

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2019

MANUAL

INCLUDING THEMATIC GUIDELINES
AND HANDBOOK FOR LOCAL CAMPAIGNERS



[#mobilityweek](#)



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TABLE OF CONTENTS

Introduction to this Manual	4
Background information about the campaign	5
THEMATIC GUIDELINES 2019	7
This year's theme: ' <i>Walk with us!</i> '	8
HANDBOOK FOR LOCAL CAMPAIGNERS	30

Introduction to this Manual

This Manual contains all the necessary information for towns and cities planning to organise EUROPEAN**MOBILITY**WEEK from 16-22 September.

It includes:

- ◆ the **Thematic Guidelines** for an explanation of the 2019 theme.
- ◆ the **Handbook** for local campaigners presenting the requirements for taking part in this European initiative.

The Manual starts with background information about the campaign. It also includes a list of useful links at the end of the document.

The aim of this publication is to inspire local campaigners to organise attractive campaign activities, to implement relevant permanent measures and to celebrate Car-Free Day.

There is also a chapter on how to apply for the EUROPEAN**MOBILITY**WEEK Awards.

Towns and cities are free to adapt these guidelines to the local context. The information included here is not exhaustive; new ideas are always welcome to complement this Manual.

Background information about the campaign

EUROPEAN**MOBILITY**WEEK takes place every year from 16-22 September. This European initiative encourages towns and cities to introduce and promote sustainable transport measures and to invite people to try out alternatives to car use.

The European Commission has set two ambitious goals for urban mobility:

- ◆ phasing out conventionally fuelled cars in cities by 2050
- ◆ moving towards zero emission city logistics in major urban centres by 2030.

European Commissioner responsible for Transport, Violeta Bulc, focuses on four priority areas: innovation, digitalisation, decarbonisation and people.

Since its introduction in 2002, the impact of EUROPEAN**MOBILITY**WEEK has steadily grown, both across Europe and around the world. In 2018, the campaign broke its participation record; 2,792 towns and cities from 54 countries organised activities during the week.

Participating towns and cities implemented permanent measures, amounting to a total of 8,848, primarily focusing on mobility management, accessibility and new or improved bicycle facilities.

The week culminates in Car-Free Day, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for a whole day. In 2018, 1,153 towns and cities celebrated Car-Free Day.



THEMATIC GUIDELINES 2019



The Thematic Guidelines present an explanation of this year's campaign theme and call-to-action (*'Walk with us!'*), the benefits of safe walking and cycling, the necessary policy measures towards safer walking and cycling and some ideas of activities around the annual theme.

This year's theme: *'Walk with us!'*

EUROPEAN**MOBILITYWEEK**'s call-to-action in 2019 is: *'Walk with us!'* This brings this year's theme of 'Safe Walking and Cycling' into focus and clearly highlights a mode of transport that is too often underestimated: walking.

Together, walking and cycling are the active modes. Crucial for the future of our towns and cities across Europe. 50 years ago, you only walked or cycled if you could not afford a car. Now, Europe's cities can no longer afford our over reliance on the car. We cannot afford it.

The 2019 EUROPEAN**MOBILITYWEEK** campaign encourages people to choose active modes or combine walking and cycling with public transport. In addition to flexibility, walking and cycling have many other benefits, such as:

- ◆ social and economic accessibility
- ◆ reliability
- ◆ no emissions
- ◆ a positive impact on health

Most of all, perhaps, cities where active mobility predominates are transformed.

To secure all these advantages, walking and cycling must be safe and look safe to the public. Local authorities should provide road infrastructure to make pedestrians and cyclists 'vulnerable road users' no longer, to enable them to move safely and feel safe in our cities.

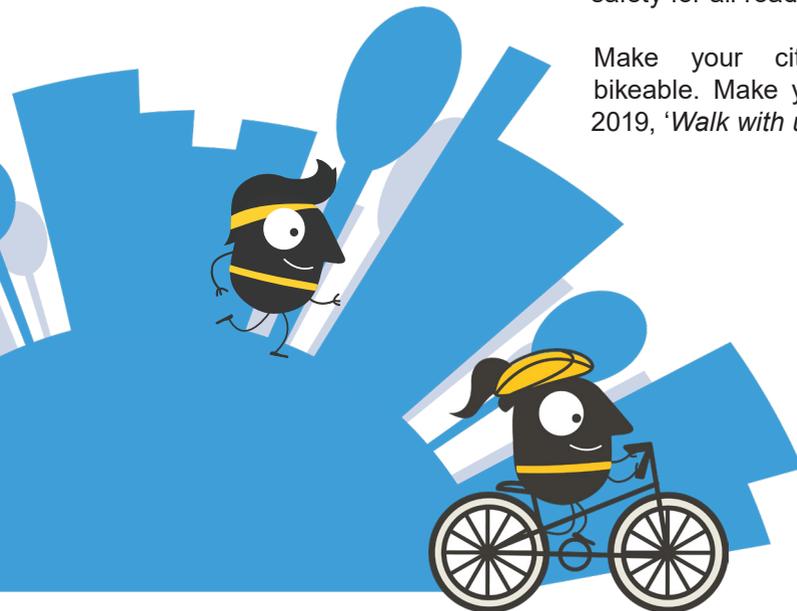


More people will choose to walk or cycle if the road network dedicates sufficient space to pedestrians and cyclists. As streets become safer for walking and cycling, cities become more inclusive with a lot more public space accessible for all, including young children and their parents, senior citizens, people with reduced mobility and people with luggage.

Investing in safe and comfortable infrastructure for active modes is not only an investment for those who identify themselves as pedestrians or cyclists: it is an investment for all. People are pedestrians when they walk to the bus stop, the train station or their parking space, when they go for a stroll with their friends and family, when they are visiting a new city, or simply when they cross the street to shop or visit a neighbour. Safe and accessible infrastructure is an investment for society.

And let's not forget: we are all responsible for ensuring respect and safety for all road users.

Make your city walkable and bikeable. Make your city livable. In 2019, *'Walk with us!'*



The benefits of walking and cycling

Walking and cycling bring a broad range of benefits. In this section, local campaigners can find facts and figures to enable them to be better advocates for more safe walking and cycling in cities.

HEALTH BENEFITS

Cyclists on average live two years longer than non-cyclists and take 15% fewer days off work through illness¹.

25 minutes of brisk walking a day adds up to seven years to your life - a large study in Norway² followed a group of elderly men in their 70s and 80s and found that just 30 minutes of daily exercise such as cycling allowed those men to live up to five years longer compared to men who didn't do any physical activity.



 **+2** years



25min
 **+7** years

1. Cavill, N., Davis, A. 2007, Cycling and health: What's the evidence?, Cycling England

2. Holme, I., & Anderssen, S. A. (2015). Increases in physical activity is as important as smoking cessation for reduction in total mortality in elderly men: 12 years of follow-up of the Oslo II study. *British Journal of Sports Medicine*, 49(11), 743-748.

ENVIRONMENTAL BENEFITS

A bicycle commuter who rides 8 km to work, four days a week, avoids 3220 km of driving a year, the equivalent of 380 litres of petrol and 750 kg of CO₂ emissions³.

One person switching five journeys of under 2 km a week from car driving to walking reduces their carbon footprint by 86 kg a year (Potter 2004; referenced by European Cyclists Federation).

People in cars typically face pollution levels twice as high as those faced by pedestrians and cyclists⁴. The difference is mainly due to the fact that a closed environment (such as inside a car) is prone to a higher concentration of pollutants in the air than an open air environment. Additionally, since cycling is often the fastest mobility mode in urban areas – especially during peak periods - cyclists spend less time in traffic and, as such, are affected less by pollution.

Does air pollution negate the health benefits of cycling and walking? No, the health benefits outweigh the risks. A study shows that the health benefits of cycling and walking are outweighed only after 7 hours of cycling or 16 hours of walking in an average urban environment. (Tainio ea. 2016)⁵

3. <https://bit.ly/2AbmXdp>

4. Dons, Evi & Int Panis, Luc & Van Poppel, Martine & Theunis, Jan & Wets, Geert. (2012). Personal exposure to Black Carbon in transport microenvironments. Atmospheric Environment.

5. Tainio, M., Nazelle, A. D., Gotschi, T., Rojas-Rueda, D., Kahlmeier, S., Nieuwenhuijsen, M., Woodcock, J. (2016). Can Air Pollution Negate the Health Benefits of Cycling and Walking?



↓ **750** kg
CO₂



↓ **86** kg

SOCIAL BENEFITS

People living on a street without through motor traffic know and support their neighbours to a much greater extent than people on streets with heavy traffic. Less motorised transport in urban areas and more active modes can improve social connections and boost interaction between neighbours. (Source: Aldred/University of Westminster)

20 people can walk in the space taken up by one car. (The Ramblers Association, 2010)

Walking is a key part of almost all public transport journeys, so improved pedestrian infrastructure benefits public transport. A study shows that a city with a street network geared to public transport generates a significant increase in potential demand for public transport⁶.

Less motorised transport in urban areas and more active modes can improve social connections and boost interaction between neighbours

Journal of Transport & Health, 3(2).

6. García-Palomares, J. C., Sousa Ribeiro, J., Gutiérrez, J., & Sá Marques, T. (2018). Analysing proximity to public transport: the role of Street network design. Boletín de la Asociación de Geógrafos Españoles, 76, 102-130.

SAFETY BENEFITS

The health benefits of cycling outweigh the safety risks by a factor of 20 to 1.⁷

Safety in numbers: Higher numbers of pedestrians and cyclists make walking and cycling safer. This phenomenon is explained by the heightened expectation of drivers to encounter pedestrians and cyclists. For example, the risk of incident while walking in a community with twice as much walking is reduced by 66%.⁸

Moreover, cycling isn't as risky as commonly thought. While every fatality is one too many, on average in the UK, there is only one death for every 32 million kilometres cycled. That is over 800 times around the world.⁹

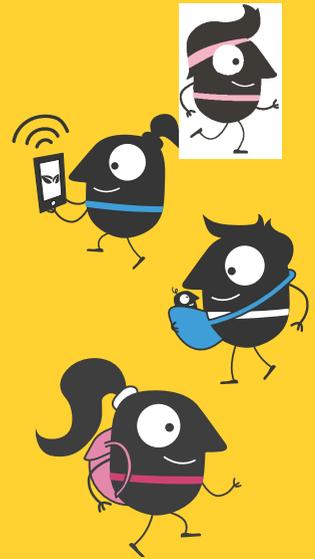
The experts agree that we should walk at least 6,000 steps a day to improve our health, and 10,000 to lose weight. Sounds a lot but, by walking to work and staying active throughout the day, those steps quickly add up.

<https://bit.ly/2JLZ0uy>

7. Mayer Hillman (1993) Cycling and the promotion of health, Policy Studies

8. Jacobsen, P. L. (2003). Safety in numbers: More walkers and bicyclists, safer walking and bicycling. Injury Prevention, 9(3), 205-209

9. European Cyclists' Federation (ECF), <https://bit.ly/2NDaRkZ>



↓ 66%
risk of accidents

Time spent in local shops



ECONOMIC BENEFITS

Making streets more pedestrian and cyclist friendly leads to tangible economic benefit for local shops, restaurants, etc. There are numerous examples where calming motorised traffic, reducing parking spaces or closing a street for cars benefits local businesses.

For instance, since the implementation of Madrid's new mobility plan and its urban vehicle access regulation (UVAR) in the centre, shopping in December 2018 increased by 9.5% on Gran Via (car-free), by 8.6% in Madrid Central and by 3.3% in the overall urban area.¹⁰

Likewise, in the United-Kingdom, a survey illustrated that after new pedestrian infrastructure was introduced in a London district, 66% of pedestrians declared that they shopped more, and 90% of local businesses agreed that the changes to the street had resulted in an overall increase in shopping.

A study¹¹ led by the French Cyclists' Federation (Fubicy) and CNRS with the support of the French government found that car drivers spend on average only 53.7% of the time spent by pedestrians in local shops. Cyclists spend more time in local shops than car drivers: on average 60.4% of the time spent by pedestrians in local shops. Pedestrians and cyclists tend to enter local

10. <https://diario.madrid.es/wp-content/uploads/2019/01/MC-gastos-navidad-DEF.pdf>

11. Fubicy and ADEME, 2003, 'Piétons et cyclistes dynamisent les commerces de centre-ville et de proximité', study led by Fubicy, with the cooperation of ADEME. Dossier du vélo urbain n°6, August 2003 – publication Ademe n°4841

shops more often than car drivers.

Besides the economic benefit for local businesses, active mobility also results in considerable savings for individuals. A Belgian study¹² commissioned by the regional government of Brussels found that the average Brussels resident replacing a car with a bicycle would save €2,853 each year. This amount includes costs such as maintenance, taxes and fuel, but even excludes purchase costs.



€2,853
saving/year

12. Transport & Mobility Leuven. (2012). Impact et potentiel de l'usage du vélo sur l'économie et l'emploi en Région de Bruxelles-Capitale. Les effets directs et indirects de l'usage du vélo en 2002, 2012 et 2020, pour le Ministère de la Région de Bruxelles-Capitale.

Long-term measures in European cities

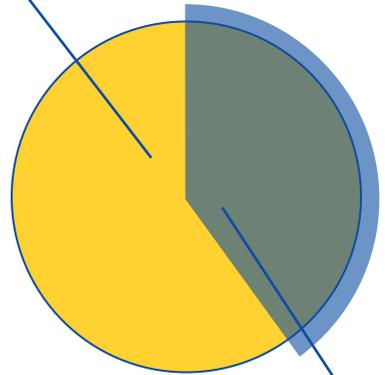
What can local authorities do to promote the use of active modes? Read some examples of activities and measures that cities can introduce.

There is considerable potential for people to walk and cycle more in cities where distances are generally short. For instance, Londoners make nearly 2.4 million journeys daily by motorised modes (car, motorcycle, taxi or public transport) that could be walked (below 2 kilometres). 40% of these trips would take most people less than 10 minutes to walk. A study identified another 1.2 million motorised journeys that could be partly walked (such as driving or taking the bus to/from a railway station)¹³.

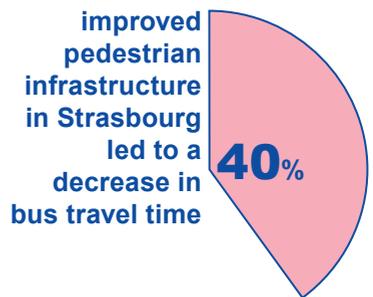
Therefore, investments should be made in walking and cycling infrastructure to achieve this potential. However, European political and administrative decision makers often worry about increased congestion when introducing walking and cycling measures in their towns or cities. Nonetheless, several case studies published by the FLOW project¹⁴ illustrate that installing walking or cycling infrastructure actually decreases congestion. For instance, the introduction of improved pedestrian infrastructure in Strasbourg led to a 40% decrease in bus travel time.

Several types of measure can be taken to promote cycling and walking, and to make these mobility modes safe.

2.4 million journeys daily by motorised modes



40% would take most people less than 10 minutes to walk



13. Transport for London, 2017, Analysis of Walking Potential

14. Flow Quick Facts: <https://bit.ly/2ve8wjS>

PLANNING FOR SUSTAINABLE MOBILITY

In order to plan consistently for walking and cycling in cities, and to align walking and cycling strategies with the overall urban mobility strategy, it is necessary to adopt dedicated plans or strategies. These planning documents can constitute part of, or can be integrated within a city's Sustainable Urban Mobility Plan (SUMP).

In Poland, Kraków was the first city to adopt a sustainable transport policy in 1993 which aimed at better use of space and fair treatment of all different transport modes. In this context, the city was divided into three zones (A, B and C). All A zones were for pedestrians and cyclists only, the B zones allowed limited access for motorised vehicles, and the C zones were primarily for car traffic. Across all zones, an important aim was to make the city more accessible to people with reduced mobility. Therefore, Krakow introduced voice information systems at traffic lights, some kerbs were lowered at crossroads, and lifts were installed at major multilevel crossroads. On some pavements, tactile lines were added to indicate nearby crossroads to blind people. This improved infrastructure benefited all users, and not only people with reduced mobility.

The Canton of Basel, in Switzerland integrated walking and cycling at the core of its Sustainable Urban Mobility Plan. This strategic document foresees the implementation of a mix of infrastructure and awareness-raising measures. Among the most visible measures are the creation of a cycling and walking bridge over a dangerous intersection, providing more bicycle parking at major public transport hubs, or personalised transport planning campaigns.

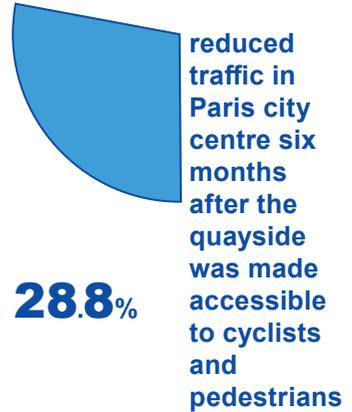
In addition, the allocation of the roles of “Walking Officer” and “Cycling Officer” to staff in the municipal administration, as in the case of Vienna¹⁵ can help to better plan and coordinate active mobility plans and actions.

15. City of Vienna: <https://bit.ly/2Gsa5kw>

IMPROVED INFRASTRUCTURE

When talking about walking and cycling infrastructure, the provision of wide, comfortable, safe and well-maintained pavements and cycle lanes is essential.

In the centre of Paris, a new eight-hectare car-free space for walking, cycling and leisure has been created along the river Seine¹⁶. Until recently, the area was a congested expressway along the river with heavy motorised traffic. Six months after the quayside was made accessible to cyclists and pedestrians, Paris registered 1,349 fewer cars (28.8%) each day in its city centre (February 2017 as compared to 2016). This fits in a context of large investments in cycle paths and the introduction of extensive 30 km/h zones, 20 km/h “meeting zones” and pedestrian areas¹⁷.



Cycling and walking infrastructure is not reserved to large cities like Paris. Medium-sized cities such as Vitoria-Gasteiz (Spain), Groningen (the Netherlands) or Graz (Austria) are taking innovative measures to make active mobility as easy and comfortable as possible.

Vitoria-Gasteiz was a pioneer in introducing the concept of “superblocks”¹⁸. The city was divided into a number of parcels within which priority was given to people moving on foot or by bicycle. Cars and public transport were moved out of the blocks to the surrounding roads. In 2014, after the implementation of the super-blocks, Vitoria-Gasteiz achieved a modal share of 67% for active modes¹⁹.

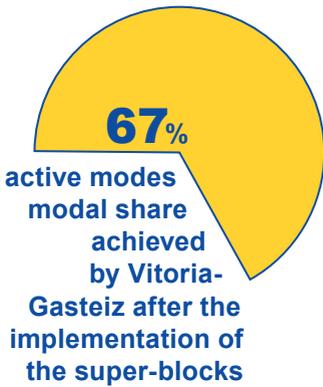
Within the city of Groningen, in the north of the Netherlands, cycle infrastructure has been developed since the seventies, to give comparative advantages to cyclists over car drivers. The infrastructure includes several ‘cycle streets’ which are streets designed as bicycle routes but on which cars are also

16. Paris Info: <https://bit.ly/2ZtFVpS>

17. SOOT free cities: <https://bit.ly/2lRNv7J>

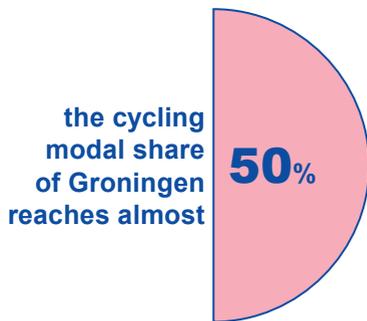
18. CIVITAS measures: <https://bit.ly/2Utblrn>

19. EPOMM: <https://bit.ly/2XGyqCZ>



allowed. This type of infrastructure improves greatly the safety of cyclists. The municipality continues to implement innovation in cycling infrastructure with the introduction of heated cycle paths and intelligent traffic lights giving priority to cyclists²⁰. According to the national government of the Netherlands, the cycling modal share of Groningen reaches almost 50%²¹.

In Graz, a comprehensive strategy has been adopted for promoting active mobility through investment in cycling infrastructure and information campaigns. The city's cycling network is composed of 123 km of cycle paths, in addition to 800 km of bicycle-friendly 30 km/h zones. Graz also has one of the world's largest contiguous pedestrian areas (6% of the inner city)²². This results in a high modal split for both cycling and walking: 20% for each mode²³.



In a smaller city, EUROPEANMOBILITYWEEK 2017 Award winner Igoumenitsa (Greece) improved its bicycle network (creation of new lanes, extension, renovation, signposting) and developed public bicycle hiring and sharing systems. The municipality also created and enlarged pedestrian streets, improved pavements, road crossings and zebra crossings.

20. The Guardian, How Groningen invented a cycling, <https://bit.ly/2emxN54>

21. Ministry of Infrastructure and water management, 2018, Cycling Facts, <https://bit.ly/2vqpzAF>

22. SOOT free cities: <http://www.sootfreecities.eu/sootfreecities.eu/public/city/graz>

23. EPOMM: http://www.epomm.eu/tems/result_city.phtml?city=1&list=1

BICYCLE PARKING

The provision of adequate bicycle parking solutions is essential to promote urban cycling, to create a connection with public transport, or simply to allow people to walk in the city centre after reaching it by bicycle.

Many European cities are investing in bicycle parking facilities and sometimes create massive structures to match the demand. In Utrecht, in the Netherlands for instance, the bicycle park located under the train station will have the capacity to store 12,500 bikes by the end of 2020. Although the achievement may seem less spectacular, Bulgarian cities are very active in installing new bicycle parks, as the national parking regulation has stated since 2016 that bicycle parking lots must be created at different locations in urban areas. The regulation applies to residential areas (1.5 parking places per apartment), student residences (1 parking place per 2 beds), office buildings (1 parking place per 100m² of office), shops (1 parking place per 35m²) and of course public transport stations (1 parking place per 30 passengers/hour)²⁴ among others.

Innovative design for bicycle parking infrastructure is a feature of European cities such as Hradec Králové in the Czech Republic, where a fully automated ‘parking tower’ was built in 2015²⁵. The seven-floor tower provides secure parking for over 110 bicycles in a space of only 8m x 8m. The tower is located in direct proximity to the train station, so that the parking facility is visible and allows residents to travel seamlessly by sustainable modes.

24. ECF, 2018, Making Buildings Fit for Sustainable Mobility, <https://bit.ly/2UKIPVF>

25. ENDURANCE, 2015, Bike Tower – Automatic Parking System for Bikes, <https://bit.ly/2lCoE8y>

APPLYING NEW TOOLS FOR WALKING AND CYCLING

increase of pupils walking to school in Gdańsk as a result of an active mobility game



The use of **mobile apps** and other electronic devices can help cities to mobilise their communities and to make people walk and cycle more. The municipality of Gdańsk (Poland), introduced an active mobility game in some local schools. Pupils could register their walking and cycling trips by tapping their personalised cards on electronic sensors. Three months after the campaign, the number of pupils walking to school reached 57.4%, compared to 48.4% before the campaign²⁶. In

Bologna, the Bella Mossa app²⁷ rewards cyclists and pedestrians with prizes such as cinema tickets or free drinks in partner bars. The app allows the municipality to keep 15,000 users active on a regular basis.

The introduction of **electric bicycles** helps to promote bicycle use for longer trips and makes cycling more accessible, for example to senior citizens. By including electric bicycles in their public bike-sharing fleets, cities can make e-bicycles available to all. Two excellent examples are Milan with its BikeMi scheme²⁸ and Madrid with its BiciMAD scheme²⁹. These cities offer respectively 1,150 and 2,028 e-bikes to their residents. While the Madrid fleet is 100% electric, the electric and conventional shared bicycles of Milan share the same docking stations.

26. SWITCH factsheet: <https://bit.ly/2XFwvG5>

27. REFORM Good Practice <https://bit.ly/2GuwwFS>

28. BikeMi website : <https://www.bikemi.com/en/service-info/info/whats-bikemi.aspx>

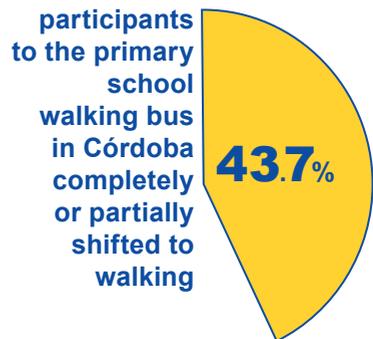
29. BiciMAD website : <https://www.bicimad.com/index.php?s=que>

REGULATION AND AWARENESS-RAISING

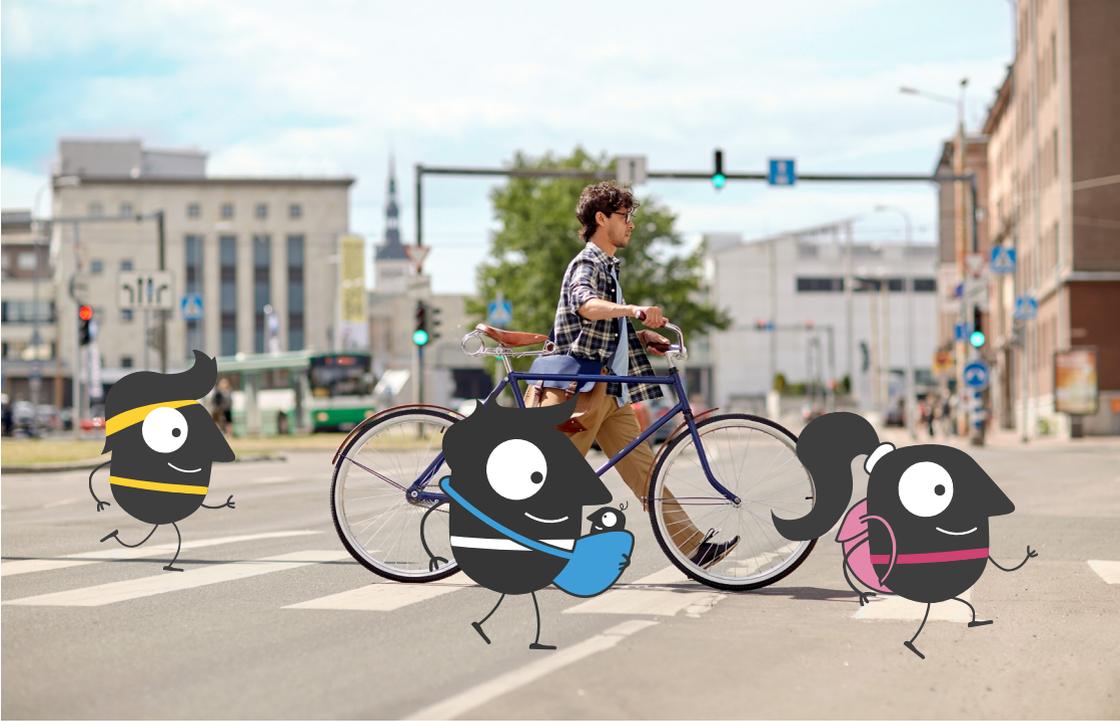
Aside from making cycling and walking safer, the introduction of 30 km/h zones also has the potential to calm motorised traffic and, therefore, decrease noise and emissions in certain areas. In Germany, transport ministers have approved legal changes to facilitate the introduction of 30 km/h zones along main roads near schools, kindergartens and hospitals. So far, they have been restricted to residential areas.

The School Streets initiative helps increase safety and transport autonomy for children attending primary schools in Bolzano. The initiative introduces a time restriction for automobile access to specific streets around a school for a short period (e.g. 15 minutes) during peak times format the beginning and end of the school day. This effectively prevents parents from dropping off and collecting children by car at the school gates. There are approximately 6,000 primary school children in Bolzano, which has an 80% non-car modal share of all trips within the city. To illustrate the amount of congestion the School Streets initiative prevents – if the 6,000 children were driven to school, there would be at least 4,800 additional trips on the road network during peak hours. This is equivalent to 8% of the total daily volume of motor vehicle trips³⁰.

A pilot study on a ‘walking bus’ service (i.e. a walk-to-school group) for a primary school in Córdoba (Spain) showed that 43.7% of the participants completely or partially shifted their mode choice away from private vehicles towards walking. A study by Kingham and Ussher (2007) states that school walking buses can help to enhance the



30. FLOW, 2018, The role of walking and cycling in reducing congestion, <https://bit.ly/2a01oAX>



community feeling and help children to develop social skills at a young age. The concept is now spreading to several countries, including Ireland, where cities including Dublin, Waterford and Limerick are promoting this good practice.

Walking and cycling campaigns do not target children only, in Brussels, awareness-raising campaigns such as 'Bike to Work'³¹ or 'Bike Experience'³² helped to achieve a modal shift to cycling while walking is being promoted by the expansion of the central pedestrian zone to 50 hectares, the second largest in Europe.

31. Bike to work website: <https://www.biketowork.be/>

32. Bike Experience website: <https://bikeexperience.brussels/>

What activities can we organise to promote Safe Walking and Cycling?



Use social media and involve your residents:

-  Promote walking and cycling on your social media. Use this year's call to action and the corresponding hashtag: #WalkWithUs
-  Walking challenge: launch a campaign on social media and involve local shop owners. During the weekend, ask people how long it will take to walk to their favourite café or park. And then see if they are right! We bet they over estimate. While they are there, they can shop or have a good coffee and a cake, and then take a different route home.
-  Organise a selfie contest on social media, and see who posts pictures of themselves using the most active mobility modes to get from A to B to win the prize! The prize can be a nice item or service related to walking and/or cycling.



Walking and cycling is not only about mobility, it is also about connecting people:

-  Active mobility is cheap and should be available to all. Show that a city that is equipped for more walking and cycling is also accessible for people with reduced mobility.
-  Get people to share their walking and cycling experience. For example, active mobility 'champions' can accompany volunteers on their daily travels for one week and show them the nicest routes.
-  In companies and schools, ask people to indicate where they live on a map. People commuting along the same routes could travel together, by foot or by bicycle!

- 
 Organise active mobility competitions in or between workplaces, neighbourhoods and schools in order to encourage people to cycle and walk more. Give a real incentive for leaving the car at home: offer a valuable prize (e.g. a bicycle or an extra day of holiday).
- 
 Cooperate with other cities and take part in an inter-city competition, via a common mobile app. Who will take the most steps?
- 
 There are so many active mobility modes: walking, bicycles, e-bikes, cargo-bikes, kick-scooters and even rollerblades, skateboards or hoverboards. Organise a temporary 'active mobility point' where people can test new mobility modes.
- 
 Implement a temporary participatory signposting system. People can write on signposts the distance and time taken to reach a particular point by foot or by bicycle.
- 
 Many people know their cities only by car. Organise 'alternative tours' on foot or by bicycle and help them discover the city differently, as tourists in their own city!
- 
 Use the week of activities to create 'pop-up' parks or 'pop-up' meeting places. Instead of parking places, people get some space to meet new friends and have fun!



Involve local residents and stakeholders to improve walking and cycling all year long:

- 
 Use the campaign to run a survey with local residents about how they feel about walking and cycling in your town or city, what changes they would like to see, and what would convince them to leave the car at home. If your city is carrying out a consultation process for e.g. a Sustainable Urban Mobility Plan, EUROPEAN**MOBILITY**WEEK is the perfect opportunity to start the process!

- ↘
↙
 Cooperate with the local bike-sharing operators and propose good offers during the week of activities. September is a good moment to learn a new habit for travelling to school or work.
- ↘
↙
 There are many mobile apps to make walking and cycling more comfortable and more attractive. Why not work with one of these apps to encourage people to walk and cycle more?³³
- ↘
↙
 Work with the media to get a regular feature on local radio. Some radio stations offer reduced rates for local initiatives, but perhaps you can even negotiate some free coverage or sponsorship.
- ↘
↙
 Work with the train and/or public transport companies of your city and make sure that people are encouraged to walk or cycle to their stations. Functional and easy to use bicycle parking can definitely help.



Education is key for increasing the share of walking and cycling in the long term:

- ↘
↙
 The earlier children discover walking and cycling in the city, the more they will favour this and stick to it as grown-ups. Develop pedagogical tools and/or games together with schools, and make the new generation the active mobility generation.
- ↘
↙
 Efforts have been made to render goods vehicles and heavier cars (known as SUVs) less dangerous in case of a collision with pedestrians or cyclists. Many crashes will be avoided because they will be fitted with pedestrian and cyclist detection systems. Other improvements include direct vision for drivers of trucks and vans. Showcase examples of safer vehicles in cooperation with local fleet owners, and raise awareness.
- ↘
↙
 Organise a campaign for children and adults about reflectors, which reduce the risk of being involved in an accident by up to 85%. Take inspiration from the Danish “National Reflector Day”: Distribute safety reflectors and organize a “Reflectors Run”.

33. <http://mobilityweek.eu/eu-initiatives/social-biking-challenge/>



Adapt your language and your messages:

- To encourage people to move by foot or by bicycle, use arguments that have a clear impact on their daily lives: it's cheaper, it's a free gym session, it's quicker than using the car. The health and/or environmental arguments are sometimes too abstract.
- Encourage mutual respect between all modes and remind vehicle users that pedestrians and cyclists have priority, as the most vulnerable.
- To promote walking and cycling, use existing, comfortable and pleasant infrastructure, and promote respectful behaviour.
- Don't talk too much about safety, in people's mind: road safety = danger
- When you regulate vehicle access to certain zones, you don't close it (to cars), you actually **open** it (to people)!



Be ambitious

- Organise a city-wide Car-Free Day
- As this year's Car-Free Day falls on a Sunday (22 September), you could design and promote an alternative offer for families and tourists, inviting them to test all the mobility options. As your streets will be free of cars, you can organise a festival, like this one in Vienna <https://www.streetlife.wien/streetlife-festival/>
- Why not break a world record? There are plenty of world records to establish or to break. Use your imagination and establish an active mobility world record with your local residents
- Take inspiration from the 'Activity Box' for local campaigners prepared by the German national EUROPEAN**MOBILITY**WEEK coordinator.

- Among the ideas: launching a photo contest with people replicating the famous Beatles' Abbey Road picture on... a zebra crossing. Why not take part in the European photo contest? Find more original ideas (in German) at <https://www.umweltbundesamt.de/europaeische-mobilitaetswoche-downloads>
- Pick out some ideas from the best examples identified by the European Cyclists Federation: <https://ecf.com/sites/ecf.com/files/141223-Map-of-Ideas.pdf>



Resources

European Commission

DG MOVE https://ec.europa.eu/transport/home_en

- Urban Mobility: <https://bit.ly/2kLbVDu>
- Road Safety, Walking and Cycling as Transport Modes <https://bit.ly/2TIOFeg>
- Cycling: <https://bit.ly/2I77OOO>

European organisations, platforms and projects

CIVITAS: <https://civitas.eu/>

- Thematic Group: Car-Independent Lifestyles: <https://bit.ly/2UISIWM>
- CIVITAS INSIGHT, The high potential of walking: <https://bit.ly/2KPuky6>
- CIVITAS INSIGHT, Accessible mobility: enabling independent living for all: <https://bit.ly/2Gx7DdO>

Eltis: <http://www.eltis.org/>

Walk 21: <https://www.walk21.com/>

European Cyclists Federation: <https://ecf.com/>

- ECF Map of ideas: <https://bit.ly/2CiVt4e>

FLOW: <http://h2020-flow.eu/>

- FLOW Quick Facts: <https://bit.ly/2ve8wjS>

ISAAC, Pedbike planner: <https://www.pedbikeplanner.eu/#home>

National and local initiatives and good practices

- Activity box (and other materials) developed by the German EUROPEAN **MOBILITY** WEEK National Coordinator: <https://bit.ly/2Br5Lmz>
- Vienna's platform for walking: <https://www.wienzufuss.at/> and cycling: <https://www.fahrradwien.at/>
- Transport for London. Economic benefits of walking and cycling: <https://bit.ly/2qQVqYO>

HANDBOOK FOR LOCAL CAMPAIGNERS

The Handbook for local campaigners explains the three participation criteria (activities during the week, permanent measures and Car-Free Day) and how to register online. It also includes a chapter on the **EUROPEAN MOBILITY WEEK Awards**.

THE THREE PARTICIPATION CRITERIA

Any town or city from Europe and beyond is invited to participate in EUROPEAN**MOBILITYWEEK**. Their online registration will be approved as long as they meet at least one of the following criteria:

- ◆ Organising activities during the week of 16-22 September, taking into account the annual theme
- ◆ Implementing at least one new permanent measure which contributes to a shift from the private car to sustainable means of transport. Measures implemented during the last 12 months are also eligible on condition that they are promoted during the week of 16-22 September
- ◆ Celebrating Car-Free Day, preferably on 22 September, by setting aside one or several areas reserved for pedestrians, cyclists and public transport for at least one whole day (one hour before to one hour after working hours)

Only towns and cities committing to all three of the above criteria will become 'Golden Participants' and will be eligible to apply for the EUROPEAN**MOBILITYWEEK** Awards (see chapter below).

HOW TO REGISTER ONLINE

Go to www.mobilityweek.eu and click on the registration button.

The screenshot shows the website's registration page. At the top, a dark blue banner reads "Multilingual registration". Below this, the text "EUROPEAN**MOBILITYWEEK** 16-22 SEPTEMBER 2019" is displayed on the left, and a "Subscribe to our e-newsletter" button is on the right. A navigation menu includes "About", "Useful Resources", "Participants", "MOBILITYACTIONS", "Mobility Awards", and "Latest Updates". The main content area is split into two columns: a blue column for cities and a yellow column for NGOs, businesses, and schools. The blue column asks "ARE YOU A CITY?" and describes the opportunity to test new forms of clean mobility. The yellow column asks "ARE YOU AN NGO, BUSINESS, OR SCHOOL?" and encourages registration for a MOBILITYACTION. A "Register your MOBILITYACTION" button is visible in the yellow column. The footer of the blue column says "Registration for 2019 to be opened soon." and features a cartoon character with a Wi-Fi symbol. The yellow column features a cartoon car with a Wi-Fi symbol.

After signing up for the first time or logging on to last year's account, you have to complete the online registration form. You can choose your language.

EUROPEANMOBILITYWEEK

English -

English
Armenian
Belarusian
Bosnia and Herzegovina
Català
Czech
Croatian
Danish
Hungarian
Deutsch
Español
Eesti
Euskera
EMĶveivis
Français
Galego
Italiano
Lëtzebuergesch
Lietuvių
Magyar
македонски
Nederlands
Norsk
Polski
Português

Register for EUROPEANMOBILITYWEEK 2018!
All cities that took part in previous editions of EUROPEANMOBILITYWEEK were issued with login details. (email/username and password). Use them to log-in below.

Username

Password

Login

OR

First time taking part in EUROPEANMOBILITY WEEK?

Sign up for a profile

This profile will allow you to register for all upcoming editions of EUROPEANMOBILITYWEEK.

One city = One profile

Towns and cities should provide the following information:

- ◆ Activities organised during the week of 16-22 September
- ◆ Permanent measures implemented over the past 12 months and promoted during the week of 16-22 September
- ◆ Information about the area(s) closed to road traffic during Car-Free Day and activities organised during that day
- ◆ EU related initiatives your town or city is also taking part in

Upon completion of the online registration, your National Coordinator will validate the submission. Once approved, an automatic confirmation email will be sent. Only after this will your town or city's participation be published online in the 'Participants' page.

Participating cities

54 Participating countries in 2018 (total cities: 2792)

 Albania	8
 Andorra	1
 Argentina	4
 Austria	559
 Belarus	66
 Belgium	97
 Bosnia and Herzegovina	6
 Bulgaria	25
 Croatia	16
 Cyprus	2
 Czech Republic	30
 Ecuador	2
 Estonia	6
 Finland	23
 France	55
 Georgia	1
 Germany	52
 Greece	62




You will be able to update the information provided at any time until the end of September.

If needed, you can easily update your town or city profile with the name and email address of the local campaigner in charge of EUROPEANMOBILITYWEEK within the municipality. If your town or city already has a profile, but you don't remember the login details or the email address, you can contact your National Coordinator or the European Secretariat for help.

Signature of the Charter is only compulsory if applying for the EUROPEANMOBILITYWEEK Award.

HOW TO GET YOUR CAMPAIGN STARTED

Start by analysing the annual theme, looking at what it entails, and identifying a focus that suits your town or city and national context. Give priority to good practice that already exists. Perhaps look at how this could be amplified or further developed, then plan for changes to improve it.

Secure political support. If your administration finds it difficult to connect with the annual theme because they do not perceive it as being relevant for your city, ask your National Coordinator for a letter of support.

Do not be too polemic or negative in the messages you choose to transmit. While we cannot realistically expect to remove private cars, trucks, and other vehicles from the roads to tackle the negative economic effects of individual motorised transport, we can certainly demonstrate that a variety of options are available for the public and businesses to move and transport goods.

Gather your evidence. Collect the facts and figures that support sustainable mobility in your town or city. Use these as proof to emphasise your messages to different target groups.

Build effective partnerships. Achieving smart and sustainable mobility is a lengthy process that requires not only political support but also committed partnerships. Local authorities are encouraged to enter into such partnerships and involve local actors as much as possible. Each local authority should seek out local partners that are relevant to the different events, and coordinate the preparation of EUROPEAN**MOBILITYWEEK** in close cooperation with them.

Therefore, municipalities should establish partnerships with (public) transport organisations, environmental, health and sports associations, local companies (including their external contacts, i.e. clients, suppliers, partners), the (local) media, etc.

Companies are often interested in participating, to show that they accept their responsibility to counteract climate change and take care of the community and the health of their employees. Local authorities should use these points to get more partners on board.

Companies, organisations and other potential partners that are not eligible to contribute to EUROPEAN**MOBILITYWEEK** (16-22 September), but plan to organise some complementary activities during the year, can register individually. Thanks to the **MOBILITYACTIONS** feature, these organisations

can go to www.mobilityweek.eu/about-mobilityactions/ and register their action.

Build on existing initiatives. Whether locally, regionally or nationally, there are bound to be a number of existing initiatives, which relate to your campaign focus one way or another. Aligning with these can strengthen your case, amplify your messages, and reduce effort.

ACTIVITIES DURING THE WEEK OF 16-22 SEPTEMBER

Towns and cities are asked to keep a focus on the annual theme of the campaign when developing their programme. However, they can organise activities on specific topics related to sustainable urban transport. Here are some examples of recurrent activities.

Official launch of EUROPEANMOBILITYWEEK

Public and media events on 16 September are perfect to launch the campaign. During a launch event you can:

- ◆ Sign the Charter in public with a political representative to show your commitment
- ◆ Launch the permanent measures the town or city has planned
- ◆ Introduce special offers such as a ticket with special public transport fares
- ◆ Organise a guided walking tour or a critical mass of people cycling

And don't forget to invite the media, partners and residents in advance!

Public Transport activities

All public transport actors are able to use the campaign as an opportunity to promote multimodal solutions, proving that these can offer a real alternative to private cars.

The following is a set activities dedicated to public transport.

- ◆ Commuting by public transport: introduce special offers, offer after-work drinks at nearby stops or on the bus, set up a commuter challenge, arrange a debate between public transport operators

and commuters, inform passengers on car-pooling and car-sharing schemes, etc.

- ◆ Accessible public transport: work with organisations for people with disabilities, activities with wheelchairs or blindfolds to make others understand the challenges faced by people with reduced mobility, etc.
- ◆ Communication with customers and staff: carry out surveys to find out users' satisfaction and expectations, organise visits to the public transport control office with explanations regarding frequency, speed and routes, prepare an exhibition of innovative public transport with test rides of new clean and intelligent vehicles, etc.

Cycling activities

Cycling relates to all aspects that make a 'liveable city'. Bicycles save space and energy and cause neither noise nor air pollution.

All proposals for activities listed here are to draw attention to the benefits of cycling.

- ◆ Commuting by bicycle: set up an information point, set up a 'partnering' scheme for new and more experienced cyclists, organise a 'Bike to Work' day, offer breakfast for people cycling to work, use available apps for cycling challenges, take part in the Social Biking Challenge¹, etc.
- ◆ Bicycle services and infrastructure: work with local bicycle associations, offer a bicycle repair service, distribute information on safe cycling routes, organise a ride on a recently inaugurated cycle lane, ask local bicycle associations or the police to give bicycles a serial number against theft, etc.
- ◆ Cycling is fashion: organise an exhibition of new bicycle models and prototypes, hold a fashion show of cycling clothes or develop cycling kits, etc.

Walking activities

Although sometimes ignored, walking is an important means of travel. The proposed activities can be organised easily.

- ◆ Commute by foot: encourage companies to reward staff who walk to work (i.e. breakfast, monetary incentives or an additional two minutes

1. <https://bit.ly/2fCJ5Wm>

of annual holiday entitlement), have the chief executive take a walk in the streets around the company's building(s) to assess accessibility for pedestrians, etc.

- ◆ 'Living Streets': arrange for council leaders to explore the city on foot to assess problems like physical barriers, cracked pavements, illegal parking, rubbish dumping, etc.
- ◆ 'Parking Day': invite residents to make creative use of parking spaces, plant trees in a less attractive street, arrange to get shopkeepers to join in the campaign
- ◆ Schools: children are accompanied by high-level officials on their daily walk to school, any kind of competition or activity, like the Snake Game is a good idea, use new technologies to engage with children, etc.
- ◆ Greenways: organise walks/bicycle trips or picnics on existing and unofficial (with precautions) Greenways accompanied by local representatives



Promotion of responsible car use

Those who need to use their car for certain purposes can also contribute to a more sustainable urban environment.

A wide range of activities could be considered, as listed below. These range from careful and safe driving to increasing the number of passengers per car (ride sharing).

- ◆ Offer individual car drivers stuck in traffic jams a 'stress ball' or other objects to make them aware of the consequences of their behaviour
- ◆ Invite driving schools to offer energy efficient training sessions (eco-driving)
- ◆ Promote eco-driving amongst professional drivers like school bus drivers, taxi drivers, drivers for companies and institutions, etc.
- ◆ Launch a campaign with local petrol stations to encourage regular checking of tyre pressure (below 0.4 bar means an increase in fuel consumption of 10%)
- ◆ Organise competitions where car drivers hand over their licence for a certain period of time and receive a public transport ticket in return
- ◆ When broadcasting traffic information on the local radio, call on drivers to change and combine with other modes of transport if they want to avoid traffic jams
- ◆ Present car-sharing and car-pooling schemes
- ◆ In case there is no car-sharing scheme in your city, launch a survey to identify potential sharers for a future scheme
- ◆ Organise an exhibition where the public can see and test clean, electric, hybrid, natural gas vehicles
- ◆ Check whether the mayor could use an electric vehicle during EUROPEANMOBILITYWEEK to attract media attention

Urban freight activities

Sustainable mobility is not only about the way we move within our towns and cities, but also the way we transport goods. In order to promote sustainable urban freight you can organise a cargo bike ride, delivery exhibition, launch new cargo bike sharing schemes, manage your event logistics by cargo bike, etc.

Between 50% and 70% of goods movements in European cities could be shifted to (cargo) bikes, according to research by Vrije Universiteit Brussel and the experience of the Cyclelogistics project.



Create a designated space for deliveries. A platform or car park located outside the car-free area(s) would be reserved for goods deliveries destined for the shops. Clean vehicles would then deliver the goods to the shops.

Mobility management promotion

Mobility management can be a powerful tool to achieve behavioural change. During EUROPEANMOBILITYWEEK local authorities can establish partnerships with schools and companies and implement school mobility plans and commuter plans.

In order to encourage behavioural change, you can organise activities like promoting sustainable commuting in corporate newsletters, giving out awards for sustainable companies, setting up an employee working group or coordinator on mobility issues, etc.

SUMP activities

EUROPEANMOBILITYWEEK is a great opportunity for activating interest in Sustainable Urban Mobility Plans (SUMPs). You can organise several activities to further promote your SUMP:

- ◆ Set up an exhibition on the possible scenarios for transport

development

- ◆ Organise a conference on the urban mobility plan
- ◆ Arrange neighbourhood meetings on urban mobility
- ◆ Present/implement some of the urban mobility plan measures (new bus routes, new 'Park & Ride' facilities, cycle paths, green commuter plans, mobility centres, etc.)

Leisure and convivial activities

Leisure activities could give the opportunity to discover the city safely and enjoy it in a quieter environment without cars. Nevertheless, the focus of EUROPEANMOBILITYWEEK should remain urban transport, and not sports or culture.

- ◆ Special shuttle services to explore the city
- ◆ Tours organised by tour guides or rambling clubs
- ◆ Pedestrian rallies in partnership with sport shops, schools,



associations, etc.

- ◆ Hotel keys that also allow access to public transport or bike-sharing schemes
- ◆ Organise free concerts, theatre performances, street performances, artists, clowns, etc. in public spaces
- ◆ Provide a blank wall on the main square to collect people's opinions
- ◆ Ask local sports associations and/or shops and businesses to organise sport activities on the streets
- ◆ Offer rides using specific modes of transport such as horse-drawn carriages, tourist trains, solar boats, etc.

Health activities

The health consequences of transport affect most of the population, and particularly vulnerable groups such as children and the elderly.

Local health services, health insurance companies, medical associations and sport organisations can be suitable partners for organising mobility and health activities.

- ◆ Ask the air quality monitoring network, environment and/or energy agency (EEA, IEE) or information and documentation centres on noise (INCE, CIDB) to set up an exhibition on air and noise
- ◆ Ask the police and/or automobile technical control centres to offer anti-pollution tests on vehicles in car parks
- ◆ Invite health insurance organisations to provide information about the health benefits of physical activity, how to integrate physical activity into one's daily routine, etc.
- ◆ Ask a hospital/doctors to offer 'health checks' (blood pressure, circulation, weight, bone mass, etc.) to encourage health awareness
- ◆ Use a portable air quality measuring device, which could be used during different transport modes

PERMANENT MEASURES

An updated list of permanent measures will be displayed on the online form when making your registration. This chapter is just an introduction to the long list of permanent measures that your town or city can implement.

Participating towns and cities are asked to present their new permanent measures which contribute to modal transfer from the private car to environmentally sound means of transport.

Where possible, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport, e.g. wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit.

These measures don't need to be expensive. They show the commitment of the local authority to sustainable urban mobility. Some possible permanent measures are:

Public transport

- ◆ Improvement and extension of public transport network (high-occupancy vehicle lanes, new stops, new lines, reserved areas, etc.)
- ◆ Increase in frequency, introduction of express services, etc.
- ◆ Use of clean vehicles for public transport fleets (electric, hybrid, natural gas, etc.)
- ◆ Multimodal ticketing
- ◆ Integrated services for various modes of public transport
- ◆ Negotiate stops near major workplaces with operators
- ◆ Allow bicycles on vehicles at off-peak times
- ◆ Building new bicycle racks at public transport stops
- ◆ Adapt bus stops
- ◆ Have timetables and other information in accessible formats (large print, Braille, audio format, etc.)
- ◆ Adapt infrastructure to enable accessibility (low-floor buses, lifts, ramps, etc.)
- ◆ Ensure information about the level of access through websites, mobile apps, leaflets, etc.
- ◆ Introduce new styles of timetables, websites or apps, open multimodal information services and find out what customers think



Bicycle facilities

- ◆ Improvement of bicycle network and facilities (extension, renovation, signposting, parking, locks, etc.)
- ◆ Creation of public bicycle or bicycle sharing schemes
- ◆ Set up a bicycle info point or stand to give information to employees, homeowners, visitors, etc.
- ◆ Provide changing and shower facilities for cyclists
- ◆ Implement safe and sheltered bicycle parking facilities
- ◆ Purchase bicycles for a public or company bike pool
- ◆ Install a public bicycle repair service
- ◆ Relocate bicycle parking to the entrance of the public administration buildings, offices, shopping centres, etc.

Pedestrian areas

- ◆ Creation or enlargement of pedestrian areas
- ◆ Improvement of infrastructure: footbridges, pavements, pedestrian crossings, lighting, etc.
- ◆ Reallocation or pedestrianisation of public space

New forms of vehicle usage and ownership

- ◆ Launch of online car-pooling and car-sharing schemes
- ◆ Responsible car use (eco-driving, etc.)
- ◆ Use of clean(er) vehicles
- ◆ Installation of charging points for electric vehicles

Freight distribution

- ◆ New regulations for freight distribution
- ◆ Use of clean(er) vehicles
- ◆ Creation of unloading platforms for freight transfer

Parking

- ◆ Introduce new parking or no parking zones
- ◆ Enforce parking rules more strictly
- ◆ Provide information about parking regulations
- ◆ Introduce flexible working hours to reduce congestion at peak hours
- ◆ Reserve the best parking spaces (nearest to the entrance) for car poolers
- ◆ Provide a guaranteed ride home for car poolers in case of emergency
- ◆ Relocate car parking away from the office entrance

Traffic-calming & reduced-access schemes

- ◆ Speed reduction programmes near schools
- ◆ Reduction of outside parking zones
- ◆ Creation of 'Park & Ride' stations
- ◆ Permanent access restriction to city centres

Accessibility

- ◆ Launch of accessibility plans
- ◆ Creation of facilities for people with reduced mobility
- ◆ Removal of architectural barriers
- ◆ Lowering and enlargement of pavements
- ◆ Creation of tactile pavements and wheelchair ramps
- ◆ Fitting of sound devices in traffic lights

Mobility management

- ◆ Adoption of workplace and school travel plans
- ◆ Creation of mobility centres and information services
- ◆ Development of educational materials
- ◆ Urban mobility plans in consultation with



- local actors
- ◆ Provision of incentives and bonuses to employers
- ◆ Facilitate access to business or other social areas

CAR-FREE DAY

Car-Free Day offers a particularly good hook to experiment with new traffic models and sustainable transport. But the organisation of Car-Free Day needs to be planned well in advance, since closing streets to traffic can pose a bureaucratic challenge.

When is Car-Free Day?

We encourage all European towns and cities to continue celebrating Car-Free Day on its original date: 22 September.

If it fits the purpose of the event better, it can be moved to any other day during EUROPEANMOBILITYWEEK (16-22 September). More than one car-free day might be organised during the week.

If your town or city is organising a recurrent car-free day throughout the year (i.e. in March or in June), we encourage you to register it as a **MOBILITYACTION**.

What is considered as a Car-Free Day?

One or several car-free areas can be defined within a town or city. The area(s) will be closed to motorised traffic for most of the day (i.e. one hour before to one hour after normal working hours).

Only pedestrians, cyclists, public transport and cleaner vehicles, such as LPG (liquid petroleum gas), NGVs (natural gas vehicles), electric, etc. will be admitted.

If more than one area is defined, pedestrian paths could link them. The car-free area(s) can also be usefully backed up by a buffer zone with specific information for car drivers.

Why is it important to join Car-Free Day?

Car-Free Day is one of the three criteria for participating in EUROPEAN MOBILITY WEEK, and it is compulsory if your town or city wishes to apply for the Award.

But Car-Free Day is much more. Many towns and cities use the opportunity to set up pedestrian zones for the day and organise big open events in the freed-up public space.

Beyond the festive aspect, the event is the perfect occasion to show residents what a car-free city centre or area can look like.

Furthermore, Car-Free Day has an impact <http://www.irceline.be/fr/nouvelles/journee-sans-voiture-en-ville-dimanche-17-septembre-2017>. Measure the air quality and noise on that specific day, the day before and the day after. Share the results with residents. Show them that their behavioural change and acceptance of a less car-dependent lifestyle is part of the solution. The fight against climate change, the improvement of our health and the quality of life in our towns and cities is at stake.

How to define the car-free area?

The location and size of the car-free area(s) should be selected carefully, taking into account the local context. The area(s) can serve to:

- ◆ give visibility to specific issues (noise, air quality, etc.)
- ◆ present or test planned measures (i.e. permanent pedestrian zone)
- ◆ target specific groups (children, workers, etc.)
- ◆ highlight the commitment of businesses located in the area

When selecting the area(s) to celebrate Car-Free Day, you have to take into account the number of visitors to that area on a 'normal' day and projected number of additional visitors during Car-Free Day.

The parking facilities required in the surrounding area need to be considered as well.

If your town or city is defining more than one car-free area, make sure to link them.

How to ensure a car-free area while giving exemptions?

Access to the car-free area(s) will be monitored and barriers installed. The assistance of the the urban traffic authority, police force and other local authority staff will be necessary.

A short list of authorised vehicles needs to be drawn up. In addition to the cleaner vehicles (LPG, NGV, electric, etc.), exemptions may be granted to health professionals, people with disabilities and for urgent repair works.

Emergency services (police, fire, ambulance) and electricity or gas workers will be granted automatic admission to the area.

Applications for exemption not provided for in the above list should be addressed to the responsible council department. Exemptions must be kept to a minimum.

Residents should be invited to move their cars the day before to clear the streets. Special car parks may need to be provided and contracts signed with the parking operator(s).

An alternative would be to allow residents to drive their cars out of the area but not to return before a specified time. They would then have to leave their cars in a car park.





Deliveries will be authorised until a certain time (to be specified) in compliance with the general conditions. For traders requiring daytime deliveries, a loading zone can be created outside the area. The cargo will be delivered from that point by cargo bikes or clean vehicles.

Which alternative modes to offer during Car-Free Day?

Public transport is the most immediate and effective way to move during Car-Free Day. The following actions will be desirable:

- ◆ Higher frequency of services
- ◆ Greater accessibility for persons with reduced mobility
- ◆ Special fares or free transportation
- ◆ Specific initiatives (combined parking and bus or bus and train tickets, tickets offering reductions at cinemas, swimming pools, etc.)

It is also worth running shuttle services to link car parks with the city centre or specific routes (city tour, ring roads, etc.)

Cleaner vehicles (LPG, NGV and electric) may be used within the car-free area(s) for the delivery of goods or for the use of people with disabilities.

Bicycles are a big part of the alternatives too:

- ◆ Involve local cycling groups and associations
- ◆ Offer bicycle rental at 'Park & Ride' facilities, railway stations, bus stops, etc.
- ◆ Combine bus and bike or parking and bike tickets
- ◆ Offering a bike against car keys or registration document is also a good initiative
- ◆ Foresee staffed, covered cycle parking facilities
- ◆ Define safe, well-marked cycle routes outside the car-free area(s)
- ◆ Don't forget the use of cargo bikes for your event logistics and more!

Where to leave your car?

Park & ride facilities

To encourage residents to leave their cars and use public transport, secure parking facilities can be set up in the suburbs. These car parks should be staffed with an attendant and should have opening times in line with the hours of Car-Free Day. They may be free of charge, or not (for example combined parking and bus or parking and bicycle ticket). Parking facilities, which are not located along regular public transport routes should be served by special shuttle services.

Convenience car parks

Special car parks should be set up close to the car-free area(s) for those who need to use their cars. These car parks may be used to drop someone off, for short-term parking (less than one hour), to facilitate car sharing, to deliver goods, etc. They should not be used as a long-term car park and they should be staffed for the day. Shuttle services can be provided from these car parks to the town centre.

Residents' car parks

Car parks should be reserved for resident use. They should be located within, or close to the borders of the car-free area(s). They should open only the day before the event, and remain open until the day after. Specific parking charges can be applied to encourage residents to leave their cars at the car parks for the whole day. Details are to be arranged with the car park operator(s).

Who can be the best partners in organising Car-Free Day?

The celebration of Car-Free Day may cause concerns for some shopkeepers. This is why special efforts must be made to involve them at an early stage of the organisation.

- ◆ Communicate specifically to shopkeepers via an official document with customised information on how to get to the city centre without a car
- ◆ Link the name of a bus, tram or metro stop to a shop
- ◆ Advertise city centre shops in EUROPEANMOBILITYWEEK merchandising (for example, by placing the logos of the shops in the map of the car-free area)
- ◆ Create a designated space for deliveries and use clean vehicles for this
- ◆ Distribute public transport tickets in shops
- ◆ Encourage shopkeepers to occupy public space, recovered by the ban on vehicles, as an extension of their selling space (terraces or space for stalls on the street). Note that Car-Free Day should not turn into a vast commercial event organised for marketing purposes.

WHATEVER YOUR TOWN OR CITY IS DOING THIS YEAR, MAKE SURE YOU...

To ensure synergy at the European level and to give people the feeling that they are part of a global movement, don't forget the following:

- ◆ Consistently apply the Visual Guidelines
<http://www.mobilityweek.eu/communication-toolkit/>
- ◆ Be creative, come up with new measures and activities and share them with your National Coordinator or with the European Secretariat
<http://www.mobilityweek.eu/contact/>
- ◆ Promote the hashtag #mobilityweek and follow the official accounts on Facebook www.facebook.com/EuropeanMobilityWeek
Twitter <https://twitter.com/mobilityweek>
Instagram <https://www.instagram.com/europeanmobilityweek/>
YouTube www.youtube.com/user/europeanmobilityweek
Flickr www.flickr.com/photos/europeanmobilityweek
- ◆ Use social media keeping in mind the following points:
 - share content that is relevant to your audience
 - correct mistakes, but do so with respect (separate facts from opinion)
 - interact, talk about the successes of your partners and supporters

- do not spam
 - spell check and re-check the links of everything you publish
 - do not commit to any action, unless you are authorised to do so
- ◆ Send information letters to each of the more sensitive target groups (shopkeepers, enterprises, residents of the car-free area(s) to inform them about EUROPEAN**MOBILITY**WEEK and invite them to take part in its organisation
 - ◆ Subscribe to our bi-monthly e-Newsletter <http://www.mobilityweek.eu/newsletter/>
 - ◆ Involve municipal employees in the organisation of the campaign, incite staff members to make more use of sustainable modes of transport and launch a sustainable commuter plan for them
 - ◆ Monitor and assess your actions (number of new public transport users thanks to a given activity, number of people deciding to become car-free after the campaign, air quality improvement figures, noise reduction, public opinion about your plans and actions, etc.)
 - ◆ Link your activities with related EU initiatives (Project EDWARD – European Day Without a Road Death, European Week of Sports, CIVITAS, Covenant of Mayors, etc.)
 - ◆ Make use of other useful resources available online (Leaflet, Poster, Best Practice Guide)

All communications materials are available in English. This Manual, the annual leaflet and poster and the campaign video are available in all official EU languages.

THE EUROPEAN**MOBILITY**WEEK AWARDS

The EUROPEAN**MOBILITY**WEEK Award is presented to the local authorities that are judged to have done the most to raise awareness of sustainable mobility during the last EUROPEAN**MOBILITY**WEEK (16-22 September).

Since 2017, it is given out in two categories: one for larger municipalities and one for smaller municipalities.

It aims to promote successful campaigns and to raise awareness of the need for local action in the field of sustainable urban mobility.

The finalists are celebrated at a prestigious ceremony in Brussels in March and showcased in different videos and publications.

Eligibility criteria

Same criteria apply for the two categories.

Local authorities are eligible for the EUROPEAN**MOBILITY**WEEK Award if they:

1. have registered online at www.mobilityweek.eu
2. have submitted the signed Charter
3. are 'Golden Participants', i.e. fulfilling the three criteria:
 - ◆ organising activities during the allotted week and relating to the annual theme
 - ◆ implementing at least one new permanent measure to reduce private car use
 - ◆ celebrating the Car-Free Day
4. are situated in the EU-28, EU candidate countries, potential EU candidate countries that are part of the Stabilisation & Association Process (SAP), European Economic Area countries (EEA), or European Free Trade Area countries (EFTA). These countries are: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Republic of North Macedonia, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo², Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Montenegro, the Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom.

Evaluation criteria

An independent jury of experts in urban mobility will evaluate:

1. The quality of activities taking up the annual theme
2. The action plan for events and public involvement
3. The communication strategy
4. The impact of permanent measure(s)
5. The scope of the partnerships with local stakeholders

2. 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 EUROPEANMOBILITYWEEK Award must:

- ◆ Complete the application form in English, providing the specified details
- ◆ Submit the application form in the way indicated on the campaign website
- ◆ Include a digital copy of the signed Charter
- ◆ Provide a map of the area that was closed for motorised traffic during Car-Free Day
- ◆ Send a selection of supporting materials such as images (in good resolution), videos, communication tools and press clippings
- ◆ Everything must be sent between 23 September and 23 October

Awards ceremony and Prize

The EUROPEANMOBILITYWEEK Award ceremony is held in Brussels with the presence of the EU Commissioner for Transport. It usually takes place in March. During the ceremony the Award for Sustainable Urban Mobility Planning is also presented.

The winning local authorities will each be awarded a promotional video of up to three minutes to showcase their achievements as champions of sustainable urban transport in Europe.



RELATED LINKS

European Union website and documents

- ◆ European Commission - Mobility and Transport portal <https://bit.ly/1epTAXu>
- ◆ European Commission - Clean transport, Urban transport <https://bit.ly/2US0w8o>
- ◆ European Commission - Sustainable Transport <https://bit.ly/2vjGggO>
- ◆ European Commission - Intelligent Transport Systems (ITS) <https://bit.ly/2fSaRtl>

EU projects and initiatives

- ◆ CIVITAS www.civitas.eu
- ◆ Eltis www.eltis.org
- ◆ BiTiBi project – Bike Train Bike www.bitibi.eu
- ◆ EBSF_2 project: <http://ebsf2.eu/>
- ◆ FLOW project <http://h2020-flow.eu/>
- ◆ FREVUE project <https://frevue.eu/>
- ◆ MaaS4EU project: <http://www.maas4eu.eu/>

Local authorities, organisations and specialised companies' initiatives

- ◆ BKK Budapest, launch of the FUTÁR tool: <https://bit.ly/2sMaf2L>
- ◆ FUTÁR tool: <http://futar.bkk.hu>
- ◆ Blue Bike: <https://www.blue-bike.be/en>
- ◆ City of Esch-sur-Alzette, Pedestrian signposting, <https://bit.ly/2BQIcC9>
- ◆ City of Paris, Paris respire: <https://bit.ly/2HxHWRQ>
- ◆ Hitch: <http://www.hitchit.co/>
- ◆ International Post Corporation, Parcel Lockers webpage: <https://bit.ly/2oyyKf7>
- ◆ MaaS Alliance: <https://maas-alliance.eu/>
- ◆ MaaS Global: <https://maas.global/>
- ◆ The Money Advice Service (car cost calculator): <https://bit.ly/1Ds8xRu>
- ◆ Le Moniteur Automobile (car cost calculator): <https://bit.ly/2HmdTUg>
- ◆ Mulhouse Alsace Agglomération, news item on Compte Mobilité: <https://bit.ly/2EZAu7s>
- ◆ RATT Timisoara, bike-sharing webpage: http://www.ratt.ro/velo_tm.html
- ◆ STIB Brussels, walking map: <https://bit.ly/2ZpuAHb>

- ◆ Street Life Festival 2018, Vienna, <https://www.streetlife.wien/streetlife-festival>
- ◆ Swiss Federal Railways, Multimodal webpage: <https://bit.ly/2CMV6xz>
- ◆ Tisséo Toulouse, Pastel Card: <https://bit.ly/2l4sUPx>
- ◆ Transport for London (TfL), walking map: <https://bit.ly/1MIEkxp>
- ◆ UPS, trial of electric tricycles: <https://bit.ly/2F322NI>

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2019

