



Sustainable Transport

Brussels 13 June 2002

Good Practice - Behaviour

Carla GENTILI – FIT Consulting srl

TAPESTRY in the City of Rome (Italy)

Title: Travel **A**wareness **P**ublicity and **E**ducation supporting a **S**ustainable **T**ransport **S**trategy in Europe

Objectives: TAPESTRY aims at increasing the knowledge and understanding of how effective communication programs or campaigns can be developed to support and encourage sustainable travel behavior throughout Europe.

Starting: November 2001

Duration: 3 years

Web Site: www.eu-tapestry.org

In this project FIT Consulting is subcontractor to ATAC S.p.A. (Rome- Public Transport Operator) being one of the project partner carrying out an **awareness campaign** on the benefit of using public transport. The campaign addresses **pupils** from primary and secondary school (age 9-12).

The TAPESTRY Consortium is composed by **24**
partners

(please refer to the web site for the full list)

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PROVIDER Project (European schools)

Title: Implementing European on line service for mobility education to save energy

Objectives:

The main goal of PROVIDER is to promote energy efficient mobility on a large scale at **European schools**. An information and communication campaign is going to be launched by creating a European network for children and youth related organization and institutions.

Starting: January 2002

Duration: 2 years

Web Site: www.schoolway.net

FIT Consulting is full partner in the project and will concentrate on the Italian site with a special focus on the city of **Rome** and **Naples**.

Partner: OKI (I)- FIT (I)- SRS(UK)- FOLOS (RO)- FGM-AMOR (A)-TIS (P)-RAEE (F) -ILS (D)

Project Co-ordinator

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