

Best Practice Guide VIII

2014

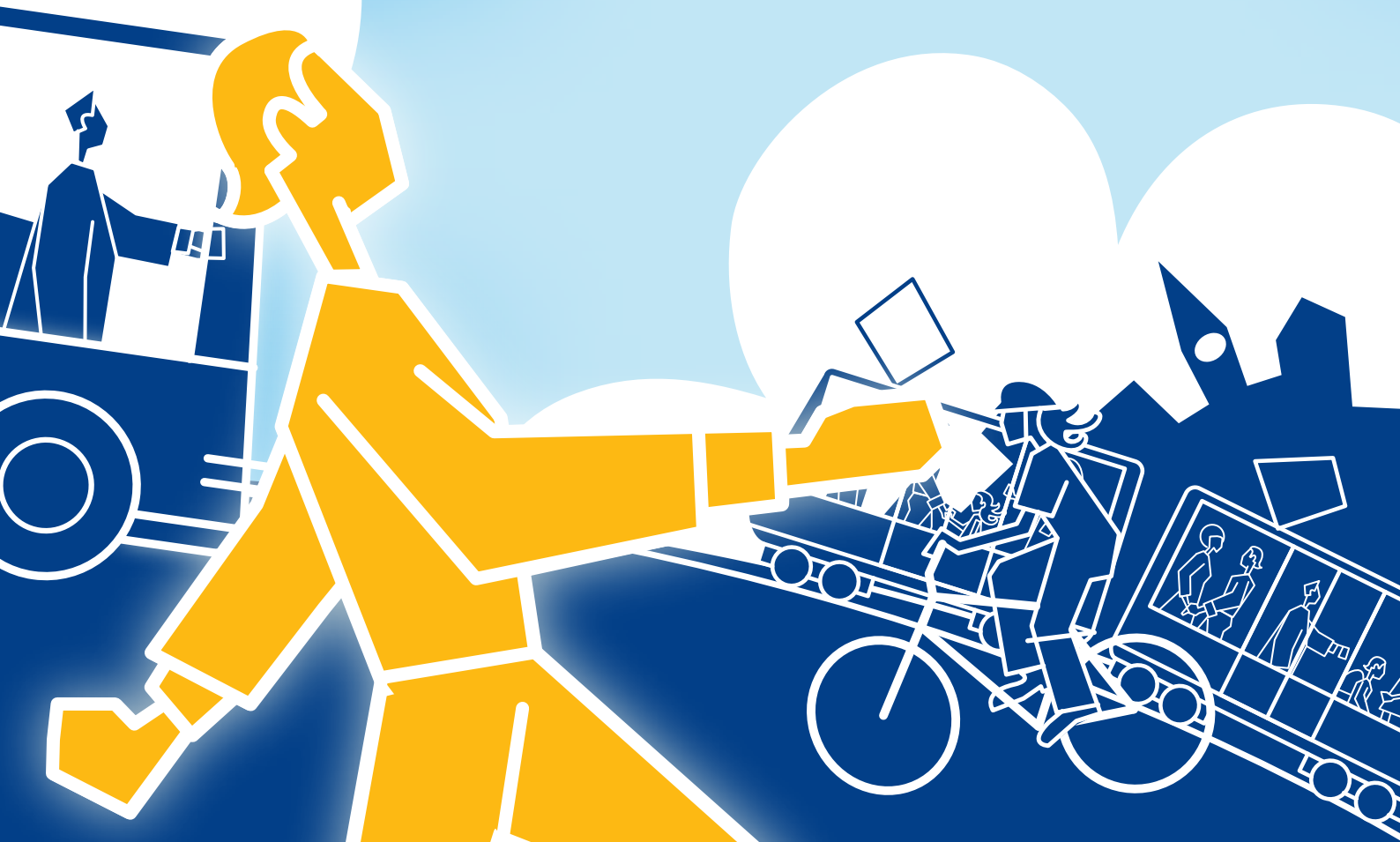


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European Info Point

EUROCITIES

1 Square de Meeûs

1000 Brussels

BELGIUM

Tel.: +32 2 552 08 66

Fax: +32 2 552 08 89

info@mobilityweek.eu

www.mobilityweek.eu



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Author of this document:
Anja De Cunto - EUROCITIES

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INTRODUCTION

In 2013, more than 1,930 cities from 47 countries took part in the 12th edition of European Mobility Week (EMW), the annual campaign dedicated to sustainable urban mobility.

Coinciding with the 'European Year of Air', the 2013 campaign aimed to raise awareness among the general public and policy makers of the link between urban traffic and air pollution with the slogan 'Clean air, it's your move!'.

From 16 to 22 September, thousands of events took place across Europe promoting cleaner air through better mobility and presenting sustainable transport alternatives for a healthier and more pleasant urban environment. The week culminated with the 'In Town Without My Car!' event, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for a whole day. Campaign activities were complemented by a wide range of permanent measures, leaving a positive legacy beyond the duration of the week itself.

This publication aims to inspire the future work of local campaigners by presenting case studies from the ten cities that were shortlisted for the European Mobility Week 2013 Award. It focuses on innovative campaign activities, city partnerships with stakeholders, their media work and the various permanent measures they implemented to promote the adoption of more sustainable travel behaviour.



LJUBLJANA: Congratulations to the winner of the EMW 2013 Award!

Ljubljana proved its commitment to sustainable urban mobility by becoming the first city to win the European Mobility Week Award twice since 2003. The Slovenian capital makes continuous efforts to reallocate road space in favour of walking, cycling and public transport and to engage residents and stakeholders through a wide range of activities and events.



During the 2013 European Mobility Week over 3,000 pupils from primary schools and kindergartens participated in 250 events related to traffic safety and sustainable mobility. Particular attention was dedicated to the theme of air quality through the organisation of workshops and outdoor activities such as the mass dance event 'I Breathe the Dance'.

Numerous events took place within the framework of the EU co-funded projects CHAMP and Mobile2020 and in collaboration with the police and the Red Cross, to promote safe cycling and multimodality, while free bicycle repair stands were set up in the city.

During the European Mobility Week Ljubljana engaged the public through the use of videos, social media, mobile apps and interactive communication activities: stands were set up to provide information on the latest European and local transport policies through playful interaction. The city also offered free municipal Wi-Fi which navigated users directly to the programme of campaign activities.

Among the permanent measures implemented, the city of Ljubljana, in collaboration with the Department of Environmental Protection, invested in measuring stations for noise and air quality in order to better monitor the impact of motorised traffic on human health. In particular, measurements were made before and after the closure of the 'Slovenska' boulevard, a main city street to motorised traffic.

The measurements showed a significant reduction in the amount of black carbon registered in the short period the street was closed. This positive effect on air quality was underlined in a report distributed to local residents, and the area will now be gradually redesigned to become a new city pedestrian zone. Since 2006, numerous new pedestrian zones have been set up in Ljubljana, increasing the car-free area by as much as 550% (91,244 m²).

Campaign tip



Remember to involve different types of stakeholders in your campaign. Focus activities around the annual theme and introduce measures that have a positive impact on sustainable mobility and quality of life beyond the campaign week!

BUDAPEST – Rewarding cyclists and public transport users

The Hungarian capital - winner of the 2008 award - introduced two ambitious permanent measures to mark EMW 2013, including opening dedicated bus lanes to cyclists and reducing car traffic on one of the main squares by reallocation of road space.



The city also continues to invest in its public transport system: from the refurbishment of the underground metro lines and the creation of a fourth line, to the acquisition of 150 new buses with enhanced environmental engines.

The EMW activities were particularly aimed at rewarding cyclists and public transport users, by providing free breakfast or books to enjoy on the bus. Cyclists were also offered bean bags, tea and soft drinks and a

cycling club was set up to encourage cycling to work. Local residents were invited to the Centre for Budapest Transport to learn about urban transport policies.

Budapest organised activities to allow participants to discover the city's secret spots linked to the history of cycling, as well as a trip in the Millennium Underground Railway (M1 underground metro station), the first to be built on the European continent.

Campaign tip



Recognise and celebrate the efforts of cyclists, public transport users and car poolers by handing out free gifts. This will reinforce positive travel choices and stimulate other people to experiment with more sustainable travel options.

ÖSTERSUND – Creativity is in the air!

This Swedish city creatively reinterpreted the main theme of the 2013 campaign with the sub theme 'Love is in the air!'. Buses became spaces to meet new people and organise speed dating events, and newlyweds were offered sustainable transport to and from their ceremonies.



Various events were organised throughout the city: from an electric car track and a traffic safety day for kids, to cycling courses for third country nationals. Other activities promoted cycling, public transport use, and the use of alternative fuels through seminars, exhibitions and an electric car rally.



Östersund made the most of new technologies and apps: it organised an Instagram-based photo contest to promote the EMW campaign, as well as a photo-orienteeering activity focusing on hidden sights around the city to give residents the opportunity to discover local public art and the many walking and bicycle paths.

The city improved its online journey planner - which shows users different sustainable travel routes and transport options - to also include cost, CO2 emissions produced and kcal burnt during the journey.

On the occasion of EMW, the city implemented an impressive number of permanent measures - 35 in total - to promote a shift towards sustainable modes of transport. The city also invested in a new web meeting service to allow municipal employees to reduce the number of work-related trips.

Campaign tip



Be creative and positive in your communication. Making effective use of social media (like Instagram and Facebook) and smartphone apps can help you to reach a bigger audience.

BOLOGNA – Involving the public in cycling policies

During the 2013 edition of European Mobility Week, the city of Bologna – winner of the 2011 Award – paid particular attention to cycling. The campaign programme included many activities promoting the use of two wheels to move around the city: from the organisation of seminars, bicycle repair workshops, and bike auctions, to bike tours with ice-cream and public readings of poetry and prose dedicated to bicycles.

Activities were particularly aimed at children and included workshops to build bicycles from recycled

materials and bicycle markets. The municipality also promoted electric mobility and car sharing, mainly targeting the city's employees.

Campaign tip



Use the occasion of EMW to actively engage the public in the development and evaluation of sustainable transport strategies and support. Establish structural cooperation with local transport user groups and cyclists.



On the occasion of Car Free Day, the municipality inaugurated a new pedestrianised area in the historic city centre, and set up various info points to engage residents in the city's new mobility policies. As one of their permanent measures, the

municipality supported the creation of the 'Bologna Bicycle Advisory Committee', a group of citizens' associations with the aim of promoting bicycle use for daily commuting. The group will also act as an advisory body to the city council to support the transport department, advising on issues like new bicycle paths, cycling safety measures and cycling policies.

The Italian city also launched 'E-bike 0', an experimental project involving 40 other Italian municipalities to promote electric bikes. The innovative bicycles have sensors to detect NOx (nitrogen), CO (carbon monoxide) and O3 (ozone), which supports data collection and further research on urban air quality.

GDYNIA – Promoting trolleybuses and participatory urban planning

For this Polish city, the EMW goes hand in hand with another European programme which finances and facilitates the uptake of innovative sustainable transport solutions: the CIVITAS initiative. As part of its European Mobility Week programme of activities, Gdynia also celebrated the 'CIVITAS Day' and 'European Trolleybus Day'.

In the framework of the CIVITAS DYN@MO demonstration project, the city is particularly investing in the promotion of 'green' trolleybuses. Gdynia's residents were invited to come up with a successful slogan to showcase trolleybuses as a means of transport. The two best slogans, 'eco-trendy-publicly' and 'your urban network of convenience', were printed and put on two of Gdynia's trolleybuses.

The general public was also involved in participatory urban planning through workshops on making cities more 'people-friendly'. To fully emphasise the importance of creating pedestrian areas in the city, the workshop focused on the areas that were closed to motorised traffic during the EMW and explored how to make them more accessible. The city organised surveys to gather feedback on public preferences for creating permanent pedestrianised public spaces in the city.

Campaign tip



Use the occasion of EMW to experiment with temporary transport measures – such as the introduction of new pedestrianised areas or parking schemes – and conduct surveys to gather the feedback of local residents, shopkeepers commuters, and tourists.



Among the permanent measures introduced during EMW, the city enforced parking restrictions and created a bicycle lane together with a 30km/h speed limit in two touristic and recreational areas to make them friendlier for both pedestrians and cyclists.

The 'To Work by Bicycle' competition for employees of companies based in Gdynia was held from May to

mid-September 2013. During the competition, participants counted the number of rides or kilometres they had travelled to and from work by bicycle in order to win the main prize. One hundred employees from 18 different companies took part in the cycling competition. Together, they rode almost 80,000km, saving money and reducing CO2 emissions.



HUDIKSVALL – Engaging local businesses for sustainable mobility

Even for a first-time participant in EMW, this Swedish municipality already got itself noticed for its innovative campaign programme, which included a competition for local shopkeepers to publicise the EMW in a creative way through their shop windows.

Local SMEs were encouraged to substitute business trips with video and audio conferencing or carpooling. The ‘Bicycle

Friendly Workplace Gävleborg’ project aimed to encourage employees to cycle to work.

Two further campaign activities – ‘Idling’ and ‘Right speed in the city’ – were designed to promote eco-driving, particularly in areas where children are present. Children are more vulnerable to air pollution than adults, partly because they breathe more air relative to their body weight and because they are closer to ground level, and thus closer to car exhaust pipes. The first campaign served to remind drivers to stop their car engines while near schools and playgrounds, and the second was to encourage drivers to decrease their speeds and therefore reduce CO2 emissions and improve road safety.

Among the permanent measures, the city tackled the issue of cycling in winter by organising its ‘Winter Cyclist’ campaign for the fourth consecutive year.

Campaign tip



Local shops and companies can become great allies in supporting, promoting and even financing EMW activities. Involve them in the planning phase and try to engage their employees and customers.

LABIN – Teaching children... to enlighten adults



During EMW 2013, this Croatian city hosted many activities related to air quality, particularly for children in primary and secondary schools.

An original aspect of Labin's programme was that each day of European Mobility Week had a different sub-theme related to air

quality, from 'Ozone Layer Day' to the 'Open Air Games Day'. During the Car Free Day, pupils engaged the public in the street to discuss what they had learned, and distributed educational leaflets with instructions on how to check the quality of local air. Particular attention was paid to the social inclusion of children with disabilities, by adapting activities and programmes to their needs.

Labin put a focus on permanent measures in the old town square, to help reduce motorised traffic and improve the quality of public space. . Parking spaces for cars and buses were moved away from the historical centre to ensure a better traffic flow. By doing so, Labin reduced environmental pollution in the urban area and attracted more visitors to enjoy walks along the walls of the historic town. The city also improved its streets by constructing pavements, installing street lighting, repairing bridges, building bus shelters and providing new zebra crossings.

Campaign tip



Involving local schools in European Mobility Week activities will make sure that children (and maybe also their parents) become aware of sustainability issues.

LARNAKA – Blending sustainable travel with cultural festivals and sailing events

Larnaka in Cyprus organised numerous and varied art labs and festivals on their car-free streets. People were invited to attend a unique music performance by 'Tat-T Nabar' with the band arriving on site by bike and starting their show with an improvised concert of bicycle bells. They continued the musical performance using alternative instruments made mainly of vegetables and recycled materials.

Campaign tip



Make your campaign special: adjust your programme of activities to the geographical and cultural context of your city!

One of the most interesting events organised during European Mobility Week 2013 was 'I set sail on Car-Free Day': a pilot scheme promoting sustainable sea transport, a major priority for Larnaka. Although recently introduced to the public, the pilot scheme was embraced by many who visited the marina, to such an extent that extra routes had to be organised.



The city set up a door-to-door project offering sustainable travel advice. Members of the municipal team for sustainable mobility, in cooperation with officers from the local bus company, visited various organisations, schools, offices, and even homes to tell people about the bus routes convenient for them. This measure is particularly relevant in a country like Cyprus, where private cars remain by far the preferred mode of transport.

Among the permanent measures implemented, the city set up an awareness-raising campaign under the name 'Find your move!'. Special stations were set up on site at each event, encouraging passers-by to discover alternative means of transport to reach their everyday destinations. Information indicated the time they could save and the calories they could burn by using a proper mix of transport to reach their destination, like taking the bus, walking and cycling. Other measures included the extension of the municipality's bicycle and walking infrastructure.

SOFIA – Safety first!

The Bulgarian capital's EMW campaign focused on cycling, from providing cycling safety lessons to games and workshops to discover and learn how to repair your bike.



In collaboration with the traffic police department and the 'BikeEvolution' association, the city undertook a successful campaign to promote safe cycling. This ran simultaneously with six other Bulgarian cities: Sofia, Blagoevgrad, Plovdiv, Varna, Burgas and Ruse.

Sofia organised cycling safety lessons for both experienced and inexperienced cyclists, with participation from the Dutch ambassador to Bulgaria.

The 'Bike in colour' workshop focused on accessories for safe cycling at night. Free registration against bicycle theft was promoted throughout the whole week. All over the city, parking spaces became the centre of many activities as they were transformed into green, relaxing areas, open air cinemas, art centres and theatre stages. Educational movies were screened on the use of oil and its effects on the environment, and mobile laboratories informed the public about the effects of air pollution. Among its permanent measures, Sofia constructed a new 2.3km bike path along the Iskar River, and installed bike racks next to metro stations to promote multimodality.

Campaign tip



Engage international experts to support your activities and invite people to make creative use of parking spaces by turning them into green and enjoyable parklets.

TURKU – Arts and shows to foster the dialogue between residents and decision makers

During this EMW campaign, the Finnish city of Turku creatively managed to stimulate debate between residents and local decision makers on sustainable mobility. But rather than choosing to do so in the town hall, they did it... on the bus!

The city organised 10 'Experiential Bus Rides' with hybrid buses, which ran throughout the whole duration of EMW. Passengers enjoyed various art performances, including a clarinet duo from the Turku philharmonic orchestra, trumpeters and cheerleaders, musical bands, theatre groups and circus artists from Turku Arts Academy. All greeted public transport passengers by using buses as a performance space, while local personalities and decision makers were invited to discuss public transport and mobility policies. The 'Experiential Bus Rides' set a good example for bridging the gap between local politicians and the Turku residents.



Campaign tip



The most sustainable way of travelling is not travelling at all! Apart from promoting sustainable travel modes, make sure to also set up activities in cooperation with big ICT companies, local businesses and administrations to promote the concept of teleworking.

As part of the EMW, a 'National Teleworking Day' was organised which looked at using local public libraries as an alternative and commute-free work place. Decision makers and the media were also invited to take part in the events. The objective was to promote how the municipalities can support flexible working amongst their inhabitants and visitors.

On the occasion of the "National Carpooling day" the city organised practical demonstrations in industrial areas, to encourage employees to try carpooling and promote existing carpooling websites. Turku chose industrial areas because carpooling is widely considered to be a valuable alternative for travelling in areas where public transport connections are hard to access. It's a more environmentally-friendly form of travelling, as sharing a ride reduces carbon emissions compared to driving alone. It also saves fuel costs and relieves passengers from the stress of driving.

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