

Toolkit for Newcomers



EUROPEAN
MOBILITY WEEK

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INTRODUCTION

The Toolkit for Newcomers brings together relevant information on how national coordinators can ensure the success of both the **European Mobility Week** (EMW) and the **In Town Without My Car** (ITWMC) / **Car-Free Day** at the national level. This document is aimed at new/potential national coordinators to help them in their day-to-day management of the campaign.

Gathered on the following pages are the experiences of national coordinators, many of whom have been involved in the EMW for a considerable amount of time now. They provide an insight into how the EMW is organised in various countries with different framework conditions.

AUSTRIA

How is coordination of the EMW organised?

In Austria, the EMW is coordinated by Klimabündnis Österreich, which has federal offices in all 9 of Austria's provinces. These federal offices are in daily contact with the communities and support them in meeting their targets of reducing CO₂ emissions. The EMW campaign is one of many proposals and activity tools for the communities. About 400 Austrian communities participate in the EMW campaign every year, so ¹/₅ of all Austrian communities.

Who finances the work? How much financing is needed?

The coordination in Austria is subsidised by the Federal Ministry of Agriculture, Forestry, Environment and Water Management. The yearly subsidy is 52,000 €. Some federal provinces also provide subsidies for the federal offices.

Who maintains the national website?

Klimabündnis Österreich maintains two national websites: www.mobilitaetswoche.at and www.autofreiertag.at.

Description of work

Klimabündnis is responsible for a lot of the overall coordination:

- Organisation of a national/regional network of partners: e.g. Austrian Railway, regional traffic associations, other regional associations

- Integration and coordination of the EMW campaign with other campaigns for sustainable mobility: e.g. klima:aktiv mobil, Klimatour, Kindermeilenkampagne
- Preparation of press releases

Klimabündnis does a lot of motivation work to encourage communities to participate in the campaign:

- Invitation by newsletter, direct invitation, press releases
- Information exchange in regional EMW workshops

Klimabündnis supports the communities by

- Providing free material for the promotion of their campaigns and activities
- Preparing activity tools, which the communities can easily implement
- Supplying them with press material for their press activities
- Maintaining the national EMW websites as communication and support platforms

Please contact Peter Czermak at peter.czermak@klimabuendnis.at for further information.

CZECH REPUBLIC

How is coordination of the EMW organised?

The Czech Ministry of the Environment created a national coordination committee for EMW and ITWMC in 2002. This committee brings together representatives from local authorities, NGOs as well as other experts on sustainable mobility and allows these local stakeholders to discuss how best to organise the EMW in Czech Republic. The Czech Ministry of the Environment is responsible for promoting and organising the campaign at a national level.

Who finances the work? How much financing is needed?

The national coordinator works at the press office of the Czech Ministry of Environment; one of her tasks is to promote EU campaigns. Her salary is paid by the Ministry of Environment and she receives a small budget for EU promotion. She dedicates most of this budget to promotion of the EMW. The budget is used for the production of promotional materials, prizes for competitions with logo, etc. The local authorities are supposed to provide the national coordinator with a signed EMW Charter, a definitive programme and explanation of the permanent measures to be launched. The national

coordinator also translates all EU communication tools into Czech and makes them available in print versions.

Who maintains the national website?

The national coordinator is responsible for updating the Czech website and informs the Czech media about the programmes of the towns as well as about their permanent measures implemented, see www.mzp.cz/etm.

Description of work

The national coordinator organises three meetings a year at the local level. During these meetings, all important issues are discussed, for example: the logo, charter, focal theme, promotional materials, etc. The promotional materials (posters, leaflets, small gifts for town participants) are usually given to the local coordinators at the Prague meeting that normally takes place every June.

During the summer, the local coordinators are asked to prepare their programme for the upcoming EMW to send the signed EMW Charter to the national coordinator for her to register them on the European website. The national coordinator maintains regular contact with the local coordinators by email as well as with the press through press releases and interviews.

Are you working with any partners – e.g. from the private sector, media or civil society – and how did you find/approach them?

The national coordinator informs the Czech media about the EMW through press releases, she makes TV appearances and also informs the general public via radio broadcasts.

Please contact Eva Veverkova at eva.veverkova@mzp.cz for further information.

HUNGARY

How is coordination of the EMW organised?

Two employees work on coordination of the EMW/ITWMC in addition to their everyday work at the Ministry of Transport, Telecommunication & Energy. The coordination work is supported by an inter-ministerial working group without financial support (partners: Ministry of Environment & Water Management, Ministry of Education & Culture, Ministry of Health). The coordinators also cooperate closely with the municipality of the capital of Budapest, as well as

with Hungarian transport companies.

Who finances the work? How much financing is needed?

The work is supported in its entirety by the Ministry of Transport, Telecommunication & Energy. In 2009, the EMW budget was 25 million HUF (~90,000 €). The coordination produced communication tools (posters, banners, education tools for schools) and gifts (eco-bags, pens, light-reflecting items, etc.) for the local authorities and participating NGOs. It also organised meetings for local coordinators and announced a drawing and photo competition for children for example.

Who maintains the national website?

The EMW has no own website in Hungary. The EMW and ITWMC pages can be found on the website of the Ministry of Transport, Telecommunication & Energy however, see www.khem.gov.hu/emh.

Description of work

Every year, the Minister of Transport sends an official letter about the current EMW campaign to mayors of local authorities together with the EMW Charter and the Handbook. The coordination distributes tools and gifts to local partners at the end of August. Usually the national coordinators organise two meetings per year: a two-day conference (in May or June) and a coordination meeting at the end of the year (in November or December). They keep in regular contact with local coordinators by email and phone, fax and post.

Are you working with any partners – e.g. from the private sector, media or civil society – and how did you find/approach them?

The ministry has good partnerships with the transport and energy sectors; many companies cooperate at a local as well as a national level for the EMW's success. NGOs (especially environmental and bike organisations) are the most important stakeholders and actors. We wish to exploit further cooperation opportunities with the media during the coming years.

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NETHERLANDS

How is coordination of the EMW organised?

In the Netherlands, the Europese Mobiliteitsweek (European Mobility Week) was initiated by LOAZ. This independent organisation has overseen the project since its conception in 2003, and has always been responsible for the long-term goals, strategies and financing of the project.

This sets the Dutch scheme somewhat apart from EMWs in other countries, which are often coordinated by state authorities. However, LOAZ depends on financial aid from two state ministries, namely that of the Environment and of Water Management & Transport. With this support comes a right to have some influence on the goals and strategies of the project.

With the money LOAZ receives from the state, it hires an EMW campaign team (i.e. the national coordination). This campaign team consists of 1 to 4 part-time employees, depending on the time of year. The team includes a coordinator, a communications officer, and a project officer. The campaign team additionally employs interns and volunteers.

Most of the work is carried out by the partner organisations however, each of which has its own respective themed activities relating to sustainable transport. The EMW campaign team supports their work and promotes the themed activities among decentralised authorities, businesses and local groups as well as other organisations.

In turn, it is the decentralised authorities, businesses and local groups (the so-called 'primary focus group') that actually organise the activities (often themed activities) on the regional and local levels. What the EMW campaign team and the partner organisations do is provide these parties with 'ready-to-use' activities, making it easier for them to participate.

The EMW campaign team itself only organises a few national activities, aimed at the general public (the 'secondary focus group'). Together with the ministries of the Environment and Water Management & Transport, it is currently increasing the scope and use of national activities for example by increasing the involvement of national businesses.

Who finances the work? How much financing is needed?

Due to the somewhat 'grass-root' nature of the campaign in the Netherlands, it is not easy to consolidate all the financing needed for the campaign. For example, the decentralised authorities, businesses and partner organisations

each have their own budget for the campaign, with some municipalities spending more than twice the budget available to LOAZ.

The money that LOAZ receives from the two ministries amounts to about 90,000 €. This money goes towards promotion (radio, newspapers, and posters/flyers/brochures for the primary focus group), national activities and organisational costs. However, a further 150,000 € can be added to the overall total of 240,000 € when the salaries for the EMW campaign team are included.

Who maintains the national website?

The website is maintained by the EMW campaign team. They post news items, update web pages, upload new material and publish activities online. Organisers (i.e. municipalities, local groups, etc.) have restricted access to the website, enabling them to publish activities online for themselves. Around 60% of them actually do so.

Description of work

The EMW campaign team has many different tasks including the following:

- Supporting decentralised governments, groups and businesses in the organisation of their activities during the EMW
- Stimulating new initiatives and searching for new partner organisations
- Increasing and winning the support of businesses
- Promoting the campaign among the primary and secondary focus groups
- Organising national activities (mainly to attract the attention of the media and the secondary focus group)
- Developing and disseminating promotional material
- Developing and disseminating media material (print and radio ads, etc.)
- Organising workshops and meetings for primary focus groups
- Undertaking general management (meetings with LOAZ, ministries and partner organisations, website and network management)

Are you working with any partners – e.g. from the private sector, media or civil society – and how did you find/approach them?

The campaign began at the 'grass-root' level, and has traditionally sought partnerships with other organisations sharing the same goals. One (obvious) example of this is the close cooperation between LOAZ and the partner organisations. Without the involvement of the partner organisations, a campaign would not be possible.

Apart from this, the EMW campaign team is always on the lookout for new partners, such as governmental authorities, businesses or civil society. Depending on their wishes and capacities, they are added as partners (mostly civil society organisations) or as 'friends' (generally businesses offering their

services to primary focus groups).

However, one weakness of the grass-root nature of the coordination is the inadequate collaboration with large businesses (such as the Dutch national railway service). For some agents, the campaign is too small/decentralised, or the EMW campaign team simply lacks the network to successfully approach these agents.

Addressing this weakness, LOAZ and the EMW campaign team are increasing involvement of the state authorities (the two ministries) in the campaign. The networks and power that the ministries command can help the EMW campaign team to get large agents operating in the field of sustainable transport on board.

Please contact Paul Santman at info@europesemobiliteitsweek.nl for further information.

POLAND

How is coordination of the EMW organised?

In Poland, the Ministry of the Environment is the EMW's national coordinator. Two members of the Department of Environmental Education are permanently involved in coordination of the campaign.

Who finances the work? How much financing is needed?

In 2009, the EMW was financed in part by both the state budget and the Environment Counterpart Fund Phare – Vth Indicative Programme. The overall budget was around 96,000 €.

Who maintains the national website?

The Ministry of the Environment maintains the national website devoted to the campaign, which is part of the ministry's official website, see www.mos.gov.pl.

Description of work

National coordination starts with approaching the cities to encourage as many as possible to take part in the EMW (by sending letters and emails, advertisements in magazines and on the Internet). In order to find partners, the national coordinators prepare promotional and informational material and distribute this to the partners and cities. The national coordination is in close contact with local coordinators, helping and updating them on the EMW. On

average, one meeting with local coordinators is organised per year. A press conference with the Minister of Environment takes place during the EMW.

Are you working with any partners – e.g. from the private sector, media or civil society – and how did you find/approach them?

The national coordination works a lot with partners and tries to involve them as much as possible in the EMW. In previous years a fruitful cooperation with the Public Transport Authority of Warsaw could be established for instance: they issued a special edition of the Warsaw City Card (long-term ticket for bus, tram, metro and urban rapid rail) with the logo and slogan of the EMW. In addition, the national coordination cooperated with the Chamber of Urban Transport, which gathers operators and organisers of passenger transport in Polish cities. Among the partners are also bookshops, Polish railways, Internet platforms for NGOs and different media including radio, newspapers and websites. In most cases it is up to the initiative of the national coordinators to find partners. However, as the campaign is more visible and better known after having run for some years now, there is greater interest and willingness for engagement and cooperation.

Please contact Magdalena Cheda at magdalena.cheda@mos.gov.pl or Aleksandra Mrowinska at aleksandra.mrowinska@mos.gov.pl for further information.

PORTUGAL

How is coordination of the EMW organised?

The Portuguese Environment Agency (APA) works under the Ministry of Environment, Spatial Planning & Regional Development and is responsible for the EMW at the executive level, while the ministry is responsible at the political level.

Interministerial working group: Under the leadership of the head of staff of the Secretary of State of the Environment, a group is composed every year (composition varies) some months before the EMW and holds several meetings to facilitate campaigns across the various governmental areas. Especially during the months preceding the EMW, close contact is maintained between the agency team and the team appointed by the Secretary of State among staff to follow up on the EMW.

Human resources: Two people are employed for the EMW, namely a national

coordinator who coordinates, supervises and develops certain contacts, and a full-time officer who carries out most of the tasks and maintains the majority of the contacts with the cities. These two people work together closely, discussing strategies, implementing actions and evaluating results. Four other persons provide part-time support: one for administrative work, one for graphic design (adaptation of communication aids/tools and preparation of publications), one for translation work and another for keeping the website up to date.

Who finances the work? How much financing is needed?

The agency is responsible for paying the staff involved, for organising events and for publications (leaflets, posters, reports, i.e. national evaluation report and three sectorial reports). Due to the fact that one of its departments is the National Reference Laboratory for the Environment, it ensures that mobile units/equipment and technicians carry out air quality and noise monitoring (geographically distributed). Guidelines for noise and air quality monitoring are provided by the agency to ensure that the same criteria are used everywhere, thus allowing for data comparisons to be made. It also provides guidelines and Excel sheets to monitor traffic flow. During the first few years, PR campaigns (print media, radio, TV) at the national level were financed by the agency. However, heavy financial constraints have led to this not being possible for the past three years and local authorities have been encouraged to carry out their own PR campaigns. The agency does not fund any activities of the participating cities, but encourages local authorities to find sponsors for their communication material.

Who maintains the national website?

Information is added by the full-time officer involved in the EMW who keeps the website updated at all times under the guidance of the national coordinator. The website is the main means for disseminating information (main target: cities), see www.iambiente.pt/APA/index.htm.

Description of work

Every year, a launch event aimed at municipalities, NGOs and other stakeholders is organised. A ceremony for the signature of personalised charters takes place annually in one of the participating cities just before the EMW in the presence of the mayors and the minister and/or Secretary of State of the Environment (in 2006, also the Secretaries of State of Transport and of Spatial Planning). In 2009, the national coordination followed the practice of using the EMW Charter.

Depending on agenda availability, the national coordinator or other staff members travel to different cities to speak at seminars/workshops. The national coordinator is also invited to some TV shows on the occasion of the EMW or on other occasions when the focus is on sustainable mobility. Over the years, ministers and secretaries of state have been interviewed on TV just before or

during the EMW. Email and telephone ensure a permanent contact with local coordinators. Letters are only used for more formal situations, especially when addressing the mayors (invitation letter from the minister, invitation for launch seminar or other important events, invitation for the ceremony for the signature of the charters).

During the EMW, the Minister and/or the Secretary of State of the Environment visit one or more participating cities. At the national level, different partnerships have been established over the years (not only with other government departments, but also with NGOs and businesses). In 2006, a partnership was established with the representation of the European Commission in Portugal for the first time.

All European documents are translated into Portuguese but many other documents are produced by the agency every year. They are all available on the website and are emailed to local coordinators whenever appropriate. Some of these are also disseminated by post.

Please contact Cristina Garção at cristina.garcao@apambiente.pt for further information.

SLOVAKIA

How is coordination of the EMW organised?

Coordination is arranged by the Agency for Support of Regional Development Košice (ASRD), which was founded by Košice self-governing region. The agency uses its own limited resources for coordinating the EMW; the budget does not allow for big marketing events however. The agency currently employs 8 people dealing with various projects. The EMW is administered by the vice director of the ASRD.

Who finances the work? How much financing is needed?

Despite his significant efforts to involve the Ministries of Environment and Transport, the national coordinator could not yet achieve this. The support of relevant departments of the ministries only allows for internal appeals to ministerial employees and not for providing sufficient information for the public. Few promotional materials are produced. The agency pays the coordinator's salary and for maintenance and updates on the national websites. Together with foreign partners, the agency tries to submit projects and proposals for EU aid

programmes (e.g. the ENPI cross-border programme for southern and central European countries and the Ukraine). If successful, the project should pay for a 2-year campaign.

The estimated budget needed for the printing and dissemination of the communication toolbox (posters, leaflets) including the dissemination and the preparation of the evaluation workshop is around 5,000 €.

Who maintains the national website?

The national website is maintained and updated by the ASRD as well as by external suppliers paid by the agency.

Description of work

Between 1999 and 2002, promotional events to raise interest among mayors and civil servants were organised by the national network of WHO Healthy Cities – AZMS; e.g. meetings of local city and town unions were used for this. In 2003 and 2004, annual meetings were organised by the Union of Towns as well as by the City Council Office in Košice. Due to some structural changes, the local coordinators and interested municipalities are now mainly informed through the webpage and via email. The preparation and dissemination of an additional publication (communication toolbox) would be a great asset for the national campaign. The campaign is currently organised by the vice director of the ASRD mainly through electronic communication and a national EMW webpage.

Are you working with any partners – e.g. from the private sector, media or civil society – and how did you find/approach them?

Our current strategic partner is from the Ukraine with whom we applied for external funding. We use our existing established good relations with NGOs and various project partners to deal with the EMW needs and activities.

Please contact Gejza Legen at legen@arr.sk for further information.

SPAIN

How is coordination of the EMW organised?

In Spain, the Ministry of the Environment and Rural and Marine Affairs coordinates the EMW. Coordination is carried out by a plenary of cities in which representatives from main towns and cities, autonomous communities, provincial governments and transport organisations participate. The plenary also welcomes representatives from a technical committee, which is in charge of reviewing the technical information and preparing proposals. The European Coordination is supported by the plenary and the technical committee. The Spanish ministry relies on external technical assistance to carry out the project tasks.

Who finances the work? How much financing is needed?

The Spanish Ministry of Environment develops the common project elements directly and each municipality finances its activities. The Ministry counts on technical assistance and its own taskforce to develop the project.

Who maintains the national website?

The campaign website can be found online on the Environment Ministry's www.marm.es site; it is updated after each EMW.

Description of work

The following tasks are carried out by the Spanish coordination:

1. Preparation of documentation: throughout the campaign, involvement and information documents are prepared, adapted and translated to help ensure the correct development of the project. Participants then receive all the necessary documentation: basic information to encourage their participation and also complementary information to help local authorities to develop campaigns or to raise awareness among those who didn't participate in this initiative before.

Some examples of publications:

- Poster: European poster is adapted.
- Leaflet: the English leaflet is translated into Spanish and sent to Spanish local authorities and other participants, such as social organisations and companies.
- Charter: a Spanish version of the European Charter is sent to all the cities and towns who participated in previous initiatives and to other agents involved. This charter has several sections: the three criteria, key information about participating municipalities, a list of permanent measures, a section on good practices, and another section to

- emphasise the importance of associations and companies that collaborate with municipalities in the organisation of the EMW.
- Specific charter for organisations and companies: in Spain, a specific charter is developed to involve social organisations and companies in EMW.
 - Bulletins: these are sent to all participants and collaborators, as well as published on the website. Their objective is to inform Spanish cities and towns of the project's development and to ensure they are continuously supplied with information on the initiative. These bulletins also provide relevant European information regarding to sustainable mobility projects.
 - European Handbook for local authorities: the Handbook is adapted every year according to national and European guidelines and standards.
 - Awards: EMW inscription model is sent to local authorities.
 - CD: all information is compiled on a CD, which is then sent to all participants.
2. Dissemination: usually in May or June participation documents are sent to all cities and towns who participated in previous initiatives. They are also sent to autonomous communities, provincial governments and other organisations involved in the project, such as FEMP, IDAE, trade unions, NGOs, etc. Each year, the Spanish coordination tries to involve certain specific groups: freight companies, skater associations, etc. to encourage the participation of all sectors. All documents are uploaded on the campaign website.
 3. Participant follow-up: during implementation of the EMW, a record of participants and a database are kept, which includes basic information from each participating town, company and organisation. This record also comprises email addresses.
 4. Incorporation of new measures and new participants: the Spanish coordination was the first to encourage participants to implement permanent measures and to include it as a participation requirement. Good practice development was also included as a voluntary requirement for city councils, social organisations and companies. The EMW is meant to include sectors with a key role in mobility such as social organisations and companies. In Spain, a letter aimed at social organisations and companies is written to encourage their participation by proposing good practice. Furthermore, since last year, the Spanish coordination has included a new section in the charter to highlight the collaboration of social organisations and companies in organisation of the EMW.
 5. Final report: once the information has been compiled, a final results report is prepared. It includes a description and evaluation of the campaign groundwork, organisation, development and results. The final report is

based on the evaluations sent by participant cities featuring their own description and evaluation of the campaign, paying special attention to permanent measures launched.

6. Best practices report: information about the best practices implemented by municipalities, social organisations and companies is compiled in a report. The description of each best practice includes: details of the municipality where it was developed, the number of citizens involved, the full title of the best practice, a brief description, main aim, duration, specific target group(s), cost in euros, results obtained or expected (or both), dissemination through indicators and future plans.

Are you working with any partners – e.g. from private sector, media or civil society – and how did you find/approach them?

The Spanish coordination has established a “working group to promote participation of Spanish entities in European projects about sustainable mobility” with these objectives:

- To set up the coordination and participation criteria of EMW.
- To collaborate on the diffusion of European mobility projects.
- To collaborate on the organisation of an event for promoting European mobility projects.

This group is made up of several local authorities, autonomous communities, municipalities associations and other institutions with experience in mobility issues.

Please contact Soledad Perlado at SPerlado@mma.es for further information.

www.mobilityweek.eu



Climate Alliance

