

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2016

BEST PRACTICE GUIDE 2016



Smart mobility. Strong economy.

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INTRODUCTION

In 2015, more than 1800 towns and cities from 45 different countries participated in EUROPEAN**MOBILITYWEEK**, organising a wide variety of activities dedicated to the promotion of smart and sustainable urban mobility. Under the call-to-action 'Choose. Change. Combine.' the focal theme was multimodality, i.e. the possibility for people to use more than one means of transportation per trip.

This publication highlights best practice from ten local authorities that were selected for the EUROPEAN**MOBILITYWEEK** Award 2015, including the winner, Murcia (Spain).

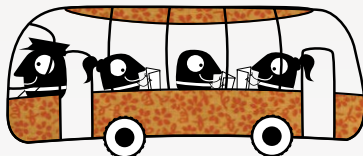
These examples for the promotion of sustainable mobility are accompanied by a number of the campaign's **MOBILITYACTIONS** registered by NGOs, public or private organisations, etc.

Numerous activities have also been organised by our national coordinators to encourage their towns and cities to participate. These examples are introduced in a separate chapter.

For the first time, this year's Best Practice Guide includes a short chapter showcasing examples from towns and small cities that applied for the EUROPEAN**MOBILITYWEEK** Award, but did not make the top 10.

In addition, a chapter is devoted to examples from outside Europe. Several cities around the world follow the example of EUROPEAN**MOBILITYWEEK** and organise a series of activities during the same week to promote sustainable urban mobility. In this year's edition we focus on South Korea.

All examples included in the Best Practice Guide aim to inspire the future work of campaigners.



CITIES' ACHIEVEMENTS DURING EUROPEANMOBILITYWEEK 2015



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LOCAL AUTHORITY MURCIA

▷ COUNTRY
Spain



Murcia won the EUROPEANMOBILITYWEEK Award 2015 for its impressive inter-modal solutions and its proactive approach that enables safer co-existence between car drivers, pedestrians and cyclists.

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The city's focus on bikes and public transportation chimed perfectly with the year's theme of multimodality. Among other measures, Murcia installed bike racks on buses, allowed foldable bikes on buses, and allowed cyclists to use bus lanes. This last measure was the subject of debate in the media, but once it was introduced, the public's reaction was overwhelmingly positive. In addition, Murcia placed a strong focus on electromobility. The city has an innovative approach to intermodal electromobility, complete with e-bikes and e-scooters, which has found a following among the residents.

Local campaigners devised a public transport loyalty scheme for rewarding best practice in commuter travel. People with reduced mobility also receive special attention in the city.

Murcia has made an effort to involve city representatives in the planning and development processes. The mayor and several politicians attended breakfast meetings with residents during EUROPEANMOBILITYWEEK.

The city used the opportunity of Car-Free Day to test the planned pedestrianisation of one of its main streets. A total of 6000 people participated in Car-Free Day events.



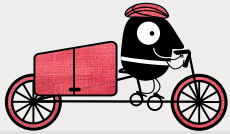
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LOCAL AUTHORITY
LISBON

▷ COUNTRY
Portugal



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In a historic first for Lisbon, the city was selected as a finalist for the EUROPEAN-MOBILITYWEEK Award. And with good reason: a week packed full of activities was organised, involving a wide variety of target groups.

For example, employees were challenged to participate in games, and seniors were welcome to participate in city walks. In addition, all residents were invited to attend discussions on smart and sustainable mobility, electromobility, and other topics. Some of these events were tied to EU projects, such as MOBI, which promotes smart mobility to employees.

The Portuguese capital organised two Car-Free Day events in two different locations. Instead of cars, the public were greeted by fitness classes, theatre plays, bike rides and lots of entertainment.

Lisbon's promotional activities and permanent measures have been deemed exemplary. The city emphasised social inclusion and accessibility (pedestrian paths and elevator), and cycling infrastructure (bike-friendly stairs, bike parking, etc.).

The municipal fleet has been upgraded to include new light electric vehicles.

All modes of transport were represented during the programme of events, which was efficiently communicated in the local and national media.

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LOCAL AUTHORITY
PALMA DE MALLORCA

▷ COUNTRY
Spain



Palma de Mallorca marked Car-Free Day with a wide variety of activities, including a photo competition, workshops on bicycle maintenance, an artisanal market, a jazz concert, sports and health-related activities, and other free events. A large part of the city was closed to motorised traffic during Car-Free Day.

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Residents from all walks of life had a chance to participate in the activities.

The capital of the Balearic Islands put an impressive amount of effort into developing its Sustainable Urban Mobility Plan (SUMP). The city drafted the plan in 2013; in 2014 it was finalised; and in 2015 it was approved. EUROPEANMOBILITYWEEK represented the perfect occasion to present the SUMP to residents and discuss it with them.

Specific measures were implemented, such as a new bicycle lane and a parking station for 72 bikes.

The city conducted a survey on mobility and offered free tickets to events to encourage participation. Under the mayor's active leadership, Palma established local partnerships and informed and engaged the public via newspaper advertisements.

The city presented the annual theme very impressively at an information point at Palma Intermodal Station, and it also publicised issues relating to public spaces, electromobility, health and sports.



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LOCAL AUTHORITY
BACAU

▷ COUNTRY
Romania



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In recognition of its excellent permanent measures, the Romanian city of Bacau was selected as one of the best in promoting sustainable urban mobility in Europe. Bacau has long been a champion of pedestrian issues. Statistics show that 46% of the locals prefer to walk to work.

This was the first time Bacau joined the campaign, and it came prepared. The city has won widespread praise for its partnerships and media work. Among other events, Bacau organised a roundtable discussion on multimodality.

The city's permanent measures included a residential parking permit system; the reduction of the number of parking places; the modernisation of streets; and the closing of the city centre to vehicle traffic during weekends. Bacau closely cooperated with the Push and Pull EU parking management project to make this campaign a success.

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LOCAL AUTHORITY
LÁRNAKA

▷ COUNTRY
Cyprus



Above and beyond its efforts during EUROPEANMOBILITYWEEK, Lárnaka has excelled in implementing sustainable urban mobility measures all year round. The third largest city in Cyprus chalked up several positive results, including the construction of a new pedestrian plaza and the renovation of the seafront promenade.

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The city focused its activities on culture, theatre and folklore. It used imagination and creativity to promote multimodality in a small city: among other things, the municipality created a board game called Eco-Polis. Players have to complete a virtual trip around Lárnaka using different modes of transport. By taking different routes at various speeds (pedestrians move faster than cars in the city centre) and dealing with traffic restrictions, they score or lose points. The first player to collect at least 1 200 points wins. Based on an arrangement with the Ministry of Education and Culture, the game was distributed to schools.

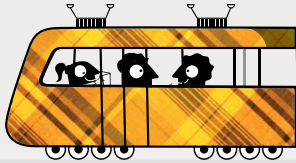
Lárnaka's communication plan was extremely effective thanks to its promotional materials and awards offered to participants.

Having participated in the campaign and promoted sustainable urban mobility for many years, Lárnaka is now drafting its first Sustainable Urban Mobility Plan (SUMP).



LOCAL AUTHORITY
MISKOLC

▷ COUNTRY
Hungary



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Miskolc presented a lively mix of activities, including a competition in which the contestants had to use various methods of transportation to reach a given destination.

The number of participants, adults and children alike, jumped from 300 in 2001 (12 activities) to 6000 in 2015 (130 activities). Below are some of the key ingredients for this success.

The city has devised an attractive concept to involve a wide range of partners (up from 12 to 35), and has also increased its investment fourfold. The permanent measures introduced by Miskolc in favour of public transport, cycling and walking were deemed very good. The city has made significant investment in the expansion of bike lanes and its tram network. Miskolc now has 9.6 km of newly built tram tracks and 21 new bicycle stands.

EUROPEANMOBILITYWEEK is also an excellent occasion to monitor air quality in a city. Miskolc used one of its mobile monitoring stations on 22 September. Our advice: communicate the readings before, during and after Car-Free Day in order for the public to understand the importance of decarbonising urban transport and to be aware of the impact of air quality on their health.



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LOCAL AUTHORITY
NOTTINGHAM

▷ COUNTRY
United Kingdom



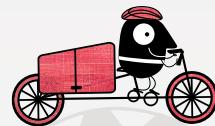
The city's smart intermodal transport ticketing system was installed in close cooperation with the City Car Club. This new smart card works on buses, trams and local trains, and provides access to secure bicycle parking hubs and other leisure services. There are 400 000 Citycards in circulation.

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Nottingham's other best practice includes its numerous events and activities. Car-Free Day alone was attended by 6000 people.

The city also implemented highly advanced permanent measures: it extended its tram network; boosted its electric bus fleet; built new cycling routes; and introduced a business travel scheme.

As a result, the number of people cycling to work is expected to increase by 10% by 2030, and the percentage of those who commute to work using personal vehicles is planned to be reduced from 46% to 39% over the same period. Establishing ambitious targets also counts as good practice, and EUROPEANMOBILITYWEEK provides an excellent opportunity for a city not only to communicate those objectives, but also to test how feasible they are.



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LOCAL AUTHORITY
SOFIA

▷ COUNTRY
Bulgaria



© Sofia Urban Mobility Centre



During EUROPEANMOBILITYWEEK, the Bulgarian capital offered a broad range of original multimodal activities. These included drawing contests for children; discussions with teenagers; sporting events in the evenings; live music performances on trams; and a photo competition linked to the week's annual theme.

The mayor's involvement in kicking off the week was seen as a good example of the commitment needed for sustainable urban mobility at the political level.

As local campaigners in Sofia have shown, it pays off to cooperate closely with the media. It is extremely important for a city to disseminate its messages via newspapers, radio, TV and online to ensure the public's support.

Electric and hydrogen fuelled vehicles were also promoted during the week. The city organised an exhibition presenting cars fully powered by hydrogen, electric taxis and electric three-wheel bikes.

Sofia's permanent measures were also linked to the annual theme of multimodality. These included underground pedestrian crossings, new metro lines and travel information displays.

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LOCAL AUTHORITY **TRÍKALA**

▷ COUNTRY
Greece



The Greek city of Trikala has a holistic approach to the promotion of urban cycling: it is developing a network of cycling routes rather than designating bike lanes.

The municipal authorities have also demonstrated a willingness to innovate: Trikala is already testing autonomous buses; has installed PV chargers for wheelchairs; operates solar powered electric bikes; and has even set up a 'digital tree' with solar panels for charging mobile phones, electric bikes and other devices.

All these innovative permanent measures, in combination with a good communication plan, have attracted significant media attention. Trikala has proven that even a small city can function without cars, and that it does not need a big mobility department to do so.

During the whole week passengers used the public bus service free of charge, which is an excellent way to highlight the benefits of switching to public transport.

Tríkala also focused on road safety. The mayor organised a meeting with students to discuss this issue. The city's preoccupation with safety was also reflected by its permanent measures, such as the improvement of pedestrian crossings.



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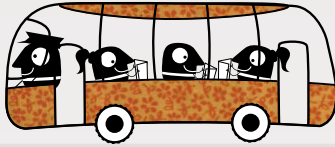
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LOCAL AUTHORITY
VIENNA

▷ COUNTRY
Austria



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During EUROPEANMOBILITYWEEK 2015, Vienna adopted a comprehensive approach to all modes of transportation, extending to bicycles, bike-sharing, cargo bikes, and e-cars. The Austrian capital also launched its Year of Walking campaign.

The city's inspiring and original activities involved more people than ever. Bakeries, pharmacies, church representatives and even the chamber of commerce were among the partners and participants.

Vienna's communication strategy stretches far beyond the boundaries of EUROPEAN-MOBILITYWEEK. The city promotes active, eco-friendly and sustainable mobility all year round. It relies on partnerships concluded with local radio stations; advertisements placed in newspapers; and billboards put up throughout the city. Vienna is also very active on social media.

In big cities it is always important for all residents to feel cared for by their local authority. When it comes to urban mobility, Vienna has an exemplary record: the city has meticulously upgraded its infrastructure in all its districts. It has even used its decentralised activities in several districts to spread its message to the whole city.

Vienna has long been working to reallocate public spaces away from the car, and its efforts are paying off.



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INSPIRING MOBILITYACTIONS



TITLE OF ACTION

WORKSHOP ON CARGO BIKES

- ▷ ORGANISATION
Cyclists' Union of Zagreb
- ▷ COUNTRY
Croatia



Can delivery vans ever be replaced by cargo bikes? The organisers of this action wanted to highlight that one out of two trips related to the delivery of goods in urban areas could be performed by cargo bikes or cargo trikes. The increasing use of bicycles, not only for commuting but also for delivering urban freight, can help reduce air pollution and avoid congestion.

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The Cyclists' Union of Zagreb recommends that delivery companies, plumbers, electricians, windows cleaners, etc. use cargo bikes. Local authorities can also benefit from using such bikes to deliver municipal services, such as street cleaning, park maintenance or waste collection.

During a workshop held on 22 September 2015, Zagreb presented several relevant examples from other European cities. Budapest outlined its approach to the use of cargo bikes in courier logistics services. Other topics covered included the changing urban landscape; and the role of cycle logistics in making cities more liveable.

This **MOBILITYACTION** proved to be an excellent platform to promote cargo bikes to bike shop owners and delivery companies.



© Zsolt Kilian



© Zsolt Kilian

TITLE OF ACTION

COMMUTE FOR YOUR HEALTH AND THE ENVIRONMENT

- ▷ ORGANISATION
Municipality of Kalmar
- ▷ COUNTRY
Sweden



Those who use smart and sustainable commuting options protect their own health and help save the environment. In this spirit, 268 employees of Kalmar municipality participated in this pioneering 'smart commuting' initiative, making it a successful MOBILITYACTION.

During the whole month of October, Kalmar encouraged employees to adopt sustainable urban mobility habits. They were asked to keep a log of their daily commute, and to submit it to the municipality at the end of the month. Those who walked, rode a bike or used public transport at least 50% of the time were rewarded with bus cards, bike helmets and diverse bicycle-related services.

The city's aim is to make these new habits stick. The winners of this commuting competition were encouraged to share their positive experiences with their colleagues.

As always, it requires strong partnerships (in this case between the city administration and the organisation Active Life) to make such initiatives fly.

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TITLE OF ACTION
**CITY CHALLENGE
 FOR CHILDREN
 AND FAMILIES**

- ▷ ORGANISATION
Ladies in Mobility
- ▷ COUNTRY
Monaco



The aim of this two-day activity was to raise awareness of sustainable mobility in smart cities. To this end, the non-governmental organization Ladies in Mobility, in partnership with public and private bodies, organised a series of activities for children and their parents.

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Children have to be taught from an early age about the importance of sustainable urban mobility in order for us to see our cities become smarter. Drawing on the example of the '12 Tasks of Asterix', this **MOBILITYACTION** entailed 12 challenges, all related to urban mobility.

The smart city concept has been the subject of countless high-level conferences, but it also needs to be understood and embraced by the general public for it to become a reality. This is what Ladies in Mobility aimed to achieve: its organisers asked children to explore this concept through drawings or in writing.

The non-governmental organization came up with an original game. Children were asked to play the role of starred chefs and they had to shop for a family of four. They were free to choose the shop and their mode of transport, and they also had to manage their budget. They had to work in an international linguistic universe as they did not know the nationality of the family they had to feed. The only help they had was that their shopping list came in seven languages (Monegasque, French, Italian, English, Spanish, German and Russian).

The programme of events also included sports challenges related to urban mobility: some walked, others hopped on their bicycles, scooters, roller skates or skateboards.



TITLE OF ACTION

BICYCLE AND LOCAL BUSINESSES

- ▷ ORGANISATION
Ciclaveiro, Aveiro
- ▷ COUNTRY
Portugal



Ciclaveiro is a cycling advocacy group active in Aveiro since March 2015. Relying on the help of a dozen volunteers, its members organise several activities all year round. Having registered its MOBILITYACTION, Ciclaveiro now enjoys Europe-wide exposure.

Aveiro has all the natural features that make a city bicycle-friendly. However, only 2.8% of all trips in the city are made by bike. Ciclaveiro is determined to bring about a change. Ciclaveiro is a media-savvy group, its actions always receive coverage. Besides organising a bike workshop for the community twice a month, they arrange bike tours in the city (also for children – Mini Rodas or Mini Wheels) and have launched a campaign targeting vehicles parked in bike lanes (#ciclopega). They have also published a map of cycling routes in the area.

Most of their projects aim to promote active mobility and many of them contribute to the local economy. One of their most successful actions was called 'Bicycle and local businesses'. This promoted informal exchanges between cyclists and shop owners about the advantages of creating a bike-friendly city.

Shop owners had the opportunity to spell out their expectations and Ciclaveiro's activists informed them how their businesses could profit from incorporating bicycles in their activities. Examples of successful models abound: hairdressers who offer their customers a discount if they cut down on emissions by riding their bike; or shop windows with bicycles on display. Ciclaveiro works in close cooperation with Corda (*Associação de Desenvolvimento Local*) and the local newspaper.



BEST PRACTICE FROM SMALL MUNICIPALITIES

Many European towns and cities submit applications for the EUROPEANMOBILITYWEEK Award each year, but only ten of them make the top positions of the ranking. Below, we showcase a few applicants who did not make it to the top ten but whose projects may still serve as a source of inspiration for local campaigners.



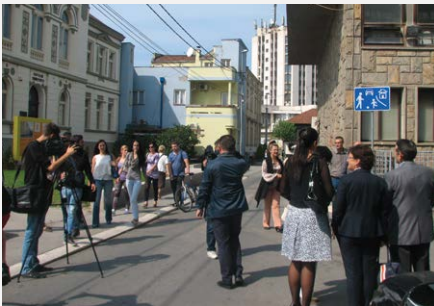
Bernalda, Italy

In the small town of Bernalda, the city buses were free of charge throughout EUROPEANMOBILITYWEEK. A major thoroughfare was closed to road traffic during Car-Free Day. The organisers set up an info point and they worked closely with the local media. The municipal authorities are installing e-bike and e-scooter charging stations.



Braga, Portugal

Braga in Portugal organised a week full activities focusing on the annual theme of multimodality, as well as on accessibility, road safety and the environment. Their permanent measures, also linked to the annual theme, included the completion of a mobility store and the inauguration of 118 new parking places for bikes. The active involvement of the city mayor using his bike is also an example worthy of replication.



Kruševac, Serbia

The Serbian city of Kruševac implemented permanent measures like the extension of pedestrian areas and speed limit zones. The project received ample media coverage and involved a broad range of partners, including celebrities.



Samos, Greece

The Greek island of Samos was a newcomer to the EUROPEAN MOBILITY WEEK campaign, and yet it excelled at the task. The municipal authorities closed five areas to vehicle traffic during Car-Free Day and organised a seafront promenade to publicise the planned permanent closure of two of the four traffic lanes. The event coincided with the arrival on the island of throngs of refugees, prompting the authorities to improvise – which they did with flying colours. They put the refugees at the centre of some of the activities, which included a milk distribution relay race.



Other noteworthy examples include: the permanent measures implemented by **Tulcea** in **Romania** (pavement upgrades, pedestrian crossings, electric buses, greenways); the secure bicycle parking facilities at the train station in **Dudelange, Luxembourg**; and the campaign in the **Hungarian** city of **Székesfehérvár** where people could calculate their ecological footprint.



BEST PRACTICE AT THE NATIONAL LEVEL

The National Coordinators play a key role in making EUROPEANMOBILITYWEEK a success in towns and cities all around Europe. Alongside their typical activities and responsibilities, which include updating their national websites and promoting and approving registrations, some of them have stood out with their best practice.

Austrian campaigners have proved that the success of such a campaign hinges on the presence of strategic partners, who may be mobility service providers or local businesses. Whether big or small, these partners will all benefit from smarter and more sustainable urban mobility. Austria has also excelled in updating its website and in using social media. The country's municipalities continuously work together between the launch event in January and the closing event in November.



© Climate Alliance Austria

If funding is scarce, creativity may be the solution: **Sweden** uses newsletters, e-mail alerts and even phone calls to publicise its events. Webinars also offer a time-saving, cost-efficient, and highly effective way to keep the public in the know.



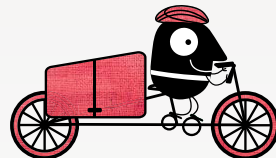
© Jerome Simpson

The active personal involvement of **Luxembourg's** minister of transport in the EUROPEAN MOBILITYWEEK events goes a long way to promote the campaign and attract media attention. Another key to success is the sponsorship of other campaigns, such as 'Cycle to Work'. Twitter and Facebook have proved to be very good allies to Luxembourg's national and local campaigners.



In **Slovenia**, three consultants support the ministry in creating and pitching an effective campaign, which is in line with the Sustainable Urban Mobility Plans (SUMP). Municipal and regional coordinators meet three times a year to plan the upcoming campaign and to draw conclusions from the previous campaigns. Slovenia usually organises radio quizzes to reach out to residents of its towns. The country has an annual budget dedicated to this campaign.

Latvia has launched a national campaign to encourage city councils and real estate owners to install bicycle racks and shelters next to their buildings. Meanwhile, Facebook users are encouraged to suggest places where such bicycle facilities could or should be installed.



In **Italy**, as well as in other EU Member States, the involvement of the Representation Office of the European Commission is a very valuable contribution to the campaign. Municipal associations, cultural organisations, NGOs, universities and private sector representatives also count as key contributors. Thanks to the presence of such infrastructure, an increasing number of Latvians cycle to work and use cargo bikes.



© Gintis Ivuskāns

Campaigners in **Bulgaria** publish two online newspapers called 'The Green Plovdiv Times' and 'The Green Sofia Times' and organise a workshop on how to ride cargo bikes, in cooperation with a producer of these vehicles.



© Interimage/ib2b Media

The national campaigners in **Romania** want to get closer to the local businesses. To this end, they use cargo bikes to collect paper for recycling from several companies. The service is known as 'Recicleta', this service, coupled with an unconventional method of marketing is currently available in around a third of Bucharest's territory.



In **Poland**, national campaigners have noticed that the media and the public are not particularly impressed by the traditional demonstrations staged by cyclists. Their idea is to reverse the often negative perception of cyclists as freaks who jam the streets, and of public transport users and pedestrians as less affluent individuals. The campaigns target young people interested in mass media, lifestyle and celebrity news. After all, it is smart and trendy to opt for sustainable modes of transport.



South Korea



Busan hosted a youth forum to discuss ways to develop sustainable mobility policies and raise awareness of climate change issues. Having watched a video message from the mayor, young students held a debate with expert mentors on three key topics: combining various means of transport; promoting the use of bicycles; and reducing car use.

The city used radio broadcasts, electronic display boards, LED displays at metro stations, traffic information boards, and website banners to promote the use of public transport.

Busan prepared for Car-Free Day in an exemplary manner. The city notified the public in advance and secured the consent of all stakeholders involved.



Wonju made the most of EUROPEANMOBILITYWEEK to enhance its existing permanent measures and policies on sustainable mobility. It also organised an exhibition showcasing clean transport (monorail, Segway, personal rapid transit or PRT).

The campaign was led by residents and included a bicycle ride called 'Love roads! Move on two wheels!' In addition, the city launched a smartphone app that measures the distance walked or covered by bike. It also provides information on bike parking and repair centres. One of the original and popular gadgets lined up by Wonju was the bike-powered candy floss machine. Children also participated in a drawing contest. The theme was greenhouse gas reduction using sustainable transport.



Seoul marked Car-Free Day with a variety of activities and performances related to the themes of safety and the environment. The organising committee brought together around 20 civil society organisations, and the event offered 103 activities in 117 booths.

In the days preceding the Car-Free Day events, the municipal authorities duly notified all the commerces affected by the street closures; distributed leaflets to the public; put up posters; and even conducted a three-day cycling campaign covering the city's main thoroughfares.



EUROPEAN MOBILITY WEEK

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