



Exchanging knowledge and experience through the
PIMMS project



**PROJECT PART-FINANCED
BY THE EUROPEAN UNION**



North East South West

INTERREG IIC

PIMMS

Interreg IIC

- Cooperation between regions
- Sharing knowledge and experience
- Social, economic and environmental challenges



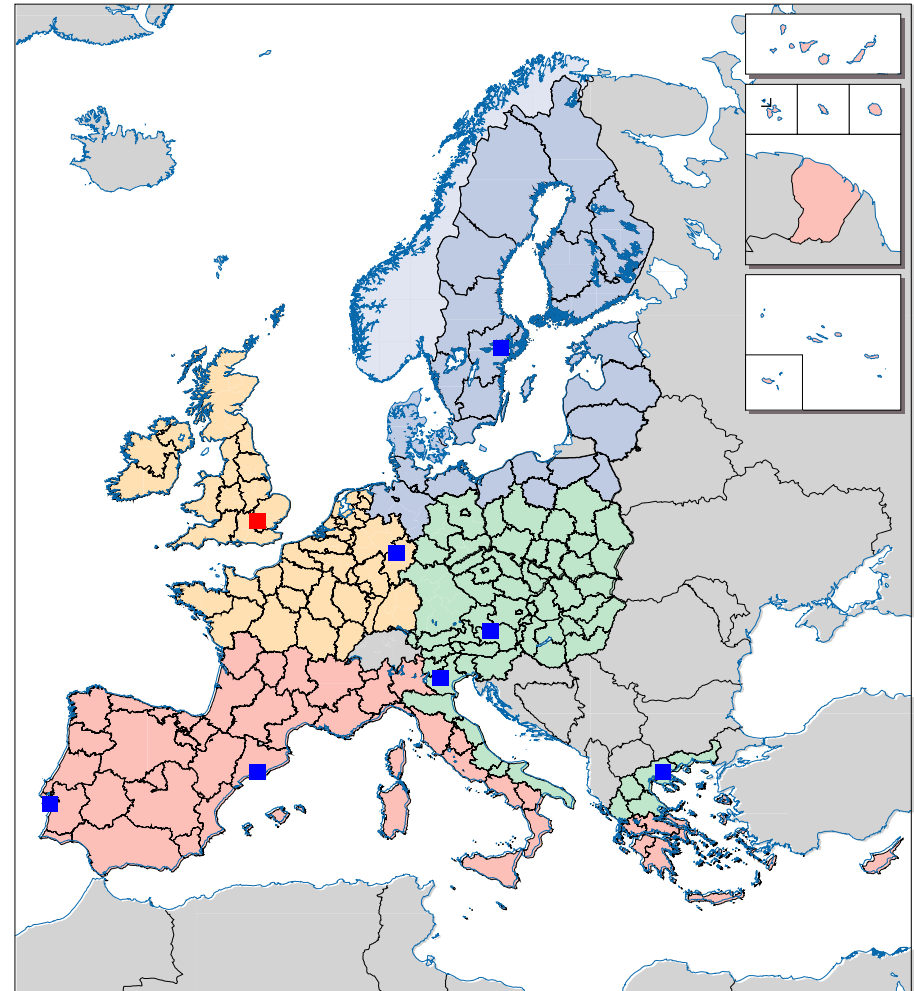
How can mobility management be adopted more effectively in regional transport and sustainability policy?

- How to spread the understanding of mobility management?
- How to overcome the problem of administrative competencies?
- How to demonstrate the impact of mobility management?
- How to drive change into the system?



PIMMS Partners

- Almada (PT)
- Bromley (UK)
- Frankfurt (DE)
- Graz (AT)
- Serres (EL)
- Stockholm (SE)
- Terrassa (SP)
- Treviso (IT)



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PIMMS Domains

- Clean Vehicles
- Individualised Travel Marketing
- Policy & Integration
- Road Pricing
- Road Safety
- School Travel
- Travel Awareness
- Travel Plans



PIMMS Objectives

- Conduct benchmarking exercise
- Identify best practice and critical success factors
- Database
- Devise programme of visits
- Influence key decision makers
- Report and compare outcomes
- Use info to prepare Regional Action Plans
- Disseminate information



Best Practice Visits

- 70 study tours and staff exchanges
Incl. non partner visits to Vienna, Basel, Amsterdam, Rotterdam, San Sebastian, Lyon, Munich, Helsinki, Groningen, Granada....
- Good practices adopted/written into policies by partner's organisation > 47



PIMMS Study Tours - What have we learnt?



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PIMMS Study Tours - Treviso



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PIMMS Study Tours – Bromley



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PIMMS Study Tours – Almada



PIMMS Study Tours - Graz



Sammeln Sie Altspeseöl!

infostand.com  

ÖKODRIVE

www.trendsetter-graz.at

Von der Pfanne in den Tank



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PIMMS Study Tours – Copenhagen & Malmo



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Critical Success Factors

- ✓ Political leadership (early engagement)
- ✓ Integrated approach
- ✓ Stakeholder engagement/ Partnerships
- ✓ Education/Marketing
- ✓ Technical leadership/Monitoring
- ✓ Accessibility
- ✓ Physical/cultural



PIMMS+

- Bid In November 2006, Jan 07 additional €134,000 for PIMMS Project announced
- PIMMS+ study tours (Cycle E: 2 per partner)
- 7 applications received, 6 took place: Karlovo (BG); Tallinn (EE); Budapest (HU) x 2; Gdansk (PL) & Bratislava (SK)
- EMW activities
- PIMMS DVD



Website

- Multiple Languages
- Partner Information
- Project Details
- Members Area



The screenshot shows the PIMMS website interface. At the top is a navigation menu with links: Home, Project Info, Partner Info, News & Progress, Downloads, Links, Contact, and Events. Below the menu is the PIMMS logo and a banner image of a tram. A 'Latest News' section highlights an 'End-of-Project Conference' with a link for details. The main content area is divided into sections: 'Quick Links' (Partner Page, STADIUM - Benchmarking Database, Latest News, An introduction to Mobility Management, Our Methodology, Current Timetable, Site Map), 'Partner Details' (Bromley, Graz, Stockholm, Seves, Terrassa, Treviso, Almeda, Frankfurt), and a 'Welcome...' message. The welcome message states: 'The PIMMS project involves eight cities from different EU member states. Click here for more details of the project partners. Our aim is to increase the use of mobility management in the regions of Europe. Click here for an introduction to mobility management. To do this we will: (a) benchmark best practice in Europe and identify the Critical Success Factors (b) undertake some intensive study tours and disseminate the lessons we have learned. Click here for a description of our methodology. Click here for our timetable. As we complete the various stages of our work we will publish our findings on this website. Click here to see our latest news. Click here for our downloads page - Newsletter 3 now available for download.' On the right side, there is a vertical column of flags representing the partner cities: United Kingdom, Germany, Sweden, Greece, Spain, France, Portugal, and Germany. At the bottom, there are logos for 'PROJECT PART-FINANCED BY THE EUROPEAN UNION', 'North East South West INTERREG IIC', and 'LEPT LONDON EUROPEAN PARTNERSHIP FOR TRANSPORT'.



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Database

- Partner Contributions
- Best Practice Workshops (London / Brussels)
- Full Review and Restructure by Vipre



The screenshot shows the website interface for 'PIMMS - Sustainable Transport Initiatives'. At the top, there is a navigation menu with links for Home, Project Info, Partner Info, News & Progress, Downloads, Links, Contact, and Events. The main header includes the PIMMS logo and the title 'PIMMS - Sustainable Transport Initiatives'. The content area is divided into several sections:

- Introduction:** A paragraph stating that the section contains examples of sustainable transport initiatives undertaken in Europe over the last four years.
- Purpose:** A paragraph explaining that the resource is to support professionals in the future planning of initiatives by providing detailed information on what has proved to be successful and what has not.
- Search:** A paragraph stating that users can search the database by organisation, initiative or key word, and that an advanced search link is available for more criteria such as activities, marketing methods and target audience.
- Members Login:** A form with fields for Email and Password, and a Submit button.
- View schemes by Country:** A dropdown menu with the text '- Please Select a Country -' and a View button.
- View schemes by Type:** A dropdown menu with the text '- Please Select a Type of Scheme -' and a View button.
- View schemes by Domain:** A dropdown menu with the text '- Please Select a Domain -' and a View button.
- Search schemes for key words:** A search input field and a Search button.
- View a specific scheme:** A dropdown menu with the text '- Please Select a Scheme -' and a View button.





Key Domains:

- Schools
- Travel Awareness
- Policy & Integration

- Pilot Actions
- EU Mobility Week
- European Schools Challenge, Conference
- Staff Exchanges
- Master Classes
- New Member States



CHEERS!



<http://www.pimms-eu.org/>



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