



PRESS RELEASE

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THE EUROPEAN MOBILITY WEEK AND UITP'S PUBLIC TRANSPORT STRATEGY RUN ON THE SAME TRACK

The yearly European Mobility Week gets underway today in more than 2,000 cities and towns. The 2009 campaign theme 'Improving City Climates' underlines the key role of citizens and cities in bringing about a radical change towards more sustainable travel. It also keeps pace with the International Association of Public Transport's (UITP) strategy for the public transport sector of doubling its market share by 2025.

From 16 to 22 September about 220 million citizens and 40 countries will be involved in the European Mobility Week, the campaign supported by the European Commission whose aim is to influence mobility and urban transport issues in the long-term, enhance the health and quality of life of European citizens, and help meet important environmental objectives.

'**Improving City Climates**' as the core message of the 2009 campaign is a plea to recast our current transport behaviour, which is strongly based on the use of fossil-fuelled private cars, the main cause of air and noise pollution as well as of traffic congestion in today's cities and of a lack of public space and social cohesion. This message represents also a bridge to the United Nations Climate Change Conference that will be held next December in Copenhagen.

Since its first edition in 2002, UITP has been an official partner of the European Mobility Week and shares its goals. This year, the European Mobility Week's theme is in line with the new UITP strategy for the sector '[Public transport: the green and smart solution](#)' announced during its world Congress last June in Vienna. "The European Mobility Week theme reflects one key issue of UITP's strategy, placing customer needs at the core of planning and funding, and delivering high quality mobility services to ensure that public transport becomes a part of citizens' lifestyle", said UITP Secretary General, Hans Rat.

The other four strategic areas that UITP points out need to be put in place in order to double public transport's market share by 2025 are: visionary integrated urban policies; a new business culture; stable funding and investment schemes; and demand management tools.

In this light, UITP believes that all actors, from citizens and local authorities to national governments and international institutions, from PT operators to industries, have the power to trigger a massive shift in favour of public transport.

Notes to editors:

- UITP is the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. It is a platform for worldwide co-operation, business development and the sharing of know-how between its 3,100 members from 90 countries. UITP is the global advocate for public transport and sustainable mobility, and the promoter of innovations in the sector. For more information on UITP and public transport, visit www.uitp.org. For more information on UITP Public Transport strategy, please visit http://www.uitp.org/advocacy/public_transport.cfm.
- For more information on the European Mobility Week, you can visit either <http://www.uitp.org/advocacy/Public-awareness.cfm#0> or www.mobilityweek.eu.

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