

ABC.MULTIMODAL

1ST NEWSLETTER

MARCH 2012 – SPRING EDITION

Welcome to the first newsletter of the project “abc.multimodal”. Five partners in the South Baltic Region cooperate in this project until 2014 to integrate cycling into multimodal transport system and mobility culture. The first edition presents the aims and contents of the project. The following newsletters will shortly present new activities and outputs with links to descriptions and downloads on our website www.abcmultimodal.eu. We hope for your interest and wish you nice reading.

CYCLING CONNECTS: ABC PARTNERS

Cycling connects people at different places by moving from A to B by cycling. ABC-project partners are connected by the common goal to promote cycling: The Hanseatic City of Rostock, the ADFC Rostock (German Cycling Association Rostock), the Kalmar Municipality, the City of Gdansk and the PSWE (Pomeranian Association Common Europe). Two associated organisations help to disseminate the project outputs within the South Baltic Region: MV Bike (the network of cycling friendly towns in Mecklenburg-Western Pomerania) and the UBC Commission on Transportation. Read more about the partners and their role in the project here:

www.abcmultimodal.eu/project-partner.html

The project history started with the Kalmar declaration at the end of the project “Baltic Sea Cycling”. The Hanseatic City of Rostock took the initiative to apply for a new project. We thank all partners who have contributed to former applications.

CYCLING MAKES TRAFFIC MORE FLEXIBLE

The multimodal transport system becomes more flexible, individual and smart by integrating cycling. The ABC-partners aim to find solutions how to improve conditions for cycling in the multimodal transport system. They involve experts (city / traffic planner, traffic engineers, mobility advisors, politicians) and inhabitants as “users” to improve planning processes. Read more about this work package on our website under COMPONENT 3: www.abcmultimodal.eu/workpackages.html

CYCLING CONTRIBUTES HUMAN SCALE, FACES AND SPEED

Cycling is an important part of a multimodal mobility culture. ABC-partners aim to develop and implement soft measures for motivating people to integrate cycling into their personal mobility and for shifting the mobility culture of the cities towards more cycling and multimodality. They work with experts (like media consultants, teachers, politicians) and with volunteers to become experts for cycling promotion. Read more about activities in COMPONENT 4: www.abcmultimodal.eu/workpackages.html

ABC: CYCLING IMPROVES THE CITY

ABC means “Access by Cycling”. We think that cycling improves the accessibility of cities. Bicycles are accessible for most inhabitants from young to old, from rich to poor, female and male. Nearly all places in a city are accessible by bicycle. Providing accessibility by cycling is basic and sustainable like teaching the ABC. Cycling instead of driving motorized vehicles reduces congestion, pollution, noise and accidents. Cycling protects health, environment and climate in a very easy and cost saving way.

ACTIVITIES AND OUTPUTS

In the following month we will inform you about our activities and new outputs. We deal with interesting topics like participation in planning processes, evaluation of promotion campaigns or cycling monitors to count and motivate cyclists.

Please forward this newsletter to colleagues and experts in your networks or motivate them to subscribe here: www.abcmultimodal.eu/newsletter.html

If you don't want to receive further newsletters please send us a short e-mail.

The ABC-partners wish you a nice spring! Best regards

Thomas Möller, abc.multimodal – information manager

Thomas.moeller@radplan-nordost.de, mobile: 0049-179-7041949