



EUROPEAN MOBILITY WEEK Awards 2020



CALL FOR APPLICATIONS

BACKGROUND

EUROPEANMOBILITYWEEK is the Europe-wide awareness-raising campaign on sustainable urban mobility. It facilitates behavioural change by promoting smart, clean and intelligent mobility.

It takes place each year from 16-22 September. Local authorities are encouraged to use that week to test new transport measures and get feedback from the public. It is also an opportunity to discuss the different aspects, find innovative solutions and test new technologies and planning measures.

With more towns and cities joining every year the campaign is widely recognised as a driving force towards sustainable urban mobility in Europe, and its annual awards are a prize hundreds of towns and cities apply for every year.

CATEGORIES

The EUROPEANMOBILITYWEEK Award is presented in two categories:

- one for municipalities with a population of over 100,000
- one for municipalities with a population of under 100,000

The same jury and evaluation criteria shall be used for both award categories.

ELIGIBILITY

Applicants are only eligible if they:

- registered their campaign online at www.mobilityweek.eu in due time
- signed and submitted a copy of the Charter acknowledging their participation
- are situated in the European Union, EU Candidate Countries, Potential EU Candidate Countries that are part of Stabilisation and Association Process (SAP), European Economic Area (EEA), European Free Trade Area countries (EFTA) or the Eastern Partnership (EaP)
- Last year's winners are not allowed to apply for the present edition of the awards

The European Secretariat takes care of the eligibility check and will contact applicants if needed.

EVALUATION CRITERIA

The jury is asked to go through the applications and evaluate them according to the following criteria:

1. The quality of activities relevant to the annual theme. In 2020 the campaign focused on 'Zero-emission mobility for all'.



2. The comprehensiveness of the action plan regarding events, activities and involvement of citizens.
3. The strategic approach in communicating towards the citizens and the media.
4. The (expected) environmental and social impact of permanent measure(s), supported by evidence (for example, number of users of new cycle lane, estimate of carbon emissions saved, number of private car journeys avoided).
5. The quality and scope of the partnerships with local stakeholders.

SCORING LEGEND

0-1-2	No major changes to the city's mobility after the week
3-4	Good efforts to raise awareness but no great progress
5-6	The city managed to achieve something but it could be improved
7-8	This campaign had many positive impacts
9-10	The campaign was outstanding

DEADLINES

Deadline for towns and cities to send their applications	29/09/2020 - 31/10/2020
European Secretariat checks eligibility	31/10/2020 to 15/11/2020
Jury members receive allocated applications via online system	15/11/2020
Each jury member scores the applications allocated	15/11/2020 - 7/12/2020
Jury meeting with DG MOVE in Brussels	tbc

JURY MEETING

The Jury Meeting will be chaired by a representative of the European Commission - DG MOVE; Eurocities as project coordinator only facilitates the meeting and does not have any influence on the results.

During the meeting, jury members will be asked to re-evaluate and discuss the best applications for each category in order to establish a shortlist of the most successful applications, and then to decide on the three best applicants (to be promoted as finalists) for each category, including the final winners of the EUROPEAN **MOBILITYWEEK** Awards 2020.



ONLINE SUBMISSION

Applicants must complete the online application form at <https://mobilityweek.eu/emw-awards/>

The application should be submitted in English. Applicants are invited to answer all questions with clear and relevant information about their campaign.

Applicants are encouraged to upload a selection of documents and images to illustrate their activities and measures.

The application form can be accessed and edited until 31 October 2020 at 24:00 (CET).

AWARD CEREMONY

The Award Ceremony will take place in Brussels in March 2021 (or eventually online). Only at that moment the winners, and the general public, will know that they are the winners.

Only the finalists will receive official notification by January 2021.

Political or high-level representatives of the six finalists will be invited to attend the Award Ceremony. The winners will receive a trophy from the EU Commissioner for Transport.

The winners and the two finalists will benefit from visibility at the European level.

We reserve the right to publish award applications as examples of excellence on the European Commission's website.

CONTACT

In case of any questions about the EUROPEANMOBILITYWEEEEK Awards please contact: info@mobilityweek.eu

