EUROPEAN MOBILITY WEEK
16 - 22 September 2015

Description and objective

The European Mobility Week is an annual campaign on sustainable urban mobility, organised with the support of the Directorates General for the Environment and Transport of the European Commission. The aim of the campaign, which runs from 16 to 22 September every year, is to encourage European local authorities to introduce and promote sustainable transport measures and to invite their citizens to try out alternatives to car use.

The Week culminates in the ‘In Town Without My Car!’ event, which has been running since 2000, and sees participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for the entire day.

In 2014, 2,013 cities from 44 countries officially registered for the campaign. More than 9,000 permanent measures have been implemented, mainly focusing on infrastructure for cycling and walking, traffic calming, improving transport accessibility and raising awareness about sustainable travel behaviour.

The campaign represents an opportunity for participating cities and towns to demonstrate the importance of sustainable urban mobility and is a unique chance for local authorities to test their transport policies and present them to citizens.

Campaign 2015

The central objective of this campaign is to promote the advantages of combining different modes of transportation. The campaign bears the slogan ‘Do the Right Mix’, and aims to highlight and advertise the fact that by using different modes of
transportation for each journey as appropriate, people can improve their health, their finances and the environment.

Participation process

To register for European Mobility Week 2015, click here. All cities, towns or local authorities are encouraged to participate in European Mobility Week, once they submit a national or European charter.

Participants commit themselves to organising an entire week of activities, taking the focal theme into account. They are also required to implement at least one new practical measure that is made permanent and contributes to modal transfer from the private car to sustainable modes of transport. The ‘In Town Without My Car’ day is also compulsory and should preferably take place on 22 September.

Local authorities can decide to only participate in ‘In Town Without My Car’ day and are requested to set aside one or several areas that are solely reserved for pedestrians, cyclists and public transport for the entire day.

A wide range of materials are available to download from the campaign website, such as posters and logos. These materials can be used freely by all participants of the Week (including official partners such as NGOs, schools, businesses). See annex.

Actions

A wide range of activities are available to local authorities. The only criteria indicated is that all activities undertaken are in line with the focal theme chosen and promote sustainable mobility for all.
Permanent measures can range from the creation of new bicycle paths or high occupancy vehicle lanes to the joint procurement by companies and the city of high quality clean vehicles. Examples of permanent measures include:

- Creating or enlarging pedestrian areas
- Improving the bicycle network
- Launching online car-pooling and car-sharing services
- Permanent access restriction to city centres
- Developing accessible transport services for all
- Adopting workplace and school travel plans
- Creating mobility centres and online information services (i.e. journey planner)
- Introducing speed reduction programmes in zones near schools
- Creating walking buses and cycling buses schemes
- Introducing new ecological bus fleets

Participants

All cities, towns or local authorities are encouraged to participate in European Mobility Week.

More information

European Mobility Week: http://www.mobilityweek.eu/
Register: http://registration.mobilityweek.eu/login.php?
Annexes

Download all the documents here: http://www.mobilityweek.eu/resources/design-resources/
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16-22 SEPTEMBER

On behalf of the local authority of

Charter 2015

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