



Cycling Awareness
Raising and Marketing

2012-04-19

CARMA Project management meeting and peer-to-peer workshop in Budapest 22-24 April 2012

Sunday 22/4

Time: afternoon and evening

15.30	Critical Mass ride	We will meet at the lobby
19.30 --	Informal dinner	We will meet at the lobby

Notes:

Critical mass ride

We will meet at the lobby at 3:30pm, 15 bikes will be waiting for us at the hotel – one with child seat. Critical Mass ride starts at 4pm and will last approx till 6:30 pm. You might want to bring some snacks or water with you. We will go together to the Szt. Istvan park where the ride starts.

The route will be: Pesti alsó rakpart (at XIII. Szt. Istvan park)- Márius 15. tér - Irányi utca - Ferenciek tere - Erzsébet híd - Attila út - Alagút - Lánchíd - Andrássy út – Városliget. If you get lost, call Zsolt Kilián (+36303486266), he will be the guide of the group and will be in charge together with János for organising the meeting.

After the ride we will go back to the hotel and walk from there to the restaurant.

Dinner

At 7:30pm we will meet the others who did not participate on the ride at the hotel lobby and walk together to the Ruben Restaurant (Magyar utca 12-14, see map).

This will be an informal dinner (everyone pays for his/her own meal and drinks) – family members are also welcome.

Monday 23/4

Time: 9.00 – 17.00

Location: Merlin színház (1052 Budapest, Gerlóczy utca 4. - a 10 minute walk from the hotel)

	Peer-to-peer workshop	Moderator: Håkan Documentation: Mario
9:00-10:30	Workshop 1: Communication and marketing related to specific infrastructure investments	?? ??
10:30-10:45	Break	
10:45-12:30	Workshop 2: The role of (cycling) NGO:s in marketing cycling and how can cities successfully cooperate with NGO:s to increase cycling	Hungarian Cyclists Club Jonas Åker, City of Göteborg
12:30-13:30	Lunch	Restaurant nearby
13:30-15:00	Marketing of Budapest's new public bike system	BKK
15:00-15:30	Break	
15:30-17:00	How can cycling be promoted by a transport management centre as an equal means of transport. How to reach all age groups?	BKK
19:00 --	Formal dinner	Restaurant within walking distance of the hotel

Notes:

Peer-to-peer session:

Detailed information has been distributed before the meeting.

Tuesday 24/4

Time: 9.30 – 13.30

Location: Same venue as on Monday

9.30 - 11.45	Joint WP 5/6 session by Infomobility and ISIS (incl coffee break)	Mario and Eugenia
11.45 - 13.30	Project Management session	Håkan and Haide
13.30 --	Lunch	

Notes:

WP 5/6 session:

This is a joint session to be able to present the actions in WP5 and simultaneously discuss monitoring and evaluation.

Project Management session

- Communication with the commission regarding the IR
- Budget spending so far
- Contract amendment
- Project Plan 2012: remaining deliverables and input from partners
- Next progress report – time plan
- Information from partners
- Next meetings:
 - Dates
 - Proposed hotels

Practical information for CARMA meeting in Budapest

(1 EUR = ~300 HUF)

Airport transfer

Both terminals of the Budapest airport are located quite far from the city centre. You have the following options to get to the hotel from the airport:

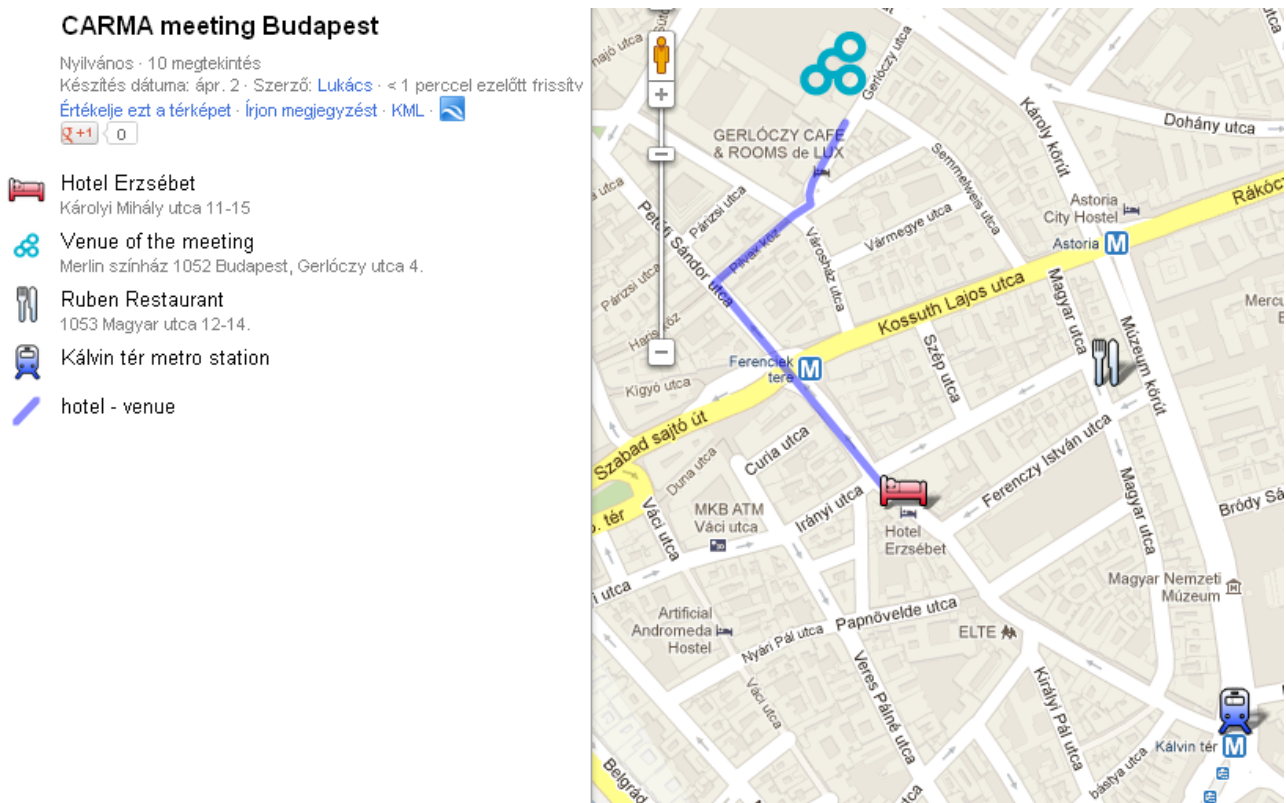
- **Public transport:**

You can take bus line 200E from Liszt Ferenc Airport Terminal 1 to Kőbánya-Kispest metro station, then change to metro line M3 (blue) and travel to Kálvin tér. From Kálvin tér, it is a 10 minutes walk to the Hotel, see map below. One ticket costs HUF 320, and you have to buy 2 tickets, one for the bus and another one for the tube.

Total fares/person: one way: 640 HUF, return: 1280 HUF

Further information:

http://www.bud.hu/english/passengers/access_and_parking/by_public_transportation



Click on the map to open it in Google Maps - <http://g.co/maps/yb9en>

- **Airport Shuttle - Minibus**

Door to door transfer, there is one Shuttle point at each terminal. You don't need to prebook the shuttle and you can pay at the airport.

Booking and further information: <http://www.airportshuttle.hu/en/>

Fares:

- one person: one way: 3200 HUF return: 5500 HUF
- two persons: one way: 4790 HUF return: 8790 HUF
- three persons: one way: 5990 HUF return: 10990 HUF
- four persons: one way: 6990 HUF return: 12800 HUF

- **TAXI**

Official partner company for airport transfers is **Fótaxi** (<http://fotaxi.eu/?Language=en#main-menu>) You are free to choose any other company but you may get ripped off by individual contractors who like to ask more than the agreed fee. Therefore I suggest you to take only Fótaxi, or a TAXI where you can clearly see the companies brand on the car.

For Fótaxi, fares/car are:

Airport >> City centre: 5800HUF

City centre >> Airport: 5500 HUF

Sunday, April 22th Critical mass ride and dinner

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Monday, April 23th

- Meeting will start at 9am, the venue will be: Merlin színház (1052 Budapest, Gerlóczy utca 4. - a 10 minutes walk from the hotel, [see map](#))
- Lunch break: 12:30-13:30 at a restaurant nearby
- End of meeting approx. at 5pm
- Dinner: approx. at 7pm within walking distance of the hotel. Formal dinner, HCC pays for meals and one drink.

Tuesday, April 24th

- HCC is organising "Bike breakfasts" in frame of our Bike to Work campaign at several points in the city from 7am till 9am. We will give a press conference at one of the locations, where we would like to promote the CARMA project aswell. It would be great if some of you could attend, we will talk about the details at the dinner on Monday.
- Meeting starts at 9am, venue will be the same
- Meeting ends at ~1:30 pm