



penelope bacchus

Promoting Energy efficiency to Local Organisations
through dissemination Partnerships in Europe
Best Actions for Collaboration in Countries
for a High efficient Use of energy in Structural funds

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On Thursdays without Cars - Almada - Portugal

(project supported by SAVE)

The project aims to decrease the energy consumption in the urban transport through the rationalisation of the use of the private car and greater use of public transport and to increase the travel and environmental awareness of Almada population, by showing them alternatives to the private vehicle.

Target Groups	Sector	Field
<ul style="list-style-type: none"> - Local authority - Regional authorities - Domestic consumers 	<ul style="list-style-type: none"> - Transport 	<ul style="list-style-type: none"> - Information

ANALYSIS

In the "Better without Cars" Campaign drivers are encouraged not to use their cars one fixed day per week - Thursdays, and thereby benefit from a package of incentives ranging from reduced public transport fares to discounts in cultural and sporting activities as well as in several participating shops.

The project has been implemented throughout the entire Municipality of Almada, that occupies an area of 72 km² with 160 000 inhabitants. 13 registration offices have been created within the Municipality, namely in the Municipal Environmental House, in each of the 11 parishes and in the Municipal Sports Complex, to ensure a good geographic coverage of the area of implementation of the project.

All the public transport operators (bus, train and boat) and one of the two taxi associations of Almada have been involved and offer reduced fares on Thursdays, the day of the campaign.

Being a project that involves the whole Municipality, there were a large number of people from very distinct areas involved in its implementation, from the administration of the Municipality to several departments like the Municipal Environmental Project Planning Department or even the Department of Health and Medicine at Work. However, the most involved departments have been the Municipal Environmental Planning Department, which co-ordinated the whole project and the Local Energy Management Agency, which assisted in the implementation of the project, carried out the monitoring of the energy consumption and avoided pollutant emissions and helps in the management of the project.



A G E N E A L Agência Municipal de Energia de Almada



Agência Municipal de Energia de Almada

Image of the Campaign "Almada, Better without Cars"

COST AND BENEFITS

The approximate budget for the project implementation and marketing is €60 000. Until the 22nd September 2001, the major source of financing (60%) came from the City Council of Almada. After this date, it is foreseen the fully financing of the project by the Municipality of Almada. Nevertheless, the major investments, which were related to the creation of the image and advertising of the project, have already been made and the budget will only have to cover running costs since the dissemination will be offered by the local participating entities.

The objective of this project/campaign is to raise the awareness of the local population to the environmental and energy problems resulting from the intensive use of the car in urban areas and, at the same time, induce them to use alternative modes of transport in their short urban journeys. One verifiable indicator of the success of this campaign is the degree of awareness of the local population, which a survey showed to be 60%.

The aforementioned survey carried out showed that the "Better Without Cars" campaign has raised the debate around the issue of mobility and measures required to improve it. On the other hand, it showed that the campaign carried out, alerted the population to other consequences of the intensive use of the car, both in terms of energy consumption and pollutant emissions.

All in all, the intensive use of the car in urban areas has more implications than just traffic congestion. The campaign tried to show the inhabitants of Almada and, more important, trying to involve them in the solution of these problems, reinforcing a culture of citizen participation, without which problems cannot be solved in the most appropriate manner.

It should be mentioned that this project has been nominated "Ambassador Project" in the Stockholm Partnerships for Sustainable Cities.

PARTNERSHIP

This project is aimed at all the driving population of Almada and at those who work in Almada, despite not living there. The traffic is generated not only by those who live in Almada and use the car for their daily journeys to go shopping, for leisure purposes to pick up children at school, but also by those who come to Almada every day to work.

Another positive aspect has been the involvement of several public and private institutions located in Almada, like the City Council, the local energy agency, public transport operators (private companies), university, local chamber of commerce, local associations and shop owners. This project allowed the establishment of a deeper working relationship and partnership between them, which did not exist in the past, changing attitudes towards the city and participating in a more active way in the creation of a more sustainable urban environment in the future.

This project resulted from the joint co-operation between the city of Almada and the cities of Granada and Gijón in Spain, in the framework of a EU funded project, that ended in December 2001. Nevertheless, the Municipality of Almada decided to carry on with the project. This project was led by IDAE from Spain and also involved the participation of and the IEC, from Ireland and ADENE and AGENEAL, from Portugal.

RECOMMENDATIONS

A project like this involves the participation of several public and private entities working in very different fields of activity (Municipality, local energy agency, local transport operators, shop owners, among others). The co-ordination of the different roles each of these played in the process was clearly defined and did not present a real difficulty for the project.

The number of adhering shops (~20) is not yet satisfactory but, with time and work, in particular from the municipality, which plays a crucial role on this project, more shops will join the project and give discounts to the participants.

The most difficult barrier, or challenge, facing this project is the extreme reluctance of drivers to leave their cars at home, even for only one day of the week, which is reflected in the number of participants. This situation arises from several factors (social, lack of alternative, dependency on the car, among others) which are very difficult to change in the short run, but that, nevertheless, need to start to be tackled.

TO KNOW MORE

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USEFUL INFORMATION

List of Internet sites

[Web site of AGENEAL / http://www.ageneal.pt/](#)

[Site of the SAVE Project: Better without Cars / www.melhorsemcarros.org](#)

THIS CASE HAS BEEN REALISED BY

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