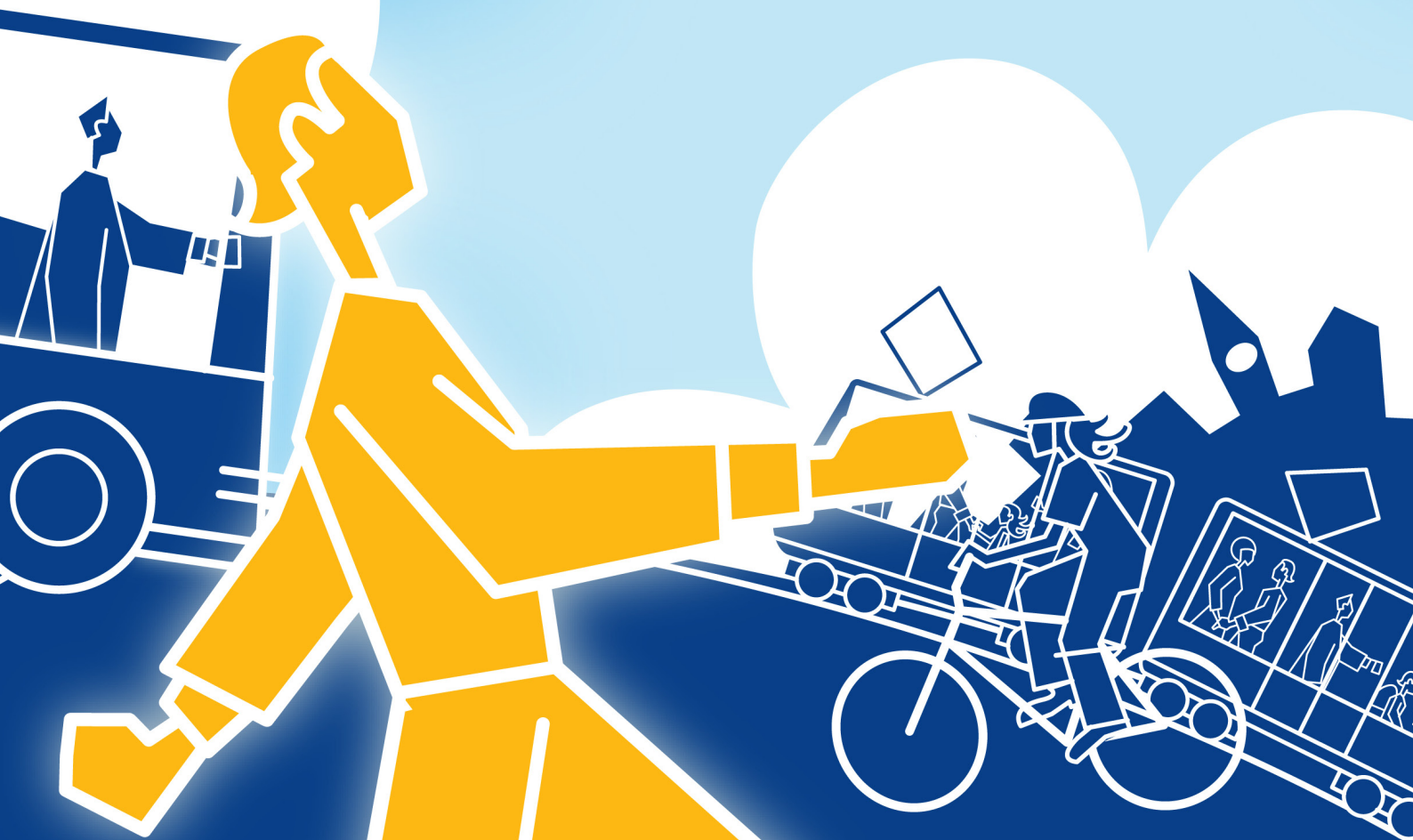




# Best Practice Guide V





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June 2012

## INTRODUCTION

The European Mobility Week (EMW) is a European-wide campaign dedicated to sustainable mobility which takes place every year from 16-22 September. It aims to influence urban mobility and transport in the long-term and is the largest initiative of its kind in the world. Thousands of towns and cities in Europe participate annually in EMW, and the initiative is attracting participants from further afield, notably from Brazil, Canada, Japan, Taiwan, Colombia and South Korea. In 2011, a record 2,268 local authorities participated, supported by coordinators working at national level, a European-level consortium and the European Commission (DG Environment).

Each year the European Mobility Week has a different transversal theme. In 2011, the focal theme was 'Alternative mobility' which emphasised the importance of sustainable modes of transport and the attention that needs to be given to changing citizens' mindsets regarding urban mobility. The theme reflected the important role that local authorities and their local partners have to play in providing citizens with alternatives to the private car and in generating a substantial behavioural change in favour of sustainable transport modes.

This publication features short case studies from different European cities which demonstrated good practice during EMW 2011, for example through their innovative campaign activities linked to the annual theme; their cooperation with stakeholders; their media work; or the range of permanent measures launched to encourage citizens to adopt more sustainable travel behaviour.

Use this brochure for inspiration, as well as in order to promote the EMW among local stakeholders.

## BOLOGNA - Congratulations to the European Mobility Week Award Winner!

The Italian city of Bologna, winner of last year's European Mobility Week Award, has made impressive advances in the field of alternative mobility, the focal theme of 2011. The municipality organised an ambitious programme for EMW, featuring lectures, tours, workshops, games, walks and exhibitions. This action-packed week of information and activities helped Bologna's citizens to get acquainted with the variety of transport options available in the city, as well as with the permanent infrastructure improvements that promise to enhance urban transport sustainability in Bologna.



One such change is the 'T area' in the city centre, which was transformed into a pedestrian zone for the week, providing space for street performers, retailers and sports clubs. A range of stakeholders, from European environmental NGOs to neighbours' associations, were involved in making the 'T area' car-free weekend a success. Local media reported that about 60.000 citizens participated in the events during the two days.

Aside from the cultural and sporting activities taking place in the city centre during European Mobility Week, a number of infrastructural investments also contributed to Bologna's success in the EMW Awards. Electric mobility was the main focus of these investments, leading to the creation of a public distribution network to promote electric vehicles and raise awareness on alternative fuels. Cycling and walking also had a boost thanks to the creation of additional bicycle paths and the implementation of new access restrictions for cars in some parts of the city centre.

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Mr Cleto Carlini at  
[cleto.carlini@comune.bologna.it](mailto:cleto.carlini@comune.bologna.it)



## ZAGREB – Integrated urban transport solutions for all



The Croatian capital demonstrated its commitment to sustainable urban mobility through the integrated urban transport solutions it showcased during the European Mobility Week. The activities organised by the municipality (including educational workshops, organised walks, open-air gyms, conferences, eco-markets, and electric vehicle exhibitions) confirmed its commitment to using innovation to improve urban transport and the environment.

In collaboration with a number of partners and coinciding with several other events, such as Ozone layer day, Zagreb promoted sustainable transport modes such as bicycles and walking by organising themed social events. Bike enthusiasts and occasional cyclists without a bike were encouraged to maintain this healthy habit through the organisation of a flea market where citizens could donate, exchange or sell parts, bicycle equipment or a bicycle. Open air tricycle courses, Nordic walking tours, the use of public transport maps as tickets on buses and a massive bike ride through the city centre presented citizens with alternatives to the private car.

Zagreb has also invested considerable funds in permanent infrastructural developments by extending the existing bike path network within the city and creating new low speed zones. Permanent and temporary measures for the blind and physically impaired raised awareness of mobility alternatives for this target group.

For further information, contact Ms Marinka Bakula- Andelic at [marinka.bakula-andelic@zagreb.hr](mailto:marinka.bakula-andelic@zagreb.hr)



## LARNAKA – Big ambitions in a small city

The Cypriot city demonstrated its commitment to sustainable mobility by organising a full week of activities centred around bicycles and public transport. The campaign was aimed at all ages, with each group having specific activities designed especially for them.







The car-free day was particularly successful: more than 350 cyclists participated in the 'Tour de Scala', a 6km route that connects Larnaka's city centre with its archaeological sites, the promenade, the Foinikoudes coastline and the salt lake. The youngest cyclist participating was four years old and the oldest 81! Several bicycles and other prizes were awarded in a raffle for the participants.

The city's long-term commitment to road space reallocation was underlined by Larnaka's decision to transform one of the roads in the central business district into a pedestrian street. The municipality also upheld a clause on making the availability of bicycle parking compulsory in order to secure a building permit. Citizens were involved in the decision-making process on mobility infrastructure through a public dialogue on the allocation of transport funds within the municipality.

For further information, contact Mr Andreas Karakatsanis at [muneng@larnaka.com](mailto:muneng@larnaka.com).



## CAHORS – A new shared space at the heart of the city

For the 2011 edition of European Mobility Week, Cahors promoted more sustainable means of transport by hosting thematic days. Bicycles, carpooling and public transport in particular were promoted through organised tours, free access to the municipality's mobility services and public consultations.

Plans were drawn up and construction began on Liberation square in the city centre, which is to be turned into a communal space. Designed to promote sustainable transport modes, the refurbished square will also provide space for cars, pedestrians, shops and social activities. In order to encourage the use of bicycles, the space allocated for car parks on the square is now to be used for bike racks and rest areas.

For further information, contact Ms Lola Le Moign at [llemoign@grandcahors.fr](mailto:llemoign@grandcahors.fr).



## **SKOPJE – Alternative mobility for young people and tourists**

As part of European Mobility Week, Skopje put together an exciting programme of activities and events, centred on tourists and young people. The city built successful partnerships with cultural institutions (museums, the zoo, the local nature reserve and various local associations) and co-organised social events such as open-air screenings, public breakfasts in the traffic-free zone, concerts, open air plays and amateur sporting competitions on the river quay.



Improvements were made to the infrastructure and the city promoted sustainable transport over the course of the week. Citizens were encouraged to test the new bike paths along the Vardar river, get acquainted with the new eco-friendly bus fleet during the city's photo tour and enjoy the new cable railway to the top of the nearby Vodno mountain.

For further information, contact Ms Ljiljana Onchevska Nadzinska at [liljanao@skopje.gov.mk](mailto:liljanao@skopje.gov.mk)



## **DERRY – Sustainable mobility along the river banks**

Derry City Council partnered up with local companies to provide citizens with an engaging programme of activities throughout European Mobility Week. The community participated in collecting litter on the banks of the Foyle River and benefited from the free park and ride facilities along the water. Bike clinics were also set up for people to bring in their bikes for a free check-up.

The car free day was particularly popular, as it encouraged students to walk or cycle to school. It also promoted sustainable journeys to work by allowing people to swap car journeys for entries in a raffle where the prizes ranged from public transport tickets to brand new bicycles. Employers were also involved in encouraging the use of alternative means of transport to work, with major companies participating in a walk/bike/bus to work programme.

Sustainable mobility was also the main driver behind the inauguration of a dedicated foot and cycle bridge, connecting a newly built greenway path with the city centre. Queen's Quay was also renovated and refurbished for the use of cyclists and pedestrians.

For further information, contact Mr John Kelpie at [john.kelpie@derrycity.gov.uk](mailto:john.kelpie@derrycity.gov.uk).



## **LABIN – Promoting alternatives to the private car**



Labin's European Mobility Week campaign focused on the younger generation and on the use of bicycles and public transport as sustainable alternatives to private cars. The new bike routes through the town, inaugurated as part of the EMW, encouraged young people to participate in the games, outdoor lectures, hikes and sporting events organised by the municipality in collaboration with other local agencies, schools, NGOs and

companies. The activities taught children about healthy lifestyles and encouraged them to draw and write on the themes of "my town without cars", "mobility and health" and "sports". Walking was also promoted as a form of alternative mobility and a way to discover Labin's green areas.

Infrastructure investments were high on the municipality's agenda, concentrating on the town's promenade areas, green spaces and bicycle routes. Children received considerable attention, as Labin developed new safe play areas and traffic calming zones around schools, placing an accent on "Children friendly streets". Schoolchildren and the elderly attended lectures on the





environmental impact of traffic where energy expenditure and gas emissions were discussed. Moreover, these two target groups were allowed to use the public transport system for free not only during the European Mobility Week, but also in the two months preceding it.

For further information, contact Mr Eni Modrusan at [eni.modrusan@labin.hr](mailto:eni.modrusan@labin.hr).



## SOFIA – Personalized mobility made simple



The Bulgarian capital inaugurated last year's edition of the European Mobility Week by launching a 'bike escort' service – a programme through which anyone willing to switch from going to work using their private car to using a bike, but who feel insecure in traffic, can be partnered up with an experienced cyclist who advises on the best route to take and how to cycle safely in traffic. The service was very popular and this campaigning idea was replicated by other European cities.

The municipality temporarily transformed parking spaces in green areas, where numerous concerts and other street events took place. Demonstrations of alternative means of transport included bicycles, skates and skateboards, electric cars and scooters. Furthermore, citizens had a say in the direction urban mobility should take in Sofia by participating in the 'the city is planning the city' debate.

The high media coverage that the seven days of events attracted was the result of a coherent and consistent communications plan and of the promotional activities developed by the 35 partners Sofia engaged in for the EMW.

For further information, contact Ms Zoi Borissova at [z.borissova@sofia-da.eu](mailto:z.borissova@sofia-da.eu).



## SZCZECIN – A city on the (dynamic) move



For the 2011 edition of EMW, the city of Szczecin organised a full programme of activities, featuring a police bicycle campus, lectures about road safety, pavement drawing contests, a skate park, an accident simulator, an anti-theft bicycle marking stand and various competitions for the young.

An interesting campaigning idea developed by the city was the closure of various streets each day, thus encouraging the use of sustainable means of

transport and raising awareness on alternative transport modes, while having very little negative impact on traffic flows.

Infrastructure developments were mainly directed at creating design standards for bicycle paths and extending the existing network of cycling routes, as well as improving public transport coverage of the city's suburbs. These measures received good media coverage both online and in print.

For further information, contact Ms Marzena Mila-Kortas at [mmila@um.szczecin.pl](mailto:mmila@um.szczecin.pl).



## Sustainability is good for your wallet! – Campaigning ideas from Austria

Cities and towns across Austria have been enjoying the benefits of taking part in European Mobility Week. For quite some time now, Austrian citizens have had the opportunity to apply for a year's free insurance for pedestrians, cyclists, skaters and passengers, amongst other incentives for promoting sustainable transport. With this free insurance, risks are covered for liability, accidents and legal costs for their non motorised transport.





Free car-sharing membership is also available for a period of four months and with a starting bonus of 20 euro, while the Austrian railways offer a free half price pass over European Mobility Week. Bike rental systems are also available free of charge during Mobility Week in several Austrian regions and many Austrian towns offer free rides on city buses on car free day.

For 2012, bonuses for car-free holidays booked during EMW and regional train tickets at discounted prices are also planned. The national coordination hopes that these measures will boost the use of sustainable transport in niche markets such as eco-tourism.

For further information, contact Mr Peter Czermak at [peter.czermak@klimabuendnis.at](mailto:peter.czermak@klimabuendnis.at).





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