

EUROPEAN MOBILITY WEEK

BEST PRACTICE GUIDE 2017-2018



#mobilityweek



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INTRODUCTION

In 2017, EUROPEAN**MOBILITY**WEEK broke its participation record for the second year in a row. 2,526 towns and cities from 50 different countries organised activities and launched new urban mobility measures. The annual theme was 'Clean, shared and intelligent mobility', under the call-to-action 'Sharing gets you further'.

The present publication highlights examples of best practice from the six local authorities that were selected as finalists for the EUROPEAN**MOBILITY**WEEK Awards 2017, including the winners Igoumenitsa (Greece) for the new smaller municipalities category and Vienna (Austria) for the larger municipalities category.

Best practice examples from towns and cities are accompanied by a series of examples of **MOBILITY**ACTIONS organised by NGOs, universities and private organisations within the framework of the campaign.

With this Best Practice Guide, we would also like to highlight some good examples of activities by towns and cities that applied for the award, but were not selected as finalists.

Our National Coordinators also organised various activities to encourage their towns and cities to join the campaign. These examples have earned their own section in this publication.

The last chapter takes us beyond Europe. A considerable number of countries from outside Europe follow the example of EUROPEAN**MOBILITY**WEEK and organise activities during the same dates to promote sustainable urban mobility. In this edition we travel to Argentina.

All examples included in the Best Practice Guide aim to inspire the future work of local campaigners.

A stylized illustration on a blue background. At the top, a yellow car with a large eye and a smiling mouth is shown. Below it, a white bus with yellow wheels is depicted, carrying several cartoon characters. The bus is moving towards the right.

EUROPEAN**MOBILITY**WEEK TOWNS AND CITIES



VIENNA (AUSTRIA)

Winner of the
EUROPEAN MOBILITY WEEK
Award 2017
for larger municipalities



Vienna celebrated EUROPEAN MOBILITY WEEK for the 18th time in 2017, having taken part in the campaign since it first began!

Each neighbourhood in the city had its own way of encouraging sustainable mobility: In Rudolfsheim-Fünfhaus, a walking tour showed locals how their area has been shaped by climate adaptation measures; in Mariahilf, residents could recline in rickshaws cycling through a recreation zone; and in the city centre they could enjoy an enormous two-day festival on the car-free streets. On the main street, an area of 600 square meters, there were over 70 attractions, activities and exhibitions.

People gathered at busy intersections every day of the week to cheer on passing cyclists, congratulating them for making the sustainable choice.

For those preferring a slower pace, there were 'walking cafés' where people could participate in lectures and activities while walking through the city in groups.

Senior citizens benefited from memory training for 'mental mobility'; children enjoyed safety training; and there was a campaign for adolescents reminding them to unglue their eyes from their screens to the street.



Sustainable modality is making permanent inroads in Vienna, with a city initiative promoting walking and new bicycle lanes for commuters.

Furthermore, a number of selected streets are scheduled to close regularly to allow children to play outside in safety. These 'play streets' are run in cooperation with park managers, who offer professional supervision while children enjoy everything from handicrafts and gymnastics to cycling and ballgames.

IGOUMENITSA (GREECE)

Winner of the
EUROPEAN MOBILITY WEEK
Award 2017
for smaller municipalities



Igoumenista is working to increase mixed modality in and beyond its suburban areas, including the small towns surrounding the city. With new bus routes and an easy access bike-sharing scheme, behavioural change is strongly encouraged in favour of cycling and public transport.

For commuters, Car-Free Day was complemented by free bus travel, as well as a permanent extension of the network of pedestrian and cycle paths. This means safer and wider paths for pedestrians and cyclists, as well as improved safety for road traffic. Ramps and tactile paving have resulted in better mobility for pedestrians with disabilities, or who are visually challenged.



The bulk of activities were organised around schoolchildren, including a social media photography competition to encourage getting to class without sacrificing the environment. Sports clubs also gathered on the pedestrian walkway to do sports activities with children.

The cultural centre got creative on the topic of mobility for children, by hosting a cycling and walking themed exhibition of primary school students' paintings, and a musical event about a 'world without motoring'.

As a coastal city, Igoumenista also took advantage of its shoreline to integrate marine mobility through rowing training, and by organising a seaside archaeological walk for senior citizens.

There was also a workshop on Igoumenista's sustainable urban mobility plan (SUMP) for local residents, who were promised new leisure and entertainment areas along the seafront.



© City of Granada

GRANADA (SPAIN)

Finalist of the
EUROPEANMOBILITYWEEK
Award 2017
for larger municipalities

In Granada, children and senior citizens alike showed their support for sustainable mobility with cross-generational bike tours and two Car-Free Days packed with activities.

In an experiment to give residents a taste of the plan to develop a pedestrian zone, the space normally taken up by cars was reallocated to workshops on bike repair, magic, robotics, dance, yoga and even a chess championship. Meanwhile, the public were enticed into trying out electric bikes, and buses revamped their image by becoming temporary venues for live music concerts.

Beyond music, buses have become a better option for residents thanks to the publication of public transport data, to be used for journey-planning apps so that private companies can offer free and up-to-date itineraries right to your smartphone. A new 'responsible mobility' quality hallmark is available to single out companies actively developing clean and sustainable mobility within their normal activities.



© City of Granada

Even the tax law has been rewritten to provide incentives for commuters who think twice about how to get to work; companies implementing transport plans for employees, such as encouraging car sharing, will be rewarded with special tax credits. Companies that can persuade more than half of their staff to commute sustainably can look forward to a credit of up to 20%!

PRAGUE (CZECH REPUBLIC)

Finalist of the
EUROPEANMOBILITYWEEK
Award 2017
for larger municipalities

With more than two-thirds of travel being made by public transport, bicycle or on foot, Prague has already achieved an impressive modal split.

The city is now helping people to get even more active via their mobile phones: a new app provides information on a variety of routes, including options for mixed modality that inform cyclists which buses and trains accept bicycles, and inform motorists how many spaces are left at the nearest park and ride.

The city's activities provided both physical and intellectual stimulation. A public debate was held on the meaning of the Car-Free Day, as well as a lecture on the history of local transport, and workshops on shared transport for parents and children.



© City District Praha-Kbely

There were chill-out zones featuring music, yoga, tightrope walking and golf! Cycling festivals, public walks and free public transport days are just a few of the other activities Prague is using to spread knowledge and enthusiasm about sustainable mobility.

Cooperation is key, with different departments, schools, and 34 NGOs joining in to show that mobility matters. Bars, bookshops and shopping centres helped to liven up Car-Free Day by placing tables and chairs in the street for those who wished to enjoy the cleaner air.

The growth of the rail network with a new central line and better suburban connections was celebrated with free breakfasts at train stations, while in the city bike and car sharing companies held public events to familiarise the public with their services.



© Martin Svozilek



LINDAU BODENSEE (GERMANY)

Finalist of the
EUROPEANMOBILITYWEEK
Award 2017
for smaller municipalities

Paradise is car free in Lindau, where cars were banned from Paradise Plaza for a week, leaving space for local shopkeepers to offer goods and entertainment to passers-by.

Drivers who chose to commute by bicycle or on foot were rewarded by shops with free coffee, pretzels and fruit for supporting a cleaner environment.

Community groups from schoolchildren to the police created different activities to bring life to the reclaimed space. For those insisting on using motor vehicles, there was still a cleaner option: Car sharing was made available from the edge of the plaza.

Sustainable logistics was also well promoted, and all shoppers at the weekly market were given the opportunity of having their shopping delivered by cargo bike, a great experiment to demonstrate to buyers and sellers alike that a good economy does not have to be accompanied by more cars on the streets.

Car-free mobility will be easier than ever in Lindau because of a permanent extension of the cycling network, a new combined public transport rate in collaboration with the surrounding counties, and a commitment to rehabilitate at least five pedestrian crossings per year.

The city centre will undergo a permanent decluttering as 50 parking spaces are moved out to the harbour, where travellers benefit from a new combined rate for park and ride bus transfers.

50 was the magic number, as 50 locals gathered to demonstrate how much space is wasted by 50 motorists versus 50 bus passengers and 50 cyclists.



TIVAT (MONTENEGRO)

Finalist of the
EUROPEANMOBILITYWEEK
Award 2017
for smaller municipalities



Tivat returned its streets to the people with citywide events to complement a series of permanent measures. On Parking Day and Car-Free Day, roads and car parks became a stage for celebrations and competitions among cyclists and pedestrians.

The city also drew the link between the surrounding natural beauty and active mobility by organising hiking and nature walks that encouraged people to use their feet.

From now on, a new parking authority run by the city will reduce congestion and create access charges for motorists. New bus routes will be complemented by the improved park and ride facilities for commuters, and by the safer, more accessible pedestrian-friendly city centre infrastructure.

Widened pavements with bike paths were inaugurated with bike tours throughout the city. Meanwhile, the concept of 'healthy body, healthy mind' was taken quite literally as 'poetry on a bicycle' encouraged people to get into the habit of cycling through Tivat.

From schools, to clubs, to NGOs, the people of Tivat hit the streets and airwaves in a big way to encourage environmentally-friendly travel modes and a new mindset.



The relationship between ecology, safety and mobility was highlighted by several well-attended events, including a special class for schoolchildren on the importance of road infrastructure for firefighting, and a beach and seabed cleaning day to create a better walking and swimming environment.



INSPIRING MOBILITYACTIONS

MOBILITY VILLAGES IN THE METROPOLIS

'Maison de l'Emploi'
Employment Office and Aix-
Marseille-Provence (France)

The mobility villages are something like a travelling circus – a collection of tents and activities that moved along the hotspots of Aix-Marseille-Provence, bringing their show to a different audience every day. The mobility-themed attractions ranged from information stands, to live electric car painting by a graffiti artist, cycling competitions, speed dating, virtual reality mobility headsets and flash mobs.

Aix-Marseille-Provence stresses the importance of getting good partners on board. To create your own mobility villages, you need strong private-public partnerships, a technical committee with a tenacious project manager, and a committed event management team.



© Cyril Bussat



© Cyril Bussat

Unlike a circus, the underlying message here is a serious one. In Aix-Marseille-Provence, there is a focus on the link between mobility and employment. The region's 6.5 million trips per day create two thirds of its air pollution, and maintaining a private car represents a large chunk of most household budgets. Of the region's trips, 70% are for work or study, so Aix-Marseille-Provence considers sustainable mobility to be an issue that is central to the local economy.

The collection of 80 stands had 1,500 visitors; 280 people participated in the quiz; and 1,300 kilometres were cycled during the bicycle activities.

MOBILITYACTION 
registered at www.mobilityweek.eu



© Cyril Bussat

GLOBAL TRANSPORT HACKATHON

Y4PT (Global)

How can we pool the talents of young people around the world to spur innovation in sustainable mobility? Youth for Public Transport (Y4PT) is doing just that with their global mobility hackathon. The two-day event encourages young persons with all kinds of expertise to put their heads together and come up with new ways to promote the use of public transport.

How can we get parents and children to ditch their private cars? 'Ditch', a winning project from the hackathon, is an educational and gaming tool that awards points to children for getting around sustainably. Developed by an international team from Belgium, Chile, Colombia, Greece, the former Yugoslav Republic of Macedonia and The Netherlands, the app provides young people with all the transport options they need to reach their destination, and even lets their parents know they've arrived safely.



Ever had trouble navigating a foreign metro system? 'UpWay', which shared first prize with 'Ditch', uses augmented reality to give public transport users visual guidance using their smartphone camera. The app also allows users to discover surrounding restaurants, services and entertainment. "I learned that public transport is not a simple subject and requires constant ideas, innovations, new technologies and developers" said Eloi Strée of the 'UpWay' team.

The competing teams included members of 33 different nationalities, and the exhibition following the hackathon boasted over 2,500 participants, 13,000 visitors and 330 exhibitors.



MOBILITYACTION 
registered at www.mobilityweek.eu

© Y4PT

MOBILITY SLAM IN HALLE: POETRY ON THE THEME OF MULTIMODAL MOBILITY

teilAuto Carsharing –
Mobility Center GmbH
(Germany)

A flash of romance with a stranger sharing your seat on a bus; that rainy bike ride you took on your first day in a new city; walking the long way to work and discovering something about yourself along the route – no subject was out of bounds at the mobility-themed poetry slam in Halle.

What is a poetry slam? It's a high-energy poetry competition where contestants theatrically recite their own poems from memory. Each poet is given a score by the audience, and the one with the most points walks away with the prize – simple as that.

The mobility slam has a double effect: It is a moment for the poets and their audience to enjoy a poignant and elegant reflection on the importance of mobility in their lives, and it is also a great way to create buzz and momentum around this new 'movement' of mobility awareness.

The slam was organised by teilAuto, a car sharing provider, to celebrate 25 years of operations.

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EUROPÄISCHE MOBILITÄTSWOCHE



MOBILITY SLAM

EINTRITT FREI!

25 JAHRE teilAuto HALLE

Poetinnen und Poeten slammen übers Unterwegssein.


teilAuto

EMA'S FIRST ECOMOBILITY FLASH MOB CONCERT

EMA Eco Mobility Association
(Italy)

The hills were alive with the sound of music as a procession of electric cars and electric motorbikes wound their way across Tigullio, with each of their radios tuned to the same station. On the coast below, electric and hybrid boats moved along synchronously through the water, each blaring out the same set of songs.

This eco mobility 'flash mob', arranged by the Eco Mobility Association, began at Porto Carlo Riva and drove along to Rapallo, where they met with local officials from Rapallo, Santa Margherita and Portofino.

During the summer months when tourists flock to this popular vista, the streets become blocked up with cars, and the air choked up with fumes. The people of this area want to assert their right to move along unblocked roads, to breathe clean air, and to swim in clean water.



The caravan also passed by Portofino's protected marine area, where the University of Genoa uses the electric boat 'Veliger' to conduct research in the delicate marine ecosystem.

This action continued for over two days, and the radio parade was interspersed with stops where people could inspect the electric cars and have rides on the electric boats, and with info-points where they could learn more about eco mobility. They also stopped for talks, meals and impromptu dancing.

The tour ended with an award ceremony and the activation of a new electric car charging station.



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CARGO BIKE BORROWING SHOP

JAPArY (Finland)

Would you like Leo, Lyyli, Leevi, Ludvig, or Linkki? Each of these bikes has its own personality and purpose: some have boxes with seatbelts for children, some are ideal for carrying shopping, and one even folds out into a stall for events.

Thanks to JAPArY, a non-profit sponsored by Jyväskylä's public transport authority, they can be rented free of charge for up to three days.

These bikes are electrically assisted, meaning you won't have to struggle and sweat to traverse Jyväskylä's hilly terrain.

With just a photo ID and a helmet, anyone can experience this hassle-free transport. This service works for people with cars who don't want the ordeal of driving around, or for people who would normally go on foot but have too much to carry.

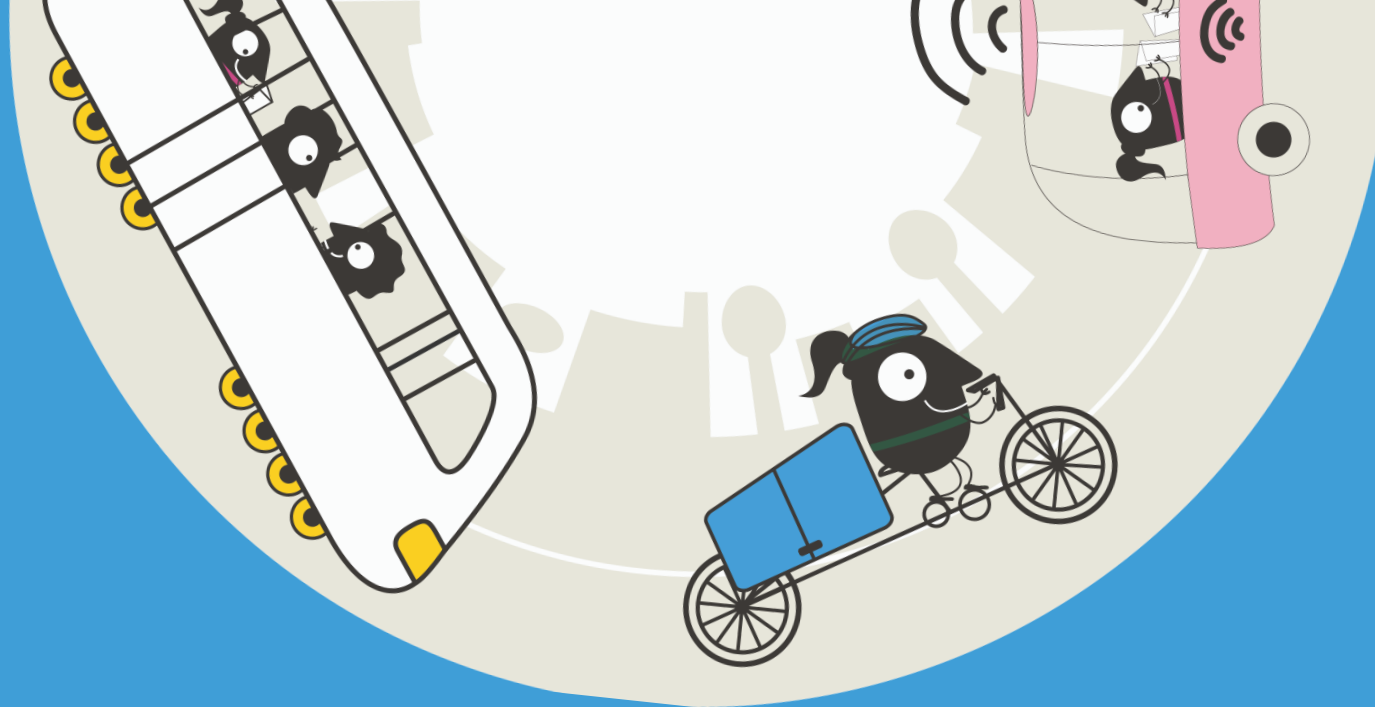


In this way, JAPArY aims to make cargo bikes available and familiar to everyone. How about taking the kids to daycare or going to the grocery store with a box bike instead of a car? The convenience is just one phone call away.

On top of this, they offer a service to connect you to local farmers and suppliers so your green transport can also fuel the local economy.



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MORE EXAMPLES OF GOOD ACTIVITIES

Many European towns and cities apply for the **EUROPEANMOBILITYWEEK** Awards every year, but only six reach the top positions of the ranking.

However, some applicants made a great effort in organising very original activities that deserve to be shared with a broader audience. In this chapter, we would like to showcase some of these activities as a source of inspiration for local campaigners.

Luxembourg (Luxembourg)

Excellent media coverage and exhaustive list of partnerships



© GILPe

Chemnitz (Germany)

Shop windows competition decorated according to the theme of 'bicycles'

Florence (Italy)

A treasure hunt during the campaign pushed people to take part in the different activities

Palma (Spain)

Activity #AskYourQuestions to the councillor responsible for mobility

Valencia (Spain)

Complete week of activities including a fair, the inauguration of new infrastructure, films, conferences, and more. 21% more people used public transport during Car-Free Day



© Patricia Gázquez Moreno

Alfândega da Fé (Portugal)

Eco-driving demonstrations for local employees

Gdansk (Poland)

Consultation on public bike-sharing scheme, and promotion of shared mobility and Mobility as a Service (MaaS)

Salaspils (Latvia)

Celebration of the European Day Without a Road Death



© Kaspars Suskevics

Fagaras (Romania)

Thanks to its car-free activities, the city saved 1000 kg CO₂ during EUROPEANMOBILITYWEEK

Terracina (Italy)

Efforts to provide local residents with alternative transport modes, including bicycles with pedal assistance (pedelecs) or free bus rides

Messina (Italy)

Vintage bus exhibition, new sharing systems and e-bikes

Istanbul (Turkey)

Cargo bike activity to raise awareness about the use of this new way of transporting goods

Delphi (Greece)

Air quality measurements before, during and after the week



© City of Delphi

BEST PRACTICE AT THE NATIONAL LEVEL

The role of the EUROPEANMOBILITYWEEK National Coordinators is crucial for the success of the campaign in towns and cities all around Europe. Above and beyond their typical activities and responsibilities, we would like to highlight the following examples of best practice.

Estonia

The Estonian coordinator has signed an agreement with the public broadcaster to show the campaign video on national television.

Latvia

Latvia has prepared eight different videos for social media with the participation of national celebrities.



Poland

Poland saw an impressive increase in the number of participating towns and cities thanks to the workshops organised in the different regions.

Germany

In Germany four regional workshops were held in Dessau, Mönchengladbach, Norderstedt and Stuttgart. In order to generate ideas for campaign activities, the National Coordinator has produced an eye-catching toolbox to play with.



Austria

Our Austrian coordinator has produced a number of mascots that will travel all around the country upon request of their local campaigners. Regional train conference on 31 August in Gmunden.

Slovenia

Slovenia is one of the countries showing the most anticipation, organising workshops with local campaigners as early as the month of February to present the theme of the year.



Spain

The Spanish coordinator organises an award for cities and enterprises, and also for the media for helping to disseminate the values of the campaign.

Portugal

Portugal had a series of five regional workshops covering the whole country, reaching cities that already support the campaign and some newcomers. The content of these workshops was tailored to the needs of the participants.



Greece

Greece has created a network of towns and cities participating in the campaign, with exchanges between them all year round. The Ministry responsible for coordinating the campaign nationwide recognised the efforts of the 12 best cities at an award ceremony.





BEST PRACTICE BEYOND EUROPE



ARGENTINA

In 2017, four Argentinian municipalities joined the campaign by registering their activities at www.mobilityweek.eu

Buenos Aires

In the Argentinian capital the week kicked off with a sustainable walk where participants could enjoy different activities and games. Drivers were encouraged to leave their cars at home, and allow small children to use the roads in safety.

There was also a focus on road safety at various conferences and meetings for local residents.

The city organised contests and awarded prizes to cyclists participating in bicycle rides.

During Car-Free Day the bike-sharing system was free of charge for the first two hours of each ride.



© City of Buenos Aires

Córdoba

The city (with over 1 million inhabitants) set up an information stand on sustainable urban mobility. In addition, it participated in the well-known Parking Day, by giving a different use to parking spaces.

During Car-Free Day there were raffles for people leaving their cars at home to win free weekly public transport passes. Collective transport, bicycles and walking were promoted to replace cars for commuting to work.

A bicycle marathon across the city finished with a music festival and prizes for participants.

Some of the new permanent measures implemented by the city included the development of bicycle-sharing systems, the enlargement of pedestrian streets and the use of clean vehicles for public transport fleets.



© Municipalidad de Córdoba

Mendoza

Mendoza focused on the promotion of cycling, making its public bicycles available to all. They also held thematic tours to discover the city on two wheels.

Open-air activities took over the public space, including sports and yoga. Children were also the focus of activities to teach them cycling proficiency.

During Car-Free Day, bicycle parking was made available by dedicated staff and there were bike repair workshops. Local residents were also invited to prepare their own juice by pedalling a special blender bicycle.



© City of Mendoza

Rosario

A total of 21 parking places in the city were used to organise debates and fun activities.

The city has its own 'cycling school', which promoted the idea of shared public space. People participating in this school had the opportunity to win a bicycle.

The green area and cycle lanes of a big boulevard were extended, which provided a venue for training activities with schools on the theme of shared public space.

Rosario made efforts to provide plenty of activities in all six neighbourhoods.

During Car-Free Day, shared bicycles were available free of charge, and there were options to win monthly public transport passes.



© City of Rosario

EUROPEAN MOBILITY WEEK

