

APPLICATION FORM

OBJECTIVES

The award aims to reward activities and measures undertaken by towns and cities in the framework of EUROPEAN**MOBILITY**WEEK, 16-22 September 2017. The award aims to promote best practice and success in organising the campaign and to raise awareness of the need for local and individual action in the field of sustainable urban mobility.

CATEGORIES

For the first time, the EUROPEAN**MOBILITY**WEEK Award presents two categories:

* one for municipalities with a population of over 50,000
* a new one for municipalities with a population of under 50,000

Applicants must clearly indicate the number of inhabitants (population) on page 3 of the present form. The European Secretariat will be able to allocate the application to the relevant category. The same jury and evaluation criteria shall be used for both award categories.

ELIGIBILITY CRITERIA

Towns and cities are eligible to enter the EUROPEAN**MOBILITY**WEEK award scheme if they:

* Register their activities online on [www.mobilityweek.eu](http://www.mobilityweek.eu)
* Fulfil the three “golden” criteria of the Charter:
* organise a week of activities
* implement at least one new permanent measure
* organise a ‘Car-Free Day’ / ‘In Town Without My Car’ event
* Are situated in the EU28, EU candidate countries, potential EU candidate countries that are part of Stabilisation & Association Process (SAP), European Economic Area countries (EEA) or European Free Trade Area countries (EFTA).

These countries are (39 altogether): Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Former Yugoslav Republic of Macedonia, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo\*, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Montenegro, The Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom.

EVALUATION CRITERIA

Important evaluation criteria for the independent expert jury are:

1. The extent to which the activities promote ‘Clean, shared and intelligent mobility’, the focal theme of the campaign in 2017
2. The comprehensiveness of the action plan regarding events, activities and involvement of citizens
3. The strategic approach in promoting and communicating about EUROPEAN**MOBILITY**WEEK to the public and the media, and the evidence of success supported by public opinion polls, media coverage analysis, etc.
4. The positive benefit that a certain event or permanent measure had on people, the environment and sustainable mobility. This impact has to be supported by evidence (for example, modal shift figures, number of users of a new cycle lane / estimate of carbon emissions saved / number of private car journeys avoided)
5. The quality and scope of the partnerships with local stakeholders for organising EUROPEAN**MOBILITY**WEEK

In order to be selected as a finalist – previous winners of the award should be able to demonstrate that they have substantially increased their efforts in order to qualify as a finalist again.

APPLICATION PROCEDURE

Towns and cities wishing to apply for one of the two categories of the award are invited to:

* Complete this application form in English (maximum 20 pages)
* Include a map of the area that was closed for motorised traffic during Car-Free Day
* Send a copy of the Charter signed by a local authority representative
* A selection of supporting materials can be sent by normal post or (preferably) in digital format via WeTransfer or similar sharing online services

DEADLINE

All documents must be sent before 23 October 2017 to

juan.caballero@eurocities.eu or EUROCITIES

Juan Caballero

1, Square de Meeûs

B-1000 Brussels, BELGIUM

Photos are very useful for us and we would like to ask you to take care of the resolution of those. Please make sure they have a minimum of 300 dpi.

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AWARD CEREMONY AND PRIZE

The award ceremony will be organised in Brussels in spring 2018 with the presence of the European Commissioner for Transport.

The winners will be awarded with a free promotional video of up to 3 minutes highlighting its achievements as a champion of promoting sustainable urban mobility in Europe.

\* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence'

I. DETAILS OF THE APPLICANT

|  |
| --- |
| **Local authority** |
| **Town / City**  |  |
| **Country** |  |
| **Complete address** |  |
| **Number of inhabitants** |  |
| **Contact person 1** |
| **Name** |  |
| **Telephone** |  |
| **Email** |  |
| **Contact person 2** |
| **Name** |  |
| **Telephone** |  |
| **Email** |  |
| **Modal Split[[1]](#footnote-1)** |
| **Walking** | % |
| **Cycling** | % |
| **Public Transport** | % |
| **Car** | % |
| **Year** | ---- |

|  |
| --- |
| **Participation history[[2]](#footnote-2)** |

**Is this the first time you are applying for the award? If not, when was the last time was you applied, and how many times have you applied?**

|  |
| --- |
| **Innovative elements introduced on the occasion of** EUROPEAN**MOBILITY**WEK 2017[[3]](#footnote-3) |

II. ACTIVITIES AND EVENTS

We have offered / organised the following activities and events:

(Please indicate the approximate number of persons attending each activities)

|  |
| --- |
| **16 September** |
| Activities |  |
|  |
|  |
| **17 September** |
| Activities |  |
|  |
|  |
| **18 September** |
| Activities |  |
|  |
|  |
| **19 September** |
| Activities |  |
|  |
|  |
| **20 September** |
| Activities |  |
|  |
|  |
| **21 September** |
| Activities |  |
|  |
|  |
| **22 September** |
| Activities | **Car-Free Day** (preferably on 22 September)(Applicants are requested to include a map of the area that was closed for motorised traffic and indicate the starting and ending hours of the Car-Free Day event) |
|  |
|  |

III. ALTERNATIVE TRANSPORT MODES

We have offered the following alternative transport modes:

(e.g. additional bus lines, higher frequency of services, clean vehicles, bicycle rental, solar boats, rickshaw taxis, etc.)

|  |  |
| --- | --- |
| September(please tick / insert “x” on date) | Type of measure |
|  | 16 |  | 17 |  | 18 |  | 19 |  | 20 |  | 21 |  | 22 |  |
|  | 16 |  | 17 |  | 18 |  | 19 |  | 20 |  | 21 |  | 22 |  |
|  | 16 |  | 17 |  | 18 |  | 19 |  | 20 |  | 21 |  | 22 |  |
|  | 16 |  | 17 |  | 18 |  | 19 |  | 20 |  | 21 |  | 22 |  |
|  | 16 |  | 17 |  | 18 |  | 19 |  | 20 |  | 21 |  | 22 |  |
|  | 16 |  | 17 |  | 18 |  | 19 |  | 20 |  | 21 |  | 22 |  |

IV. PERMANENT MEASURES

We have implemented the following permanent measure(s) on the occasion of EUROPEAN**MOBILITY**WEEK 2017:

(Permanent measures introduced since the previous edition and promoted on the occasion the 2017 edition can also be included)

|  |
| --- |
| PERMANENT MEASURE 1 |
| Title |  |
| Description |  |
| Target Group(s) |  |
| Objectives |  |
| Expected Results |  |
| PERMANENT MEASURE 2 |
| Title |  |
| Description |  |
| Target Group(s) |  |
| Objectives |  |
| Expected Results |  |
| PERMANENT MEASURE 3 |
| Title |  |
| Description |  |
| Target Group(s) |  |
| Objectives |  |
| Expected Results |  |
| PERMANENT MEASURE 4 |
| Title |  |
| Description |  |
| Target Group(s) |  |
| Objectives |  |
| Expected Results |  |

V. PERMANENT MEASURES IN FAVOUR OF ROAD SPACE REALLOCATION

According to the criterion stated in the Charter “*at least one of the measures must be a permanent reallocation of road space in favour of walking, cycling or public transport*”. Which of the above permanent measures consists in a permanent reallocation of road space in favour of walking, cycling or public transport?

VI. CONTRIBUTION FROM LOCAL PARTNERS

The following local partners have contributed to the organisation of our EUROPEAN**MOBILITY**WEEK 2017:

|  |  |
| --- | --- |
| Partner | Contribution |
|  |  |
|  |  |
|  |  |
|  |  |
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|  |  |

VII. COMMUNICATION STRATEGY

In this section, we are not only looking for an overview of the communication tools used (such as leaflets, gadgets, social media posts, TV or radio spots) but also for a more detailed description of your local authority’s overall communication strategy in the framework of EUROPEAN**MOBILITY**WEEK 2017 (target groups, aim, success criteria, etc.):

|  |  |  |
| --- | --- | --- |
|  | Type | Dissemination via / to |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |
| 6. |  |  |
| 7. |  |  |
| 8. |  |  |
| 9. |  |  |
| 10. |  |  |

VIII. MEDIA COVERAGE

Please list which media (newspaper, website, radio, TV, etc.) were interested in your activities (before, during, and after EUROPEAN**MOBILITY**WEEK 2017) and include a copy/screenshot in the supporting materials. You may also include internet links to the articles and video/audio clips.

|  |  |  |  |
| --- | --- | --- | --- |
| Media | Number of visitors, shared audience or sold copies | Date of publication | Title/Description |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

IX. ADDITIONAL COMMENTS

Would you like to add something to all the information provided in the chapters above?

Thank you for applying for the EUROPEAN**MOBILITY**WEEK **Award** 2017!

In case your town or city is selected as one of the finalists, you might be requested for an eventual interview with the jury members via Skype and invited to the award ceremony taking place in spring 2018.



EUROPEAN**MOBILITY**WEEK Award 2017

CERTIFICATION FORM

|  |  |
| --- | --- |
| Town / City Name |  |
| Country |  |

|  |  |
| --- | --- |
| Contact personresponsible for submission |  |
| Contact person telephone  |  |
| Contact person e-mail  |  |

Dear Sir/Madam,

On behalf of Town / City Name I hereby confirm that the information contained within our application for the EUROPEAN**MOBILITY**WEEK Award 2017 is an accurate reflection of the work that is being undertaken by Town / City Name.

Yours sincerely,

Name of signatory:

Title of signatory:

1. Modal split indicates the share of different modes of transport, including non-motorised modes and pedestrian trips, within the overall transport demand. When available, include here the percentage of urban travelers using a particular type of transportation (or the number of trips using said type) and the year in which the data was collected. [↑](#footnote-ref-1)
2. If applicable, describe your town/city’s participation in previous editions of EUROPEAN**MOBILITY**WEEK (maximum 15 lines) [↑](#footnote-ref-2)
3. In case your town/city has previously applied for the award, please indicate which innovative communication tools, activities and/or permanent measures have been introduced on the occasion of 2017 campaign (maximum 15 lines) [↑](#footnote-ref-3)