



EUROPEAN MOBILITY WEEK AWARD 2009

Introduction to the shortlisted cities

Arenas de San Pedro (Spain)

The small town of Arenas de San Pedro impressed jury members with its big efforts to positively influence urban mobility during EMW 2009. The primary focus of its activity programme was to instil good travel habits in the town's school children. This included the promotion of a new walking school bus initiative covering six different routes to school and a 'traffic park' consisting of a bicycle circuit where children could learn about road safety from members of the local police. To help ensure the long-term impact of EMW on mobility in the town, Arenas de San Pedro introduced electric motorcycles for the police, presented a blueprint for a new local mobility plan and installed new bike racks.

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Bologna (Italy)

The city of Bologna has worked tirelessly to promote sustainable mobility during its seven consecutive years as EMW participant. The highlight of EMW 2009 in the city was a two day roadshow 'Pedalando per Kyoto' (Cycling for Kyoto) to raise awareness on the links between transport and climate change and promote cycling as a clean and sustainable transport mode. The high-profile event included public forums on different mobility themes; tailored information for individuals on cycling to work/school and a 'video box' where citizens could record a message expressing their personal commitment to support the fight against climate change. Bologna also took advantage of EMW to launch an integrated ticketing system, in cooperation with Emilia-Romagna region, to improve regional intermodality on public transport and added more clean vehicles to the municipal bus fleet.

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City of London (UK)

During EMW 2009, the central London borough of the City of London primarily targeted the thousands of commuters travelling daily to work in the City's business district with their activities. Working closely with different sponsors, City of London organised activities such as 'Bike to Work



Day Breakfast' offering complimentary breakfasts and biking advice to over 400 City cyclists; a cycle forum attended by representatives of Transport for London and the local cycling officer to inform members of the public about new cycling initiatives; a movie night showing films on climate change and a 'Walk to Work Day' exhibition held on a newly pedestrianised street promoting journeys on foot. In addition to the permanent closure of a street to traffic, City of London also improved accessibility for disabled people to the riverside walkway and began work on contraflow cycle lanes on several streets.

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Gävle (Sweden)

The city of Gävle, situated on Sweden's Baltic coastline, took an ambitious approach to promoting sustainable urban mobility during EMW 2009, complementing more traditional activities with communication via social media. Its activities included workplace seminars promoting

sustainable travel; free chocolate for commuters at the central station and the 'Gästrikeloppet Cycle Race 2009' on Car Free Day which was attended by nearly 150 people including the famous Swedish adventurer Fredrik Sträng. To exploit the growing popularity of social media platforms, Gävle had its very own blogger, 20-year old Ingrid Bergström Nilsson, who travelled round the county on public transport and blogged about her adventures. In addition, the city engaged high school media students to produce an EMW video diary which was utilised as a promotional tool. Gävle also made a strong commitment to sustainable mobility by introducing dedicated parking spaces for electric cars (with charging facilities), an automated PT ticket machine and installed new bike racks at bus stops to encourage active travel.

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Hamburg (Germany)

During EMW 2009, the city of Hamburg made special efforts to highlight urban transport's impact on climate change. The city, which will be the European Green Capital in 2011, effectively integrated the campaign into its local version of the United Nation's Climate Week, organising discussions on extreme weather events, biodiversity and renewable energy; information stands on sustainable mobility for citizens; and culminating in a unique 'Climate Night' event. During Car Free Day, the city offered a mix of street entertainment and awareness-raising activities on future mobility



developments in the transformed street space. To support the long-term shift towards more sustainable modes of travel, Hamburg launched a new bicycle hire system, counting 67 stations and over 1000 bikes, and implemented a comprehensive cycle strategy.

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Ivanic-Grad (Croatia)

The small town of Ivanic-Grad in Croatia was commended by the Award jury for its creativity in promoting sustainable urban mobility in the face of a modest budget. Their programme of activities highlighted broad environmental and mobility concerns in the town through a series of themed days including 'Environment Day' with a presentation of a local waste management project; 'Mobility and Health' day with free blood pressure testing for citizens; 'Energy Efficiency Day' with an info point presenting Ivanic-Grad's energy-saving projects and 'Accessibility for All' day during which there was a public debate on the subject of accessibility to goods and services for disabled citizens. During EMW 2009, Ivanic-Grad also committed to improving mobility and quality of life in the town by adopting an environmental monitoring programme for noise, air, water and soil quality; introducing a car pooling scheme and making improvements to existing infrastructure for pedestrians and cyclists.

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León (Spain)

The city of León offered a comprehensive programme of promotional activities during EMW 2009, aimed at raising awareness of sustainable urban mobility. EMW organisers particularly impressed the Award jury members with their close cooperation with city stakeholders such as local politicians, commercial partners, schools and non-profit associations. León's activities included a 'Street Gym' promoting physical activity; pollutant and noise tests on vehicles carried out by a mobile inspection unit and an outdoor screening of the climate change documentary 'An Inconvenient Truth'. The city's Car Free Day saw a main street in the city closed to private motorised vehicles and free public transport. To mark its commitment to sustainable urban mobility, permanent measures implemented by León included the setting of 30 kph speed restrictions in the Old City and University neighbourhoods and the introduction of a new public bicycle loan system in proximity to a busy hostel.

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Murcia (Spain)

In the city of Murcia, which has participated in EMW every year since 2002, the campaign has become the highlight of a year-round programme of activity to improve urban mobility. The city organised an array of fun activities during EMW 2009 to engage citizens and raise awareness such as a free raffle for 400,000 bus passengers; a mobility film festival; a guided walk - 'Walk 10,000 steps' - through the city's streets; an electric vehicles demonstration; a children's drawing competition and information distributed to citizens via eye-catching mobile hostesses dressed as 'Urban Butterflies'. Permanent transport measures inaugurated during EMW 2009 included the introduction of clean vehicles in the city's PT fleet; a new LPG pump for hybrid cars and the creation of a 'Bicycle Bureau' which will gather data on urban bicycle use.

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Östersund (Sweden)

The town of Östersund organised a comprehensive promotional campaign during EMW 2009 with strong links to the climate change theme. The Week featured a mix of educational activities such as the 'School Challenge: Walk and Bike to School' aimed at school children; information seminars on diverse topics such as climate smart lifestyles and biogas; sweet treats and campaign information for commuters at Östersund's central train station and



finally a Car Free Day event on 19 September with local bicycle tours; free public transport; a local foods market and an environmental festival featuring exhibitions from various NGOs and local government representatives. In support of the long-term shift to sustainable mobility in the town, Östersund extended the existing bicycle network in the town and inaugurated the first charging station for electric vehicles, forming part of the Green Highway development between Norway and Sweden.

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Panevėžys (Lithuania)

The city of Panevėžys took an extensive approach to promoting sustainable urban mobility during EMW 2009, offering its citizens a variety of activities including a painting competition for schoolchildren; free emissions check for cars (with badly-polluting cars being referred to a garage); public seminars on eco-driving and sustainable transport; a conference addressing mobility issues in the city involving local decision makers; and a day dedicated to promoting cycling and local cultural heritage sites such as the Troskunai Village. In keeping with the above promotional activities, Panevėžys implemented a set of permanent measures to support citizens to adopt more active travel habits such as the direct marketing of the city's existing bicycle lanes and walking routes; the renovation of several bicycle paths; and the installation of new bike parks outside local schools.

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Zagreb (Croatia)

The Croatian capital of Zagreb implemented a varied programme of educational and awareness-raising activities during EMW 2009 chiefly addressing vulnerable citizens including children, young people and disabled people. The Week also presented an ideal opportunity for Zagreb to cross-promote its involvement in CIVITAS, a pan-European initiative in support of clean and sustainable transport in cities. EMW activities included a conference on access and mobility issues faced by public transport users with reduced mobility; workshops on traffic safety; visits for children to the city's meteorological station to learn about climate change and the 'In Town Without My Car' event on 22 September which saw 6km of the city centre's streets closed to motorised traffic. Zagreb also utilised the occasion of EMW to extend its pedestrian zone and cycle lane network and promote a city-wide speed reduction programme near schools.

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