



CALL FOR APPLICATIONS

THE CAMPAIGN

EUROPEANMOBILITYWEEK is the European Commission's flagship awareness-raising campaign on sustainable urban mobility. The promotion of walking, cycling, public transport and a multimodal lifestyle is at the core of the campaign message.

Over the last 20 years, it has taken place from 16-22 September. Towns and cities 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 planning measures.

THE AWARDS

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.

The EUROPEANMOBILITYWEEK Awards are 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.

The EUROPEANMOBILITYWEEK Awards are presented alongside the other European Commission's Sustainable Urban Mobility Awards, i.e., the EU Urban Road Safety Award and the Award for Sustainable Urban Mobility Planning (SUMP). Each award scheme has separate, but complementary objectives.

ELIGIBILITY

Towns and cities are only eligible if they:

- have 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

Following a careful eligibility check by the European Secretariat, only relevant submissions will be reviewed by an expert jury. The jury will examine submissions in relation to the following criteria:

1. The quality of activities relevant to the annual theme. In 2021, the campaign focused on 'Safe and Healthy with Sustainable Mobility'.
2. The comprehensiveness of the action plan regarding events, activities and involvement of people.
3. The strategic approach in communicating towards people 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

For each criterion, a maximum of 5 points can be achieved:

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

The average score will be calculated for each criterion based on each jury member's evaluation. Based on the sum of all criteria, the jury will agree on the top three finalists, and the winner will be chosen from these.

DEADLINES

Deadline for towns and cities to send their applications	01/10/2021 - 31/10/2021
European Secretariat checks eligibility	1/11/2021 to 15/11/2021
Jury members receive relevant applications via online system	15/11/2021
Each jury member scores the applications allocated	15/11/2021 - 7/12/2021
Jury meeting with DG MOVE	XX/12/2021
Finalists are contacted to communicate their nomination	XX/12/2021 - XX/01/2022
Press release announcing the name of the finalists to the public	XX/02/2022 or XX/03/2022
Award Ceremony	XX/03/2022 or XX/04/2022



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 2021.

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 2021 at 24:00 (CET).

AWARD CEREMONY

The Award Ceremony will take place in Brussels in March or April 2022 (or eventually online). Only at that moment the winners, and the general public, will find out the name of the winners.

Only the finalists will receive official notification by January 2022.

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

The winners and 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 EUROPEAN**MOBILITYWEEK** Awards please contact: info@mobilityweek.eu

