

**EUROPEAN
MOBILITY WEEK**

16-22 SEPTEMBER 2012

MOVING IN THE RIGHT DIRECTION



www.mobilityweek.eu

An Initiative of the
European Commission





While responding to the challenge to make our cities cleaner and safer, we have to find the right balance for our daily travel needs. We dislike traffic congestion, noise and pollution, and we are aware of the risk of road accidents, but quite often our good intentions do not translate into sustainable mobility.

This is why European Mobility Week supports the development of pedestrian areas and cycle infrastructure, the improvement of public transport, and brings together local communities. This year's focus on Sustainable Urban Mobility Plans calls on towns and cities to join us in making the right choices for public transport, shared road space and fluid passage for everyone.



Commissioner for Transport, Siim Kallas

European Mobility Week 16 - 22 September 2012

Moving in the right direction

Who would not want to live in a city where the air is clean and where there is little noise. A place free of congestion, where getting around is easy and citizens enjoy a high quality of life. A city that you are proud of because it is protecting the climate and that is known across Europe for being innovative and forward looking. With some strategic thinking it is possible to make this vision a reality.

Sustainable urban mobility can be achieved through an integrated planning approach that takes into account all modes of transport in cities and their surrounding areas. Sustainable Urban Mobility Plans (SUMP) define a set of interrelated measures that bring you step-by-step closer to meeting the mobility needs of citizens and business, while enhancing the quality of life in your city. SUMP's aspire to balance environmental quality, economic development and social equity.

The European Commission has adopted an Action Plan on Urban Mobility to accelerate the take-up of this approach in Europe. It helps local authorities to develop SUMP's by providing guidance material, promoting best practice exchange, identifying benchmarks, and supporting educational activities for urban mobility professionals.

Take advantage of this support to get your city moving in the right direction today.

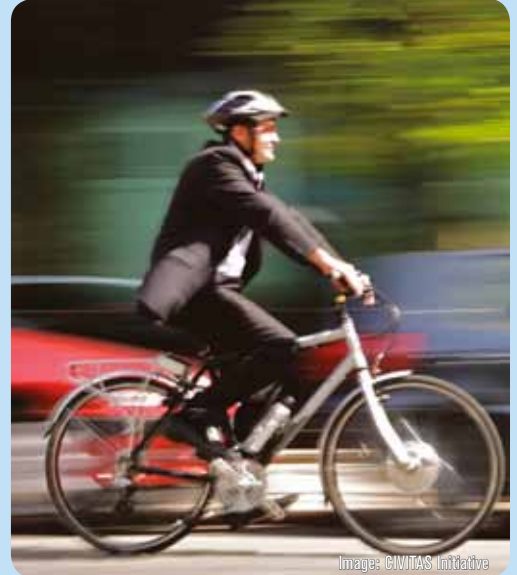


Image: CIVITAS Initiative

What's important when developing a Sustainable Urban Mobility Plan?

- Make people the focus of your sustainable urban mobility planning.
- Take a participatory approach. Citizens and stakeholders need to be involved from the outset throughout the entire process of decision making, implementation and evaluation.
- Follow a management cycle that starts with 1) a status analysis and baseline scenario, followed by 2) the definition of a vision, objectives and targets, 3) the selection of policies and measures, 4) the assignment of responsibilities and resources, and 5) monitoring and evaluation.
- Align your SUMP with a broader vision for transport in your city and embed it into your sustainable development plan. Set short-term objectives and measurable targets that bring you closer to your long-term goals.
- Foster collaboration between policy sectors, authority levels and neighbouring authorities.
- For more information on how to develop and implement a Sustainable Urban Mobility Plan, visit: www.mobilityplans.eu



Image: flickr / europeanmobilityweek

Why should your city develop a Sustainable Urban Mobility Plan?

- A higher quality and attractiveness of the urban environment;
- Lower greenhouse gas emissions and energy consumption;
- Improved accessibility for all;
- Improved safety and security;
- Reduced air and noise pollution;
- Transporting people and goods more efficiently and more cost-effectively.



It's time to start moving in the right direction. Moving towards a sustainable and efficient transport system will help enhance mobility and at the same time reduce pollution and improve the quality of life in cities. This edition of European Mobility Week looks at Sustainable Urban Mobility Planning as a way to balance transport development, environmental quality and social equity. Better planning can help cities benefit from greater mobility as well as better air quality, reduced emissions, less noise and a healthier urban environment. So, what are we waiting for? Let's start moving!



Commissioner for the Environment, Janez Potočnik

About European Mobility Week

European Mobility Week is an annual campaign on sustainable urban mobility, organised with the political and financial support of the Directorates-General for the Environment and Transport of the European Commission.

The aim of the campaign, which runs from 16 to 22 September every year, encourages European local authorities to introduce and promote sustainable transport measures and to invite their citizens to try out alternatives to car use.

The Week culminates in the "In Town Without My Car!" event, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for a whole day.

Since its introduction in 2002, the impact of European Mobility Week has been steadily growing, both across Europe and around the world. In 2011, a record number of 2,268 cities, representing approximately 156 million citizens, officially registered for the campaign.

A total of 6,821 permanent measures have been implemented, mainly focusing on infrastructure for cycling and walking, traffic calming, improving transport accessibility and raising awareness about sustainable travel behaviour.



Image: flickr / europeanmobilityweek



Image: CIVITAS Initiative

European Mobility Week Award

Following each annual European Mobility Week, participating towns and cities from Europe are invited to apply for the European Mobility Week Award. Applications are assessed by an independent expert jury, and the winning town or city is celebrated at a prestigious award ceremony hosted by the Environment and Transport Commissioners in Brussels.



Image: CIVITAS Initiative

And the winner is.... Bologna!

The Italian city of Bologna was awarded the European Mobility Week Award 2011 for a very ambitious programme to familiarise citizens with sustainable means of transport. The week was packed with a colourful mix of activities featuring lectures, tours, workshops, games, walks and exhibitions. Part of the city centre was transformed into a pedestrian zone with street artists, retailers and sports associations.

How can a local authority participate?

- Register your events online at www.mobilityweek.eu
- Sign the European Mobility Week Charter.

What you need to do:

- Organise a week of activities in line with the 2012 theme, "Moving in the right direction".
- Implement at least one new permanent measure, which contributes to modal transfer from private car to environmentally sound means of transport, with reallocation of road space featuring prominently.
- Organise an "In Town Without My Car!" event. Set aside one or several areas solely for pedestrians, cyclists and public transport for at least one whole day. This should preferably be held on Saturday 22 September 2012.

Contact the European Info Point or your national coordinator for advice. Publications and tools to help organise your local Mobility Week can be downloaded from our website: www.mobilityweek.eu



More information

www.mobilityweek.eu

European Info Point
EUROCITIES

1 Square de Meeûs / BE-1000 Brussels – BELGIUM

Phone: +32 2 552 08 66 – Fax: +32 2 552 08 89

peter.staelens@eurocities.eu

**With the political
and financial
support of:**

EUROPEAN COMMISSION
Directorate-General
for the Environment

200, rue de la Loi
BE-Brussels – BELGIUM
Env-mobilityweek@ec.europa.eu

www.ec.europa.eu/environment

Directorate-General
for Mobility and Transport

24-28, rue De Mot
BE-Brussels – BELGIUM

www.ec.europa.eu/transport

National coordinators

Please contact the national coordinator responsible for the European Mobility Week and "In Town Without My Car!" initiatives in your country.

ALBANIA - edersha@moe.gov.al / **ARGENTINA** - buenosaires.sostenible@gmail.com / **AUSTRIA** - peter.czermak@klimabuendnis.at, petra.voelk@lebensministerium.at / **BELGIUM** - ilse@komimo.be, ifa@komimo.be, adukers@met.wallonie.be, ccheine@mrbc.irisnet.be / **BOSNIA HERZEGOVINA** - tihomir.dakic@czzs.org / **BRAZIL** - ruaviva@ruaviva.org.br, ruaviva@terra.com.br / **BULGARIA** - mlyutskanova@moew.government.bg / **CANADA** - info@carfreeday.ca / **CROATIA** - kata.gojevic@mzopu.hr, dino.kapuano@mzopu.hr / **CYPRUS** - dikigoropoulou@environment.moa.gov.cy / **CZECH REPUBLIC** - martina.slozilova@mzp.cz / **FINLAND** - okariina.rauta@motiva.fi, sonja.hekkinen@motiva.fi, hanna.makela@motiva.fi / **FORMER YUGOSLAV REPUBLIC OF MACEDONIA** - f.ademi@moepp.gov.mk / **FRANCE** - sylvie.greciet@developpement-durable.gouv.fr / **HUNGARY** - erika.rekai@nfm.gov.hu, krisztina.babicz@nfm.gov.hu, mre.meszáros@nfm.gov.hu / **ICELAND** - bergthora.njala@umhverfisraduneyti.is / **IRELAND** - colette.o'brien@environ.ie / **ISRAEL** - egama@green.org.il / **ITALY** - rossi.giovanna@minambiente.it, m.degiorgi@palazzochigi.it / **JAPAN** - ochizuki@atelierudi.com / **LATVIA** - kristine.barsevska@varam.gov.lv / **LIECHTENSTEIN** - markus.biedermann@rfl.li.li / **LITHUANIA** - e.daugirdaite@am.lt / **LUXEMBOURG** - serge.prado@cdd.lu / **MALTA** - marie-luise.mangion@gov.mt / **MONTENEGRO** - sladjana.lazarevic@bar.me / **NETHERLANDS** - els.de.wit@minienm.nl / **NORWAY** - eivin.winsvold@vegvesen.no, kristin.rike@vegvesen.no / **POLAND** - aleksandra.mrowinska@mos.gov.pl, magdalena.cheda@mos.gov.pl / **PORTUGAL** - carla.jorge@apambiente.pt, cristina.garcao@apambiente.pt / **ROMANIA** - corina.lupu@anpm.ro / **SERBIA** - info@bicikl.info / **SLOVAKIA** - veronica.jacekova@enviro.gov.sk, legen@arr.sk / **SLOVENIA** - andrej.vuga@gov.si / **SPAIN** - sperlado@mma.es, iff@tragsa.es / **SWEDEN** - birgitta.malmberg@naturvardsverket.se / **SWITZERLAND** - aline.trede@verkehrsclub.ch / **TAIWAN** - ga_alex-chang@mail.taipei.gov.tw / **TURKEY** - auluirnak@cevreorman.gov.tr / **UKRAINE** - lesya.loiko@forza.org.ua / **UNITED KINGDOM** - hannah@acttravelwise.org, rhian@acttravelwise.org

European and International partners

The following organisations and associations actively support the European Mobility Week campaign:

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