SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

Accelerating Green & Inclusive Mobility Change in European Cities

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CIVITAS 2030

Sustainable and smart mobility for all

THE CIVITAS INITIATIVE IS CO-FUNDED BY THE EUROPEAN UNION

SCALING-UP urban mobility together!

Dear Reader,

We want to thank you for taking your time to inform yourself on the SCALE-UP project. SCALE-UP is an EU-funded Innovation Action, which kicked off in June 2021 and will continue until May 2025.

During the project's first year, we developed and tested a wide array of mobility strategies. They take into account not only the technical feasibility of measures, but also the governmental structures of cities and – most importantly – end users themselves.

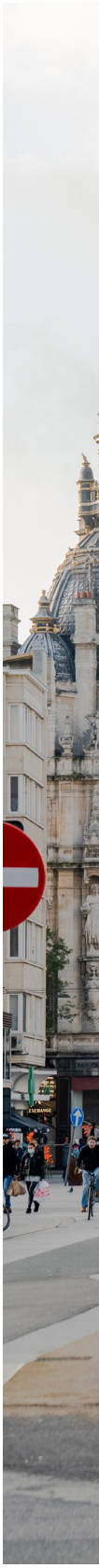
As a result of this work, our consortium defined 28 key mobility measures for three outstanding Urban Nodes: Antwerp (Belgium), Madrid (Spain) and Turku (Finland).

Each Urban Nodes faces unique challenges. Overcoming them is only possible by working closely together and learning from each other in an active and continuous knowledge exchange.

While our project continues and we implement the measures across the three Urban Nodes, we invite you to not only follow the project progress closely, but to become an active part of it: any European Urban Node can join the SCALE-UP Urban Nodes Forum, which fosters a true community of cities which can learn and replicate the projects' findings locally.

SCALE-UP is creating change creating change that is meant to last beyond the duration of the project, paving the way for an increase in sustainable and shared mobility in the future. ***Join us to build SCALE-UP's legacy and shape urban mobility planning!***

Your SCALE-UP consortium



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Project Introduction

SCALE-UP stands for **S**cale up user-**C**entric and d**A**ta driven so**L**utions for conn**E**cted **U**rban **P**oles. It concentrates on taking into account **citizen's needs to accelerate effective and inclusive mobility change** in SCALE-UP Urban Nodes and beyond. The project is coordinated by the City of Antwerp as administrative coordinator and ETRA as technical co-coordinator.

A total of **23 project partners from 5 European Member States** form a diverse and multi-disciplinary consortium, which seeks to create sustainable change in three Urban Nodes: **Antwerp (Belgium), Madrid (Spain) and Turku (Finland)**. SCALE-UP is meant to last: the project's activities analyse and reshape the local governance structure and impact the travel behaviour of local citizens, visitors and commuters on an unprecedented scale.

Many of SCALE-UP's measures are designed to continue beyond the duration of the project and shape local and regional mobility of the future. **And now, let's learn about the strategic objectives!**

5 Ambitious objectives

1. Improve multi-level & multi-stake-holder governance
2. (Inter-) connected Urban Nodes by seamless multi-modal transport
3. Tailored data-driven mobility strategies and tools
4. Inclusive, clean & safe mobility solutions
5. Encouraging a shift in travel behaviour toward active mobility

What, Why & How?

What?

The project supports **actions linked to the new infrastructures, more efficient vehicles and campaigns locally and regionally** to change people's behaviour when travelling for leisure and commuting to work. These measures look different in each of the project cities (see respective sections in the next pages, where we present some examples).

Why?

The project's Urban Nodes, Antwerp, Madrid and Turku **face some common challenges when it comes to the integration of urban mobility**. Each Urban Node is at a different phase of their implementation - while some Urban Nodes have extensive experience in one area, others require help with the harmonisation of the same topic. **Exchanging existing knowledge and launching joined ideas** enriches the expertise of everyone involved.

How?

SCALE-UP fosters the creation of a **knowledge and learning community.** The group contributes to the project through stakeholder consultations, **knowledge-sharing webinars and cooperation with external projects** to apply long-standing experience and heuristics to each project action.

At the same time, SCALE-UP seeks to inspire further Urban Nodes to join a dedicated **Urban Nodes Platform**, in which project knowledge can be shared and amended by the integration of a wider set of city perspectives (including for example cities in different geographical areas and of different dimensions).

Targeted Challenges

The challenges each Urban Node faces are targeted on several different governmental levels, which need to be aligned with each other and harmonised:

- **Urban Area** (city centre, suburbs under city hall or council influence)
- **Functional Urban Area** (surrounding villages and towns under different governing bodies)
- **Region** (federal governance structures, independent communities and regional parliaments)
- **National government structures**
- **TEN-T Network** (intra-corridor coordination)

Welcome to...

Antwerp!

Antwerp is the biggest city in Flanders (Belgium), known for its world-renowned port, bustling city activity and cultural heritage. Due to the wide geographical spread of the Functional Urban Area (FUA), one of the main focuses of the SCALE-UP project lays on the **coordination and harmonisation of city, regional and even national strategies and policies**.

The entire Antwerp Transport Region shares one common ambition, which is summarised in the **Sustainable Regional Urban Mobility Plan (SRUMP)** under the slogan **"Samen Vooruit" (Moving Forward Together)**. The Roadmap 2030 reflects the policy ambition of the Flemish government to increase the share of sustainable means of transport (trips on foot, by bike, train, tram and/or bus, shared mobility, etc.) for the entire Antwerp Transport Region to at least 50% and to reduce the share of individual car trips to at most 50%. Furthermore, the **optimization of logistics and freight transport** is included as this has also a major impact on congestion and road safety.

The implementation of the necessary measures is made possible through a solid cooperation between all stakeholders involved, such as local, regional and national public authorities, the Port of Antwerp-Bruges, public transport operators, infrastructure planners, civil movements, private partners and others.

Ongoing Measures

Smart Ways to Antwerp - is focused on changing the travel behaviour of citizens, commuters and visitors by providing qualitative mobility information and inspiration, organizing targeted campaigns for active travel modes and working together with all stakeholders (including private providers and companies) to stimulate innovative developments. The unique, state-of-the-art multimodal route planner and navigation app strengthen this approach by nudging users towards sustainable and active modes of transport. **Take a look on the "Slim naar Antwerpen" (Smart ways to Antwerp) website and mobile application!**

Data and MaaS – Gathering and owning all mobility and transport data of the region works through Public-Private-Partnerships (PPPs) between operators, city, regional authority and even the national government. Antwerp is a living lab for innovative mobility solutions and the city works closely together with both public and private providers. This way, users are offered a broad choice of available modes of transport. Data management is an important factor in that, for harmonising available data, protecting users' privacy (through the European City Data Standard Mobility or CDS-M) and improving the overall transport system.

Scaling Up Regional Systems - broadening mobility measures to be available within the wider Antwerp Transport Region through an e-bike sharing scheme, cycling highway networks and multi-modal Park & Ride buildings encourages citizens to park their car outside of the city area and switch to sustainable and shared modes of transport. To achieve this, an effective governance framework is key.

Smart Freight Management - as one of the major port cities of Europe, freight plays a large role in Antwerp - in- and outside of the port area itself. Creating safer routing algorithms and managing freight loads based on real-time data improves the environmental footprint of the operations and reduces their external effects on local citizens and companies.

Welcome to...

Madrid!

As the **capital of Spain, Madrid** is also the largest and most populated city in the country and the **EU's second most populated city regional area** with a total of 6.7 million citizens. Despite its size, the city succeeded in organising traffic flows and establishing some of the very first Urban Vehicle Restrictions (UVARs) in Europe. The Madrid city council and all active stakeholders are working on achieving a **wider pedestrianisation of the city** through zones restricted to car traffic and multi-modal mobility hubs, including Park & Ride stations.

The city hall also approved and launched the Madrid 360 initiative, a comprehensive strategy to enhance the mobility offering and traffic management even further. It also includes related initiatives for a cleaner and more sustainable city.

Ongoing Measures

Madrid 360 Initiative - Madrid 360 is a campaign and strategy for urban sustainability. The initiative seeks to **reduce the overall emissions** of the city by extending its renown low-emission zone, renewing fleet vehicles, building cycling highways and strongly encouraging the use of active modes of mobility such as cycling and walking. **Download the new Madrid 360 mobile application!**

Pedestrianisation - in line with the Madrid 360 initiative, a specific focus is put on a pedestrianised city centre. The implementation of a pedestrian area surrounding the bustling **Puerta Del Sol square and 20 other zones** nearby is part of this effort. Due to a wide range of excellent public transport and private mobility options, citizens are no longer dependent on private cars. **Next time you'll be in Madrid, choose to walk around the city!**

Multi-modal hubs - in order to provide more **charging spaces** for the ever-increasing number of electric vehicles in the city and **encourage shared modes of transport**, futuristic mobility hubs have been conceptualised, such as the Canalejas hub pictured above (including secure bicycle charging and storage, shared EV fleet and private parking and EV charging stations).

Welcome to...

Turku!

Turku is **Finland's oldest city and the largest of the country's Southwest**. Apart from the bustling center, the city also boasts an important port which functions as and international gateway for both companies and citizens, to other major cities on the Baltic Sea coastline.

With a low population density due to large peri-urban areas and harsh winter months, the city plans to motivate citizens to **travel via shared and active modes of transport** rather than private combustion engine cars.

Ongoing Measures

Regional Railway for Southwest Finland - Turku is part of the Scandinavian-Mediterranean TEN-T network, and is also closely related to the North Sea – Baltic Sea one. To strengthen the regional growth and encouraging the green shift towards public transport the Regional Council of Southwest Finland is laying the foundations for a **regional train service between Turku-Loimaa and Turku-Uusikaupunki**. Studies conducted within the framework of the project show that the interest towards a regional train is significant, and by **connecting smaller towns and municipalities by train** the work commuting and mobility of people will become more sustainable.

Mobility layer of the City's Service Map - In an effort to collect the data related to mobility in an accessible place for everyone, this measure has successfully launched the mobility layer of the city's service map. T**he map provides information such as the location of bicycle racks, boat parking and the road maintenance.** This helps the citizens and visitors to make informed real-time decisions related to their mobility in the city. **The map is available in Finnish, Swedish and English.**

Winter as a Mobility Season - Mobility in Turku, and Finland in general, is seasonally challenged, with **wet, cold and dark winters.** Research and experience show, that many citizens choose their own car over public transport or other vehicles, not to mention walking, during the winter. Global warming is generating unpredictable weather and heavy snow followed by rain and then again cold, leads to ice build ups and other obstacles that restrict many people's mobility in the city. Much of these difficulties are however met by road maintenance, however the attitudes towards winter remain negative. With the winter measure Turku will aim to make the **activity opportunities more accessible** and by **promoting an active outdoors lifestyle**, change the behavioural patterns of the citizens.

Activation Model - This measure aims to develop the **active approach to mobility among children in kindergartens and schools.** The model focuses on how to enable safe and independent commuting for children to schools. It has become evident that children lack the skills and support to use bicycles or walk to school.

The situation of **school drop-offs and pick-ups is increasing dangerous traffic** around the schools, which discourages parents to let their children go to school on their own. By teaching children and parents about safe routes, and helping to build children's confidence in cycling, the measure **addresses children's independence and active lifestyles from an early age**, hoping to foster aware youngsters and adults in the long run.

Curious?
Get in touch with us!

- **Website (https://www.scale-up-project.eu/)**
- **Twitter (@ ScaleUpProject)**
- **LinkedIn (SCALE-UP Project)**
- **SCALE-UP Newsletter (https://www.scale-up-project.eu/engage)**

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SCALE-UP is a proud part of the CIVITAS Initiative.

Get to know us!
SCALE-UP Consortium

ANTWERP

TURKU ÅBO

MADRID

ECORYS

Vlaanderen
is mobiliteit & openbare werken

sta
Smart Transportation Alliance

EURO CITIES

Port of Antwerp Bruges

etra I+D

VINKA

lantis

BEMOBILE

TRANSPORT & MOBILITY LEUVEN

Provincie Antwerpen

avanza
BY MOBILITY ADO

TURKU AMK

Regional Council of Southwest Finland

ayesa

TRAJECT

Vervoerregio ANTWERPEN

EMT MADRID

CONSORCIO TRANSPORTES MADRID

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