WHY AND HOW TO GET INVOLVED

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#mobilityweek
#localhashtag
Why get involved?
Registration
Useful resources

Daniela Rosca (DG MOVE) already covered:
- EMW in general
- 2016 theme
- Awards
- MOBILITY ACTIONS

Smart mobility. Strong economy.
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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 **MOBILITY ACTIONS** 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
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:
  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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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/

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Smarter Mobility. Strong Economy.

- 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!

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Smart Mobility. Strong Economy.

• 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/)
Smart Mobility. Strong Economy.

- 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.

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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!

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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/
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
- In English only

www.mobilityweek.eu/resources/
VIELEN DANK FÜR IHRE AUFMERKSAMKEIT!

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