



Master Sciences of Environment, Territory and Economy

MENTION Sustainable Development Tools & Techniques

Specialization M2

Management of Eco-Innovation

What can be done to encourage sustainable mobility in Budapest?

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1. Introduction

1.1 The Clean Air Action Group

As a student of the master of Eco-innovation in the University of Versailles I decided to do my master's internship in an institution that encourages sustainability, so when I had the opportunity to join The Clean Air Action Group [from now **CAAG**] I accepted with enthusiasm. I found interesting the idea of working on an NGO and not on a company so to learn how things are done when profit is not one of the main issues. Also the fact of going abroad to a different country it would give me a wider vision of the area I decided to specialize on.

The following is a brief description about the CAAG and its activities that can be found in their website:

The Clean Air Action Group is one of the best-known environmental NGOs in Hungary. Founded in 1988 by three local green groups, it is now a national federation of 127 NGO's. Its Experts' Board consists of more than 100 specialists of various professions. It is open to anyone who wants to help clean up the environment.

Their main fields of activities are: greening the state budget, sustainable transport, sustainable energy policy, sustainable urban development, protection of green areas in cities, clean air in the cities and sustainable chemical and pesticide use.

The activities of CAAG include public awareness campaigns, consulting, publishing and advocacy at the local and national levels. (Levegő Munkacsoport)

Currently the organization fulltime employees are 11 persons with varied specialties as for example: conservation engineer, liberal arts, environmental law expert, accountant, communications specialist, geographer, technical editor/graphical, Intelligent Transport Systems (ITS) expert.

The President of the CAAG is András Lukács, geophysicist that has been working in the group since its inception and as the President since 1995. Is the author or co-author of more than 60 studies about eco-social fiscal reform, environmentally friendly transport and sustainable energy policies.

1.2 The Issue

To start introducing us into the main concept of this report, “sustainable mobility”, below we present some definitions made by referents in this issue.

The World Business Council for Sustainable Development (WBCSD), an important organization that promotes the creation of a sustainable future for business, society and the environment, defines sustainable mobility as “*the ability to meet society's desires and needs to move freely, gain access, communicate, trade and establish relationships without sacrificing other essential human or ecological values, today or in the future*”. (wbcSD)

According to the Autonomous University of Barcelona, a model of sustainable mobility would be *one in whose means of transport consume the least energy and produce less pollution per kilometre travelled and passengers have greater recognition (travel on foot, by bicycle, collective transport and shared car)* (UAB)

In the previous definitions we can find concepts as “alternative types of transport” mentioned by the UAB that can be considered as “key” during this internship and for the project I worked on. We will come back to them later.

1.3 The Action Plan

1.3.1 Context

Budget limitations in the CAAG, as it must be in the majority of NGO's, is an important issue and it plays an important role in deciding the participation in a project, the creation of a new initiative or even, recently it meant the reduction of the staff, leaving in 11 the number of fulltime workers. This reduced number of employees meant that they cannot embrace the number of projects they would like to, concerning the opportunities they have.

CAAG is always looking for new projects to work on, and this may be achieved by different ways:

a-They manage their own initiatives as they have done it in many times:

CAAG has organized many nation-wide and local public awareness campaigns. For example it collected 20,000 signatures petitioning for better transport in Budapest

and handed them to the local government, which helped to stop further deterioration of public transport. Since 1992 CAAG has worked out each year proposals for greening the state budget and campaigned to get them accepted by the government. A number of their proposals (e.g. the introduction of green taxes on several products) were accepted by the Parliament.

They pushed for 2 years for an environmental fuel tax which could be used for investing in environment-friendly transport modes. Finally, in 1992 the concerning law was accepted by the Hungarian Parliament. Now nearly 2% of the motor vehicle fuel price goes to the Central Environment Protection Fund which provides money also for railway investment.

CAAG played an important role in making the transport policy of the World Bank much more environment-friendly. (Levegő Munkacsoport)

b- Also they join other organizations or companies projects where they can contribute with their experience in areas that the other members do not have. An example is the portal CORDIS, *is the European Commission's primary public repository and portal to disseminate information on all EU-funded research projects* (Cordis), in this site there are many organizations applying for grants and looking for partners to develop projects together with this European funding. CAAG is registered in CORDIS and it uses to offer their services and to look for opportunities to join interesting projects.

1.3.2 Aim of the project

During my internship period, starting in the beginning of May 2014 and finishing in the end of September 2014, my general objective was to look for opportunities that could be interesting for the CAAG in relation with sustainable mobility projects. The organization was open to any proposal but always of course considering the capacity regarding the staff availability and what this new project would financially mean to the CAAG. I was allowed to contact any local or international company, organization or institution to propose a joint work, always related to contribute with sustainable mobility. Also I could look for tools on the web that we could use, as specialize WebPages related to sustainable mobility that may be useful, as for example to connect with new partners or to find new projects to work on.

1.3.3 How I would work?

For my day to day tasks I managed my schedule by myself as I did not depend too much in the other members of the organizations, however I had the disposal of all the members of the CAAG for helping me. Finally because of my activities, I coordinate it mainly with András Lukács, the president of CAAG and I also receive the support of Zsigmond Kovács, who is in charge of communications in the group.

When it was necessary I met András Lukács to talk about the progress of my work and receive recommendations. Also I participated every Tuesday on the weekly meetings of the CAAG where they discussed between all members the topics they were all working on.

2. Part 1

2.1 Literature Review

2.1.1 Sustainable mobility initiatives

Not only new ideas for promoting sustainable mobility must be created and encouraged in European countries but also changes of habits from population are fundamental to keep increasing awareness and contribution in this topic, examples of this can be initiatives as carsharing or carpooling.

In its 2011 White Paper report, the European Commission described 40 concrete initiatives for the next decade that would help to have a competitive transport system and will dramatically reduce Europe's dependence on imported oil and cut carbon emissions in transport by 60% by 2050.

The key goals by 2050 are:

No more conventionally-fuelled cars in cities.

40% use of sustainable low carbon fuels in aviation; at least 40% cut in shipping emissions.

A 50% shift of medium distance intercity passenger and freight journeys from road to rail and waterborne transport.

All of which will contribute to a 60% cut in transport emissions by the middle of the century. (European Commission)

Some examples of sustainable transport in Europe can be review in the report elaborated by the Norwegian foundation for sustainable production and consumption Iris Gust (GRIP). Below some initiatives that were implemented in different cities visited by the authors of this report are presented:

-Car-free residential areas - Quality of life with easy access to public transport (Germany): Car-free residential areas are neighbourhoods free of or with reduced car traffic. Car parking is not allowed in these areas. Some car-free schemes prescribe that residents do not own a car (e.g. Weissenburg in Münster). In more flexible schemes car parking is not allowed in the area itself but residents can rent a parking space in a parking house nearby (e.g. in Freiburg- Vauban or Cologne-Nippes). The development of a car-free residential area. It introduces the idea that it is perfectly possible and convenient to live without a car.

-Mobility services in housing areas –how housing companies co-operate with transport companies (Germany): Mobility services can be offered specifically for the tenants of housing areas. Housing companies work together with transport companies to offer reduced or free public transport tickets, transport information, car sharing, as well as bicycle rent and bicycle parking.

Offering transport packages to tenants can increase the use of public transport as opposed to the car and is also a way for the housing company to become more attractive to existing and potential tenants.

For the transport company, the offer of special tickets for customers of housing companies can open up new markets and increase sales.

-Hammarby Sjöstad –Ecological city area development: Hammarby Sjöstad is a new residential area of Stockholm, built on a derelict former industrial site. It is located south of Södermalm,

beside Hammarby Sjö. Over 9.000 housing units will be built on this site, housing around 20.000 residents. It is Stockholm's largest building project at the time of writing.

The area was developed to be ecologically sustainable which includes a wide range of measures in the areas of land use, construction, transport, energy supply, water and waste.

-Seamless mobility –Covering all transport needs with one solution: Seamless or combined mobility is a concept where public transport providers work together with supplementary transport providers to offer a solution that covers all transport needs with one product. Supplementary services can be carsharing, taxi, delivery services, bicycle rental, etc. All transport modes can be used with one card.

This concept has been used by the public transport company ÜSTRA in Hanover, Germany as well by the private company 'Mobility Mixx' in the Netherlands.

The result has been that companies have been able to reduce their employees' use of the private car for work and the number of journeys done with alternative transport modes has increased

-Mobility management in schools –For safer and healthy routes to school: The reduction of car use around schools is an important task to achieve sustainable transport. Air pollution and noise caused by car use is especially damaging for the health of young people. Furthermore car traffic around schools is a big health hazard to children who are more vulnerable pedestrians and cyclists than adults. (GRIP, 2005).

2.1.2 Actual Situation of Sustainable mobility in Europe

Europe investments in transport and mobility are trying to go further in the development of sustainability in their projects; the necessity to achieve ambitious goals in the next decades requires high compromise among members of the European Union.

The European Commission is a referent in the analysis of this issue and also in the creation of future plans for the development of initiatives that encourage sustainable transport. They made a description of the actual situation in Europe related to the transport and its challenges. The following is an extract of their "White Paper on Transport Report":

Oil will become scarcer in future decades, sourced increasingly from uncertain supplies. As the International Energy Agency has recently pointed out, the less successful the world is in decarbonising, the greater will be the oil price increase. In 2010, the oil import bill was around EUR 210 billion for the EU. If we do not address this oil dependence, people's ability to travel — and our economic security — could be severely impacted with dire consequences on inflation, trade balance and the overall competitiveness of the EU economy.

New transport patterns must emerge, according to which larger volumes of freight and greater numbers of travelers are carried jointly to their destination by the most efficient (combination of) modes. Individual transport is preferably used for the final miles of the journey and performed with clean vehicles. Information technology provides for simpler and more reliable transfers. Transport users pay for the full costs of transport in exchange for less congestion, more information, better service and more safety. (European Commission)

The previous scenario describes the challenges we have for the future of transport; institutions as the UN are giving priority to this issue knowing that the sustainable transport stimulation is required for the near future. It was the 25th of January 2012 when the general secretary of United Nations presented his five year action agenda and made transport one of the six building blocks for sustainable development. (UN).

Also during UN Conference's on Sustainable Development- Rio +20, last June 2012, we could appreciate the real commitment that exists among countries and different institutions to promote this issue:

At Rio+20, 17 voluntary commitments were announced to advance activities on knowledge management, capacity building, policy dialogue and facilitation, as well as financing, for sustainable transport systems, and pledges were made to invest US\$175 billion to finance more sustainable transportation systems over the coming decade.

The commitments on sustainable transport were among the more than 1,300 voluntary commitments made at and since last June's (2013) UN Conference on Sustainable Development—Rio+20 and are worth close to US\$600 billion toward sustainable development initiatives. At Rio+20, countries agreed on an outcome

document, "The Future We Want," that supports the development of sustainable transport systems, including energy-efficient multimodal transport systems, notably public mass transportations systems, clean fuels and vehicles. (UNITED NATIONS)

The development of this sector can be determined by regulations that forces institutions to adopt certain behaviors, but also it can be defined by voluntary contributions from organizations, countries or individuals that believe this is a way of moving faster.

Bernd Decker, Helena Hecimovic and Marcin Wolek on their study "Sustainable Urban Mobility Planning in Central Eastern Europe: case examples from Poland and Croatia", established that the general view is that countries are going through a positive path but commitment is what will make the big difference in achieving the goals. The "commitment" term is highlighted once again, as we saw it previously with the Rio+20 voluntary commitments in pro to the sustainable transport systems.

Today's generation makes effort to curb the negative impact of mass-motorisation for which European cities have been rebuilt since the 1950ies. Pedestrian areas, access restriction in inner cities and low emission zones coupled with attractive public transport offers are exemplary measures which local administrations undertake to increase quality of life in their cities.

*This paper concludes that there is **awareness and knowledge** regarding sustainable urban mobility planning in few cities in Central and Eastern European countries and some have already started to include sustainability in their urban transport policies.*

*The lesson from the two cities is that **high political commitment** towards innovative mobility planning is essential to kick off a process of a new mobility culture at the local level. Dedicated decision makers with challenging visions have the potential to include sustainability into a city's transport policies and investments. (Bernd Decker, 2012)*

2.2 Budapest a referent in Europe

For having a vision about how the city Budapest has worked in developing sustainable mobility in comparison to the other European countries we will review the “Sustainable mobility awards”. First, we must know that the European mobility week is an annual campaign on sustainable urban mobility, organized with the support of the Directorates-General for the Environment and Transport of the European Commission, that has been going on since 2002, and that by 2013 had officially registered 1.931 cities from 47 countries. Its aim is to invite people to use different alternatives than cars and also to encourage European local authorities to promote sustainable transport in every city.

This campaign is responsible of giving the “Sustainable mobility awards” (Mobility Week) that aims to reward the local authority that is considered the one that has done the most in raising public awareness of sustainable mobility issues and implementing measures to achieve good results towards sustainable urban transport.

The winning city is chosen by an independent panel of transport experts who assess all eligible applications and shortlist 10 local authorities which they consider have performed outstandingly well.

Budapest stands out the last years for being finalist among all the cities competing for this award: 2005, 2006 and 2013 finalist. Also in 2008 Budapest was the winner of this award, and this is the description the organization did for the city:

The city of Budapest received the European Mobility Week Award for its outstanding achievements. The city and districts of Budapest – dedicated participants since 2001 – developed a whole range of events and activities to promote sustainable urban transport, with major contributions from local artists and organizations, including two consecutive car-free days, a ‘Clever Commuting Race’ for VIPs, an open-air exhibition of clean and energy-efficient vehicles, a conference on air quality and noise mapping and a ‘Pedestrianized Areas Day’.

The Hungarian capital also introduced and promoted several transport permanent measures, such as expanding the downtown pedestrian area, increasing parking fees in the city centre, improving metro and tram infrastructure and services and opening new bicycle lanes and ‘park and ride’ facilities (Mobility Week).

2.3 The “Open Streets” or “Ciclovía” concept

There are varied ways to develop a more sustainable mobility in the city and “Open Streets” is one of them, its goal is to return the street to pedestrians. I developed this concept in my internship when I worked on my main project “Ciclovía Budapest”.

This type of initiative has been implemented in many cities around the world, in english is known as “Open Streets” or “Ciclovías” in spanish. The following is the definition of this concept made by the organizers of the event *Open Streets TO, from Toronto*:

Open Streets programs, also known as Ciclovias, open streets to people and close them to cars encouraging participation in physical activity and healthy recreation. They are free, regularly occurring programs, and offer communities the opportunity to experience their city streets in a whole new way. At Open Streets there are no finish lines, parades, or sidewalk sales which set Open Streets apart from other events like marathons or street festivals. Open Streets can provide stimulus to local businesses, offer a setting for greater civic participation and integration, and build support for the provision of broader transportation choices.

Medellin, Colombia is the birth place of Ciclovía, but since its inception many international cities have since adopted and adapted the tradition as their own.
(Openstreets)

Giving back streets to pedestrians is a way of creating more spaces for the recreation of the population, these initiatives also aims to promote the use of an alternative transport instead of cars as it can be the use of bicycle, rollers, skate or just walking: i.e., Sustainable ways of transport.

2.4 “Ciclovía Budapest”

2.4.1 My main project during the internship

I started working on “Ciclovía Budapest” during the beginning of my internship, it began as an idea of the president of CAAG, András Lukács, when he explain me that it would be a good

initiative to close for cars during weekends the street that goes next to the Danube and which passes next to the Parliament. My mission was to evaluate the viability of this project and after, if it was viable, to organize it and carry it out.

Similar initiatives are organized each year in many other countries, and for Budapest and the CAAG this would mean a good impulse for the implementation of similar projects in the future.

The first step for the development of this project was to clarify the idea, so I went to the street that goes next to the parliament to define the exact segment we were going to propose closing. Considering the traffic during weekends and the number of people attending the “boat restaurants” on this street, the route thought for the project had to be shorter. The final propose was the closure of the entire street “Idősebb Antall József rakpart”. The following image shows the segment chosen.

Illustration n°1 - The segment chosen

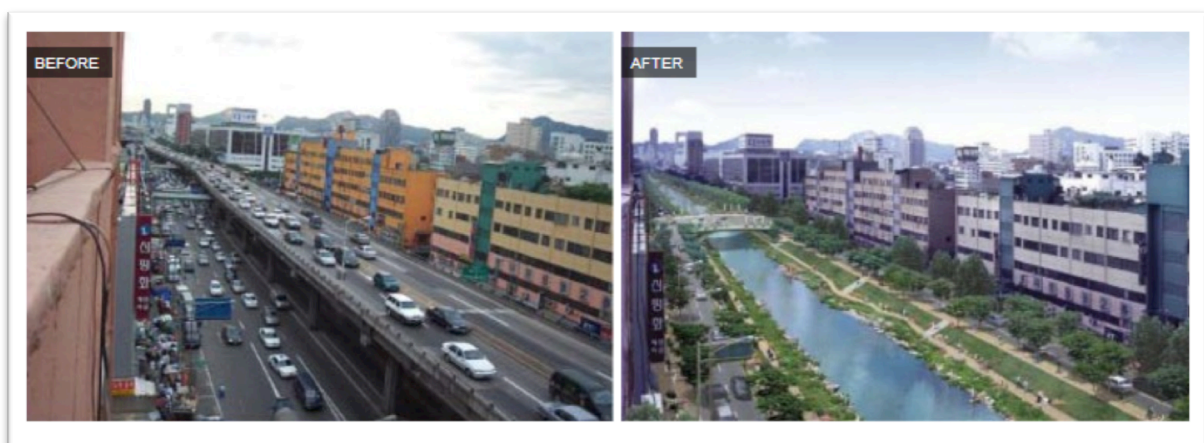


2.4.2 Benchmarking

Already having the route define for the “Ciclovía Budapest”, a benchmarking was done with international examples from other cities that have implemented similar initiatives. Below the examples are presented:

- a- Seoul, South Korea: Between 2003 and 2005, an elevated highway covering Seoul’s Cheonggyecheon River was demolished to improve the area’s environmental and aesthetic condition. Now a city highlight visited by 90,000 pedestrians daily, the restoration is a model for urban renewal projects worldwide.

Illustration n°2 - Cheonggyecheon River



(LiveJournal)

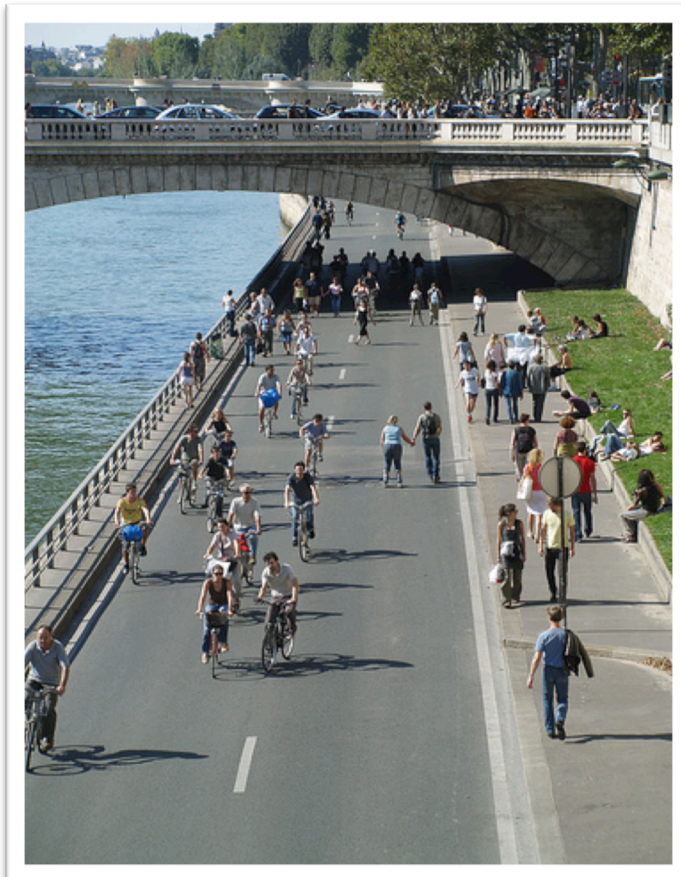
- b- Paris, France: The initiative “Paris Breathe” or “Paris Respire” close roads during all year every Sunday and holidays from 9-17 hrs. The route is 4,6 km and can be covered in 58 min walking.

Illustration 3-Seine from monday to saturday



(Le Parogramme)

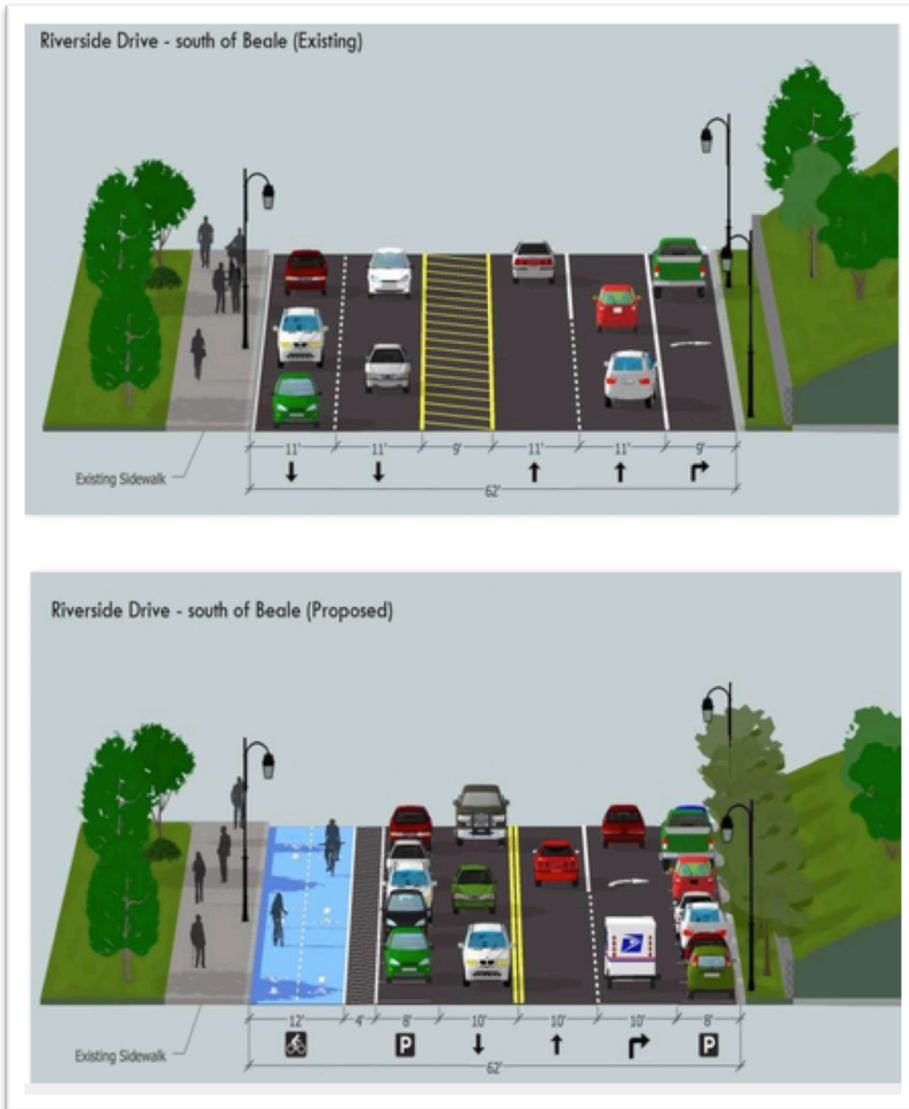
Illustration n°4 - Seine during sundays (Paris Respire)



(Le Parisien)

- c- Memphis, USA: A section of Mississippi Riverside Drive will be reduced during the first semester of 2014 from 4 lanes of vehicle traffic to 2. The additional space will be devoted to bicycle and pedestrian activities to make the riverfront safer, more active, and accessible.

Illustration 5- Memphis riverside drive



(Memphis Flyer)

- d- Lyon, France: Lyon completely redesigned 5 kilometers of river banks. Where parking lots and highways once lay is now a public park. The inauguration of the new banks of the Rhone in May 2007 provides a unique landscaped park in Europe covering an area

of 10 hectares. The new banks of the Rhône welcome soft modes of transport, spaces for relaxation, entertainment and recreation.

Illustration n°6 - Lyon parking (before)



(Vis[LE])

Illustration n°7 - Lyon new Banks of the Rhone (after)



(Vis[LE])

- e- Ottawa, Canada: Every Sunday morning during the summer over 50 kilometres of roads in the heart of Ottawa and nearby Gatineau Park are reserved for cyclists, in-line skaters, runners, and pedestrians (“*Sunday Bikedays Program*”)

Illustration n°8 – Ottawa during Sunday Bikedays



(Ottawa)

Illustration n°9 – Ottawa riverside drive from Monday to Saturday during summer



(Streetview)

- f- Cambridge, Massachusetts, USA: Opened Memorial Drive to bicycle and pedestrian traffic only on Sundays from April to November since 1976.

Illustration n°10 - Cambridge Memorial Drive on Sundays



(New York Times)

Illustration n°11 – Cambridge Memorial Drive from Monday to Saturday



(Streetview)

- g- Santiago, Chile: A project that consist in the intervention of Mapocho River diverting an arm of the affluent to form a section of calm water for the transit of small boats.

Also includes the construction of a botanical garden, outdoor amphitheatre, two small football courts, water fountains, children's playground, water games, bike paths and pedestrian walkways.

Illustration n°12 - Mapocho River at present



(SciELO Chile)

Illustration n°13 - Mapocho River bike paths project



(SciELO Chile)

Illustration n°14 - Navigable Mapocho River project



(Publimetro)

2.4.3 The Contacts

After having the general idea of the project I contacted other organizations that would be interested in participating as a common group to develop this initiative in the next weeks as the idea was to implemented during this summer.

Finally after contacting different organizations and institutions, as for example the Chilean Embassy in Budapest, the 3 groups that join this project were the followings:

-Mindspace: A Mindspace Nonprofit Ltd was established in 2011. The main aim of the organization is “to put bottom-up initiatives in practice and create links to international networking initiatives. We focus on three areas: Social innovation, Smart City and Knowledge Management”. (Mindspace)

-Valyo: Their goal is that people "...know how to use the Danube and avoid the embankment to be an interface between the water and the nature, locals must feel owners of their city and of their river and therefore, they organize regular events along the Danube River". (Valyo)

-Hungarian Cyclists' Club: Hungarian Cyclists' Club (HCC) is "the most significant civil organization in the Hungarian cycling society and affiliated organization of the European Cyclists' Federation (ECF). The main goal of its activity is to popularize cycling as a mode of transport, raise its significance, and create its culture". (HCC)

Already with the group ready to work, we had bad news coming from the Municipality. During this year it was not going to be possible to work with the mayor in this project, although he liked it and said they already had this project idea in mind, only from next year they would be working in this type of project and it would be possible to organize it with them. So as organizing this permanent closure of the road was not going to be possible during my internship period, we decided to organize a "demonstration" about how this project can be, so if it was a success, the organization of the definitive project was going to have already a progress and a better reception by the municipality in the future. This demonstration will be a Sunday to be defined, and it will comprise the same route planned from the beginning.

With the project already shaped, the task was to decide the date we will do it. In Hungary there is a constitutional right that allows people to congregate in the street and for this, it is possible to ask a permission to close a road so citizens can enjoy the public space freely without cars; this was the permission we asked to. The police, to whom it is necessary to submit your request for doing the event, told us that a good date would be joining the European Mobility Week (review section 2.2) that goes from the 15th-21st September, as during this date it would be easier to get the acceptance of closing this important section of this road. Finally we chose Sunday 21st of September for doing our event.

During the same Sunday "Ciclovía Budapest" will be going on, the event "Car free day" will be occurring in Andrassy Street, the most important street of Budapest. This event incentivizes the use of other transport instead of car, it happens in other cities of Europe and CAAG was the responsible of starting this event years ago in Budapest. Unfortunately the dates of our project (after several changes) matched the same date of the "Car free day" so CAAG would not be able to be there, however they would sponsor "Ciclovía Budapest".

2.5 My other activities

Besides my main project, I searched for funding and partners to associate with. I subscribed the CAAG to different websites that work as a platform to organizations and companies that can use this as a tool to look for European funding to develop projects, in our case sustainable mobility projects. Also, these portals can be used to offer your services so organizations can increase their network with potential partners that are working on the same areas.

I got in touch with Greenwill, an organization that “helps businesses and organizations take simple, economical and incentivized measures to become more eco-friendly. GREENWILL empowers businesses and organizations on the one hand, and consumers and the general public on the other, to take mutually reinforcing steps to ensure a greener future for all”. (Greenwill). The objective was to find ideas about how working together and how to benefit the 2 organizations that at the end we work for the same objective, to protect and conserve the environment.

2.6 Methodology

This section describes how I collected the information for writing this report and from where I got it. The information gathered for this report can be divided between the data collected by primary sources and secondary sources:

Primary Sources: I used primary sources only for the development of my main project, “Ciclovía Budapest”, where I did a Fieldwork to analyse the segment that was going to be proposed for closing it. I personally visited the road during the week and weekend and according to the traffic, I decided which the best option was.

Secondary Sources: The majority of this report was based on this type of sources. I did my research in internet in sources as articles in newspapers, sustainable mobility reports, blogs, and company websites. I went through publications of international organizations as the United Nations and the European Commission, also contacted organizations that had experience in similar projects in Budapest; from the ones I contacted and meet, finally 3 were the ones interested in participating in this initiative.

This was necessary to gather the information that could help me finding ideas about *what can be done to encourage sustainable mobility in Budapest?* and also information about other “Ciclovías” initiatives that helped me with my project “Ciclovía Budapest”.

The results will be analyzed at the end of this internship reviewing my actions in the Clean Air Action Group, and seeing the concrete things I did and I supported to encourage sustainable mobility in Budapest.

3. Part 2

The contact with Greenwill organization resulted in the participation of the CAAG in one of the monthly social events that they organized with the objective of creating contacts with persons linked with the sustainable issue. CAAG hosted as one of the 2 guest that presented themselves with a brief speech so participants can know about their examples in what they have been doing related to sustainability. After this event an article about the CAAG was prepared by Greenwill, they interviewed the president of CAAG and published as the interview of the month.

As “Ciclovía Budapest” will be held on September 21st, and the presentation of this report was made on September 8th, the results and pictures from the day of the event could not be presented here, but images from the event are expected to be shown during the oral presentation of this report on September 23rd.

During this first event it is not expected a huge attendance from part of locals or tourists, but we believe that it is a great start for a project with a high potential of growing and increasing its number of participants year by year. Some of the members that worked in this project had this idea already, so finally it was possible to start this initiative.

The closure of the section of “Idősebb Antall József rakpart” street will be from 10-14hrs, and no special activities will be organized as the event wants to follow the same line that the other city examples reviewed.

During the preparation of this report the promotion of the event had not started yet, but it was already planned. A webpage with a logo has been design by the organization *Mindspace* that worked actively in the entire preparation; also this site will be linked to a Facebook page. These two medias will be used to post information about the event and also about the international

examples that I am in charge of doing it. Also information about these medias will be shown during the oral presentation, as by now it has not been published.

Each of the 4 organizations that is participating in this project will be responsible of sharing through their websites the “Ciclovía Budapest” website link, once you go in you will find also the Facebook page link that you could press “like” to help sharing it.

I will be in charge of sharing the event focusing in non-local people. I will be posting and sharing it in websites that normally tourist visits to find out what activities will be going on while staying in the city. These sites are: www.eventful.com/budapest/events, www.funzine.hu, www.budapestbylocals.com/things-to-do-and-see-in-budapest.html, www.visitbudapest.travel/budapest-events/

I will also share “Ciclovía Budapest” website through Facebook very popular groups and pages of international people. Two of them are open groups concerning Erasmus in Budapest, another is a friend profile also about Erasmus in Budapest and the two others are a close group and a Facebook page of “International Meeting Point”, this is an event that goes regularly in the city an aims joining foreign people, their sites are used also to promote other interesting events.

3.1 Recommendations

The organization’s main issue that I could identify is the difficulties for finding sources of funding. A good way that the CAAG have is applying to the European grants given to the organizations that present the best project, or also joining other initiatives from organizations that have won one of these grants. I would recommend having a person in charge of this task so they can be aware of the opportunities and the deadlines to apply to the grants.

Continue working with “Ciclovía Budapest”. The goal must be achieving the permanently closure of the section of street proposed in the project. The achievement of this initiative will be a big support for proposing to the municipality the closure of other streets. Maintaining contact with the partners of the project is fundamental as the pressure for getting the improvement of this type of initiatives, is more effective when is shown a united will between organizations that are support by a big number of persons.

Regarding the tight budget the organization manages that it even meant a reduction of staff the last months, it can be a good option to encourage the reception of interns whether Hungarian or foreign. The internship in the CAAG as it must be in the majority of NGO's is a non-paid internship, and it can be a big support to the organization as they can work on independent projects that does not required high levels of guidance from the staff.

Enhance the image and the recognition of the CAAG in Hungary. Some years ago the organization had a big level of popularity; for example in 2006 it was chosen as the Nonprofit Organisation of the Year in Hungary. However today, my perception is that it is not the same, as I talked with members from the organizations I contact during my internship, I realized that many of these organizations that even work in the same sector did not have too much information about the CAAG on what do they do or have done. One of the main tools that are used for this are Social Medias, a high level of recognition can be achieved by boosting the use of their Facebook page. The number of followers is key to diffuse their ideas and the projects they are working on. There are companies that can be an option to partner with that work on this topic and help organisations to increase the number of followers.on their Facebook pages.

3.2 Conclusion

“Ciclovía Budapest” by itself I do not considered as the major achievement during this period in CAAG, but what it meant and its potential for encouraging sustainable mobility in Budapest.

I explain this, Firstly, because of the success in joining organizations to work for this same goal, which is not so common. Normally ONG's or Non-profit Organizations work and raise funds for their own projects, and here it was key having the willingness of all of them to support with their different visions, and to promote this event with a common name. And secondly, this initiative was just the kickoff of an event that I believe will gain year by year more importance, as the municipality told us they are interested in evaluating for the next year this event to do it permanently every weekend. Hopefully, if this event continues being done regularly, Budapest may have an event with such importance as *Paris Respire* or other similar initiatives done in many other cities reviewed during this report.

Spreading the concept of “Sustainability” to population is not an easy challenge and initiatives as “Ciclovía Budapest” that involves citizens to participate, helps spreading individual awareness in this topic. This type of activities must be promoted also in other points of the city, generating the

increasing of participants that eventually will be the ones demanding to have more of this type of activities. Finally, the encouragement of “Sustainability” or “Sustainable Mobility” with this type of activities will not be depending mainly on the will of NGO’s or Non-profit Organizations, but more and more on the commitment of citizens in this topic.

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