

An independent jury has selected the following cities as finalists for addressing shared mobility in sustainable urban mobility planning.



© Greater Manchester

Greater Manchester (UNITED KINGDOM)

Transport for Greater Manchester has teamed up with academia, industry, and NGOs to deliver a strong vision supported by ambitious and far-reaching measures. Greater Manchester has created a digital ecosystem, 'Cityverve', that lets data flow to serve the user, and to aid innovators in building systems for shared mobility.

In Manchester, short-term ambitions feed into long-term goals:

Transport for Greater Manchester has given itself just two years to get one third of all commuters out of their cars, and at least one in ten onto bikes. Within two decades, shared mobility will be fully integrated into the transport network – with dockless bike and car sharing already gaining impressive ground.

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Milan (ITALY)

Milan is, figuratively, putting its residents in the driver's seat, with citizen participation and co-creation at the heart of its transition to sustainable mobility. Shared bike and car services entered the city as a result of consultations where local residents expressed their needs and ideas, and a competition for ideas from the public led to the redesign of car-free zones. In Milan, local residents are not just stakeholders, but 'solution holders', whose involvement is necessary for true and lasting change.

A new congestion charge has already reduced traffic in the city centre by a third, and Milan is giving itself ten years to reduce total CO2 emissions by almost the same amount, as well as speeding up public transport and making it easily accessible for over twice as many residents. In the framework of the new trend of Mobility as a Service, travellers will also be guided by a handy app that provides information on different modes of transport on a single integrated platform.

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Turda (ROMANIA)

Turda is outstanding among smaller cities for its drive toward shared mobility. Car and bike sharing have been included in its sustainable urban mobility planning to be made widely available with the option to go electric, and a single card will let commuters hop onto bikes and then onto a fleet of wholly electric buses. Complementary plans like carpooling and smart parking have been well integrated, while reduced fees are nudging local residents towards these alternative modes, alongside price hikes for gas guzzlers.

Public consultations have preceded new mobility measures in Turda, to ensure that local residents are on board. The aim is to reduce the use of private cars, thanks to a clever combination of municipal money with European Regional Development Funds that is to result in seven out of ten citizens choosing alternative transport.

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