



MOBILITYACTION Award: Focus on Mobility Management

Melanie SCHADE
András EKÉS
Mojca BALANT

**MOBILITYACTION
Award:
Focus on Mobility
Management**

AGENDA OF THE WORKSHOP

- Who we are?
- Introduction to the mobility management – examples, success factors
- From **MOBILITYACTION** to **MOBILITYACTION Award**
- Interactive exercise: Improving your application

WHO WE ARE? –

Members of the
MOBILITY-
ACTION
Award jury

Melanie SCHADE

- German Federal Institute for Research on Building, Urban Affairs and Spatial Development (BBSR)
 - Mobility management
 - Mobility in rural areas
 - Active Transportation
 - Integration of land use and transportation planning
- Vice President of the European Platform on Mobility Management ([EPOMM](#))
- German National Focal Point for Mobility Management
- Online-platform [Mobilikon](#) on mobility in rural areas



WHO WE ARE? –

Members of the
MOBILITY-
ACTION
Award jury

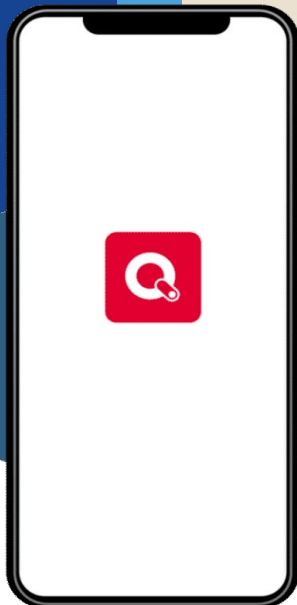
Mojca BALANT

- **Researcher, transport planner, landscape architect**
- Member of the Transformative transport planning research group at UIRS, uirs.si/stpn
- We support communities in overcoming transport challenges
- Committed to a paradigm shift in transport planning and management ([Policy paper](#))
- We transfer best practice, prepare guidelines, implement trainings, develop strategic and other documents, support integration of transportation with spatial planning
- Support to national EMW coordinator for past 12 years
- Active in local and international context



WHO WE ARE? –

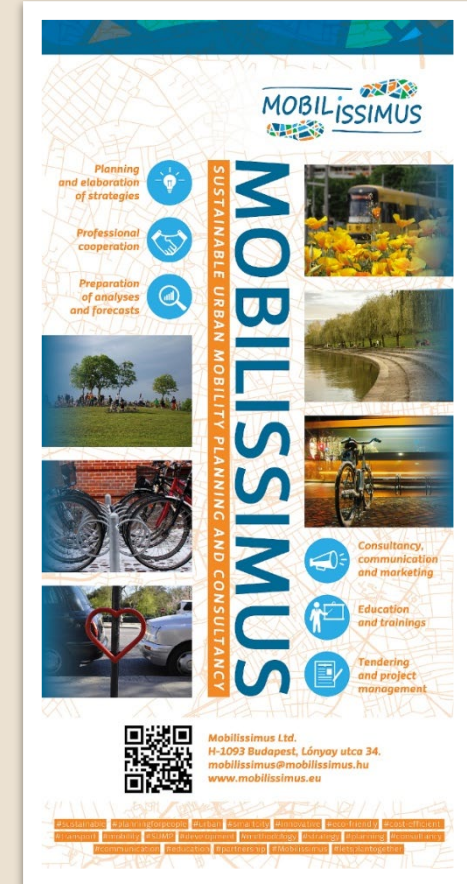
Members of the
**MOBILITY-
ACTION**
Award jury



#MobilityWeek

András EKÉS

- **Managing director of MOBILISSIMUS**
 - Mobility planning and consultancy company based in Budapest
 - Comitted to smart, eco-friendly and cost-efficient mobility systems
 - Working in local and international context
 - Main activities: strategic planning and consultancy
 - Secretariat of „Magyar Civinet”
-
- **Business development lead, CEE at FAIRTIQ**
 - Mobile pay-as-you-go (MPAYG) ticketing
 - Cost-efficient, hardware free ticketing solution

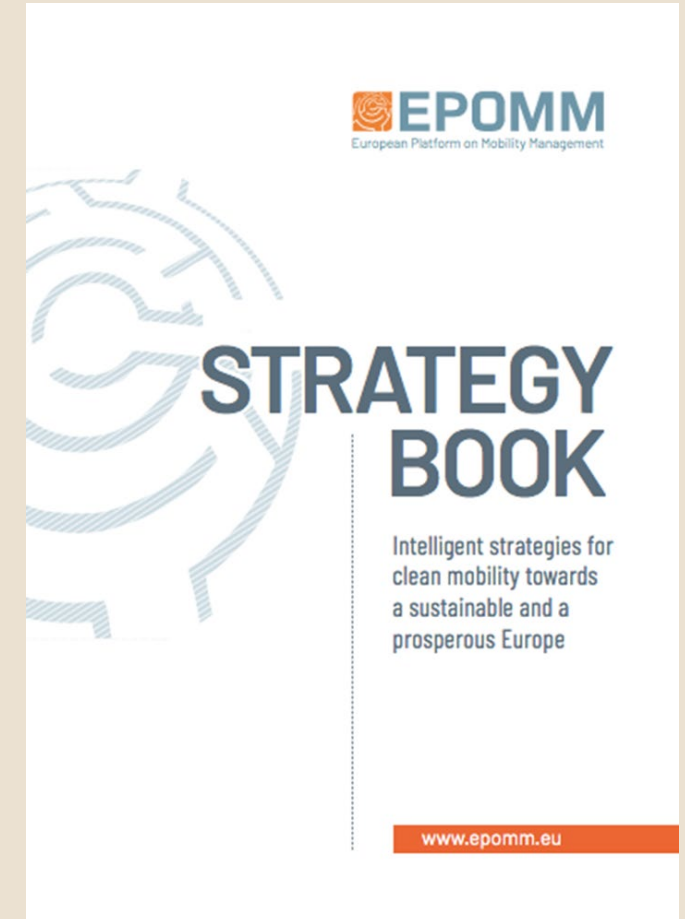


MOBILITY MANAGEMENT (by EPOMM):

- Mobility Management (MM) is a concept to promote sustainable transport and manage the demand for car use **by changing travellers' attitudes and behaviour.**
- At the core of MM are **"soft" measures** like information and communication, organising services and coordinating activities of different partners.
- "Soft" measures most often enhance the effectiveness of "hard" measures within urban transport (e.g., new tram lines, new bike lanes).
- MM measures (in comparison to "hard" measures) do not necessarily require large financial investments and may have a high benefit-cost ratio.

MOBILITY MANAGEMENT STRATEGY BOOK

- Eleven EPOMM member states provided input on their respective national mobility management strategies:
 - National climate and sustainability strategies and targets are drivers for mobility management strategies.
 - National strategies aim to reduce private vehicle use and save energy by supporting the use of sustainable means of transportation.
 - Strategies range from encouraging behavioural change, using planning tools, provide financial incentives and implementing laws to support sustainable transportation and mobility management.
 - For achieving environmental, economic, health, and social objectives.



MOBILITY MANAGEMENT WORKS!

- Mobility management is an effective tool to reduce GHG emission and energy use in the transportation sector
- Mobility management strategy goals can be achieved in many ways on various levels and should motivate and support transport related actors like companies, cities, regions, schools etc.
- Supportive frameworks on national and also EU level are crucial for broadly mainstreaming the use of mobility management
- It is a holistic approach in changing travel behaviour and facilitating actors
- Implementation of measures is cost-effective and support use of infrastructure and mobility services
- Partnerships and co-operations between the national, state, regional or city level and business are essential.

MOBILITY MANAGEMENT IMPLEMENTATION:

Mobility management needs to be supported from all levels of governments:

- **European** level: Promotion of Mobility Management in EU-documents (e.g. Graz Declaration, The Green Deal)
- **National** level: Integration of mobility management in e.g. policies or funding projects
- **Local** level: implementation of mobility management strategies and measures

MOBILITY MANAGEMENT SUMP GUIDELINE:

Topic Guide

- Mobility management in the context of SUMPs
- Integrating mobility management for public and private organisations into SUMPs.
 - MM and urban developments
 - MM and public authorities
 - MM and companies
 - MM and the education sector
 - MM and the leisure and tourism sector



GOOD EXAMPLES
AS WE SEE THEM

—
AWARENESS
RAISING DURING
THE EMW



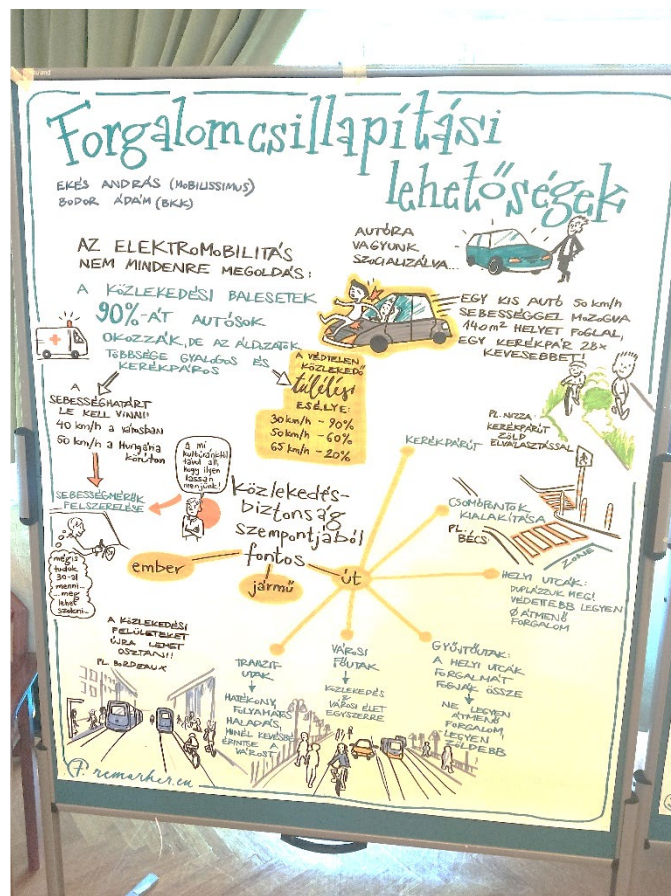
GOOD EXAMPLES
AS WE SEE THEM
—

AWARENESS
RAISING DURING
THE EMW



GOOD EXAMPLES
AS WE SEE THEM

AWARENESS
RAISING AT
COMMUNITY
ASSEMBLY
EVENTS



GOOD EXAMPLES
AS WE SEE THEM

—
AWARENESS
RAISING IN
SCHOOLS



GOOD EXAMPLES AS WE SEE THEM

KINDERGARTEN
CHILDREN
VINTAGE BUS-
TRIP WITH SANTA
CLAUS IN
NYÍREGYHÁZA



GOOD EXAMPLES
AS WE SEE THEM

—
DEMONSTRATION
PROJECTS

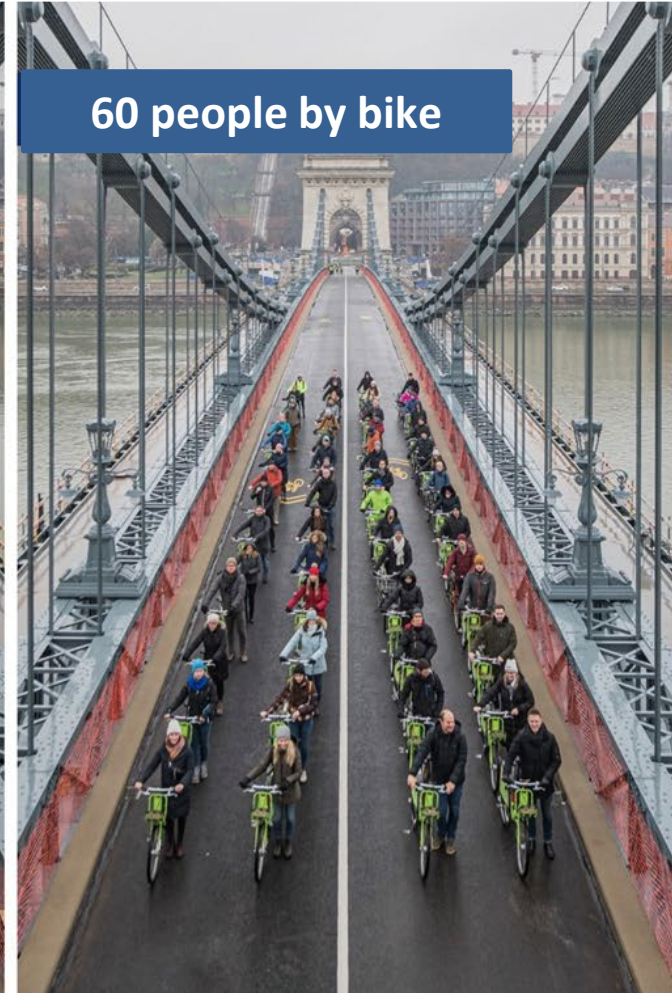
60 people by car



60 people by bus



60 people by bike



GOOD EXAMPLES
AS WE SEE THEM

—
AWARENESS
RAISING
THROUGH I BIKE
BUDAPEST
EVENTS



GOOD EXAMPLES AS WE SEE THEM

—

SMALL-SCALE PEDESTRIAN CROSSING ACTIONS



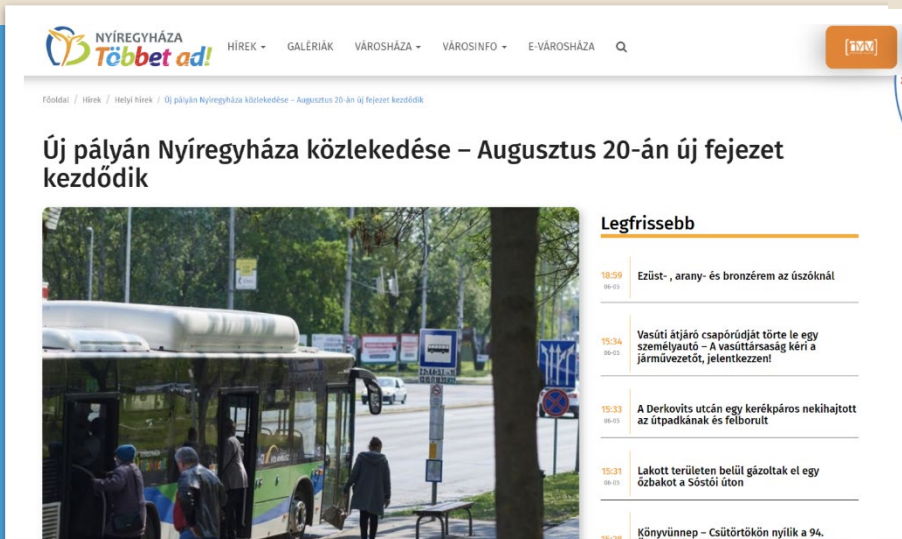
GOOD EXAMPLES
AS WE SEE THEM

—
SMALL-SCALE
PEDESTRIAN
CROSSING
ACTIONS



GOOD EXAMPLES
AS WE SEE THEM

RENEWAL OF
LOCAL BUS
SERVICES



A 2021. augusztus 30-ától érvényes vonalak és főbb változások

BELTERÜLETI HÁLÓZAT		KÜLTERÜLETI HÁLÓZAT	
1	Autóbusz-állomás ↔ Rákóczi	22	Autóbusz-állomás ↔ Ipari útca ↔ Ábra utca
1A	Autóbusz-állomás ↔ Visszér	24	Sóstói út kőház ↔ Északi tér ↔ Autóbusz-állomás ↔ Könyvesdőlő
2	Autóbusz-állomás ↔ Barkány, Csécs, S. ford. ↔ Ábra utca	27	Sóstói út kőház ↔ Búza tér ↔ Ábra utca ↔ Autóbusz-állomás ↔ Könyvesdőlő
3	Sóstói út kőház ↔ Autóbusz-állomás ↔ Könyvesdőlő ↔ Rákóczi utca ↔ Autóbusz-állomás ↔ Rákóczi utca ↔ Autóbusz-állomás	30	Sóstói út kőház ↔ Autóbusz-állomás ↔ Rákóczi utca ↔ Autóbusz-állomás
3A	Autóbusz-állomás ↔ Könyvesdőlő ↔ Rákóczi utca ↔ Autóbusz-állomás	30A	Autóbusz-állomás ↔ Rákóczi utca ↔ Autóbusz-állomás
4	Autóbusz-állomás ↔ Óra, Magyar utca 5.	44	Vasúti állomás ↔ Ábra utca ↔ Órákút ↔ Óra, Magyar utca 5.
4Y	Autóbusz-állomás ↔ Óra, Tornyó	53	Órákút ↔ Ábra utca ↔ Sóstói út kőház
5	Órákút ↔ Ábra utca ↔ Sóstói út kőház	90	Sóstói út kőház ↔ Autóbusz-állomás ↔ Ipari Park, Északkelet ↔ Rákóczi-útca ↔ Lakatosok kő.
5A	Órákút ↔ Ábra utca	90B	Autóbusz-állomás ↔ Vasúti állomás ↔ Ipari Park, Északkelet
6	Órákút ↔ Autóbusz-állomás	91	Autóbusz-állomás ↔ Ipari Park, Északkelet
7	Vasúti állomás ↔ Ábra utca	92	Sóstói út kőház ↔ Északi tér ↔ LIGO
8	Vasúti állomás ↔ Sóstói út kőház	93	Órákút ↔ Autóbusz-állomás ↔ LIGO
8A	Vasúti állomás ↔ Sóstói út kőház	93B	Vasúti állomás ↔ LIGO
8B	Vasúti állomás ↔ Sóstói út kőház	94	Vasúti állomás ↔ Sóstói út kőház ↔ Rákóczi
9	Vasúti állomás ↔ Rákóczi utca	95	Órákút ↔ Autóbusz-állomás ↔ Miklós
9Y	Vasúti állomás ↔ Rákóczi utca	95B	Órákút ↔ Autóbusz-állomás ↔ Miklós
10	Vasúti állomás ↔ Rákóczi utca	96	Autóbusz-állomás ↔ Ipari útca ↔ Ábra utca
11	Órákút ↔ Rákóczi utca ↔ Órákút	97	Órákút ↔ Tornyó utca ↔ Északkelet
12	Sóstói út kőház ↔ Vasúti állomás		
12A	Vasúti állomás ↔ Vasúti állomás		
13	Sóstói út kőház ↔ Ábra utca ↔ Ábra utca		
14	Vasúti állomás ↔ Sóstói út kőház ↔ Ábra utca		
15	Vasúti állomás ↔ Sóstói út kőház ↔ Ábra utca		
16	Vasúti állomás ↔ Sóstói út kőház ↔ Ábra utca		
17	Vasúti állomás ↔ Sóstói út kőház ↔ Ábra utca		
18	Vasúti állomás ↔ Sóstói út kőház ↔ Ábra utca		
19	Vasúti állomás ↔ Sóstói út kőház ↔ Ábra utca		
20	Vasúti állomás ↔ Sóstói út kőház ↔ Ábra utca		
21	Vasúti állomás ↔ Sóstói út kőház ↔ Ábra utca		

TOVÁBB FEJLŐDİK AZ ÚJ HÁLÓZAT NYÍREGYHÁZÁN – módosul a menetrend 2021. augusztus 30-ától

Tovább fejlődik a tavaly megújult hálózat és menetrend. Az elmúlt egy év tapasztalatai, valamint a lakosok és a nagyforgalmú területek igényei alapján számos vonalon változtatást kell eszközölni. A legfontosabb változások a következők:

- Kiértékelés a módosuló és új autóbuszvonalak
- Működési mérték adatok alapján kisebb mértékű korrekciók
- A munkába és iskolába járáshoz jobban igazodó buszközpontok
- Módosuló külterületi menetrendek

A hálózati és menetrendi fejlesztések Nyíregyháza Önkormányzata, a Volánbusz Zrt. és a területi, a Mobilitás együttműködésben valósulnak meg.

A változásokkal kapcsolatban minden információ a nyiregyhaza.volanbusz.hu oldalon érhető el. Utazástervezéshez ajánljuk a menetrend app használatát és a Google Maps utazástervezőt.

VOLANBUSZ
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volanbusz.hu



GOOD EXAMPLES
AS WE SEE THEM

DRT IMPLEMENTATION
IN REMOTE AREAS –
SHAREPLACE
INTERREG CE
PROJECT



GOOD EXAMPLES AS WE SEE THEM

DRT IMPLEMENTATION IN
REMOTE AREAS -
DREAM_PACE
INTERREG CE
PROJECT



GOOD EXAMPLES AS WE SEE THEM

—
ANALYSE AND
DECREASE
MOBILITY
POVERTY –
SURVEY AND
SOLUTION
TOOLKIT (SST)



GOOD EXAMPLES
AS WE SEE THEM
—

POLICY AND
GOVERNANCE
ACTIONS, SUMPS



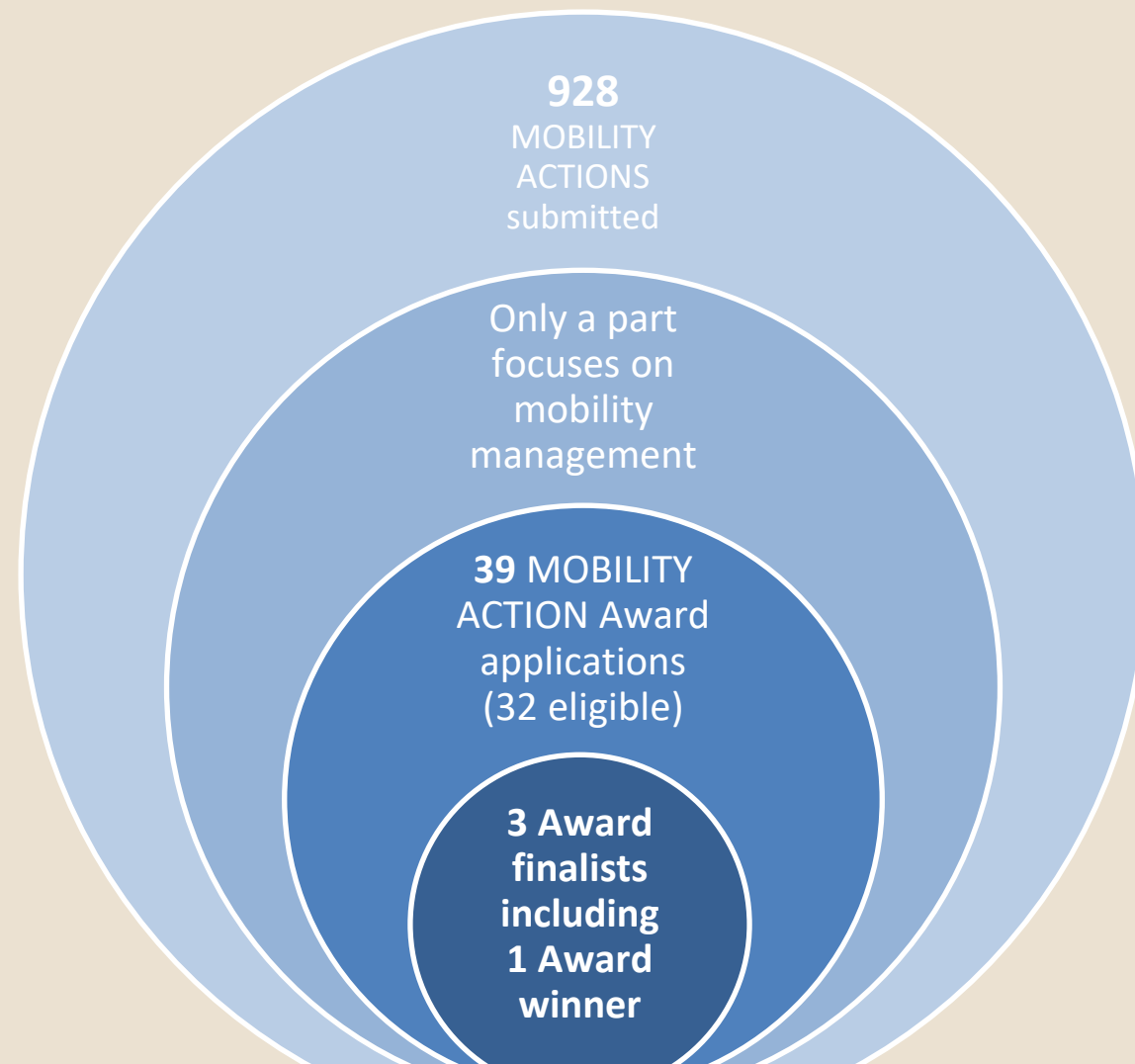
MOBILITYWEEK Basics

- Public authority organising activities to promote sustainable urban mobility and promote its use
= **cities / municipalities**

MOBILITYACTION Basics

- Submitted by all other entities = **companies, NGOs, schools etc.**
- All types of activities promoting sustainable urban mobility
- Implementation not necessarily during 16-22 September
- “**MOBILITYACTION** in the spotlight” = good examples on [www](http://www.mobilityweek.eu)

From
MOBILITYACTION
to
MOBILITYACTION
Award



MOBILITYACTION Award

- **3rd edition of MA Award was well-received:**
 - 2022: 44 applications
 - 2023: 30 applications
 - 2024: 32 applications
- **Good diversity:** Submissions from 13 countries
- **2025:** Aiming for growing numbers



MOBILITYACTION General Award Timeline

- **Submission Deadline:** End of October
- **Review Period and Jury Meeting:** November
- **Announcement of Finalists:** January
- **Award Ceremony:** March

How to draft a
good **MOBILITY-**
ACTION Award
application?

6 APPLICATION CATEGORIES

Comprehensiveness - Mobility management

Impact (3):

Link to EMW Theme

Education and public perception

Quality of life and safety

Innovation

Transferability

How to draft a
good **MOBILITY-**
ACTION Award
application?

SUGGESTIONS FROM THE JURY

Focus on:

- **Less common travel modes** → e.g. *Flexible Public Transport, Virtual Mobility*
- **Hard(er)-to-reach user groups** → e.g. *Elderly, Businesspeople, Families, Youth, Rural population*
- **Impact analysis** → *Concrete Data, Measured Behavior Change*
- **EMW theme alignment** → *Thematic Relevance (Mobility for All in 25)*
- **Local authenticity** → *Innovation, Feasibility*
- **Transferability** → *Scalability, Adaptability, How?*

How to draft a
good MOBILITY-
ACTION Award
application?

SUGGESTIONS FROM THE JURY

Provide:

- **Clear overview** → *Simple, Contextual, Insightful*
- **Jury-focused content** → *Category specific, Relevant, No Repetition*
- **Balanced text length** → *Concise, Informative, Non-Promotional*
- **Essential content only** → *Core Information, Key Links, No Overload*

2024 MOBILITY-
ACTION Award
finalists

2024 AWARD FINALISTS



2024 AWARD FINALIST'S HIGHLIGHTS

Amics de Ca la Cileta, Spain:

- promoting an inclusive approach to street space design
- improving inter-generational bond (students-elderly)

Bucharest-Ilfov TPBI, Romania:

- transforming a central car-dominated boulevard into an interactive cultural space
- introduction of new temporary public transport routes

Pěšky městem, Czech Republic:

- promotion of active mobility - benefits of walking for children's health and for the environment
- a nationwide campaign involving 501 schools

2024 MOBILITY-
ACTION Award
finalists

How to draft a
good MOBILITY-
ACTION Award
application?

INTERACTIVE EXERCISE: IMPROVING YOUR APPLICATION

- Make groups
- Read measure description
- Write a convincing explanation for 1 category
- Give your application to the next group / exchange applications
- Grade categories from your neighbour from 1-10 (10 is best)
- Discussion: Explain reasons for your grade; What stood out?; What was missing?

How to draft a
good MOBILITY-
ACTION Award
application?

6 APPLICATION CATEGORIES

**Comprehensiveness -
Mobility management**
(Context/motivation/
challenges/intentions;
details on how mobility
management is included)

Impact (3):

Link to EMW Theme

**Education and public
perception** (How do you
educate and encourage
participation in your
initiative?)

**Quality of life and
safety** (Accessibility /
Convenience / Environmental
benefits / Liveability / Public
safety)

Innovation (How is it
novel? Is it a first-time
implementation, an
innovative approach?)

Transferability (Can it
be more widely adopted /
in other contexts?)

Engage with us!

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