Best Practice Guide III
INTRODUCTION

The European Mobility Week (EMW) is a European-wide campaign dedicated to sustainable mobility which takes place every year from 16-22 September. It aims to influence urban mobility and transport in the long-term and is the largest initiative of its kind in the world. Thousands of towns and cities in Europe participate annually in EMW, and the initiative is attracting participants from further afield, notably from Brazil, Canada, Japan, Taiwan, Colombia and South Korea. In 2008, a record 2,102 local authorities participated, supported by coordinators working at national level, a European-level consortium and the European Commission (DG Environment).

Each year the European Mobility Week has a different transversal theme. In 2008, the focal theme was ‘Clean Air for All!’ which emphasised the need for improving air quality at local level, a major concern for Europe and its Member States. The theme reflected the important role that local authorities have to play in the implementation of air quality and emissions legislation to protect their citizens, and also the day-to-day actions citizens themselves can take to reduce their carbon footprints, and collectively make a significant contribution to climate protection.

This publication features short case studies of different European cities (listed below) which demonstrated good practice during EMW 2008, for example, through their innovative campaign activities linked to the annual theme; their cooperation with stakeholders; their media work; or the range of permanent measures launched to encourage citizens to adopt more sustainable travel behaviour.

- Budapest, Hungary (Winner of the EMW Award 2008)
- Almada, Portugal (Joint runner-up for the EMW Award 2008)
- Zagreb, Croatia (Joint runner-up for the EMW Award 2008)
- Murcia, Spain
- Krakow, Poland
- Galway City Council, Ireland
- La Rochelle, France
- Gavle, Sweden
- Sheffield, United Kingdom
- Bologna, Italy

Brussels, June 2009
BUDAPEST – European Mobility Week Award Winner!

The city of Budapest was awarded the European Mobility Week Award 2008 in recognition of its outstanding contribution to the promotion of sustainable mobility during the European Mobility Week 2008. Budapest, dedicated participant since 2001, has transformed EMW into a significant annual event, the highlight of which in 2008 were two Car-Free Days closing off the World Heritage listed Andrássy Avenue to all motorised traffic.

Budapest's innovative programme of activities and events linked to the 2008 theme 'Clean Air for All!' included an interactive demonstration of alternatively fuelled eco-vehicles; a 'Clever Commuting Race' for VIPs highlighting the efficiency of public transport; an exhibition on the environmental impact of ‘food kilometres’ and the benefits of buying local, seasonal produce; and the temporary conversion of a normally gridlocked street into a pedestrianised cultural space for street theatre and arts workshops. The programme culminated in a 48 hour closure centre of the city’s main boulevard to vehicles allowing Hungary’s largest outdoor environmental/sustainable transport festival to take place, attracting over 100,000 participants.

Budapest also made a long-lasting contribution to promoting sustainable mobility and reducing CO2 emissions by introducing various permanent measures in the city (e.g. the improvement of the tram fleet; installation of a new Park & Ride scheme in the Rákosmente district, and the opening of a bicycle storage facility on Margaret Island) and inaugurated a new section of the M0 ring road to ease congestion in the city centre.

The success of EMW in Budapest may be in part attributed to the partnerships the EMW Budapest coordination has formed with key stakeholders including several district municipalities, environmental NGOs, special interest groups and public transport companies, which provide their political and financial backing for the campaign, thus helping to engender greater public support for the initiative. Congratulations to the entire EMW team in Budapest for an excellent campaign!

For further information, contact Ms. Noémi Tákacs at takacsn@budapest.hu
ALMADA – Partnership-working in a low-budget context

The municipality of Almada, joint runner-up for the EMW Award 2008, demonstrates the continued importance of strong partnerships for the European Mobility Week, especially in the current economic climate where budgets are being stretched more than ever before. The profile of EMW in Almada, a municipality in the Lisbon Metropolitan area and a transportation hub, was significantly raised in 2008 through integrating it with other local initiatives for sustainable living such as the ‘Healthier Almada Day!'; ‘Local Shopping Day' and ‘Commute by Bike Day'.

In addition, the involvement of diverse stakeholders during EMW such as city employees who were rewarded for cycling to work with a complimentary breakfast and school children who could explore mobility management issues using interactive ICT, helped to ensure high rates of citizen participation.

Almada also made a major long-term contribution to sustainable mobility by pedestrianising its historical city centre, launching a permanent air quality monitoring system in partnership with the university, and launching three light rail lines.

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ZAGREB – Improving accessibility for all

In 2008, the city of Zagreb, joint runner-up for the EMW Award 2008, implemented a week-long programme of activities linked to the sustainable mobility theme with a distinct focus on improving accessibility to the city and suburbs via public transport for vulnerable social groups. This objective was promoted through an interactive demonstration of low-floor buses and trams to be rolled out before 2010 and 2012 respectively; the ongoing implementation of tactile surfaces at pedestrian crossings; and the introduction of free travel on public transport for disabled people, senior citizens, unemployed people and school children.
The city also launched a programme to improve urban air quality, introduced a multi-modal travel ticket and extended the cycling and walking network. Furthermore, the Croatian capital has taken the lead in promoting a national network of EMW cities in Croatia, working closely with the city of Koprivnica, offering support for the preparation of EMW and securing media coverage for all participating cities.

For further information, contact Ms. Marinka Bakula-Andelic at marinka.bakula-andelic@zagreb.hr

MURCIA – Innovative activities to raise media profile

The city of Murcia, judged to be the best Spanish applicant for the EMW Award 2008, took a fun and inventive approach to the European Mobility Week in 2008 without compromising its environmental objectives. The city organised a series of high-profile public events throughout the week to raise awareness of the importance of sustainable travel for citizens' health including a roller parade through the city streets for skaters and cyclists accompanied by the catchy slogan ‘Be Careless-Use Your Car Less!’ and involving several politicians; a dedicated pedestrian day with guided walks for citizens along Murcia's urban footpaths; and the promotion of the city's advantageous location for outdoor activities during a 10,000-strong procession to a mountain shrine.

In addition, the city drew attention to the focal EMW air quality theme by offering stationary hot-air balloon rides to members of the public at the launch of a real-time air quality monitoring system in Cardenal Belluga Square: an event which unsurprisingly secured excellent media coverage! The organisers also took advantage of the crowd gathered for the event to distribute questionnaires to citizens on their travel behaviour by specially trained ‘mobility hostesses’.

Murcia’s notable contribution to long-term sustainable mobility was the launch of a pilot project for biodiesel buses, and the improvement of infrastructure for pedestrians.

For further information, contact Ms. María Cruz Ferreira Costa at direccionagenciaenergia@ayto-murcia.es
KRAKOW – Linking EMW to external events

The city of Krakow, judged to be the best Polish applicant for the EMW Award 2008, was able to successfully tie in EMW 2008 to external sporting and cooperation events related to mobility such as the forum on Krakow as a car-free city organised as part of the CIVITAS II CARAVEL project, and the famous ‘Tour de Pologne’ cross-country bike tour whose final leg took place in the capital on 20 September, thus helping to significantly raise the public profile of the European Mobility Week and raise awareness of mobility issues in general. This latter was used as platform to launch a free bike sharing system and demonstrate its benefits to citizens.

Krakow, dedicated participant in the initiative since 2002, also used the Week to launch an impressive range of permanent measures including new bicycle lanes and the installation of bike carrying facilities on some of the city’s buses; a demand-responsive ‘Telebus’ service for people living in less densely populated districts and an integrated ticketing system to facilitate travel on public transport between municipal districts.

For further information, contact Ms. Jolanta Zajac at jolanta.zajac@um.krakow.pl

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GALWAY COUNTY COUNCIL – Impressive EMW newcomer

Galway County Council, judged to be the best Irish applicant for the EMW Award 2008, implemented an ambitious week-long programme for the latest edition, working closely with the city of Galway and other partners.

The County, which participated in EMW for the first time in 2008, developed a solid media strategy to promote the campaign, starting with the signing of the charter and launch of the summary programme of activities on 1 September, followed by a radio promotion during the week preceding EMW, the publication of an eight page supplement in two local newspapers on mobility issues on the weekend preceding EMW and the launch of a dedicated website on sustainable mobility at the official launch event on 15 September.
During the Week itself, Galway organised a series of themed events to encourage citizens to adopt more sustainable travel habits such as the WOW (Walk On Wednesday/ Walk Once a Week) Day to promote walking as a healthy, safe and inexpensive alternative to travelling by car; a Sustainable Mobility Information Point at the County Hall providing advice on the county's public transport services; and ‘Tyre Therapy’ sessions consisting of free tyre checks for drivers and advice on tyre maintenance with particular emphasis on maintaining correct tyre pressure for lower CO2 emissions.

In addition, the County Council also introduced and promoted its integrated traffic and parking management system and introduced sustainable travel as a core theme in the County’s environmental programme for local schools.

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LA ROCHELLE – City collaboration for cleaner air

The city of La Rochelle, judged to be the best French applicant for the EMW Award 2008, considerably raised the profile of European Mobility Week 2008 in the bustling seaside town by combining campaign events with the dissemination activities of other European mobility projects and initiatives in which the town participates. These included a CIVITAS information desk on existing alternative transport modes (e.g. bus, train, seabus, bike sharing, car pooling) and a CityMobil showcase for automated vehicles. La Rochelle also used EMW as an opportunity to disseminate information on mobility solutions via interactive evening workshops which attracted the participation of over 400 people.

Furthermore, the town capitalised on EMW to inaugurate several infrastructure improvements such the new railway station and its equipment for cyclists; the presentation of a new bike sharing system ‘Yélo’, accessible through a PT smartcard; and to unveil a newly pedestrianised area near to the Old Harbour.

The EMW 2008 theme ‘Clean Air for All!’ was particularly pertinent to La Rochelle as the city is working in close collaboration with a regional air quality
monitoring association to ensure follow-up of atmospheric pollution in the city, within the framework of the CIVITAS-SUCCESS project. To promote the links between sustainable mobility and higher air quality, La Rochelle installed an on-board emission measurement system on hybrid buses during EMW to analyse emissions levels and other parameters, drawing comparisons with the same buses running with a normal engine.

For further information, contact Mr Sébastien Davy sebastien.davy@agglo-larochelle.fr

GAVLE – Trial street closure for entire week

The city of Gavle, judged to be the best Swedish applicant for the EMW Award 2008, has participated in four editions of the European Mobility Week to date.

The focus of the 2008 campaign in the coastal city was the trial closure of three streets to cars in the centre for the entire duration of the Week, during which various measurements were taken to analyse the impacts of the closure and to provide evidence to persuade decision-makers to consider a car-free area as a permanent option in the city. These measurements included the flow of traffic in the surrounding streets, noise levels, the average speed of buses passing the city square Rådhustorget as well as a qualitative survey to gauge public opinion on the street closure, targeting important stakeholders such as shop owners, motorists and cyclists.

The city also organised various events to draw citizen’s attention to the benefits of developing more sustainable travel habits such as a public screening of well-known environmental documentary ‘The 11th Hour’; a traffic-themed day for primary school children consisting of a series of interactive activities to try to influence their future travel behaviour and that of their parents; and a public forum on mobility to which members of the public were invited to discuss mobility issues with politicians and municipal workers responsible for transport planning in Gavle.

For further information, contact Ms. Ingegerd Krantz at Ingegerd.krantz@gavle.se
SHEFFIELD – Integrated approach to EMW

The city of Sheffield was judged to be the best British applicant for the EMW Award 2008 and was also the proud winner of a national ACT TravelWise Award for the city’s exemplary work during EMW 2008.

Much of Sheffield’s success lies with their integrated approach to promoting sustainable mobility; ensuring that EMW has been incorporated into the city’s wider objectives for improving citizens’ quality of life, and safeguarding the environment, for tackling climate change, reducing CO2 and pollution levels, through cross-sector partnership working, and also by using it as a platform to launch related initiatives for sustainable travel, both of which help to engender support for the campaign from a wide range of stakeholders.

In 2008, Sheffield’s programme included a public forum on reducing congestion hosted by a well-known transport correspondent from the regional news station; a two-day conference organised by the Care4Air partnership with the aim of encouraging local and national organisations to commit to improving air quality; and the ‘In Town Without My Car Day!’ event in the city centre on 22 September which featured a guest appearance by the popular ‘Car Potato’ character.

Working with the walking route planners ‘Walkit’, the city launched ‘Walkit Sheffield’- an online tool allowing users to map their journeys on foot as well calculate the distance, time, calories burnt, CO2 emissions saved and even the gradient of their chosen route. Finally, the city made improvements to its existing dedicated bus lanes; an ongoing initiative to promote the use of public transport.

For further information, contact Mr. Duncan McIntyre at duncan.mcintyre@sheffield.gov.
BOLOGNA – Promotion of existing infrastructure

The city of Bologna, judged to be the best Italian applicant for the EMW Award 2008 and dedicated participant in the campaign since 2002, primarily utilised the seventh edition of the campaign to build on best practice in the field of sustainable mobility, and promote and improve existing permanent measures for better travel.

The city’s promotional activities included the distribution of free maps covering the urban cycle path network and a cycling safety guide; the widespread circulation of leaflets detailing the city’s EMW strategy; a guided evening bicycle tour with ice cream tasting for participants; and public forums during which city officials outlined the city’s progress towards sustainable mobility goals and green zone development.

Bologna also utilised EMW to extend the cycle network by 7.3 km, making the new cycle 108km; launch a video surveillance system for monitoring the observance of traffic restrictions (e.g. bus lanes, Limited Traffic Zone and traffic lights) and inaugurate the ‘C’entro in Bici’ bicycle sharing system with 19 stations across the city.

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CONCLUSION

This publication aims to highlight examples of best practice demonstrated during the European Mobility Week 2008 by selected European cities, all of which applied for the European Mobility Week Award 2008 and were judged by a panel of independent experts to be the best applicants from their respective countries. As such, the Guide only offers a snapshot of the excellent work which took place in the thousands of participating towns and cities during EMW 2008.

The European Mobility Week represents an excellent opportunity for local authorities to promote sustainable mobility and sustainable urban development more widely. As the municipalities featured in this Guide have proved, the European Mobility Week can be an integral part of a city’s mobility agenda, offering an ideal platform to launch permanent measures to help citizens change their travel behaviour and remind them about existing public infrastructure as well as offering the opportunity to integrate the campaign with other projects and initiatives linked to the Week’s focal theme.

The Guide has been collated with the help of national coordinators in charge of the campaign promotion in each participating country and the coordinators working on the campaign at local level. This edition of the Guide, along with the two previous editions, can be downloaded from the European Mobility Week website at: www.mobilityweek.eu.

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Don’t forget to participate...from 16-22 September 2009!