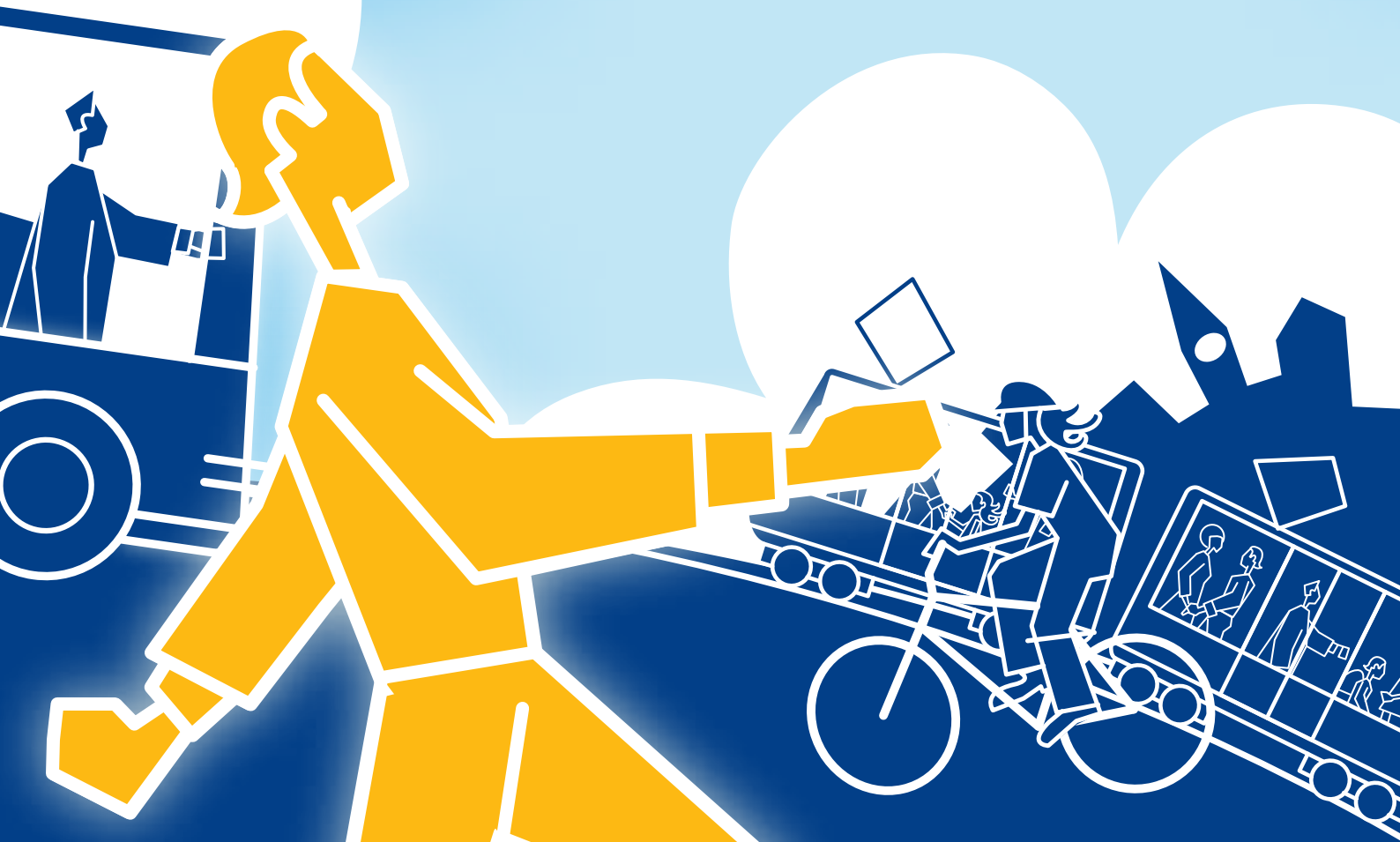




# Best Practice Guide VII

2013



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## INTRODUCTION

The European Mobility Week (EMW) is a European-wide campaign dedicated to sustainable mobility which takes place every year from 16 to 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, Norway and Taiwan. Last year, 2,158 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 theme. In 2012, the focal theme was 'Moving in the right direction' which emphasised the importance of sustainable urban mobility plans and the attention that needs to be given to involving citizens in the design of public transport and mobility planning. The theme reflected the important role that local authorities and their partners on the ground have to play in engaging citizens when upgrading their city's mobility network 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 2012, 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 to promote the EMW among local stakeholders.



## ZAGREB: congratulations to the EMW Award winner!

Responding to a national context where car ownership has seen a 20% rise in the last decade (accompanied by increasing congestion), Zagreb has organised a European Mobility Week campaign encouraging people to use alternative means of transport for both work and leisure. Considering the city's point of departure, the 2012 edition of EMW brought significant change in available public services and citizen involvement, thus earning Zagreb the EMW Award.



In order to introduce the topic to as many target groups as possible, the Croatian capital developed a programme combining urban fitness, citizen consultations, cultural happenings and educational sessions. While participants had fun taking free Zumba and Taekwondo classes at the open air gym, learning how to upgrade their bikes at the cycle info point and riding vintage or cutting-edge trams, the environmental benefits of the EMW were carefully measured by monitoring air quality and noise intensity and setting up health check points throughout the city.

These activities not only provide the city with data on pollution levels and effects, but also raise awareness about the impact of traffic and congestion on everyone living in the city.

The long-term perspective was also addressed through the permanent measures inaugurated during the week. The re-design of public parking lots in favour of bicycle infrastructure and the newly installed wheelchair facilities were presented during the week, thus attracting media coverage. European Mobility Week also benefitted from cooperation with other EU- or city-funded projects, such as CIVITAS ELAN, TRAILBLAZER and Presto, each focusing their services on a specific group of citizens, such as students or public transport users.

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The European Mobility Week is a good opportunity to showcase what your city has been doing in terms of sustainable mobility. Cooperate with all the projects that your city has been running on this topic, as this could be mutually beneficial: you will benefit from their expertise and from cost-sharing, while the projects will get an excellent opportunity to disseminate their results! For example, Zagreb has done this by organising seminars and info-tents in cooperation with the CIVITAS project.



## GÄVLE – cooperating for a great European Mobility Week



The city of Gävle – winner of the EMW 2009 Award – distinguished itself in 2012 through its diverse programme of activities which encouraged citizens to engage policymakers in a constructive dialogue about ways in which the city's mobility plan could be improved. The European Mobility Week also offered the opportunity for the municipality to unveil its new cycle paths, improved public transport infrastructure and extended park and ride facilities.

In addition, as part of the car free day programme on 22 September, Gävle and neighbouring town Östersund challenged each other in a mutually-

beneficial competition to increase bus ridership. Built upon their cooperation as part of the Swedish network of climate municipalities, this activity attracted many non-regular public transport users who got a chance to familiarise themselves with and try out for free the city's public transport network.

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One example of activity that allowed for interaction between citizens and decision-makers is the 'dialogue walk' that saw citizens and representatives of the local authority discuss issues such as public transport, congestion, and pedestrian and cycling spaces while walking across the city centre. This is not only an opportunity for cities to gather input on what needs to be improved and ideas on how to do it, but also a chance to present and promote existing and upcoming mobility infrastructure.

## ÖSTERSUND – putting green mobility in the spotlight



The Swedish municipality of Östersund has recently set itself the goal of becoming fossil-fuel-free – an ambitious objective that was debated with citizens, local businesses and energy companies during the 2012 edition of the European Mobility Week. To work towards that goal, the city invested in municipal electric vehicles and teleconferencing facilities, all of which it showcased during EMW. Citizens also had the opportunity to try alternative means of transport by opting to take a free night bus home using pub coasters as tickets.

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Inhabitants also enjoyed three temporary green oases installed on city parking lots on Östersund's Park(ing) Day. This is a relatively cheap campaigning idea with very good results in terms of visibility and media attention. The Swedish municipality simply allowed volunteers to appropriate three public parking lots and turn them into temporary green meeting places where people could enjoy a cup of tea, play games on the grass and enrol in a competition to win bus passes and movie tickets by voting for their favourite green parking space design.

where inhabitants can measure how much time and money their regular trip to work or school costs them according to the means of transport they choose.

### **KROSNO ODRZANSKIE – making the most of your local networks**



The Polish town of Krosno Odrzanskie participated in the European Mobility Week for the first time in 2012. Although their entire EMW cost less than 1000 euro, the municipality made good use of their local NGO networks and their excellent relationship with schools and businesses. By mobilising volunteers from all departments and sectors, Krosno put together their event programme in a record one month. The campaign had the active support of the Mayor, city employees, school and kindergarten principals and local citizen

associations.

The town used Mobility Week as an opportunity to promote cycling by organising bike rallies for children and families, as well as by investing in a cycling trail from the city centre to one of the municipality's main green areas. Other activities included an active travel competition for employees and an educational programme for elementary schools promoting safe and sustainable transport.

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Although it was put together in a short amount of time, Krosno Odrzanskie's campaign capitalised on the political backing that sustainable mobility had within the local administration and the Mayor's office. This is a factor that can galvanise the local community and attract more partners and supporters, as demonstrated by the contributions made by the national government, local MEPs and private companies to Krosno's EMW.

## LEON – green national, regional and local mobility plans



and cycling facilities were presented to the public. All emission-free transport modes were addressed during the European Mobility Week, thus reaching a wider audience, including children, the elderly and municipal staff. The latter also benefitted from the launch of a new bike sharing scheme and eco-driving courses. The municipality cooperated with the Network of Walking Cities in organising open-air awareness raising activities such as guided tours through the city and the peri-urban area, and an urban golf course made entirely of recycled materials.

The Spanish municipality of Leon linked the European Mobility Week to the Spanish Energy Efficiency and Savings Strategy, thus creating the opportunity for an exchange of ideas among citizens and local and regional administration officers. The region's strategy for electric vehicles was debated, while the improved pedestrian

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Take advantage of a wider context by trying to create synergies with current regional debates, upcoming national legislation or existing European and global initiatives. This would allow you to benefit from the public and media attention connected to them, stimulate exchanges and gather citizen views on the topic, promote your municipality's initiatives and discuss your challenges with other municipalities who have managed to overcome them. Leon has provided a good example in this sense, by tackling national, regional and even global issues during its EMW activities.

## LJUBLJANA – a fun-packed car-free week

The 2012 edition of the European Mobility Week saw the Slovenian capital collaborate with a wide variety of partners (from local and regional organisations and transport companies to embassies and EU offices) in order to offer its citizens a fun-packed week of activities, featuring guided walks and bike tours through the city's historic sites, street performances throughout Car Free Week and a flash mob on the 2012 campaign theme: 'Moving in the right direction'. Parts of the city center were closed off to traffic for a whole week and citizens were invited to test the extended public bike-sharing scheme and public transport. One of the permanent measures implemented for this edition of the EMW was a public transport on call service for people with disabilities. This on demand system has been tested within the framework of the CIVITAS ELAN project using two



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The local transport company also used the European Mobility Week as an opportunity to launch new bus lines connecting Ljubljana to surrounding towns and to inform users about the new three-zone payment system, as well as about the newly developed bus routes. Your organisation can easily use the media coverage and citizen interest that the EMW generates to communicate about improvements in the transport system and changes in the urban mobility plan.

electric vehicles operating in the city's extensive pedestrian zones. The team responsible for the 2012 edition of EMW was headed by the Vice-Mayor and comprised 19 municipality departments, public companies, almost all of Ljubljana's schools and NGOs, a fact that resulted in an impressive amount of media reports on the various activities organised.

## **NAPLES – from a city for cars to a city for people**



Traditionally a city for cars, Naples decided to promote its cycling facilities and traffic-restricted areas during last year's European Mobility Week. It did so by opening information desks on alternative means of transport, organising bicycle tours through the city, holding public consultations on the light traffic infrastructure in Naples and having a test-run of the Bee-Green bike-sharing scheme. Its low emission zones were publicised at the inauguration of the car-

free seafront and during the Napoli Bike Festival which saw bikes get preferential treatment in traffic throughout the city center.

The municipality organised plenty of fun and educational activities in cooperation with local NGOs and international environmental organisations such as the WWF and Greenpeace. The key word for most of them was "smart", as the newly launched smartphone apps for integrated travel planning were used and promoted during the bike tours, the urban mobility debates, the cycling tag games and the two wheel competitions that the city hosted.

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The EMW is a good time to officially open new public transport infrastructure, as the citizens' and the media's environmental awareness is higher. Naples offers an excellent practice in this sense: during its 2012 Mobility Week it inaugurated a new metro stop on an extension of its existing system, opened a 20km cycling track to a nearby green area and permanently converted the seafront into a car-free area. The presence of the city's Mayor at the inauguration ensured media coverage, while the numerous activities organised in these areas during the Week ensured public awareness.



## TALLINN – alternative mobility for young people



The Baltic city mainly focused on children during its European Mobility Week and adapted its communication strategy accordingly: it decided to give the campaign a face that would make sustainable mobility more personal and attractive to kids, thus creating Snupsi. For the very young, this endearing blue mascot held traffic rules seminars and organised the traffic snake game, a popular initiative throughout Europe that sees children collect points for every trip to school they make on foot or bike.

Adults were not forgotten either, as a Friday Night Skate event was held in a dynamic closure of parts of the city center. Offering free public transport for drivers resulted in a 10 percent increase in public transport usage. Moreover, Nordic walking sessions and an introduction to the recently extended park-and-ride facilities were organised throughout the EMW.

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The establishment of a permanently car-free area is a difficult task for a municipality, as it may face a high level of reticence from citizens. Tallinn circumvented this initial negative reaction by trying out the car-free street during European Mobility Week, organising plenty of bike events and, after the measure's success, making it permanent. The street is now exclusively dedicated to light traffic and links the city center, the main shopping area and even the airport!

## VITORIA GASTEIZ – take advantage of your local resources



The 2012 European Green Capital encouraged its citizens to move sustainably by organising thematic activities centred around one green transport mode each day. Vitoria Gasteiz collaborated with numerous local NGOs when putting together a very diverse programme of activities which underlined the fun aspects of sustainable mobility. For example, the municipality demonstrated how road and parking space could be used for other purposes by building an open-air library in one of the

central parking areas and by organising an exciting match of bike polo on one of the city's main streets.

Plenty of competitions and prizes were introduced throughout the week-long programme in order to entice residents, who also took part in cultural events and street performances such as a two-wheel fashion show. Citizens also proved their commitment to renewable energy when pedalling for the Car Free Day sustainable concert which relied exclusively on solar and pedal power.

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When planning for the EMW, put forward any prizes or titles that your city may have won or is competing for, as this can raise awareness among your citizens and increase media coverage. Vitoria Gasteiz's 2012 European Green Capital title brought its European Mobility Week activities in the spotlight not only of the local, but also of the national media.

## **Rap for sustainable mobility – campaigning ideas from Finland**

An excellent idea for promoting the European Mobility Week came from the Finnish National Coordination, who invited a national celebrity to endorse the campaign. Rap artist Paleface promoted sustainable mobility through his songs and through an online and social media campaign that encouraged people to use the public transport network. The fact that he had never participated in similar promotional activities and his popularity levels across Finland helped the campaign get more visibility.



Accompanying initiatives such as the National Teleworking Day and the “let your car sleep on Car Free Day” campaign also attracted considerable numbers of participants to the live events and on the social media platforms. An internet tool related to these campaigns was used to report on the number of kilometers of car traffic that were

avoided by the participants and their equivalent in tonnes of CO2 saved. Cooperation with ELTIS (a European sustainable urban mobility platform) and the Finnish Cycling Week reinforced their message and brought in a lot of external expertise on green campaigns and vehicles.

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A very good result was obtained in Lappeenranta, a town 200 km away from Helsinki, where a very successful public transport oriented campaign resulted in increases in bus ridership of between 60 and 220%, depending on the bus line. Following this two-day promotional activity, the local bus company decided to permanently decrease the prices of tickets from September to January.



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