

# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2018

**MANUAL 2018**  
INCLUDING THEMATIC GUIDELINES  
AND HANDBOOK FOR LOCAL CAMPAIGNERS



***Mix and Move!***

**#mobilityweek**



## Authors

### EUROCITIES (European Secretariat)

Juan Caballero

[juan.caballero@eurocities.eu](mailto:juan.caballero@eurocities.eu)

### POLIS - European Cities and Regions networking for innovative transport solutions

Dagmar Köhler

[DKoehler@polisnetwork.eu](mailto:DKoehler@polisnetwork.eu)

Chloé Mispelon

[CMispelon@polisnetwork.eu](mailto:CMispelon@polisnetwork.eu)

Thomas Mourey

[TMourey@polisnetwork.eu](mailto:TMourey@polisnetwork.eu)



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# INTRODUCTION TO THIS MANUAL

This Manual contains all the necessary information for towns and cities planning to organise EUROPEAN**MOBILITYWEEK** from 16-22 September 2018.

It includes:

- the **Thematic Guidelines** for an explanation of the 2018 theme: 'Multimodality'
- the **Handbook for local campaigners** presenting the requirements for taking part in this European initiative.

The Manual starts with background information about the campaign. It also includes a list of useful links at the end of the document.

The aim of this publication is to inspire local campaigners to organise attractive campaign activities, to implement relevant permanent measures and to celebrate Car-Free Day.

There is also a chapter on how to apply for the EUROPEAN**MOBILITYWEEK** Awards.

Towns and cities are free to adapt these guidelines to the local context. The information included here is not exhaustive; new ideas are always welcome to complement this Manual.



# BACKGROUND INFORMATION ABOUT THE CAMPAIGN

EUROPEAN**MOBILITY**WEEK takes place every year from 16-22 September. This European initiative encourages towns and cities to introduce and promote sustainable transport measures and to invite people to try out alternatives to car use.

The European Commission has set two ambitious goals for urban mobility:

- phasing out conventionally fuelled cars in cities by 2050
- moving towards zero emission city logistics in major urban centres by 2030.

European Commissioner responsible for Transport, Violeta Bulc, focuses on four priority areas: innovation, digitalisation, decarbonisation and people.

Since its introduction in 2002, the impact of EUROPEAN**MOBILITY**WEEK has steadily grown, both across Europe and around the world. In 2017, the campaign broke its participation record; 2,526 towns and cities from 50 countries organised activities during the week.

Over half of the participating towns and cities implemented permanent measures, amounting to a total of 7,993, primarily focusing on mobility management, accessibility and new or improved bicycle facilities.

The week culminates in Car-Free Day, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for a whole day. In 2017, 1,352 towns and cities celebrated Car-Free Day.

Each year EUROPEAN**MOBILITY**WEEK focuses on a particular topic related to sustainable mobility. In 2018, the theme is 'Multimodality'.

Multimodality promotes the use and combination of different modes of transport for urban trips, both for passengers and for goods.

Combining different modes of transport means maximizing their benefits for passengers: costs, rapidity, flexibility, comfort, reliability, etc. It also has benefits for society: reduction of pollution and congestion, improvement of quality of life and health, etc.

The growing trend towards digitalisation in urban mobility is a key driver in the promotion of multimodality.

# THEMATIC GUIDELINES 2018

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The Thematic Guidelines present an explanation of this year's campaign theme and call-to-action (*'Mix and Move!'*), the benefits of multimodality, the necessary policy measures towards a multimodal transport system and some ideas of activities around the annual theme.

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## THIS YEAR'S THEME: MIX AND MOVE!

EU Transport Commissioner Violeta Bulc has called for 2018 to be the 'Year of Multimodality'.<sup>1</sup> Within this framework, EUROPEAN**MOBILITY**WEEK has adopted the call-to-action 'Mix and Move!' to promote the idea of choosing different modes of transport to get around urban areas.

The European Commission defines 'multimodality' as "the use of different modes of transport on the same journey"<sup>2</sup> for both goods and passengers.

In urban areas many mobility options are open to us, both non-motorised and motorised modes, which can be shared, public or individual, traditional or new. These include walking and cycling, public transport (i.e. bus, tram, metro and train) and many other variations such as bike sharing, taxis, pre-booked shuttles or carpooling. In this context, multimodality covers a multitude of potential combinations of modes for moving within the city.

Urban trips tend to be shorter compared to interurban, and multimodality also describes the use of different modes of transport for different trips within the weekly routine. Walking and/or cycling may be chosen for shorter trips, while bus or train options cater for longer trips.

Physical and digital improvements facilitate multimodal trips using more sustainable means. Good infrastructure and building multimodal hubs are of key importance. Smart cards for easier payment or apps with consolidated public transport information increase the convenience of combining active and collective modes.

The increasing digitalisation of transport has reinforced the concept of 'Mobility as a Service' (MaaS). MaaS goes a step further and has as a core concept "the integration of various forms of transport services into a single mobility service accessible on demand". It can be accessed via a "single application, with a single payment."<sup>3</sup> MaaS has a great potential to achieve seamless multimodal mobility if implemented under the best supporting policy frameworks.

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1. European Commission website: <http://bit.ly/2rXa7Nx>

2. *Idem*

3. MaaS Alliance website: <http://bit.ly/2EJBgZq>

# THE BENEFITS OF MULTIMODALITY

The main objective of EUROPEANMOBILITYWEEK in 2018 is to encourage people to try out the variety of mobility solutions available in their towns or cities and discredit the widespread belief that individual cars are the only suitable transport option. One way to address this is to reexamine our daily transport needs and to consider the journey from A to B as a means to enrich our day:

## Make the most of our time

Whilst on public transport, the journey time can be used to read the newspaper, work on your smartphone, chat with friends or just sit back, relax, and listen to music.

## Squeeze in a workout

Cycling or walking to work over short distances (up to 5 km) provides the 30 minutes of exercise per day recommended to stay fit and healthy. Studies prove that people who walk for at least 25 minutes per day can hope to live on average three to seven years longer.<sup>1</sup>

## Save money

Owning and using a car costs money; car cost calculators<sup>2</sup> are available online and allow the users to make personalised assessments, taking different parameters into account. A smart combination of other modes is often cheaper: walking is free, the prices of a bicycle or a monthly subscription to public transport are (relatively) low and they can be 'all-inclusive' (e.g. parking, insurance, fuel, etc.), and shared mobility offers are competitive.



## Make your city a better place to live in

The urban challenges attached to individual cars are numerous: pollution, congestion, use of urban space, road safety, public health, etc. By mixing and moving, we can collectively tackle all these problems. This can also translate into financial benefit for society. For instance, congestion alone is estimated to cost around EUR 100 billion (1% of the EU's GDP) every year in the European Union.<sup>3</sup>

## Make the planet great again!

Urban mobility accounts for 40% of all CO<sub>2</sub> emissions of road transport<sup>4</sup>. Individual cars being at the core of European mobility habits, the potential for improvement is huge and a combination of transport modes provides enough options to achieve the objectives of flexibility, rapidity and comfort that the individual car provides. By way of example, the BiTiBi project<sup>5</sup> found that in "a situation where authorities and railway operators would enable 20% of rail users to combine bicycle and train, [the EU could achieve a] reduction of 800 ktons of CO<sub>2</sub>, 55 tons of PM and 250 tons of NO<sub>x</sub> emitted."<sup>6</sup>

1. Study presented at the European Society of Cardiology (ESC) Congress, 2015, Press article: <http://bit.ly/2mhZApM>

2. British example: <http://bit.ly/1Ds8xRu> and Belgian example: <http://bit.ly/2HmdTUg>

3. European Commission, Urban Mobility webpage <http://bit.ly/2kLbVDu>

4. *Idem*

5. BiTiBi project website, [www.bitibi.eu](http://www.bitibi.eu)

6. BiTiBi final report, 2017, <http://bit.ly/2sysatt>

## TOWARDS MULTIMODALITY

As stated above, multimodal mobility can develop only if residents reconsider their mobility habits and renounce their cars as their unique mode of transport. In order to help their residents to adopt multimodal travel patterns, towns and cities must implement specific permanent measures and conduct behavioural change campaigns.

EUROPEANMOBILITYWEEK is the perfect opportunity to promote multimodality throughout different activities (see the ideas in the next chapter of these guidelines). However, a consistent, long-term policy must also be adopted for improving infrastructure and allowing the introduction of new services. Examples of good long-term measures are suggested below:

### Infrastructure: do not leave (active) modes behind

In the vast majority of European towns and cities, road infrastructure for motorised vehicles is well maintained. This allows for a good amount of individual motorised vehicles, as well as buses and shared motorised vehicles. Many local authorities also have a separate rail infrastructure network which allows urban trains, tramways and/or the metro system to operate.

However, active modes, namely walking and cycling, are often left behind in terms of dedicated or adapted infrastructure. Active modes should not be overlooked as they are a necessary link of the multimodal chain.

Walking is particularly important in this regard as this is the mode used in almost all trips in order to complete the initial and final metres of a journey, whether for several hundreds of metres or only a few dozen steps.

The underestimation of the importance of walking and cycling in the urban mobility mix is addressed by the EU project FLOW<sup>1</sup> which aims at putting “walking and cycling on an equal footing with motorised modes”. For doing so, a new traffic modelling tool has been developed. This will help local authorities to better plan a city for cyclists and pedestrians and provide the relevant infrastructure.

For both cycling and walking, quality infrastructure must be provided for residents. This should ideally comply with a series of criteria such as continuity, the coherence of the route, a sufficient width, a clear attribution to non-motorised vehicles (or segregation when possible), a good quality and maintained surface, etc.

Related measures such as adapted signposting or the installation of urban furniture are highly appreciated by pedestrians and cyclists and have the potential to increase the practice of walking and cycling in towns and cities.

In addition, and contrary to common assumptions, providing space and resources for active modes does not increase traffic congestion. The project FLOW has collected impressive figures<sup>2</sup> showing the potential of walking and cycling for decreasing urban congestion and therefore making our towns and cities more multimodal. For example, in Strasbourg, the widening of pavements and the change in the traffic signal timing in favour of pedestrians have actually reduced bus travel time by up to 40%<sup>3</sup>. Likewise,



1. FLOW project: <http://h2020-flow.eu/>

2. FLOW 15 Quick Facts for Cities, 2017, <http://bit.ly/2ve8wjS>

3. *Idem*

in New York City, a study calculated that the installation of protected bike lanes has decreased the traffic travel time on the roads in question by 35%.<sup>4</sup>

The implementation of good walking and cycling strategies can be made in larger and smaller cities:

Paris<sup>5</sup> is implementing a strategy for making the city more walkable and cyclable. The measures include the redesign of the main squares of the French capital by 2020, giving back more space to pedestrians and cyclists over cars; the conversion of the left bank of the River Seine to a pedestrian walkway; and the implementation of temporary car-free zones on Sundays<sup>6</sup>.

Esch sur Alzette in Luxembourg<sup>7</sup> where the local authority has installed signposts for pedestrians where distances are indicated in walking time, enabling people to assess the convenience of driving, taking public transport or simply walking for a few minutes.

Vitoria-Gasteiz in Spain is the first city to have implemented the concept of 'superblocks'<sup>8</sup>, back in 2009, which essentially give public space back to people. Superblocks are urban areas where motorised mobility is reduced to a minimum and moved to the outer streets, making all inner streets safe and comfortable for pedestrians and cyclists. Barcelona is currently implementing the same concept.

## Making the Mix possible

Multimodality is greatly dependent on individual choices. However, the existence of certain infrastructure and services helps people combine modes of transport and swiftly pass from one to another.

These infrastructure and services first appeared before the emergence of the concept of Mobility as a Service (MaaS) and still remain necessary to complement or enable web-based services.

Active modes, as the first links of the modal chain, are particularly adapted to multimodality. Walking to a public transport station and walking to the final destination are often the most relevant combinations for urban trips.

In suburban areas or less densely-populated areas, a combination of cycling and train travel might be more relevant. In all cases, adapted infrastructure contributes to making people choose this combination over a car trip.

For pedestrians, easily accessible and attractive bus/tram stops or metro stations are necessary. Gothenburg for example built an indoor bus stop<sup>9</sup> (with electric charging infrastructure) as an annex to a café making it both attractive and practical. London<sup>10</sup> and Brussels<sup>11</sup> are among the cities that have edited public transport maps to inform people of the walking distance between two metro stations. By showing the relatively short walking distances, these maps can help to decrease the number of passengers on the metro at peak hours and encourage people to walk.

For cyclists, combining bicycle trips with public transport requires the fulfilment of at least one of the following conditions: good-quality and safe bicycle parking near the station or the option to take bicycles on board public transport vehicles. The Swiss national train company<sup>12</sup> provides both services to cyclists with some staffed cycle parks and the option to take bicycles on most trains. The location of bike-sharing stations in proximity to public transport stations allows a greater number of passengers to continue their trips by bike. This is for instance the case in Timisoara<sup>13</sup> where bicycles

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4. *Idem*

5. Najdovski Christophe, City of Paris, 2017, Roads and Mobility Parisian Policy, <http://bit.ly/2FfHYUz>

6. City of Paris website, Paris respire initiative, <http://bit.ly/2HxHWrQ>

7. Esch sur Alzette initiative, press article in French: <http://bit.ly/2BQlcC9>

8. CIVITAS, Superblocks model, <http://bit.ly/2okRGx4>

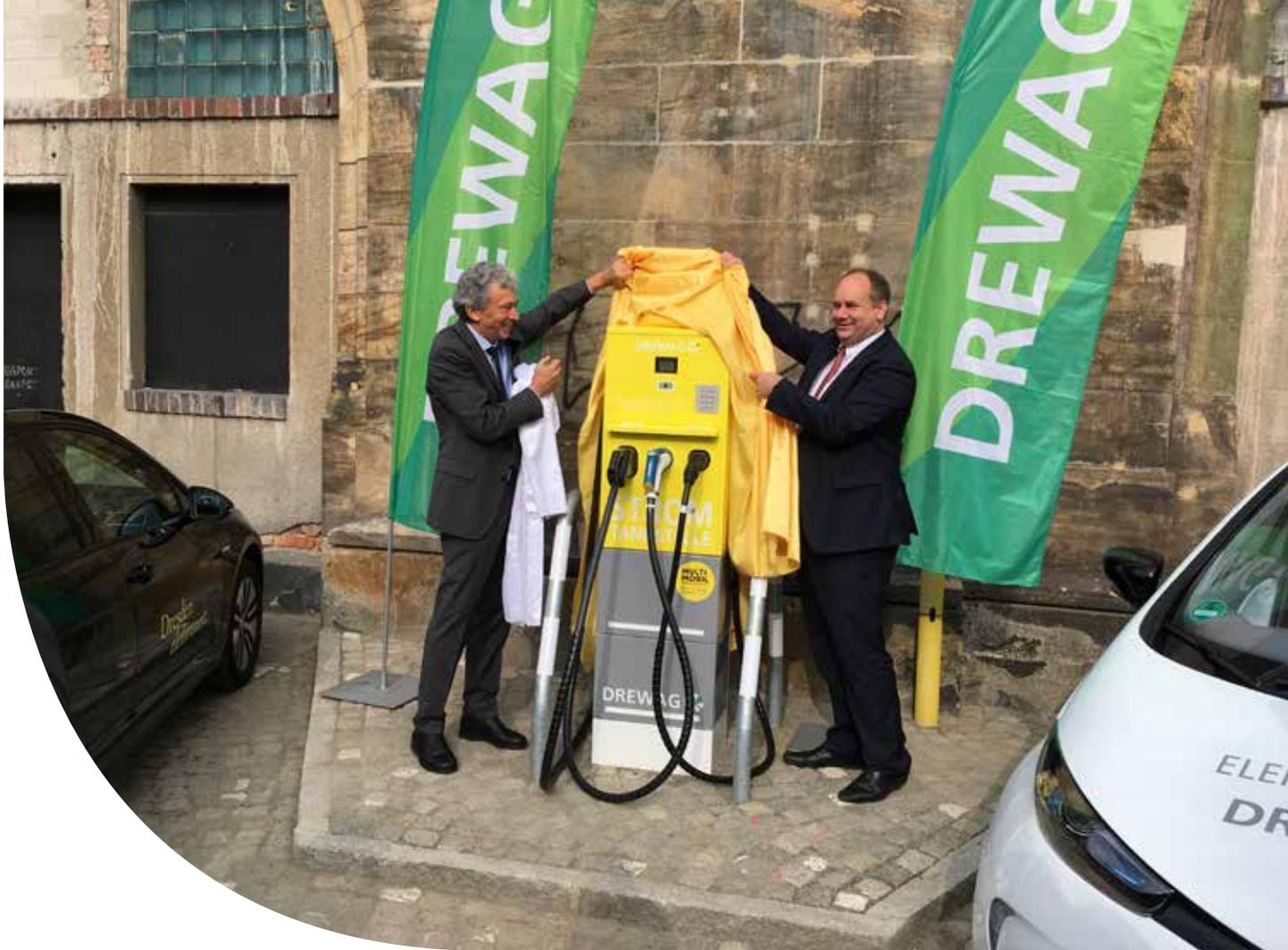
9. EBSF\_2 project, Gothenburg demonstration: <http://ebsf2.eu/demonstration-sites/gothenburg>

10. TfL map, <http://bit.ly/1MIEkxp>

11. STIB map, <http://bit.ly/2ofMD0M>

12. SBB website, multimodality webpage: <http://bit.ly/2CMV6xz>

13. RATT website: [http://www.ratt.ro/velo\\_tm.html](http://www.ratt.ro/velo_tm.html)



may be rented free of charge for up to one hour. Additionally, in several countries, dedicated bike-sharing schemes, such as Blue Bike<sup>14</sup> in Belgium, provide bicycles only at train stations, with daily fees lower than those of the ‘classic’ bike-sharing schemes.

The concept of the interchange station culminates with the construction of integrated stations in which all modes available at the local level are accessible. In peri-urban areas or on the outskirts of cities, multimodal stations can also be coupled with park and ride (P+R) systems, allowing commuters without other mobility solutions to use different modes for their last mile(s), thus decreasing the number of cars entering the city centres.

### What about goods?

Multimodality applies to both passengers and goods. However, while combining modes for people seems like common sense, multimodality for goods appears less obvious, especially in urban areas. Beyond air, maritime, rail and road transport for long-distance goods transport, numerous multimodal solutions have emerged for urban logistics, making this sector more sustainable.

The concept of consolidation is at the core of multimodal freight solutions. Urban Consolidation Centres (UCCs) are logistics depots made accessible to private transport operators.

Usually located on the outskirts of cities, these UCCs help decrease the number of large trucks entering the city and make last-mile delivery by smaller and more sustainable vehicles possible.

Within the framework of the FREVUE<sup>15</sup> project, Madrid refurbished an old municipal market located at the entrance of the city and turned it into an Urban Consolidation Centre. From there, several private operators delivered goods using fully-electric vans<sup>16</sup>, showing the robustness and suitability

14. Blue Bike website: <https://www.blue-bike.be/en>

15. FREVUE website: [www.frevue.eu](http://www.frevue.eu)

16. FREVUE website. Description of activities in Madrid: [www.frevue.eu/cities/madrid/](http://www.frevue.eu/cities/madrid/)

of these vehicles.

The concept of consolidation has been refined for very central deliveries in pedestrian areas. For instance, UPS has developed an 'eco package hub' which consists of a container placed in a central location, from which their staff deliver packages on foot, by tricycle or by electric tricycle. This scheme, first tested in Hamburg<sup>17</sup>, is now implemented in various large cities in Europe, including Basel and Dublin.

Another way to embrace multimodal urban logistics is to make use of tramways. While they are mostly used for public transport, they can also be used for transporting goods around the city. On arrival at the destination cities, goods can be transported towards their final destination via electric trams.<sup>18</sup>

This is the case, notably in Saint-Etienne (France), where supplies are delivered to city-centre shops via the TramFret system. In Dresden (Germany), Volkswagen uses the CarGoTram to transport car components from a freight depot to the factory. Although this system requires the existence of rail infrastructure, it has the advantages of being efficient, sustainable and of maximising the potential of urban rail.

The transportation of goods is not necessarily made only by professionals. By way of example, more and more operators make use of parcel lockers for deliveries to (and from) individuals. The International Post Corporation defines parcel lockers as "autonomous containers that can be used to either receive or send a parcel, [they] are among the several popular alternative solutions customers can select to manage their online shopping deliveries or dispatches."<sup>19</sup> While one part of the goods' journey is made by the transport operator, the other part is made by individuals who may be using any type of transport. As some of the parcel lockers are placed in mobility hubs, multimodal urban freight transport is greatly encouraged. For operators, this delivery method has the advantage of being efficient, as multiple delivery addresses are substituted by a single address. For individuals, this method is convenient, as the parcel is available anytime at a given location.

## **MaaS, towards integrated mobility services?**

Recently the digitalisation of transport has enabled the emergence of the concept of Mobility as a Service (MaaS), defined as the "integration of various forms of transport services into a single mobility service accessible on demand"<sup>20</sup>. MaaS can be seen as the combination and culmination of different pre-existing tools and services such as integrated travel planning and integrated payment.

Myriad multimodal travel planning tools have been developed over recent years to include a variety of transport modes and real-time information.

While the most popular tool is available for the majority of European towns and cities, namely Google Maps<sup>21</sup>, some municipalities and/or local transport operators have developed tailored tools. For instance, the Centre for Budapest Transport (BKK) has launched<sup>22</sup> the FUTÁR Journey Planner<sup>23</sup> which provides door-to-door itineraries. The app gives information on public transport, including metro, tramways, buses, trolleybuses, urban trains and ferries, which are all under BKK's authority, as well as the best options for the last mile, whether by foot, bicycle or shared bike (i.e. Bubi). Besides route options, the app also gives real-time information on the exact location of public transport vehicles, the schedule for the next vehicles at each stop and station and also the availability of bicycles at bike-sharing stations.

Multimodality can also be supported by a smart integrated ticketing system. Having the option to pay for all transport services with a single card reduces the complexity and the hassle of combining

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17. UPS news item: <http://bit.ly/2F322NI>

18. Eltis portal, 2017, Electric trams: a new urban freight solution?, <http://bit.ly/2off3Jd>

19. International Post Corporation website, <http://bit.ly/2oyyKf7>

20. MaaS Alliance website: <http://bit.ly/2EJBgZq>

21. Google Maps, <https://www.google.be/maps>

22. BKK website, launch of the FUTÁR tool, <http://bit.ly/2sMaf2L>

23. FUTÁR Journey Planner <http://futar.bkk.hu>

modes. In Toulouse, for instance, with the Pastel card<sup>24</sup>, Tisséo enables its subscribers to easily use a wide range of mobility services, including public transport, regional trains, shared bicycles, bike parking or car sharing.

MaaS has the potential to greatly develop multimodal transport in our cities as it integrates all modes in a single mobility offer and facilitates both the selection of the best combination and the payment of the mobility service via a single gateway.<sup>25</sup>

Vienna's MaaS platform 'WienMobil'<sup>26</sup> provides real-time information about door-to-door journeys and routing, and users can buy tickets for all these modes from one app. Vienna's successful MaaS developments are not industry-driven, but led by the transport operator Wiener Linien. The model is so successful that municipalities from all over Austria are looking to adopt it.



The role of MaaS in resolving transport problems is being discussed in an increasing number of cities and regions including Amsterdam, Antwerp and the West-Midlands. New MaaS projects are starting up in Milan<sup>27</sup>, Manchester<sup>28</sup> and Mulhouse<sup>29</sup> (France), where the Compte Mobilité will be fully implemented by autumn 2018. The best-known MaaS system in Europe has been implemented in Helsinki by the company MaaS Global<sup>30</sup> which provided its solution via the Whim app. Public transport, taxi and car sharing are integrated and bike sharing is due to be included.

MaaS developers promise such benefits as the promotion of sustainable multimodality, increased transport efficiency and accessibility. However, several issues remain, and cities continue to voice concerns, especially regarding the economic, social or governance aspects.<sup>31</sup>

The digitalisation of mobility also offers innovative solutions for the movements of goods, comparable to MaaS. Crowdsourcing is a peer-to-peer system that brings together people and drivers (of cars, vans, cargo bikes, etc.). The driver then offers his/her services to a number of clients with similar needs in a given city. An example of this system is the company Hitch<sup>32</sup>, which can operate in any city where supply and demand meet.

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24. Tisséo website, Pastel card: <https://www.tisseo.fr/les-tarifs/obtenir-une-carte-pastei>

25. MaaS Alliance website: <https://maas-alliance.eu/homepage/what-is-maas/>

26. <http://www.uitp.org/The-Mobility-as-a-Service-MaaS-success-story-WienMobil>

27. European Commission, News item, <http://bit.ly/2FaGrBC>

28. MaaS4EU website: <http://www.maas4eu.eu/tfgm/>

29. Website of Mulhouse local authority, news item: <http://bit.ly/2EZAu7s>

30. MaaS Global website: <https://maas.global/>

31. Polis, 2017, Discussion paper, Mobility as a Service: Implications for Urban and Regional Transport, <http://bit.ly/2xi0ZVd>

32. Hitch website: <http://www.hitchit.co/>

## WHAT ACTIVITIES CAN WE ORGANISE TO PROMOTE MULTIMODALITY?

- Make people share their multimodal experience. For example, multimodal ‘champions’ can accompany volunteers in their daily travels for one week and show them how to best combine modes and find the nicest routes.
- Promote your multimodal tools (integrated ticketing system, multimodal route planners, etc.) and propose training sessions. Use social media for this too.
- You don’t have a multimodal tool? Organise a hackathon with the students of your city or region and get a new one! Offer a good prize in exchange.
- Organise multimodal competitions in or between workplaces, neighbourhoods and schools in order to encourage people to combine different modes of transport. Give a real incentive to people for leaving their cars at home, offer a valuable prize (e.g. a bicycle or an extra day of holiday).
- Multiple modes, multiple activities! You can organise different activities, e.g. ‘karaoke wagon’, ‘clubbing bus’, ‘talking pedi-bus’, ‘decorated bus stops’, ‘breakfast for cyclists’, etc.
- Organise a competition between modes. Let people see for themselves which is the fastest way to get from A to B is.
- Why not to break a world record? There are plenty of world records to establish or to break. Use your imagination and establish a multimodal world record with your local residents!
- In companies and schools, ask people to indicate where they live on a map. People commuting along the same routes can travel together, experiment with carpooling or share a bus ride, a bicycle promenade or simply a walk.
- Offer individualised mobility planning. Make sure to take a targeted approach that is tailored to individuals or specific groups, such as commuters. Take all modes of transport into account.
- Set up a mobility info point to offer people free advice about their mobility options. Use it as a base for events. Interchange or multimodal stations are an ideal location.



- Implement a temporary participative signposting system. People can write on signposts the distance and time taken to reach a particular point using different modes of transport.
- Work with the media to get a regular feature on the local radio. Some radio stations offer reduced rates for local initiatives, but perhaps you can even negotiate some free coverage or sponsorship.
- Organise a selfie contest on social media. People posting pictures of themselves using a maximum of mobility modes could win a valuable prize!
- The earlier children discover walking and cycling in the city, the more they will favour and stick to it as grown-ups. Develop pedagogical tools and/or games together with schools, and make the new generation the 'multimodal generation'.
- Use the campaign to take surveys from your residents about how they feel about using different modes of transport in your town or city, what changes they would like to see, and what would convince them to leave the car at home.
- As this year Car-Free Day falls on a Saturday (22 September), you could design and promote an alternative offer for families and tourists, inviting them to test all the mobility options while having fun. As your streets will be free of cars, you can use them to organise a festival, like this one in Vienna <https://www.streetlife.wien/streetlife-festival/>



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# HANDBOOK FOR LOCAL CAMPAIGNERS

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The Handbook for local campaigners explains the three participation criteria (activities during the week, permanent measures and Car-Free Day) and how to register online. It also includes a chapter on the EUROPEANMOBILITYWEEK Awards.

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## THE THREE PARTICIPATION CRITERIA

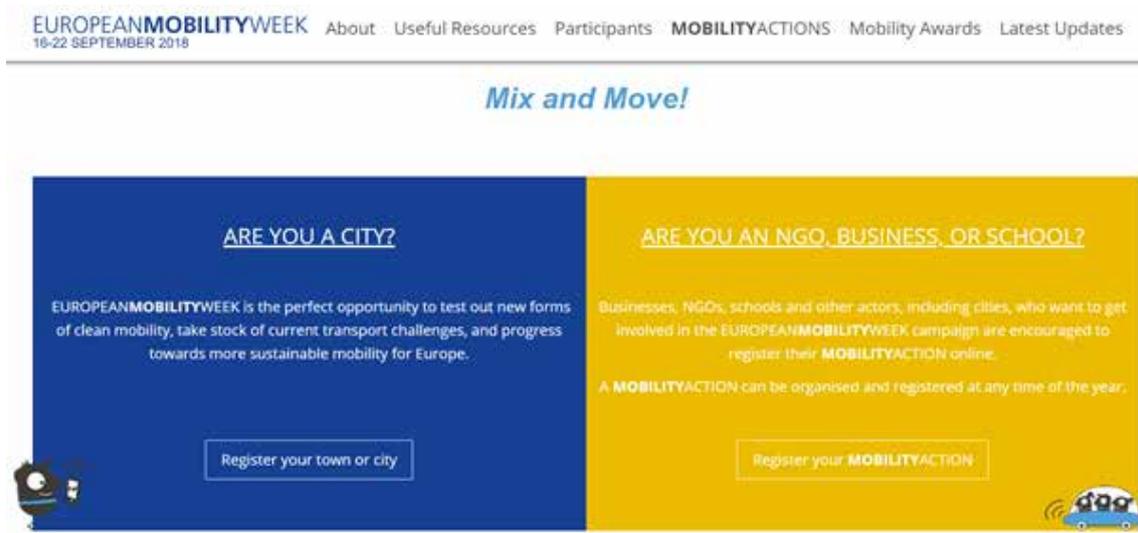
Any town or city from Europe and beyond is invited to participate in EUROPEANMOBILITYWEEK. Their online registration will be approved as long as they meet at least one of the following criteria:

- Organising activities during the week of 16-22 September, taking into account the annual theme.
- Implementing at least one new permanent measure which contributes to a shift from the private car to sustainable means of transport. Measures implemented during the last 12 months are also eligible on condition that they are promoted during the week of 16-22 September.
- Celebrating Car-Free Day, preferably on 22 September, by setting aside one or several areas reserved for pedestrians, cyclists and public transport for at least one whole day (1 hour before to 1 hour after working hours).

Only towns and cities committing to all three of the above criteria will become 'Golden Participants' and will be eligible to apply for the EUROPEANMOBILITYWEEK Awards (see chapter below).

## HOW TO REGISTER ONLINE

Go to [www.mobilityweek.eu](http://www.mobilityweek.eu) and click on the registration button.



After signing up for the first time or logging on to last year's account, you have to complete the online registration form. You can choose your language.

## EUROPEANMOBILITYWEEK

**Register for EUROPEANMOBILITYWEEK 2018!**

All cities that took part in previous editions of EUROPEANMOBILITYWEEK were issued with login details (email/username and password). Use them to log-in below.

OR

**First time taking part in EUROPEANMOBILITYWEEK?**

This profile will allow you to register for all upcoming editions of EUROPEANMOBILITYWEEK.

Towns and cities should provide the following information:

- Activities organised during the week of 16-22 September.
- Permanent measures implemented over the past 12 months and promoted during the week of 16-22 September.
- Information about the area(s) closed to road traffic during Car-Free Day and activities organised during that day.
- EU related initiatives your town or city is also taking part in.

Upon completion of the online registration, your National Coordinator will validate the submission. Once approved, an automatic confirmation email will be sent. Only after this will your town or city's participation be published online in the 'Participants' page.

**EUROPEAN MOBILITY WEEK**  
16-22 SEPTEMBER 2018

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### Participating cities

50 Participating countries in 2017 (total cities: 2526)

	Albania	14
	Andorra	1
	Argentina	5
	Austria	577
	Belarus	48
	Belgium	58
	Bosnia and Herzegovina	5
	Brazil	2
	Bulgaria	39
	Croatia	11
	Cyprus	4
	Czech Republic	26
	Denmark	2
	Estonia	4
	Finland	28
	Former Yugoslav Republic of Macedonia	12

#### Participants map

#### Participants archive

Current year - 2018

- 2017
- 2016
- 2015

Show all

#### Participation reports

Find statistics and information on past editions of EUROPEAN MOBILITY WEEK in the participation reports.

- 2017 [PDF, 1.9mb]
- 2016 [PDF, 1.8mb]
- 2015 [PDF, 1.5mb]
- 2014 [PDF, 1.4mb]
- 2013 [PDF, 5.0mb]
- 2012 [PDF, 1.7mb]
- 2011 [PDF, 0.9mb]

You will be able to update the information provided at any time until the end of September.

If needed, you can easily update your town or city profile with the name and email address of the local campaigner in charge of EUROPEAN MOBILITY WEEK within the municipality. If your town or city already has a profile, but you don't remember the login details or the email address, you can contact your National Coordinator or the European Secretariat for help.

Signature of the Charter is only compulsory if applying for the EUROPEAN MOBILITY WEEK Award.

## HOW TO GET YOUR CAMPAIGN STARTED

Start by analysing the annual theme, looking at what it entails, and identifying a focus that suits your town or city and national context. Give priority to good practice that already exists. Perhaps look at how this could be amplified or further developed, then plan for changes to improve it.

**Secure political support.** If your administration finds it difficult to connect with the annual theme because they do not perceive it as being relevant for your city, ask your National Coordinator for a letter of support.

Do not be too polemic or negative in the messages you choose to transmit. While we cannot realistically expect to remove private cars, trucks, and other vehicles from the roads to tackle the negative economic effects of individual motorised transport, we can certainly demonstrate that a variety of options are available for the public and businesses to move and transport goods.

**Gather your evidence.** Collect the facts and figures that support sustainable mobility in your town or city. Use these as proof to emphasise your messages to different target groups.

**Build effective partnerships.** Achieving smart and sustainable mobility is a lengthy process that requires not only political support but also committed partnerships. Local authorities are encouraged to enter into such partnerships and involve local actors as much as possible. Each local authority should seek out local partners that are relevant to the different events, and coordinate the preparation of EUROPEANMOBILITYWEEK in close cooperation with them.

Therefore, municipalities should establish partnerships with (public) transport organisations, environmental, health and sports associations, local companies (including their external contacts, i.e. clients, suppliers, partners), the (local) media, etc.



Companies are often interested in participating, to show that they accept their responsibility to counteract climate change and take care of the community and the health of their employees. Local authorities should use these points to get more partners on board.

Companies, organisations and other potential partners that are not eligible to contribute to EUROPEANMOBILITYWEEK (16-22 September), but plan to organise some complementary activities during the year, can register individually. Thanks to the **MOBILITYACTIONS** feature, these organisations can go to [www.mobilityweek.eu/about-mobilityactions/](http://www.mobilityweek.eu/about-mobilityactions/) and register their action.

**Build on existing initiatives.** Whether locally, regionally or nationally, there are bound to be a number of existing initiatives, which relate to your campaign focus one way or another. Aligning with these can strengthen your case, amplify your messages, and reduce effort.

# ACTIVITIES DURING THE WEEK OF 16-22 SEPTEMBER

Towns and cities are asked to keep a focus on the annual theme of the campaign when developing their programme. However, they can organise activities on specific topics related to sustainable urban transport. Here are some examples of recurrent activities.

## Official launch of EUROPEANMOBILITYWEEK

Public and media events on 16 September are perfect to launch the campaign. During a launch event you can:

- Sign the Charter in public with a political representative to show your commitment
- Launch the permanent measures the town or city has planned
- Introduce special offers such as a ticket with special public transport fares
- Organise a guided walking tour or a critical mass of people cycling

And don't forget to invite the media, partners and residents in advance!

## Public Transport activities

All public transport actors are able to use the campaign as an opportunity to promote multimodal solutions, proving that these can offer a real alternative to private cars.

The following is a set activities dedicated to public transport.

- Commuting by public transport: introduce special offers, offer after-work drinks at nearby stops or on the bus, set up a commuter challenge, arrange a debate between public transport operators and commuters, inform passengers on car-pooling and car-sharing schemes, etc.
- Accessible public transport: work with organisations for people with disabilities, activities with wheelchairs or blindfolds to make others understand the challenges faced by people with reduced mobility, etc.
- Communication with customers and staff: carry out surveys to find out users' satisfaction and expectations, organise visits to the public transport control office with explanations regarding frequency, speed and routes, prepare an exhibition of innovative public transport with test rides of new clean and intelligent vehicles, etc.

## Cycling activities

Cycling relates to all aspects that make a 'liveable city'. Bicycles save space and energy and cause neither noise nor air pollution.

All proposals for activities listed here are to draw attention to the benefits of cycling.

- Commuting by bicycle: set up an information point, set up a 'partnering' scheme for new and more experienced cyclists, organise a 'Bike to Work' day, offer breakfast for people cycling to work, use available apps for cycling challenges, take part in the Social Biking Challenge<sup>1</sup>, etc.
- Bicycle services and infrastructure: work with local bicycle associations, offer a bicycle repair service, distribute information on safe cycling routes, organise a ride on a recently inaugurated cycle lane, ask local bicycle associations or the police to give bicycles a serial number against theft, etc.
- Cycling is fashion: organise an exhibition of new bicycle models and prototypes, hold a fashion show of cycling clothes or develop cycling kits, etc.

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1. <https://socialbiking.jrc.ec.europa.eu/#/login>



## Walking activities

Although sometimes ignored, walking is an important means of travel. The proposed activities can be organised easily.

- Commute by foot: encourage companies to reward staff who walk to work (i.e. breakfast, monetary incentives or an additional two minutes of annual holiday entitlement), have the chief executive take a walk in the streets around the company's building(s) to assess accessibility for pedestrians, etc.
- 'Living Streets': arrange for council leaders to explore the city on foot to assess problems like physical barriers, cracked pavements, illegal parking, rubbish dumping, etc.
- 'Parking Day': invite residents to make creative use of parking spaces, plant trees in a less attractive street, arrange to get shopkeepers to join in the campaign
- Schools: children are accompanied by high-level officials on their daily walk to school, any kind of competition or activity, like the Snake Game is a good idea, use new technologies to engage with children, etc.
- Greenways: organise walks/bicycle trips or picnics on existing and unofficial (with precautions) Greenways accompanied by local representatives

## Promotion of responsible car use

Those who need to use their car for certain purposes can also contribute to a more sustainable urban environment.

A wide range of activities could be considered, as listed below. These range from careful and safe driving to increasing the number of passengers per car (ride sharing).

- Offer individual car drivers stuck in traffic jams a 'stress ball' or other objects to make them aware of the consequences of their behaviour
- Invite driving schools to offer energy efficient training sessions (eco-driving)

- Promote eco-driving amongst professional drivers like school bus drivers, taxi drivers, drivers for companies and institutions, etc.
- Launch a campaign with local petrol stations to encourage regular checking of tyre pressure (below 0.4 bar means an increase in fuel consumption of 10 %)
- Organise competitions where car drivers hand over their licence for a certain period of time and receive a public transport ticket in return
- When broadcasting traffic information on the local radio, call on drivers to change and combine with other modes of transport if they want to avoid traffic jams
- Present car-sharing and car-pooling schemes
- In case there is no car-sharing scheme in your city, launch a survey to identify potential sharers for a future scheme
- Organise an exhibition where the public can see and test clean, electric, hybrid, natural gas vehicles
- Check whether the mayor could use an electric vehicle during EUROPEANMOBILITYWEEK to attract media attention

## Urban freight activities

Sustainable mobility is not only about the way we move within our towns and cities, but also the way we transport goods. In order to promote sustainable urban freight you can organise a cargo bike ride, delivery exhibition, launch new cargo bike sharing schemes, manage your event logistics by cargo bike, etc.

Between 50% and 70% of goods movements in European cities could be shifted to (cargo) bikes, according to research by Vrije Universiteit Brussel and the experience of the Cyclelogistics project.

Create a designated space for deliveries. A platform or car park located outside the car-free area(s) would be reserved for goods deliveries destined for the shops. Clean vehicles would then deliver the goods to the shops.



## Mobility management promotion

Mobility management can be a powerful tool to achieve behavioural change. During EUROPEAN**MOBILITYWEEK** local authorities can establish partnerships with schools and companies and implement school mobility plans and commuter plans.

In order to encourage behavioural change, you can organise activities like promoting sustainable commuting in corporate newsletters, giving out awards for sustainable companies, setting up an employee working group or coordinator on mobility issues, etc.

## SUMP activities

EUROPEAN**MOBILITYWEEK** is a great opportunity for activating interest in Sustainable Urban Mobility Plans (SUMPs). You can organise several activities to further promote your SUMP:

- Set up an exhibition on the possible scenarios for transport development
- Organise a conference on the urban mobility plan
- Arrange neighbourhood meetings on urban mobility
- Present/implement some of the urban mobility plan measures (new bus routes, new 'Park & Ride' facilities, cycle paths, green commuter plans, mobility centres, etc.)

## Leisure and convivial activities

Leisure activities could give the opportunity to discover the city safely and enjoy it in a quieter environment without cars. Nevertheless, the focus of EUROPEAN**MOBILITYWEEK** should remain urban transport, and not sports or culture.

- Special shuttle services to explore the city
- Tours organised by tour guides or rambling clubs
- Pedestrian rallies in partnership with sport shops, schools, associations, etc.
- Hotel keys that also allow access to public transport or bike-sharing schemes
- Organise free concerts, theatre performances, street performances, artists, clowns, etc. in public spaces
- Provide a blank wall on the main square to collect people's opinions
- Ask local sports associations and/or shops and businesses to organise sport activities on the streets
- Offer rides using specific modes of transport such as horse-drawn carriages, tourist trains, solar boats, etc.



## Health activities

The health consequences of transport affect most of the population, and particularly vulnerable groups such as children and the elderly.

Local health services, health insurance companies, medical associations and sport organisations can be suitable partners for organising mobility and health activities.

- Ask the air quality monitoring network, environment and/or energy agency (EEA, IEE) or information and documentation centres on noise (INCE, CIDB) to set up an exhibition on air and noise
- Ask the police and/or automobile technical control centres to offer anti-pollution tests on vehicles in car parks
- Invite health insurance organisations to provide information about the health benefits of physical activity, how to integrate physical activity into one's daily routine, etc.
- Ask a hospital/doctors to offer 'health checks' (blood pressure, circulation, weight, bone mass, etc.) to encourage health awareness
- Use a portable air quality measuring device, which could be used during different transport modes



## PERMANENT MEASURES

An updated list of permanent measures will be displayed on the online form when making your registration. This chapter is just an introduction to the long list of permanent measures that your town or city can implement.

Participating towns and cities are asked to present their new permanent measures which contribute to modal transfer from the private car to environmentally sound means of transport.

Where possible, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport, e.g. wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit.

These measures don't need to be expensive. They show the commitment of the local authority to sustainable urban mobility. Some possible permanent measures are:



### Public transport

- Improvement and extension of public transport network (high-occupancy vehicle lanes, new stops, new lines, reserved areas, etc.)
- Increase in frequency, introduction of express services, etc.
- Use of clean vehicles for public transport fleets (electric, hybrid, natural gas, etc.)
- Multimodal ticketing
- Integrated services for various modes of public transport
- Negotiate stops near major workplaces with operators
- Allow bicycles on vehicles at off-peak times
- Building new bicycle racks at public transport stops
- Adapt bus stops
- Have timetables and other information in accessible formats (large print, Braille, audio format, etc.)
- Adapt infrastructure to enable accessibility (low-floor buses, lifts, ramps, etc.)
- Ensure information about the level of access through websites, mobile apps, leaflets, etc.
- Introduce new styles of timetables, websites or apps, open multimodal information services and find out what customers think

## Bicycle facilities

- Improvement of bicycle network and facilities (extension, renovation, signposting, parking, locks, etc.)
- Creation of public bicycle or bicycle sharing schemes
- Set up a bicycle info point or stand to give information to employees, homeowners, visitors, etc.
- Provide changing and shower facilities for cyclists
- Implement safe and sheltered bicycle parking facilities
- Purchase bicycles for a public or company bike pool
- Install a public bicycle repair service
- Relocate bicycle parking to the entrance of the public administration buildings, offices, shopping centres, etc.



## Pedestrian areas

- Creation or enlargement of pedestrian areas
- Improvement of infrastructure: footbridges, pavements, pedestrian crossings, lighting, etc.
- Reallocation or pedestrianisation of public space

## New forms of vehicle usage and ownership

- Launch of online car-pooling and car-sharing schemes
- Responsible car use (eco-driving, etc.)
- Use of clean(er) vehicles
- Installation of charging points for electric vehicles

## Freight distribution

- New regulations for freight distribution
- Use of clean(er) vehicles
- Creation of unloading platforms for freight transfer

## Parking

- Introduce new parking or no parking zones
- Enforce parking rules more strictly
- Provide information about parking regulations
- Introduce flexible working hours to reduce congestion at peak hours
- Reserve the best parking spaces (nearest to the entrance) for car poolers
- Provide a guaranteed ride home for car poolers in case of emergency
- Relocate car parking away from the office entrance

## Traffic-calming & reduced-access schemes

- Speed reduction programmes near schools
- Reduction of outside parking zones
- Creation of 'Park & Ride' stations
- Permanent access restriction to city centres

## Accessibility

- Launch of accessibility plans
- Creation of facilities for people with reduced mobility
- Removal of architectural barriers
- Lowering and enlargement of pavements
- Creation of tactile pavements and wheelchair ramps
- Fitting of sound devices in traffic lights

## Mobility management

- Adoption of workplace and school travel plans
- Creation of mobility centres and information services
- Development of educational materials
- Urban mobility plans in consultation with local actors
- Provision of incentives and bonuses to employers
- Facilitate access to business or other social areas





## CAR-FREE DAY

Car-Free Day offers a particularly good hook to experiment with new traffic models and sustainable transport. But the organisation of Car-Free Day needs to be planned well in advance, since closing streets to traffic can pose a bureaucratic challenge.

### When is Car-Free Day?

We encourage all European towns and cities to continue celebrating Car-Free Day on its original date: 22 September.

If it fits the purpose of the event better, it can be moved to any other day during EUROPEAN MOBILITY WEEK (16-22 September). More than one car-free day might be organised during the week.

If your town or city is organising a recurrent car-free day throughout the year (i.e. in March or in June), we encourage you to register it as a **MOBILITYACTION**.

### What is considered as a Car-Free Day?

One or several car-free areas can be defined within a town or city. The area(s) will be closed to motorised traffic for most of the day (i.e. one hour before to one hour after normal working hours).

Only pedestrians, cyclists, public transport and cleaner vehicles, such as LPG (liquid petroleum gas), NGVs (natural gas vehicles), electric, etc. will be admitted.

If more than one area is defined, pedestrian paths could link them. The car-free area(s) can also be usefully backed up by a buffer zone with specific information for car drivers.

## Why is it important to join Car-Free Day?

Car-Free Day is one of the three criteria for participating in EUROPEANMOBILITYWEEK, and it is compulsory if your town or city wishes to apply for the Award.

But Car-Free Day is much more. Many towns and cities use the opportunity to set up pedestrian zones for the day and organise big open events in the freed-up public space.

Beyond the festive aspect, the event is the perfect occasion to show residents what a car-free city centre or area can look like.

Furthermore, Car-Free Day has an impact <http://www.irceline.be/fr/nouvelles/journee-sans-voiture-en-ville-dimanche-17-septembre-2017>. Measure the air quality and noise on that specific day, the day before and the day after. Share the results with residents. Show them that their behavioural change and acceptance of a less car-dependent lifestyle is part of the solution. The fight against climate change, the improvement of our health and the quality of life in our towns and cities is at stake.

## How to define the car-free area?

The location and size of the car-free area(s) should be selected carefully, taking into account the local context. The area(s) can serve to:

- give visibility to specific issues (noise, air quality, etc.)
- present or test planned measures (i.e. permanent pedestrian zone)
- target specific groups (children, workers, etc.)
- highlight the commitment of businesses located in the area

When selecting the area(s) to celebrate Car-Free Day, you have to take into account the number of visitors to that area on a 'normal' day and projected number of additional visitors during Car-Free Day.

The parking facilities required in the surrounding area need to be considered as well.

If your town or city is defining more than one car-free area, make sure to link them.

## How to ensure a car-free area while giving exemptions?

Access to the car-free area(s) will be monitored and barriers installed. The assistance of the the urban traffic authority, police force and other local authority staff will be necessary.

A short list of authorised vehicles needs to be drawn up. In addition to the cleaner vehicles (LPG, NGV, electric, etc.), exemptions may be granted to health professionals, people with disabilities and for urgent repair works.

Emergency services (police, fire, ambulance) and electricity or gas workers will be granted automatic admission to the area.

Applications for exemption not provided for in the above list should be addressed to the responsible council department. Exemptions must be kept to a minimum.

Residents should be invited to move their cars the day before to clear the streets. Special car parks may need to be provided and contracts signed with the parking operator(s).

An alternative would be to allow residents to drive their cars out of the area but not to return before a specified time. They would then have to leave their cars in a car park.

Deliveries will be authorised until a certain time (to be specified) in compliance with the general conditions. For traders requiring daytime deliveries, a loading zone can be created outside the area. The cargo will be delivered from that point by cargo bikes or clean vehicles.

## Which alternative modes to offer during Car-Free Day?

Public transport is the most immediate and effective way to move during Car-Free Day. The following actions will be desirable:

- Higher frequency of services
- Greater accessibility for persons with reduced mobility
- Special fares or free transportation
- Specific initiatives (combined parking and bus or bus and train tickets, tickets offering reductions at cinemas, swimming pools, etc.)

It is also worth running shuttle services to link car parks with the city centre or specific routes (city tour, ring roads, etc.)

Cleaner vehicles (LPG, NGV and electric) may be used within the car-free area(s) for the delivery of goods or for the use of people with disabilities.

Bicycles are a big part of the alternatives too:

- Involve local cycling groups and associations
- Offer bicycle rental at 'Park & Ride' facilities, railway stations, bus stops, etc.
- Combine bus and bike or parking and bike tickets
- Offering a bike against car keys or registration document is also a good initiative
- Foresee staffed, covered cycle parking facilities
- Define safe, well-marked cycle routes outside the car-free area(s)
- Don't forget the use of cargo bikes for your event logistics and more!



## Where to leave your car?

### Park & ride facilities

To encourage residents to leave their cars and use public transport, secure parking facilities can be set up in the suburbs. These car parks should be staffed with an attendant and should have opening times in line with the hours of Car-Free Day. They may be free of charge, or not (for example combined parking and bus or parking and bicycle ticket). Parking facilities, which are not located along regular public transport routes should be served by special shuttle services.

### Convenience car parks

Special car parks should be set up close to the car-free area(s) for those who need to use their cars. These car parks may be used to drop someone off, for short-term parking (less than one hour), to facilitate car sharing, to deliver goods, etc. They should not be used as a long-term car park and they should be staffed for the day. Shuttle services can be provided from these car parks to the town centre.

### Residents' car parks

Car parks should be reserved for resident use. They should be located within, or close to the borders of the car-free area(s). They should open only the day before the event, and remain open until the day after. Specific parking charges can be applied to encourage residents to leave their cars at the car parks for the whole day. Details are to be arranged with the car park operator(s).

## Who can be the best partners in organising Car-Free Day?

The celebration of Car-Free Day may cause concerns for some shopkeepers. This is why special efforts must be made to involve them at an early stage of the organisation.

- Communicate specifically to shopkeepers via an official document with customised information on how to get to the city centre without a car
- Link the name of a bus, tram or metro stop to a shop
- Advertise city centre shops in EUROPEANMOBILITYWEEK merchandising (for example, by placing the logos of the shops in the map of the car-free area)
- Create a designated space for deliveries and use clean vehicles for this
- Distribute public transport tickets in shops
- Encourage shopkeepers to occupy public space, recovered by the ban on vehicles, as an extension of their selling space (terraces or space for stalls on the street). Note that Car-Free Day should not turn into a vast commercial event organised for marketing purposes.

# WHATEVER YOUR TOWN OR CITY IS DOING THIS YEAR, MAKE SURE YOU...

To ensure synergy at the European level and to give people the feeling that they are part of a global movement, don't forget the following:

- Consistently apply the Visual Guidelines  
<http://www.mobilityweek.eu/communication-toolkit/>
- Be creative, come up with new measures and activities and share them with your National Coordinator or with the European Secretariat  
<http://www.mobilityweek.eu/contact/>
- Promote the hashtag #mobilityweek and follow the official accounts on  
Facebook [www.facebook.com/EuropeanMobilityWeek](http://www.facebook.com/EuropeanMobilityWeek)  
Twitter <https://twitter.com/mobilityweek>  
Instagram <https://www.instagram.com/europeanmobilityweek/>  
YouTube [www.youtube.com/user/europeanmobilityweek](http://www.youtube.com/user/europeanmobilityweek)  
Flickr [www.flickr.com/photos/europeanmobilityweek](http://www.flickr.com/photos/europeanmobilityweek)
- Use social media keeping in mind the following points:
  - share content that is relevant to your audience
  - correct mistakes, but do so with respect (separate facts from opinion)
  - interact, talk about the successes of your partners and supporters
  - do not spam
  - spell check and re-check the links of everything you publish
  - do not commit to any action, unless you are authorised to do so
- Send information letters to each of the more sensitive target groups (shopkeepers, enterprises, residents of the car-free area(s) to inform them about EUROPEANMOBILITYWEEK and invite them to take part in its organisation
- Subscribe to our bi-monthly e-Newsletter  
<http://www.mobilityweek.eu/newsletter/>
- Involve municipal employees in the organisation of the campaign, incite staff members to make more use of sustainable modes of transport and launch a sustainable commuter plan for them
- Monitor and assess your actions (number of new public transport users thanks to a given activity, number of people deciding to become car-free after the campaign, air quality improvement figures, noise reduction, public opinion about your plans and actions, etc.)
- Link your activities with related EU initiatives (Project EDWARD – European Day Without a Road Death, European Week of Sports, CIVITAS, Covenant of Mayors, etc.)
- Make use of other useful resources available online (Leaflet, Poster, Best Practice Guide)  
<http://www.mobilityweek.eu/campaign-resources/>

All communications materials are available in English. This manual, the annual leaflet and poster and the campaign video are available in all official EU languages.

# THE EUROPEAN MOBILITY WEEK AWARDS

The EUROPEAN MOBILITY WEEK Award is presented to the local authorities that are judged to have done the most to raise awareness of sustainable mobility during the last EUROPEAN MOBILITY WEEK (16-22 September).

Since 2017, it is given out in two categories: one for larger municipalities and one for smaller municipalities.

It aims to promote successful campaigns and to raise awareness of the need for local action in the field of sustainable urban mobility.

The finalists are celebrated at a prestigious ceremony in Brussels in March and showcased in different videos and publications.

## Eligibility criteria

Same criteria apply for the two categories.

Local authorities are eligible for the EUROPEAN MOBILITY WEEK Award if they:

1. have registered online at [www.mobilityweek.eu](http://www.mobilityweek.eu)
2. have submitted the signed Charter
3. are 'Golden Participants', i.e. fulfilling the three criteria:

organising activities during the allotted week and relating to the annual theme

implementing at least one new permanent measure to reduce private car use

celebrating the Car-Free Day

4. are situated in the EU-28, EU candidate countries, potential EU candidate countries that are part of the Stabilisation & Association Process (SAP), European Economic Area countries (EEA), or European Free Trade Area countries (EFTA). These countries are: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, former Yugoslav Republic of Macedonia, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo<sup>1</sup>, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom.

## Evaluation criteria

An independent jury of experts in urban mobility will evaluate:

1. The quality of activities taking up the annual theme
2. The action plan for events and public involvement
3. The communication strategy
4. The impact of permanent measure(s)
5. The scope of the partnerships with local stakeholders

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1. This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence



## Application procedure

Local authorities wishing to apply for the EUROPEANMOBILITYWEEK Award must:

- Complete the application form in English, providing the specified details
- Submit the application form in the way indicated on the campaign website
- Include a digital copy of the signed Charter
- Provide a map of the area that was closed for motorised traffic during Car-Free Day
- Send a selection of supporting materials such as images (in good resolution), videos, communication tools and press clippings
- Everything must be sent between 23 September and 23 October

## Award ceremony and Prize

The EUROPEANMOBILITYWEEK Award ceremony is held in Brussels with the presence of the EU Commissioner for Transport. It usually takes place in March. During the ceremony the Award for Sustainable Urban Mobility Planning is also presented.

The winning local authorities will each be awarded a promotional video of up to three minutes to showcase their achievements as champions of sustainable urban transport in Europe.

# RELATED LINKS

## European Union website and documents

European Commission - Mobility and Transport portal

[http://ec.europa.eu/transport/index\\_en.htm](http://ec.europa.eu/transport/index_en.htm)

European Commission - 2018 Year of Multimodality

[https://ec.europa.eu/transport/themes/logistics-and-multimodal-transport/2018-year-multimodality\\_en](https://ec.europa.eu/transport/themes/logistics-and-multimodal-transport/2018-year-multimodality_en)

European Commission - Clean transport, Urban transport

[http://ec.europa.eu/transport/themes/urban/urban\\_mobility\\_en](http://ec.europa.eu/transport/themes/urban/urban_mobility_en)

European Commission - Sustainable Transport

[https://ec.europa.eu/transport/themes/sustainable\\_en](https://ec.europa.eu/transport/themes/sustainable_en)

European Commission - Intelligent Transport Systems (ITS)

[https://ec.europa.eu/transport/themes/its\\_en](https://ec.europa.eu/transport/themes/its_en)

## EU projects and initiatives

CIVITAS [www.civitas.eu](http://www.civitas.eu)

- SuperBlocks model: <http://civitas.eu/content/superblocks-model>

Eltis [www.eltis.org](http://www.eltis.org)

- Electric trams: a new urban freight solution?  
<http://www.eltis.org/discover/news/electric-trams-new-urban-freight-solution>
- Presentation by Christophe Najdovski, City of Paris, at SUMP Conference 2017  
[http://www.eltis.org/sites/default/files/sump\\_conference\\_2017\\_ops2\\_1\\_najdovski.pdf](http://www.eltis.org/sites/default/files/sump_conference_2017_ops2_1_najdovski.pdf)

BiTiBi project – Bike Train Bike [www.bitibi.eu](http://www.bitibi.eu)

- BiTiBi final report: [http://www.bitibi.eu/dox/BitiBi\\_Final%20Report\\_2017.pdf](http://www.bitibi.eu/dox/BitiBi_Final%20Report_2017.pdf)

EBSF\_2 project: <http://ebsf2.eu/>

- EBSF\_2 Gothenburg demonstration: <http://ebsf2.eu/demonstration-sites/gothenburg>

FLOW project <http://h2020-flow.eu/>

- FLOW 15 Quick Facts for Cities:  
[http://h2020-flow.eu/fileadmin/user\\_upload/Deliverables/15\\_quick\\_facts\\_eng\\_FINAL.pdf](http://h2020-flow.eu/fileadmin/user_upload/Deliverables/15_quick_facts_eng_FINAL.pdf)

FREVUE project <https://frevue.eu/>

- FREVUE Madrid demonstration: <https://frevue.eu/cities/madrid/>

MaaS4EU project: <http://www.maas4eu.eu/>

- MaaS4EU activities in Manchester (TfGM): <http://www.maas4eu.eu/tfgm/>

## Report and scientific studies

Polis, 2017, Discussion paper, Mobility as a Service: Implications for Urban and Regional Transport, [https://www.polisnetwork.eu/uploads/Modules/PublicDocuments/polis-maas-discussion-paper-2017---final\\_.pdf](https://www.polisnetwork.eu/uploads/Modules/PublicDocuments/polis-maas-discussion-paper-2017---final_.pdf)

Study on the effect of walking on life expectancy presented at the European Society of Cardiology (ESC) Congress, 2015, Press article by the Guardian: <https://www.theguardian.com/society/2015/aug/30/brisk-daily-walks-reduce-ageing-increase-life-span-research>

## Local authorities, organisations and specialised companies' initiatives

BKK Budapest, launch of the FUTÁR tool: <http://bkk.hu/en/2014/09/bkk-has-launched-its-futar-trip-planner-app-for-web-smartphones-and-tablets/>

FUTÁR tool: <http://futar.bkk.hu>

Blue Bike: <https://www.blue-bike.be/en>

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City of Paris, Paris respire: [https://www.paris.fr/parisrespire#les-champs-elysees-pietons\\_4](https://www.paris.fr/parisrespire#les-champs-elysees-pietons_4)

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<https://www.ipc.be/en/knowledge-centre/e-commerce/articles/parcel-lockers>

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RATT Timisoara, bike-sharing webpage: [http://www.ratt.ro/velo\\_tm.html](http://www.ratt.ro/velo_tm.html)

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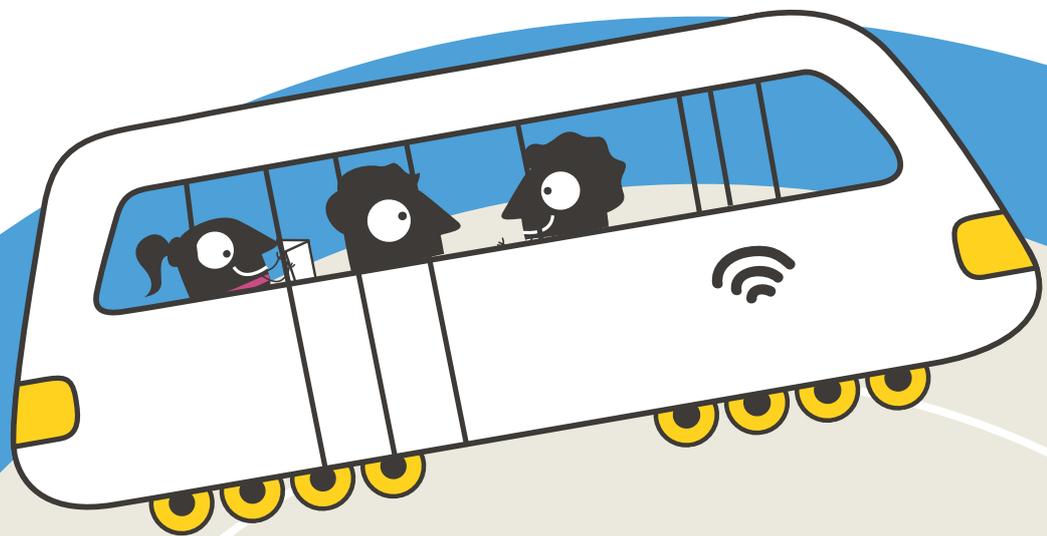
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# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2018

