



European Union
European Regional
Development Fund

T.R.A.M. Project

«Towards new Regional Action plans for sustainable urban Mobility»

Cinzia Montironi
Department of
Urban Practicability and
Transport Management
For Region Marche

Ancona, 7 October 2016 | Kick Off Meeting

ATTAC ATtractive Urban Public Transport for Accessible Cities

www.attac-project.eu

Leader Partner (LP)

Miskolc Holding Plc.

Project Partners (PP)

Modena Mobility and Local Public Transport Agency S.p.a.
 Marche Regional Government
 Oradea Local Transport Company
 Municipality of Burgas
 City of Košice
 The Thessaloniki Public Transport Authority
 Central European Initiative – Executive Secretariat
 PP9 - Institute on Transport and Logistics (ITL) Foundation

Associated Partners (ASP)

ASP1: Municipality of Maribor, Slovenia
 ASP2: The Romanian Union of Public Transport, Romania
 ASP3: Public Transport Company Kosice, Slovakia

Observers Partners (OP)

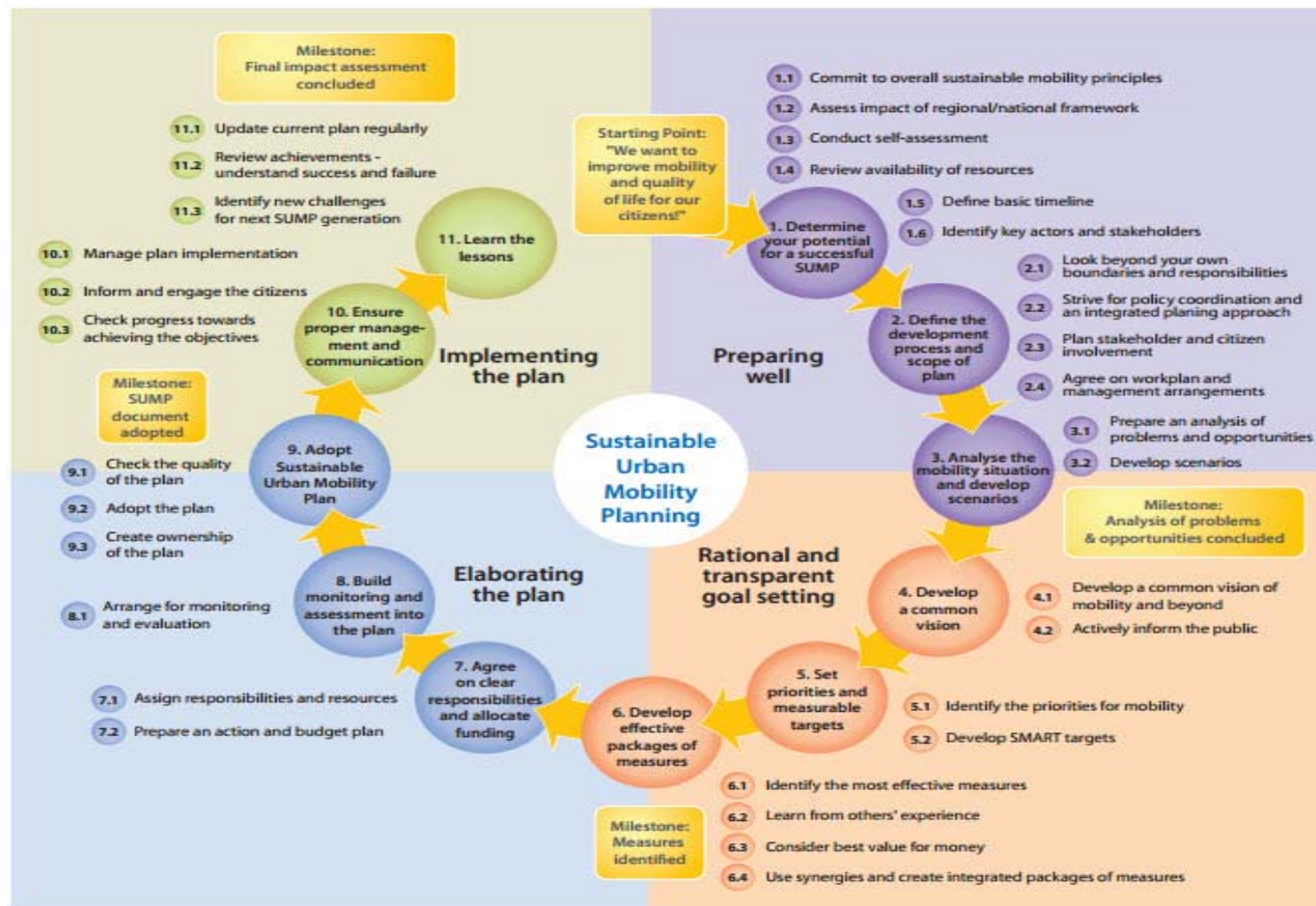
OP1: ICLEI Local Governments for Sustainability, European Secretariat Ltd., Italy
 OP2: EPIVATIS – Greek Public Transport Users Association, Greece
 OP3: Burgasbus Ltd., Bulgaria
 OP4: Federmobilitá non-profit organisation gathering Italian Administrations responsible for the mobility and transport governance, Italy
 OP5: Municipality of Miskolc (department of Building Environment and City operation), Hungary
 OP6: Municipality of Ancona, Italy



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Regional and Urban sustainable Urban Mobility Planning



ATTAC Communication activities



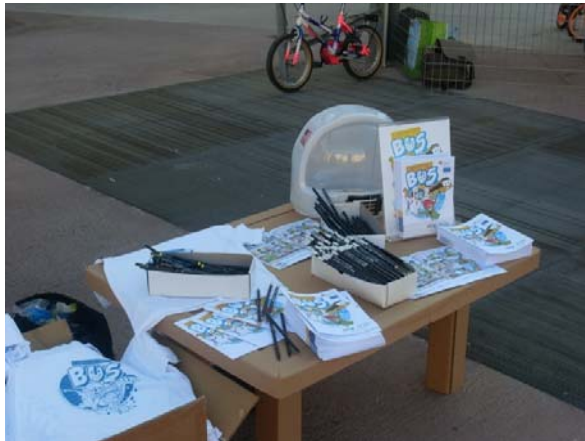
ATTAC Technology innovation



ATTAC Communication activities



ATTAC Communication activities



TV interviews have been taken and broadcasted on a regional news programme. Use of a graphicised bus to involve teenagers in the development/distribution of a viral video



In cooperation with the municipality of Ancona (OP) Regione Marche has organised an open event promoting several forms of sustainable mobility: bus, bicycle, 'Piedibus'



Regione Marche has distributed t-shirts, pencils and leaflets promoting the use of local public transport (through the comics language) to children aged between 6 and 11



TRAM

Interreg Europe



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Thank you!

Region Marche
Department of
Urban Practicability and Transport Management
For Region Marche



Project smedia