



UNGARISCHER  
VERKEHRSWISSENSCHAFTLICHER  
VEREIN

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SCIENTIFIC ASSOCIATION  
FOR TRANSPORT

ASSOCIATION SCIENTIFIQUE  
HONGROISE POUR  
LES TRANSPORTS

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**Subject: Invitation to organize events (activities) in your country related to the "Day of Transport Culture" to be held on 11 May 2021**

**Dear EPTS member,**

On the 11<sup>th</sup> of May 2021 we are celebrating for the 7<sup>th</sup> time the Day of the Transport Culture (DTC), organized by the Hungarian Association for Transport Sciences (KTE) on the initiative of our co-president of KTE, Mr József Bíró.

About the content of DTC we have already informed you during several occasions, like the General Assembly meetings of the EPTS conference in 2019. Everyone agrees on the importance of the topic and that this initiative should be supported. Our goal is extending the Hungarian Day to an international level. Together, with the EPTS members we can raise this day to a European Day of the Transport Culture.

This day and the associated time period is an excellent opportunity to draw wide public attention to the importance of the cooperation and partnership between the participants in traffic. During these various events it is possible to organize professional meetings for transport experts and social representatives to discuss all aspects of transport culture. The palette of the topics is wide, starting with transport from safety to the different elements of the sustainability and the environment, focusing on the human factor.

In 2019 we had more than 80 committed partners, dedicated to promote safe and cooperative transport behaviour by organizing events nationwide on the 11<sup>th</sup> of May with programs linked to the different transport sectors such as road, railway, waterway and air transport. These events are targeting broad sections of the society, regardless of their age, gender or social affiliation.

The pandemic situation in 2020 restructured the event-options, like our whole life. Most of the programs were transformed into the online space (conference, workshop, round table discussion) or were realized them without personal contacts:

- loud announcement at public transport vehicles, stops, stations, railway stations;
- text message on Variable Message Signs on highways;
- display a warning text when launching the mobile application of transport providers;
- report on local radio/TV, and/or calling the attention to the Day especially at the end of the news block;
- an e-mail sent to customers anyway with a reference to the events of the Day, etc.

We have already had international partners Szczecin in Poland, Bytola in North Macedonia, Zagreb in Croatia, and events are under planning in Austria. It would be great to increase the number of our European partners. We count on you!

DTC is based on the following three pillars:

1. The main event of the day is the online (unfortunately also this year) Opening Ceremony which will be held on the 11th of May 2021 at 10 AM ,
2. The second pillar is based on the various events organized nationwide in Hungary for transport users who are part of the transport system, and intend to communicate the message (values, aims etc.) of the DTC. Positive messages and announcements on several communication surfaces, at public transport stations, through inscription or loud announcer are also important.
3. The third pillar is: all the international events organized by our partners from abroad.

We also hope, that you as a representative of an organization which plays an important role in transport, would be ready to organize an activity in your country, supporting this lofty goal of increasing and spreading the thought of transport culture in more and more countries.

If you would like to join us, please do not hesitate to fill in our registration form and send it back to us by **16<sup>th</sup> April 2021**. Contact details: KTE Office, Mrs. Kitti Szanku, [rendezveny@ktenet.hu](mailto:rendezveny@ktenet.hu), +36 1 353 2005, +36 1 353 0562. Filling in the form will be a great help for us in registering the DTC's official events and in delivering a uniform level of communication to all partners.

Thank you in advance for your cooperation!

We are looking forward to your contribution in the Day of Transport Culture, - even in these difficult times -, making it a day of celebration for all participating in and working for transport.

For the DTC website, please visit: <http://www.akozlekedesikulturapanja.hu/eng/>

Budapest, 26 March 2021

Yours sincerely,

Dr. Mária Heinczinger  
Deputy Secretary General of  
KTE

József Bíró  
Co-president of KTE

Dr. János Tóth  
Secretary General of KTE