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Italy - Albania - Montenegro



#DynaMob 2.0

#DynaMob 2.0 Bike Sharing Point Action

The Partners with the assistance of external experts outlined and activated one or more bike sharing point in their territories. The bike sharing service was also tested involving mobility providers, operators and citizens that will provide their feedback.

The Municipality of Copertino

Thanks to #DynaMob 2.0 project, the Municipality of Copertino managed to purchase a set of innovative e-bikes which were tested in two events held in Copertino, thanks to the direct involvement of the local community.

In order to ensure the future sustainability of this action, the Municipality of Copertino invested some municipal funds to redevelop a municipal building that is now the #DynaMob 2.0 BIKE HUB, which will be the reference point for the e-bike sharing system that will be implemented in Copertino, starting from #DynaMob 2.0 experience, thanks to the entrustment of a local operator that will be in charge of implementing the service for 5 years starting from the closure of #DynaMob 2.0 project.



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ITALY
Municipality of
Campobasso



MONTENEGRO
Municipality of
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ALBANIA
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CHAMBER OF COMMERCE & INDUSTRY TIRANA

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Organization of the Bike sharing launch event in Budva

It has been a great pleasure to be part of this great project. Our goal to participate has been led with will to contribute to sustainability in Budva and in Montenegro.

Project Objective is to define and implement a CBC mobility blended system (MBS) model that integrates efficiently, realistic and in a durable way the smart and green transport solutions, bike-sharing.

Bike sharing launch event in Budva with a support of the Dynamob project team from Municipality of Budva has been organized on 1st of June.

Among respected officials from local municipality we have invited Mr Igor Mayer, the first ironman in Montenegro, to promote this activity and to speak about healthy lifestyles throughout his sports activities and importance of sustainable project for local community and destination.

Preparation of the event of the event has been very hard for us because we didn't have much time due to delay of all process caused by COVID, therefore Talas Montenegro team and Dynamob team worked hand in hand 24/7.

a) PR and Marketing activities (announcements, invitations, promotion on different media and social media) related to Launching press conference on start of Bike sharing system in Budva before the conference.

MEDIA - announcements, press releases....

Portal RTVBudva.me

28-05-2021

- <https://www.rtvbudva.me/vijesti/pocela-montaza-sistema-javnih-bicikala-budva-bike-share-ispred-starog-grad/45151>

FaceBook – Boka News

29-05-2021

- https://m.facebook.com/story.php?story_fbid=2957013697913184&id=1449593978655171

https://rentay.me/

30-05-2021

- <https://www.facebook.com/2167933976866094/posts/2972602043065946/>

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PRVA TV

Emisija 60 MINUTA SA IRIS - 2021-05-31

- <https://youtu.be/7L5P04m-6ac?t=1242>

b) Launching press conference related to start of Bike sharing system in Budva, in front of the Old Town Budva in line with the current pandemic Covid 19 measures.

According to current measures only 50 people had been allowed to participate at the event. Since events took place at the square in front of the Old Town other visitors were able to hear about this project.

In the email body we are sending **link for videos** that shows all work that has been done.

a) We were in charge of choosing the location in front of the Old Town Budva with ideal preconditions for open media event.

b) We were in charge of providing presence of at least 5 different national media (radio, TV, portals). **List of invited media** is in a separate document, attached.

c) We were in charge of creating an Invitation list, and inviting all relevant national, international and local stakeholders from private and public sector, including representatives of the EU to Montenegro, Managing authorities of the program etc. **List of participants** is in a separate document, attached.

d) We were in charge of providing a performance of a local musician or a band.

e) We were in charge of engaging 2 hostesses to welcome guests and to distribute promotional materials.

f) We were in charge of providing catering for 50 participants.

g) We were in charge of providing the use of following equipment during the event:

- Mini stage, projector with LED screen
- Designed, printed and set up back drop in line with Visibility rules of EU projects
- A suitable sound system

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a) Promotional bike ride from station "A" to station "B"

The ride has been photographed and recorded by a camera and with a drone. In the email body you can find **link with photos** that had been taken

We were in charge of providing creation of short promotional video. In the email body you can find **link with 2 videos** that has been produced.

We were in charge of distributing recorded materials among media and social media

We have been creating and distributing informational content on social media Facebook and Instagram.

- Creation of Facebook page on 27. May 2021 - <https://www.facebook.com/NextbikeBudva>
- Creation of Instagram page on 28. May 2021 - <https://www.instagram.com/budva.bike.share/>
- Creating sponsored ads for Website promotion: - <https://www.nextbike.me/sr/budva/>
- Creating sponsored post for Instagram post on Facebook: - <https://www.facebook.com/NextbikeBudva/photos/a.103766665255128/109152408049887/>
- Creating sponsored post for Instagram: - https://www.instagram.com/p/CPpzuN3sYJq/?utm_medium=copy_link

Engagement of social media influencers:

- Jelena Kaludjerovic – @jelenakaludjerovic
Reel: https://www.instagram.com/reel/CQMLwVDICPt/?utm_medium=copy_link
Post: https://www.instagram.com/p/CQZlvGMLwU7/?utm_medium=copy_link
Story: Budva Bike Share – Story Highlights
- Marko Stijepovic - @markos.fitness
Video: https://www.instagram.com/p/CQZPkROHoc7/?utm_medium=copy_link
Story: Budva Bike Share – Story Highlights

We have engaged 2 promoters to hand out info leaflets to locals and tourists, in front of the Budva Old Town. They were engaged for 2 days.

Also, certain amount of leaflets were distributed to info-centers of Tourist Organization of Budva.

Sponsored banner on RTV Budva portal, for one month and PR article for 7 days. In the email body you can find **link with PrintScreens** that had been taken.

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b) Press release on organized event

Press release has been sent to all media and it was well received and published.

MEDIA - announcements, press releases....

Portal RTVBudva.me

01-06-2021

- <https://www.rtvbudva.me/vijesti/budva-medu-270-ekoloski-osvijescenih-gradova-/45213?fbclid=IwAR0UKhDXX5MvMrzhtQjpLspjznYp5HbzYsaXSXw6nQFPY1SQiQU92ZaoFpY>

FaceBook – Radio Televizija Budva

01-06-2021

- https://m.facebook.com/story.php?story_fbid=3037063256619459&id=1374748259517642

PRVA TV

ŽURNAL - Budva Bike Share - 2021-06-01

- <https://www.youtube.com/watch?v=XoHk50bnaWg>

Portal Analitika (Izvor: Media Biro)

01-06-2021

- <https://www.portalanalitika.me/clanak/projekat-koji-ce-doprinijeti-raznovrsnosti-turisticke-ponude-budve>

FaceBook - Mediabiro

01-06-2021

- <https://www.facebook.com/888512617827880/posts/4446300315382408/>

FaceBook – Feral.bar

01-06-2021

- https://m.facebook.com/story.php?story_fbid=329588838688198&id=103151251331959

eKapija (Izvor: Media Biro)

01-06-2021

- <http://2017.aurea.ekapija.ba.rs/me/news/3296857/nextbike-stigao-u-crnu-goru-u-budvi-pokrenut-prvi-program-sistema-javnih>

Portal glavnog grada “Volim Podgoricu”

01-06-2021

- <https://volimpodgoricu.me/novosti/odrzana-promocija-prvog-sistema-javnih-bicikala-budva-bike-share>

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Portal RTVBudva.me

11-06-2021

- <https://www.rtvbudva.me/vijesti/budva-bike-share-sjedi-i-vozi-sit-and-ride/45531>

SUB Travel Group d.o.o. - smjestajubudvi.com

12-06-2021

- <https://smjestajubudvi.com/budva-bike-share/>

Portal RTVBudva.me

18-06-2021

- <https://www.rtvbudva.me/vijesti/javna-bicikla-osvojila-simpatije-gradana-i-turista/45781>

Portal Boka News

19-06-2021

- <https://www.bokanews.me/featured/budvani-i-turisti-prihvatili-bike-share-kao-prednost-i-practicnost/>

Publication of article in Caffe Montenegro magazine

June 2021

- <http://www.caffemontenegro.me>

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Dynamob2.0 Project

Dynamob2.0 – PILOT ACTION

PP4 - Municipality of Campobasso

The Municipality of Campobasso is a partner of the Dynamob2.0 "#DynamicMOBILITization 2.0" project, funded by the Interreg Italy - Albania - Montenegro program. The project promotes the use of environmentally sustainable means of transport focusing on a combination of sharing-schemes and electric mobility to offer citizens smarter and more efficient mobility solutions.

The Dynamob2.0 project includes five other partners: the Municipality of Copertino (Lecce) as lead partner, the Ulisse Training Agency (Italy), the Chamber of Commerce and Industry of Tirana (Albania), as well as the Municipalities of Skrapar (Albania) and Budva (Montenegro). The project started in April 2018 and will end in 2021. The presence of economic and training actors, in addition to the local institutions, assures the useful competences and skills needed to improve the effectiveness of the proposed actions.

The WP4 of the project include the investment cost for the Bike-Sharing and Eco-Car points. This important investment will contribute to solve a mobility challenge encouraging a new use of the local mobility system and bring positive benefits to everyone.

Following the previous activities, the Municipality of Campobasso has define a model of Bike Sharing city actions for smart and green mobility communication and promotion with the aim to define a blended mobility system that integrates efficiently the smart and green transport solutions.

Following the carrying out of the project activities, the involvement of the stakeholders and the definition of the local and transnational mobility plan has emerged the need to realize a bike hubs equipped with pedal assisted bicycles and related accessories as specified in the WP4 – "Installation verification of bike sharing and car sharing systems including development and final functional test".

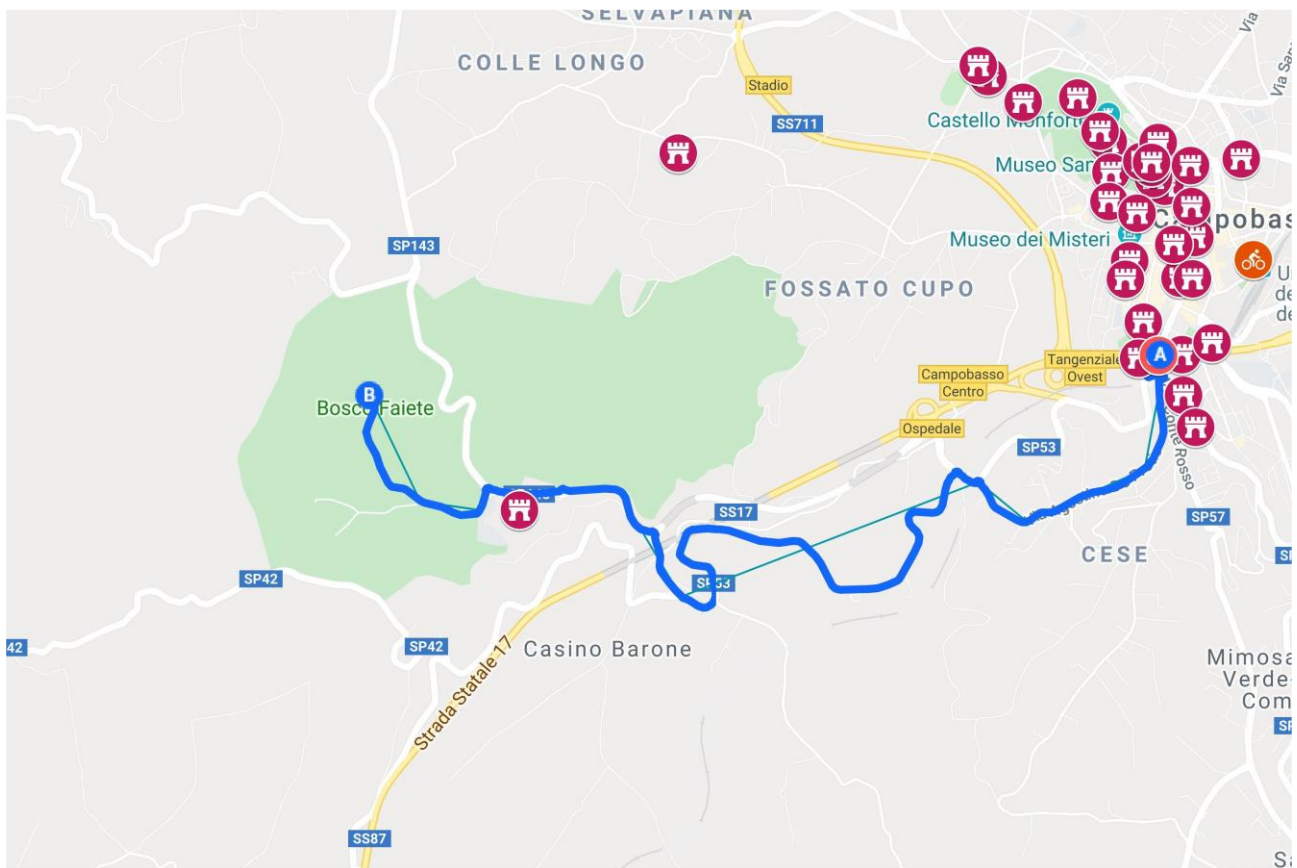
The pilot action consisted both in the creation of a cycle station located in the center of the city of Campobasso, in Piazzetta Palombo, where n. 20 pedal assisted bicycles with related safety accessories (GPS, helmets, equipment for small repairs, etc.) that a local event to test the bikes.

The Bike-sharing service test involved the mobility providers, operators and citizens that provided their feedback. A social campaign and a specific promotion activities was realised via social media for the service and site promotion with collection of pictures and video.

The pilot action and the related event made allowed to test the two Dyanmob2.0 roads identified by the Municipality of Campobasso and to promote interventions of various kinds aimed at promoting mobility by electric bicycle and the tourist attractiveness of the area.

The first itinerary between Palombo Square and Bosco Faiete serves an essentially tourist and leisure function by serving the city center with the tourist area of the Bosco

Faiete. Alongside Dynamob2.0, the Municipality is defining some development projects for that area that are expected to make the area more attractive and accessible for touristic and recreational activities.



The suggested area for a bicycle parking rack at Bosco Faiete



The second Dynamob2.0 proposal is not an itinerary - with a defined beginning and an end - but a bike-sharing station in the above mention square. The station is developed together with measures which make the service more attractive, such as traffic moderation, and value-added services for tourists and commuters travelling.

The goal of this station is to offer services which might increase the use of bikes for diversified needs, from the tourists to the citizens. The absolutely central location of Piazza Palombo allows the bike-sharing user to reach most of the administrative, receptive, tourist and recreational functions within a kilometer away, offering a wide

range of easily accessible traffic attractors. The diversification of the potential users reflects the need to provide a variety of additional services, as explained by the rest of this chapter.

The local action pilot and event was organized on 28TH of June 2021 in Palombo square. Following the leaflet and the photos of the event.

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EUROPEAN UNION


Comune di Campobasso

Progetto #DynaMob 2.0:
Evento finale e Testing e-bike

28

GIUGNO
2021

Piazzetta
Palombo
Campobasso

Ore 11.30 Saluti istituzionali

Ore 11.45 Il Progetto #Dynamob 2.0:
panoramica delle attività realizzate

Ore 12.00 Le #Dynamob Roads di Campobasso

Ore 12.15 Conclusioni e considerazioni finali

Ore 12.30 E-Bike experience a Campobasso:
testing locale

<http://dynamob20.italy-albania-montenegro.eu> f @dynamob2.0

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 ITALY Municipality of Campobasso

 MONTENEGRO Municipality of Budva

 ALBANIA Municipality of Skrapir

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