

EUROPEAN MOBILITY WEEK

BEST PRACTICE GUIDE 2019-2020



#MobilityWeek



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INTRODUCTION

The present publication highlights examples of best practice from the six towns and cities that were selected as finalists for the EUROPEANMOBILITYWEEK Awards 2019, including the winners Kruševac (Serbia) and Karditsa (Greece). We also take the opportunity to highlight some good examples of activities by towns and cities that applied for the award, but were not selected as finalists.

In 2019, EUROPEANMOBILITYWEEK broke its participation record for the fourth year in a row. 3,130 towns and cities from 50 different countries organised activities and launched new urban mobility measures. The annual theme was 'Safe walking and cycling', under the call-to-action 'Walk with us!'.

Best practice examples from towns and cities are accompanied by a series of examples of **MOBILITYACTIONS** organised by NGOs, universities and private organisations within the framework of the campaign in 2019.

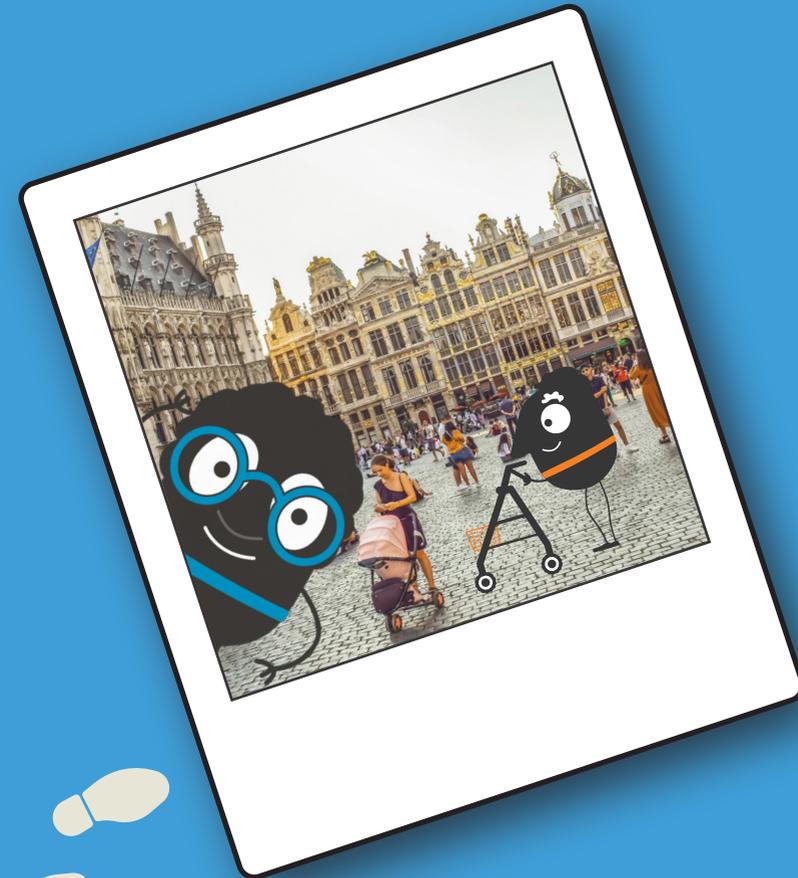
Our National Coordinators also present good examples of the kind of activities they organise to encourage their towns and cities to join the campaign. These examples have earned their own section in this publication.

The last chapter takes us beyond the European Union. In this edition we travel to Tashkent, the capital of Uzbekistan and Tehran, the capital of Iran.

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



EUROPEANMOBILITYWEEK TOWNS AND CITIES





Winner of the EUROPEANMOBILITYWEEK Award 2019 for larger municipalities



Kruševac was 'walking the walk'.

The Serbian city is an old friend of EUROPEANMOBILITYWEEK. After years of joining the campaign, Kruševac has reached the top position thanks to the activities and measures described below.

Kruševac impressed the jury with its strong citizen participation and political support. Even the mayor was going to work by foot to help spread the message 'Walk with us!'. From 16-22 September 2019, the streets of Kruševac enjoyed a new burst of life without cars, not only in the centre – which was taken over by pedestrians – but also in the suburbs people had lots of appealing activities. The sound of happy, playing children (and adults!) could be heard far and wide.

The transformation of the city, which will celebrate its 650th anniversary in 2021, included the installation of new cycle paths, walkways, public squares, urban parks, benches, a public garage, removing street parking and turning several traffic light junctions into roundabouts with greenery and sculptures.

Our mascot became a local celebrity, appearing on all kinds of media and TV shows, during a week which saw everyone, from postmen to librarians, getting involved in promoting safe walking and cycling.

Watch [this video](#) showcasing the sustainable mobility activities of the 2019 award winner.



Winner of the EUROPEANMOBILITYWEEK Award 2019 for smaller municipalities



Karditsa puts walking and cycling in the air.

During EUROPEANMOBILITYWEEK 2019 the Greek city painted 3D pedestrian crossings and made it look like you were walking on air. Painting these crossings was just one activity in a packed week of events that saw hundreds of people walking, climbing and dancing to the theme of safe walking and cycling.

Karditsa has set itself the ambition of making public transport, walking and cycling the main transport modes. Not surprisingly, a local artist created an emblem with a touch of Ancient Greece, the 'celestial biker', to illustrate Karditsa's inextricable relationship with the bicycle.

Dozens of partners including schools, music schools, government departments, police, firemen, associations and businesses all got in on the action throughout this festival-like week of mobility celebrations.

If the atmosphere alone wasn't enough, new incentives like financial benefits for companies adopting sustainable mobility measures, and days off work for employees commuting by bicycle or on foot showed people that safe walking and cycling are appealing for reasons beyond health and wellbeing.

In [this video](#), you can see the mayor of Karditsa explaining why the city considers it important to promote active mobility, and how they are encouraging their residents to make the modal shift from car to bicycle.



Finalist of the EUROPEANMOBILITYWEEK Award 2019 for larger municipalities

Rethymno got super-charged about mobility.

Located on the Greek island of Crete, Rethymno is promoting the use of e-bikes, e-scooters and e-buses. With a new e-bus, clearly marked 30 km/hour zones, thermal traffic sensors and cameras to keep track of cars, it's clear that this move towards a healthier future is right on track.

Rethymno is making the most of its participation in European projects to establish clean and sustainable mobility as a norm in their streets. In 2019, the focus was on safety and respect for all street and road users.

Giving new meaning to the phrase 'vote with your feet', residents were put in control with 'let's vote for pedestrians' workshops, where they came together to decide on the future shape of their city.

The Ancient Greek tradition of peripatetic dialogue was reawakened with walking conferences to give the brain a kick-start in the morning, followed by kicking balls about in a range of sports and a crescendo of concerts and cinema.

[Watch the video!](#)



Finalist of the EUROPEANMOBILITYWEEK Award 2019 for larger municipalities

In Wroclaw, everything was about the community.

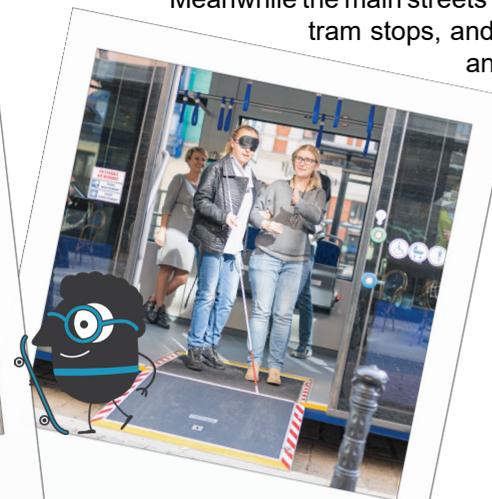
During EUROPEANMOBILITYWEEK 2019, the Polish city organised big group discussions on everything from accessibility for the blind to how bicycles can improve the quality of life in our cities.

The march towards the future moved through art exhibitions and historical areas, where there were prizes for those who took the best photos!

There was also plenty of entertainment; people found that with cars off the streets there was lots of room for chillout zones, food tasting, film screenings and book reading. Everyone was represented, from local non-profits to the regional government and even the EU level.

Meanwhile the main streets are now kitted-out with new pedestrian crossings, tram stops, and tram and bus lines, which mean better mobility and better safety for all.

[Watch the video!](#)





Finalist of the EUROPEANMOBILITYWEEK Award 2019 for smaller municipalities

Alfândega da Fé returns public space to people.

The Portuguese town is serious about safety, training people to be active without being at risk, and teaching them about the benefits of active mobility from their heart to their happiness. The public is also involved in the design of the town mobility plan.

Alfândega da Fé is undergoing a big permanent change: speed reduction measures for cars mean that children will be safer when walking to school, and whole streets have been given over to pedestrians on a seasonal basis, who can now also lay claim to new pedestrian bridges, elevated walkways and freshly-painted zebra crossings.

Meanwhile, public transport is getting even easier to access and the fleet is getting cleaner. The town has recently launched a public service of proximity, run by electric vehicles.

[Watch a video!](#)



[Watch a video!](#)



Finalist of the EUROPEANMOBILITYWEEK Award 2019 for smaller municipalities

Paide exchanges parking spaces for space for parks.

The Estonian town is making more space for pedestrians, on top of widened walkways, longer cycle paths and places to lock your bike, and better access for people with disabilities.

During EUROPEANMOBILITYWEEK 2019, even the mayor was going to work on foot. And not just to work – the mayor also led one of the many walking activities allowing people to find the right pace to rediscover their town.

The activities were a community effort that saw residents talk together and walk together to mobilise for a vision of sustainable mobility for their town, and to learn about the benefits of active transport on their health.

INSPIRING MOBILITYACTIONS

In December 2019, five **MOBILITYACTIONS** organised by businesses, schools, NGOs and other organisations were selected to take part in an online competition. The public voted via social media and chose the best.



THE WINNER: PARKLET 2 GO

With this **MOBILITYACTION**, the organiser wanted to turn parking places into useable public spaces, at least for a while.

Vienna benefited from this new pop-up solution, which allows for discussion on the use of public space. PARKLET 2 GO is an urban tool for testing, evaluating and discussing the transformation of specific parking spaces in an effective and informal way.

The aim of PARKLET 2 GO is to carry out spatial experiments and activate interventions in public space. The big novelty is that the production and delivery of this service has been done fully by bicycle.

The mobile furniture consists of two benches for 2-3 people each, a table, three flower beds and a plant container with a resilient city tree. The design of the furniture makes it possible to load it onto a bicycle trailer in just a few simple steps. It can be set up and dismantled very quickly. The possibility of transport by bicycle and the extremely compact storage offer the advantage of a flexible overall package for spontaneous actions.

When raising awareness on sustainable mobility and the use of public space, more and more cities are interested in creating a temporary 'mini-park' at different locations in a very short time. This service makes it possible with little effort. The installation of such parklets should serve not only for meeting and recreation, but also as a venue or 'mini-agora' to spontaneously discuss the use of public space.

PARKLET 2 GO was designed for the conversion of a car park but, due to its modular character, it also allows for the reconfiguration of other urban spaces, both smaller and larger (squares, niches, meeting areas, etc.).

Interviews by a media partner, and images and videos shared on social media made this **MOBILITYACTION** visible and inspiring for many others.



LITERARY COMPETITION ‘WALK TO THE END OF THE CITY’



The Regional Inspectorate of Environment and Water in Plovdiv organised a literary competition under the theme ‘Walk to the end of the city’.

Participants of all ages with an interest in literature and the environment were invited to participate by submitting a piece of literature that focused on the theme. Submissions focused on walking, by highlighting the associated health, environmental, social and emotional benefits. All participants received a certificate, while the three winners and the youngest participant, who was only 10-years old, also received smartwatches.

“He had been so annoyed when he realised he would have to go home on foot, and now he felt rewarded, as if an unearthly force had changed his whole inner world. And the city had suddenly taken on a magical appearance.” – Winning story of Milena Krumova.

MOBILITY CAFÉ: BICULTURE FRIDAY



The Parish Council of Olivais hosted the event ‘Biciculture Friday’ at its Culture House.

During the event, Olivais launched its ‘Cycling to work’ guide and held a debate on ‘Safe walking and cycling’.

At the end of the day, there was a night bike ride around the parish with the participants. The council had mapped a number of routes that cyclists could follow in the future, each marked with their level of difficulty and distance. Looking for silence, architecture, or love under the olives? There’s a route for every occasion.

GOING FOR ZERO TRAFFIC VICTIMS



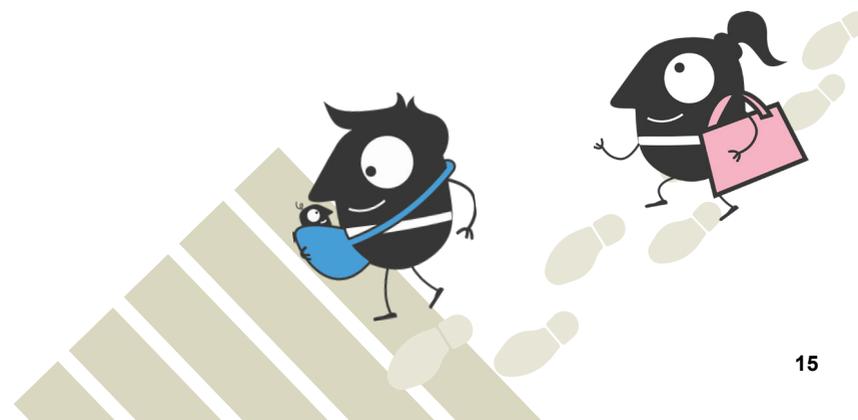
The mobility department of the Province of Zuid-Holland organised a road safety awareness week under the title of ‘Going for zero traffic victims’.

A number of awareness-raising events and activities were organised during the week, including courses on cycling proficiency and the safe use of e-bikes, a campaign encouraging children to walk to school, and several workshops on the importance of road safety.

A HUMAN CHAIN TO DEMAND AN OPTIMAL PEDESTRIAN CROSSWALK

Volunteers from the NGO ‘Andando Burgos’ (‘Walking Burgos’) highlighted the need for a new, direct and shorter crosswalk at one of the main access points to the pedestrian zone in the city centre, as a symbol of a new approach to the design of crosswalks and streets.

Thinking about pedestrians’ needs, they did this by forming human chains on either side of the location of the new potential crosswalk.





MORE EXAMPLES OF GOOD ACTIVITIES

More than 120 European towns and cities applied for the last EUROPEANMOBILITYWEEK Awards. Some applicants made a great effort to organise very original activities. In this chapter, we would like to showcase some of these examples as a source of inspiration for local campaigners..





GDANSK (POLAND)

Free public transport tickets against driving licence.



BERGEN (NORWAY)

Free bicycle repairs during the whole week.



LIEPAJA (LATVIA)

Cycle ride on Car-Free Day with t-shirts for participants.

FAGARAS (ROMANIA)

Cycling tour on Car-Free Day where people could win a helmet.



AHMETBEY (TURKEY)

Bicycle maintenance was made available for all.



ZAGREB (CROATIA)

Walking activity with senior citizens by a physiotherapist and service transport for woman to chemotherapy.



SAMOS (GREECE)

'I walk and recycle' by school children collecting rubbish from the beach.

KONYA (TURKEY)

Inclusion of people with autism. 44,000 bikes given to students to cycle to the mosque.



VALONGO (PORTUGAL)

Kiss & Ride zones for most of the schools.



GRANADA (SPAIN)

Cycling tour to promote the use of bicycles among women.



SKOPJE (REPUBLIC OF NORTH MACEDONIA)

Bicycle parade, hiking tour and bicycles available on Car-Free Day.

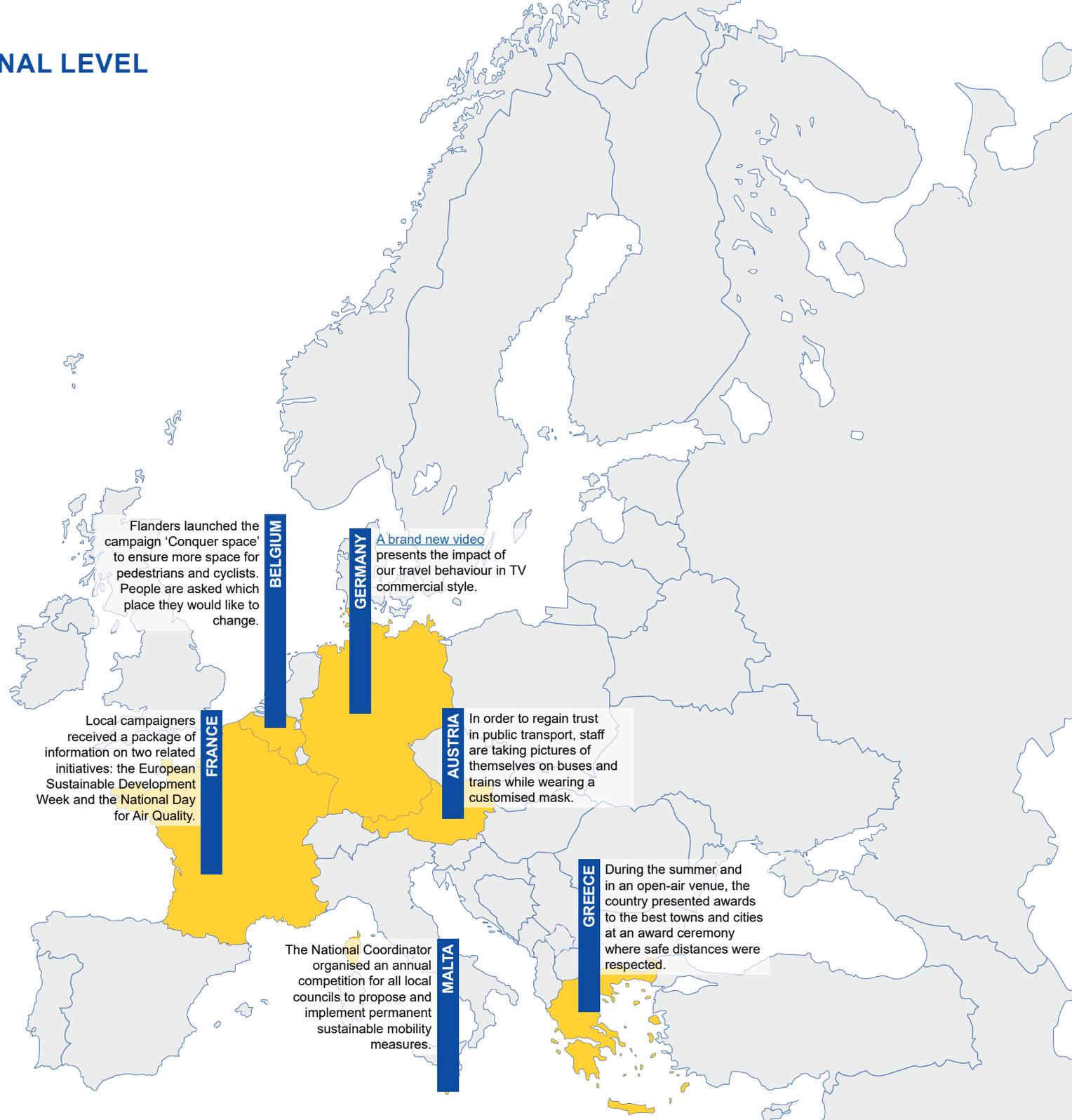


AGIOS DIMITRIOS (GREECE)

'Shopping safely' activity (timed and filmed) including locals (a driver, a pedestrian, a person with special needs and a mother with a stroller).

BEST PRACTICE AT THE NATIONAL LEVEL

The role of the EUROPEAN **MOBILITYWEEK** National Coordinators is crucial for the success of the campaign. Above and beyond their typical responsibilities, we would like to highlight the following examples of best practice.



Flanders launched the campaign 'Conquer space' to ensure more space for pedestrians and cyclists. People are asked which place they would like to change.

BELGIUM

[A brand new video](#) presents the impact of our travel behaviour in TV commercial style.

GERMANY

Local campaigners received a package of information on two related initiatives: the European Sustainable Development Week and the National Day for Air Quality.

FRANCE

In order to regain trust in public transport, staff are taking pictures of themselves on buses and trains while wearing a customised mask.

AUSTRIA

The National Coordinator organised an annual competition for all local councils to propose and implement permanent sustainable mobility measures.

MALTA

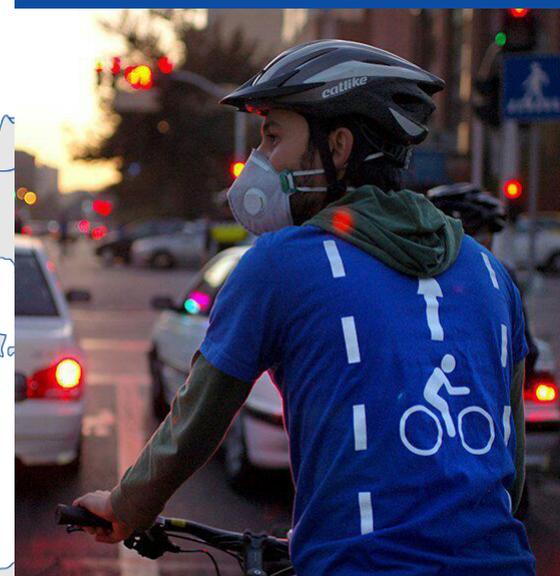
During the summer and in an open-air venue, the country presented awards to the best towns and cities at an award ceremony where safe distances were respected.

GREECE

BEST PRACTICE BEYOND EUROPE



It's not just EU cities participating in **EUROPEANMOBILITYWEEK**... there are cities joining in the excitement all over the world. This year we're putting Tehran, the capital of Iran, and Tashkent, the capital of Uzbekistan, in the spotlight.





Teheran Picture Agency, photo Ahmad Aghasiani



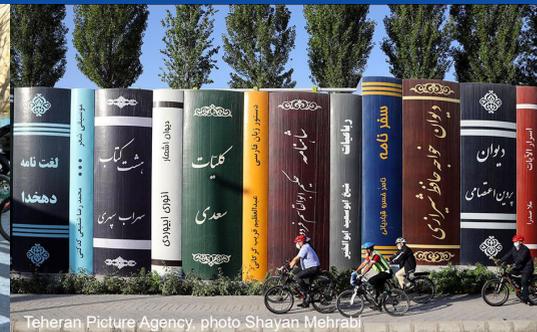
Teheran Picture Agency, photo Ehsan Rafati

Everyone can enjoy bicycle travel in **Tehran!** The Mayor of Tehran launched **EUROPEAN-MOBILITYWEEK** by leading a bike tour around the city and, to finish the week off, all 22 mayors of Tehran's districts went cycling together. To encourage a cultural shift, the Mayor of Tehran has committed to cycling to work at least once a week.

Headscarves were billowing in the wind during a women's cycling competition, and it wasn't just the locals: tourists were also encouraged to explore the city by bicycle, rather than choosing motorised transport. A new car-free school will ensure healthy living for all ages, and a city plastered with **EUROPEANMOBILITYWEEK** posters made sure that everybody got the safe walking and cycling message.



Teheran Picture Agency, photo Ehsan Rafati



Teheran Picture Agency, photo Shayan Mehrabi

Through its bicycle master plan, Tehran is working to increase cycling to at least 1.5% of all trips by 2022, with a focus on the first and last mile. As well as new software, hardware and capacity building, the city has created 600km of cycle paths, 200 bicycle parking stations, bike sharing with 2,000 smart bikes, and multimodal tickets, to name just a few actions.

Events, communication, legislation and education are all part of Tehran's cooperation with NGOs and other stakeholders to ensure an increase of cycling among women and men to 1% of all trips by the end of 2020.



The dynamic and fast-developing city of **Tashkent** organised large-scale public events to introduce EUROPEANMOBILITYWEEK to its 2.3 million residents.

Only about 10% of people use Tashkent's underground, so the 'Free Metro Day' was a dedicated effort to raise awareness on the benefits of metro travel. The underground was filled with fun, art and more than 100 fantastic performances.

It was also an opportunity to share information on the expansion of the metro network to include the new station 'Turkiston'. A special guided tour was organised for ambassadors willing to discover the history of the metro and its 37 kilometres and 29 stations.



A roundtable on road safety became a platform for discussion and constructive exchange between the government and civil society.

Lutfiy Street in Tashkent's Uchtepa district, one of the busiest and liveliest residential neighbourhoods, was transformed into a street festival during Car-Free Day. Traffic congestion and noise gave way to pedestrians and cyclists, music, fun, festivities and celebrations, mimes, animators, stilts, magicians, dance groups and DJs.

EUROPEAN MOBILITY WEEK

