



BEST PRACTICE GUIDE 2015

20 BEST PRACTICE EXAMPLES
PROMOTING SUSTAINABLE
URBAN MOBILITY

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Mobility
and Transport

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INTRODUCTION

In 2014 more than 2 000 cities and towns from 44 different countries participated in EUROPEAN**MOBILITY**WEEK. They organised a series of activities dedicated to the promotion of sustainable urban mobility at the local level. This publication highlights examples of best practice from the 10 local authorities that were shortlisted for the 2014 EMW Award, including the winning city of Östersund. As part of a wider campaign called DO THE RIGHT MIX, the 10 case studies from EUROPEAN**MOBILITY**WEEK shortlisted cities are accompanied in this publication by 10 case studies from selected promotional actions organised by NGOs, public or private organisations, schools, etc.

These 20 examples of best practice promoting sustainable urban mobility aim to inspire the future work of campaigners.

Last year's campaign message was 'Our streets, our choice'. The aim was to raise awareness among the general public and policy makers of the necessity to reallocate more urban space to pedestrians, cyclists and people. The use of sustainable means of transport, instead of private cars, is the best means to achieve this goal.

From 16 to 22 September, thousands of events promoting sustainable urban mobility took place across Europe. The week culminated with the 'Car-Free Day' day, where participating cities and towns set aside one or several areas solely for pedestrians, cyclists and public transport. A wide range of permanent measures completed the campaign activities, leaving a positive legacy beyond the week itself.

Brussels, September 2015



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LOCAL AUTHORITY
ÖSTERSUND
THE POWER OF SMALL CITIES

▷ COUNTRY
Sweden

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Östersund received the EUROPEANMOBILITYWEEK 2014 award. This is an example of how a small city of 60 000 inhabitants can compete with bigger cities.

This Swedish city used several innovative ideas, including cooperation with the Mid Sweden University students. Behavioural change towards the use of more sustainable transport was the subject of different studies and presentations.

Cyclists were at the core of the campaign. They received goodie bags and diplomas. Messages painted on the bicycle paths recognised them for their commitment to sustainable urban mobility. Cycling and integration, health and personal freedom was another element for success. Experts showed young migrants the benefits of cycling.

A humorous event was organized to identify the fastest mode of transport. A dressed-up tortoise on a bike competed against a hare in a car. Can you guess who won?

The city launched a new real-time app for public transport users. New technologies were also present in other activities, like a photo competition on Instagram and the national Facebook contest 'Commuter Greener'.

Östersund is the lead partner in the Green Highway project. This ambitious project aims to create a 440 km fossil fuel free corridor from the Baltic Sea in Sweden to the Nordic Sea in Norway.



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LOCAL AUTHORITY

MURCIA

THE CITY OF 'RE(BI)CYCLES'

▷ COUNTRY
Spain



© VICENTE VICENS

The Spanish city organised an exchange of bikes. People at risk of social exclusion could benefit from this innovative action. The participation of local NGOs and repair shops was essential in the organisation of the activity.

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Cyclists and pedestrians deserve to enjoy the streets. Road safety is one of the most important commitments for the city. Up to eight zones have speed limits of 30 km/h.

Murcia has 20 new free parking spaces for electric mobility scooters.

Public transport users have more accurate information now. A new mobile app provides information on different options. In addition, intermodality is reinforced by means of a combined ticket for city buses and tram.

To reduce the number of people commuting alone everyday, a sharing programme has been put in place. This year 10 000 children and adults participated in the car free day.

Statistics were collected during EUROPEANMOBILITYWEEK. The aim was to help better plan sustainable mobility in the future.



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LOCAL AUTHORITY

VIENNA PEDESTRIANISATION FOR ALL

▷ COUNTRY
Austria

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The Austrian capital inaugurated a new pedestrian area during EUROPEAN-MOBILITYWEEK. Mariahilfer Straße, the main shopping street, was fully renovated to become a pedestrian area. The street now meets the needs of senior citizens, children, people with disabilities and cyclists alike. The objective is that between 20 000 and 70 000 residents and tourists can walk there every day.

The campaign also had its festive side. Vienna hosted a festival showing how sport, culture and art can interconnect with sustainable urban mobility. All this is possible in streets without cars.

The city supports senior citizens riding their bikes. A number of bike coaches and mechanics helped senior citizens to feel more confident riding a bike.

A grass carpet on Vienna's main street invited people to have a picnic.

To make walking in the city more attractive, the local authorities installed pedestrian information pillars.



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LOCAL AUTHORITY

BUDAPEST

PROMOTING PUBLIC TRANSPORT

▷ COUNTRY
Hungary



In the Hungarian capital, 95 % of the population uses public transport. The city launched a new public transport service consisting of a bike sharing scheme.

The establishment of sustainable and cost-effective infrastructure is a priority for Budapest. A conference on intelligent networks gathered together interested companies and public transport providers.

Budapest has launched a GPS-based system for traffic control and passenger information.

Passengers received books as a present at one of the busiest hubs in Budapest. The idea was to inspire them to dedicate their time to reading while travelling to their destination.

The campaigners worked closely with the Hungarian cycling club to improve safe cycling.

The main road in Budapest was closed to traffic, offering its full 2.5 km to 700 000 pedestrians and cyclists during the weekend.

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LOCAL AUTHORITY

GETXO

I+D+I FOR SUSTAINABLE MOBILITY

▷ COUNTRY
Spain

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The city, located in Northern Spain, inaugurated a Centre for Investigation, Development and Innovation. The goal of this centre is the development of sustainable mobility projects. Since the centre started 14 projects have been launched and it has employed over 100 people.

Getxo has been working on the involvement of local residents in EUROPEAN-**MOBILITYWEEK**.

A safe school path not only helps students to get to school, but also educates them about sustainable mobility habits. When an urban environment is accessible and safe for children, it is safe for people of all ages. Around 700 students benefited from this safe school path.

One of the most interesting initiatives was the creation of vertical gardens and green façades.

Both campaign activities and permanent measures highlight the willingness of the city to improve the quality of life for its residents.



LOCAL AUTHORITY

LARNAKA

LET'S TALK ABOUT MOBILITY

▷ COUNTRY
Cyprus



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The Cypriot municipality of Larnaka has participated in EUROPEANMOBILITY-WEEK for many years, and has shown a high level of commitment in setting up active dialogue with local residents.

These measures have brought about a real change in the mentality of Larnaka residents towards more sustainable mobility.

The streets of Larnaka were not only closed to traffic, but also open to folk dancing, flea markets and street games.

This year, a cycling race completed the traditional promenade. A triathlon competition took place along the sea front which measures 4 km. The urban road network was used for these activities.

The campaign was the perfect occasion to inaugurate new bicycle parking stations. The installation of charging stations for electric cars helped to promote the use of green cars.

The city gathers information to further develop walking and cycling facilities. 'Eco-counters' along the salt lake path indicate the number of pedestrians and cyclists using the area.

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LOCAL AUTHORITY

LEÓN

AUTOMATED TRANSPORT

▷ COUNTRY
Spain

The Spanish city has worked together with CityMobil2, an EU-funded collaborative project on automated transport. It is a project that works to develop a prototype of driverless vehicle technology for urban areas with low numbers of passengers.

Automated transport has the potential to attract users away from their cars in situations where conventional urban transport is less efficient.

León made the most of EUROPEAN **MOBILITY WEEK** to tackle the unclear legal framework and the investment needed. More than 5 000 people participated directly in this trial project.

The campaign focused on a different aspect each day: innovation in transport, sustainable mobility, pedestrian mobility, public transport and liveable city.

During the car free day, public transport was free on the 13 urban bus lines. The day after was the 'Day of the bicycle', with cycle tours and gifts for cyclists.



LOCAL AUTHORITY

PALMA DE MALLORCA SHOPPING WITHOUT CARS

▷ COUNTRY
Spain



The shopkeepers of one street in Palma de Mallorca requested the closure of the street to car traffic for the whole week. This caused a lively debate in the local media.

The city decided to permanently close off one street to motorised traffic. More and more shopkeepers are asking for pedestrianised areas in the city.

The theme of shared streets and safe cycling was promoted during EUROPEAN-MOBILITYWEEK. An image on the back of city buses reminded car drivers to keep a distance of 1.5 meters when overtaking cyclists.

Tourists can also now enjoy the public bike sharing system in the city. The public bike system was expanded in January 2014 with 50 new bicycles and four new stations. Tourists can buy a three or a five-day ticket to use these bikes.

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LOCAL AUTHORITY

SKOPJE MOVED BY ELECTRICITY

▷ COUNTRY
Yugoslav Republic of Macedonia

The capital of the former Yugoslav Republic of Macedonia has recently introduced an automatic traffic management control system and new electric vehicles. A new master plan for full coverage of the city with bike paths completes Skopje's innovative measures.

The presentation of the ELEKTRA project brought the theme of electro-mobility into the campaign. Skopje has 311 new public transport buses and a fleet of 250 rental bikes.

A full day was dedicated to the protection of the ozone layer.

Children played a central role in many activities. Senior citizens had also their own space during EUROPEANMOBILITYWEEK.

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LOCAL AUTHORITY

ZAGREB

MOBILITY IS YOUR ABILITY

▷ COUNTRY
Croatia



From the first years of the campaign, disability rights campaigners encouraged Zagreb to take part in EUROPEANMOBILITYWEEK.

The Croatian capital presented different examples of sports for people with disabilities.

The municipality has installed sound signalling devices for pedestrians who are visually-impaired.

There was also the introduction of a series of permanent measures aimed to foster cycling in the city. 'Bike on Bus' is a pilot project allowing cyclists to transport their bikes on three bus lines. A group of cycle experts works to promote cycling in the city and cycle tourism. A monitoring system for bicycle traffic predicts 200 000 cyclists over a five month period.

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TITLE OF ACTION

LIVING STREET 2.0 STREETS OF THE FUTURE

- ▷ ORGANISATION
vzw Vehikel 2017
- ▷ COUNTRY
Belgium

The aim of this initiative is the creation of car-free streets. Volunteers from the Trojan Bike network turned 10 regular streets into 'living streets' for one month.

The inhabitants of the city of Ghent are active participants in this initiative. Each living street originates from the wishes and needs of the residents. They seek solutions to the challenges facing their street.

The concept of living streets refers to streets full of greenery and open spaces. This is an ideal place for people to socialise or eat outside. They can also study, play and much more.

The idea of the promoters is to have residents take advantage of other modes of transportation. The cars that are normally parked on the streets are moved to nearby car parks.

The purpose of this experiment is to demonstrate that a different approach to streets is possible.



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TITLE OF ACTION

MR AND MRS MIXALOT

- ▷ ORGANISATION
Verkéiersverbond/
Communauté des Transports
- ▷ COUNTRY
Luxembourg



The Greater Region of Luxembourg is looking for its Mr and Mrs Mixalot! Who best mixes their modes of transport?

Public transport users are asked to pose with symbols representing the different modes of transport they mix to get to work or to school.

A professional photographer takes their picture, which then is posted on the city's public transport Facebook page.

The users share their pictures and invite friends to vote for them. The winners receive free public transport tickets and a specially designed board game, centred on the use of multiple modes of transport.

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TITLE OF ACTION

PARKING (R)EVOLUTION

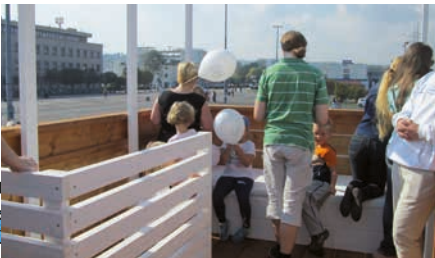
- ▷ ORGANISATION
Gdynia City
- ▷ COUNTRY
Poland

The Polish city of Gdynia is taking another step towards a car-free lifestyle. This project transforms parking spaces into liveable and people-friendly areas.

A 'Parking (r)evolution' competition invited young designers and architects to re-design selected parking spaces, within a set budget. The aim was to make them more liveable, eye-catching and aesthetically pleasing.

The best three projects reflecting a sustainable lifestyle are brought to life on the parking space, demonstrating that there is a better solution for the city's urban planning.

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TITLE OF ACTION

CYCLE THE DISTANCE

- ▷ ORGANISATION
Limassol Cycling Club
- ▷ COUNTRY
Cyprus



The Cycle the Distance campaign aims to promote the use of cycling. The final goal is to show people living in Limassol and Agios Athanasios that they can cycle to work.

Campaigners visit companies to promote the benefits of cycling and distribute promotional materials.

The promoters of the initiative suggest infrastructure changes such as cycle parking spaces, and offer route planning services for companies' employees.

The campaign also organised a mass ride during EUROPEAN **MOBILITY** WEEK that involved all participating companies.





TITLE OF ACTION

TEST CYCLISTS

- ▷ ORGANISATION
Local Authority of Dalsland
- ▷ COUNTRY
Sweden

This initiative aims to engage more people in cycling. In western Sweden, 39 car owners across seven municipalities agreed to replace their regular car trips with cycling for at least three days a week over a six month period.

In return, these 'test cyclists' were offered free access to a bicycle that suited their needs. They also received help from a professional cycling coach. Their health was important for the organisers, so the 'test cyclists' got health checks before and after the six month period.

The initiative served an important role for communication. The new cyclists blogged about their experience and were covered by the local media. The aim is now to produce a brochure and communicative videos about the project to spread the word nationwide during EUROPEAN **MOBILITY** WEEK.

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TITLE OF ACTION

VESZPRÉM IN MOVEMENT FOR CLEAN AIR

- ▷ ORGANISATION
Veszprém
- ▷ COUNTRY
Hungary



This initiative aimed to encourage students, parents and employees to reduce their use of cars. Alternative modes of transport are faster, easier to use and environmentally friendly.

Parents agreed to organise small groups of students to go to school. The groups of children walked together with one adult each time. Using this simple method, the use of cars was drastically reduced.

The initiative started the first day of school in September and continued until the celebration of EUROPEAN **MOBILITY** WEEK. During those three weeks more than 20 schools and 10 workplaces participated. The most active school got a prize at the end of the campaign.

People used more alternative ways of commuting. Measurements proved that the quality of the air in the city was better.

Good media partnerships with local TV and radio stations contributed to the success of this initiative.





TITLE OF ACTION

FAIR MOVE: MOBILITY MOVES SCHOOL

- ▷ ORGANISATION
Mobilspiel e.V.
- ▷ COUNTRY
Germany

Fair Move is about encouraging students to think critically about mobility and transport.

Children between the ages of 10 and 13, and their teachers are essential to ensure the future of sustainable mobility.

The project consisted of teaching students about mobility at their schools, taking them to visit the Museum of Transport in Munich, working in small groups on mobility themes at the museum, and taking stock of their own mobility behaviour afterwards.

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TITLE OF ACTION

MOBILITY FEST #3

- ▷ ORGANISATION
Association Nancy Brabois Technopôle
- ▷ COUNTRY
France



Students and employees in the Nancy Brabois technology park are at the core of this initiative. Mobility Fest is a festival that promotes the sustainable transport plan of the technology park.

Mobility Fest participants learn about alternative mobility solutions in a casual atmosphere. Carpooling is one of these sustainable solutions. Participants could test electric cars, scooters and bicycles. They participated in individual and team-based challenges to win prizes.

There were also demonstrations of parkour, inline hockey, and hot air balloons.

In total, over 25 exhibitors collaborated in the organisation of this action.

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TITLE OF ACTION

TOURY CYCLING GAME

- ▷ ORGANISATION
Nijmegen – Arnhem Region
- ▷ COUNTRY
Netherlands

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Employees in the Dutch region of Arnhem could play this exciting innovative game. The only thing they needed was their bikes and a free app available for iPhone and Android.

The game was inspired by the Tour de France, the most well-known cycling competition in the world. During 6 weeks participants had to use their bikes for commuting, as much as possible, to avoid traffic jams.

There were different categories for individuals, groups and e-bike cyclists. There were several challenges and possibilities to score extra points.

The winner won a trip to Paris, where the Tour de France finishes.

Together with the app, the organisers developed several communication and campaign materials, such as brochures, promotional t-shirts, caps, banners, etc.



TITLE OF ACTION

CLIMATE MILES

- ▷ ORGANISATION
Klimabündnis Österreich GmbH
- ▷ COUNTRY
Austria



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Climate Miles 2014 is a campaign which encourages children between the ages of 6 and 14 to travel to and from school in a climate friendly way.

The children collect special stickers for their sticker books for every 'climate mile' trip they make to or from school on foot, bicycle, skateboard, bus, train, etc.

The school with the most climate miles at the end of the campaign is awarded a prize.

The organiser of the activity provides each participating school with information packs, the sticker books and the stickers.

Climate Miles is a Climate Alliance Austria project, funded by the Federal Ministry of Agriculture, Forestry, Environment and Water Management, and is therefore part of the 'klimaaktiv mobil' programme.



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EUROPEAN **MOBILITY** WEEK

16-22 SEPTEMBER



REGIONAL ENVIRONMENTAL CENTER