



European Mobility Week

TOWARDS SUSTAINABLE URBAN MOBILITY FOR EUROPE: THE EUROPEAN MOBILITY WEEK

Evaluation and Good Practices
of the European Mobility Week
2002 and 2003



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“Flower car” in Vanves (FR)

European Mobility Week 2003: 723 towns and cities in Europe



Participating and supporting cities	In town without my car!™		European Mobility Week	
	Participating	Supporting*	Participating	Supporting*
European Union (EU)	717	361	232	338
Europe non-EU	288	79	63	87
Non-European	30	13	-	3
Total	1,035	453	295	428

* Cities that organised a similar event without meeting all the requirements of the European Charter

1 035 Cities that participated in ITWMC
453 Cities that supported ITWMC
295 Cities that participated in EMW
428 Cities that supported EMW

Foreword

Dear reader,

Already after two editions, the European Mobility Week has succeeded in establishing itself as a truly European initiative, with 723 cities from 35 countries involved in 2003.

The European Mobility Week takes place every year from 16 to 22 September. During that week, European citizens have the opportunity to enjoy a full week of events dedicated to sustainable mobility. A wide range of initiatives tackling different aspects of urban mobility is carried out on each day of the week, in partnership with local organisations and associations.

The European Mobility Week and its key day “In town without my car!”, want to tackle the fact that today almost 40% of the transport sector’s CO₂ emissions are produced by the use of private cars in cities. Switching to more efficient and cleaner forms of transport (public transport, cycling, walking) would contribute to a reduction of traffic congestion, air pollution, traffic related diseases and noise.

There is a growing interest in environmental issues among Europe’s citizens. Helping to raise awareness, promoting a change in behaviour and involving citizens are key words in the development of a sustainable and efficient urban transport system.

By joining the European Mobility Week, local authorities have shown and will continue to show their commitment to improving the quality of life in the urban environment.

Following a general presentation of the EMW, from the origin of the event to the aims and objectives through the “European Mobility Week Charter”, this brochure goes on to highlight the strong points of the EMW 2002 and 2003.

This brochure gives an overview of the evolution from a single city – single day event to an all week – European wide campaign. You find basic figures from the two years of the EMW/ITWMC campaign, ideas and good practices from participating cities, arguments for cities to join in and proof that citizens are in favour of the campaign.

***Rendez-vous from 16 to 22nd of September...
We hope your city or town joins in!***



Margot Wallström
*European Commissioner
for the Environment*



Dedicated lanes for bicycle and tram in Strasbourg (FR)



From the “In town without my car!” day... ... to the European Mobility Week

Car Free Brussels

In 2002, for the first time in the short history of the ‘In town without my car!’/European Mobility Week initiatives, a capital city in Europe decided to extend the car free area on 22 September to the whole of its territory. On ITWMC day in Brussels, 160 km², covering an area of 1 million inhabitants and 19 municipalities, was inaccessible to the car from 9.00 am to 7.00 pm. All accesses from the ring road to the Brussels region were blocked. The city was crowded with people walking and cycling. Public transport and taxis were also very popular. Each of the 19 municipalities had organised events, often in close cooperation with local NGOs and action groups. A few negative comments came from some restaurant owners and retailers of the flea market. The general atmosphere however, was nice and relaxing. The overall impression was that citizens played by the rules of the game and enjoyed rediscovering their city under these special circumstances.

Local to European in Barcelona

Barcelona, which already organised a local sustainable mobility week in 2001, decided to link up with the European initiative in 2002 for the city's second edition of the campaign. Among the activities that were organised from 16-22 September, were an exhibition on sustainable mobility and safety, the inauguration of 35 new natural gas buses and midibuses, new parking facilities for motorcycles, a photo competition on walking in the city, and the inauguration of new bicycle paths.

An initiative that snowballed

The “In town without my car!” day

The first “In town without my car!” took place in France in 1998. The objective of this event was to close a part of the city to car traffic, as a means of showing that other forms of mobility are possible. In the year 2000, European Commissioner for the Environment Margot Wallström established ITWMC as a European initiative.

The European Mobility Week

In 2002, the Car Free Day campaign was extended to a full week of activities dedicated to sustainable mobility. From 16 to 22 September the European Mobility Week took place for the first time.. The “In town without my car!” day is the main highlight concluding the European Mobility Week.

Milestones

1998	1999	2000	2002
First Car Free Day in France	Italy and Switzerland join in.	First European “In town without my car!” day	First European Mobility Week

The European Mobility Week brings local authorities, as well as organisations and associations from all over Europe together to:

- ➔ Promote their existing policies, initiatives and best practices in sustainable urban mobility
- ➔ Launch new policies and initiatives
- ➔ Contribute to raising citizens’ awareness on the damages that current urban mobility trends generate on the environment and the quality of life
- ➔ Establish performing partnerships with local stakeholders
- ➔ Be part of a European wide campaign sharing a common goal and a common identity with other cities and towns in Europe
- ➔ Emphasise the local commitment towards sustainable urban transport policies

The involvement of different levels of governance and stakeholders in sustainable mobility is a key factor in the initiative’s success:

- ➔ The **European Coordination’s** task is to define common objectives and methodologies as well as develop communication and evaluation strategies, provide tools and guidelines and promote the initiative on the European level.

- **European and International Associations and Organisations** can give formal support to the EMW initiative by signing the EMW Pledge. Through signing the Pledge they commit themselves to facilitating the organisation of the Week by local authorities. The Associations and Organisations address their respective members, stimulate them to promote and take part in this European initiative on the local level and provide them with ideas for organising the activities.
- On the national level the EMW is promoted by the **national coordinators** (usually representatives from national ministries). They disseminate information and communication aids and tools to the local authorities, provide exchange of experience among the participating cities and towns and promote the local authorities' efforts towards the national press. National coordinators also set up additional national partnerships to emphasise on a certain theme or to increase public awareness of the initiative.
- Participating **local authorities** are asked to sign the European Charter stating their commitment to and compliance with the general outline and guidelines of the initiative. Local authorities are encouraged to cooperate with local NGOs and other partners (businesses, public transport companies...) who can also express their commitment to the initiative by co-signing the Charter.

→ Aims and Objectives

The main objectives are:

- **to raise citizens' awareness on the damages that current urban mobility trends generate on the environment, especially regarding air quality, climate change and noise pollution,**
- **to promote changes in behaviour and good practices on sustainable urban mobility by offering opportunities to walk, cycle, use public transport and to encourage intermodality,**
- **to invite citizens to rediscover their city or town, their fellow citizens and their common heritage in a healthier and more pleasant environment.**

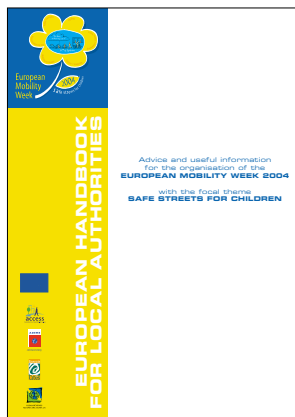
The European Coordination together with the European Partners have developed a broad spectrum of suggestions for local activities. The main sustainable means of transport including the links between them (intermodality) will naturally form the basis of the majority of activities:

- Public Transport
- Cycling
- Walking
- Responsible Car Use

In addition, different themes, which might be relevant in the local context, are proposed:

- Greenways
- Mobility Management
- Leisure & Shopping
- Mobility & Health
- ...

The yearly updated "European Handbook for Local Authorities" provides cities and towns with comprehensive ideas and hints for the organisation of the Week.



Collective Conscience in Tours

The city of Tours decided to join the EMW in 2002 in order to make people aware of their own travel behaviour. The city's dream, as they describe it, was to create a 'collective conscience' among the transport users, to create a city where pedestrians, cyclists and car users live and move together in mutual understanding. On 16 September, the public transport day, the local public transport company launched a new minibus, which was tested during the whole Week and picked up tired citizens throughout the city centre at the price of 50 eurocents. In the future, the followed route would be served by electric minibuses, of which the first were introduced at the end of 2002.

Tuesday was devoted to parking management and free bicycle rental. On 18 September, cycling day, 70 young people received safety lessons along the bicycle routes of the city. Living streets/greenways day on 20 September was used by Tours to communicate on the 30 kmph zones, streets with pedestrian priority, and pedestrian/cycling zones.

A press conference informed the media about the events organised, whereas the citizens were informed through the wide distribution of a leaflet and the city's website.



From the “In town without my car!” day... ... to the European Mobility Week

➔ The European Charter or How to Join Forces to Win

Any local authority can participate in the European Mobility Week provided:

- ➔ it takes part in the Car Free Day on 22 September (which represents the main highlight of the European Mobility Week),
- ➔ it signs and complies with the European Charter drawn up by the European partners and the national coordinators.

The Charter is the same for all participating local authorities to make sure that the event is truly European and organised on the basis of common standards and criteria. The Charter lays down the basic criteria a participating local authority must meet and may then adapt to its own local context (e.g. by strengthening some items).

Signatories can show their commitment to sustainable mobility by using the European logo and other communication aids and tools provided by the European level to elaborate their campaign. They are also mentioned as participants on the European official website of the initiative. What is more, signing the Charter is one of the prerequisites for a local authority to apply for the European Mobility Week Award.

The 2002 Charter

Beside the Car Free Day, the 2002 Charter established three thematic days: Public Transport, Cycling, and Living Streets/Greenways. Local authorities had to choose at least two out of these three thematic days and had the possibility to dedicate the other days to mobility themes relevant in their local context.

Fixed thematic days for the European Mobility Week 2002

Monday 16	Public Transport
Wednesday 18	Cycling
Friday 20	Living Streets / Greenways
Sunday 22	"In town without my car!"



The 2003 Charter

To allow for more local flexibility, it was decided to have one horizontal theme in 2003, the organisation of the “In town without my car!” day on 22 September remaining as only obligatory day. The focal theme for the Week was ACCESSIBILITY, taken up in relation to different modes of sustainable transport and together with local partners. By choosing this theme, the European Mobility Week wanted to contribute to the *European Year of People with Disabilities*.

The 2004 Charter

The focal theme of the European Mobility Week 2004 is “Safe Streets for Children”. The content of the 2004 Charter illustrates the commitment of both national coordinators and local authorities to continue to work on sustainable mobility and the reduction of the negative impacts of current urban mobility trends. Indeed, the Charter has been made more challenging by including the obligation for participating cities and towns to implement at least one permanent sustainable mobility measure that will continue to exist beyond the European Mobility Week. This way, more long-term effects of the campaign can be generated and considerable results can be obtained in tackling the environmental damage of unsustainable means of transport and changing people’s behaviour in favour of alternative travel modes.

Supporting cities

Some local authorities are keen on organising the European Mobility Week but for some reason do not have the possibility to sign the Charter or entirely comply with the guidelines as set out on the European level. To encourage them, they also receive visibility on the European level and are qualified as “supporting cities”.

2004

European Mobility Week
European Car Free Day
“In town without my car!”

On behalf of the municipal council of _____
the undersigned hereby declare that:

➤ we are aware of the necessity to encourage our citizens to use environmentally sound means of urban travel in order to enjoy a healthier and more friendly city.

ANNEX 1
“In town without my car!”
Specific Guidelines

Each local authority will organise the event locally in accordance with the following guidelines:

1 Implement one or more new practical measure(s) that are made permanent in the local authority and which contribute(s) to modal transfer from private car to environmentally sound means of transport and to sustainable urban mobility in general.

List of possible permanent measures:

- new facilities for cyclists: new tracks, parking facilities, signposting, bike hiring schemes, etc.
- pedestrianisation, safe journeys to school, improvement of infrastructure (pavements, road crossing facilities,...), etc.
- improvement of the public transport network: extension of/new lines, creation of bus lanes, new stops and interchanges, modernisation of fleet including energy efficient and cleaner vehicles, information systems, etc.
- traffic calming and access control schemes: reducing speed limits, new circulation and parking regulations, re-design of streets, re-allocation of road space, 30 kph zones, Home Zones, etc.
- accessibility: tactile pavements, low-floor public transport fleet, removing architectonic barriers, wheelchair ramps, etc.
- new forms of vehicle use/ownership: car sharing and/or car pooling schemes, etc.
- distribution of freight: prescriptions for goods vehicles, unloading platforms for freight transfer, use of clean vehicles, etc.
- mobility demand management: preparation of a sustainable mobility (action) plan, mobility plans for companies/schools, etc.
- other:

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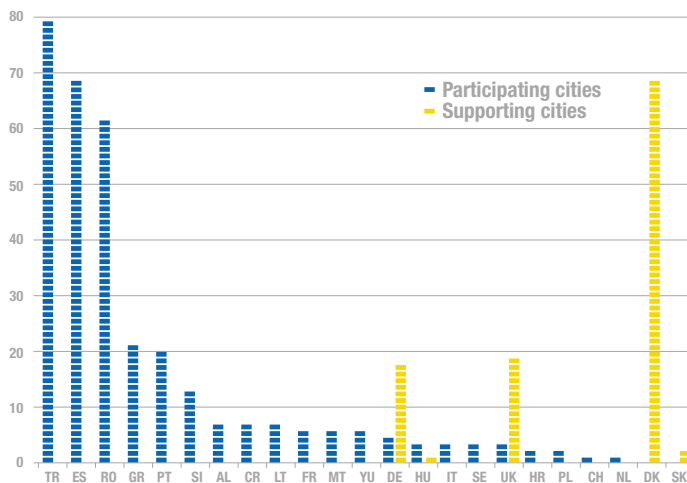
2002, The First European Mobility Week

➡ Main Outlines

Following the success of the European “In town without my car!” initiative, the first European Mobility Week (EMW) was organised from 16 to 22 September 2002.



316 local authorities from 21 countries all over Europe participated, while 422 from 23 countries supported the EMW. The Week kicked off on 16 September with Public Transport Day and closed on 22 September with the fifth edition of “In town without my car!” day (ITWMC). 1,446 cities in some 35 countries participated in the Car Free Day only.



Participation

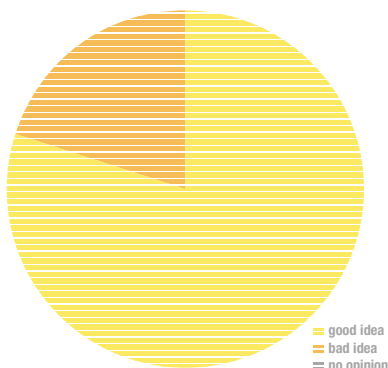
EMW 2002, truly European!

Already in its first edition, cities and towns from 23 countries participated as pioneers in the European Mobility Week 2002. The participation of cities and towns varied considerably from country to country as is shown in the graph. Cities and towns could either sign the European Charter, comply with all guidelines as laid down in it and qualify as “participating city” or they could just support the initiative by organising some actions, without however signing the European Charter and not entirely following the set criteria.

Public opinion

To estimate the public’s attitude towards the European Mobility Week, an opinion poll was carried out on 23-24 September 2002. 1,418 inhabitants older than 18 were questioned in four European cities: Tours (France), Ferrara (Italy), Mülheim an der Ruhr (Germany) and Lund (Sweden).

Appreciation EMW Tours



The results of the survey showed that the knowledge of the European Mobility Week was only average (between 25 and 52%), which is no doubt due to the fact that it was only the first edition of the initiative. People’s attitude towards the initiative was however very favourable, with more than 80% saying the EMW is a good or a very good idea up to 87 % in Ferrara and even 93 % in Tours.

A majority (up to 63%) recognised the effectiveness of the initiative in striving against the nuisance caused by car use in the cities and a large majority (79% to 95%) of the people interviewed would like to see the event being organised more often. The Swedish are the most negative, with 12 % that do not wish this kind of campaign to be repeated. The wish to see the initiative repeated monthly reached 37% in Tours and 56% in Ferrara, demonstrating the desire to see permanent measures on sustainable mobility.

"In town without my car!": a popular and famous event

Contrary to the European Mobility Week itself that, due to its first edition, was little known among the public, the 'In town without my car!' day, which is part of the Week, generally was very well known, up to extremely well known (80 %).

The fact that this day closes a whole week of public awareness raising, with different activities and events, was very positively received. Thus, the inhabitants of the four cities – and especially the young people (78 %) – considered it is a good idea to end the European Mobility Week with the "In town without my car!" day.

The inhabitants of the surveyed cities largely and spontaneously mention the following advantages of the initiative:

- ➔ **an opportunity to raise public awareness:** 87% in Lund and 84% in Tours,
- ➔ **contribute to the reduction of noise,** named by 88% of the inhabitants of Ferrara, 83% in Tours, and 64 % in Mülheim,
- ➔ **a possibility to tackle potential problems related to car use:** 75% in Mülheim, 79% in Ferrara,
- ➔ **contribute to solving pollution problems:** 73% in Tours, 61% in Lund.

Among the negative aspects of the initiative, the most severe reactions seem to be with the French and Germans where respectively 57% and 43% indicate that EMW is a mediatic or political scoop.

Even though there is still room for improvement in the following editions of the European Mobility Week, the measures taken in each of the four surveyed cities are generally well received, especially in Tours where the inhabitants recognised the actions in favour of cyclists (73%), public transport (79%), pedestrians (69%) and actions to inform the public on alternative means of transport (77%).

Impact

As for the overall impact of EMW 2002, the following conclusions can be drawn:

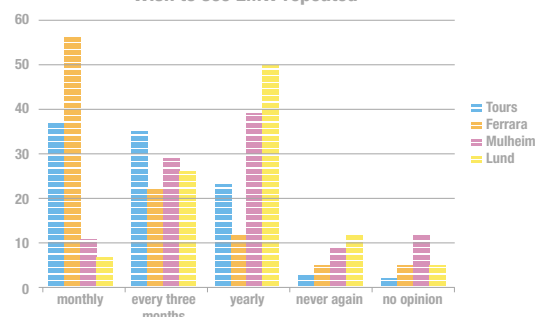
- ➔ The media coverage was very wide, both on the local, national and European level.
- ➔ The reduction of car use was illustrated by the decrease of cars parked in city centres and an increase in use of other modes of transport (cycling, walking, car-pooling, public transport).
- ➔ Concerning the economic impact: shopkeepers in city centres were mostly satisfied.
- ➔ There are no direct results concerning air quality and noise reduction, but tests usually showed a reduction of nuisance; it is difficult to measure the exact impact over such a short period; most evaluations happened on Sunday and were influenced by atmospheric conditions.

A few figures: up to 30% increase in public transport (Ulm, Germany), 25% in Madrid (Spain) on the 22nd.

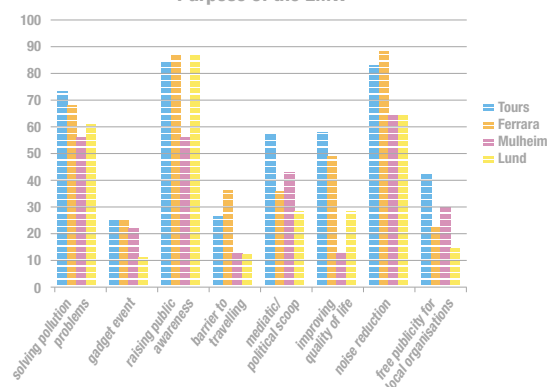
Cities often launched and tested measures during the European Mobility Week and made them permanent afterwards.

La Rochelle (France, involved both in ITWMC and EMW) used as its slogan: "One day to present, one week to try, one year to demonstrate".

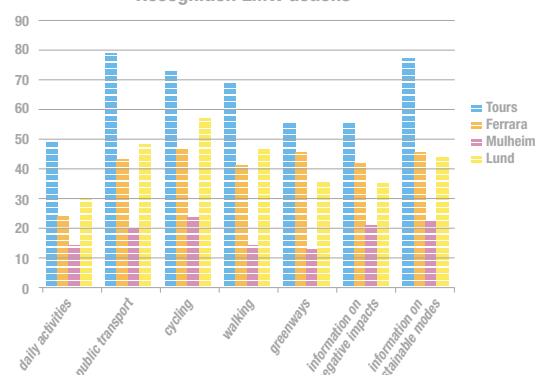
Wish to see EMW repeated



Purpose of the EMW



Recognition EMW actions



The EMW Challenge in Leeds

Leeds is one of the cities in the UK that participated in EMW 2002. Among the events they organised, were a public transport display, a walking forum and lunchtime walks, a cyclists breakfast, a greenway guided walk, and reverse park and ride to the Yorkshire Dales. Leeds City Council experienced that imaginative events got public participation. The general messages of EMW, however, need to be broken down into simple actions. Similarly, the press also needs messages breaking down into easy to swallow pieces. In general, well-designed and focussed publicity campaigns worked well in EMW. Looking back on the experience, the city concludes that although street closures represent a practical challenge to UK authorities, the EMW represents a wider challenge. It involves finding innovative ways to confront a predominantly car based culture.



2002, The First European Mobility Week

Bicycle Ads in Portugal

In Vila Real de Santo António, the only town at the Southwestern tip of the Algarve that participated in EMW 2002, middle-aged ladies were the main users of the bicycles offered by the municipality during the Week. On Sunday, however, most of the cyclists were children and young people. Ana Sofia, 15, cycled back and forth downtown wearing a EMW t-shirt. She announced happily: "Yes, I'm advertising the Week! In school we've discussed the subject and people of my age are very much aware of the mobility problems. It's an important environmental issue with impact on the future of the planet".

Bikes in Belgrade

More than 100 years after the introduction of the first electric tram (1884) in Belgrade, cyclists were offered the opportunity to put their bicycles on tram and train. The EMW was launched on 16 September (public transport day) during a 'mobile' press conference where guests and press were invited to examine intermodality in relation to the combination of cycling and public transport. The press conference was organised in a train and in a tram during the trip along the new urban railway line which is planned through Belgrade and which will be connected to the existing tram system. To better promote the whole EMW initiative, an old reconstructed steam train "Romantika" was used for this occasion. Two days later, a group of cyclists, riding under the motto "Pedals instead of exhausts", visited all presidents of Belgrade municipalities and asked them to sign an appeal for better treatment of cyclists in local transport policies. The signed appeal was handed over to the Belgrade City authorities that accepted it and promised to consider cycling more seriously in future.

→ Key Moments

Main Events: Mobility Themes

Each day of the EMW 2002 was dedicated to a specific theme in the field of sustainable mobility.

Local authorities carried out a wide range of initiatives tackling different aspects of urban mobility on each day of the week and in partnership with local organisations and associations. NGOs and businesses had the opportunity to involve their local branches in joint projects with local authorities, so that progress could be made towards more sustainable mobility on a permanent basis.

16 September: Public Transport Day

This day was the opportunity to promote the use of public transport and to provide information on how public transport connects with others means of transport (intermodal solutions), thus offering by a good and efficient alternative to the private car.

Activities included:

- Promotion of public transport: reduced fares, special services, special lines, clean public transport
- Children and passenger information: fare systems, individual mobility advice, school bustraining, sessions and meetings with pupils on the benefits of taking the bus to school
- Communication and participation: involvement of citizens for improving public transport, debates, conferences, and recommendations for city and state administrations
- Demonstrations and exhibitions: alternative energy and cleaner fuels in public transport, noise, city discovery trails
- Leisure activities by public transport
- New mobility solutions: carpooling, car sharing, transport on demand



18 September: Cycling Day

Cycling relates to all aspects that make a “quality city”. The bicycle saves space and energy; it causes neither noise nor air pollution. It contributes to sustainable mobility and public well being, it is efficient and healthy. All participating cities used the event to learn and to take action, making the Week a stepping-stone for increased bicycle use in the city.

Activities included:

- ➔ Infrastructure: new bicycle parking areas, inauguration of new cycling facilities
- ➔ Special events: bicycle contest; covering a distance by bike as slow as possible (Germany); bicycle training route for children with the cooperation of the local police (Barcelona)
- ➔ Cycling Bus and schools' involvement



20 September: Living Streets / Greenways

“Living streets” are streets where the tide of motor traffic has been turned and the streets have been re-established as a place where people simply live and act.

Greenways are routes reserved exclusively for non-motorised journeys, developed in an integrated manner that enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory design standards to ensure that they are both user-friendly and low-risk for users of all abilities.

Cities developed activities such as the creation of living streets and Greenways infrastructures, the promotion of natural and local heritage, and “nature” events.



22 September: “In town without my car!”

The cities that organised EMW systematically made 22 September the highlight of the Week. Actions and events that had started during the week were reinforced.

- ➔ Closure of city centres for individual motorised traffic
- ➔ New infrastructure inaugurations
- ➔ Walks, trips, rallies, contests
- ➔ Impact assessment on pollution. Example: measurement of noise and air pollution before, during and after 22 September in 12 municipalities (Serbia)



European Mobility Week Award 2003

The European Mobility Week Award aims to reward local authorities for their activities in the context of the European Mobility Week. The Award also wants to promote EMW best practices and to raise awareness for the need of local action in the field of sustainable urban mobility.

The winners of the European Mobility Week Award 2003, awarding EMW 2002, were Ferrara (Italy) for the most comprehensive action plan, Geneva (Switzerland) for the best permanent measure and Lund (Sweden) for the best communication strategy. Krakow (Poland) received a special distinction for its excellent local partnerships set up for the local organisation of EMW 2002.

European Commissioner for the Environment Margot Wallström presented the European Mobility Week Award 2003 during a big Awards Ceremony on the occasion of World Environment Day, 5 June 2003.

Ferrara

Most Comprehensive Action Plan (2003 Award Winner)

The City of Ferrara was awarded for the wide range of activities organised during the first edition of the European Mobility Week and for involving 18 local partners. Each day was dedicated to a different theme. 16 September was Public Transport Day, with free use of in-town public transport and taxi-bus for the whole day and information on all routes. The next day focussed on shopping with environmentally friendly means of transport (such as hybrid buses or electric vehicles). A goods distribution system using LPG powered vehicles was also set up on this occasion. At the same time, the campaign "You do the shopping and we'll take it home" was launched. On 18 September, dedicated to Cycling

& Solar Power, a satellite-guided and a solar-powered bicycle was presented. It was possible to rent bicycles for free at specific locations. Brochures on cycling in schools were distributed, and a conference on thermal-solar systems closed the day. On Thursday, looking at Responsible Car Use, partners made a simulation of traffic calming in a residential street. On 20 September, free guided tours by bike were organised to discover Ferrara's Greenways and a conference on environmental planning of the city took place. On Saturday, dedicated to Mobility and Health, a conference on environmental pollution aimed at raising public awareness on health risks and encouraged citizens to



walk and to buy organic products on the organic market. The "In town without my car!" day closed the Week on Sunday. Four permanent measures were implemented on the occasion of the Week: replacement of diesel-powered buses by low-emission vehicles, extension of the cycling route network, enlargement of a pedestrian area and a restricted traffic zone, and launch of the regional initiative to close an urban area with alternating registration numbers regime.

Geneva

Most Innovative
Permanent Measure
(2003 Award Winner)

Geneva organised its first European Mobility Week by setting up around 30 activities with 24 local partners involved. Out of the two permanent measures, which were implemented, the jury of experts selected the “Bouquet de Transports” (“Transport Bunch”).

The “Bouquet de Transports” stems from the thought that the local authority should act as a model in all matters related to mobility. In this respect, projects to reduce car use of municipal staff, both for business trips and home-working place journeys should be implemented. The “Bouquet de Transport” consists of four elements:

- 1)** Discounts on a subscription for public transport tickets, financed by the public transport company and the local authority with revenues from the municipal staff's parking places.
- 2)** 50 bicycles available for the municipal staffs business trips.
- 3)** Car-sharing: each employee can book a car for his/her business trips.
- 4)** Car-pooling: on a dedicated website, employees can set up individual car-pooling schemes.

As a next step, electric bikes and combined subscriptions for public transport and parking facilities would be introduced. It was also planned to engage a mobility advisor in the course of 2003.

Lund

Best Communication Strategy
(2003 Award Winner)

The jury of experts, especially appreciated the communication and dissemination tools used at the occasion of the Week in Lund. 48,000 brochures with the programme of the whole Week were distributed to all households. Posters were stuck on all city buses and big boards were placed at the city entrance. Advertisements before, during and after the Week were published in all newspapers and the programme of activities was announced on Lund's website. “Thanks” to all partners and participants were also published in the press after the event. The activities were organised together with some 20 local partners, a regional cooperation was set up and common communication efforts with the National Road Administration were undertaken. Activities per day included among others: discounts on public transport tickets, an exhibition and test-driving of clean cars, encouraging people to commute by bike, a seminar on Intelligent Speed Adaptation, a school contest to encourage pupils to walk or cycle to school, guided tours on a new bus route for faster commuting from the railway station to the biggest work places in town, and the “In town without my car!” Day. A 24-hectare area was restricted to car traffic, exhibitions and information tents were set up, it was possible to chat with the transport planning department, entertainment was organised, discounts on public transport tickets were offered, the “Health Path” was officially opened and so on!

Krakow

Excellent Local Partnership
(2003 Special Distinction)

“Working with people to build a liveable city” was the slogan for Krakow's European Mobility Week and with this concept the city convinced the jury of experts to award it a special distinction. Krakow's Mobility Week was about promoting cross-sector partnerships as a basis for engaging local stakeholders in organising events and initiatives, which together made up the week-long programme. The European Mobility Week of Krakow was a joint undertaking of 28 partners representing NGOs, schools, businesses, governmental institutions and other citizen groups, with the city of Krakow providing a framework for action. The programme for the Mobility Week was based on promoting environmentally sensitive access modes and was developed during numerous formal and informal preparatory meetings of partners who came to share responsibility and ownership for the events. More than 200 people were directly involved in the organisation of the Mobility Week. 3,500 citizens participated in the events, including 1,500 children and youngsters.





2003, The Way to Sustainable Mobility

➔ Main Outlines

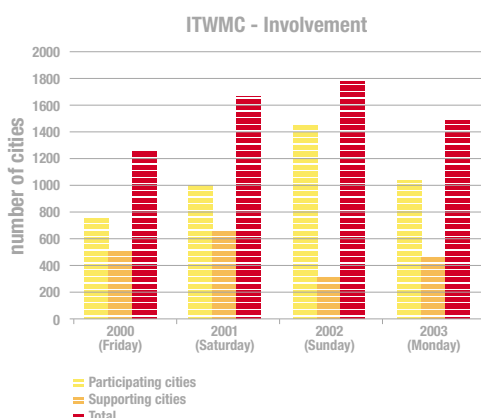
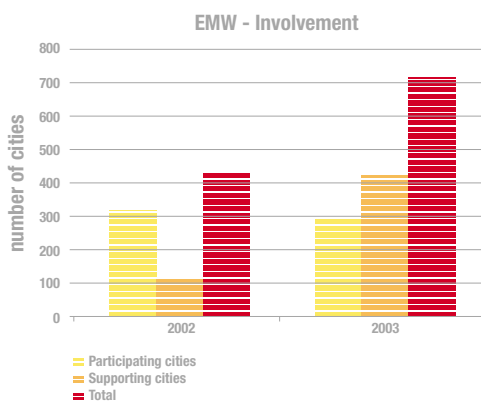
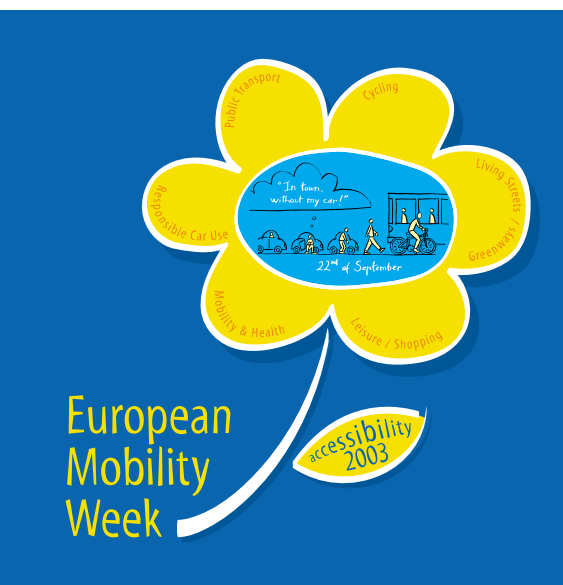
Participation, Development

The second European Mobility Week gathered 723 cities and towns from 21 European countries. 295 of them signed the European Charter 2003 while 428 organised the Week but did not entirely comply with all the requirements of the European Charter.

1,035 European cities and towns from 33 European countries took part in "In town without my car!" day. 453 cities and towns from 20 European countries and 43 cities and towns from other countries outside Europe supported the initiative.

In 2003, the organisation of the "In town without my car!" day was a great challenge, with 22 September falling on a Monday. This was reflected in a drop of 30% of participating cities and towns in ITWMC 2003 compared to 2002. The counter-example, proof that it is possible, is Paris (France). The involvement of the different mobility actors (notably freight partners) proved particularly useful and successful.

Still, the number of cities and towns taking part in the European Mobility Week remained stable. The quality of local activities significantly increased, as was the local authorities' commitment to introducing permanent measures. The European Mobility Week is therefore on its way to achieving a lasting impact on the quality of urban life and the environment.



Public Opinion

Some participating cities carried out an evaluation of their actions during the European Mobility Week in 2003. The following results stem from these local evaluations.

In general, public opinion on EMW 2003 was very favourable. The EMW has gained a good reputation for it to take place a second year running (score of 2.5 on a scale of 1 (good) to 5). The public's attitude towards the event is also good (score of 2.6). A large proportion of the population would like to see more measures taken towards sustainable mobility (score of 2.3), and overall the initiative is considered to be efficient (score of 2.8).

The public is conscious of the benefits of the initiative and mentions, unprompted, the following points (in decreasing order of frequency of mention):

1. Reduce pollution
2. Increase awareness
3. Reduce noise pollution
4. Tackle problems related to car travel
5. Test new measures

As for the negative points, the basic criticism is the fear that the EMW would purely be a communication operation not resulting in any long-term measures being taken. Part of the population remains to be convinced. The Charter 2004 takes this preoccupation into account: the implementation of at least one permanent measure is mandatory.



➔ Main Theme: Accessibility

ACCESSIBILITY was chosen as focal theme for the European Mobility Week 2003. With this focal theme, the EMW wanted to contribute to the European Year of Persons with disabilities.

Starting from this perspective, EMW 2003 focused on a sustainable mobility for all people, on a city taking into account specific needs and offering sustainable solutions.

Accessibility:

European cities and towns organised activities on 2003's focal theme with both temporary events and permanent measures.

Permanent measures on the theme of Accessibility

Almada (Portugal), Koprivnica (Croatia), Tours (France), Las Palmas de Gran Canaria (Spain) and Ljubljana (Slovenia) set up programmes eliminating architectural barriers impeding the mobility of the disabled, senior citizens, children, pregnant women...

Some buses in Kromeriz (Czech Republic) are now accessible to disabled people.

Mons (Belgium) implemented a new pavement surfacing to guide blind people.

Ljubljana (Slovenia) renovated and created parking places for the disabled.

Local authorities closely cooperated with organisations and user groups to improve accessibility in their cities and towns.



and temporary events ...

- ➔ Walks, exhibitions, various competitions... sporting events were organised for those with less access to leisure activities, mainly disabled people and senior citizens.
- ➔ In several cities and towns, the inhabitants, were given the opportunity to test special chairs, bicycles and cars for the disabled. People could therefore experience the difficulties persons with reduced mobility are faced with.

Bromley: Accessibility, Safety, Security, Sustainability

For the second time, the London Borough of Bromley participated in the EMW. The Week was the occasion to launch the Bromley Mobility Forum, a new safety campaign, to promote business travel plans and to encourage citizens to shift towards more sustainable modes of transport. The Bromley Mobility Forum, held in partnership with Transport for London, aims to facilitate regular meetings between people with impaired mobility, public transport representatives and Bromley Council officers, to make recommendations to and request responses from service providers, and finally, to make recommendations and submit reports to the London Mobility Forum regarding pan-London issues. Members of this Forum include self-help organisations and associations for disabled people from Bromley. Regarding Business Mobility Plans, the Princess Royal University Hospital launched its mobility plan and new website on 17 September, and the City Council of Bromley introduced its new toolkit on Business Travel Plans, "Bromley On The Move", to 500 of the largest organisations in the borough on 19 September. The new campaign "Don't Stop to Drop" was kicked off on 17 September. This new safety initiative aims at drawing parents' attention to driving and parking near school gates and especially to stopping on zigzags outside schools. Bromley also launched CabWatch, a phone-based initiative where cab drivers provide extra eyes and ears on the streets of Bromley. The Week was also the opportunity to promote cycling and walking.



2003, The Way to Sustainable Mobility

→ Some of the Week's Activities

The participating cities' activities in 2003 represent the main topics of EMW: Public Transport 8%, bicycle events 17%, greenways 14%, car sharing and car pooling 4%, commuter travel 3%, travel to and from school 6%, events with shop keepers 8%, public involvement 6%, other 34%.

The Commission practises what it preaches

The European Commission participated very actively in the EMW 2003. As the Mobility Week aims to promote sustainable mobility all over Europe, the European Commission decided "to practise what it preaches". The President of the European Commission, Romano Prodi, wrote a letter to encourage the European Commission's staff to support sustainable mobility. An internal website dedicated to mobility was launched. During the EMW, each day was dedicated to a specific theme and stands for sustainable mobility were set up at the entrance of each building of the European Commission. The challenge was to change the habits of 20,000 people. President Romano Prodi, and commissioners Neil Kinnock and Margot Wallström were actively involved in the initiatives. Meetings inside each DG were organised to promote the EMW and DGs were invited to compete for a prize. DG Environment won the first prize, followed by DG Competition. Results showed that during the Week more people came by bike and more and more people visited the mobility website.

European Mobility Week and Green Miles Campaign in Austria

The European Car Free Day has taken place in Austria since 2000 and becomes more successful each year. The Mobility Week was organised for the first time in 2003. 14 cities were involved in the EMW and 175 in the Car Free Day. During the Week, a Green Miles Campaign was organised, in which many schools participated. Pupils collected one green mile each day when they went to school in a sustainable way. The goal was to collect 29,811 miles, corresponding to the distance Vienna - Bruxelles - Kyoto - Milan. Altogether 297,811 green miles were collected. In Wels 1,400 pupils accepted the bet of the Mayor that they would not be able to collect 2,000 green miles. The children won the challenge and gave the green miles to the Mayor on 22 September.

Others actions: 34%

- In Koprivnica (Croatia), the European Mobility Week was the opportunity to measure noise levels.
- On 22 September, people created pavement art using chalk in Hodonin (Czech Republic).
- A week-end without my car: Geneva (Switzerland), like České Budějovice (Czech Republic), created an "eco-mobile" excursion brochure for weekend activities without the car.
- Chojnice (Poland) celebrated the change of seasons on September 20th, to emphasise on the link between modal choice and the change of seasons.
- European cities and towns organised markets with organic and fair trade products.
- As many other young Europeans, the children of Arcos de Valdevez (Portugal) took part in games on the theme of road safety.

Public involvement: 6%

- Cleaning up the city with "cleaning squads", in several cities and towns
- In Almada (Portugal), you could exchange used batteries for metro tickets.
- On 22 September, a famous meteorologist spoke to the inhabitants of Borlänge (Sweden) about the climate and the greenhouse effect.
- In Ljubljana (Slovenia), the impact of speed in car crashes was demonstrated through practical activities: vehicle crashes with dummies at 10, 20 and 30 km/h.
- Almada (Portugal) organised debates around "the town we want" and "invent new mobility".

Public Transport: 8%

- The European Mobility Week enabled the implementation of new public transport routes. A new bus route was inaugurated in Aveiro (Portugal).
- On 22 September, most cities offered public transport at low cost or even for free. The EMW was supported by free transport services in Athens (Greece), Miskolc (Hungaria), Montpellier (France), Neuchâtel (Switzerland),... and in 20 Irish local authorities.

Bicycle events: 17%

- Bristol (United Kingdom) lent 50 bicycles to students for their journey to and from university. 70% of them went on to rent the bicycle after the event.
- "Do you know what your bicycle is composed of?" was the theme given to a children's workshop in České Budějovice (Czech Republic).
- In Limassol (Cyprus), a bicycle tour through the city's boroughs was organised, and the respective Mayors took over at the boundary of their boroughs. All participants received a certificate.
- Over 10% of cities and towns organised a bicycle rental service.
- On 22 September, Tours (France) initiated a secure bicycle park. The streets of Gorna Oriahovista (Bulgaria) saw a procession of 250 bicycles.

Greenways: 14%

- In Aveiro (Portugal) 3,000 trees were donated to the city by a sponsoring partner organisation.

Carpooling and car-sharing: 4%

Commuter plans: 3%

School travel plans: 6%

Events with shop keepers: 8%

- Shopping and bicycles work well together: Ferrara (Italy) organised a bicycle shopping circuit in the city centre.

European Mobility Week in Germany

In 2003, exactly 100 German local authorities participated in the EMW and ITWMC initiatives: 52 joined "In town without my car!" while 48 participated in the European Mobility Week. In most cities, politicians listened to the concerns of the citizens, invited them to evaluate public buildings or public transport stops on accessibility aspects or changed their own perspective by experiencing day-to-day difficulties faced by wheelchair-users or visually impaired people.

- In **Berlin**, the public transport company organised the "Accessible Berlin" day, where people with different kinds of disabilities could experience easier access to new tramways and buses or new passenger information systems.
- In the **region of Ulm**, 34 transport companies jointly offered free public transport in an area covering 3,400 km². In Saxony all public transport companies organised a state-wide "Discovery Day" with special tours, fares and events. For the first time on 20 September, the German Railways organised a "Train-Day" in the framework of EMW 2003.
- Mobility management was another focus of the Week, because the Car Free Day fell on a working day, and to liaise with the national campaign organised by Climate Alliance, "Clever mobile and fit to work".
- **Kiel** organised 22 September under the slogan "To work – on foot, with bicycle or bus" and awarded a prize to the companies with the most employees commuting in a sustainable way. The safety of routes to school was also checked. Greenways were inaugurated with a bicycle tour and a 4 km long carfree playground for children opened on Sunday. Kiel's shopkeepers offered a cyclist bonus with special discounts to their customers during Mobility Week. Several cities also organised workshops with local companies e.g. in Aachen, Berlin, Dresden, Mainz or Munich.
- In **Leipzig**, a survey showed that 62,8% of the employees left their car at home on 22 September, the ones normally coming by car collected 2,190 (carfree) kilometers. In the county of **Wesel**, McDonalds was one of the winners of the competition "Clever mobile and fit to work" with half of its 45 employees using alternative means of transport or sharing their cars on the occasion of the Week.
- In **Frankfurt**, a company organised a competition: the department with the most cyclists won the "golden saddle". These results show, that more and more successful cooperations between local authorities and companies or shopkeepers are set up each year and are becoming a "normal" activity of the cities.



2003, The Way to Sustainable Mobility

→ Permanent Measures

Mobility Week in České Budejovice

The Mobility Week in České Budejovice (Czech Republic) mainly focused on raising the awareness of the youngest citizens. In the Small Theatre, two different theatre plays for kindergartens and pupils of elementary schools told stories about environmental protection, and air pollution control. On Saturday 20 September, competitions for parents with children "Little Games with Little Animals" were held and proved very successful. An educational programme "Troubles with Traffic" was introduced for kindergartens, elementary schools, and secondary schools. Information on the EMW was disseminated in schools by the Children Assembly. Children also ensured, jointly with the Department of Environmental Protection of the city, the distribution of leaflets announcing to businessmen, offices, and restaurants on the Square, the closure of the Square of Premysl Otakar II on the Car Free Day. Cassiopeia, the Centre of Environmental and Global Education, prepared ideas and information for autumn walks and trips in the surroundings of České Budejovice. On every day of the Week, the Police of the Czech Republic organised educational events on transport: "Do We Drive with a Smile?" focused on measuring speed within municipal boundaries. Children and police officers stopped drivers and awarded the best drivers with smiling pictures and the bad ones with grims. The event called "Do You Know What a Bicycle Should Be Equipped With?" concentrated on pupils and parents who go to school by bike in the morning, and on the equipment of their bicycles. The activity, "We are Pushing the Pedal the Way It Should Be", focused on cyclists in common city traffic. The police monitored how they obey traffic rules while riding bicycles. "Safely on the Zebra" focused on intensively used pedestrian crossings. A seminar was also held, with the Police and representatives of České Budejovice, to which people with disabilities and elderly people were warmly invited. The seminar looked for concrete measures to be implemented to remove barriers between disabled citizens and other citizens.

1 DAY... 7 DAYS... EVERYDAY...

FROM AWARENESS TO PERMANENT ACTION AND CHANGE

The European Mobility Week provides a unique opportunity to test and launch new sustainable transport measures that become permanent after the Week has ended. As from 2004, the introduction of a permanent measure within the framework of EMW has become obligatory. This opens up long-term effects of the Campaign, going beyond the duration of the Week. Year after year, step-by-step, sustainable mobility will secure its place in cities and towns.

A new principle in the 2004 Charter of the European Mobility Week is the obligation to implement a permanent measure but the permanent measures set up during the EMW 2003 were already numerous and varied. Some examples for such permanent measures on the theme of accessibility were already given on page 17.

While the Week's temporary activities seem quite transferable from one city to another, permanent measures depend to a wide extent on cultural and urban tradition, climate, and, of course, on local mobility, environment and sustainability policies.

The most popular permanent measures that were tested and launched include:

- Creation or extension of pedestrian zones (often in the city centre)
- Cycle lanes (creation, extension, renovation of routes and creation of bicycle parking facilities)
- Public transport and intermodality: improvement or extension of the network
- Regular forums or surveys on public opinion and ideas
- Setting up permanent information procedures for the general public: promotion of walking and cycling, dangers linked to speeding, environmental and pollution, health, ...
- Traffic calming, with reduced speed limits or limited access
- Safer school routes, aiming at higher independence for children
- Company travel plans
- Safe and accessible pedestrian and cycle routes: improvement of lighting on bicycle routes, pedestrian or cycle lanes separated from general traffic

- ➔ A promise to promote systems of sustainable mobility to other local authorities in the country
- ➔ Limited one way regime for cyclists and opposite direction cycle lanes (possibility for bicycles to ride in the opposite direction to traffic, whether or not they have their own lane)
- ➔ Transport on demand services.

Lund (Sweden)

made safer bicycle and pedestrian crossings at traffic junctions, introduced a new reduced speed limit zone (30 km/h), and installed lighting for a 10 kilometres long bicycle lane leading to the suburbs, so that it is now safe to use at night.

Las Palmas de Gran Canaria (Spain)

took steps to rid the pavements of cars blocking the path of pedestrians and Tours (France) launched a campaign against the cluttering of pavements (dustbins, café terraces, parking...).

Trofa (Portugal),

published a walking guide that includes the duration and degree of difficulty of walks.

In Kiel (Germany),

you can now take bicycles in taxis. Bicycle parks have been installed in front of shops and school travel plans have been developed.

In Ottignies-Louvain-la-Neuve (Belgium),

the children are taken to school by bicycle, led by a specialist adult in bicycle pools.

Mons

(Belgium) re-opened a pedestrian path to schools, creating a shortcut that avoids the main roads.

EMW in Reykjavik: a Range of Permanent Measures

On Tuesday 16 September, an exhibition showed less-polluting vehicles, like gas powered vehicles and new energy forms, mostly alternatives to fossil fuel. Drawings from primary school children, expressing their view on travelling around the city were exhibited in the Kringlan Mall. On the same day, Iceland NewEnergy presented the new hydrogen filling station. Wednesday 17 was dedicated to cycling as a sustainable mode of transport. New maps of the cycling pathways of the city of Reykjavik were presented. 18 September was dedicated to people with disabilities and the city of Reykjavik's policy on accessibility for disabled people around the city. On Friday, methods for reducing energy use in traffic were demonstrated. The concept of Ecodriving was also introduced along with a new driving data logger, which reports on various factors during a car travel. On Saturday, the inauguration of the new renovation project of Bankastræti and an exhibition on the City Centre Plan took place. Laugavegur, the main shopping street in the centre of Reykjavik, was closed to vehicle traffic during a large part of the day and cultural events were running during the day. Sunday 21 September was dedicated to hiking. Four guided hiking tours were offered and a new hiking map was introduced. On the Car Free Day, Monday 22 September, all public transport trips were free of charge and a variety of educational events and entertainments were organised in relation to public transport. Children from the Breidholt primary schools presented a show with songs and stories in buses driving in residential areas.

Mobile-phone based System for Goods Deliveries in Lisbon

For 2003, the national coordinator of Portugal decided to include a compulsory permanent measure in the Charter. Among all the cities that participated in EMW and ITWMC initiatives in Portugal, Lisbon received special attention from national and local media. The Mayor of the Portuguese Capital gave a press Conference on 22 September to launch Lisbon's permanent measure, an innovative goods delivery scheme controlled by cellular phone. Attended by the Portuguese Minister of Urban Affairs, Spatial Planning and Environment, the Secretary of State for Environment as well as the Minister of Public Works Transport and Housing, this Conference was also the opportunity to announce Lisbon's Mobility Plan, which has been drafted for the next 15 years.

European Mobility Week Award 2004

Important evaluation criteria for the independent expert jury for the European Mobility Week 2003 Award were:

- ➔ the quality of activities taken up in relation to the focal theme of the European Mobility Week 2003, "Accessibility".
- ➔ the comprehensiveness of the plan of action regarding events, individual activities and citizens' involvement,
- ➔ the strategic approach in communicating and promoting the Week to citizens and the media,
- ➔ the originality of the permanent measure(s) implemented during the Week's activities, regarding its/their public awareness-raising impact and its/their effectiveness in terms of sustainable mobility
- ➔ the quality and scope of partnerships with local stakeholders in organising the European Mobility Week

The jury long-listed ten cities out of 40 applicants: Almada (Portugal), Donostia-San Sebastian (Spain), Kiel (Germany), Koprivnica (Croatia), Krakow (Poland), Kromeriz (Czech Republic), Las Palmas de Gran Canaria (Spain), Ljubljana (Slovenia), last year's winner Lund (Sweden) and Tours (France). Out of this city longlist, two nominees and one winner were chosen.



Nominee: Almada

Offers experiences for a new mobility culture

The city of Almada was selected as nominee for its excellent combination of “appetizers” for a new mobility culture and the creation of new partnerships for a long-term sustainable transport policy. One of the extreme successes of the Week was the broad involvement of the citizens in the planning of a new tram system, presenting an exhibition and inviting to debates, workshops and opinion surveys.

The jury of experts especially appreciated Almada’s comprehensive programme of the Week, offering a full bunch of experiences for a city with less cars. Around 70 activities dedicated to cycling and walking, the presentation of new public transport vehicles, sports in the streets, eco-driving and discovering the city cumulated in a successful “In town without my car!” day with the whole city centre closed to car traffic. Another remarkable action on the programme of Almada’s Mobility Week was the “Trips for Trash” activity: citizens could trade recyclable materials (such as cans, bottles and batteries) for public transport tickets, linking by this the benefits of a clean environment with the use of a sustainable means of transport.

Nominee: Las Palmas de Gran Canaria

High quality communication strategy

Las Palmas developed a comprehensive programme with activities dedicated to the promotion of different sustainable transport modes. A broad range of information and services was dedicated to the focal theme „accessibility“. In order to facilitate life for persons with reduced mobility, permanent measures like adapted traffic lights for blind people, special public transport vehicles and more restrictive parking regulations were implemented.

The jury of experts nominated Las Palmas de Gran Canaria for the European Mobility Week Award as it was especially impressed by the high quality of the city’s communication strategy to promote the Week and different local activities. The strategy was based on raising citizens’ awareness on how to share the urban space between cars and pedestrians, promoting public transport and with the aim to realize a more rational use of the car. The city used posters, banners, several targeted leaflets and postcards next to a TV spot with different messages on the European Mobility Week 2003 in Las Palmas. A number of press releases, public announcements and dedicated briefings of journalists completed the strategy. Messages about car-pooling were placed on the fly-overs of the biggest transit road through the city. In addition, several buses were painted with the EMW logo and that week’s bus pass had a special EMW design.

Winner: Ljubljana

Launch of permanent measures for urban mobility

Ljubljana organised an extremely intense European Mobility Week programme. The jury of experts honoured the engagement of the city and its committed partners. Environment was one of the key topics. Throughout the Week, the Environmental Protection Institute communicated measurements of noise and air pollution, accompanied by information on health and environment and the benefits of movement. One of the great successes in the programme was the “In town without my car!” day on 22 September. The city centre was closed to car traffic from 5.00 am to midnight.

A special circular bus route operated the entire week for free, offering residents an alternative form of transportation to the heart of the city. An increase in the number of passengers by 55 percent was the excellent result.

The Slovenian capital was appointed as winner of the European Mobility Week Award for its special dedication to long-term improvements in local transport. Ljubljana launched several permanent measures during the EMW 2003. A free bicycle rental service from three locations was introduced for residents and visitors. Rising bollards were installed to prevent vehicles to enter the existing car free area in the city centre. Permanent measures were also established to improve the accessibility for disabled people: the number of parking places for people with disabilities was increased, and the passenger centre of the local public transport operator was made accessible by providing ramps for wheel chairs. These are only a few examples of Ljubljana’s efforts to make public transport more accessible. A number of concrete resolutions was adopted during a round table with local decision-makers and the national association of people with disabilities.



Success Factors

Spain: a perfect example of the importance of a strong national coordination

In Spain, the "Ministerio de Medio Ambiente", the ministry for the environment, coordinates of the European Mobility Week. For two consecutive years, the Campaign has been a very important means to promote better urban mobility and higher environmental quality. The national coordination supports participating cities and towns with tailor made information and develops mechanisms for monitoring and evaluating the campaign. The results of the campaign are published in a comprehensive and motivating final report.

In 2003, 120 Spanish cities participated in the European Mobility Week, 240 participated in the In town without my car! day. 4 cities supported the latter. The campaign thus reached 21 million people!

"In town without my car!" in Nitra, Slovakia

The city of Nitra organised a Car Free Day for the second time. Main themes of the events taking place during the day were, "commuting without a car", "walking, biking, skating, and running to school". A competition for the best environmental poster was organised. In the morning, the Nitra Office of the National Public Health Institute offered medical consultation to assess body fat, blood pressure and cholesterol. They also promoted physical exercise and car free lifestyles. In the afternoon, the emphasis was put on education and awareness-raising activities for the youngest, in cooperation with local police officers. The city monitored the event with a public opinion poll and statistics based on noise and pollution measurements made during the day. Communication activities included spots on the local radio and TV, and press articles in the local newspapers "Nitrianske Noviny" and "Pardon". The municipality of Nitra cooperated with local NGOs and associations and the local public transport operator.

The evaluation of the 2002 and 2003 editions of the European Mobility Week reveals a series of success factors:

- Political support at the national or regional level
- A strong national coordination with sufficient budget and means (quality and availability of aids and tools provided by the national coordinator)
- Ownership and support at the local level of the objectives of the EMW
- Involvement of both elected officials and technical services on the local level
- Establishment of strong partnerships and involvement of local associations and stakeholders
- Convivial characteristics and festive forms of EMW activities to affect as many people as possible

and for the development of alternative mobility:

- Quality of information about pollution of transport and sustainable mobility
- Proof that the use of alternative transport modes is realistic, i.e. by installing a permanent car-free perimeter
- Integration of the EMW in the local transport policy
- Implementation of permanent measures, contributing to the credibility of the local authority





Towards the Future

In 2004, securing the future

“Safe streets for Children” will be focus of the European Mobility Week 2004. The objective is to reduce road safety risks for children in cities. Cities are key players in providing safe routes to schools or to play-grounds.

Safe streets for children are a necessary condition for sustainable mobility for children. Children will only be allowed to go out on foot or take their bikes, if their parents can trust them to come home safe and sound.

Safe streets for children are fundamental:

- ➔ Children are the most vulnerable road users: each year 2,163 young people under the age of 17 are killed in traffic. Most accidents happen on the way to and back from school.
- ➔ Children should have the right to travel alone. Children make less and less trips by themselves and therefore lack traffic experience. This puts them even more at risk in complex traffic situations.

Children are now learning the mobility culture of the future.

The European Handbook for Local Authorities again provides cities and towns with ideas and hints for organising their Mobility Week around the “Safe Streets for Children” theme.

www.mobilityweek-europe.org



Partners for the European Mobility Week and “In town without my car!”

EUROPEAN AND INTERNATIONAL ASSOCIATIONS AND ORGANISATIONS

AVERE

European Association for Battery, Hybrid and Fuel Cell Electric Vehicles

CEMR

Council of European Municipalities and Regions

CER

Community of European Railways

ECF

European Cyclists' Federation

EDF

European Disability Forum

EGWA

European Greenways Association

EUROPEAN SCHOOLNET

ETSC

European Transport Safety Council

FEPA

Federation of European Pedestrian Associations

ISDE

International Society of Doctors for the Environment

ISLENET

European Islands Network on Energy & Environment

POLIS

European Cities and Regions Networking for New Transport Solutions

T&E

European Federation for Transport & Environment

TOWN CENTRES

European Federation of Town Centres

UITP

International Association of Public Transport

URBAN FORUMS

Network of Urban Forums for Sustainable Development

NATIONAL PARTNERS and COORDINATORS

The complete list of the national coordinators is available on the EMW website.
www.mobilityweek-europe.org

The European Mobility Week is a project co-financed by the European Commission's Directorate General for Environment

www.mobilityweek-europe.org
www.jaqnetas22.org

Partners for the European Mobility Week and “In town without my car!”

THE EUROPEAN COORDINATION

ACCESS EUROCITIES for a New Mobility Culture

18, square de Meeûs - B-1050 Bruxelles
www.access-eurocities.org

ADEME French Agency for the Environment and Energy Management

500, route des Lucioles - F-06560 Valbonne
www.ademe.fr

Climate Alliance Climate Alliance of European Cities with Indigenous Rainforest People

Galvanistr. 28 - D-60486 Frankfurt am Main
www.climatealliance.org

Energie-Cités The association of European local authorities promoting a local sustainable energy policy

2, Chemin de Palente - F-25000 Besançon
www.energie-cites.org



European Mobility Week