



Best Practice Guide V

2011

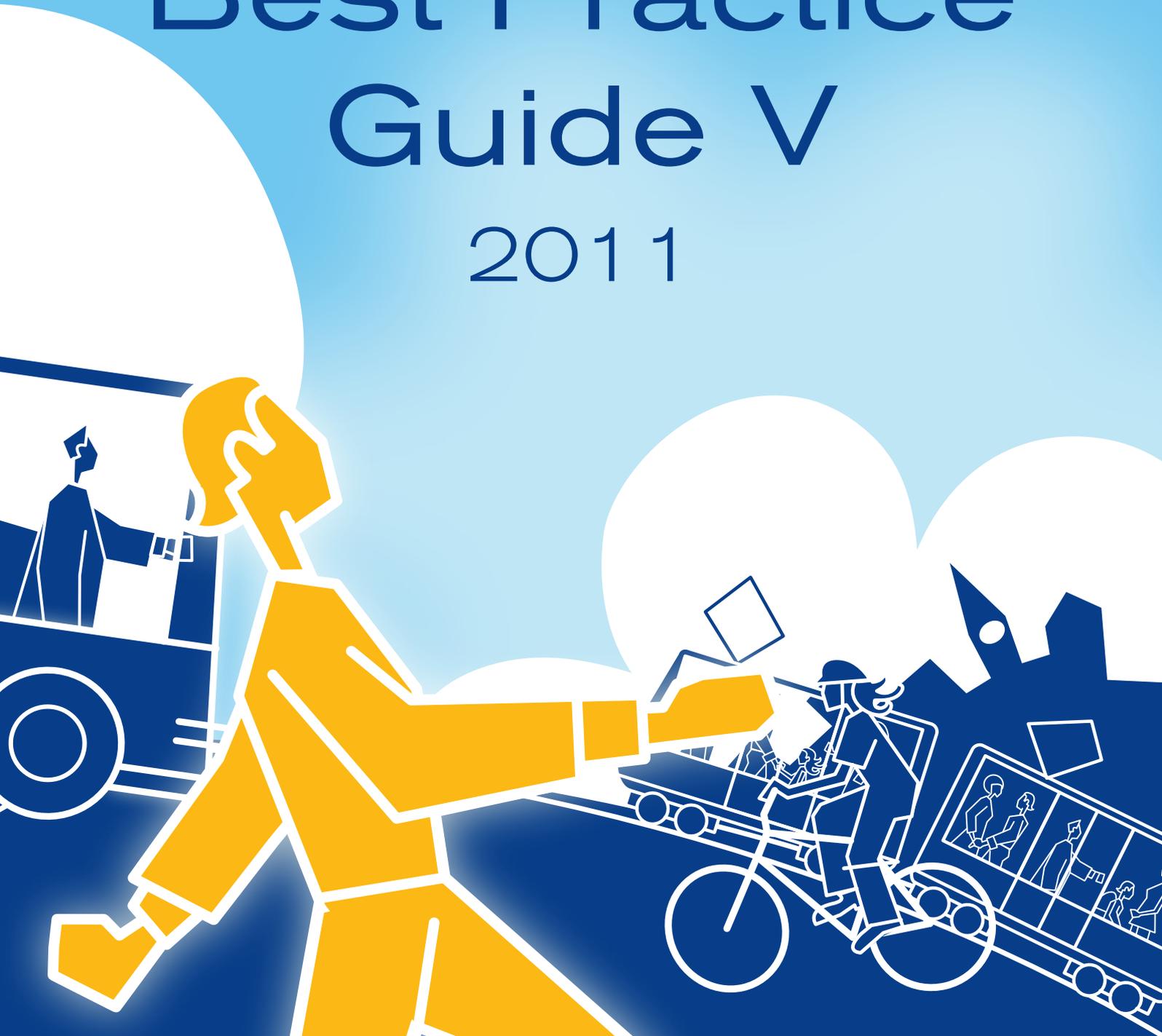




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INTRODUCTION

Welcome to the fifth edition of our European Mobility Week (EMW) Best Practice Guide! We are pleased and proud to present another ten cities that are exemplary in their creative realisation of alternative, environmental-friendly mobility during the campaign week. First and foremost, there is the winner of the European Mobility Week Award, the city of Almada, as well as the two finalists, the cities of Riga and Murcia. They are joined by other cities that stood out due to their innovative campaign activities, their hands-on realisation of the 2010 focal theme “Travel Smarter – Live Better”, their constructive partnerships with stakeholders from all walks of life, media work, creative and permanent measures aiming to foster more sustainable travel behaviour among inhabitants.

The EMW is a highly successful campaign focusing on sustainable mobility. It is the largest initiative of its kind in the world, running in thousands of European towns and cities each year between 16 and 22 September. The Car-Free Day is traditionally the EMW's climax and highlight and should be held on 22 September. The campaign has a double intention: improve urban mobility and transport in the long term and raise awareness for the environmental consequences of each and every citizen's choice of transportation. The campaign has proven so successful that countries from all over the world have taken an interest in the issues and methods of the EMW. In Europe, it is a partnership between local authorities, national coordinators and the DG for the Environment at the European Commission level that has guaranteed the effective and smooth running of the campaign.

In 2011, the EMW will run under the focal theme “Alternative Mobility”. We hope for many new initiatives in the course of the 2011 campaign and are looking forward to hearing about your ideas and experiences. Please use this Best Practice Guide to gather inspiration for your own measures and activities as well as to promote the EMW at various occasions and political levels.

ALMADA, PORTUGAL: A city buzzing with (sustainable) energy!

The 2010 winner of the European Mobility Week (EMW) Award, the Portuguese city of Almada, really got into the 2010 focal theme “Travel Smarter – Live Better”! With dozens of creative and permanent measures, the city on the Portuguese coast is the European participant that has done the most to foster sustainable mobility.

In cooperation with its local energy agency, the city of Almada opted for a poly-thematic approach to sustainable mobility. On “Mobility Festival Day” on 18 September 2010, the town buzzed with music and arts as it celebrated the tenth EMW in Almada with street markets, exhibitions, films and workshops, a bicycle race and shows, including the presentation of a dozen or so rather originally decorated tandem bicycles created by local art students. The historic town centre and Cacilhas business district were declared pedestrian zones. Sport was another theme, of course, and areas usually occupied by parked cars were re-appropriated by the citizens for their sports activities such as aerobics and chess as well as traditional Portuguese games.



Mobility Festival in Almada

What to do with your trash? Trade it in and travel for free!

With its innovative campaign “Trips for Trash”, the city motivated its inhabitants to trade in their recyclable waste for public transport tickets. Ten old batteries were worth a ferryboat trip across the river, for instance. It sounds like great fun, and it certainly was a sustainable campaign, as further Portuguese cities followed the example and promoted their own “Trips for Trash” schemes.

Almada made many of its streets more cycling and pedestrian-friendly and installed several bicycle parking lots as well as charging stations for e-bikes and e-vehicles. What made Almada stand out among the award candidates even more was its impressive list of local partners and contributors and its extraordinarily well-documented campaign.

For further information, please contact Ms. Catarina Freitas at cfreitas@cma.m-almada.pt.



MURCIA, SPAIN: Sustainable mobility meets social awareness

The Spanish city of Murcia was among the EMW award finalists in 2010. It set up a creative mix of activities for different target groups in order to foster healthy and sustainable traffic behaviour. The permanent measures include a bicycle strategy, the opening

of a special mobility bureau with its own website, a system of public rental bikes and free bikes for public servants. What's more, the city extended bus lines, introduced an integrated pricing system with lower fares for certain groups and expanded its electronic traffic management system. Collaboration commitments with various companies and semi-public institutions represent a step towards more sustainable energy and mobility policies for the city, which placed the local energy agency ALEM at the forefront of all Spanish agencies (cf. www.eneragen.org).

Not just social – but sustainable!



Merchandising product in Murcia

Murcia aimed its measures to reach different target groups and related the EMW to issues of social participation and solidarity awareness (such as organ donation and a solidarity bus campaign). Young people in danger of social exclusion received free public transport tickets to access educational offers. City council workers received 50 new bikes for daily use and cyclists could celebrate the implementation of a

new public bicycle rental system in cooperation with local shops. People eagerly participated in the "Tune Your Bike" contest or had their bike – and their body – inspected. They obtained information about the positive effects sustainable mobility has on their health: "Burn Calories, Not Petrol!" was another slogan, with Murcia offering free cardio-boxing and aerobics classes in cooperation with its main sports centres.

Apples and lemons bear the message

Murcia's "Apple or Lemon" campaign brought the message home with a wink: a cycling hostess distributed an apple or a lemon to citizens, depending on how sustainable their means of transport was. Apples were the reward for bikers, skaters, pedestrians, etc. Motorists received a lemon, i.e. the bittersweet truth that their mobility was not environment-friendly – but that all was not lost either. The campaign (or rather, the lemon) came with information and suggestions on how to improve their personal carbon footprint by walking or using public transport.

For further information, please contact María Cruz Ferreira-Costa at direccion.agenciaenergia@ayto-murcia.es.



RIGA, LATVIA: Involving the citizens

The Latvian capital was the other 2010 EMW Award finalist thanks to its activities focusing on various target groups. It set up an ambitious programme around the theme of cycling, offering competitions, shows, information programmes and nostalgic cycling tours. What's more, the city promoted e-vehicles as well as artistic performances, music and street art focusing on the issues of traffic and health. Riga encouraged its citizens to make suggestions on how the city could improve its network of cycling and pedestrians

paths. The police took their bikes (and e-bikes!) and joined the citizens of Riga in their bicycle lanes. Their task was to inform cyclists and pedestrians about traffic laws in a friendly and constructive manner.

Citizens make an impact and improve their environment

For private and public employees, the city staged a competition about the “Healthiest Workplace”, measuring incentives for promoting a healthy lifestyle and sustainable transportation. “Let Nature Come to Your City” was a creative public awareness campaign. Radio stations were encouraged to play bird songs on 22 September 2010. The air pollution measuring station opened its doors to the public, giving every citizen the chance to obtain first-hand information about atmospheric contamination – they could see the dirt gathering in the filtering system – and learn

about the measures Riga is implementing. Within the scope of the “Lower the Curbs” campaign, citizens were asked to inform the city about spots where curb stones needed to be lowered to allow them to pass without difficulty. The Riga city traffic department received more than 300 messages in the space of just two weeks and will use this information to develop an action plan, thus taking sustainable action for the future.



Electric vehicle charging station in Riga

For further information, please contact Ilze Dišlere at Ilze.Dislere@riga.lv.



EINDHOVEN, NETHERLANDS: Joint venture for innovation and sustainability

The Dutch city of Eindhoven was among the top ten EMW Award candidates. Its “Green Steps” campaign involved close to 4,000 children attending primary schools in the city. For a week, they used sustainable means of transportation to complete the journey to school. Each journey completed by bike or on foot was rewarded with a “Green Steps” sticker. At the end of the week, the children presented the impressive total of 30,107 stickers to the city councillor!

Blog it out loud!

Four employees of the Eindhoven municipal authorities, TomTom (company offering GPS navigation systems), the Salvation Army and the Brabants Mobility Management Agency – people who do not normally travel by public transport – used the public bus system or an electric bicycle to travel to work. They blogged about their experiences, ideas and suggestions to the wider public. Because the project was so successful, plans are already underway to repeat it with more participants and greater awareness among the general public.

Set an example

The city of Eindhoven intends to instigate sustainable mobility among its employees. What better way to convince your citizens than by setting a good example yourself? Thus public

servants who travel to work by bike or public transport receive compensation – and those who travel by car must pay to park. Eindhoven has set itself the ambitious aim of becoming a high-tech city and is eager to take the lead in the development of durable energy production and Smart-Grids (innovative electricity networks that can intelligently integrate the behaviour and actions of all users connected to it to efficiently deliver sustainable, economic and secure electricity supplies). It is therefore planning to open multi-fuel and green gas filling stations as well as public charging points for electric cars.



EMW bicycle seat cover in Eindhoven

For further information, please contact Laura van den Wildenberg at l.vd.wildenberg@eindhoven.nl.



REUTTE, AUSTRIA: Kids, get your matchbox cars on the road!

The small mountain town of Reutte with its 6,000 inhabitants participated in 2010 for the first time and immediately ended up among the EMW Award top ten! Being a small community, Reutte relies on inter-communal cooperation to achieve a sustainable future. The EMW represented the starting point for the “Raum Reutte 2020” initiative, a project aiming at improving cooperation between municipalities in the region and setting up a common action plan for spatial, traffic and public transport planning for the 2010-2011 period.

The town set up a series of focal themes that were communicated on specific “event days”. On the “Day of Responsibility”, citizens and the media could dig into an open-air breakfast as well as get involved in discussions with the mayors from all the surrounding municipalities. It was their chance to make their voice heard on issues such as public transport, traffic and city planning.

Guinness Book of Records

Reutte raised public awareness with a range of creative projects. The town was made a car-free zone and citizens rapidly took over the newly-gained space, enjoying fashion shows, street music, a flea market, etc. With the participation of most sports clubs in the town, the centre was transfor-



World's longest toy car traffic jam

med into a huge sports arena. The world's longest toy car traffic jam – guaranteed emission-free! – earned the municipality an entry in the Guinness Book of Records (watch them on <http://youtu.be/GfwGeNqb8Nw>)

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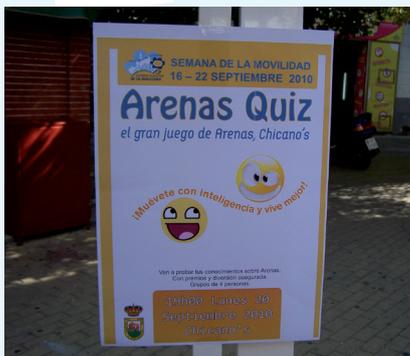


ARENAS DE SAN PEDRO, SPAIN: Small town, big plans

Arenas de San Pedro, another small town comprising just 7,000 inhabitants, made use of the EMW to implement a mobility plan. In general, mobility plans are something big cities do, and in fact the Spanish government does not subsidise such plans in smaller cities. However, Arenas de San Pedro has implemented its own plan, taking into account the fact that about 50 per cent of the people usually use their cars in small towns– a lot more than in bigger cities.

The municipality intends to counter the adverse impact permissive planning has had for pedestrians and urban dwellers that find themselves encumbered by pavement parking and cars obstructing small streets and alleys. Measures taken to improve the situation included installing bollards on a central street and launching a campaign against pavement parking (which amounts to 20 per cent in some parts of the town). During the EMW, the local organisation for the disabled, AREDIS, imposed symbolic fines as a means of raising awareness for the problem. With its official launch in 2010 the measure has significantly reduced parking on pavements.

The walking school bus – and it walks and walks and walks



Announcement poster during the EMW

Activities focused on children included a “Walking School Bus” and a traffic park for kids, which allowed them to train their awareness and behaviour when cycling in everyday traffic. A drawing challenge involved imagining their town, Arenas de San Pedro, without cars. The walking school bus initiative consisted in the organisation of groups of school children that walk to school together, rather than being driven by their parents. There were three different routes and starting points in the town, and about 35 children participated each day, representing one third of the school's students! This initiative involved other groups

such as the Parents Association and a European voluntary service organisation. And best of all: it has been continued to this very day!

For further information, please contact Nuria Blázquez Sánchez at nuria.blazquez@aytoarenas.es.



BOLOGNA, ITALY: A new vehicle fleet for sustainable mobility

The capital of Emilia-Romagna focused on the cycling mobility of citizens and public servants. As part of the campaign Post-Its saying “Thank You!” and featuring the EMW logo were stuck to bikes parked around the city. An information point with a designated mobility manager helped people find the best route to cycle to work or school. Various e-bikes were placed at inhabitants’ disposal for a trial ride, and people could sign up for a bicycle check and anti-theft registration. 80 people participated in a cycling tour over Bologna’s cobbled streets, hopping from one ice cream shop to another and crowning the city’s best ice cream makers. Other public events reached a total of 3,000 citizens.



Children’s traffic park on the Piazza Maggiore

A long-term measure in which the city of Bologna put a great deal of effort was the “Clean Fuel for Clean Vehicles” project. It put a new vehicle fleet in service for the local public transport system and enforced the rule that every new taxi must be environmentally-friendly (i.e. CNG/LPG-fuelled or hybrid). The town created direct and indirect incentives for private drivers to increase the conversion of traditionally-fuelled to eco-friendly vehicles. For example, polluting cars are not allowed on the roads as frequently as more progressively powered cars.

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ZAANSTAD, NETHERLANDS: The eye-catching “Twitterbike”

Zaanstad city councillor, Robert Linnekamp, set a good example by cycling to work – using an eye-catching “Twitterbicycle” presented by Janneke Zomervrucht, chairwoman of the European Mobility Week Foundation. Linnekamp tweeted about his adventures on the road; the tweets and more recent posts are available at www.twitter.com/RobertLinnekamp.

As a permanent measure, the city of Zaanstad implemented a mobility plan aiming to increase the use of electric vehicles within the region. The plan includes no parking for civil servants near the city hall, encouraging travel by electric car, scooter or bike, and complete replacement of the city’s car fleet with electric cars by 2013. For the public, there are various projects on eco-driving, the testing of electric transport and the use of



Bicycle drive safety event for children with police officers

public transport. Using electric scooters and cars on a daily basis themselves, the city municipality organised an electric car test drive for the local police department. The aim was to convince more representatives and organisations in the public sector to switch to more eco-friendly forms of mobility.

If you can't stop them, make them burn less!

“Check Your Tyres!” was an initiative targeting car drivers – if you can't avoid motor traffic, at least make your car consume less fuel. Hence, drivers could have their tyres checked, and it turned out that almost 75 per cent were travelling with too little pressure (seven cars even with a flat tyre!) and therefore consumed more fuel and emitted more CO₂ than necessary!

By correcting the pressure, almost 800 litres of fuel could be saved, which corresponds to a reduction in CO₂ emissions of 2,312 kg.

For further information, please contact Marlou Nooi at M.Nooi@Zaanstad.nl.



**LUXEMBOURG:
Get your hair done at the bus stop**

On “Thank You Day”, users of public transport in the city of Luxembourg could enjoy a special treat: massage, hair-styling, shoeshine, flowers, snacks and little presents were some of the ideas the Luxembourg municipalities offered its citizens – special pampering to say thanks for their loyalty.

As a country, Luxembourg has participated in the EMW since 2002. In 2010, the focus was placed on a better quality of life and the situation of international commuters, which led to cooperation with partners from the German and Belgian sides of the border. The small country drew on abundant resources and used the EMW to introduce new bus and train lines, including three new railway stations, which are in the process of being built or have already been completed.



Thank You Day at the rail station

The EMW was accompanied by intensive street marketing in the country and the 45 participating municipalities, including an awareness campaign concerning the situation of disabled people. The aim was to actively involve them and avoid them being excluded – in traffic, as in many other aspects of life.

For further information, please contact Serge Prado at serge.prado@cdt.lu.



ZAGREB, CROATIA: Sustainable and mobile, even in kindergarten

Zagreb in Croatia was another city that made it into the top ten EMW Award candidates. In 2008, it was even among the top three cities. In 2010, the so-called “Trailblazer Project”, a three-year project co-financed by the “Intelligent Energy Europe” EU programme and uniting partners from all over Europe, dealt with the transport of goods in cities and promoted alternative modes of transportation. It was presented to the public during the EMW in Zagreb.

Zagreb stood out for the wide range of 21 cooperation partners in the EMW, including non-profit organisations, companies and public institutions. They all joined forces in a common effort to make the EMW a success: almost 30 presentations and other activities were available to the public on issues such as environmental protection, sustainable development, energy savings, pollution by motor vehicles, etc. With the help of a mobile information centre in a tramcar parked outside the technical museum, the city of Zagreb entered into dialogue with its citizens. It disseminated its various incentives aimed at different target groups, from the very youngest to the oldest.

The earlier, the better



Kindergarteners on a mini cycling route

Train them when they're young, because they are tomorrow's adults – all primary schools in Zagreb dedicated one hour to this year's EMW theme “Travel Smarter, Live Better”. A total of almost 62,000 pupils were thus involved in the EMW. Another educational programme allowed children to measure the air quality with mobile ecology labs, and more than 10,000 kids drew pictures on topics relating to the EMW. A kindergarten had a mini cycling course built in its playground where the children could practise safe cycling; the project

was called “Growing Up With the Bike” and connected young kindergarten children with slightly older school children, too.

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