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**APPLICATION FORM**

**OBJECTIVES**

The award aims to reward activities and measures undertaken by local authorities in the framework of EUROPEAN**MOBILITY**WEEK, 16-22 September 2016. 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.

**ELIGIBILITY CRITERIA**

Local authorities 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, 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 ‘Smart and sustainable mobility- an investment for Europe’, the focal theme of the campaign in 2016

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 winner again.

\* 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'

**APPLICATION PROCEDURE**

Local authorities wishing to apply for the award are invited to:

➊ **Complete this application form** in English (maximum 20 pages), providing details about the local authority, campaign events and activities, alternative transport modes and implemented permanent measures and details on the nature of the contributions from local partners.

➋ In order to allow jury members to assess the impact of the Car-Free Day event, applicants are requested to include a **map of the area that was closed for motorised traffic**

➌ Send the completed application form together with a copy of the **signed Charter** by a local authority representative to [juan.caballero@eurocities.eu](mailto:juan.caballero@eurocities.eu)

**Deadline: 1 November 2016**

➍ **Supporting materials** can be sent by normal post. However, we encourage you to submit these materials in digital format via WeTransfer or similar sharing online services. In any case they should arrive before 15 November to

[juan.caballero@eurocities.eu](mailto:juan.caballero@eurocities.eu) or Juan Caballero

1, Square de Meeûs

B-1000 Brussels, BELGIUM

A suggested folder structure for supporting material is: *Pictures* / *Video* / *Media clippings* / *Leaflets and Posters* / *Reports*, but they can include any kind of supporting material.

**Pictures 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.

IMPORTANT: By submitting the images/photos you hereby grant the European Commission, the **irrevocable, nonexclusive, worldwide and royalty free right (but not the obligation) and license** to publish, use, print, adapt, display, transfer, perform, reproduce, translate, edit and/or modify the image in any way or form, in whole or in part, in commerce, in any and all media now known or hereafter invented, including without limitation, the internet, in perpetuity, and without compensation. You acknowledge that you will not exercise any moral rights relating to the uploaded images and any derivative works made therefrom and allow the European Secretariat and the European Commission to use the images for all purposes related to the promotion of the EUROPEAN**MOBILITY**WEEK campaign.

However, if the author must be credited, please let us know and include a credit notice with each concerned image [Example: © Author/Copyright holder, year].

By submitting the images, you warrant that: (i) you obtained all permission necessary to publish or use it in any media worldwide including, but not limited to, consent from any individuals aged 18 or above who are identifiable in a photograph; minor’s parent/legal guardian permission if any minor is depicted in the image; any holder of copyrights, trademarks or other rights in materials or other items depicted in your image; (ii) the use of the image will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, nor violate any applicable law or regulation; (iii) you have the right to grant any and all necessary rights and licenses provided herein, including without limitation, all necessary copyright and other related rights to the images, free and clear of all claims and encumbrances, without violating the rights of any person or entity, including any right to privacy or publicity.

**AWARD CEREMONY AND PRIZE**

The award ceremony will be organised in Brussels in spring 2017 with the presence of the European Commissioner for Transport.

The winning local authority 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.

**I. DETAILS OF THE APPLICANT**

|  |  |
| --- | --- |
| **Local authority** | |
| **Town / City** |  |
| **Country** |  |
| **Complete address** |  |
| **Number of inhabitants** |  |
| **Contact person** | |
| **Name** |  |
| **Telephone** |  |
| **Email** |  |
| **Skype ID** |  |
| **Local media contact** | |
| **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 2016[[3]](#footnote-3) |

**II. EVENTS**

We have offered / organised the following events and activities:

(Please indicate the approximate number of persons attending each initiative (particularly for conferences and indoor events)

|  |  |  |
| --- | --- | --- |
| **16 September** | Event |  |
| Activities |  |
|  |
|  |
| **17 September** | Event |  |
| Activities |  |
|  |
|  |
| **18 September** | Event |  |
| Activities |  |
|  |
|  |
| **19 September** | Event |  |
| Activities |  |
|  |
|  |
| **20 September** | Event |  |
| Activities |  |
|  |
|  |
| **21 September** | Event |  |
| Activities |  |
|  |
|  |
| **22 September** | **Event** | **Car-Free Day**  (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) |
| Activities |  |
|  |
|  |

**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 2016:

(Permanent measures introduced since the previous edition and promoted on the occasion the 2016 edition can also be included)

|  |  |  |
| --- | --- | --- |
| 1. |  | |
| 2. |  | |
| 3. |  | |
| 4. |  | |
|  | | |
| **Detailed Description of Permanent Measure(s)**  (please add to the supporting materials any document that might support your presentation of the permanent measure) | | |
| PERMANENT MEASURE 1 | | |
| Title | |  |
| Objectives | |  |
| Initiator(s) | |  |
| Target Group(s) | |  |
| Description | |  |
| Expected Results | |  |
| PERMANENT MEASURE 2 | | |
| Title | |  |
| Objectives | |  |
| Initiator(s) | |  |
| Target Group(s) | |  |
| Description | |  |
| Expected Results | |  |
| PERMANENT MEASURE 3 | | |
| Title | |  |
| Objectives | |  |
| Initiator(s) | |  |
| Target Group(s) | |  |
| Description | |  |
| Expected Results | |  |
| PERMANENT MEASURE 4 | | |
| Title | |  |
| Objectives | |  |
| Initiator(s) | |  |
| Target Group(s) | |  |
| Description | |  |
| 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 2016:

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

**VII. COMMUNICATION STRATEGY**

In this section, we are not only looking for an overview of the communication tools used (such as leaflet, gadgets, 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 2016 (target groups, aim, success criteria, etc.):

|  |  |  |
| --- | --- | --- |
| **COMMUNICATION TOOLS**  (Please illustrate by including copies and screenshots to the supporting materials) | | |
|  | 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 2016) and include a copy/screenshot in the supporting materials. You may also include internet links to the articles and video/audio clips.

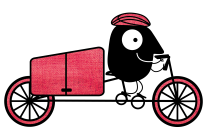
|  |  |  |  |
| --- | --- | --- | --- |
| Media | Number of visitors, shared audience or sold copies | Date of publication | Title/Description |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
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|  |  |  |  |
|  |  |  |  |

**IX. ADDITIONAL COMMENTS**

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



Thank you for participating in the EUROPEAN**MOBILITY**WEEK **Award** 2016!

 In case your local authority is selected as one of the 3 finalists or one of the other 7 shortlisted entries,

you might be requested for an eventual interview with the jury members via Skype

and invited to the award ceremony taking place in spring 2017.

EUROPEAN**MOBILITY**WEEK **Award** 2016

**CERTIFICATION FORM**

|  |  |
| --- | --- |
| Name of the local authority |  |
| Country |  |

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

Dear Sir/Madam,

On behalf of Name of Local Authority I hereby confirm that the information contained within our application for the EUROPEAN**MOBILITY**WEEK Award 2016 is an accurate reflection of the work that is being undertaken by Name of Local Authority.

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 2016 campaign (maximum 15 lines) [↑](#footnote-ref-3)