



# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2025

*Mix and Move!*



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**MOBILITY  
WEEK**

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*Shared Public Space*

# How to write successful EMW award applications?

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**What do you think is the most important element of a winning application?**

# Two important elements

- The programme
- The application/writing

# The 5 Evaluation Criteria for the Award

- The annual theme.
- The comprehensiveness of the action plan regarding events, activities and involvement of citizens.
- The strategic approach in communicating towards the citizens and the media.
- The (expected) environmental and social impact of permanent measure(s).
- The quality and scope of the partnerships with local stakeholders.

# Think about different target groups

- Commuters
- Children
- People with reduced mobility
- Car drivers
- Elderly people
- Which are other different groups in your city?





# Don't forget to tame car traffic!

## Example from Bologna

Car-Free Day is good, but measures should go beyond that. Think about pop-up cycle lanes, increased pedestrian space, parklets, pop-up cafes, etc.

Provide a pleasant atmosphere for pedestrians and cyclists!

*Bologna did a 'pinch point' test during their EMW week, forcing cars to slow down and offering new space for pedestrians, café seating, plants, etc.*



# Don't forget "Parking Day"

Usually in mid-September (19 Sept this year)

Parking Day is a "global, public, participatory project where people across the world temporarily repurpose curbside parking spaces and convert them into public parks and social spaces ..."

[www.myparkingday.org](http://www.myparkingday.org)

#MobilityWeek

## Examples from Graz and from Braga



Photo: Mobilitätsagentur





# Don't forget freight traffic

Cargo bikes now come in different shapes and sizes.

They can carry children, as well as small and large freight, even with wagons and trailers attached. And public workers can use cargo bikes, too.

## Example from Leipzig





**What's the biggest challenge when applying for awards?**

# Organise a symposion, discussion rounds or presentations

Present your plans or discuss activities with citizens or experts.

Don't be shy to have critical dialogue with the citizens!

## Example from Braga





# Planning exercises

Give people the opportunity to bring in own views, ideas or to let them assess existing plans

## Example from Vienna





# Stakeholders

- Politicians
- Other types of municipal leaders & public authorities
- Community leaders
- Institutional leaders
- Students
- Journalists
- Business owners
- Unions
- Etc. !

*Bologna team up with pensioners unions on a campaign highlighting how everyone is a pedestrian*

## Example from Bologna



# Use role models and celebrities

- Actors
- Athletes
- Musicians
- Police and fire fighters

*Marcel Koller, former Coach of the  
Austrian National Football Team*

Example from Vienna





## Example from Vienna

# Including the local economy

In an example from Vienna, bakeries designed special sort of bread for pedestrians.

Think about the local businesses that can have a role that also benefits them.

*German play with words: Gebäck (bread etc.)  
and Gehbäck (Geh = walk)*



Photo: Christian Fürtner / Mobilitätsagentur

# Give people the opportunity to try out new behaviour!

- Free Public Transport test rides
- Planning of excursions with public transport
- Cycling courses
- Experience public space without cars
- Walk to school campaign
- What else?

## Example from Braga





# Use public campaigns

Local campaigns with catchy slogans and clear objectives, with easy access for citizens to participate.

*In Amadora, they launched a campaign called “Para Escola de Carro, Não!” (To school by car, no!) as part of a larger campaign called “Make the street yours” (Faz Tua a Rua)*

## Example from Amadora



# Organise parties

Organise a bicycle party with competitions and scavenger hunts or geo-caching.



## Example from Bolzano





# Use eye-catchers to attract people

Think creatively: what can we do to make the week fun for people?

How can we surprise citizens? Make the week memorable?

## Example from Lisbon



# Join forces – think about sport, food, culture, dance etc.

But remember – it is a **transport** event, so **traffic** and **transport** related activities should dominate!

An EMW week that is perceived to have too many cultural events at the expense of transport/mobility events may not be evaluated very highly.

Ensure **coherence** – activities should be interconnected, forming a cohesive programme rather than separate, isolated events. A strong application shows how different activities reinforce each other and contribute to the overall mobility message.

*Traditional dancing in Sofia, showing what can be done with reclaimed city space*

## Example from Sofia





# Be proud of your activities!

Communicate your activities, especially your objectives and benefits for the citizens.



## Example from Braga



# The important basics

- Write in clear, simple, well-written **English**
- Fill in all the fields
- Give correct information



# Give a clear overview of the week

- **Describe** what activities are taking place
- Be **specific**
- **Avoid** too much **repetition**
- Include **objectives**, number of **participants**, target **groups**, results
- Permanent measures: make sure they are **permanent**, and explain impact





# Permanent measures

- Here also: be specific
  - Make sure to only include **permanent + confirmed measures**
  - These are significantly discussed in the jury, they show that the city is serious about lasting change.
  - Explain impact
- New bike lane installed in Sarajevo as one of their EMW permanent measures*

## Example from Sarajevo







**Describe your city's best sustainable mobility initiative in one word!**

## Document your achievements

- Take photos of all your activities
- A professional photographer will do better than a phone
- Don't be afraid of submitting lots of visual material: banners, posters, press actions, etc.

### Granada



# Get creative

- Work with the EMW identity
- Instead of only photos, work with video, the mascot, artwork, etc.
- Involve local press and mention it in the application



The EMW mascot in Herne





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# Thank you for your attention!