Engaging with local residents in EUROMOBILITYWEEK campaigns

Juan Caballero
European Secretariat - EUROCITIES
Campaign structure

**EUROPEAN LEVEL**
European Commission + European Secretariat

**NATIONAL LEVEL**
National Coordinators working for their Ministries of Transport/Environment…

**LOCAL LEVEL**
Towns and cities present their activities and measures during EUROPEANMOBILITYWEEK
Other organisations promote MOBILITYACTIONS during the year (or during the week)
The Europe-wide awareness-raising campaign on sustainable urban mobility

- An opportunity for local authorities to discuss sustainable travel behaviour with their residents
- A moment to draw attention to specific aspects of mobility issues
- A way to encourage the development of innovative, long-term solutions
Campaign activities offers a particularly good hook to experiment with new traffic models and sustainable transport.

But the organisation needs to be planned well in advance, since closing/open streets can pose a bureaucratic challenge.
The location and size of car-free area(s) should be selected carefully, taking into account the local context. The area(s) can serve to:

<table>
<thead>
<tr>
<th>Give visibility to specific issues (noise, air quality, etc.)</th>
<th>Present or test planned measures (i.e. permanent pedestrian zone)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target specific groups (children, workers, etc.)</td>
<td>Highlight the commitment of businesses located in the area</td>
</tr>
</tbody>
</table>
Political support  

Budget  

Communication strategy  

Partnerships  

Residents’ involvement  

Evaluation  

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*Walk with us!*

#mobilityweek
Partnerships

• To enrich your programme of activities (one week)
• To ensure a participation
• To establish a tradition
• To interact with your local residents on permanent measures
• To avoid disappointments over Car-Free Day

Residents’ involvement

Targeted audiences:
- Children (future)
- Workers (commuters)
- Elderly (never late)
- Reduced mobility
...

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Partnerships

- Research institutes
- Sport clubs
- Shop owners
- Local businesses
- Public transport operators
- Shared mobility operators (NEW!)
- Traffic police and related
- Schools and Universities
- Associations and NGO's
- Consumers

...and much more you can imagine!
• To ensure a participation in your activities
• To better communicate your permanent measures
• To ensure a successful Car-Free Day

Communication strategy

Materials:
Flyers/Leaflets
Letters/Emails
Posters/Billboards
Public Transport dressing
Goodies (T-shirts, bags…)
Radio and TV spots
Press releases
Adverts
Website
Social media (incl. Mayor’s or city’s accounts)
## Materials in your language

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<tr>
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<th>TITLE</th>
<th>CALL-TO-ACTION</th>
<th>Po</th>
<th>Vi</th>
<th>Le</th>
<th>Ma</th>
<th>Ch</th>
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<td>Caminha connosco!</td>
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Latest update: 31/05/2019
Graz Declaration

- 30 October 2018
- EU’s Transport and Environment Ministers
- “A new era starts: clean, safe and affordable mobility for Europe”
- Main features in the areas of:
  - clean vehicles and decarbonised fuel options
  - sustainable mobility management and planning
  - active mobility to promote health and sustainability
  - safe and inclusive mobility
  - multimodality
  - infrastructure
- Austrian Environment Minister Elisabeth Köstinger emphasised that awareness-raising needs to be part of the deal
EU's Transport and Environment Ministers

“A new era starts: clean, safe and affordable mobility for Europe”

Main features in the areas of:
- clean vehicles and decarbonised fuel options
- sustainable mobility management and planning
- active mobility to promote health and sustainability
- safe and inclusive mobility
- multimodality
- infrastructure

Austrian Environment Minister Elisabeth Köstinger emphasised that awareness-raising needs to be part of the deal.

Graz Declaration

- Scaling up EU-wide and national awareness-raising efforts on the multiple benefits of active mobility for health, for liveable, safe and attractive urban environments, and for local and regional economic attractiveness.
- Providing support for initiatives aimed at promoting behavioural change and the creation of safe environments such as cyclable and walkable streets to broadly enable active mobility for citizens. In this context, the EU flagship campaign ‘European Mobility Week’ should be further strengthened and extended.

Safe and inclusive mobility

‘Safe Walking and Cycling’

Walk with us!
#mobilityweek
Theme 2019: Safe Walking and Cycling

Walking is reliable and quicker than you think

Walking as part of the multimodal chain

Walkable and cyclable cities = livable cities

Walk with us!

#mobilityweek
Theme 2019: Safe Walking and Cycling

- Walking has been neglected as a mode of transport for so long
- The European Commission takes the step to put walking policies high in the agenda
- Walking policies should be integrated in SUMP's
- We need safer and more attractive streets to walk and cycle
- Accessibility policies are beneficial for all
- An active lifestyle has benefits in our health, our environment, and our bank balance
- The experience of walking and cycling in cities can be fun!
| Walking is not limited pedestrian crossings | It’s about nice urban furniture, pedestrian-friendly infrastructure, low-speed zones, large sidewalks… |

**Theme 2019: Safe Walking and Cycling**
Quiz

What do you know about ‘Safe Walking and Cycling’?
What is the minimum time of physical activity recommended per week?

a) 30 minutes / week
b) 150 minutes / week
b) 600 minutes / week
Stratégie mondiale pour l'alimentation, l'exercice physique et la santé

Recommandations mondiales en matière d'activité physique pour la santé

Prévenir les maladies non transmissibles

L'OMS a mis au point les Recommandations mondiales en matière d'activité physique pour la santé dans le but de fournir aux décideurs politiques nationaux et régionaux des indications sur la relation dose/effet entre la fréquence, la durée, l'intensité, le type et la quantité totale d'activité physique nécessaire pour prévenir les maladies non transmissibles.

Recommandations mondiales en matière d'activité physique pour la santé

Sur cette page vous trouverez les recommandations concernant trois groupes d'âge: les 5-17 ans, les 18-64 ans et les plus de 64 ans.
Cyclists live 2 years longer, but how longer can a person walking 25 minutes a day live?

a) 1 year
b) 7 years
c) 10 years
How much time is a European wasting in traffic jams, on average?

- a) 6 months
- b) 2 years
- c) 4 years

The correct answer is b) 2 years.
How many people became more active after using an app in Bolonia?
How many people became more active after using an app in Bolonia?
How many people became more active after using an app in Bolonia?

a) 250 people

b) 1.000 people

c) 15.000 people

15,000 people
Madrid’s new pedestrian area has made an increase in sales. How much?

a) 9.5%

b) 15.5%

c) 20.5%
All the answers are in...
54 COUNTRIES

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#mobilityweek
Walk with us!
#mobilityweek
Banja Luka

Survey on residents' behaviour for future urban transport planning

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#mobilityweek
Walk with us!
#mobilityweek

Drama Consultation on SUMP
Gdańsk

Bicycle consultation

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Walk with us!
#mobilityweek

Gdynia
Thanks giving breakfast to cyclists and public transport users
Donostia-San Sebastián

Provocative speaking machine

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#mobilityweek
Cargo bikes for logistics

Walk with us!
#mobilityweek
Citizens survey on permanent pedestrianisation of Ciottina Street

Walk with us!
#mobilityweek
Walk with us!

EUROPEAN CONFERENCE ON SUMP

Groningen, 17 June 2019
16-22 September 2019

Ljubljana
Slovenska Street

#mobilityweek
Walk with us!
#mobilityweek

Hradec Králové
Spotting dangerous places for cyclists
Walk with us!
#mobilityweek

Measurements
Air quality and noise
Ghent

Official Launch Event - 16 September 2018
Ludic event linked to public consultation on the use of a former car flyover

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#mobilityweek
Lindau

Bicycle parking at train station

Walk with us!
#mobilityweek
Bicycle parking at train station

Lindau
Lindau

Bicycle parking extension

Walk with us!
#mobilityweek
Lindau
Bicycle parking extension

Walk with us!
#mobilityweek
Lindau
Under rail crossing

Walk with us!
#mobilityweek
Towns and cities can register now!

2019
APRIL

1  2  3  4  5  6  7
8  9  10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

…

2019
SEPTEMBER

2  3  4  5  6  7  8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30
Towns and cities can register now!

ARE YOU A CITY?

EUROPEANMOBILITYWEEK is the perfect opportunity to test out new forms of clean mobility, take stock of current transport challenges, and progress towards more sustainable mobility for Europe.

Register for EUROPEANMOBILITYWEEK 2019

ARE YOU AN NGO, BUSINESS, OR SCHOOL?

Businesses, NGOs, schools and other actors, including cities, who want to get involved in the EUROPEANMOBILITYWEEK campaign are encouraged to register their MOBILITYACTION online.

A MOBILITYACTION can be organised and registered at any time of the year.

Register your MOBILITYACTION

Walk with us!
#mobilityweek
Towns and cities can register now!

One city = One profile
Towns and cities can register now!

Participation data

Select the activities that you will carry out during EUROPEANMOBILITYWEEK!

Activities within the week
- Organising activities that celebrate sustainable mobility during the week of 16-22 September.

Permanent measures
- Carrying out one or more new permanent measures, which encourage the use of sustainable modes of transport.

Car-Free Day
- Carrying out a Car-Free Day event by closing one or more streets to traffic, and opening it to pedestrians, cyclists and public transport. This should preferably happen on 22 September to mark your town or city as part of World Car-Free Day.

EU initiatives
- In which other EU initiatives related to sustainable urban mobility is your town or city involved?
  - Social Biking Challenge
  - European Week of Sport
  - Project EDWARD (European Day Without A Road Death)
  - The Covenant of Mayors (signatory)
  - The CIVITAS Initiative (signatory)
Towns and cities can register now!

Activities within the week

Permanent measures

Car-Free Day

EU initiatives

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#mobilityweek
Awards application

<table>
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<tr>
<th>2019 APRIL</th>
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<th>2019 OCTOBER</th>
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Registrations

Applications
Given to towns and cities doing the most to raise awareness during EUROPEAN MOBILITY WEEK.

Signed Charter + Map of Car-Free Day compulsory
A great tool to encourage towns and cities’ ambition.

Eligibility: local authorities in the EU, candidates and potential candidates countries (SAP), EEA, EFTA

www.mobilityweek.eu/emw-awards/

www.mobilityweek.eu/sump-award/

European Mobility Week Awards

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www.mobilityweek.eu/emw-awards/

www.mobilityweek.eu/sump-award/
Hall of fame...

**Lisbon, Portugal**
Winner, EUROPEAN MOBILITY WEEK Award 2018 for Large Municipalities
The Portuguese capital, home to over half a million people, impressed the jury with its strong vision for a more sustainable mobility culture. During EUROPEAN MOBILITY WEEK 2018, residents could use their bike on board a train for free, giving them a real incentive to try out multimodality. The city also organized a museum bike trip, free bicycle rental workshops, and a special prize for people and organizations that promoted the use of bikes. These activities complemented the inauguration of 31 new bike-sharing stations, new and expanded bike lanes, and 900 new bike parking areas. The city also carried out an effective communications campaign, managing to reach both residents and visitors.

**Finalists:**
- Gdynia (Poland)
  To view the video made for Gdynia, click here.
- Palma (Spain)
  To view the video made for Palma, click here.

**Greater Manchester, United Kingdom**
Winner, 7th Award for Sustainable Urban Mobility Planning
Greater Manchester has set ambitious multimodality goals, which it intends to reach using a wide range of integrated and combined mobility options. The jury was particularly impressed by Greater Manchester’s use of smart, new technologies to increase the share of journeys made using sustainable modes of transport. As part of its mobility planning approach, Manchester considers each part of the city individually, according to its size, location and function. Measures are then adapted to the needs of the area.

**Finalists:**
- Basel (Switzerland)
  To view the video made for Basel, click here.
- Dresden (Germany)
  To view the video made for Dresden, click here.

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Walk with us!
#mobilityweek
It’s fun, but it’s useful
www.mobilityweek.eu
info@mobilityweek.eu
Walk with us!