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Editorial

"I welcome the theme of the 2008 European Mobility Week "Clean Air for All!". Pollution from transport is a major contributor to poor air quality in European cities and this has a serious impact on the health of our citizens. By raising the public's awareness of alternative transport options, this initiative will contribute to a more sustainable future for our cities and a better quality of life for those who live in them."

**Commissioner for the Environment,
Stavros Dimas**

Concrete actions to reduce the emissions of pollutants have already been taken at all levels of government but much more needs to be done. It is our direct responsibility to cope with this problem, changing our day-to-day behaviour by taking small but efficient actions for our environment. Local authorities have a crucial role to play in the implementation of national and European legislation and have a duty to protect the health of their citizens. EMW represents the perfect opportunity to discuss this issue with citizens!

Air pollution is a problem which affects every one of us and we all have a role to play in finding solutions!!

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News from the European Coordination

EMW Award 2008

From 16 to 22 September 2007, thousands of European cities participated in the sixth edition of the European Mobility Week (EMW) and invited their citizens to a wide range of activities dedicated to the promotion of sustainable mobility. The central theme was ‘STREETS FOR PEOPLE’ and local authorities were encouraged to think about the design of their cities and the spaces allocated to pedestrians and soft transport modes.

All participating local authorities complying with all criteria of the Charter were invited to apply for the EMW Award 2008. This award rewards local authorities’ activities carried out in the framework of EMW and promoting good practices in sustainable urban transport. An independent panel of experts assessed all applications and shortlisted ten local authorities which they considered had performed outstandingly well during EMW 2007:

- Almeirim (Portugal)
- Arad (Romania)
- Bjelovar (Croatia)
- Budapest (Hungary)
- Frankfurt (Germany)
- Koprivnica (Croatia)
- Kromeriz (Czech Republic)
- Östersund (Sweden)
- Ponferrada (Spain)
- Sheffield (United Kingdom)

The EMW 2008 Award winner is the city of Koprivnica and the other two finalists are the cities of Arad and Frankfurt. They were officially announced on 13 February 2008 during a prestigious ceremony held within the framework of the EMW interactive workshop.



The jury members paid particularly close attention to the involvement of stakeholders during the preparation and organisation of EMW as well as to the comprehensiveness of the action plan, including activities on all sustainable transport modes. It was also seen as an advantage that the EMW theme was at the heart of their Week. The jury members took into account the specificities, operational and financial means of all applicants. Efforts were also recognised according to the size of the local authority. The jury is particularly pleased to see a good geographical mix of cities in the shortlist as well as a good mix of small and large local authorities.

For detailed information about the 10 shortlisted cities, please keep reading (Section EMW Cities)

EMW 2008: Get started!

In order to help cities organise a successful EMW 2008, the European coordination has prepared several communication tools, which are now available on the EMW website.

- *Charter EMW 2008*: no significant amendments were made to the criteria. The document is available online in English and French at http://www.mobilityweek.eu/IMG/pdf/charter_en.pdf
- *Leaflet 2008*: This communication tool, which describes the principles and objectives of the campaign as well as useful contact details, is available online at http://www.mobilityweek.eu/IMG/pdf/EMW_leaflet2008_eng_150dpi.pdf in English and French.
- *Handbook 2008*: The handbook provides concrete examples of measures and activities that can be implemented in relation to the focal theme ‘Clean Air for All’. It will be available online before the end of April 2008.
- *Communication toolkit 2008*: The communication toolkit contains posters and templates that can be freely used by local



authorities to promote their EMW events. A toolbox that explains how to use the tools is also available. All communication materials are available in English and French at <http://www.mobilityweek.eu/Communication-tools>.

For further information, please contact valerie.benard@eurocities.eu.

Next European Coordination Meeting
Riga, 19-20 June 2008

The next Coordination meeting will take place in Riga, Latvia, on 19-20 June 2008. National coordinators and pledge signatories are cordially invited to attend the EMW meeting that will focus on the practicalities for the next edition of the campaign.

For further information, please contact valerie.benard@eurocities.eu.

News from the European Commission

EMW Interactive Workshop 2008: A change for the better!
Brussels, 13-14 February 2008

More than 100 participants attended the EMW Interactive Workshop on 13-14 February 2008 where important topics such as the Green Paper on Urban Mobility were discussed. Participants were invited to attend parallel sessions on car-sharing and city bikes, green zones and congestion charging, urban planning and information for citizens/awareness-raising.

Proceedings and presentations from all speakers are available on the EMW website at <http://www.mobilityweek.eu/Participating-cities>.



Green Week 2008 – Only one Earth, Don't Waste It!
Brussels, 3-6 June 2008



Behind the problems of climate change, natural resources scarcity and pollution there are underlying issues about production, consumption and waste disposal. Many people are unaware of the speed at which we are using up our natural resources and that we are producing waste far faster than it can be turned back into a useful resource.

Green Week 2008 will take a closer look at the sustainable use of natural resources, focusing on waste management, sustainable consumption and production. It will take place in the Charlemagne building of the European Commission (170 rue de la Loi, 1049 Brussels) from Tuesday 3rd (mid-day) until Friday 6th of June (mid-day).

The event will provide a unique opportunity for debate, exchanges of experience and best practice among stakeholders and policy-makers, non-governmental organisations, businesses and various levels of government.

The conference programme will be posted online soon. Registration for the event begins in April 2008 and will remain open until the start of the conference.

For further information or to register, please visit <http://ec.europa.eu/environment/greenweek/home.html>.



Climate Broadcasters Network - Europe

The Climate Broadcasters Network – Europe was established in the context of the pan-European Climate Change Campaign, which was launched by the European Commission in May 2006.

The main objective of this Network is to communicate to citizens the science of climate change; its impacts, adaptation and mitigation needs in order to facilitate broad understanding of the various issues. The network members (meteorologists and weather presenters) have also committed themselves to share best practice and information within the network.

For the moment, the network gathers 38 well known weather presenters and meteorologists from 20 EU Members States.

The European Mobility Week activities organised at local level each year have a direct impact on Climate Change, which is the main issue dealt with in the Climate Broadcaster Network, and thus the European Commission and the Secretariat thought that it could be a good idea to create some synergies between the two networks. This is still under discussion.

For further information, please visit http://ec.europa.eu/environment/networks/cbn-e/index_en.html

EMW Cities

City of Koprivnica – Award winner 2008



The city of Koprivnica in Croatia was awarded with the European Mobility Week Award 2008 for its outstanding achievements during EMW 2007 and previous editions. Thanks to its participation in the EMW since 2002, the city has managed to make its urban areas more sustainable by heavily promoting soft

transport modes such as walking and cycling. For example, the city ran a traffic sustainability programme called 'Town on the Move', built 64 km of cycle tracks as well as 84.5 km of long tourist cycle tracks, enlarged green spaces by 20% and involved several dozen partners in the year-long promotion of cycling and walking. Thanks to its long-term efforts, cycling has become a brand in the city. EMW helped the city in showcasing its achievements in sustainable mobility in its wider international region and Koprivnica has become an example for neighbouring cities.

This year, the city of Koprivnica launched a three year programme 'Streets for People' (2007-2009), that will work towards making the city totally accessible for all users, promoting new alternative fuels for public transport vehicles and reallocating road space to non-motorised traffic. The city also aims to engage the national and regional networks into more ambitious projects towards sustainable urban traffic.

For further information, please contact prostorno.okolis@koprivnica.hr.

City of Frankfurt – A customer guarantee system for increased public transport use

In 2007, the European Mobility Week in Frankfurt was first and foremost set up as a communication platform. The goal was to create a framework that allowed for the inclusion of many topics, partners, areas and approaches around sustainable urban mobility. The various activities proposed made the overall event an attractive opportunity for people to learn about key transportation and environmental challenges and to propose solutions. The Week represented a unique event where citizens could try out alternative means of transport such as bike taxis and solar power vehicles.

As part of its permanent legacy to the city, Frankfurt introduced a customer guarantee in the public transit system. Delays are registered via internet and complaints are managed through an effective management system. The customers can get their fare reimbursed in cases of delays of 10 minutes or longer. The system was presented during EMW 2007 and will be launched in spring 2008.

Frankfurt permanently closed the main artery road 'Hauptwache' with the ultimate



aim to create public spaces that are undisturbed by motorised traffic. This will as a result improve inner-city quality of life for all residents. This permanent closure was announced and tested during EMW. The permanent road closure is expected in 2008.

For further information, please contact w.schmitz@traffiQ.de.

City of Arad – Daring city logistics measures

The EMW in Arad was organised around educational activities on air quality issues, the promotion of sustainable means of transport, and the protection of the environment. Many study visits were organised with professionals and air quality measurements were held at different traffic conditions to show citizens the impacts that traffic emissions have on air quality.

The city of Arad permanently restricted freight transit through the centre and diverted it on the south-east ring road. The city also launched major urban transport rehabilitation projects to improve infrastructures and to reallocate road spaces to pedestrians by stopping car access to several streets and by extending green areas along the roads.

The city worked in close collaboration with local stakeholders to ensure the success of the Week. Amongst others, city police officers, employees from the public health agency, school representatives and the 'Agency for Environment Protection Arad' participated in the different EMW events and roundtables.

For further information, please contact romana@primariaarad.ro.

City of Almeirim – Small measures with great impacts on day-to-day mobility

The jury members were impressed by the achievements of the city of Almeirim. This small municipality participated for the first time in EMW and managed to create a momentum around the Week, involving the whole community. The city launched several complementary measures expected to have a great impact on the day-to-day mobility of its citizens with an increase of bikes in circulation and a decrease in cars in the city centre. Thanks to a well-designed communication strategy extensively involving the press and media corps, the city

managed to raise interest amongst the population for its project 'Almeirim by Bike'. A bike tour with 300 persons was organised during the Week and all employees from the Municipality and local businesses commuted to work by bike.

The city of Almeirim also built used oil collection chambers in key places in the city. These chambers are meant to collect used oil from households and restaurants to be transformed in bio-diesel, which will be used for municipal, fire brigade and public transport vehicles. This was seen as a very good means to involve commercial shopkeepers in the recycling process.

For further information, please contact Pedro.ribeiro@cm-almeirim.pt.

City of Bjelovar – A Croatian city with a clear vision for sustainable mobility

A small city in Croatia, the city of Bjelovar organised EMW for the first time this year. The vision of sustainable mobility is still quite new amongst politicians and citizens of Bjelovar and EMW provided them with the perfect opportunity to think differently and try out new ideas. The city centre was closed for a whole week and many activities were organised within this experimental car-free zone to raise people's awareness about key transport concerns and to show them how the centre could be used as a more qualitative centre without motorised traffic. In addition to this experiment, the city also converted a pedestrian zone into a bicycle and pedestrian zone where new bicycle routes and facilities ensured safety for all zone users.

For further information, please contact sckekovic@bjelovar.hr.

City of Budapest – Festival of clean technologies and projects



Starting from scratch five years ago, EMW in Budapest became the biggest event on environment and sustainability in the



Hungarian capital. The green festival attracts more than 110.000 visitors on the car-free day and more than 40.000 for the other activities. The business sector is getting more and more involved in EMW events where they act as exhibitors or sponsors for clean technologies and projects. This year, three environmental activities were launched by partner organisations: the commuter cycling project, the energy saving project and the hybrid car project. The number of participants and stakeholders involved in the preparation of the Week is impressive.

The city of Budapest organised an open conference on its new environmental programme and heavily promoted its park and ride stations, currently under-used. The Ministry of Economy and Transport and the Mayor's Office were engaged in the organisation of the Week and participated in a commuter's race around the city together with 900 other groups from the business sector, NGOs, schools, institutions and other local associations.

The city launched an experiment for its Intelligent Passenger Information System in order to improve the passenger information system with intelligent displays at bus stops. Budapest also expanded its bus lanes as well as its pedestrian zone.

For further information, please contact takacs@budapest.hu.

City of Kromeriz – Accessibility for all road users

Participant in EMW since 2002, the city of Kromeriz succeeded once again to motivate a large number of local stakeholders to support the EMW organisation. The activities of the Week promoted a variety of transport modes ranging from railways to bicycle. Peer programmes were organised around key concepts such as accessibility for people with reduced mobility and road safety.

Several permanent measures were launched with the aim to facilitate walking and cycling through the setting up of new zebra crossings, the allowance of contra-flow cycle lanes in the city centre or the launch of new low-floor buses.

For further information, please contact olga.sehnalova@mesto-kromeriz.cz.

City of Östersund - Energy efficiency and Climate Change at the heart of EMW

The city of Östersund organised a whole week of events mainly focusing on key EU and national concerns, namely energy efficiency and climate change. Several guided tours and seminars were organised to raise awareness and propose solutions to urban challenges. During the car-free day, a greenhouse was set up in the town square. This served as an exhibition hall and symbolised the greenhouse effect. Some 600 participants visited the exhibition that proposed many activities such as quizzes, lectures, meeting points with local politicians and other stands.



To improve the comfort and safety of cyclists and make it easier for them to travel by bicycle, the city of Östersund built two combined bicycle and pedestrian lanes. It also re-organised one of its main squares to leave more space for cyclists and pedestrians by taking away the space previously set aside for motorised traffic.

The city of Östersund succeeded in involving many stakeholders for the preparation of the Week such as national cyclist organisations, public transport operators, local rescue corps, traffic safety organisations, etc as well as an extensive number of municipal departments which ensured an integrated approach for the campaign.

For further information, please contact anne.sorensson@ostersunds.se.

City of Ponferrada - Key investments in the public transport system

The comprehensive action plan of the city of Ponferrada for EMW 2007 was organised around well-attended events demonstrating that an increase in road space for cars does not answer transport problems. An EMW information centre was set up to explain to



the citizens the value of activities organised during the Week and to familiarise them with the new public transport and bike rental systems. The local police patrolled on bikes during the whole Week and gave lessons to school children, taking them through town to observe urban mobility challenges on the spot. A school contest was also launched to encourage children to reflect on the current transport and mobility problems. The local media was particularly interested in the commuter race organised all around the city.

The city of Ponferrada is currently developing its first mobility plan, which will have clear beneficial impacts on the city as a whole. Ponferrada invested a lot in the modernization of its public transport services with the redesign of bus itineraries, the renewal of the fleet running on clean fuel and the improvement of street furniture and information leaflets. The city of Ponferrada also started up an innovating service of a free bicycle loan service.

The city worked in close collaboration with many local stakeholders and built up a successful communication strategy. Journalists were actively engaged in the EMW activities.

For further information, please contact fjordan@ponferrada.org.

City of Sheffield - Carbon Quids campaign for changing behaviour

The city of Sheffield launched the very innovative carbon quids campaign during EMW 2007. This is the UK's first carbon-based currency to raise awareness of the ways in which making better transport choices can improve our environment by reducing emissions. This also stimulated a wide debate about individual and collective contributions towards fighting climate change. This innovative campaign ran in partnership with other local authorities, public transport operators, local hospitals, shopping centres, schools and businesses. This was a huge success with 43.000 hits on the campaign's website.



Workplace travel pledges were highly promoted and 422 new pledges were signed, of which over 60 were car drivers who regularly come to work by car. The EMW also saw the launch of a new free bus service that links the Sheffield interchange to the city centre, the university and railway station. The city of Sheffield permanently closed a busy street to motorised traffic and installed cycle stands. This is part of a bigger scheme to refurbish the city pool area. A new car-share website was also launched and new cycle lanes built.

For further information, please contact Bernd.Hoermann@sheffield.gov.uk.

Car-free Sundays coming to Berlin

Currently the German Parliament is considering a proposal to hold a car-free day in Berlin on the first of June, as well as the option of holding regular car-free Sundays. There is an online vote, which is still open. The latest results show roughly 51% to 49% in favour of the car-free Sundays, with over 5600 votes already cast. ("Ja" means in favour and "Nein" means not in favour)

For further information, please visit www.tagesspiegel.de/meinung/umfragen/berlin/art252.2478953

Events

Below are some events that might be of interest to readers but which have no direct link with the European Mobility Week campaign.

Joint Intertraffic - connecting innovation to infrastructure

1-4 April 2008

Amsterdam, The Netherlands

Intertraffic was established in 1972 and has since evolved into easily the most important and largest platform for transportation infrastructure, traffic management, safety and parking sectors. The 19th edition of Intertraffic will take place in Amsterdam RAI the Netherlands from Tuesday 1 to Friday 4 April 2008. Further information at www.intertraffic.com.

MeetBike conference

3-4 April 2008

Dresden, Germany

The conference aims to enhance cooperation and knowledge transfer



between European municipalities concerning the integrated use of bicycles in cities. The event will address practical questions and examples of bicycle promotion and bicycle networking. Possibilities to intensify the exchange of experiences and to improve networking will be discussed. European municipalities are especially addressed, in particular from the newer EU Member States. Special attention is given to the aspect of how bicycle and public transport promotion can work hand in hand in a joint effort to reduce automobile use. Walking will also be included in this alliance.

The conference covers an important aspect of integrated sustainable urban transport planning and integrated mobility management. Further information at www.meetbike.org

Cities of the Future Forum

8-10 April 2008
Brussels, Belgium

The Committee of the Regions will host a forum on 'Cities of the Future' on 8-10 April, aimed at highlighting best practice in sustainable urban development, energy, mobility, transport and housing.

The event, which takes place in parallel to the CoR plenary session, is organised in partnership with the European Commission Directorates General for Energy and Transport (TREN) and Enterprise and Industry (ENTR), and Eurocities. Further

information at <http://www.cor.europa.eu/pages/PresentationTemplate.aspx?view=detail&id=42e982bf-7dff-4a55-860a-ad8cfe126748>

Expo CO2

7-8 April 2008
Barcelona, Spain

In Expo CO2 - 2008, participants will analyze the road beyond 2012. The meeting will deal with Climate Change but also with issues such as the Carbon Budget, investment risks, the implications of the inclusion of air transport in the CO2 market, the clean carbon in energetic scenarios of the future, the potential development of the renewable energies and the contribution of the information technologies. Further information at <http://www.expoco2.org/>

European Conference on Mobility Management 2008

4-6 June 2008
London, UK

ECOMM2008 will be a unique opportunity to reach up to 500 key decision makers and practitioners in the field of mobility management. The overall theme of the conference will be 'Travel Demand Management – Tackling Climate Change'. Further information at <http://ecomm2008.eu/>

**For more information on the European Mobility Week,
please contact the European Info Point:**

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The European Mobility Week is coordinated by:



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