



CiViTAS
Cleaner and better transport in cities



“Communicating with the Citizen”

Towards Carfree Cities IX

York, UK

28 June to 1 July 2010



THE CIVITAS INITIATIVE IS CO-FINANCED
BY THE EUROPEAN UNION



“Selling a European event at local level: the case of European Mobility Week”



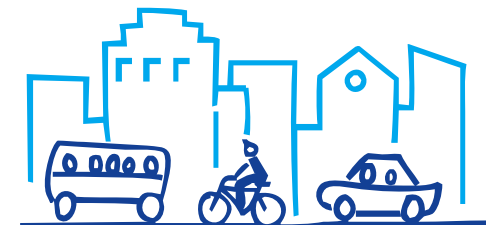
“Selling a European event at local level: the case of European Mobility Week”



What is European Mobility Week?

Overview

- Pan-European campaign to promote sustainable urban mobility
- Organised each year from 16-22 September, with last day officially designated as “In Town Without My Car Day!”
- EMW cities organise a week-long public programme of innovative activities and events and implement permanent measures
- Each year, there is a different focal theme for EMW with associated slogan. In 2010, EMW will focus on transport and health
- Launched in 2002 by former EU Commissioner for Environment Margot Wallström, after success of French initiative “En ville sans ma voiture!”



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What is European Mobility Week?

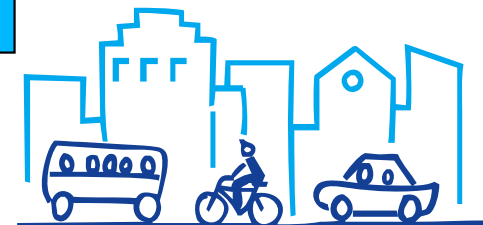
Organisational Structure

DG Environment

European Coordination
EUROCITIES, Climate Alliance & Energie-Cités

National EMW Coordinators in 39+ countries

Local EMW Coordinators in 2000+ cities



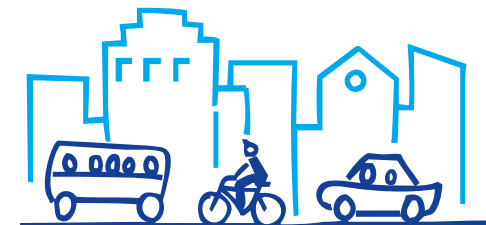
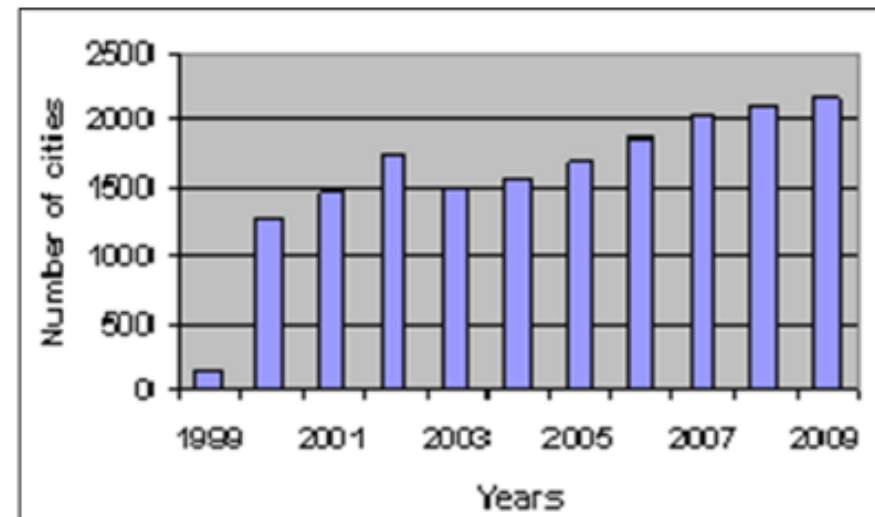
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What is European Mobility Week?

Key facts and figures

- 2,181 towns and cities participated in EMW 2009 from 39 countries in Europe and beyond, reaching 224 million citizens!
- In 2009, over 900 cities organised a car free day event, 639 of which for the ‘ITWMC’ event on 22 September
- 4,441 permanent transport measures were implemented during EMW 2009. The No.1 measure = improvement of the bicycle network.



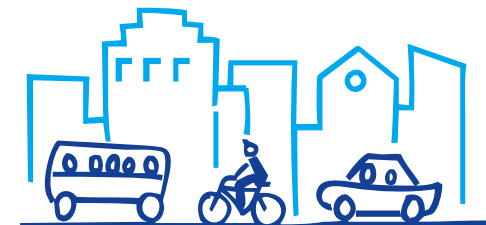
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Promotion of European Mobility Week

EMW is marketed towards a variety of different stakeholders including citizens, local authorities, NGOs, policy-makers, and the media.

- At **EU and national level**, the promotional strategy targets actors involved in the delivery of the campaign (e.g. cities) and multipliers supporting the promotion (e.g. the media)
- At **local level**, the promotional strategy specifically targets citizens (via the programme of activities) and the media (both to promote the activities and disseminate the key campaign messages)

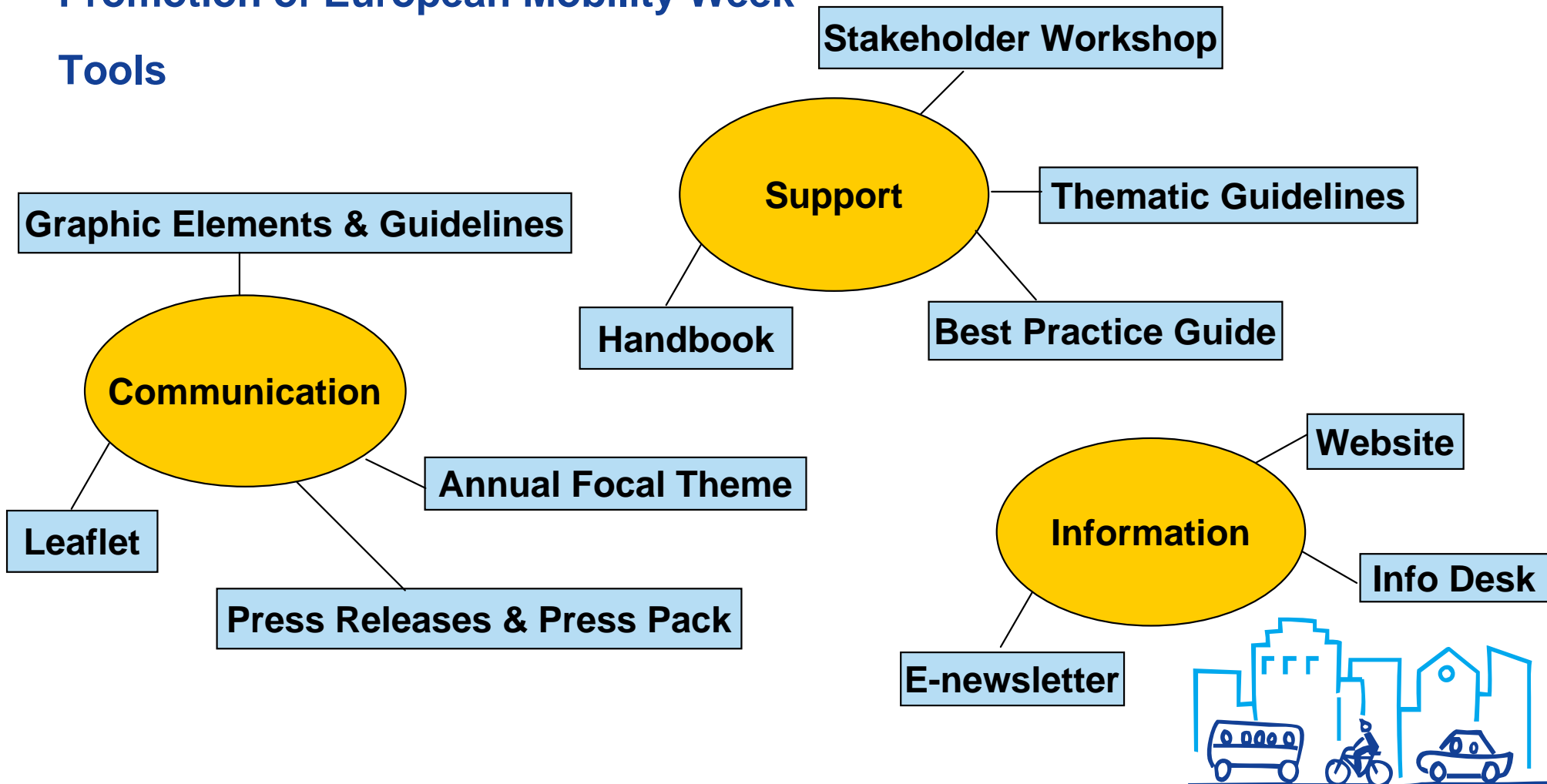


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Promotion of European Mobility Week

Tools



“Selling a European event at local level: the case of European Mobility Week”



Engaging citizens @ local level

Objectives:

- To raise awareness of sustainable urban mobility and encourage modal shift
- To highlight the pan-European aspect of the campaign

Popular activities and events

- Launch event with politicians
- Public debates on annual theme involving experts
- Interactive demonstrations of clean vehicles
- ‘Living Street’ festival with street theatre, stalls promoting local food...



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Engaging citizens @ local level

Popular activities and events (cont.)

- Cycling events involving local politicians
- Competitions-drawing contests for children, cyclist of the month awards, lottery for PT users, best bus drivers
- Workplace commuter challenges
- Carbon footprint calculator
- Residents' survey on traffic/pollution/car use etc.
- Walking buses for schoolchildren
- Free PT tickets or concessionary fares
- Air and noise pollution measurements



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Engaging citizens @ local level

Good practice examples

Budapest (Hungary) – EMW Award Winner 2008

- Three Car-Free Days during EMW 2009 on Andrásy Avenue (2 in 2008) with ‘Living Street’ environmental/sustainability festival attended by 1000s of people on foot, bike and roller blades!
- ‘Clever Commuting Race’ with VIPs
- High-profile music concert organised for EC/MTV climate change campaign



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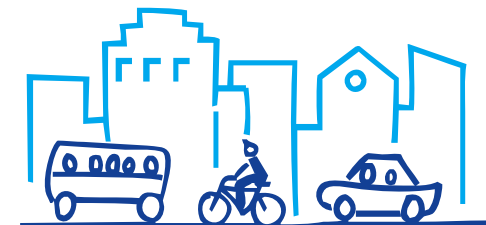


Engaging citizens @ local level

Good practice examples

Sheffield (UK) – shortlisted for the EMW Award 2008

- Public forum on reducing congestion with well-known transport correspondent from the ‘BBC’
- Lunchtime walk in city centre to celebrate launch of ‘Walkit Sheffield’
- ‘Bike doctor’- free service for members of the public offering bike checks and repairs
- Guest appearance of the ‘car potato’



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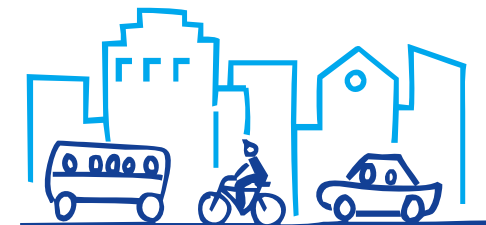


Engaging citizens @ local level

Good practice examples

La Rochelle (France) – shortlisted for the EMW Award 2008 and CIVITAS II city

- CIVITAS info desk on transport modes
- CityMobil showcase of automated vehicles
- CIVITAS-SUCCESS photo exhibition on alternatives to the private car
- Public workshops on sustainable mobility solutions with local politicians attracting 400 participants!
- On-board emission measurement system on hybrid buses linked to “Clean Air for All!”



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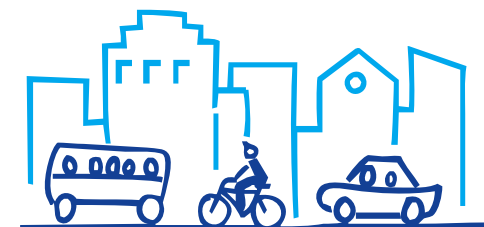
Engaging the media @ local level

Objectives:

- Publicise local EMW events
- Disseminate key campaign messages

Key challenges:

- Attracting meaningful media coverage year after year
- Countering negative media opinion (e.g. disruption generated by Car Free Day, short-term impact of EMW)
- Highlighting the pan-European dimension of campaign
- Monitoring media coverage (“press clippings”)



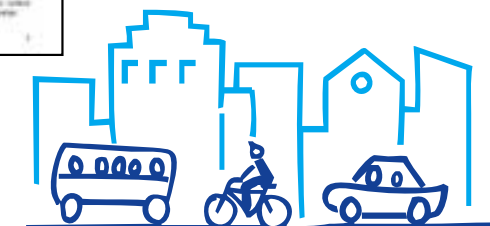
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Engaging the media @ local level

Communication channels:

- Local and regional newspapers
- Thematic/specialist publications
- Broadcast media (TV & radio)
- Municipal websites
- Dedicated EMW websites
- Social networking platforms
- Blogs
- Newsletters



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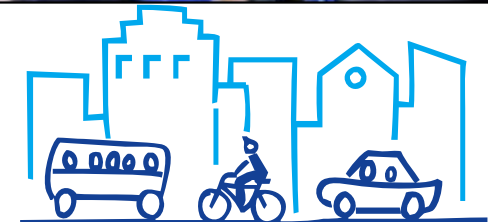


Engaging the media @ local level

Good practice examples

Gävle (Sweden) – finalist for the EMW Award 2009

- Expedition Gävleborg – blog written by 20-year old on sustainable travel
- High school media programme – videos of EMW made by students
- “Thank you for using public transport!”- chocolate hearts and information on sustainable travel distributed to commuters at Gävle Central Station
- Gästrikeloppet Cycle Race on Car Free attended by a famous adventurer Fredrik Sträng



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Engaging the media @ local level

Good practice examples

Murcia (Spain) – shortlisted for the EMW Award 2009

- Large press conference involving 8 members of local government
- Video contest for local university students and photography contest on “Improving Your City Climate, the Captured City”
- “Urban Butterfly” mobility hostesses on roller skates
- Communication tools included: widespread distribution of leaflets, posters displayed across the city, press releases published by local and regional press, announcements on municipal website, interviews on radio and TV...

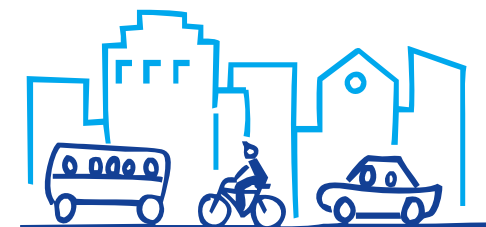


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Concluding remarks

- Stress the European dimension of the campaign
- Liaise with media partners, politicians, companies, schools and... celebrities
- Engage with citizens and citizens' initiatives
- Develop a balanced mix of activities
- Try to develop innovative formats
- Focus on clear, positive messages and lasting impact
- Include EMW in SUTP
- Consult www.mobilityweek.eu and your national coordinator for inspiration... and registration



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Thanks for your attention!

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