

Project Added Value – Varna Bulgaria

**Overview:** The aim of Added Value, an IACI project, is to add value to sizable investments and infrastructure dedicated to alternative, energy-saving transport modes. In Varna, Bulgaria, the project is being implemented by the Black Sea Regional Agency for Energy Management. The Project continues until 2010.

Target Audience			Actions		
X	Children	X Transport companies		Clean and Energy Efficient Vehicles	Traffic Management
X	Teenagers	Car sales people	X	Cycling	Car Pooling
X	Students	Private companies		Transport Demand Management	Transport for People with reduced mobility
X	Adults	Other		Flexible mobility services	Eco Driving
	Old Age Pensioners		X	Travel Awareness Event(s)	Walking
X	Decision makers			Mobility management	X Other
X	Local and regional authorities			Public Passenger Transport	

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## Background & Objectives

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## Implementation

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The Agency notes that bicycle trips account for less than one percent of trips in the region, while auto trips are growing inexorably. So it is working with the city of Varna to arrest this trend by significantly increasing the use of bicycling. Schools in the area already teach effective mobility behaviour to students – things like group walking. To supplement those efforts, the agency has identified 20 pilot secondary schools, where the following tasks are being carried out:

- ? Design of dissemination materials;
- ? Organization and implementation of informative days;
- ? Provision of bicycle training, with the objective of efficient, safe bike riding in real traffic situations;
- ? Organization of a “Day Without Cars” campaign at the beginning of each school year;
- ? Roundtable discussions of the legal regulations and requirements aimed at local authorities, mobility actors, decision-makers; and
- ? Opinion poll and feedback for development of a strategy for the introduction of additional measures that can extend the Project’s principles to the broader population of Varna

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## Conclusion

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**Cycling Event in Varna, Bulgaria**



**Awareness Campaign in Varna, Bulgaria**





# Aktionstag

# Klimafreundlich Autofahren

Freitag, 21. September 2007  
9.30 bis 13 Uhr

Haus der Region,  
Parkplatz Hildesheimer Str. 18

- Große Kfz-Ausstellung
- Informationen und Beratung zu Erdgasautos, Hybridfahrzeugen, Elektroautos, Carsharing
- Verlosung eines VW Caddy Life EcoFuel für ein Wochenende mit Erdgastreibstoff bis 500 Kilometer
- Informationen zu Klimaschutz & umweltfreundlicher Mobilität
- Info-Stand zu Regl.E – Region spart Energie
- Kaffee, Kuchen & mehr



