

EUROPEAN MOBILITY WEEK

BEST PRACTICE GUIDE 2018-2019



#mobilityweek



Authors

EUROCITIES (European Secretariat)

Juan Caballero

juan.caballero@eurocities.eu

Anthony Colclough

anthony.colclough@eurocities.eu



TABLE OF CONTENTS

INTRODUCTION	4
EUROPEAN MOBILITY WEEK TOWNS AND CITIES	5
INSPIRING MOBILITY ACTIONS	12
MORE EXAMPLES OF GOOD ACTIVITIES	18
BEST PRACTICE AT THE NATIONAL LEVEL	22
BEST PRACTICE BEYOND EUROPE: TURKEY	24

INTRODUCTION

In 2018, EUROPEAN**MOBILITYWEEK** broke its participation record for the third year in a row. 2,792 towns and cities from 54 different countries organised activities and launched new urban mobility measures. The annual theme was 'Multimodality', under the call-to-action 'Mix and Move!'.

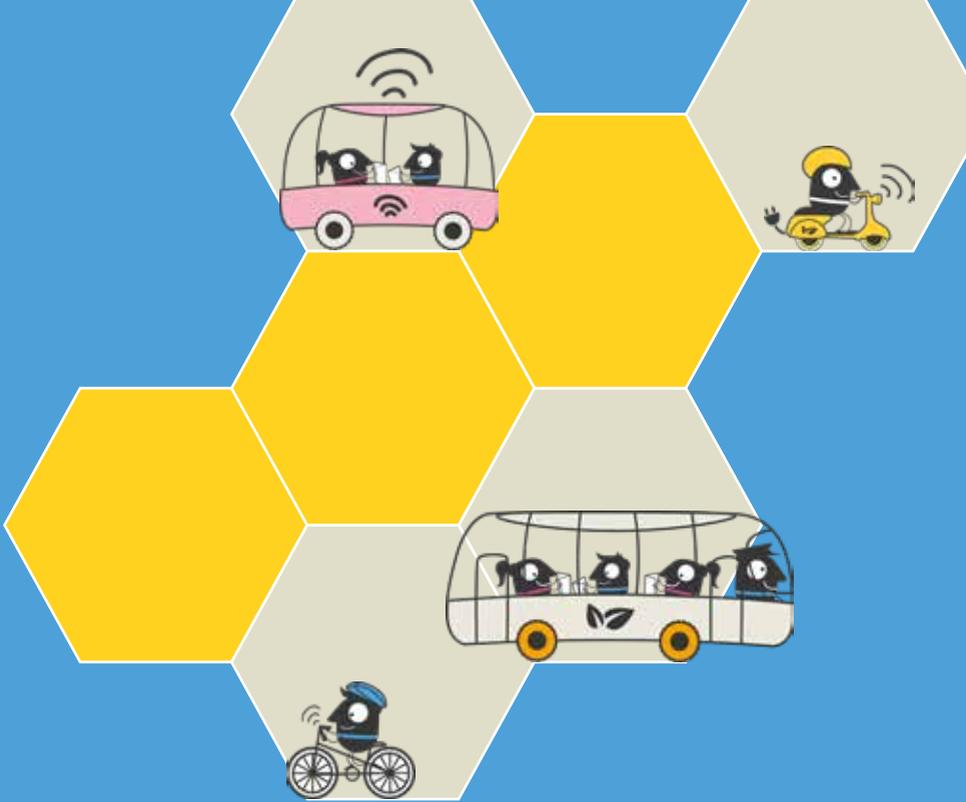
The present publication highlights examples of best practice from the six local authorities that were selected as finalists for the EUROPEAN**MOBILITYWEEK** Awards 2018, including the winners Lisbon (Portugal) and Lindau (Germany). We also take the opportunity to highlight some good examples of activities by towns and cities that applied for the award, but were not selected as finalists.

Best practice examples from towns and cities are accompanied by a series of examples of **MOBILITYACTIONS** organised by NGOs, universities and private organisations within the framework of the campaign.

Our National Coordinators also organised various activities to encourage their towns and cities to join the campaign. These examples have earned their own section in this publication.

The last chapter takes us beyond the European Union. In this edition we travel to Turkey.

All examples included in the Best Practice Guide aim to inspire the future work of campaigners.



EUROPEAN MOBILITY WEEK TOWNS AND CITIES



LISBON (PORTUGAL)



Winner of the
EUROPEANMOBILITYWEEK
Award 2018 for larger municipalities

Lisbon has really gone the extra mile this time.

During EUROPEANMOBILITYWEEK, bicycles counted as valid train tickets for a free trip – a great incentive to mix and move! Local train stations have more bicycle stands than ever, better accessibility for pedestrians and people with disabilities, and an extended high-volume service for major events.

There were plenty of cycling opportunities during the weekend: museum outings, free bicycle repair workshops, school cycling convoys and a special prize for people and organisations promoting cycling. Furthermore, Lisbon proudly presented 31 new bike-sharing stations, new and expanded bicycle lanes, and hundreds of new bicycle parking slots.

This was also the week to share the mobility message, both with a ‘wise mobility’ conference that brought experts into discussion with the public, and with a national meeting where city administrators from across Portugal met to discuss the future of their Sustainable Urban Mobility Plan (SUMP). Lisbon recognises that mobility includes everyone and doesn’t end at the edge of town.

With a host of pedestrian measures, including a new pedestrian bridge along the riverfront, Lisbon walks us through its ambitious vision for urban mobility. Collaboration with businesses, public entities, NGOs and others during EUROPEANMOBILITYWEEK ensured that this was a shared vision.

Watch a video!



Photo credits:
Parque das Nações
Parish Council,
Portuguese FCUB



LINDAU (GERMANY)

Winner of the
EUROPEANMOBILITYWEEK
Award 2018 for smaller municipalities



Let's move to Lindau – it's definitely the place to mix!

This dynamic city is streets ahead with active mobility: Almost 500 new bike racks at train stations and bus stops make it easy to cycle to and from public transport; a bench at every bus stop means comfort between rides; combined ticketing for trains and buses includes neighbouring cities; and a new multimodal mobility app works for routes using different transport options. With all this, there's no excuse not to mix and move!

Online communications and a grand opening by the mayor made huge publicity for EUROPEANMOBILITYWEEK, along with info points where people could learn about smarter mobility choices. Commuters hungry to change their mobility habits were surprised with a free breakfast when they travelled by bicycle, on foot, or by bus or train.

On Car-Free Day, free transport options included a hybrid shuttle bus, a water taxi, and a one week subscription to the newly expanded car-sharing scheme.



Watch a
video!



Local businesses rushed on board too, offering what they could from fun to food in a week of great activities. During Parking Day, residents could reclaim public space from parked cars and use it for socialising, workshops and festivities and have their say on the future of local mobility.

GDYNIA (POLAND)

Finalist of the
EUROPEAN MOBILITY WEEK
Award 2018 for larger municipalities



Gdynia celebrated the enormous strides that the city has taken with its mobility system.

For local retailers, there are now purpose-built loading bays in the city centre, which will keep the streets clear for cyclists and pedestrians, as well as 10 new e-cargo bikes for deliveries. The tram system has been enriched with 30 new trolley buses. Public transport will be more popular than ever, with route extensions and improvements, as well as two new train stops and, best of all, it's now completely free of charge for young persons!

No wonder people were excited enough to dance in the car-free streets! They also learned how to make jewellery from old bicycle parts, make their own holograms, and they played a tram-themed escape game. Nobody had to brake fast for breakfast – it was presented free of charge to cyclists and public transport commuters. Local entrepreneurs took over an area closed to traffic all week to host events, serve food, sell books and showcase a street for people rather than for cars.

While the local community enjoyed these activities, they also embraced the more serious side of mobility, with plenty of workshops for all age groups. Especially interesting was a mobility management workshop aimed at increasing public participation in municipal mobility policy making using the civic budget. In Gdynia, people are getting involved at every level to mix and move!



Watch a
video!



Photo credits:
Kamil Gozdan, city
of Gdynia

PALMA (SPAIN)

Finalist of the
EUROPEANMOBILITYWEEK
Award 2018 for larger municipalities



Palma put the ‘whole’ in ‘holistic’, and the ‘great’ in ‘integration’.

Since EUROPEANMOBILITYWEEK, Palma has opened up multiple options for public transport commuters: a combined ticketing system for the bus, metro and train; bus stops fitted with wooden seats and mini-libraries; free bus rides for children and discounts for students; more night buses; more bicycle racks in car parks; and more taxis accessible for people with reduced mobility. All this is now available to residents and visitors in Palma.

Shared mobility can help improve people’s quality of life, but you can’t do this without listening to what they have to say on the matter. Palma complemented its week of activities with a retrospective debate under the theme ‘the road is for everyone’ that gave people the chance to have their say on the different topics presented during the week.

Buses were in the limelight throughout the week, not only awarding prizes to regular commuters, but even turning into a studio for live radio broadcasts throughout the city!

Residents got to see their city in a different light by using different transport modes: There was a tour of the city’s mysteries by bus, of its history by bicycle, and even a train tour. Public space became a gallery for exhibiting art by night, and the Parking Day music, picnics and workshops provided the ultimate backdrop for a superb public space experience.

Watch a
video!



Photo credits: city
of Palma



KARDITSA (GREECE)

Finalist of the
EUROPEANMOBILITYWEEK
Award 2018 for smaller municipalities

KARDITSA (GREECE)

For Karditsa, mixing multiple levels of cooperation is the secret to delivering on multimodal mobility.

This city designed many impressive initiatives to include neighbours near and far: the city's new carpooling platform will work throughout the whole of Greece and its focus on mixed modality also covers people travelling to and from neighbouring cities.

They looked inside too, working together with schools, businesses and culture-creators. Even within the municipality, there was collaboration through a working group that included a member from every municipal department. The mayor and deputy mayors came out in full support with articles and appearances – and even promoted an active lifestyle by competing against the police in a basketball match!

The city also started EUROPEANMOBILITYWEEK by giving a special award to businesses that promote green mobility. The week continued with lots of activities that ranged from teaching children road safety, to bicycle tours and reclaiming the streets with music and cultural events. This culminated on Car-Free Day, with games, food and drinks, and even a blindfolding exercise to learn about accessibility for people with disabilities.

The week leaves behind a legacy of mixed modality, with new bicycle lockers at bus and train stations, and even bike racks on buses so residents can easily go from two, to four, to two wheels again.

Watch a
video!



Photo credits: city
of Karditsa

OLIVEIRA DO BAIRRO (PORTUGAL)

Finalist of the

EUROPEAN MOBILITY WEEK

Award 2018 for smaller municipalities



For Oliveira do Bairro the streets exploded with excitement.

With a street closed to cars for the entire week, there was plenty of space for people to do sports, watch films, hold competitions, and host a mobile football game and walking troops of street performers.

A strong social media assault lit the internet up with the mixed modality message and made sure everyone had a chance to be involved in the buzz. Having a variety of partners on board, from academia to firefighters, helped the message spread and let everyone contribute to the action. Furthermore, people couldn't help noticing that the bus was free all week!

The healthy environmental core of the mix and move philosophy came out in Oliveira do Bairro, linking mobility activities with recycling in a 'mix, recycle and move' storefront competition that also encouraged people to eat healthy local food. Decorating public spaces with recycled material, and a mix and move recycled fashion show also demonstrated the versatility of this theme.

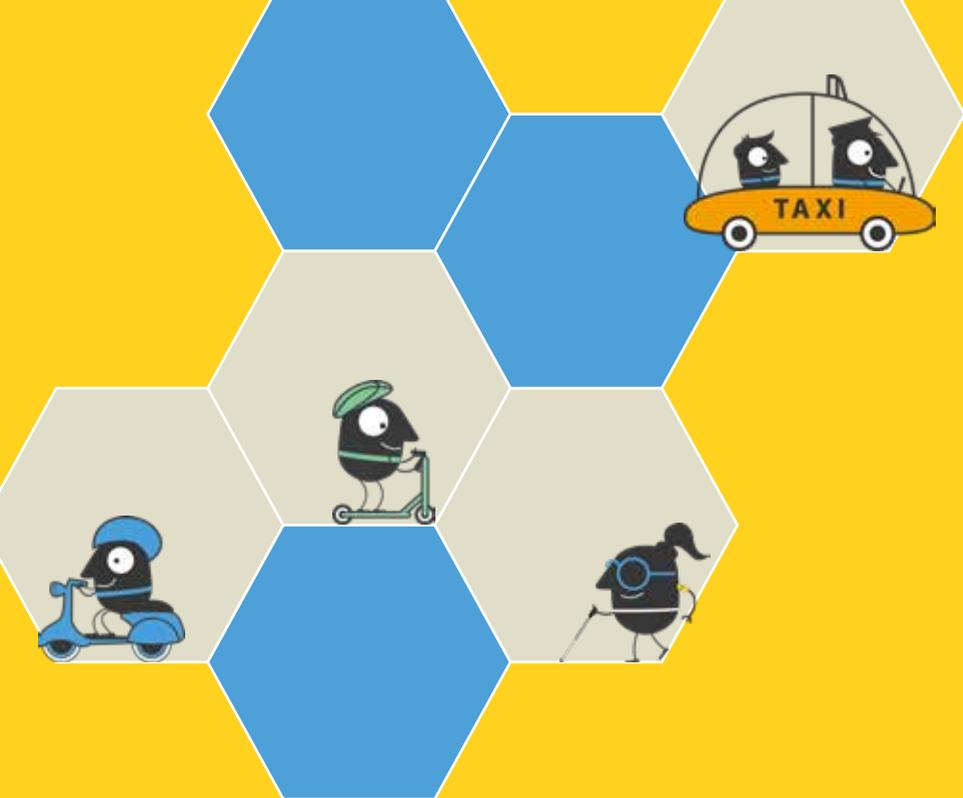
A Car-Free Day that included ballgames, mini-golf, face painting, an electric vehicle exhibition and mobility quiz finished up with a solidarity night walk, attracting almost 5,000 people to walk in support of local firefighters. Permanent measures include a new free public bike scheme, and sweet dreams for residents, with new silent electric vehicles to clean the street without waking anybody up!

Watch a
video!



Photo credits: city
of Oliveira do Bairro





INSPIRING MOBILITYACTIONS

For the first time in December 2018, five **MOBILITYACTIONS** organised by businesses, schools, NGOs and other organisations were selected to take part in an online competition. The public voted via social media and chose the best. These were the results:



395

STANLEY BLACK & DECKER

Stanley Black & Decker

MOBILITYACTION 
registered at www.mobilityweek.eu

To build a better future, you have to drill-down and take action.

With thousands of employees all over the world, Stanley Black & Decker have the power, and the tools to take action. The company trained mobility champions to lead actions in their workplaces, reaching over 7,000 employees in 34 sites.

Employees got the opportunity to test drive hybrid and electric cars, encouraging them to select a cleaner option for their private transport. They were also encouraged to use public transport to get to and from work, and challenged to cycle or even run to work! Thanks to innovative activities organised by the teams across 15 European countries, employees finished their working week feeling inspired, healthy and even a bit sore.

This was a two-way process, with workers also given the chance to submit their own proposals regarding permanent ways for the company to support sustainable mobility, including buying e-bikes and encouraging people to spend more time working from home instead of getting stuck in rush hour traffic.





272

MOBILITYACTION 
registered at www.mobilityweek.eu

PLAYING OUT IN IASI

Playing Out in Iasi Community

We try to teach our children the importance of sharing. Now children are teaching cars to share the street.

Playing Out Iasi turned a street into a children's play area, barring cars so that children could enjoy themselves in safety. As cities become more car-centric, the space for children to roam and explore becomes more limited, until they can barely move beyond their bedroom! This can create problems for their social development as well as their health.

With the street made safe, the children were able to play on bicycles and scooters and given chalk and other toys to make the street their own. Meanwhile parents supervised the fun and also got a chance to socialise with each other. What is good for children also happens to be good for the community!

The idea of a 'Temporary Play Street' started in Bristol in 2009, with a street being closed to cars for three hours per week so that children could have a better experience of the outdoors. Now Playing Out is catching on all over the world, creating opportunities for children to express themselves on the streets of Romania.





134

WAITING FOR THE GREEN LIGHT

VDC

MOBILITYACTION 
registered at www.mobilityweek.eu

Walking is the original transport technology.

We all have to walk somewhere, whether to the local shop, the bus, or even our own vehicle. However, the streets often fail to account for this need, and the situation can be quite stark for pedestrians. We are sometimes forced to walk one by one down narrow and crooked walkways with cars rushing by beside us, to wait at interminable traffic lights and dash across wide highways before the green man slips away.

To highlight the plight of the pedestrian, 'Waiting for the green light' chose the median strip along the middle of a busy road. This strip was filled with chairs where people sat. Participants held signs pointing out that while they were the ones penned up, it is the cars that create danger, dirty air, and noise pollution on the street. This caused quite a stir on a busy road in Berlin.

As everyone needs to use the pavements, this affects us all, old and young, able-bodied and people with disabilities. Hey, move over and give the pedestrians some space to breathe!



Now when you step off the plane in Amsterdam, you don't have to switch directly to another polluting transport mode; you can hop straight onto a bicycle instead.

Worried about your suitcases? Don't be! An electric vehicle will bring them straight from the airport to your final destination.

As one of the busiest airports in the world, Schiphol is surrounded by traffic congestion. This is bad for the air quality and it also means a lot of wasted time going to and from the airport or trying to travel locally.

BYCS launched this concept to help fulfil their '50by30' mission, getting half of all city trips to be made by bicycle by 2030. Now air-passengers will be given the opportunity to book their bike at the same time as their plane ticket. There's a great way to start off your holiday in Amsterdam with a really Dutch experience!

The idea has taken flight, with cities in Brazil and Germany interested in alleviating traffic by building their own bicycle highways between airports and business districts.





33

HOW MUCH DOES MY CAR POLLUTE?

Ecologistas en Acción-Zaragoza / Ecofontaner@s

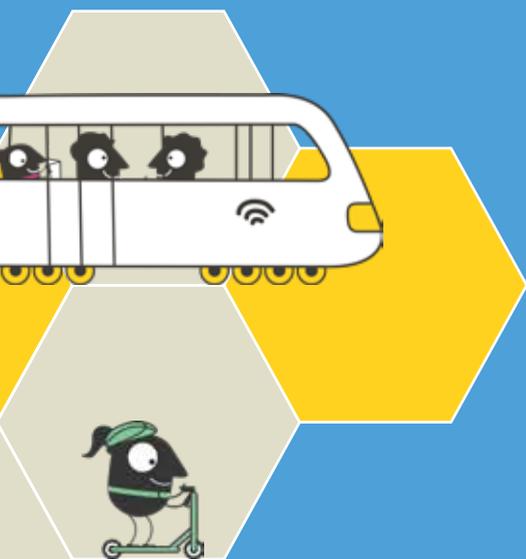
MOBILITYACTION 
registered at www.mobilityweek.eu

People around the world were shocked by the Dieselgate scandal, which revealed that Volkswagen had brazenly installed illegal devices in its cars. These devices let cars belch out emissions way over the legal limit and have already led to the recall of over 700,000 cars in Europe alone.

The scary thing is that this pollution is usually invisible, and people had no idea how much they were contributing to the many illnesses brought on by car pollution, including lung disease, heart attacks and asthma, which contribute to hundreds of thousands of premature deaths every year.

In seven Spanish cities, the activity ‘How much does my car pollute?’ allowed participants to find out the real emission levels coming from their cars, and the harmful effects these emissions can have. This activity took place on Car-Free Day, three years after the initial Dieselgate scandal erupted – though new elements of the story are still breaking. Knowledge is power, and we hope the information participants received helped them reconsider their mobility choices.





MORE EXAMPLES OF GOOD ACTIVITIES

Nearly 100 European towns and cities applied for the last EUROPEANMOBILITYWEEK Awards. Some applicants made a great effort to organise very original activities. In this chapter, we would like to showcase some of these examples as a source of inspiration for local campaigners.



Dresden (Germany)

Newcomers to the city benefit from a bicycle tour to discover their new home.



Ratingen (Germany)

Branding all municipal services during the week is a good idea!



Nijmegen (The Netherlands)

A car-sharing challenge encouraged neighbours to move in a multimodal way, combining different modes of transport.

Zadar (Croatia)

Experts in urban mobility discussed the future of urban mobility with experts of the future: schoolchildren.



Donostia San Sebastián (Spain)

The parking machine was telling off car drivers in a funny way for having used their cars for a trip that could have been made on foot or by public transport.



Torres Vedras (Portugal)

Companies and institutions were invited to draw mobility plans through a contest.

Hradec Králové (Czech Republic)

A group of cyclists not only enjoyed a cycling tour but also used it to spot dangerous or problematic places that the municipality will have to fix.



Kazimierz Biskupi (Poland)

Free public transport for children is one of the measures they were good at communicating to the public.



Bochnia (Poland)

Use of a mobile app for the gamification of their awareness-raising activities.



Fagaras (Romania)

They promote the concept of 'superblocks', which is a clear car-restriction measure where cars are only allowed to drive in the surrounding area of a group of blocks of buildings.

Pitesti (Romania)

Mayor and city staff were leading by example using bicycles and sharing cars.



Sofia (Bulgaria)

There's no better way to encourage visitors to the Bulgarian capital to use public transport than giving them a presentation on arrival at the airport.



Heraklion (Greece)

The city installed new bike parking stands as a part of a new study to attract more people to cycle for their daily commute.

BEST PRACTICE AT THE NATIONAL LEVEL

The role of the EUROPEANMOBILITYWEEK National Coordinators is crucial for the success of the campaign. Above and beyond their typical responsibilities, we would like to highlight the following examples of best practice.

Germany

Following a workshop with local campaigners, the National Coordinator developed an action box with ideas and materials for three simple activities to promote walking.

Poland

The National Coordinator not only travels to every region to be closer to local campaigners, but also produces a best practice guide dedicated to Polish cities.

Belgium

Inspired by their German colleagues, the Flemish region is organising a social media competition for people to take photos showing their walking passion.

Luxembourg

The country made it easy for every municipality. Even those that couldn't attend their annual information meeting in April could get all the information as the event was recorded and uploaded online.

Malta

The Ministry is coupling promotion of the campaign with other activities like the creation of new safe cycling routes and pedestrian bridges, as well as electromobility plans.



Finland

The Ministry launched a nice and visual campaign to promote walking and cycling.

Slovakia

The Ministry offers local campaigners one of the most complete websites, with all the useful resources available in Slovak.

Hungary

The Ministry sets aside some funds for towns and cities committed to organising the campaign each September.

Bosnia and Herzegovina

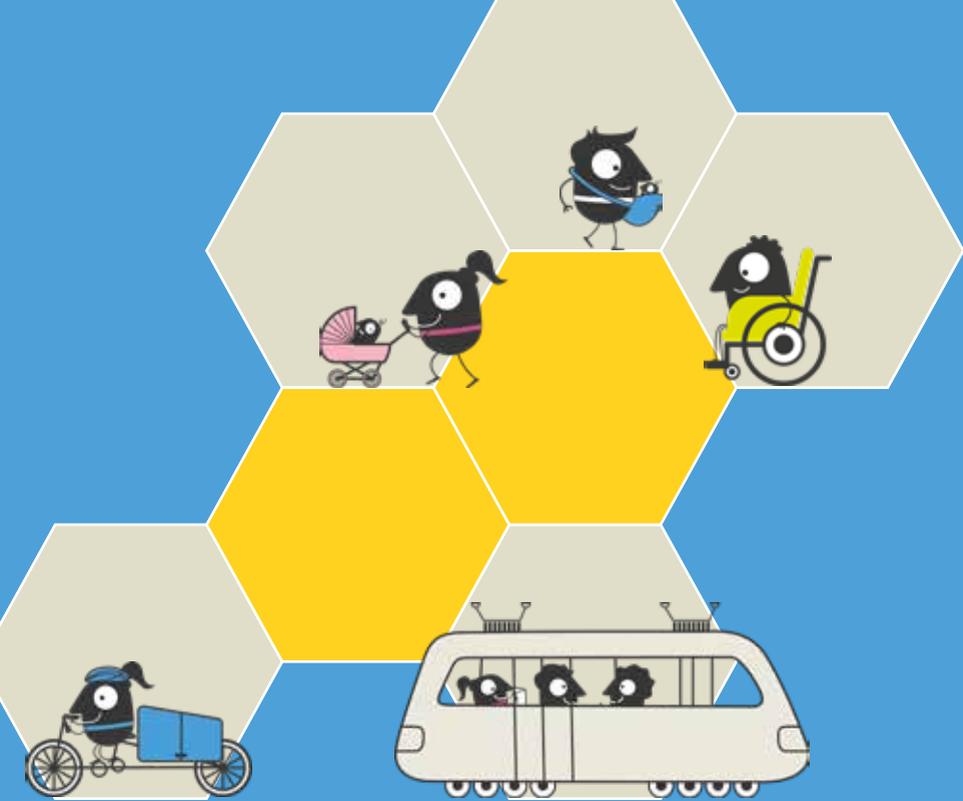
For the first time, the country has made the most of the support it receives from external organisations to organise an annual meeting with local campaigners.

Bulgaria

The present Best Practice Guide has been translated by our National Coordinator in Bulgaria to reach out to towns and cities in the country more easily.

Cyprus

Smaller municipalities had the chance to learn from Larnaca and Nicosia, which have more experience in the campaign, at the very first Cypriot meeting for local campaigners.



BEST PRACTICE BEYOND EUROPE



TURKEY

It's not just EU cities participating in EUROPEAN**MOBILITY**WEEK... there are cities joining in the excitement all over the world. This year we're putting Turkish cities in the limelight.

Turkish cities really rallied for **EUROPEAN MOBILITY WEEK**. In 2018, 26 Turkish cities joined us by registering their activities at www.mobilityweek.eu

The city of **Gaziantep** decorated its tram with the campaign brand all year long. The participating municipalities made up three quarters of the entire 8 million Turkish population.

In the largest Turkish city of **Istanbul**, cargo bikes took over the streets as the main delivery company replaced many of its vans with cargo bikes, showing that you can get there fast without guzzling fuel. The city staff and managers vowed to cycle for their morning commute, and got a great breakfast in return. There were more free breakfasts for the 500 cyclists who took part in a 45km cycle – now that's fitness! For people who prefer four wheels to two, public transport prices were halved for the week so that they could easily afford to leave their cars in the garage. Mixed modality wasn't visible on the streets alone, but also on the airwaves, where the municipal radio station broadcast on the annual theme throughout the whole week.

In Turkey's capital, **Ankara**, the Car-Free Day has been such a hit for the last two years that the central shopping street where it was held will now be pedestrianised permanently. Meanwhile, those wishing to mix and move were pleased to see 15 buses equipped



© City of Gaziantep



© City of Ankara

with bike carriers. These buses also got an accessibility boost during **EUROPEAN MOBILITY WEEK**, when special training was held for bus drivers to learn basic sign language to accommodate deaf passengers.

An especially shining example came from the village of **Ahmetbey**, where the mayor personally awarded prizes to teachers and municipal employees commuting by bike. As all public transport in Ahmetbey has been free for years, it was difficult to up their game, but they did so by running more bus lines at higher frequency during Car-Free Day. This small municipality has gone ahead with a new permanent measure: an 862-metre-long and 3-metre-wide cycle path, as well as 483 metres of new walking trails. The village also launched a new cargo-bike service, and eco-friendly waste collection.



The municipality of **Izmir** was full of festivity; the streets came alive with dance, yoga and poetry. Parking spaces on the central boulevard were reclaimed with inflatable pools, sun loungers and fake grass as people imagined a city where the areas taken up by cars are returned to the people. People planted trees, to the tunes of the municipal band and pop orchestra, and used the chance to get active with volleyball and table tennis. In the public park, an open-air documentary played all week on the topic of sustainable mobility, potentially reaching up to 4 million visitors. A recycling fashion show also linked the issue of mobility with other sustainability topics.



EUROPEAN MOBILITY WEEK

