

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2017

SHARING GETS YOU FURTHER



#MOBILITYWEEK



ABOUT

EUROPEAN**MOBILITYWEEK** is an annual campaign on sustainable urban mobility, organised with the political and financial support of the European Commission's Directorate-General for Mobility and Transport.

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

The week culminates in the "Car-Free Day" 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**MOBILITYWEEK** has been steadily growing, both across Europe and around the world. In 2016 the campaign saw record-breaking participation levels: 2427 towns and cities from 51 countries registered.

Over 950 participating local authorities organised Car-Free Day, while 7386 permanent measures were implemented in 1229 towns and cities. The most popular measures were in categories such as improving bicycle facilities, pedestrianisation, and awareness-raising campaigns about sustainable travel behaviour.

MOBILITYACTIONS

Looking to take part in EUROPEAN**MOBILITYWEEK** but not a local government?

Businesses, NGOs, schools and other non-municipal actors who want to get involved in the EUROPEAN**MOBILITYWEEK** campaign are encouraged to register their **MOBILITYACTION** online.

Unlike participation in EUROPEAN**MOBILITYWEEK**, which takes place from 16-22 September, **MOBILITYACTIONS** can be held all year round. It doesn't matter whether the actions last for a day or for months – what's important is that they promote a behavioural shift towards a more sustainable urban mobility culture.

Whether you've decided to cycle to work with your neighbours, or you're a business-owner taking action to encourage your employees to use public transport, we're eager to help you share your success story.

All registered **MOBILITYACTIONS** are displayed on www.mobilityweek.eu and the actions themselves can be promoted using the EUROPEAN**MOBILITYWEEK** campaign materials.

Cities holding sustainable mobility activities outside the key campaign dates of 16-22 September are also invited to register their actions.

Let the world know about the steps you're taking to encourage smarter ways of getting around, visit www.mobilityweek.eu/mobility-actions for more information.

Promoting shared mobility is an integral part of our efforts to reduce congestion and air pollution in European cities. A wide-range of innovative solutions are available, making it easier than ever to improve our transport habits. Whether it's a shared bicycle scheme, a shared electric vehicle service, or even ride-sharing, this year when we share, we can go further! Our individual choices will lead to considerable societal benefits. I wish every city and town a highly successful and enjoyable EUROPEANMOBILITYWEEK. 

Commissioner for Transport,
Violeta Bulc

CLEAN, SHARED AND INTELLIGENT MOBILITY SHARING GETS YOU FURTHER

This year's EUROPEANMOBILITYWEEK theme focuses on a concept that we first encountered as toddlers – sharing.

By using shared forms of transport we can reduce our expenses and lower our carbon footprint. Best of all, we can meet new people and make our journey more sociable!

Smart technology, such as apps and online platforms, are already helping to make mobility more efficient, saving us money and helping the environment. New applications have made it easier than ever before to manage our mobility together.

Studies show that embracing shared mobility can have a positive impact on our towns and cities: each shared car, for example, takes approximately 15 private cars off the road.

Sharing also enables us to mix transport types more easily. Driving, cycling, public transport – it's all possible when we share.

EUROPEANMOBILITYWEEK 2017 will be celebrated under the theme of “Clean, shared and intelligent mobility”, using the call-to-action “Sharing gets you further”.

SUSTAINABLE MOBILITY AWARDS

Malmö's efforts to promote cycling as a sustainable means of transport led to the Swedish city taking home the EUROPEANMOBILITYWEEK Award 2016. Malmö beat stiff competition from fellow finalists Lisbon (Portugal) and Skopje (former Yugoslav Republic of Macedonia).

The Sustainable Urban Mobility Planning (SUMP) Award, which this year focused on urban freight, was presented to **Brussels** for its work on making freight deliveries more sustainable. The Belgian capital stood out thanks to its innovative logistics schemes. Budapest (Hungary) and Stockholm (Sweden) were also nominated for the prestigious award.

The EUROPEANMOBILITYWEEK Award scheme recognises the local authority that is deemed to have done the most to raise public awareness of sustainable mobility issues and to have implemented measures to achieve a shift towards sustainable urban transport. The **SUMP** Award is presented to cities and regions that show excellence in sustainable urban mobility planning.

For information on applying, visit:
www.mobilityweek.eu

How can a local authority participate in EUROPEANMOBILITYWEEK?

Register your activities and events online at www.mobilityweek.eu

What you need to do

- Organise a week of activities in line with the 2017 theme – Clean, shared and intelligent mobility – encouraging local residents to explore the benefits of shared mobility.
- Implement at least one new permanent measure which contributes to a shift in favour of environmentally sound transport.
- Organise a “Car-Free Day” event by setting aside one or several areas solely for pedestrians, cyclists and public transport for at least one whole day (this should preferably take place on Friday 22 September 2017).

Contact the European Secretariat or your National Coordinator for more advice! Publications and tools to help organise your local EUROPEANMOBILITYWEEK events can be downloaded from our website.

On our quality of life it's time to make a move! Time to move to a place with better air quality, lower noise levels, and calmer streets. How do we get there? It is your choice, and you never have to leave your town. If you bike, run, walk or take the bus you are making that move. And as our [European Green Capitals](#) show, when you move to green mobility, you take the city with you. EUROPEANMOBILITYWEEK – your chance to help green your city, one journey at a time!



Commissioner for the Environment, Maritime Affairs and Fisheries,
Karmenu Vella

NATIONAL COORDINATORS

Please contact the National Coordinator responsible for EUROPEANMOBILITYWEEK and “Car-Free Day” initiatives in your country.

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* Denotes National Reference point and not National Coordinator.

** This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.



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new mobility? It all starts here!
Visit the award-winning:
www.mobilityweek.eu

MORE INFORMATION

www.mobilityweek.eu

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