

target

new travel solutions

Successful promotion of work, school and leisure travel options



Kol-Le-Gak-Ørsel
Hvad f...er nu diet for noget?



Update: June 2004



Target 2 is co-funded by the
European Region Development Fund,
Interreg IIIB North Sea Region programme.



Target is

**A
European
funded
project**

Target 2 implements effective ways to promote travel alternatives to private car use.

**A
consortium
of eight
partners**

Target 2 is led by Metro for Yorkshire and Humber Region (UK); with partners from Bremen (Germany), Göteborg (Sweden), Odense (Denmark) and a regional partnership within Flanders / Province of Zeeland (Belgium / Netherlands).

**Involved in
26 activities**

The 26 activities are implemented across the partner regions through five Work Areas: Workplaces, Mobility Education, Transport and Leisure, City Living and Transnational Exchange.

**Promoting
alternatives to
car-dependent
lifestyles**

The projects support sustainable transport by providing a range of choices and raising awareness of viable travel options for work, school and leisure journeys.

**Find
out more...**

More detailed information can be found on the Target web site at **www.eu-target.net**



Moving On - from good ideas to good results

We're now two years into the Target 2 project and the partners have succeeded in implementing all activities.

Work Area: Workplaces

Göteborg's highly successful Lundby Mobility Centre has been promoting sustainable travel to both businesses and residents. In parallel, authorities across the Yorkshire and Humber region have been developing software and other measures to streamline travel plan development for businesses, which Göteborg are considering using in the roll-out of the Lundby experience.



Work Area: Mobility Education

Odense has continued to build on its successes as European Cycle City with its safe routes work with children. West Flanders has produced a promotional video on safe routes, whilst Göteborg are using a 'storyline' approach to promoting safe and sustainable travel to school.

Work Area: Transport and Leisure

Bremen's successful EntdeckerCard allows access to 120 attractions and use of public transport across the North West region of Lower Saxony which has been very useful to Schouwen Duiveland in developing their own smart card product. Bremen has been effective in implementing a mobility edutainment centre, a project initiated under Target 1. The City of Bruges continues to implement its mobility plan to ensure that the City Centre maintains its historic appeal whilst allowing easy access.



Work Area: City Living

In West Yorkshire, two new bus services have been established linking socially excluded communities to new employment sites, whilst Odense has developed a range of signage and priorities for bus services. Odense has also used a wide range of marketing approaches to encourage healthier lifestyles around walking and cycling, including a widely acclaimed TV campaign.

Sharing knowledge

The strength of Target 2 is in two areas:

We have shared responsibility across the project with all partners taking a role in managing Work Areas and providing input to the website and other promotional platforms.

We have made it a key priority to look at how we can learn from each other. The longer the project goes on, the stronger these areas of shared interest become, and the partners are now working together in broader areas that were not part of the original project application.

Workshops and seminars

Target 2 will have a final conference next spring either as part of or alongside ECOMM 2005. Much more information about the project together with forthcoming events can be found on our website at

www.eu-target.net

*Safe routes to school,
West Flanders*



*Public transport promotion to
Botanika Centre, Bremen*



*Access for communities,
Yorkshire & Humber*

target



new travel solutions

Partners

Metro (West Yorkshire Passenger Transport Executive)
in partnership with the authorities of Yorkshire and
Humber and other bodies, UK
Site Coordinator, Marian Read
target@wypte.gov.uk

Freie Hansestadt Bremen, Germany;
Site Coordinator, Michael Fromming
Target@umwelt.bremen.de

**City of Göteborg, Traffic & Public Transport Authority,
Sweden**
Site Coordinator, Lisa Sundell
lisa.sundell@visionlundby.goteborg.se

City of Odense, Denmark
Site Coordinator, Kurt Frederiksen
kkf@odense.dk

Euregio Scheldemond, Flanders and Netherlands
A regional partnership comprising of:
Provincie West-Vlaanderen, Stad Brugge, Municipality of
Sluis, Gemeente Schouwen Duiveland
Site Coordinator, Wim Stubbe
wim.stubbe@west-vlaanderen.be

Yorkshire
& Humber



Target 2 is co-funded by the
European Region Development Fund,
Interreg IIIB North Sea Region programme.



Euregio
Scheldemond



Find out more...

www.eu-target.net