



Best Practice Guide IV

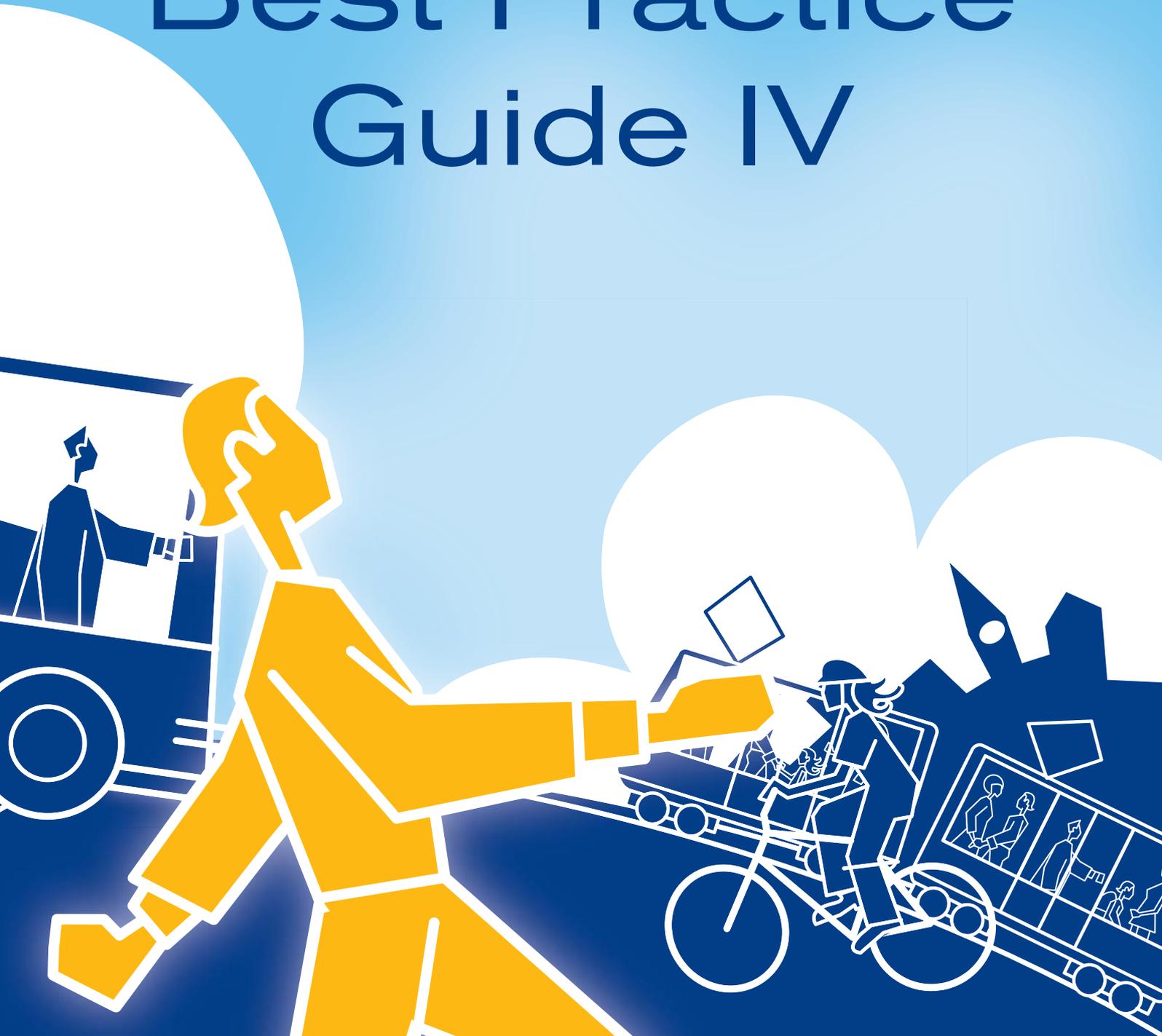




TABLE OF CONTENTS

Introduction	3
Gävle: Hurray for the EMW Award Winner!	4
Ivanić Grad: Big efforts in a small city	5
León: A bouquet of sustainable measures	6
Budapest, Rome & Stockholm: Together we can make a change	7
Eindhoven: Roll out the 'green' red carpet	8
Östersund, Sundsvall & Trondheim: Let's green our highways!	10
Salzburg: Bringing space back to the people	11

European Info Point

EUROCITIES

1 Square de Meeûs

1000 Brussels

BELGIUM

Tel.: +32 -2- 552 08 66

Fax: +32 -2- 552 08 89

www.mobilityweek.eu

Author of this document:

Liz Harper, André Muno – Climate Alliance

June 2010

INTRODUCTION

The European Mobility Week (EMW) is a campaign dedicated to sustainable mobility and is the largest initiative of its kind worldwide. It runs in thousands of towns and cities throughout Europe each year between 16 and 22 September, with the Car-Free Day forming the EMW's highlight. The overall aim is to influence urban mobility and transport in the long-term as well as to raise awareness on the environmental impacts of citizens' travel choices.

The EMW not only attracts interest from within Europe: countries from as far afield as Argentina, Brazil, Canada, Colombia, Ecuador, Japan, South Korea or Taiwan have also started getting involved. For the past eight years, local authorities have participated with the support of national coordinators, a European-level consortium and the European Commission (DG Environment).

A different focal theme is selected for the European Mobility Week each year. Last year, the focus was on 'Improving City Climates'. This theme was designed to encompass not only the need for atmospheric changes, but also to address aspects such as quality of life with aspects like air quality, noise, road safety, quality of public space and social cohesion or integration, allowing for wider interpretation and various possible areas of action. The theme emphasised the important role that citizens, schools, local authorities, businesses and NGOs play in making collective changes to achieve a more sustainable future.

This publication features case studies from a selection of European cities which demonstrated good practice during the EMW 2009, for instance through innovative campaign activities linked with the focal theme; their partnerships with stakeholders; their media work; or the various permanent measures implemented to promote adoption of more sustainable travel behaviour among citizens.

Use this brochure for inspiration and to gain new ideas as well as to promote the EMW at various occasions and levels.

GÄVLE: HURRAY FOR THE EMW AWARD WINNER!

The City of Gävle (Sweden) won the European Mobility Week Award 2009 in recognition of its extensive efforts before, during and after the 2009 EMW with the focal theme of “Improving City Climates”. The City of Gävle targeted a wide audience by organising a number of activities and events including the Car-Free Day, Walk or Cycle to School, theatre productions about alternative forms of transportation for school children and the Gästrikeloppet Cycle Race. 150 people participated in the “Challenge yourself and your friends!” event where riders were given the choice of three different city tours of varying lengths, namely 20 km, 50 km and 105 km.



Permanent measures targeting sustainability and alternative transportation were implemented to increase the functionality of the pedestrian and bicycle networks. New bus stops and pedestrian and bicycle pathways were created to increase mobility and reduce vehicle emissions. Public parking spaces for electric cars and bicycle parking areas



were installed to encourage the use of sustainable modes of transportation. To increase safety, guidelines for snow removal on pedestrian and bicycle lanes were a priority. These measures indicate the city's firm commitment to improving their city's climate through reducing traffic and promoting alternative forms of transportation.

The city had a unique and innovative communication strategy that it used to promote both the short and long-term goals of the EMW. Within this strategy, social media was explored when a young woman submitted entries to a blog while she travelled through the country on all forms of public transportation, buses, trains, trams and bicycles. Her blog's goal was to support and inform the public about sustainable means of transportation. Other forms of social media included an EMW film made by a local student crew. The film was a video diary of Gävle's European Mobility Week activities.



The success of the EMW in Gävle can be attributed to the contribution and collaboration of local citizens, environmental groups, NGOs, schools and businesses. These groups worked together throughout the entire week and beyond to organise and participate in bicycle activities, traffic demonstrations and sustainable transportation events. Congratulations, Gävle!

For further information, please contact Ms. Ingegerd Krantz at ingegerd.krantz@gavle.se.



IVANIĆ GRAD: Big efforts in a small city



The City of Ivanić Grad (Croatia) was one of the finalists of the EMW Award 2009. The city has less than 50,000 inhabitants, but despite its small size, the citizens, local authorities, NGOs and local businesses all collaborated to successfully organise and implement programmes under the theme of Improving City Climates. An Environmental Day during the beginning of the EMW presented the 'Waste No Waste' project and included an exhibition of old bicycles to promote alternative means of transportation. To improve the health of its citizens, outdoor aerobics classes for elderly citizens and free blood pressure and glucose testing were provided during the Energy Efficiency and Mobility and Health Days.

A new Noise Mapping Programme and Environmental Protection Plan were developed in accordance with the Sustainable Energy Action Plan from the Covenant of Mayors. These programmes locate the sources of noise, water and air pollution and define the city's obligations for long-term environmental protection. The ultimate goal is to protect and preserve the environment and ensure sustainable development.

Alternative forms of transportation were promoted through increased infrastructure. A new two-kilometre bicycle lane, pedestrian pathways, street crossings and wheelchair ramps have been installed throughout the city. In an effort to encourage car pooling, a new car sharing programme for citizens who commute to Zagreb each day for work was developed. Commuters can leave their personal vehicles in a large parking lot near the highway and travel to work together.



These short and long-term commitments to improve the city's transportation and sustainability made Ivanić Grad's EMW a real success. Congratulations!

For further information, please contact Ms. Vlatka Berlan Vlahek at vlatka.berlan@ivanic-grad.hr.



LEÓN: A bouquet of sustainable measures

The City of León (Spain) was the third finalist for the EMW Award. During the European Mobility Week, León organised activities promoting alternative forms of transportation, such as the Green Ways Day. The day included an exhibition of the city's new Sustainable Urban Mobility Plan and a guided tour through the main parks in the city. The Green Ways Day concluded with a bicycle raffle in which fifty bicycles were given away by the Mayor of León. The Public Transit Day encouraged alternative transportation by organising school campaigns that gave children bus itinerary information, provided energy-efficient driving courses and free transportation on certain bus lines. The day also marked the inauguration of a new bicycle lane that extends between the university and the city centre.



Most notably, the city implemented a series of permanent measures that increased driving safety measures and reallocated roadways for sustainable transportation use. To improve the quality of life for local residents, new reduced speed zones (30 km/hour) were implemented in the San Claudio, old city and university neighbourhoods. Courses on



efficient driving for city council staff and the police force were provided under the Energy Efficiency and Saving Strategy to decrease fuel consumption and improve air quality. Bicycle pathways were extended to encourage increased bicycle use and improve the general quality of life.

León made considerable efforts towards roadway reallocation. With help from local authorities and business owners, the city installed new bike racks and increased the number of bike units to be loaned out. New non-pollutant transport lanes were created, and public streets and parks were renovated. By decreasing the amount of road traffic and improving public areas, the City of León showed their dedication to improving their city's climate.

For further information, please contact Ms. Cristina Villalón at cristina.villalon@aytoleon.es.



BUDAPEST, ROME & STOCKHOLM: Together we can make a change

On 20 September 2009 the cities of Budapest (Hungary), Rome (Italy) and Stockholm (Sweden) joined forces to promote cycling and all its advantages. A city-wide bike tour emphasised the importance of individual actions to combat climate change. The joint events clearly demonstrated that climate change does not stop at one's doorstep; nationwide efforts are required to combat one of the greatest environmental, social and economic threats facing our planet. The bicycle tours were organised by the European Cyclists Federation and over 1,000 cyclists rode through the three capital cities, giving the EMW a real European dimension and strongly 'transporting' the theme of Improving City Climates. The tours aimed to raise awareness and put pressure on governments to decrease their countries' CO₂ emissions.

Other activities outside of the cycling event were held and permanent measures promoted. In Rome, four mobility corridors for public transportation are currently being set up to reduce traffic, emissions and improve the quality of life of commuters. The city has

also committed itself to a Park & Ride scheme, creating 26 new car parks for a total of 3,400 vehicles. This project aims to encourage the use of public transportation and car pooling. The city is also offering 'call reservation' public transportation services for disabled members of the community. Buses can be reserved in advance and are equipped to transport citizens safely and easily to their destination.



Budapest held an open air/clean air festival. Citizens were invited to walk along the Budapest-Art-Corso and visit stands displaying new, environmentally-friendly technology, products and other goods. Bicycle vendors set up presentations and provided bicycle services for the public. In addition, an urban planning forum and discussion were held during the EMW. The forum discussed possible suggestions to encourage bicycle use and the steps needed to make Budapest and Hungary a more bicycle-friendly place.

For further information, please contact Ms. Anita Braun at brauna@budapest.hu, Mr. Tamas Gonczlikt at gonczlikt@budapest.hu, or Ms. Amalia Colaceci at ass.trasporti@provincia.roma.it.



EINDHOVEN: Roll out the 'green' red carpet

The City of Eindhoven (Netherlands) was an exemplary applicant for the EMW Award due to its unique approaches to improving the city through short and long-term activities. During the EMW, the municipality and provincial government organised a sustainable transport means fashion show. Twenty different sustainable vehicles were put on display on the red carpet providing visitors with information on these. A meeting discussing aspects of electric transport was also held for all interested parties.



Events aimed at Eindhoven's youngsters were also a highlight. "Green Steps" was a week-long programme that encouraged students to walk or ride their bikes to school, rather than rely on the "parent taxi". Each journey made by alternative transportation accounted for one Green Step. Over 4,000 students from 16 different primary schools participated in this programme and at the end of the EMW, the Green Steps collected were presented to Alderman Mr. van Merrienboer.



Permanent measures were implemented that aimed to encourage both the young and old to increase their mobility through the use of public transportation. Children under the age of twelve and adults over the age of sixty-five were offered free bus travel. This enabled young people to familiarise themselves with the public transportation system; it also provided older adults with the means to travel around the city with greater ease and independence.



Eindhoven's Bike to Work Week was particularly successful because of the large number of citizens who participated, including employees from eleven different companies. During the 'Good Work!' city tour, a promotional team additionally visited the different districts of Eindhoven and rewarded people who already travelled by walking, cycling and/or used public transport by giving them a small gadget. The team also provided further information on several topics relating to sustainable transport.

The events and activities in Eindhoven illustrated the commitment of various organisations such as NGOs, schools and local businesses to the EMW theme of Improving City Climates. Thank you, Eindhoven!

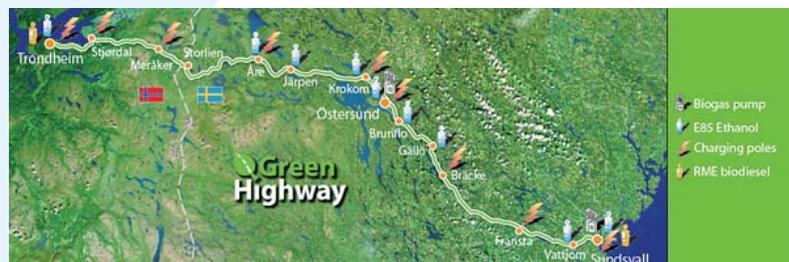
For further information, please contact Ms. Laura van den Wildenberg at l.vd.wildenberg@eindhoven.nl.



ÖSTERSUND, SUNDSVALL & TRONDHEIM: Let's green our highways!

The once historic pilgrimage route between the Gulf of Bothnia and the Norwegian Sea now marks the location of the new so-called Green Highway; a collaboration project between Norway and Sweden to increase alternative means of transportation. The goal is to establish biofuel filling stations for energy-efficient vehicles and charging stations for electric cars by the roadside. The new stations along this approximately 450 km route will offer drivers the opportunity to recharge their vehicles every 120 km.

Since 2008, three municipalities have contributed to development of the Green Highway, namely Östersund, Sundsvall (both in Sweden) and Trondheim (Norway). During the



EMW, exhibitions were held to educate citizens and companies about the road and the potential uses of biogas. Citizens in Östersund were invited to observe and test electric bicycles on display at the exhibition. The municipality also promoted alternative means of transportation by organising a bike tour and performing free bicycle helmet inspections as well as by an ambulance providing tests with the “Keep your head safe” campaign; Östersund additionally created almost 1 km of new bicycle lanes.

In Sundsvall, a meeting point was set up providing information on smart transportation including the Green Highway. Representatives from the local bus company, the municipality and train and bicycle operators worked together to make this a reality. The general public was informed on how to change their transportation habits, and visitors were offered discounted public transport tickets.

Trondheim's “Walk to School” campaign aimed to involve local youngsters in the EMW. Pupils between the ages of 6 and 16 throughout the city were invited to walk or bike to school. Other citizens were encouraged to use their bikes more with the help of 1,000 new maps outlining bicycle routes distributed at information stands.

Permanent measures were undertaken throughout the year to advance development of the Green Highway. Electric charging stations were also installed in Östersund's city centre. The new stations will make the rapid recharging of electric batteries possible for cars travelling between the three municipalities.

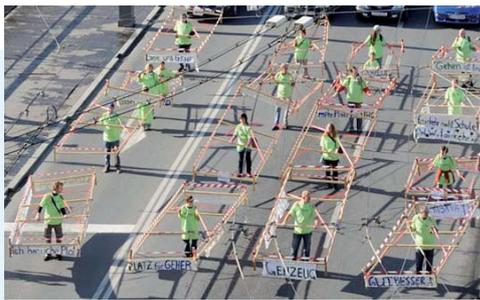


For further information, please contact Ms. Anne Sorensson at anne.sorensson@ostersund.se, Ms. Sofie Byström at sofie.bystrom@sundsvall.se, Ms. Tove Skjegstad at tove.skjegstad@trondheim.kommune.no. For the Green Highway project in particular, please contact Mr. Asbjørn Johnsen at asbjorn.johnsen@vegvesen.no and go to www.greenhighway.nu.



SALZBURG: Bringing space back to the people

The City of Salzburg (Austria) used the whole Staatsbrücke (i.e. State Bridge) right in the town centre to showcase the amount of space required by different modes of transport. To achieve this, 60 people provided an impressive demonstration of how much room bicycles, buses, pedestrians, and cars occupy in comparison to each other.



With this innovative public awareness-raising activity, discussions are to be initiated to debate the significance of pedestrians in the city: How much space is allocated to machines? How much to human beings? How much public money is spent on the preserving of “machine habitat” and how much on preserving the actual habitat for humans? So-called “Gehzeuge” (“walking vehicles”) were used to emphasise the space wasted by their counterparts, the cars, and to claim the same “space rights” for human beings, i.e. pedestrians. The space usage comparison received a great deal of press coverage in relevant media and was the opening event of Salzburg’s Car-Free Day.

For further information, please contact Mr. Erik Schnaitl at office@fairkehr.net.



www.mobilityweek.eu

