

EUROPEAN MOBILITY WEEK

Award 2015



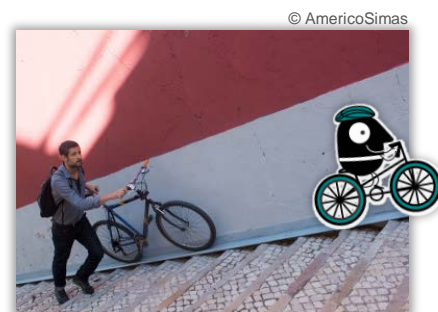
Cities in the Spotlight: Finalists

Three cities have been selected as finalists in the 2015 edition of the EUROPEAN MOBILITY WEEK Award competition, but only one will take home the prestigious prize. An independent jury of experts in urban mobility will recognise the city that has done the most to raise awareness of sustainable urban mobility. Why have the finalists been nominated? Read on.

Lisbon

Lisbon has been nominated as a finalist for the first time in its history. In the run-up to the competition, the Portuguese capital organised a week of activities involving a variety of target groups. For example, employees were challenged to participate in games, and residents were invited to attend discussions. Some of these events were tied to EU projects, such as MOBI, which promotes smart mobility to employees. The city also organised two Car-Free Day events.

Lisbon's promotional activities and permanent measures have both been deemed exemplary. The city emphasised accessibility (pedestrian paths and elevator) and cycling infrastructure (bike-friendly stairs, bike parking, etc.). Lisbon's municipal fleet has also been upgraded to include new light electric vehicles.



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Murcia

Murcia has been selected as a finalist for its focus on bikes and public transportation, which accorded perfectly with the year's theme of multimodality. The city has an innovative approach to intermodal e-mobility, complete with e-bikes and e-scooters, which has found a following among the residents. Murcia has a good strategy for rewarding best practice in commuter travel, with a public transport loyalty scheme. People with reduced mobility also receive special attention. The mayor and several politicians have attended breakfast meetings with residents.

Murcia has also celebrated Car-Free Day and tested the planned pedestrianisation of one of the city's main streets. A total of 6,000 people participated in the Car-Free Day events. The permanent measures implemented by the city include: bike racks on buses; folded bikes allowed on buses; opening bus lanes for cyclists; and extension of paid parking zone.



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Palma de Mallorca

Palma de Mallorca marked Car-Free Day with a wide variety of activities, including a photo competition, workshops on bicycle maintenance, an artisanal market, a jazz concert, sports and health-related activities, and other free events. All groups of residents had a chance to participate in one or several activities. A large part of the city was closed to motorised traffic during Car-Free Day.

The capital of the Balearic Islands has put an impressive amount of effort into developing its Sustainable Urban Mobility Plan. In 2013, the city drafted the plan; in 2014 it was finalised; and last year it was approved. Certain measures have already been implemented, such as a new bicycle lane and a parking station for 72 bikes. Under the active leadership of the mayor, the city conducted a survey on mobility, established local partnerships and informed and engaged the public via newspaper advertisements.



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Shortlisted cities and towns

Alongside the three finalists introduced above, seven other cities have made it to the list of top ten candidates for the EUROPEANMOBILITYWEEK Award 2015.

Bacau

In recognition of its excellent permanent measures, especially to manage parking and promote pedestrian traffic, the Romanian city of Bacau has been selected among the best in promoting sustainable urban mobility in Europe. This was the first time the city took part in the campaign, and it performed remarkably well in terms of partnerships and media work. Bacau also organised a roundtable discussion on multimodality.

The permanent measures introduced by the city included a residential parking permit system, the reduction of the number of parking places, the modernisation of streets and closing the city centre to vehicle traffic during weekends.

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Larnaka

The city has participated in EUROPEANMOBILITYWEEK for 14 years now. Above and beyond its efforts shown during the week, Larnaka has excelled in implementing sustainable urban mobility measures all year round. The third largest city in Cyprus has chalked up several positive results, including the construction of a new pedestrian plaza and the renovation of the seafront promenade.

The city focused its activities on culture, theatre and folklore. It used imagination and creativity to promote multimodality in a small city: among other things, the municipality created a board game called Eco-Polis.

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Miskolc

Located in North-East Hungary, Miskolc made it to the top ten for the first time in its history, and has earned its place there. The city presented a lively mix of activities, including a competition between various methods of transportation to reach a given destination. The number of participants, adults and children alike, jumped from 300 in 2001 (12 activities) to 6,000 in 2015 (130 activities). The city also devised an attractive concept to involve NGOs.

The permanent measures introduced by Miskolc in favour of public transportation, cycling and walking were deemed very good. The city made significant investment into the expansion of bike lanes and its tram network. Miskolc now has 9.6 kms of newly built tram tracks and 21 new bicycle stands. Throughout the week, the city regularly monitored the quality of air.

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Nottingham

The municipal authorities' close cooperation with the City Car Club and Nottingham's smart intermodal transport ticketing system have greatly helped the city get shortlisted. The other factors behind Nottingham's recognition included the numerous events and activities organised by the city, among them Car-Free Day attended by 6,000 people.

Nottingham has also implemented highly advanced permanent measures: it extended the city's tram network, boosted its electric bus fleet, built new cycling routes, and introduced a business travel scheme.

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Sofia

The Bulgarian capital has been selected for its wide range of original and multimodal activities, which included drawing contests for children, discussions with teenagers, sporting events in the evenings, live music performances on trams and a photo competition linked to the annual theme. Electric and hydrogen fuelled vehicles were also on display.

Sofia's permanent measures were also linked to multimodality (underground pedestrian crossings, more metro lines and travel information displays).

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Trikala

The Greek city of Trikala has made it to the top ten for the first time thanks to its exhaustive roster of activities, many of which focused on road safety. The mayor even organised a meeting with students to discuss this issue.

Trikala has a holistic approach to the promotion of urban cycling: it is developing a network of cycling routes rather than designating bike lanes. The municipal authorities have also demonstrated a willingness to innovate: Trikala's fleet counts on an autonomous bus, PV chargers for wheelchairs, solar powered electric bikes and even a 'digital tree' with solar panels for charging mobile phones, electric bikes and other devices.

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Vienna

During the last edition of EUROPEAN MOBILITY WEEK, Vienna paid special attention to all modes of transport, including bicycles and bike-sharing, cargo bikes, and e-cars. The Austrian capital also launched its Year of Walking campaign. Their inspiring and original activities involved people from all walks of life, and the campaigns were extended to the city's shops, pharmacies, and even the chamber of commerce. Vienna's communication strategy was not a one-week venture: the city continues to promote active, eco-friendly and sustainable mobility all year round.

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