



KRAKOW

Sustainable mobility marketing

Background/context

The city of Krakow has developed an integrated marketing scheme for sustainable mobility including a series of activities to draw people's attention to the adverse impacts of traffic, the existence of sustainable modes and their potential to fulfil individual mobility needs. As part of this scheme a number of seminars and events on sustainable mobility were organised. The scheme is local for Krakow and largely financed and supported by the European Union CIVITAS II project.

Case description

The aim of the measure is to develop the integrated marketing scheme. The measure concerns:

- the establishing of a new "mobility culture;"
- the creating of incentives for sustainable mobility;
- the developing of a concept for reducing the ecological footprint of mobility;
- the introduction of a new form of information; and
- the facilitating of public transport use.

Most innovative aspect of the scheme is the use of the In-

ternet to promote public transport and ecological behaviour, and to provide information on cost comparisons for the use for available transport means.

Fifteen targeted seminars and events focusing on different issues of sustainable mobility have already been or are yet to be implemented. The city will use these events to inform citizens and specific target groups about measures related to demand management and promotion of sustainable transport modes. Additionally, there will be an incentive system to promote and stimulate the use of sustainable modes. The intention is to link the purchase of public transport tickets with other benefits such as participation in lotteries or contests.

It is also intended to analyse the introduction of new tickets (e.g. for specific target groups or events) and to improve the promotion and distribution of existing tickets (e.g., family weekend tickets). A mobility education concept for schools is also being developed. Businesses were also targeted for educational activities, although none have expressed interest to date. These institutions can contribute significantly to a reduction of car use by putting greater emphasis on mobility education. The objective of this mobility education is to make people aware of their sustainable transport options and to teach them how to use them.

Expected Results

Among the expected results and targets are to achieve a level of awareness about the project among Krakow residents of 75%, to get 65% of the population to have a positive image of the project, to name 1,000 project ambassadors in the city, to raise society's ecological awareness, to increase the reliability of transfer trips (reduction of missing vehicles at interchanges by 40%), to reduce the public transport travel time for trips with transfers, to increase the public transport demand by 3%, to increase public transport and non-motorised traffic use and to improve quality in terms of regularity, punctuality, reliability and comfort. Results achieved to date look promising.

Some of the activities in this scheme were linked to the annual European Mobility Week. Activities were undertaken during preparation for the event. Several meetings with all involved partners were organised. CIVITAS-CARAVEL personnel were focused on the preparation of targeted marketing brochures (e.g., a brochure dealing with inappropriate parking behaviour), on the preparation of CIVITAS-CARAVEL posters to be introduced during the European Mobility Week and on the preparation of an activity carried out by the Municipality of Krakow (related to better organization and more extensive car pooling among municipal staff).

The Municipality of Krakow organised a series of seminars for primary, secondary and high schools. The idea of the seminars is to promote public transport as the fastest, most ecological and most convenient way of traveling – one that is also independent from traffic jams. During the seminars, student participants grapple with mobility-related questions and can win CIVITAS CARAVEL prizes. All the seminars held to date have generated lots of interest among both students and school staff members.

Krakow is implementing an incentive system called "Gadgets for Tickets" for passengers of public transport. The idea is very simple. For three months beginning in September, validated

public transport tickets can be redeemed for various gadgets, t-shirts and other gifts. Afterwards, the promotion will be continued, but targeted at children under 12 only. Parallel to the promotion of this activity, the Municipality is also promoting an existing product: weekend tickets for families.

In September 2007, at the Small Market Square, events for children were organised. This was accompanied by a bicycle rally, free rides on a historic tram and an old-bicycles exhibition. On September 22, 2007 the entire public transport in Krakow was free for car drivers and their families.

More recently, a competition was announced in which participants create posters promoting sustainable transport. Entries were due on June 6, 2008. Winners will be eligible for a new bicycle and a public transport pass valid for six months. The municipality is also preparing some posters of its own illustrating facts about mobility.

Transferability and success factors

The solution is easily transferable to other cities and regions as the involved measures are easy to replicate and available in most cities/regions.

A precondition for success is a close cooperation between the involved public transport operator(s) and the city municipalities. The contribution of key players and their commitment to sustainable mobility targets is necessary.

References and contacts

Contact: Dariusz Niewitala
 Organisation: Municipality of Krakow
 Address: Urban Infrastructure Office
 os. Zgody 2, 31-949 Krakow, Poland
 Tel: +48 12 616-87-80
 Fax: +48 12 616-88-01
 E-mail: niewitda@um.krakow.pl
 Website: www.krakow.pl

