



**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

This project is implemented through the **CENTRAL EUROPE** Programme co-financed by the **ERDF**.

Project Central MeetBike (3CE343P2)



1st Working Group Meeting WP2
(output 2.1.9.)
Brno, 10th October 2011

WP2: Communication, knowledge management
and dissemination

REPORT

FINAL VERSION 1 – 31.10.2011

Meeting Discussion & Decisions

Welcome

Radka Zakova welcomed the attendees to the meeting.

Leader WP2: PSWE

Presentation:

Speakers: Radka Zakova

Action 2.1 Media communication / dissemination

Outputs 2.1: it is done.

- Output 2.1.1.: the Communication plan, - it is done. We send a final version
 - Tasks for Progress report:
 - Open the tab „Indicators“ and then the parts „B – Outreach to selected target groups“ and there you write required data and information
- Output 2.1.2.: Project design - it is done.
- Output 2.1.4.: Communication working group - it is done.

Other outputs 2.1:

- Output 2.1.3.: Media list
- Output 2.1.5. Press releases
- Output 2.1.6.: Radio and TV cycling spot
- Output 2.1.7.: Press conferences
- Tasks for Progress report:
 - Open the worksheet „Workplan WP1 and2“ and there you write your output
 - Open the worksheet „Indicators“ and then the parts „C – Media Contacts“ , „F – Events“ and there you write required data and information

Other outputs 2.1: Working Group WP2: 2.1.9. – 2.1.12.

- Output 2.1.9. - it is done.
- Note for other WG WP2: PSWE should prepare reports and communicate with all partners before our meeting

2.2 Non-media communication / dissemination

WE DELAY !!

- 2.2.1. Project website of the project Central MeetBike – PSWE (all partners send their news to PSWE). This website will be connected with national web too – for example: www.cyklostrategie.cz
- 2.2.2. Electronic newsletter of the project Central MeetBike – PSWE (all partners send their news to PSWE)

When problems are eliminated?

- **HOW FAR IS PSWE WITH THE PREPARATION?**

- 2.2.3. Leaflets
 - Assignment: Leaflets will contain all relevant information about project in five languages (5000 of pieces = 1000 of pieces x 5 languages)
 - How far is PSWE with the preparation?

Tasks for Progress report (only PSWE):

- Open the worksheet „Workplan WP1 and2“ and there you write your output
- Open the worksheet „Indicators“ and then the parts „C – Media Contacts“ and „D – Project Website“ and „E – Publication/PR materials“ and there you write required data and information

NOTE

- 2.2.8. lectures on other conference - It will carry out the project ideas and results on other conferences
- NOTE - Although we shall report only two presentations about CMB at conferences, it is an appropriate measure, allowing you to go to various conferences and present CMB, of course, if you want to.

Recommendations for PSWE.

- 2.2.10. -To elaborate 1 report on partial evaluation of pilot actions implemented in project partner, to know the results and enable comparing with other project partners from other countries
- The core output is to be implemented at the end of the project, but I feel that interim results should be known earlier.
- PSWE please comment this proposal. Continuous results can be used for other measures of the CMB project.

Tasks:

- Task from Kick off meeting (June 2011 – Prešov): Every partner shall prepare a short report about himself. It will be placed on the Central MeetBike website.
- LP has only in October 2011: PP5 – Uherske Hradiste, PP6 – Pardubice, PP9 – Tczew, PP10 – Gdansk, PP11 – Dresden
- **LP needs from PP7 – Zilina, PP8 – Presov and PP12 - Leipzig**

2.3 National level

Tasks for Progress report (only CDV, TUD, VUD and PSWE):

- Open the worksheet „Workplan WP1 and2“ and there you write your outpus
- Open the worksheet „Indicators“ and then the parts „C – Media Contacts“ and „D – Project Website“ and „E – Publication/PR materials“ and there you write required data and information

Offer:

CDV created a roll banner presenting the CMB project, in English version, which is available to borrow for all partners. At this moment it can be found at PP11 – Dresden. If someone wants to change the roll banner for its own purpose, CDV will send the original file that you can make changes.

Central MeetBike
Bike it, Enjoy it

Objective:
Apply cycling experience of German cities in the partner countries and selected pilot cities, by way of four areas:

- 1. PUBLICITY, CAMPAIGNS** - to intensify the promotion of cycling using promotional and communication tools to help promote the ideas of cycling
- 2. STRATEGY** - to present a new perspective on strategic planning in cycling at the national, regional and local level
- 3. EDUCATION** - to organize educational programs following the model of Germany's Bicycle Academy focusing on the technical conditions of cycling infrastructure planning
- 4. PILOT INVESTMENT** - to implement pilot measures that are currently overlooked and to show model of cycling integration into transport planning. The aim is to create really good conditions for cycling in Central Europe, give a chance to sustainable mobility and demonstrate model solutions for cyclists in Central European cities.

Result:

- more comfortable and safer life in cities
- more efficient urban mobility
- financial saving
- support for local business
- healthier environment for residents and visitors
- less problems with traffic congestion
- less noise, cleaner air
- reduction of negative impacts on climate changes in the local and global scale
- saving non-renewable natural resources
- sustainable tourism
- public space as a meeting place for people

Project involves following participants:

- **CR** - Transport Research Centre (CDV), cities of Pardubice and Uherske Hradiste
- **D** - Technische Universität Dresden (TUD), cities of Dresden and Leipzig
- **PL** - Pomeranian Association Common Europe (PSWE), cities of Tczew and Gdansk
- **SK** - Transport Research Institute (WUD), cities of Zilina and Presov

www.centralmeetbike.eu

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CENTRUM DOPRAVNÍHO VÝZKUMU

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2.4 Local level

Tasks for Progress report (only city partners and PSWE):

- Open the worksheet „Workplan WP1 and2“ and there you write your output
- Open the worksheet „Indicators“ and then the parts „C – Media Contacts“ and „D – Project Website“, „E – Publication/PR materials“ and „F – Events“ and there you write required data and information

Recapitulation for you:

Number	Leader	Output	Qualitative description as in AF	Quantitative description as in AF	Start	End
2.4.2.		Campaign: "Bike to work"	Increasing the quality measures, best practise examples for citizens - PP8, PP4. PP5, PP6	18 campaigns	4	31
2.4.3.	PP5	cycling to school & campaign for children	a program for school children prepared focused on traffic and environment, health, first aid, history of bicycles (reflective tape - 06/2011, reflectors 09/2011)	3 campaigns PP5	4	31
2.4.4.		General cycling campaigns	Useful information for supporting the cycling usage and development (PP7 - 3 per project) & Exhibition of photos, bicycles, innovations & foreign experience (1 exhibition - PP11 "Radlust" - M30, 1 exhibition - PP12)	3 cycling campaigns PP7 (M7, M19, M31) + Radlust - exhibition	5	31
2.4.5.	PP5	A day without an accident	aim of the event will highlight the principles of safe cycling (safety features): PP5 - 3x	3 campaigns PP5	2	31
2.4.6.		European mobility weeks	Organizing two European mobility weeks aimed for students Prešov schools and universities as open air event with presentation project	PP5 and PP6 (M7, M19, M31), PP8 (M19,31),	5	31
2.4.7.		Partners websites	Designing interactive web page as multi level web page completed information about cycling and activities project (updating web too) - PP5, PP6, PP8, PP10	4 web sites, 6 reports about news	4	36
2.4.8.	PP5,6	Stickers	Thematic graphic design with the webpage address - the city Pardubice Uherské Hradiště	8000 stickers PP5 + 1500 stickers PP6	4	31
2.4.9.		Žilina cycling forum	The knowledge exchanges platform for citizens, authority and experts in Žilina	1 žilina forum	5	7
2.4.10.	PP7	Brochures	Designing and printing inspirational brochure aimed for local peoples, business companies, schools: PP7 - 3 per project, PP8 - by to work - 10000 pieces	3 brochures per project PP7	5	27
2.4.12.		Posters	Advertising posters, post up round the cities: PP6 - 6 x 150, PP4 - 2000 (M12, 24), PP10 - 3000 (M12, 24), PP11 - 200, PP12 - 200	posters - PP6 (M7, 19,31), PP4 and PP10 (M12, 24)	5	31
2.4.16.	PP4	banners	2 roll banners (PP4); 2 wall banners (PP4) and 1 web baner (PP4) will be an important instrument supporting the promotion of CMB	3 banners = 3xPSWE	1	6
2.4.17.	PP5,7	Citizens workshops	Increasing the quality measures, best practise examples for citizens, local authorities and experts, the knowledge exchanges platform - workshop	6 workshops (3 per project - PP5 + 3 per project - PP7)	5	31

The Czech Republic is very interested in knowledge of the " Bike To Work " campaign.

List of Advisory Boards; Working Group WP2 Members

NAME	Function	Project Partner #
Mr Andrej PIOTROWICZ	Chairman	PP4
Ms Radka ZAKOVA	Deputy Chairman	LP
Ms Sona SESTAKOVA	Member	PP3
Ms Ute KABITZKE	Member	PP2
Ms Kristyna CHYBIKOVA	Member	PP5
Mr Vojtech JIRSA	Member	PP6
Mr Marian GOGOLA	Member	PP7
Ms Vierka STUPAKOVA	Member	PP8
Ms Martyna LINK	Member	PP9
Mr Grzegorz KRAJEWSKI	Member	PP10
Ms Nora LUDWIG	Member	PP11
Mr Jan RICKMEYER	Member	PP12