

These are the finalists for the EUROPEAN**MOBILITYWEEK** Award 2017. They were selected by an independent jury in recognition of their dedication to raising awareness of sustainable urban mobility during the week of 16-22 September 2017.



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Granada (SPAIN)

In Granada, old and young are showing their support for sustainable mobility with cross-generational bike tours and car-free days packed with activities from letting cyclists test out electric bikes to workshops for pedestrians. Buses are also revamping their image by becoming temporary venues for live music concerts.

Beyond music, better parking services and the publication of public transport data will help people to rethink their travel plans. Companies are joining in the excitement with the opportunity to proudly display a new 'responsible mobility' quality hallmark.

Even the tax law is being rewritten to provide incentives to commuters who think twice about how to get in to work; steps such as car sharing will be rewarded with special tax bonuses from now on.

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Prague (CZECH REPUBLIC)

Prague is helping people get mobile via their mobile phones: a new app provides information on a variety of routes, including options for mixed modality that inform cyclists which buses and trains accept bicycles, and inform motorists how many spaces are left at the nearest park and ride. Public debate and education, cycling festivals and free public transport days are just a few of the activities Prague is using to spread knowledge and enthusiasm about sustainable mobility.

Cooperation is key, with different departments, schools, and 34 NGOs joining in to show that mobility matters. Bars, bookshops and shopping centres helped to liven up Car-Free Day, which opened up the streets for art, performance and chillout zones for those who wished to enjoy the cleaner air.

The growth of the rail network with a new central line and better suburban connections was celebrated with free breakfasts at train stations, while in the city bike and car sharing companies held public events to familiarise the public with their services.

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Vienna (AUSTRIA)

Each neighbourhood in Vienna had its own idea for encouraging sustainable mobility: In Rudolfsheim-Fünfhaus, a walking tour showed locals how their area has been shaped by climate adaptation measures; in Mariahilf, residents could recline in rickshaws cycling through a recreation zone; and in the city centre they could enjoy an enormous festival on the car-free streets.

Meanwhile, people gathered at busy intersections to cheer for passing cyclists, enjoyed 'walking cafés' where they could participate in lectures and activities while walking through the city. Senior citizens benefited from memory training; children enjoyed safety training; and there was a campaign for adolescents reminding them to unglue their eyes from their screens on the street.

Sustainable modality is making permanent inroads in Vienna, with a city initiative promoting walking and new bicycle lanes for commuters. Furthermore, a number of selected streets are scheduled to close regularly to allow children to play outside in safety.

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For the first time, the EUROPEAN**MOBILITYWEEK** Award presents a special category for smaller municipalities with less than 50,000 inhabitants. The jury recognised the efforts of the following towns in raising awareness of sustainable urban mobility during the week of 16-22 September 2017.

Igoumenitsa (GREECE)

Igoumenista is working to increase mixed modality in and beyond its suburban areas, including the small towns surrounding the city. With new bus routes and an easy access bike-sharing scheme, behavioural change in favour of cycling and public transport is strongly encouraged.

For commuters, Car-Free Day was complemented by free bus travel, as well as a permanent extension of the network of pedestrian and bike routes. Schoolchildren took part in a social media photography competition to encourage getting to class without sacrificing the environment.

There was even a workshop on sustainable urban mobility plans (SUMP) for local residents, who were promised new leisure and entertainment areas along the sea front.

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Lindau (GERMANY)

Paradise is car free in Lindau, where cars were banned from Paradise Plaza for a week, leaving space for local shopkeepers to offer goods and entertainment to passers-by. Drivers who chose to commute by bicycle or on foot were rewarded with free coffee and fruit for supporting a cleaner environment.

The city centre will undergo a permanent decluttering as 50 parking spaces are moved out to the harbour, where travellers benefit from a new combined rate for park and ride bus transfers. 50 was the magic number, as 50 locals gathered to demonstrate how much space is wasted by 50 motorists versus 50 bus passengers and 50 cyclists.

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Tivat (MONTENEGRO)

Tivat is returning its streets to the people with citywide events to complement a series of permanent measures. On Parking Day and Car-Free Day, roads and car parks became a stage for celebrations and competitions among cyclists and pedestrians. A new parking authority run by the city will reduce congestion and incur access charges for motorists.

Widened pavements with bike paths were inaugurated with bike tours through the city, and 'poetry on a bicycle' encouraged people to get into the habit of cycling through Tivat. Meanwhile, new bus routes will be complemented by the improved park and ride facilities for commuters, and by the safer, more accessible pedestrian city centre infrastructure.

From schools, to clubs, to NGOs, the people of Tivat hit the streets and airwaves in a big way to encourage environmentally-friendly travel modes and a new mindset.

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