



SUSTAINABLE MOBILITY AS PART OF AN INTEGRATED SUSTAINABILITY APPROACH FOR LARGE EVENTS

Category: Workshop

In case of a workshop: Tourist/Leisure/Shopping sector

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1. Objectives

The international "SMASH-EVENTS" project aims at developing a standard for **integrated environmental and mobility management** for large events like cultural events, music festivals, exhibitions, etc... More particularly, it tends to add the aspect of mobility management to already existing practices in reducing the environmental impact of large events. The direct objectives are to:

- decrease the negative impact of the event on the environment: by reducing the effect of the festival on the natural environment during the event, mainly by decreasing noise, nuisance and vehicle emissions;
- improve the sustainability of the travel pattern towards the event

Specific products of the international co-operation will be:

- a set of tools in the form of a manual that can be used for integrated environmental management and mobility management, of several kinds of events;
- a proposal of an environmental audit scheme for large events, to allow public authorities to judge the capacity of the organisers to provide sustainable solutions for the environmental and mobility problems.

2. Approach and work programme

The project has started on 1st of September 2001 and will last until February 2004. Every participant in the project is involved in a specific demonstration in his country. Besides that, all the participants work together on common tasks like the research phase, the definition of the framework for the demonstrations, the cross comparison, the composition of the manual, the preparation of the audit scheme and the dissemination activities. As to the common research, AMOR and VIA will focus specifically on mobility issues, Oeko-Institut and Stadsland will be more active in the other fields of environmental management.

Not all of the demonstrations will have the same timing, but they follow the general framework, which aims at developing the international standard at the end of the project:

Screening and pre-testing phase (1st of Sept. 2001 to 31st of August 2002)

During the first year of the project, the events will be screened intensively and possible actions will be tested. More precisely, a draft manual (or draft set of tools*) will be elaborated on the basis of brainstorming sessions and the study of existing experiences, tested and then translated in a draft manual for integrated environmental management. For the 4 projects, specific targets, both quantitative and qualitative, will be set after the experiences of the first year.

- WP1 Methodological preparation
- WP2 Test projects including evaluation of the tested actions;
- WP3 Draft manual and draft audit scheme

Implementation of the integrated environmental approach (1st of January 2002-31st of December 2002)

- WP4 Implementation
- WP5 Final guidelines / audit scheme, including cross comparison between different experiences in the 4 countries;

Dissemination phase (1st of November 2003- 31st of December 2003)

- WP 6 Dissemination

3. Partnership

The European network

The project will be carried out by an international consortium of 8 partners, with experience in mobility and/or environment management, supported by local interested parties, at the same time co-financers.

Co-ordinator is Traject, a mobility management consultancy based in Gent, Belgium.

Other scientific partners are:

- Stadsland (Belgium)
- VIA (Germany)
- Ökoinstitut Südtirol/ Alto Adige (Italy)
- AMOR (Austria)

A number of local partners is involved, dealing with specific roles, and supported technically by AMOR:

- City of Weiz.
- Waste Management Association of Weiz
- Steirischer Verkehrsverbundgesellschaft

The local networks

Apart from the Austrian example quoted above, various partners have been taken into the project locally. This was judged necessary to increase the involvement of important partners and to achieve sizeable results, especially for the demonstration phase. For Belgium the partners involved in the demonstration are:

- the organisers of the event (Sfinks music festival, see under 6. demonstration site Belgium)
- the municipal authorities and local police
- the main public transport operator ("De Lijn")
- the cyclist federation
- (for the environment section): the regional waste authority ("OVAM")

A steering committee has been created to follow the process. So far this approach proved to be successful: many of the proposed actions (see under 6. demonstration site Belgium) have been accepted and will be carried out.

Similar local networks have been created on the other test sites, with a similar approach.

4. The current situation in Europe and recommendations

A short research phase has revealed the current situation in Europe with regard to environmental and mobility management. The situation differs significantly from one country to another.

A few general conclusions can be made:

- Waste sorting and – to some extent – waste prevention are the most developed actions in the field of the project.
- Mobility oriented actions are sometimes carried out, especially at very large events, but mostly intended to avoid chaos or excessive nuisances.
- Real mobility management measures as covered by ECOMM are not very common yet.

A number of recommendations has been formulated as an results of the research phase. The recommendations with regard to mobility management are displayed in the table below.

It contains an overview of the most interesting cases found throughout Europe, indicating the action, the characteristics (when and how to undertake the action) and some examples. The table serves as a guideline for the forthcoming demonstrations.

Action	Characteristics: When and how?	Examples
Communication campaign via website	Design a complete communication campaign, via the event-website, not just a link to the transport providers website	Francofolies (Belgium), Stade De France (football stadium Paris)
Communicate the existing public transport network as dedicated for the event. Give a specific name for the product	The transport network should be perceived as something new, even if it's just the existing bus lines, train stations, etc.	Bologna: existing bus line: number changed into "the stadion bus". Krügerlbus Wieselburg (Austria) Humphrey Go-Bart (USA)
Transport information for all modes on the Internet and in the programme brochure	- Bicycle, public transport, possibly carpooling. - When making the link to the public transport website, try to have the destination (the site of the event) pre-fixed. - Cover the whole mobility chain (door to door)	
Combined ticket transport plus entrance fee.	Stress the advantages for the user: - price reduction - no queuing for the entrance A creative and emotional approach.	Wedelweiss Ticket (Austria) Motorshow, Bologna Fair (Italy)
<i>Compulsory</i> combined ticket for everyone		Football games - Sturm Graz - Olympic Lyon

Public transport supply	should cover the whole event, including night services. Additional costs can (partly) be covered by - sponsoring - the income of paid parking. - a compulsory combined ticket for all visitors (including car users).	Night bus Gentse Feesten (Gent, Belgium)
Shorter walking distances for sustainable modes as compared to car users	Bus stops and bicycle storage should be closer to the site than car parks	SMAU, Milan Fair (Italy) Motorshow, Bologna Fair (Italy)
Distribute brochures (with transport information) when people register		De Gordel (cycling and walking event in Belgium)
Home printing of public transport tickets	For Internet booking	German railways
Codes for public transport tickets	For phone booking	Austrian railways
Bicycle storage facilities	Guarded	Gentse Feesten (Belgium)
Combined public transport and bicycle	- bike on the train for bike events, possibly with reservation for the bike - bike as a means of transport to the station (see: "cover the whole transport chain")	De Gordel (Belgium)
Rent a bike on the festival ground		Dranouter (Belgium)
Paid parking	- only if good alternatives are present - avoid parking in residential areas to escape the paid parking	
Include car parking discouragement in brochures, on the programme website.		
Remote parkings with park and ride facilities	Good co-operation with local authorities is necessary to conduct those parking management measures.	SMAU, Milan Fair (Italy) Motorshow, Bologna Fair (Italy)
Make the event starting in the bus	- Music on board - Sand in the bus	Night slalom Schladming (Austria) Renesse (The Netherlands)
Try to get a better legal framework	- wherever necessary to carry out measures	

5. Demonstration sites: general overview

Demonstration projects

In 4 different countries, demonstration projects will take place:

- Belgium: Sfinks music festival: 4 day event in a suburban area near Antwerpen. Both mobility and environment problems will be addressed. More details in the next section.
- Germany: in line skating event in Nürnberg, which takes place 3-4 times per year. The major problem to be addressed is the waste.
- Austria: "Provincial Exhibition Styria": long lasting event in a small urban environment.
- Italy: "Dolomiti Bellunesi National Park": traffic generating events in a protected rural area that attracts eco-tourism all year round.

Approach

During the first year of the project, the events will be screened intensively and possible actions will be tested. In this year, the following actions are undertaken in each country

- Setting up the international consortium and brainstorming meetings where ideas can be exchanged;
- Overview and study of existing experiences;
- Building up steering committees with organisers, local partners, providers of transport and eco-management systems and products;
- Composing a draft manual for the different events and organisation of several actions to be tested;
- Organisation and evaluation of surveys during the events to draw the profile of the public;
- Evaluation of the tested actions;
- Composing a manual for integrated environmental management for the different events and setting targets

In the second year, after the intensive analysis of the first year, an integrated environmental approach can be put in place and the set targets should be met. The following actions take place:

- Preparation of the actions in the steering committees;
- Implementation of the integrated approach;
- Evaluation through terrain and target public surveys;
- Cross comparison between different experiences in the 4 countries;
- Finalisation and testing of guidelines (set of tools, manual) and dissemination;
- Elaboration of a proposal of an audit scheme for events and dissemination.

Expected results

Expected results from the pilot projects: effective reduction of the environmental impact of the studied events, following both quantitative and qualitative targets.

Expected results from the international co-operation:

- the possibility to evaluate the environmental impact of different kinds of events
- guidelines and tools for the implementation of solutions
- a contribution to a better understanding of environmental and, more specifically, mobility aspects of leisure time activities.

6. Demonstration site Belgium: the Sfinks music festival

By means of example the Belgian case study is described here. It is in line with the general approach described above.

Profile of the event

- The SFINKS festival is a major music festival on world music.
- It takes place every year by the end of July and lasts for 4 days
- The event location is the municipality of Boechout at approximately 15 km of Antwerpen.
- It attracts 50.000 visitors per year, of which a significant share of the urban area of Antwerpen but also visitors from all over Belgium.
- Until 2001, only limited attention was given to mobility or environment problems.

An draft action plan has been developed, including both environment and mobility oriented actions. The mobility section includes a mix of measures, going from supply oriented measures for public transport, over carpool measures, a cycling event to specific mobility management measures such as information, ticketing, etc. The action plan has been defined in co-operation with the organisers of the event. At the time of writing (March 2002) negotiations with third parties (transport operators, municipalities, etc.) were still going on.

Proposed actions

A number of actions has been proposed for both the mobility and the environment section. The proposed mobility related actions include:

Supply oriented actions in public transport

- Additional stops of existing interregional train services in Boechout station at 500m of the festival ground. Not confirmed yet.
- Bus shuttle services towards the nearby urban area of Antwerpen and the small town of Lier, with a special focus on late night services. Not confirmed yet.
- Combined ticket for public transport and access, including a reduced price for both the transport section and the entrance ticket.
- Signposting from the railway station to the festival ground and vice versa.
- Announcement of the bus/train stop nearest to the festival ground in trains and buses.

Cyclists actions

- Guarded cycle storage facilities. Volunteer stewards will be guarding the facility the whole period.
- Police supervision to improve traffic safety on intersections along cyclist routes from surrounding municipalities.
- Cycle event: collective cycling from downtown Antwerpen towards the event, accompanied by a music band.
- Signposting for cyclists towards the festival ground from the surrounding municipalities

Carpool actions

- Eventpool (carpooling towards an event). Both drivers offering free seats and passengers can register for the service before the event and get an online overview of potential carpool partners.
- Instant carpooling for the return trip. As return trips are not always scheduled on a fixed time, it will be possible to look for carpool partners on the event ground. Both drivers and passengers can put their mobile phone number, destination and estimated time of departure on a message board. Interested carpool partners can then contact each other by mobile phone.

Car restriction measures

- Decentralised parking lot. To limit the nuisances to the neighbourhood, a remote car parking lot will be created. Car parking in residential areas around the festival ground will be restricted. Not confirmed yet.
- Obviously signposting for car drivers will be oriented towards the remote parking lot, to avoid that both public transport services and car drivers get stuck in traffic jams. The signposting can easily be altered as soon as possible.
- Parking stewards. In addition to the signposting, parking stewards will be posted on the parking lot and at strategic points to point the car drivers towards the parking lots with available places.

Communication on mobility

- The festival website will be provided with an extended mobility section, giving information on the accessibility by public transport, bicycle and car. The website is www.sfinks.be. On this section of the website, interested visitors are invited to select their place of origin first. They will get an overview of (in order of appearance:)
 1. The accessibility by bicycle (for distances up to 15 km), with an individualised cyclist access route map.
 2. The accessibility by public transport (for all municipalities with a significant number of visitors). This as well will be detailed up to the municipality level.
 3. (In last order only) the accessibility by car, including eventpool facilities and remote car park indications.
- In addition links will be provided towards the websites of the public transport operators.
- An information phone number where visitors can ask all accessibility information.
- Information stand on the festival ground. Once again visitors will be able to ask for all relevant information on cyclist storage facilities, individualised cyclist route maps, individualised public transport information, timetables and fares. They can register for eventpool.
- Mobility promotion by information screens on the festival ground.
- Mobility information in the Programme brochure, with relevant phone numbers and the website.
- Short mobility information on prebooked tickets.