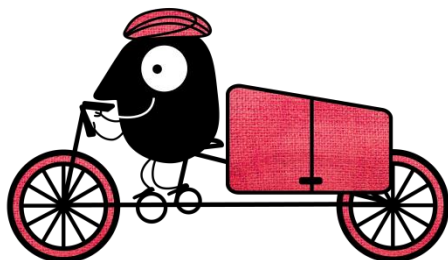


# WHY AND HOW TO GET INVOLVED

Jerome Simpson  
Senior Expert, Smart Cities and Mobility, REC

14 April 2016, Berlin

 **#mobilityweek**  
**#localhashtag**



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# CONTENTS

- Why get involved?
- Registration
- Useful resources

*Daniela Rosca (DG MOVE) already covered:*

- *EMW in general*
- *2016 theme*
- *Awards*
- **MOBILITYACTIONS**



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# WHY GET INVOLVED?

- An opportunity to **experiment** e.g. with controversial measures such as access or speed restrictions (and **consult** with constituents).
- An occasion to launch permanent measures with the EMW (and **MOBILITYACTIONS**) **label**
- Solidarity with >2000 cities across Europe in a single **Europe-wide campaign**
- Even with **little or no budget** to organise local events and activities, a single permanent measure is enough to register



Photo credit: City of Sofia

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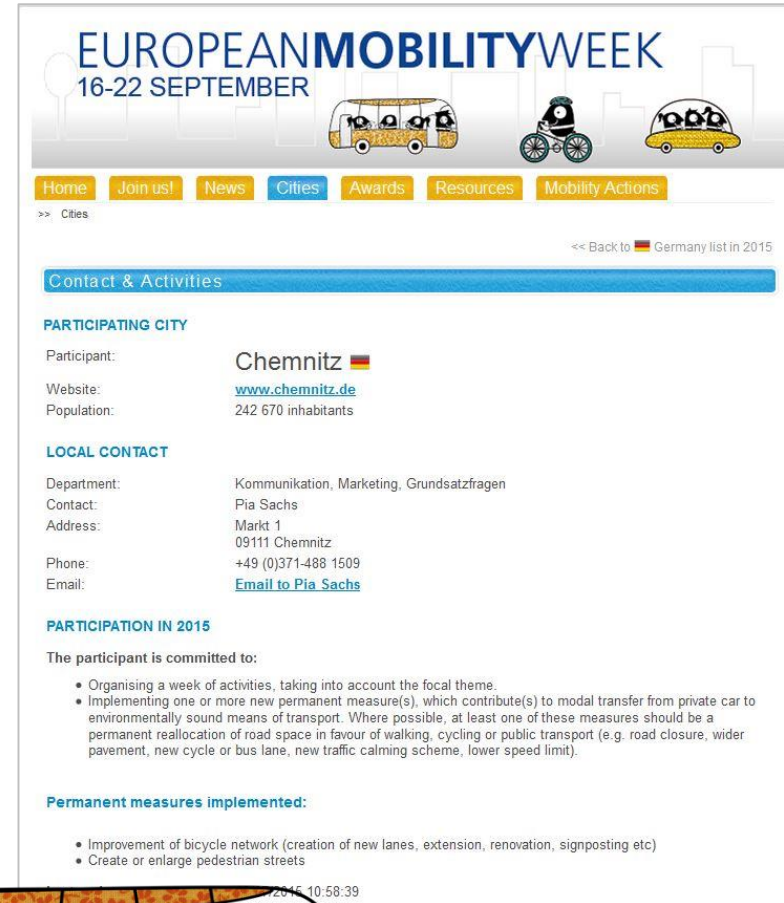
# REGISTRATION

- Even if you undertake just one of the week's ingredients (e.g. a single measure or car-free day), please register!
- Process is simple at [mobilityweek.eu](http://www.mobilityweek.eu):
  1. Register (or if you did last year, login);
  2. Identify yourself;
  3. Identify your three principal activities and add details via a drop down menu

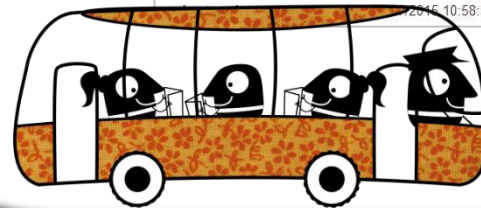
<http://www.mobilityweek.eu/join-us/registration/>

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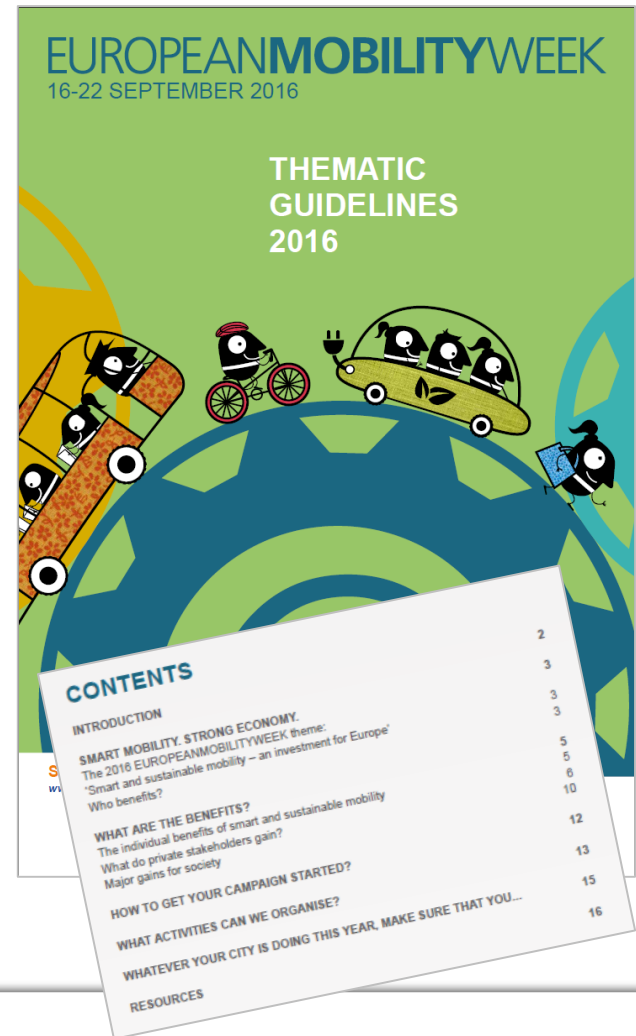
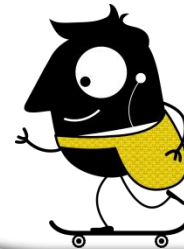
The screenshot shows the registration page for Chemnitz. At the top, it says 'EUROPEAN MOBILITY WEEK 16-22 SEPTEMBER' with icons of a bus, a bicycle, and a car. Below this is a navigation bar with links: Home, Join us!, News, Cities, Awards, Resources, and Mobility Actions. The 'Cities' link is active. On the right, there's a link '<< Back to Germany list in 2015'. The main content area is titled 'Contact & Activities'. Under 'PARTICIPATING CITY', it lists 'Participant: Chemnitz' with a German flag, 'Website: www.chemnitz.de', and 'Population: 242 670 inhabitants'. Under 'LOCAL CONTACT', it lists 'Department: Kommunikation, Marketing, Grundsatzfragen', 'Contact: Pia Sachs', 'Address: Markt 1, 09111 Chemnitz', 'Phone: +49 (0)371-488 1509', and 'Email: Email to Pia Sachs'. Under 'PARTICIPATION IN 2015', it states 'The participant is committed to:' followed by two bullet points: 'Organising a week of activities, taking into account the focal theme.' and 'Implementing one or more new permanent measure(s), which contribute(s) to modal transfer from 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. road closure, wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit)'. Below this, it says 'Permanent measures implemented:' followed by two bullet points: 'Improvement of bicycle network (creation of new lanes, extension, renovation, signposting etc)' and 'Create or enlarge pedestrian streets'. At the bottom right, there's a timestamp '2015 10:58:39'.



# USEFUL RESOURCES

- Annually updated
- Explains the year's slogan, from theory through to practice
- Includes a policy-context
- Myriad examples illustrate how to apply the theme locally
- Complemented by a resource list
- Available \*in brief\* in 23 languages!

[www.mobilityweek.eu/resources/](http://www.mobilityweek.eu/resources/)

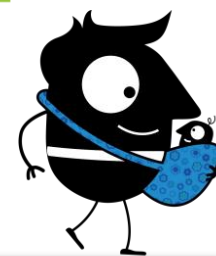


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# Smart Mobility. Strong Economy..I

- Benefits for **individuals**:
  - More money (walking, cycling, using PT are cheaper than owning/using a car)
  - More time (less time spent in traffic)
  - Healthier and happier!



[www.mobilityweek.eu/resources/](http://www.mobilityweek.eu/resources/)

**Smart mobility. Strong economy.**

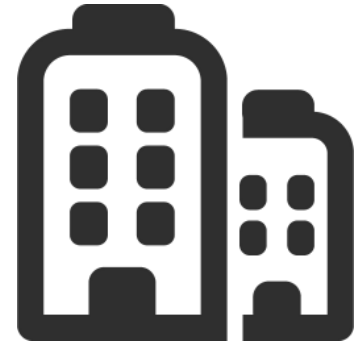
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# Smart Mobility. Strong Economy..II

- Benefits for **economic actors**:
  - New economic markets (shared mobility, cargo-bike deliveries, apps, etc.)
  - Shops and restaurants: more frequent clients, more sales.
  - More productive workers, less stress, less sick leave, happier!

[www.mobilityweek.eu/resources/](http://www.mobilityweek.eu/resources/)



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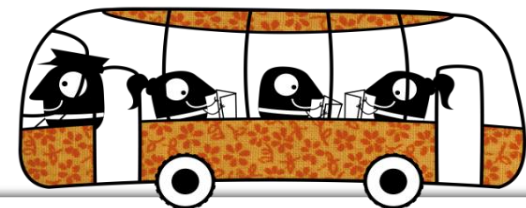


# Smart Mobility. Strong Economy..III

- Benefits for **society**:
  - Budget! (Environment, health, energy, economy, etc.)
  - Growth and jobs (public transport operators are major employers)
  - Healthier population, cleaner air, less noise, living streets, etc.



[www.mobilityweek.eu/resources/](http://www.mobilityweek.eu/resources/)



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# Smart Mobility. Strong Economy..IV

- Activities to organise?
  - Car-free day!
  - Cooperation with local shops / restaurants
  - Information sessions / Infopoints
  - Promote car-cost calculators
  - Competitions (households, schools, companies, neighbourhoods)
  - Reward smart and sustainable behaviour
  - Alternative use of parking space
  - Your ideas!

[www.mobilityweek.eu/resources/](http://www.mobilityweek.eu/resources/)



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# USEFUL RESOURCES

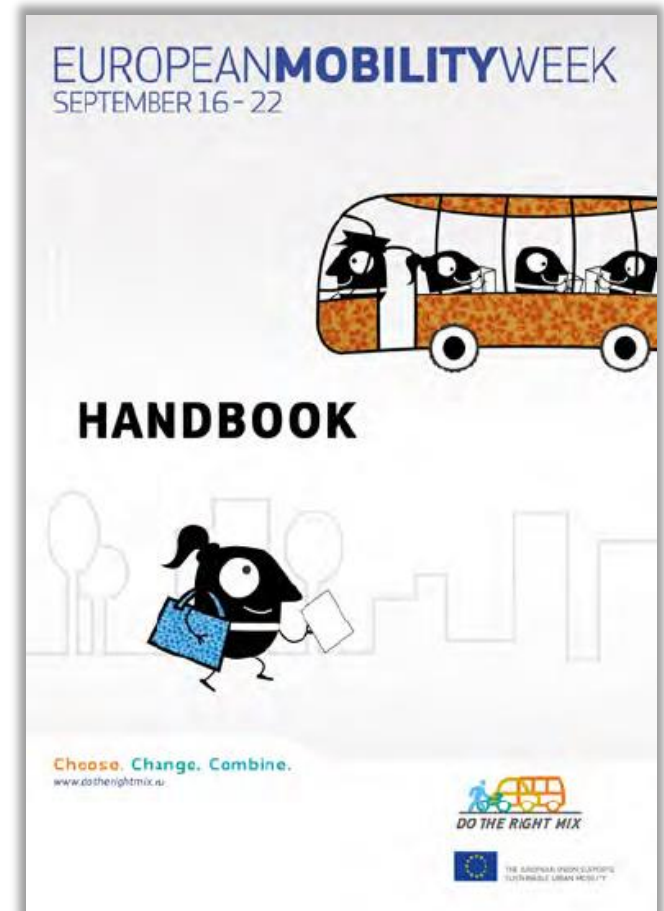
- All you need to know to organise and promote the week!
- Programme ideas for each and every day of the campaign
- Examples for each of the week's cornerstones (car-free day; week-long programme; permanent measures)
- Contents tweaked annually
- Typically available April-May
- Available in 23 languages

[www.mobilityweek.eu/resources/](http://www.mobilityweek.eu/resources/)



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# USEFUL RESOURCES

- BP Guide is updated annually
- Summarises the previous year's winner, runners up and shortlisted entries (9-10 cities' achievements)
- Each city profile accompanied by campaign tips
- Available May 30 – June 6, 2016
- In English only

[www.mobilityweek.eu/resources/](http://www.mobilityweek.eu/resources/)



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# VIELEN DANK FÜR IHRE AUFMERKSAMKEIT!



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