

16 - 22 September 2014
Our streets, our choice



www.mobilityweek.eu

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European Commission





Cities are machines for living in, and we have to find ways of humanising these machines. So this year's mobility week centres around making our cities into liveable, humane spaces. By opening up streets and public spaces for walking and cycling, we're getting back to that human dimension. They are our streets – so it should be our choice!



Commissioner for the Environment, Janez Potočnik

European Mobility Week 16 - 22 September 2014

Our streets, our choice

For most of the last century, urban areas across Europe were shaped to better facilitate cars, often at the expense of other forms of transport. The dominance of private vehicles has resulted in our cities becoming ever more congested, polluted and noisy, as well as less pleasant and healthy.

European Mobility Week 2014 aims to re-evaluate the way we think about urban space and to explore the relationship between land use and quality of life. This year's slogan, "Our streets, our choice", encourages people to create the city that they want to live in.

Globally, there is a growing movement to "reclaim" urban areas. Examples include car-parking spaces transformed into mini parks, streets used for community activities, and thoroughfares making way for café seats and al fresco dining. In short, this year is all about reallocating and redesigning streets and public spaces in favour of people.

As well as recreational activities, facilitating low-impact and sustainable methods of transport - such as walking and cycling - can make public spaces more enjoyable and our air cleaner.

From towns to cities, each of us is affected by the way we use space and the types of transport we choose to prioritise. Together, local authorities and the general public can design cities that put people first.



Image: www.eltis.org

How can cities improve urban quality of life?

- Develop a sustainable urban mobility plan, and take sustainable mobility principles into account in urban planning.
- Restrict access to certain areas for motorised vehicles, prioritising space for pedestrians and cyclists.
- Build new infrastructure for walking and cycling, including cycle paths separated out from traffic, pedestrianised parks and public squares, or cycle parking facilities.
- Enact measures to reduce speed and traffic noise.
- Incentivise employees in public buildings to walk or cycle to work, setting an example for the rest of the city.
- Run campaigns and develop projects to make locals and tourists aware of how to explore the city on foot or by bicycle, e.g. walking tours, sightseeing routes.

Check out more ways local authorities can tackle the issue in the Thematic Guidelines on www.mobilityweek.eu



Image: www.eltis.org

How can people improve urban quality of life?

- Commit to switching or varying ways of getting around, whether by public transport, cycling, or walking.
- Get permission to use public streets for community events and festivals, to see the benefits of socialising in your neighbourhood.
- Join a car-sharing club to both save money and emissions, whilst retaining use of a car when required.
- Start a dialogue with local representatives or government to create more pleasant spaces and routes for pedestrians and cyclists.



This year's Mobility Week shows us how our mobility makes a difference to our quality of life. The European Commission has made a commitment to work hand-in-hand with cities to improve urban transport across the EU, for example through the recent Urban Mobility Initiative, aiming to make city journeys easier and greener. European Mobility Week and the Do the Right Mix campaign remind each one of us that we can influence our cities by making the right transport choice for every trip.



Vice-President Siim Kallas, Commissioner for Transport

About European Mobility Week

European Mobility Week is an annual campaign on sustainable urban mobility, organised with the political and financial support of the Directorate-General for Mobility and Transport of the European Commission.

The aim of the campaign, which runs from 16 – 22 September every year, is to encourage European local authorities to introduce and promote sustainable transport measures and to invite the general public to try out alternatives to car use.

The week culminates in the "In Town Without My Car!" event, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for a whole day.

Since its introduction in 2002, the impact of European Mobility Week has been steadily growing, both across Europe and around the world. In 2013 1,931 cities from 47 countries officially registered for the campaign.

A total of 8,623 permanent measures have been implemented, mainly focusing on infrastructure for cycling and walking, enhancing public transport services, improving transport accessibility and raising awareness about sustainable travel behaviour.



Image: Foter

European Mobility Week Award

Following each annual European Mobility Week, participating towns and cities in Europe are invited to apply for the European Mobility Week Award. Applications are assessed by an independent expert jury, and the winning town or city is celebrated at a prestigious award ceremony hosted by the Environment and Transport Commissioners in Brussels.



Image: Foter

And the winner is... Ljubljana!

During European Mobility Week the Slovenian capital confirmed its commitment to sustainable mobility by engaging a range of stakeholders in transport activities. Schools and kindergartens took part in over 250 events aimed at increasing pupils' awareness of air quality and safe transport themes. On the occasion of Car Free Day, Ljubljana restricted car access to one of the city's busiest boulevards. This area will now be gradually redesigned as a pedestrian zone.

How can a local authority participate?

- Register your events online at www.mobilityweek.eu
- Sign the European Mobility Week Charter.

What you need to do:

- Organise a week of activities in line with the 2014 theme, "Our streets, our choice".
- Implement at least one new permanent measure which contributes to modal transfer to an environmentally sound means of transport, with reallocation of road space featuring prominently.
- Organise an "In Town Without My Car!" event. Set aside one or several areas solely for pedestrians, cyclists and public transport for at least one whole day. This should preferably be held on Monday 22 September 2014.

Contact the European Info Point or your national coordinator for advice. Publications and tools to help organise your local Mobility Week can be downloaded from our website: www.mobilityweek.eu



More information

www.mobilityweek.eu

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National coordinators

Please contact the national coordinator responsible for the European Mobility Week and “In Town Without My Car!” initiatives in your country.

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European and International partners

The following organisations and associations actively support the European Mobility Week campaign:

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