



EUROPEAN MOBILITY WEEK AWARD 2009

Introduction to the shortlisted cities

ALMADA (FINALIST): a long-term commitment to European Mobility Week

European Mobility Week plays an important role in the mobility strategy of the Portuguese city of Almada. Within the framework of the EMW campaigns, dozens of “permanent measures” have been implemented throughout the years. In 2008, Almada used the opportunity to pedestrianise its historical centre, launch 3 light rail lines, reallocate road space in favour of sustainable transport modes and introduce new bus shelters and a multimodal public transport interchange. In cooperation with the university, the city launched a permanent air quality monitoring system. During the campaigning week, Almada organised a “Public Transport Day” with live music, free coffee and presents for passengers, a “Commute By Bike Day”, a “Mobility Management Day” - including a public discussion on a “Mobility House” for Almada - and a “Local Shopping Day”. On 22 September, the European “In Town Without My Car”-day, the university area was closed to motorized traffic, accompanied by a series of awareness-raising activities aimed at students and school children.

City of Almada, Catarina Freitas
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BUDAPEST (FINALIST): art meets sustainable transport

The City and Districts of Budapest - dedicated EMW participants since the start of the campaign - developed again a whole range of events and activities to promote sustainable urban transport, with a major contribution from local artists and organisations. Amongst the organised activities was a “Clever Commuting Race” for VIP’s to demonstrate the efficiency of public transport, an open-air exhibition of clean and energy-efficient vehicles, a conference on air quality and noise mapping, an action day on sustainable shopping and a “Day of the Pedestrianised Areas”, promoting the pleasures of walking in the historical city centre along the banks of the Danube. During the whole campaigning week, air quality was monitored with a mobile laboratory. On 21 September, the first day of the “In Town Without My Car”-event, a series of open-air concerts, art exhibitions, theatre performances and sporting activities was set up to

promote the pedestrianised areas in Budapest, attracting hundreds of thousands visitors. During the event, the streets were covered with grass carpets, while the Hungarian Railway Company MAV installed rail tracks to promote public transport with a miniature train. The second day of the “In Town Without My Car”-event was mainly dedicated to the promotion of cycling, with a “Bikers Town”, old-timer bicycle exhibitions and cycling lessons for children. About 25.000 cyclists participated in a “Bike to Work” competition. Budapest also introduced and promoted several permanent measures to demonstrate its commitment to sustainable transport, e.g. expansion of the downtown pedestrian area, increase of parking fees in the city centre, improvement of metro and tram infrastructure and services, new bicycle lanes and P+R facilities. The city also closed its ring road, reducing transit traffic in the city by approximately 25%.

City of Budapest, Noemi Tackacs
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BURGOS: new public bicycle stations and cycling facilities, eco-driving courses and free cycling and walking tours

The city of Burgos organised a whole range of public events on the topic of sustainable urban mobility, including presentations, debates, conferences and exhibitions promoting measures which have been introduced over the past years (city centre access restriction, public bicycles, traffic calming, new fleet and bio fuels in public transport, accessibility improvements). The city also organised free walking and cycling tours, a free public transport day, eco-driving courses and bicycle repair workshops. In order to demonstrate its commitment to the campaign, Burgos used the opportunity of European Mobility Week to install and promote eight new public bicycle stations, a new bicycle office in the city centre, new bicycle parks in schools, permanent workshops for school children and a mobility office in the industrial area.

Burgos City Council, Ms María Jesús Montes
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CORK: launch of car-sharing and car-pooling services, exhibitions, cycling events and free health screenings

The city of Cork used the momentum of EMW to introduce "Gocar", the first Irish car-sharing programme, and an innovative car-pooling service called "Avego". Cork also organized sustainable transport exhibitions, free bike maintenance courses, movie nights, dance performances, free bus services and "Rebel Pedal" bike parades. The citizens of Cork were also invited to free health screenings, which included lung function tests, carbon monoxide tests, cardio vascular tests, blood pressure evaluation and lifestyle counseling.

Cork City Hall, Mr. Harlan Hayes
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GALWAY COUNTY COUNCIL: a promising newcomer to the EMW campaign

Galway County Council - which participated for the first time - developed an ambitious programme for European Mobility Week 2008, including a whole range of events - "Tyre Therapy", "Bicycle Bonanza", "Walk on Wednesday", "Free wheel Friday"... - and implementation of permanent sustainable transport measures. This programme was actively promoted through dedicated radio shows, articles in local newspapers, a campaigning website and a Sustainable Mobility Information Point. The County Council also introduced and promoted its integrated traffic and parking management system, new bicycle stands and racks and signage promoting walking and cycling. Local schools also made a commitment to European Mobility Week by adding sustainable transport as a permanent topic to their environmental programmes.

Galway County Council, Michael Owens
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KRAKOW: cycling events, outdoor seminars and integrated public transport fares

The city of Krakow organised cycling events, mobility forums, outdoor seminars promoting public transport, photo contests on ecologic travelling and rides with historical trams. Citizens were also invited to make use of free public bicycles. On 22 September, the European "in Town Without My Car"-day, the city centre was closed to car traffic. Krakow also introduced and promoted an impressive range of permanent measures, including new bicycle lanes, an automated public bicycle system and an integrated system of public transport fares.

City of Krakow, Jolanta Zajac
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LA ROCHELLE: focus on innovation in urban transport

In the framework of European Mobility Week, the city of La Rochelle inaugurated a new pedestrian zone in the theatre area and introduced a bike sharing system which is compatible with a public transport smartcard. Several other innovative urban transport solutions were demonstrated, like on-board emission measurement systems in buses and automated "Citymobil" vehicles. La Rochelle also organised a whole range of promotional events, a picture exhibition and workshops on work travel plans, car sharing and car pooling, walking busses etc.

La Rochelle, Sébastien Davy
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MURCIA: a creative mix of promotional activities combined with ambitious sustainable transport measures

The city of Murcia organised an inventive mix of activities, including a roller parade for cyclists and skaters, balloon flights, horse carriages, traffic parks for children, a pedestrian day, eco-driving lessons and free public transport. The city also closed down central streets to motorised traffic, further extended the existing air quality monitoring system, introduced "green lanes" and extended and improved public transport and cycling infrastructure. During the whole week, mobility hostesses actively promoted sustainable transport modes. A European Mobility Week information stand was set up to inform interested citizens about the campaigning week.

City of Murcia, María Cruz Ferreira Costa
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PONFERRADA: sustainable transport poetry, traffic calming measures and introduction of new bicycle lanes

To celebrate European mobility Week, the city of Ponferrada organised bicycle conferences, markets and workshops throughout the week. School

children were invited to write articles and poems on sustainable mobility, so called "Manifests for Mobility", which were then broadcast on a local radio show. They could also participate in a photo contest and assist the municipal services in painting bicycle lanes. All events and activities, including cycling and running contests, were promoted through a European Mobility Week Information stand. On the occasion of European Mobility Week, Ponferrada also introduced traffic calming measures and extended its system of public bicycles.

City of Ponferrada, Francisco Mario Jordan
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ZAGREB (FINALIST): promoting a national network of EMW cities

The City of Zagreb - which actively promotes a network of 11 EMW cities in Croatia - demonstrated its commitment by introducing new low-floor trams and busses, improving public transport services and extending its infrastructure for cycling and walking. Zagreb also increased parking fees, introduced parking limitations and permanently reduced car traffic in the upper part of the city. A program was launched to measure and improve air quality, and the city also presented its long-term strategy for the expansion of green areas, pedestrian walkways and children's playgrounds. A "public transport day" was organised to promote the benefits of public transport and to make car-users aware of the priority of trams and busses on the dedicated lanes. The Croatian Automobile Club (HAK), UNDP Croatia and the City of Zagreb held a joint presentation promoting a carpooling project to local companies and testing exhaust fumes of cars. On 22 September, 6 km of streets were closed to traffic and turned into pedestrian zones. The Croatian bicycle association organised "The Zagreb Žbica", a massive bicycle ride through the centre of the city, together with public discussions, lectures, sports manifestations and exhibitions.

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