

# MoCuBa

new mobility culture

Concepts for urban areas of Europe  
and especially the Baltic Sea Region

MoCuBa



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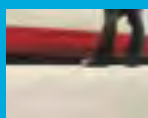
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On behalf of the Steering Committee I welcome very much the transnational activities of the MoCuBa project. »Mobility Culture« shows some innovative approach to the sensitive questions of transport development.

In the Baltic Sea Area we can find a great potential for economic growth — but we are facing at the same time increasing problems of congestion and pollution. And as well — with increasing dependence on road traffic we depend as well on mineral oil.

The Interreg Neighbourhood Programme sets a focus on a sustainable development for the Baltic Sea Area. Therefore we have to strengthen the environmentally friendly modes of transport. But it is not only a question of physical infrastructure and services — it is as well a question of image and awareness. We have to understand better the perception of transport and take the »emotional factor« better into account.

The Baltic Sea Area brings together some of Europe's leading examples in the field of a »new mobility culture«. It is a chance of exchange and transnational development.

I wish the MoCuBa project a good success.



Mr. Mariusz Kasprzyk,  
Chairman of the Baltic Sea Region Steering Committee

**Regular meetings of the  
MoCuBa project team –  
interregional cooperation  
in practice**





# What is MoCuBa?

MoCuBa stands for Mobility Culture in the Baltic Sea Area. MoCuBa is a project with 18 partners and has the aim of promoting sustainable modes of transport as part of a wider regional strategy. As part of this, MoCuBa also aims to encourage a new mobility culture in the urban areas of Europe and especially within the Baltic Sea Region.

## Why MoCuBa?

There are many reasons to focus on transport and mobility if we consider as a priority an enjoyable and healthy future life for citizens in European cities.

Most cities suffer from severe problems caused by transport: pollution, noise, space consumption, congestion. We are convinced that there will be no sustainable future without solving these problems and there will be no way to solve the problems without establishing a new mobility culture.

The lead partner of MoCuBa is the City of Bremen.

Apart from the MoCuBa main partnership consortia of local or regional authorities, we also can add an additional group of partners such as public transport operators and businesses; citizen associations related to event-management, leisure, cycling, car-sharing and even a health insurance company which promotes cycling to work for health reasons.

Some Cities like Bremen, Odense, Lund and Helsinki are already quite advanced in setting a »new mobility culture« for sustainable transport, and many of our other partners from the new member states are already active pioneers in that field.



Joint transnational developments of pilot actions are a core element of MoCuBa. Based partly on the experiences of eTicketing promotion in Bremen and Helsinki, the Lithuanian cities of Klaipeda, Vilnius and Kaunas are working jointly on a common eTicketing system which will allow cross-site use. Vilnius has a special focus on aspects of a healthy city – jointly with Odense and Helsinki – and is also interested in the development of a Health Insurance that helps to promote cycling in Bremen.

The improved image and role of trams for urban and regional transport is an issue for Vilnius, Klaipeda and Lund, and these cities hope to further develop their work by using the experiences of the »tram cities« Bremen, Gdansk and Helsinki.

The MoCuBa consortiums involves in total  
18 partners coming from  
8 regions/cities of  
6 different Baltic countries:  
Bremen (D)  
Gdansk (PL)  
Klaipeda, Kaunas, Vilnius (LT)  
Helsinki (FI)  
Lund (S)  
Odense (DK)







## What is Mobility Culture?

»New sustainable mobility culture« means a transport system where people enjoy and are encouraged to use sustainable modes of transport – including a suitable combination of public transport, cycling, walking, and Car-Sharing.

Actually, we see in many regions the trend towards increasing car-ownership and use. The car has become a part of normal lifestyle. But as space, mineral-oil and other resources are limited, we need a better organisation of transport – in both technical ways as well as consideration for some behavioural changes.

Some very controversial debate over the last few decades about the car has now been replaced by a greater awareness of the need for the organisation of transport to include more inter-modal and multi-optional choices.

## How to achieve a new Mobility Culture?

There needs to be a better understanding of the driving forces of individual transport decisions. Concentration on technical solutions needs to go hand in hand with consideration of concepts to address the »emotional aspects« of the alternative modes.

Communication and the comprehension of emotional aspects are core factors. Popularity and acceptance of sustainable modes of transport have to be increased in order to achieve behavioural change and a new mobility culture.

## Learn from promoting the car

There are good examples of how to address the emotional aspects. For example, the many sales advertisements we see for cars all tend to mainly address lifestyle aspects although it is more likely that the unconscious level is enforcing the desire of car-ownership . . . as well as steering the decisions as to what type of car to buy.

Public Transport and as well other soft modes can become more attractive when the user-needs – conscious and unconscious ones – are better understood. Therefore we believe that campaigns for public transport or for walking and cycling need to be more focused on the »emotional aspects«

# What is Mobility Culture?

## Hard- and Software – for transport behaviour

We can make walking and cycling more attractive by better infrastructure – but at the same time it needs image-work. The aspects of health and the interest of keeping the body attractive are quite supportive for campaigns. Public Transport is the backbone of sustainable transport strategies. At the same time, we can often find an extreme deficit concerning customer orientation and Public Transport image.

Inter-modal transport chains have to be viewed in their entirety. Making Public Transport more attractive should naturally include the accessibility and the design of stops. Corporate design, coordinated schedules and integrated ticketing helps to make Public Transport more user-friendly.

The image of transport system should not be underestimated: the tram has a much better image than bus services – and we can achieve an increase in passengers of 25 – 40% by changing to tram systems. Therefore, the »tram cities« in MoCuBa will share their experience with those cities considering the implementation of a tram system. Priority for Public Transport (e.g. through bus lanes, traffic light priority etc.) also indicates that there is a certain value given to Public Transport in comparison to the private car.

A new mobility culture requires more emphasis on design and integration of soft modes and Public Transport. Urban design in many cities is often very car-orientated with poor integration of Public Transport, bike-infrastructure and the design of sidewalks.

With the development of Car-Sharing, there is also a more flexible and reliable alternative to car-ownership. This kind of short-term and decentralised car-rental-system is a major element for a new mobility culture. It allows car-usage whenever it is the most adequate mode. This offers a step away from the rather inflexible car-ownership mentality of today (single drivers with the whole costs of driving to consider) to more flexible services (with more travel options and flexible costs depending on the usage).

## Let's start with a better Mobility Culture

MoCuBa will show major steps for such a new mobility culture. The change of mobility culture has to be seen in a long-term perspective. It takes time for people to change their belief, their behaviour, and their customs. But we have started to work on this and believe that we can make a real impact.



### James Bond – only in fancy cars?

You may smile about this question – but there are serious backgrounds:

- What is the image of the various modes of transport? Why can't we imagine James Bond as a customer of public transport? Or as a bike user?
- How can we influence the most sustainable modes of walking and cycling by urban design and road planning?
- How can we influence the individual mobility pattern by land-use patterns?
- What can be done to initiate a resource-efficient »urban lifestyle«?
- What can we learn from the motor-industry which promotes the car not as a tool for transport but as part of your lifestyle?



Die meisten europäischen Städte leiden unter ähnlichen Verkehrsproblemen: Abgase, Lärm, Staus und zugeparkte Innenstädte. Die hohe Abhängigkeit vom Mineralöl macht zudem die Wirtschaft empfindlich gegenüber steigenden Energiepreisen.

Viele strategische Planungen im Bereich »Verkehr« konzentrieren sich auf technische Lösungen. Wir glauben, dass das nicht reicht. Das MoCuBa-Projekt befasst sich deshalb unter dem Motto »Mobilitätskultur« auch mit den »emotionalen Faktoren«, um die notwendigen Veränderungen im Sektor »Mobilität« zu erreichen. Dabei geht es unter anderem um das »Image« von Verkehrsmitteln wie Fahrrad, Bus oder Straßenbahn und die Kommunikation über deren Nutzung. MoCuBa hat zum Ziel, diese Faktoren in Pilotprojekten mit neuen technischen Entwicklungen, etwa den Fahrplan-Informationen, der Verknüpfung umweltfreundlicher Verkehrsträger sowie der Stadt- und Regionalplanung zu verbinden.



Helsingin seudulla liikkumiskulttuuri nähdään elämäntyylinä. Junat, bussit, kävely ja pyöräily ovat osa kaupunkimaista, ympäristöystävällistä elämäntapaa ja liikkumista. Kestävien kulkutapojen käyttäjät ovat läheisesti kiinni myös sosiaalisessa ympäristössä ja luovat siten kaupungin ilmapiiirin. YTV kehittää Mocuba-hankkeen avulla erityisesti kestävästä liikkumisesta tukevia tietojärjestelmiä sekä jalankulkua ja pyöräilyä.



Mobilitetskulturen i Odense handler om at imødekomme alle borgeres transportbehov samtidig med, at vi tager hensyn til miljøet og sundheden. I MoCuBa kommer dette til udtryk i Odenses tre projekter:

- Cykling som integration af etniske børn-projektet skal øge omfanget af cykling blandt børn af anden etnisk oprindelse. Projektet skal også ses som et konkret initiativ til sundhedsfremme i Odense Kommune.
- Cykelturisme-projektet søger at øge cykelturismen på Fyn og i Odense ved at sætte fokus på cykeludlejning og markedsføring samt teknologiske løsninger for cyklister.
- Transport- og sundhedsplan-projektet skal være med til at udvikle en plan, hvor kommunens gangstier, cykelstier, friarealer og naturområder bringes aktivt i spil i forhold til sundhedsfremme i Odense.





# What is Mobility Culture?



Projekt »MoCuBa« — Mobility Culture in the Baltic Sea Area (Kultura mobilności – Nowe podejście do problemów komunikacyjnych w obszarze Morza Bałtyckiego) realizowany jest przez miasto Gdańsk w ramach Inicjatywy Unii Europejskiej Interreg III B BSR. Celem projektu jest wspieranie strategii zrównoważonego transportu w Europie, a szczególnie w regionie Morza Bałtyckiego, poprzez promowanie transportu alternatywnego (transport publiczny, rowerowy) w stosunku do transportu samochodowego. Ma on również na celu poprawę współpracy pomiędzy poszczególnymi instytucjami zajmującymi się powyższymi zagadnieniami. Działania realizowane w ramach projektu dotyczyć będą problemów związanych z integracją transportu publicznego, współpracą poszczególnych jednostek, operatorów i Urzędu Miejskiego w Gdańsku oraz systemu biletowania, planów rozwoju linii tramwajowej w Gdańsku oraz ścieżek rowerowych, a także promowania alternatywnych środków komunikacji w mieście.



Mobilumo kultūros reikšmė Lietuvai

Mobilumo kultūra — tai, apie ką Lietuva turi vis labiau susimąstyti.

Mobilumo kultūra — tai daugybė tarpusavyje susijusių įtakos sričių, turinčių aiškų ryšį tarp mobilumo būdo pasirinkimo ir padarinių socialinei, sveikatos, aplinkosaugos, ekonomikos ir švietimo sritims. Tokios temos kaip privačių automobilių skaičiaus didėjimas, naudojimosi viešuoju transportu mažėjimas, dviračių takų bei jų statymo vietų trūkumas kelia ypatingą susidomėjimą Lietuvoje. Manoma, kad reikia vykdyti daugiau kampanijų, skatinančių susidomėjimą skirtingais mobilumo būdais. Todėl tokios mobilumo skatinimo kampanijos turėtų būti orientuotos į specifines keleivių grupes: mokinius, studentus, darbininkus ir pirkėjus.



Lunds mobilitetskultur formas av lundabornas färdmedelsval.

Lund har en mobilitetskultur där cykel, gång och kollektivtrafik gynnas framför bilens framkomlighet. Kommunen vill inspirera till kloka val och skapa förutsättningar för ett hållbart resande både genom investeringar och genom beteendepåverkan.

I en hållbar mobilitetskultur är bilen inte längre normen.



The MoCuBa project is divided into 3 transnational workpackages:

WP 1: Mobility Culture in Strategic Planning

WP 2: Mobility Culture and Public Transport

WP 3: Mobility Culture and Soft Modes

## In WP 1 »Mobility Culture in Strategic Planning«

– The cities of Bremen, Helsinki, Gdansk, Lund and Vilnius are working together in the field of tram planning. The integration of spatial development of tram lines is one key focus in the transnational work. The cities of Gdansk, Lund and Vilnius are keen on experiences of how to plan/ to build their own new tram network. The development of new tram systems in these cities is still under political discussion. MoCuBa will help to bring forward these discussions with best practice examples and information transfer from well experienced »tram cities« (like Bremen, Gdansk and Helsinki). To show the image of tram vehicles in a non existing tram city Lund will present a tram vehicle from Kassel (Germany) for the public audience at the central railway station this summer. MoCuBa will support this transfer of image. A working session between MoCuBa partners from Lund and Bremen took part in May 2006 to discuss the next steps for the tram planning in Lund.

Also the successful **Car-Sharing system** will be a main point in WP 1. In this field Bremen will be a showcase model for other MoCuBa cities. With more than 4.000 clients the Bremen Car-Sharing system is running under market conditions. The MoCuBa pilot action will be a new »mobil.station« in

Bremen which includes Car-Sharing as well as a public transport stop, bike racks and a taxi stand. This intermodal transport offer will use public road space for parking of Car-Sharing vehicles. This legal status will be a forerunner model for Germany and other regions. The results of this pilot action will be summarised in a MoCuBa fact sheet document.

**Healthy city strategies** are also part of WP 1 and will be carried out in common marketing strategies in the cities of Vilnius, Bremen, Odense and Helsinki. Pilot actions will include so called »walking buses« for example. These »walking buses« are alternatives to the private car usage of parents to carry their children to the kindergarten separately. The Lund »walking bus« project, as a forerunner for other MoCuBa cities, helps parents to understand that it is healthier for their children to walk to the kindergarten (guided in a group by one of the parents); it also reduces the impacts of car usage (ecological and safety aspects). Lund will also develop a website for cycle riders which shows as a pilot project the reduction of CO<sub>2</sub> emissions per kilometre riding a cycle (instead of a car). A counter will also provide an overview about the calories the cyclists burn by travelling via a cycle trip.

## WP 2 «Mobility Culture and Public Transport»

— deals with the question of the client's awareness. What measures will be useful in getting new passengers on board public transport vehicles?

This WP is working with the image of «public transport». Therefore in MoCuBa pilot actions, innovative electronic ticketing systems and journey planners — focused to new target groups — are main parts of the project. The cities of Bremen, Helsinki, Gdansk, Klaipeda, Kaunas and Vilnius will work together to implement new systems which will make public transport usage much easier for new clients.

Bremen and Helsinki also have so called «science tram lines» connecting Universities, business and economic zones.

The common interest is to combine the tram marketing with new specific ideas for the target clients. A workshop will bring together experts from public transport authorities as well as from public transport companies. The results of this international workshop will be published on the MoCuBa website [www.mocuba.net](http://www.mocuba.net).

## WP 3 «Mobility Culture and Soft Modes»

— deals with walking and cycling, which can be considered the most sustainable modes of transport: inexpensive infrastructure, usable by almost everyone, healthy and without major negative impacts on others or the environment. Whereas cycling has gained a very good reputation already in some Baltic Sea areas, in the new member states it still has an image of being a «poor man's mode of transport». In comparison to the share in the modal-split of cities (< 20%), walking has so far gained the lowest awareness as sustainable (and healthy) mode. Image aspects are crucial but also the improvement of infrastructure, services and reduction of accident risks.

In these areas, co-operation with health organisations / health insurance companies have been started — as well as with employers (mobility management for companies). The aspects of fun, health and avoiding obesity are quite important — especially as Europe now has a growing problem in many countries with obesity amongst young people. There are no economically important promoters of walking and cycling in planning, therefore MoCuBa will place emphasis on these modes for healthy cities.







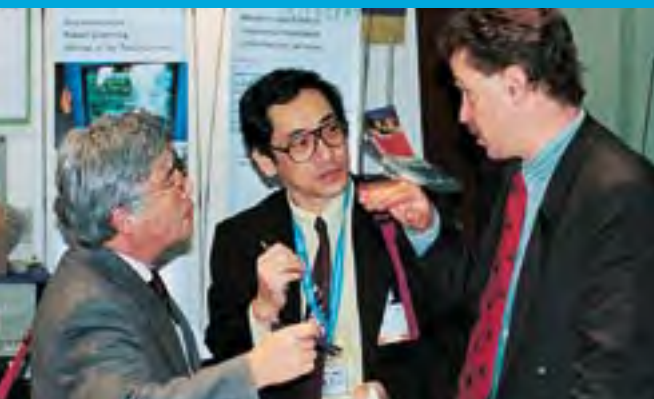
# EU-Politics and general conditions

All cities around the Baltic Sea share the problems of congestion and costs for transport infrastructure, the need for air quality management and noise abatement. These are structural challenges where joint approaches can help to develop solutions for sustainable development. In the field of transport we can reduce by that way also the dependence on mineral oil and the risks coming up with further increasing fuel costs.

There is a broad agreement for a change in the development of transport: The EU White Paper on Transport 2010 sets clear objectives for a higher share of the more environmentally friendly modes. Recently, EU Commissioner Jacques Barrot has sharpened the focus on the situation in the European cities and announced a Green Paper on Urban Transport. Also the European proposal for Sustainable Urban Transport Plans (SUTP) — as described in the European Thematic Strategy for the Urban Environment — sets the target in achieving a higher level of sustainability in the field of transport. The Baltic Sea Area gives a good background for an enhanced

transnational cooperation within the MoCuBa project. Based on ambitious approaches and some practical experience of forerunners we want to inspire and influence the development in other BSR cities and regions. MoCuBa is seeking the cooperation with further partners and other projects in the Baltic Sea Area — especially the BalticSeaCycle project and BUSTRIP (Baltic Urban Sustainable Transport Implementation and Planning) — as an understanding of the »emotional aspects« of transport behaviour is an important contribution to sustainable transport planning.

It is obvious that new technologies can improve the situation in many fields, but it requires more than »just« technological developments for sustainable transport. A behavioural change is also necessary. To better understand the way of influencing behaviour and to set pilot actions, MoCuBa has been created for the Baltic Sea Area. MoCuBa wants to open minds for the rather emotional aspects of individual transport decisions in order to make strategic planning more efficient. The MoCuBa pilot projects shall serve as examples in certain fields, how these aspects can be addressed. Joint development and exchange enhance the European dimension of the MoCuBa project.





## Spatial Planning

Sustainable transport should be integrated in regulatory framework of spatial planning, urban design and technical quality standards of physical transport. An innovative regulatory framework give sustainable transportation priority – with direct impacts on the travel behaviour and new travel solutions. The role of tram networks is especially important. It is their potential for further development and for increasing the attractiveness of Public Transport that is the main focus for the cities of Bremen, Helsinki, Gdansk, Vilnius and Lund. The relationship of rail-borne PT-systems with spatial development is also an important element of our transnational co-operation.



## Electronic ticketing

Innovative electronic ticketing systems are already developed in Bremen and Helsinki. There is a high demand for an exchange of the technologies used here in the three Lithuania cities (Kaunas, Klaipėda and Vilnius) and in Poland (Gdansk). Bremen as a model show case for a post paid system (»BOB-Card«) will discuss the experiences in transnational workshops with partner cities. »BOB card« is a pilot action for awareness-raising those non-frequent public transport users as potential new target groups. The results will be a basis for further recommendations – based on the situation in the new member states.



## Car-Sharing – »mobil.punkt«

Car-Sharing encourages a more effective and economically efficient use of a car that is more in tune to the requirements and purpose of the journey, without actually having to own one. So for example, one of the advantages that the innovative mobility service of Car-Sharing presents for the user is a more pleasant city and urban environment through the reduced space consumption in the streets; ten Car-Sharing vehicles could replace the space needed for up to 80 private cars. This is why the City of Bremen intends to establish a pilot inter-modal »mobil.punkt« mobility station which will include Car-Sharing on public street spaces as well as providing a public transport stop, bike racks and a taxi stand. Bremen is running the Car-Sharing pilot action as a forerunner for other MoCuBa cities interested in the field of inter-modal transportation. We hope that this will be especially relevant for our new member state partners where there is a steadily increasing demand to reduce the need for private cars.



## Cycle-to-work campaigns

Cycling and walking as soft modes of transport do not only have favourable effects on traffic and environment but on the health of each person that uses them. This is why in Odense, Lund, Helsinki and Bremen the MoCuBa teams co-operate on developing and promoting pilot actions such as »Cycle to work« and other awareness campaigns.

The main goal is to change the car drivers' attitudes to a more healthy transport behaviour. Employees are invited to use bike stations, bike rental and repair services, trip planner information as well as to take part in campaigns like »I cycle to work« (in co-operation with health insurance companies).



## Healthy campaigns

»Healthy City« strategies in the cities of Vilnius, Bremen, Odense and Helsinki include marketing campaigns targeted especially to children. Pilot actions include something called »walking buses« as an alternative to car transport for taking children to kindergarten/school. These pilot actions will help parents to understand that it is healthier for their children to walk to the kindergarten/school (guided in a group by one of the parents). These pilot schemes also will help communities (parents, children, schools and local community organisations) to better understand the issues – health and safety – that affect transport decisions locally.



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