



**MOBILITY
ACTION
Award**



CALL FOR APPLICATIONS

ABSTRACT

Have you created a well-structured initiative to improve sustainable urban mobility practice for people and goods? Perhaps you have started offering incentives to reinforce behavioural change and reduce emissions? Do you have an innovative mobility solution that could be replicated for the greater good? While this is not a comprehensive list by any means, these are some broad examples of **mobility management** that we are seeking to reward with the **MOBILITYACTION** Award.

THE CAMPAIGN

The **MOBILITYACTION** Award rewards participants that demonstrate excellence in **mobility management**. This category includes mobility plans, as well as measures and strategies which have a notable 'impact' on sustainable mobility, such as: encouraging active transport, supporting the use of shared/public transport, enabling a shift towards more sustainable transport options, improving environmental factors/reducing emissions, creating educational campaigns, encouraging positive behavioural change, increasing safety, improving accessibility and user convenience, reclaiming green/public space and improving liveability for residents. Innovative and transferrable solutions hold the greatest potential for the award, so these initiatives can be widely shared and implemented.

WHAT IS MOBILITY MANAGEMENT?

"A concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour, in particular at the level of companies, organisations and institutions"

(EU Urban Mobility Framework)

ONLINE SUBMISSION

Applicants must complete the extended application form for the relevant **MOBILITYACTION**. The form can be downloaded in advance at: <https://mobilityweek.eu/mobilityaction-award/>
The application must be submitted in English. Applicants are invited to answer all questions with clear and relevant information on their initiative. Attachments are not accepted. Applicants are encouraged to include links to materials and visuals to illustrate activities and measures. The application form can be accessed and edited from **1 - 31 October 2022** (CET).



THE AWARD – ELIGIBILITY

Who can apply? Organisations that have an approved **MOBILITYACTION** published between 01.11.2021 and 31.10.2022 that meets the **mobility management** criteria may submit an application in October. One entry per organisation.

What is the award? The '**MOBILITYACTION Award**' is a new award with a focus on **mobility management**. Three finalists will receive a video highlighting their accomplishments and will be featured in **EUROPEANMOBILITYWEEK** news items and social media. The winner will receive a trophy and a paid invitation to attend the **EUROPEANMOBILITYWEEK** award ceremony in Brussels.

Where are applications accepted from? Geographically speaking, the same eligibility as for the **EUROPEANMOBILITYWEEK** Award. ([See FAQ](#))

Why? From the pool of **MOBILITYACTIONS** registered on the campaign website, we want to create a culture of **mobility management** plans and measures, and expand the visibility of the **MOBILITYACTIONS**.

When? **MOBILITYACTION Award** applications are accepted between **1 - 31 October 2022** (CET). The award ceremony is held in the spring of 2023. **MOBILITYACTION** submissions are accepted throughout the year.

How does the process work? This is a voluntary application process. Log in to your **MOBILITYACTION** profile and select '**MOBILITYACTION Award 2022 Start your application**' next to the relevant approved **MOBILITYACTION**. Here you can add the extended description of your **mobility management** action to the online form.

The European secretariat is responsible for an eligibility check and will contact applicants where needed.

For further details on the **MOBILITYACTION Award**, please see: <https://mobilityweek.eu/mobilityaction-award/>

DEADLINES

Deadline for applications	31.10.2022 (CET)
European secretariat checks eligibility	01.11.2022 -> 15.11.2022
Each jury member scores the applications	15.11.2022 -> 07.12.2022
Jury meeting	12.2022
Finalists are contacted to communicate their nomination	01.2023
Press release announcing the names of the finalists to the public	02 -> 03.2023
EUROPEANMOBILITYWEEK award ceremony	03 -> 04.2023

CONTACT

In case of any questions on the **MOBILITYACTION Award** please contact: info@mobilityweek.eu



JURY MEETING

The jury meeting will be facilitated and chaired by a representative of POLIS, as part of the European secretariat. POLIS does not have any influence on the results.

During the meeting, jury members will be asked to evaluate and discuss the best applications and to nominate the three best applicants to be promoted as finalists, as well as to select the final winner of the **MOBILITYACTION Award 2022**.

EVALUATION CRITERIA

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

1. Comprehensiveness - Mobility management
2. Impact 1 – Sustainable mobility / Environment / Liveability / Public safety / Health
3. Impact 2 – Educational / Behavioural / Social / Public perception
4. Impact 3 – Accessibility / Convenience / Quality of life
5. Innovation
6. Transferability

SCORING LEGEND

For each of the criteria, a maximum of 10 points can be achieved. The average score will be calculated based on each jury member's evaluation. Based on the sum of all criteria, the jury will select the top three finalists, and the winner will be chosen.

0-1-2	No major changes in mobility management
3-4	Good effort to raise awareness, no great progress
5-6	Good achievement, could be improved
7-8	Much positive impact on mobility management
9-10	Impressive impact on mobility management / Excellent

AWARD CEREMONY

A joint award ceremony will be held in Brussels in March/April 2023, where the **MOBILITYACTION Award** winner will be revealed alongside the winners of the **EUROPEAN MOBILITYWEEK Awards**. The finalists will receive official notification in January 2023.

The finalists' political or high-level representatives 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 on the European Commission's website as examples of excellence and share with third parties.



MOBILITYACTION Award - General Information

Submission title /	Please provide a title for your mobility management plan/measure:
Brief description	Please provide a brief overview of your mobility management plan/measure. Description: (max. 300 characters / approximately 50 words)
Contact info	Primary contact name: Position: Organisation: Organisation website (optional): City: Country: Email address:
Organisation	Please state the type of organisation you represent: <input type="checkbox"/> Government <input type="checkbox"/> Educational <input type="checkbox"/> For-Profit <input type="checkbox"/> Non-Profit <input type="checkbox"/> Other (Please specify)
Stakeholders involved	Please list any partners / stakeholders:
Type of submission	Please choose the category which best describes your submission: <input type="checkbox"/> Mobility management plan <input type="checkbox"/> Mobility management measure/s <input type="checkbox"/> App / technological solution <input type="checkbox"/> Infrastructure <input type="checkbox"/> Policy oriented <input type="checkbox"/> Education / behavioural <input type="checkbox"/> Permanent measure
Status	Which phase of the mobility management plan/measure best describes the state of your initiative? <input type="checkbox"/> Preparation <input type="checkbox"/> Testing / Pilot / In progress <input type="checkbox"/> Operational / Measure adopted / Infrastructure / Complete <input type="checkbox"/> Monitoring / Evaluation / Ongoing initiative
Links	Please add any relevant links to materials and visuals to illustrate the activities and measures (optional):



MOBILITYACTION Award - Application

Criteria	Score (Assessed by jury)	Answers (max. 3000 Characters / approximately 500 words per item)
Comprehensiveness - Mobility management	(0-10)	Q1: Please describe the background (context/motivation/challenges/intentions) of the initiative and provide details of how the MOBILITYACTION involves mobility management.
Impact 1 – Sustainable mobility / Environment / Liveability / Public safety / Health	(0-10)	Q2: Please describe the impact of your initiative on the relevant topics listed in the criteria column.
Impact 2 – Educational / Behavioural / Social / Public perception	(0-10)	Q3: How do you educate and encourage participation in your initiative? (Do you offer financial incentives, honours, training, promotional materials?)
Impact 3 – Accessibility / Convenience / Quality of life	(0-10)	Q4. How has your initiative integrated accessibility and provided supportive actions to improve convenience and quality of life?
Innovation	(0-10)	Q5. Please explain how this idea is new, implemented for the first time, or pursued with an innovative approach?
Transferability	(0-10)	Q6. Please describe how your mobility management plan/measure could be more widely adopted? (In other organisations, regions, cities, neighbourhoods, etc.)

