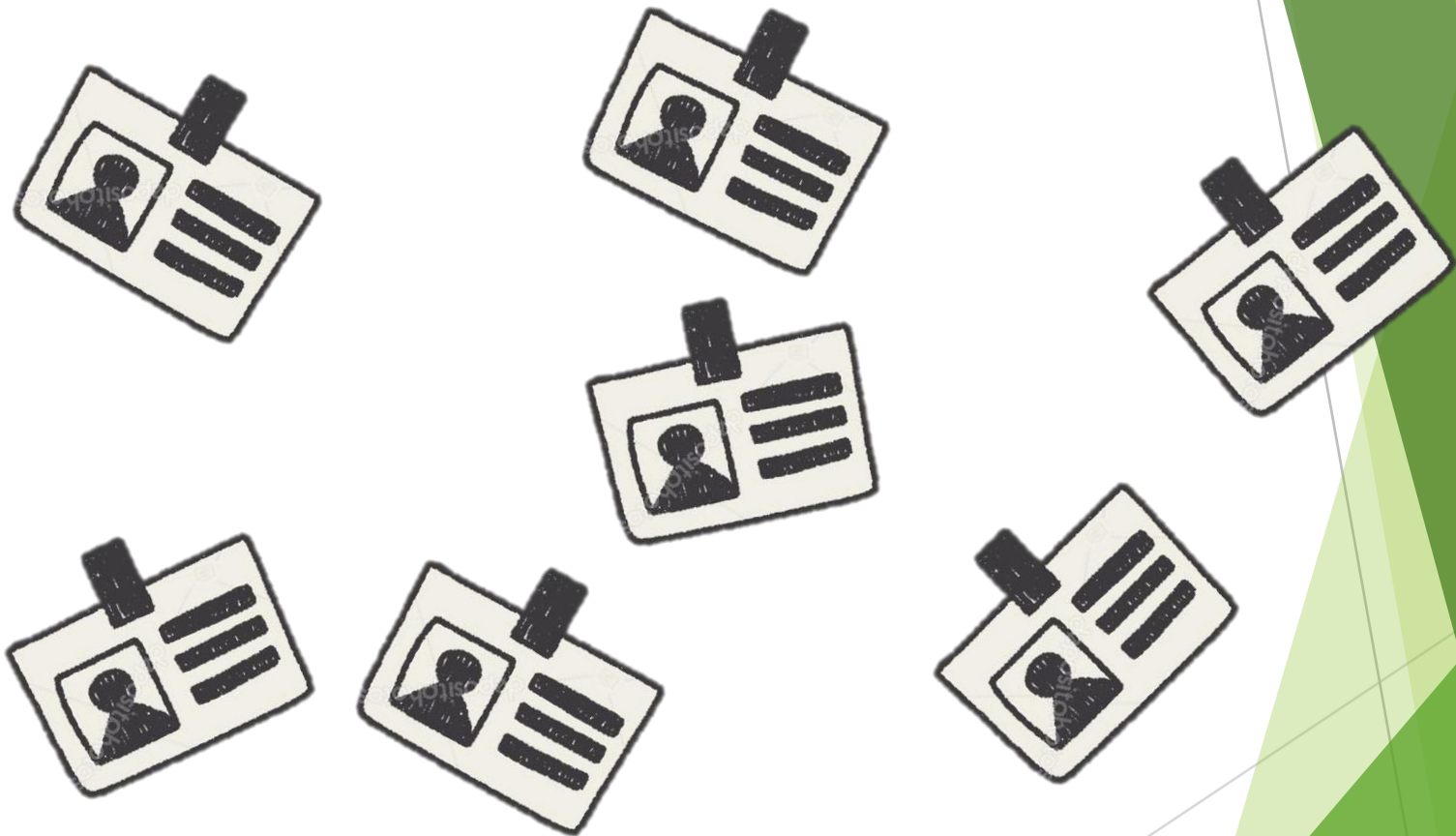
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Who are you and why you selected this course?



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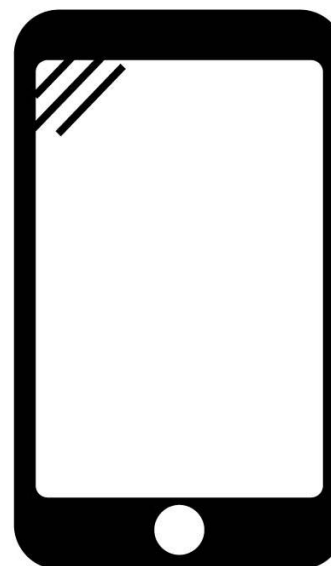


Centre
for Systems
Solutions

What I need from you?



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Red post-it!



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What is sustainability for you?



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Course's goals

Teaching sustainability



Bringing cooperative learning at the forefront



Achieving students' involvement in co-creation of the future



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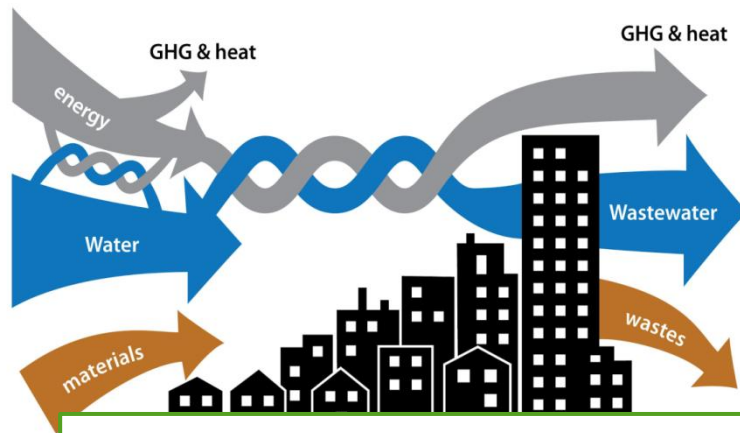
Link with the general term of urban sustainability



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Societal Metabolism



Flows within an urban environment

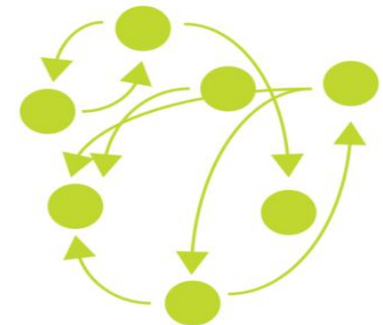


Ways of thinking...

Traditional thinking



Systems thinking



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2 questions
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Objectives of the current lesson



introduce and familiarize young people (the potential policy makers of tomorrow) with basic notions and principles of urban mobility

show drivers and challenges in sustainable urban mobility goal

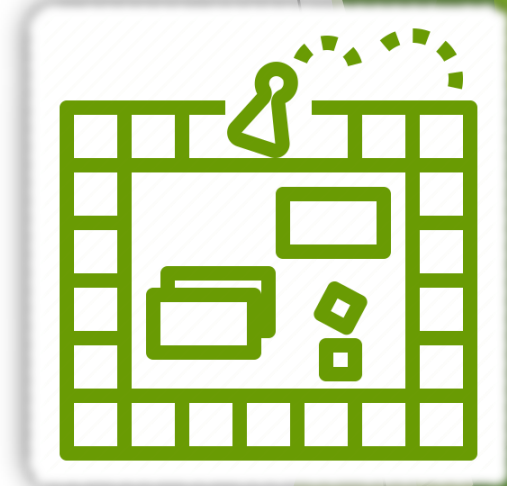
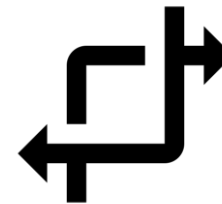
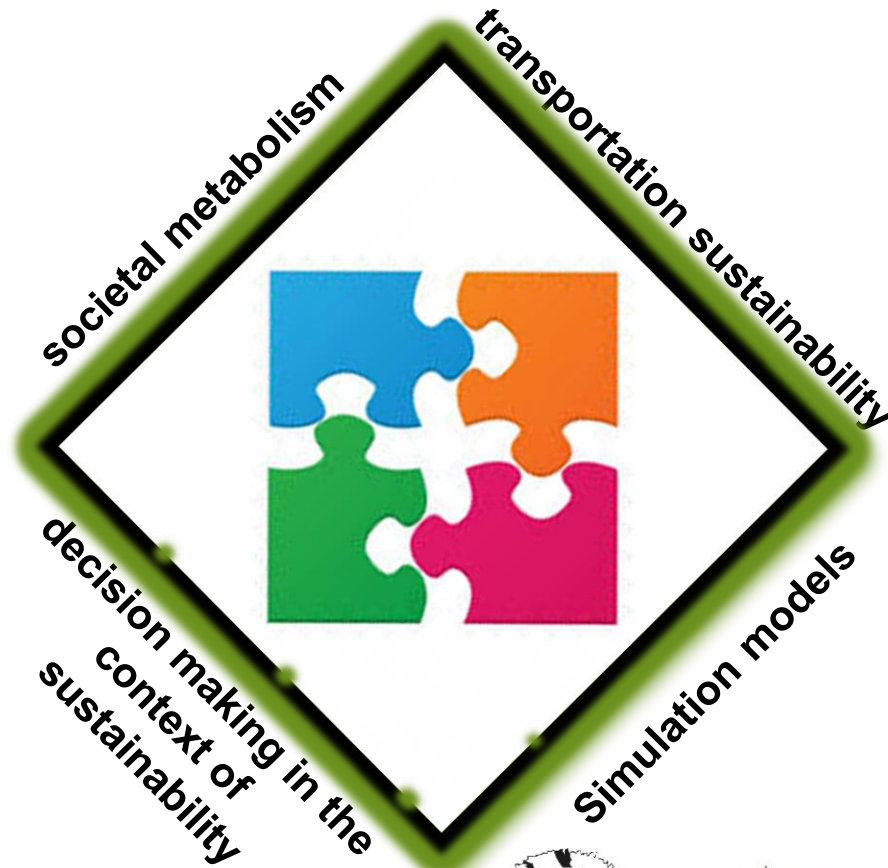


educate on sustainable urban mobility planning

motivate so as to become active agents of change



Link with the next lessons



Game



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Topics of discussion

EU actions
for
supporting
urban
mobility

The modern
approach on
mobility
planning

The
participatory
approach of
mobility
planning



Blue post-it!



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What do you think is sustainable
mobility?



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What is sustainable urban mobility?

Mobility (system & services) that

- ✓ *satisfies the needs of people and businesses in cities and their surroundings for a better quality of life*
- ✓ *takes due consideration of integration, participation, and evaluation principles*

Definitions

TERM	DEFINITION
Mobility	the efficient movement of people and goods / the ability to move
Accessibility	the ability to reach opportunities / the ability/easiness to reach the destination of a trip
Connectivity	Connectivity in general context is about bringing areas and people close – one aspect of connectivity is linked with the transport sector; it means bringing people closer by providing them different (sustainable) mobility options, the notion encompasses both hard (infrastructural) and soft (i.e. ICT) measures
Sustainable Urban Mobility Plans	A Sustainable Urban Mobility Plan has as its central goal improving accessibility of urban areas and providing high-quality and sustainable mobility and transport to, through and within the urban area. It regards the needs of the 'functioning city' and its hinterland rather than a municipal administrative region
Participatory Planning	Participatory planning is an urban planning paradigm that emphasizes involving the local community from the very beginning (preparation of Local Action Plans) of the strategic and management processes of urban planning; or, community-level planning processes
Information and communication technology (ICT)	the various Telecommunications and Information Technologies, which have been used in the field of Transport since the mid-80s. They include a large number of technologies and systems in various stages of development from research prototypes or even concepts, to commercially available products and applications
Transport external costs	Negative side effects of a certain activity that impose a cost upon society or environment

Parenthesis - Industrial Revolution



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Currently

1970

1870

1770



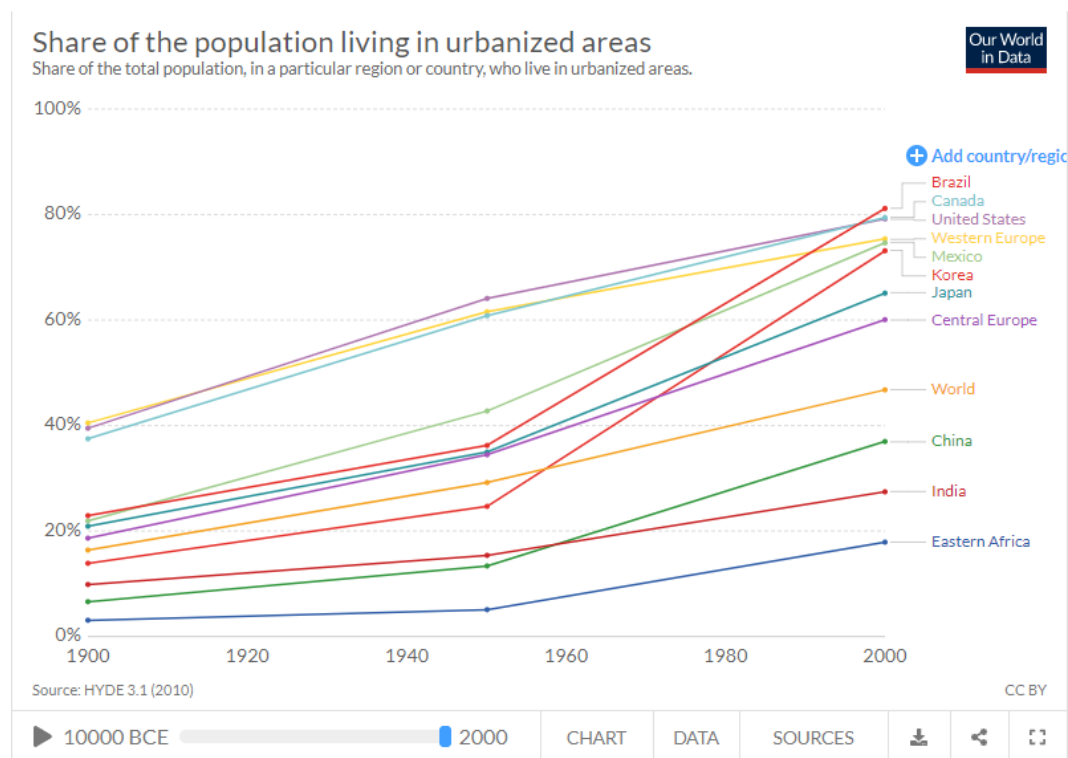
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<https://www.youtube.com/watch?v=6ElX5oeugiw>

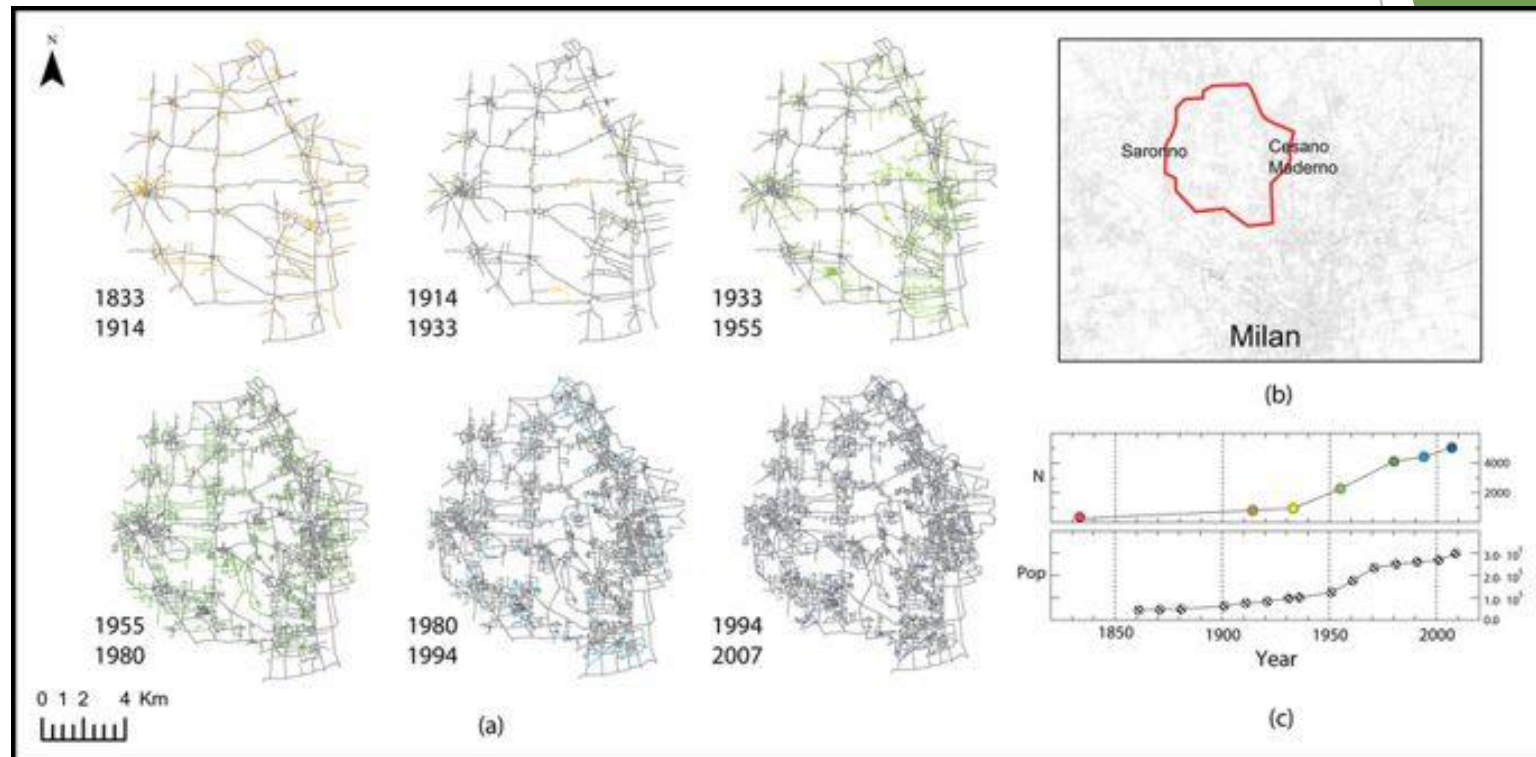
<https://www.youtube.com/watch?v=8Fj2ARn1WMY>

Urbanization and mobility (1/4)



<https://ourworldindata.org/>

Urbanization and mobility (2/4)



<https://doi.org/10.1016/j.jdmm.2014.06.001>

Urbanization and mobility (3/4)



Urbanization and mobility (4/4)

Economic impacts	Environmental impacts	Social impacts
• Congestion • Bottlenecks • Low accessibility • Accidents • Increased costs	• Pollution • Noise • Climate change	• Social inequity • Health problems • Lower quality of life • Aesthetic damage

Urbanization and mobility – the goal



<https://doi.org/10.1016/j.jdmm.2014.06.001>

EU actions
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urban
mobility

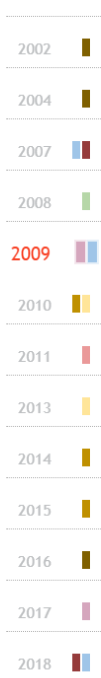
The modern
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The
participatory
approach of
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The history and future of mobility in EU cities (1/2)

<https://interconnect.adrioninterreg.eu/>
<http://interconnect.imet.gr/>



[More...](#)

Urban Mobility Action Plan

The Urban Mobility Action Plan contains twenty measures that enhance sustainable urban mobility. These measures can help local, regional and national authorities achieve their goals for sustainable urban mobility. With the Action Plan, the European Commission presented a comprehensive support package in the field of urban mobility.

[More...](#)

2010

EU 2020 Strategy for smart, sustainable and inclusive growth

Responding to the economic and social crisis of Europe and to the intensified global challenges, EU defined the strategy Europe 2020 as a framework for effective decisions. Towards accomplishing this path, the EU Member States, having deepened in the strategy philosophy, translated the EU-level targets to national targets taking into account special characteristics and country needs. The five areas that need structural transformation or/and upgrade for achieving high level of competitiveness, productivity and equity (or in other words as the title of the strategy reveals; "smart, sustainable and inclusive growth") in EU and the accompanying targets as defined in EU2020 are:

Area of intervention	Target
Employment	75 % of the population aged 20-64 should be employed
Research & Development	3% of the EU's GDP should be invested in R&D
Climate change & energy	The "20/20/20" climate/energy targets should be met (greenhouse gas emissions/share of renewable energy sources/energy efficiency)
Education	share of early school leavers should be under 10% and at least 40% of the younger generation should have a tertiary degree
Poverty & social exclusion	20 million less people should be at risk of poverty

In a nutshell, the Flagship Initiatives of the EU 2020 Strategy are:

Interreg
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for Pre-Accession II Fund

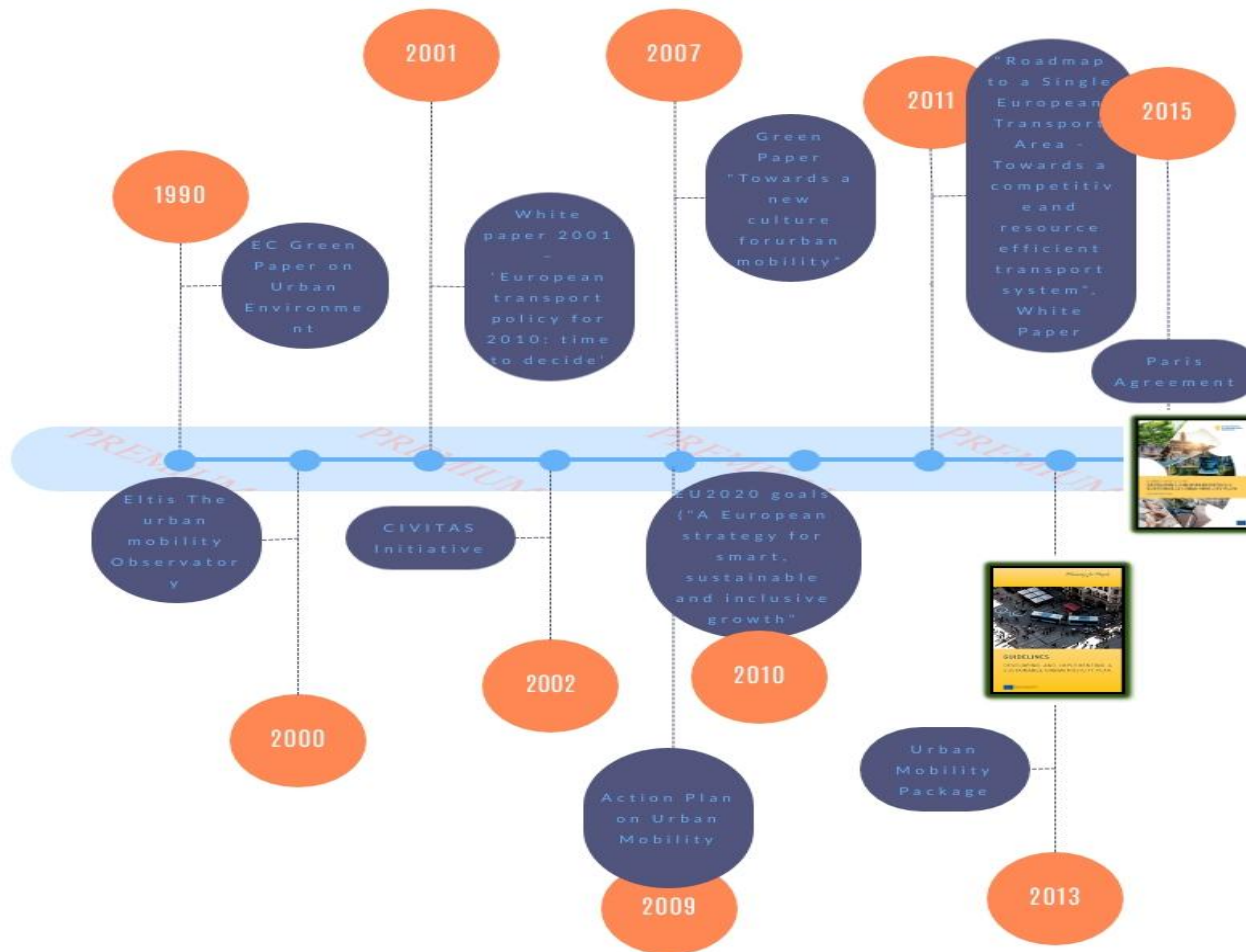
Inter-Connect

EU on sustainable mobility path

1990-2019



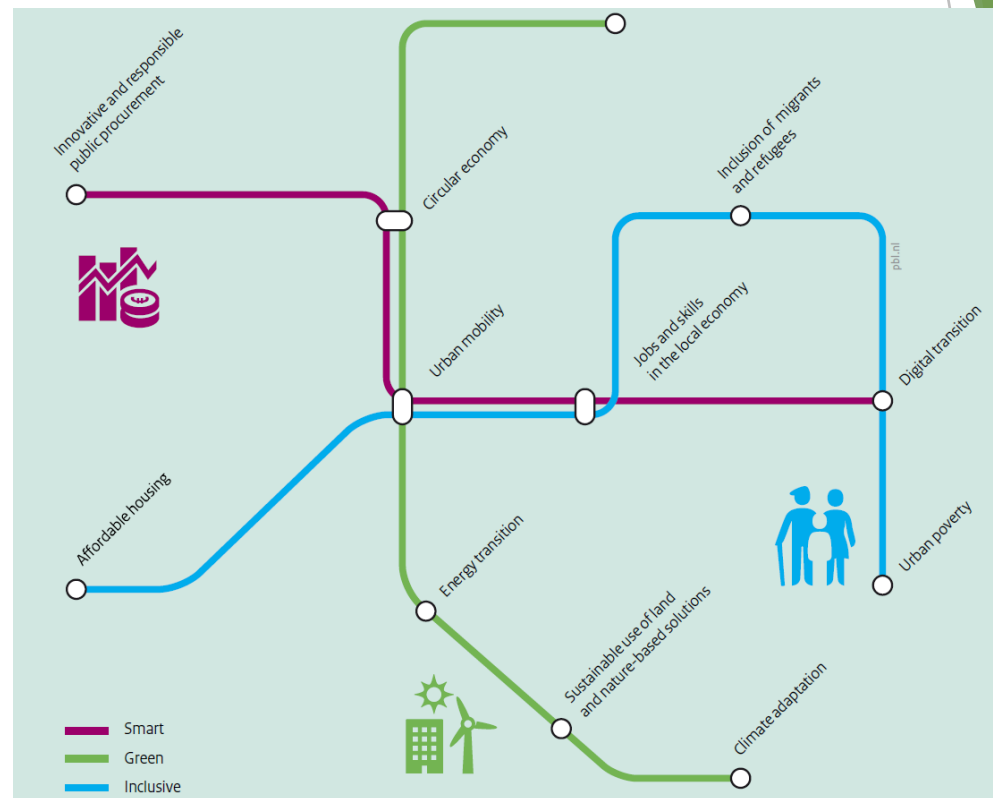
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Urban Mobility at the crossroad both of policies & of challenges



<http://www.astrid-online.it/static/upload/2187/218785fbfc2c037492650a69a62068b1.pdf>



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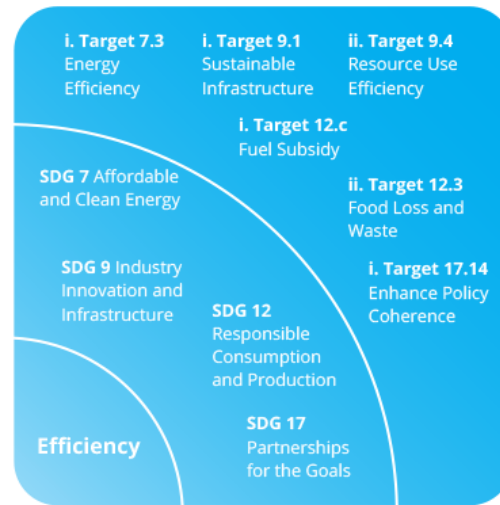


Urban Mobility contributing to Sustainability Goals





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•Target 3.6

By 2020 to halve the number of global deaths and injuries from road traffic accidents.

•Target 11. 2

Aims to, by 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations - women, children, persons with disabilities and older persons.



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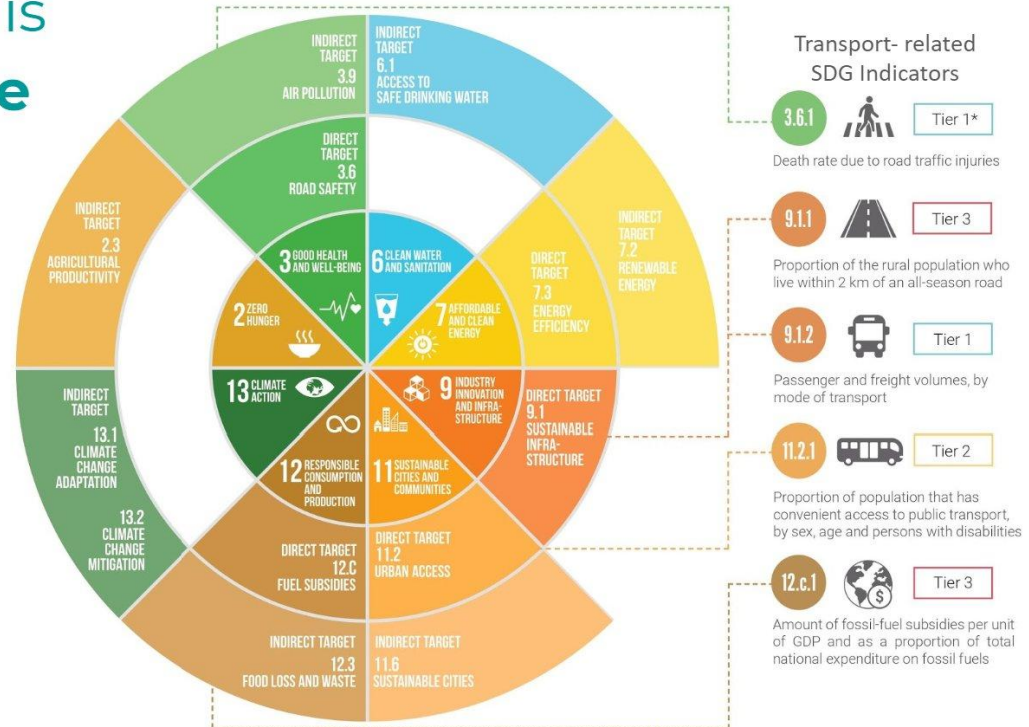
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Sustainable transport is a **cross-cutting theme** in the 2030 Agenda for Sustainable Development



Partnership on Sustainable
Low Carbon Transport



Sustainable Transport: A Critical Driver to Achieve the Sustainable Development Goals

Read more at: www.slocat.net/vnr



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Topics of discussion

EU actions
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supporting
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The modern way of mobility planning

Traditional Transport Planning		Sustainable Urban Mobility Planning
Focus on traffic	→	Focus on people
Primary objectives: Traffic flow capacity and speed	→	Primary objectives: Accessibility and quality of life , including social equity, health and environmental quality, and economic viability
Mode-focussed	→	Integrated development of all transport modes and shift towards sustainable mobility
Infrastructure as the main topic	→	Combination of infrastructure, market, regulation, information and promotion
Sectoral planning document	→	Planning document consistent with related policy areas
Short and medium-term delivery plan	→	Short and medium-term delivery plan embedded in a long-term vision and strategy
Covering an administrative area	→	Covering a functional urban area based on travel-to-work flows
Domain of traffic engineers	→	Interdisciplinary planning teams
Planning by experts	→	Planning with the involvement of stakeholders and citizens using a transparent and participatory approach
Limited impact assessment	→	Systematic evaluation of impacts to facilitate learning and improvement

Guidelines for developing and implementing a Sustainable Urban Mobility Plan (2nd edition)



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SUMP 2.0 – the 12 steps procedure

The 12 Steps of Sustainable Urban Mobility Planning [2nd Edition] – A decision maker's overview



Guidelines for developing and implementing a Sustainable Urban Mobility Plan (2nd edition)

✓ This symbol indicates points of political involvement during the SUMP process

8 crucial principles in SUMP

*Guidelines for developing and
implementing a Sustainable Urban
Mobility Plan (2nd edition)*



Plan for **sustainable**
mobility in the entire
'functional city'



Define a long-term
vision and a clear
implementation plan



Cooperate
across institutional
boundaries



Develop all transport
modes in an
integrated manner



Involve citizens
and **stakeholders**



Arrange for monitoring
and **evaluation**

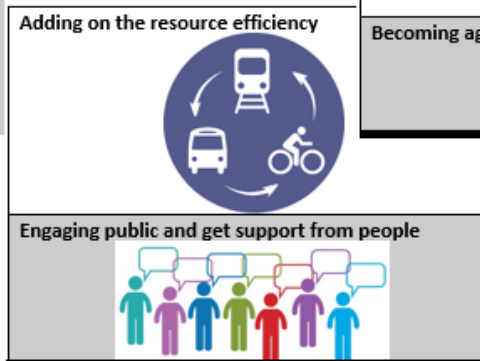
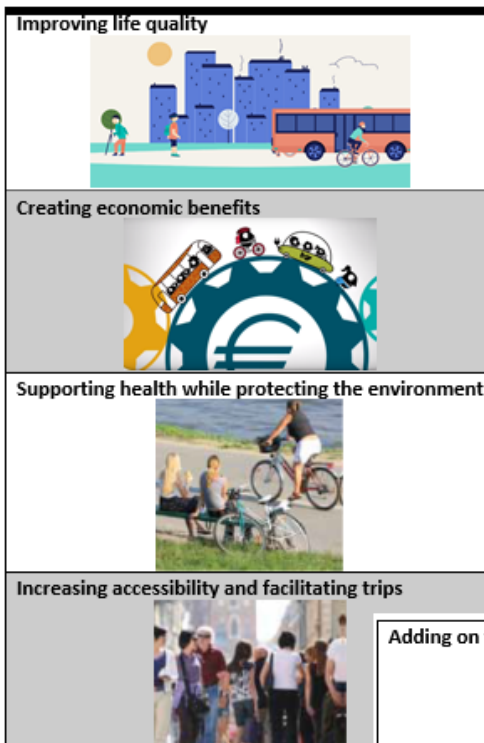


Assess current and
future **performance**



Assure **quality**

Benefits of SUMP approach



Vision of the future for cities implementing SUMP

CITY	VISION of the future city
Copenhagen	"to make mobility in Copenhagen more efficient and green in order to stimulate growth, contribute to a CO ₂ -neutral city and to the good life for Copenhageners"
Helsinki	"high-quality and eco-efficient means of mobility and transport promote development and wellbeing of the Helsinki region"
Budapest	"Budapest is a liveable, attractive capital city with a unique character and a respected member of the European Network of cities as the innovative economic and cultural centre of the country and the city region"
Bristol	"to enable movement to and through the BTQEZ" (Bristol Temple Quarter Enterprise Zone – at the heart of the city)
Malmö	"Walking, cycling and public transport are the first choice for all who work, live or visit in Malmö. These travel choices, together with efficient and environmentally friendly freight and car traffic"
Manchester	"World class connections that support long-term, sustainable economic growth and access to opportunity for all"
Thessaloniki	"sustainable mobility for Thessaloniki to further support its role as a vivid, resilient and fully operational cell where entrepreneurship and cultural heritage are highlighted"

Examples of sustainable mobility interventions & measures

Introduction of alternative forms of public transport operation – e.g. Public Transport on demand
Active transportation support – cycling & walking interventions
Demand management strategies (access restrictions, environmental zones, congestion charging)
Specialist mobility services (e.g. public buses, car sharing, carpooling, etc.) including private initiatives
Clean vehicles
Mobility management (mobility agencies, eco points system rewarding the use of public transport and other sustainable mobility options instead of the private car)
Collective passenger transport (new forms of public transport services, access for elderly and disabled passengers, integration of modes)
Transport telematics (e-ticketing, traffic management and control, travel and passenger information)
Less car dependent mobility options (car sharing, carpooling)
Sustainable urban logistics concepts (transportation methods, the handling and storage of goods, the management of inventory, waste and returns, as well as home delivery services)

Let's explore
and
brainstorm...

Le pedibus

<https://www.youtube.com/watch?v=vvlJmgvlyz0>

Manchester's Oxford Road evolves

<https://www.youtube.com/watch?v=q0fVuSaqsQ>

Pedestrianization in Bucharest

<https://www.youtube.com/watch?v=jQD0pc1YX38>

Supporting mobility of cruise pax

https://www.youtube.com/watch?time_continue=3&v=ne6_Ory10Kg&feature=emb_logo

Trikala as a sustainable mobility example

https://www.youtube.com/watch?time_continue=2&v=ryc76o2DGbM&feature=emb_logo

Thessaloniki – a resilient city

<https://www.youtube.com/watch?v=keCM8x6vyJY>

Sustainable logistics with SUMP concept

https://www.youtube.com/watch?time_continue=3&v=YerAmd1G4N0&feature=emb_logo



Stockholm

Consolidating municipal freight
and excavated materials in
Stockholm



Stockholm

Develop a smart choice of
mobility services



Stockholm

Transforming parking
areas to new green uses



Stockholm

Smart and flexible parking
using new technology



Stockholm

Night-time deliveries using
clean and silent vehicles



Stockholm

Offering electric vehicle business
test fleets to selected target groups



Stockholm

Policy for rerouting cyclists
during construction work



Stockholm

Promote the installation of electric
vehicle charging in multifamily
housing



Stockholm

Speed up core bus
routes



Madrid

Mobility management
strategies for vulnerable
groups



Madrid

Open platform for multimodal
mobility information and services



Madrid

Innovative and participative
approach to traffic safety

European Mobility Week and SUMP Awards; recognizing sustainable mobility

- The EUROPEAN MOBILITY WEEK Award is given to municipalities for their outstanding activities during EUROPEANMOBILITYWEEK on 16-22 September
 - ✓ one for municipalities larger than 50,000 inhabitants
 - ✓ one for smaller municipalities under this threshold)
- The SUMP Award recognizes local and regional authorities for excellence in sustainable urban mobility planning, focusing on a specific topic.

Greater Manchester winner of the 7th SUMP Award

<https://www.youtube.com/watch?v=BkgfMaEjLCs>

Lisbon, winner of the EUROPEAN MOBILITY WEEK Award 2018 for larger municipalities

<https://www.youtube.com/watch?v=Qcucz3ahRYY>

Lindau, winner of the EUROPEAN MOBILITY WEEK Award 2018 for smaller municipalities



<https://www.youtube.com/watch?v=rgGFVPQ1DUc>

Topics of discussion

EU actions
for
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The modern
approach on
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The
participatory
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Why to engage citizens and stakeholders in mobility planning?



e-smartec
Interreg Europe

*Contribute
Cooperate
Co-design
Co-agree
Co-decide
Co-monitor
SUCCEED*



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shorturl.at/kwHT6



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Engagement; benefits for all

For citizens and stakeholders

- Can articulate ideas, concerns & viewpoints throughout process
- Take ownership of ideas, measures and projects
- Contribute towards creative and innovative solutions (elaboration of concepts/ideas tailored to local situations)
- Become part of democratic process

For city / municipalities

- Have an opportunity to explain/ justify urban mobility measures & strategies
- Gain acceptance of plans, decisions & approach
- Can "feel the temperature" of reaction
- Strengthen cooperation between actors & agencies
- Persuade citizens to test measures

For everyone

- Better awareness of urban mobility challenges (and complexity of solutions)
- Higher efficiency and effectiveness of policy choices
- Greater transparency of decision making
- Reducing 'gap' between general public & politicians narrows
- Increased legitimacy of measures, projects, strategy
- Can encourage better use of new systems/ services



Figure 14: Recommended involvement tools and methods for SUMP development (important ones marked in bold), based on the four SUMP phases and classified after the level of engagement (from the lowest level of engagement "Inform", to "Consult", "Collaborate" and the highest level "Empower")



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	Preparation and Analysis	Strategy development	Measure planning	Implementation and Monitoring
Inform	Face-to-face: Information event, Press conference, Information booth in public spaces, Exhibition in public spaces, Information campaign with 'local celebrity', Local citizens/stakeholders as communicators & multipliers for the community Print: Poster, Flyer, Brochure Online: Social Media posts, Website, Informational App, Broadcast/Podcasts, Video Channel, Newsletter			
Consult	Social Media (surveys) , Feedback form on Website, Survey/Feedback forms via App			
	Questionnaires & Surveys, Interviews (telephone, key people, ...) Crowdsourcing data, e.g. Online map-based survey or Problem reporting via App; (Travel) diary, Walkability inspection	Delphi survey on future trends	Measures selection survey, Crowdsourcing data	Evaluation questionnaires & Surveys, Evaluation interviews (telephone, key persons, ...), Crowdsourcing data , (Travel) diary, Blind walk
Collaborate	Focus groups, Worldcafé, Topical events, Stakeholder round table, Public discussion Problem analysis workshop, Brainstorming/ Brainwalking, Blind walk			
Empower	Scenario workshop, Visioning event, Future search workshop, Open space event, Participatory Geodesign			
	Hackathon, Measure workshop, Planning for Real Citizen jury/Citizen advisory committee, Voting Participatory budgeting			
	Field trip to implementation site, Co-Maintenance (Adoption programmes), Living lab			
	Co-Maintenance/ Co-Implementation (Adoption programmes, e.g. tree adoption)			

Guidelines for developing and implementing a Sustainable Urban Mobility Plan (2nd edition)



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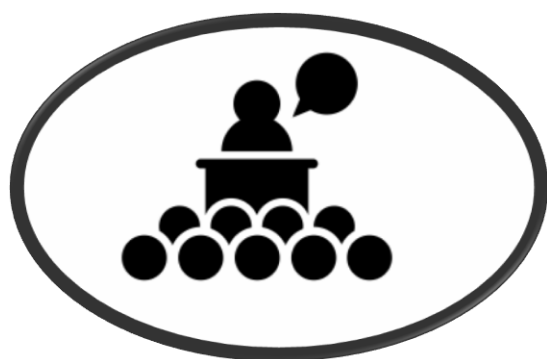


Let's explore
techniques for
engagement...

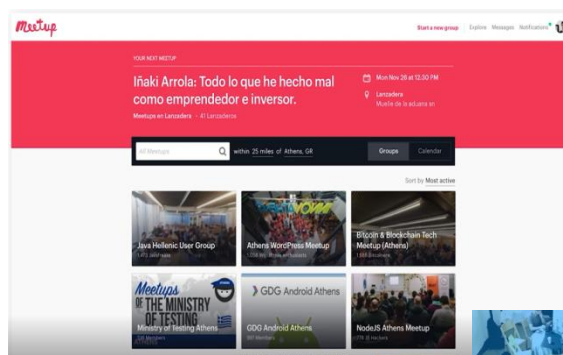


<https://www.interregeurope.eu/e-smartec/>

Citizen audits
Workshops with citizens
Focus groups with citizens



Traditional
approaches



More active
events



Quotes from participants about health benefits:

"Beat the Street helped me become more active. Ensuring I left my car at home where possible. It brought my family together."

"Encouraged me to walk more and that helped me in controlling my blood sugar levels well."

"I got more exercise because I walked and I travelled on foot to places just for fun and to collect points. I didn't see walking as exercise and I thought exercise was boring but I was wrong about both things."

Quotes from participants about changing travel modes:

"It made me realise how close places are to walk whereas before we would have automatically jumped in the car."

"It made me want to walk from Feltham Station to home and not get the bus."

Quotes from participants about social benefits:

"As a family we felt closer to the community as all the kids and family in our neighbourhood were also doing Beat the Street. As parents we bonded with the kids and had a 'purpose' while walking and the kids enjoyed it big time."

"I spent extra time with my family. We specially went outside on weekends just to touch our card."

Success story

Gdańsk, Poland

Author: Monika Evini

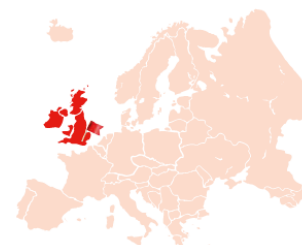


incentives

Success story

London Borough of
Hounslow, UK

Author: Chris Norfield



"The more the interventions are aimed at changing the mobility habits of citizens, the more communication activities become necessary. Changing habits requires clear and unambiguous arguments, sufficiently solid motivations and a reliable road map for the implementation of change."

[Emilia Romagna - Regional Law, 2019]



Citizens'
workshops





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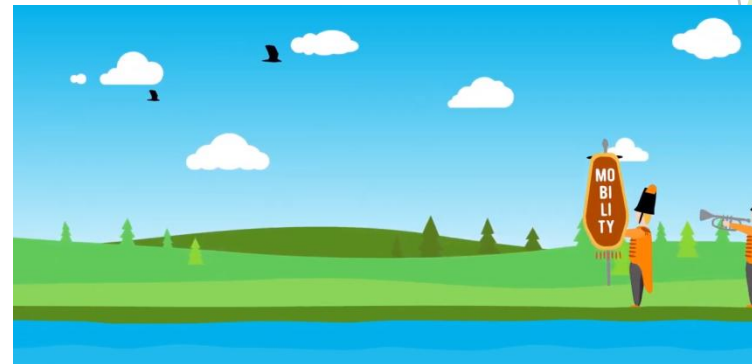


Card game



&

animation movie
about their
Vision



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SUSTAIN Erasmus+ project
game for students (and not
only 😊) for sustainable
behaviour adoption

4 Fun Facts About Serious Games



- WORLD WITHOUT OIL**
Won the Activism award at the 2008 South by Southwest conference
- FREE Rice**
More than 95 billion grains of rice have been donated since the game began
- GARBAGE DREAMS**
The game is inspired by the Zabbaeen, Cairo's "Garbage people," who recycle up to 80% of the waste they collect
- wetopia**
Sojo Studios, the game's creator, donates 50% of its profits to nonprofit partners

Sources: worldwithoutoil.org | Wikipedia | freerice.com | pinx.org | fastcoexist.com

Crowd-listening and learning opportunities

*Developed by
CERTH/HIT in
the framework
of MOTIVATE
MED 2014-
2020 project*



A crowd sourcing approach
to mobility data and
assessments collection



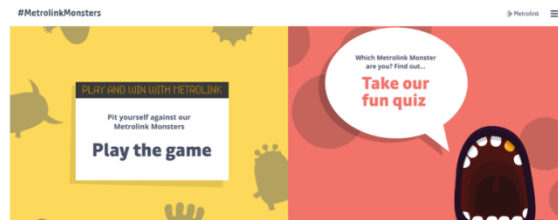
An awareness
raising game



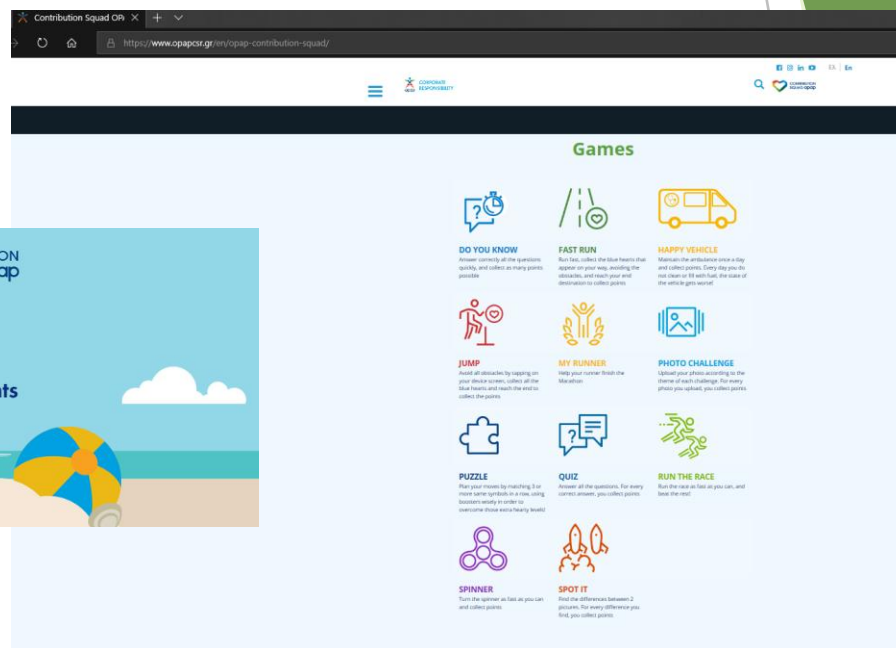


https://www.youtube.com/watch?time_continue=7&v=Kph8sGG4rF4&feature=emb_logo

Games for awareness raising



#MetrolinkMonsters, <https://www.metrolink-monsters.co.uk/>



Co-funded by the
Erasmus+ Programme
of the European Union



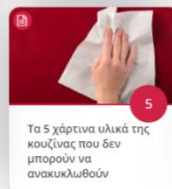
ΜΑΘΕ ΚΑΙ ΚΕΡΔΙΣΕ

ΠΕΡΙΣΣΟΤΕΡΑ



Δώσε κι εσύ Υπόσχεση για καθαρές θάλασσες #KeepItBlue

Δράσε οικολογικά στις διακοπές σου και κέρδισε επιπλέον πόντους



Earn rewards
for recycling at home

A Coventry Recycling Club is a scheme run by Coventry City Council to reward residents for recycling. The scheme is fully funded by the Department of Communities and Local Government (DCLG) Weekly Collection Support Scheme.

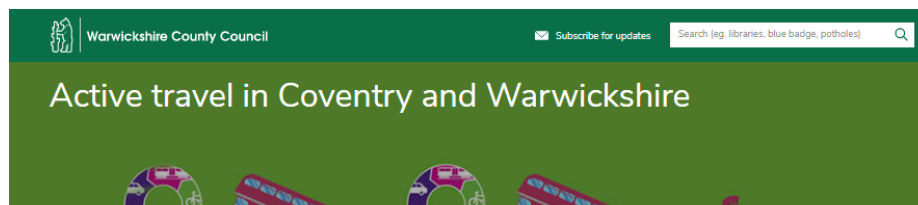
A Three Good Causes are shown on the website every month and you can choose which ones you give your points to. Each month all three Good Causes will get a share of the funding pot of up to £5,000. The funding pot will increase as more people join the club and, of course, the more people recycle.

Missions & rewards

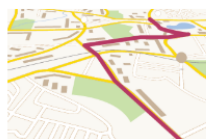
Trade plastic bottles for a metro ticket in Rome

Commuters in Rome can now earn public transport credits by recycling plastic bottles.

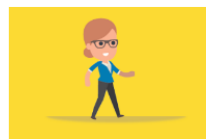




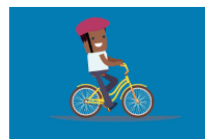
Plan your journey



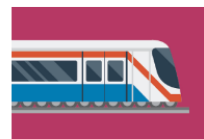
Journey planner
[Learn more](#)



Walk
[Learn more](#)



Cycle
[Learn more](#)



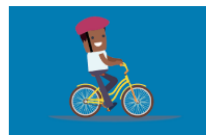
Rail
[Learn more](#)

Advanced
services
provision

Local information



Air quality in Coventry and
Warwickshire
[Learn more](#)



Cycling and walking
[Learn more](#)



Public transport and road
safety
[Learn more](#)



Green car options
[Learn more](#)

Public transport training events for the elderly
Mobile Guidebooks for the elderly
Mobility checks for elderly people
Personal Mobility Assistants for the elderly
Mobility Assistants for elderly people at major transport interchanges
Info packages for new residents





The award-winning Cycle Crime Action Plan focuses on five key areas - enforcement, engagement, education, environment and evaluation. This includes bike marking sessions in partnership with the Safer Travel team, the sale of d-locks and the deployment of decoy tracker bikes.

Coventry City Council

Home > Parking, travel and streets > Cycling > Cycle training

Cycle training



Image taken by J
Bewley/Sustrans

Public transport try-out activities

Tailored public transport advice with the help of existing information and communication technology (ICT) tools

Guided walking tour

Walking for health

Guided cycling tour

Providing try-out-Pedelecs



Try out
actions

Success story

Donostia / San Sebastián,
Basque Country, Spain

Author: Iñaki Baro Garin



**Homework tips...
let's try together!**

Homework phase 1: Describe main mobility problems in your city and propose solutions

Which is the current situation?	
Which are the mobility needs that should be covered?	
Which is (/are) the measure(s) you propose for enhancing mobility and accessibility? Argue on the solution(s).	
Is it cost-efficient? Where would you seek for money in order to implement the measure(s)?	
Who should cooperate in order to implement and monitor the measure?	

Homework phase 2: Access the following interventions - which are the changes and benefits?





Homework phase 2: TEST your knowledge of sustainable mobility

	RIGHT ✓	WRONG ✗
Urban transportation is not a major emissions' generator		

Select the right answer/s

Car sharing

- ☐ improves environmental performance
- ☐ is not considered as a sustainable mobility measure
- ☐ replaces 10 private cars on average
- ☐ is cost ineffective for travellers

Green post-it!



Co-funded by the
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What is sustainable mobility for you
now 😊 ???



Societatea
pentru
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Responsabil





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Thank you!

Official Website www.sustainerasmus.eu

Facebook page [@SUSTAINproject](https://www.facebook.com/SUSTAINproject)

Twitter page [@SUSTAIN_erasmus](https://twitter.com/SUSTAIN_erasmus)

LinkedIn page [SUSTAIN PROJECT](https://www.linkedin.com/company/SUSTAINPROJECT)



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