



Common brand for the Mobility Week campaign

The 2007 Mobility Week campaign takes place from 16 to 22 September. The theme this year is Streets for People, and a new communication toolbox has been developed in order to ensure a consistent and global visual identity of the Mobility Week campaign throughout Europe.

Head of Unit for Communication and Governance in the EU Commission's DG Environment Mr. Nicholas Hanley says: *"The purpose of Mobility Week is to promote new ideas about urban mobility that are more positive for the environment by raising awareness of citizens, encouraging innovation and celebrating successes. The toolbox in reinforcing the understanding of the European dimension of the campaign will remind cities that they are part of a huge international movement and encourage broader participation."*

The toolbox consists of guidelines, graphical elements and communication examples.

The guidelines provide recommendations on how to create a successful campaign - from the name, to goals, communication strategy, target groups and choice of media.

The graphical elements include a complete set of digital designs necessary to create a consistent visual identity for the campaign including logotypes, illustrations and document template files.

The communication examples show how the guidelines and graphical elements can be combined to create communication material for all types of media.

The toolbox can be used for free by all actors involved in the Mobility Week campaign. You may download it from the campaign website:

<http://www.mobilityweek-europe.org/Communication-toolbox>



This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.

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http://ec.europa.eu/environment/networks/index_en.htm to learn more about the activities of the networks and read newsflashes previously released.

