

# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2016

## THEMATIC GUIDELINES 2016



**Smart mobility. Strong economy.**

[www.mobilityweek.eu](http://www.mobilityweek.eu)



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## INTRODUCTION

### Smart Mobility. Strong Economy

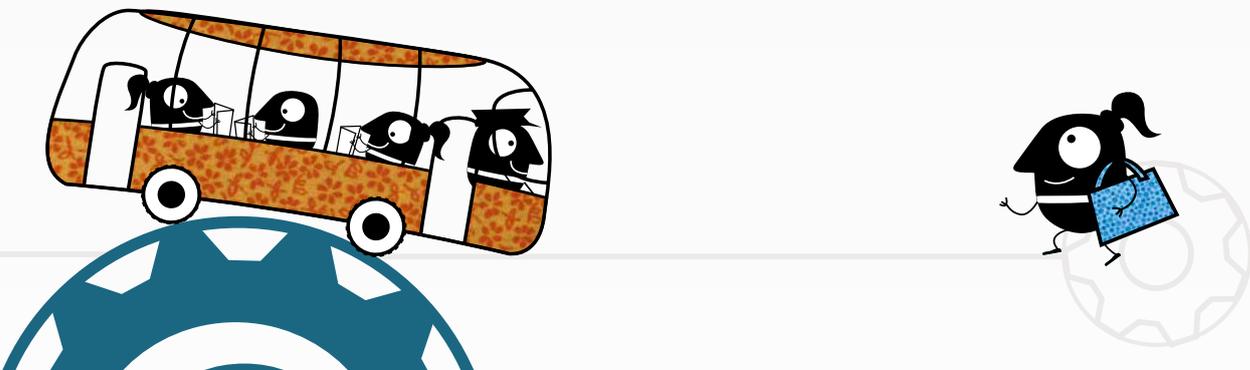
EUROPEAN**MOBILITY**WEEK takes place every year from 16 to 22 September, with the aim of encouraging European municipalities to introduce and promote sustainable transport measures and to invite people to try out alternatives to car use.

Since its introduction in 2002, the impact of EUROPEAN**MOBILITY**WEEK has steadily grown, both across Europe and around the world. In 2015, almost 1 900 cities from 45 countries participated and organised activities during EMW. Over half of the participating cities implemented permanent measures, amounting to a total of 5 657, primarily focusing on mobility management, accessibility and new or improved bicycle facilities.

The Week culminates in the Car-Free Day, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for a whole day.

Each EUROPEAN**MOBILITY**WEEK edition focuses on a particular topic related to sustainable mobility. This year's theme is 'Smart and sustainable mobility – an investment for Europe'. It encourages people to think about the cost of mobility for themselves and for society and thus to choose the most cost-efficient mode when travelling, both at the individual and societal levels.

The aim of the Thematic Guidelines is to provide national and local EUROPEAN**MOBILITY**WEEK coordinators with background information on this theme and inspiration for suitable campaign activities. These guidelines provide ideas on how to implement these activities and will also help EUROPEAN**MOBILITY**WEEK campaigners to develop activities that match the criteria of the EUROPEAN**MOBILITY**WEEK Award.



## SMART MOBILITY. STRONG ECONOMY.

### The 2016 EUROPEAN MOBILITY WEEK theme: 'Smart and sustainable mobility – an investment for Europe'

In 2014, 54% of the EU-28 population said that the private car was their most used transport mode<sup>[1]</sup>. That's more than in 2007, when this figure was 51%<sup>[2]</sup>. Individual use of motorised vehicles, however, is costly: for the user, for society and for the environment. Alternatives, thankfully, are numerous and range from active modes based on walking or cycling, to various forms of public transport, to shared mobility solutions such as car-pooling, car-sharing or bike-share schemes.

Smart transport solutions address a number of policy objectives, including energy reduction and decarbonisation, but also improvements in health, environment, road safety, economic development, urban development, and equality. ICT helps to make many smart mobility measures possible, and can, for example, foster shared services. Many cities emphasise the importance of putting the citizen at the heart of smart city policies, to help make urban areas more people-centric and to improve quality of life. Preferring these modes to car use can make a huge difference for both individuals and for society as a whole. Buying a bicycle, paying for a public transport annual pass, or walking to a destination is much less costly than owning a car. Investments into alternative modes and the purchase of related vehicles are often lower than investments made into cars and related infrastructure. However, sustainable mobility has an unmatched return in terms of benefits for individuals, businesses and European society as a whole.

The economic benefits of smart and sustainable mobility can be expressed in terms of financial gain and lower external costs. On the one hand, savings can be made in public or individuals' budgets and revenue although purchases and investments related to alternative modes can be increased. On the other hand, more sustainable mobility patterns create less external costs related to people's health and the environment (through lower emission levels), and also result in less congestion. All of these external costs of transport, caused by congestion, pollution, particle emissions, etc. can be translated into an actual sum. The lower the negative impact on our environment and society, the lower the external costs of transport.

Through informed choices about the type of transport we use, we can save money and reduce the cost of mobility on our health and on the environment.

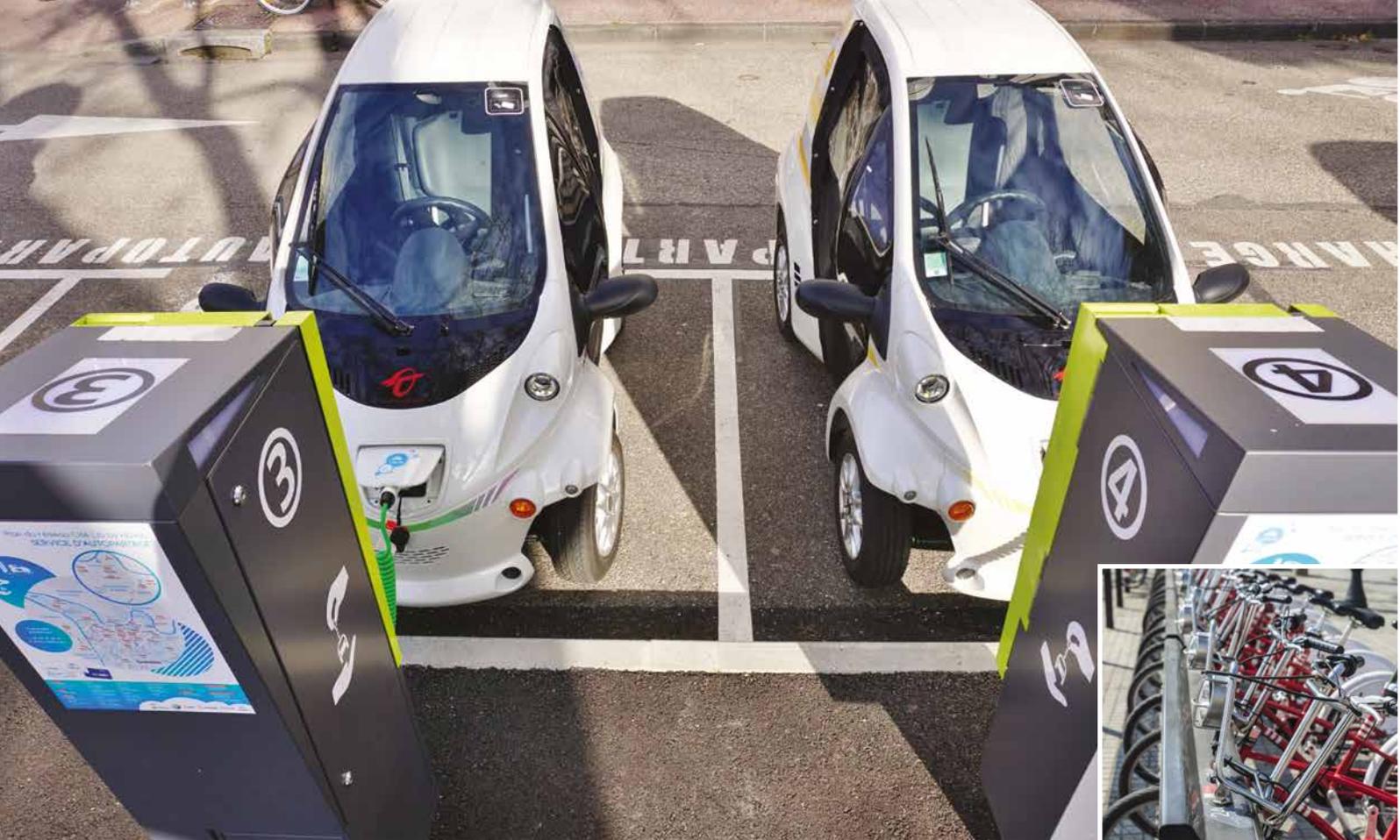
### Who benefits?

**People.** For individuals, leaving the car and using smart and sustainable modes of transport can bring financial benefits. People can make substantial savings by modifying their mobility habits. Other benefits can be gained in terms of health, use of time, etc.

[1] European Commission, 2014, Special Eurobarometer 422a Quality of Transport, [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_422a\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_422a_en.pdf)

[2] European Commission, 2007, Flash Eurobarometer 206b, Attitudes on issues related to EU Transport Policy, [http://ec.europa.eu/public\\_opinion/flash/fl\\_206b\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_206b_en.pdf)





**Private stakeholders.** Private businesses such as shops, bars and restaurants (especially those located in city centres) can benefit from more pedestrians and cyclists as they tend to visit shops more frequently. Not all shoppers are car drivers. Smart and sustainable mobility is also responsible for the development of emerging economic sectors.

**Society.** The impact that smart and sustainable mobility has on individuals, households and businesses is multiplied. Society can benefit from financial savings (in the public budget) in various sectors (e.g. health, environment, etc.).

### What should I do?

This year's EUROPEANMOBILITYWEEK theme invites us to reflect on our mobility habits and to consider the positive economic impact that smart and sustainable transport modes can have on our households, the economic actors in our cities, and our society as a whole.

Through making clever choices about the type of transport we use, we can save money, improve our health, and contribute to the protection of the environment. Each benefit has a positive economic impact on society – all it takes is the decision to try something new.

By adopting smart and sustainable travel habits, you are making an investment in your household and in Europe!



## WHAT ARE THE BENEFITS?

The economic benefits of smart and sustainable mobility are significant. Some benefits are monetary, while others benefit society and the related value can be expressed in monetary terms. The following section gives an overview of the major economic benefits of smart and sustainable mobility for (1) individuals, (2) businesses and (3) the society.

### The individual benefits of smart and sustainable mobility

#### Financial gains

Individuals can achieve major financial benefits through smart and sustainable mobility behaviour. Owning a private car is a considerable expenditure for any household. The cost of car ownership begins with the purchase price, followed by the cost of insurance, and a parking space or garage rental. Additional costs are incurred for actually driving a car, which includes fuel costs and maintenance costs, as well as parking costs when away from home. Driving costs can increase by an average of 50 % in cases where congestion is serious.<sup>[3]</sup> In addition, external costs created through pollutants and noise emissions, public space consumption, or even accidents are not visible on the drivers' bill.

Simple car cost calculators are available online<sup>[4]</sup> and allow the user to make personalised assessments, taking different parameters into account.

A Belgian study commissioned by the regional government of Brussels in 2012<sup>[5]</sup> found that the average Brussels inhabitant replacing a car with a bicycle would save €2853 each year! This finding includes costs such as maintenance, taxes and fuel but even excludes purchase costs.

#### Other economic benefits

Every trip that involves walking or other active modes – even just strolling down to the bus stop – increases that day's amount of physical activity. Physical exercise is a major factor for people's well-being and walking or using a bicycle is an easy and non-time-consuming way to meet the recommendation of the World Health Organisation for a minimum of 150 minutes of physical activity per week.<sup>[6]</sup> Making walking or cycling part of the daily commute can ultimately improve health<sup>[7]</sup>. In addition, walking (and cycling to a lesser extent) is a very democratic mobility mode as it is free and accessible for all social groups. The EU co-funded project SWITCH looks at replacing short car trips with active transport modes and found that regular physical activity increases the life

[3] R Campbell, M Wittgens, BEST, 2014, The Business Case for Active Transportation, The Economic Benefits of Walking and Cycling, [http://thirdwavecycling.com/pdfs/at\\_business\\_case.pdf](http://thirdwavecycling.com/pdfs/at_business_case.pdf)

[4] British example: [www.moneyadvice.service.org.uk](http://www.moneyadvice.service.org.uk) and Belgian example: [www.moniteurautomobile.be](http://www.moniteurautomobile.be)

[5] Transport & Mobility Leuven, 2012, Impact et potentiel de l'usage du vélo sur l'économie et l'emploi en Région de Bruxelles-Capitale. Les effets directs et indirects de l'usage du vélo en 2002, 2012 et 2020, pour le Ministère de la Région de Bruxelles-Capitale

[6] World Health Organisation webpage dedicated to physical activity: [www.who.int/dietphysicalactivity/factsheet\\_adults/en/](http://www.who.int/dietphysicalactivity/factsheet_adults/en/)

[7] European Commission webpage dedicated to cycling and walking: [http://ec.europa.eu/transport/themes/urban/urban\\_mobility/urban\\_mobility\\_actions/cycling-walking\\_en.htm](http://ec.europa.eu/transport/themes/urban/urban_mobility/urban_mobility_actions/cycling-walking_en.htm)



expectancy of women and men by an average of 1.5 and 1.4 years respectively<sup>[8]</sup>. SWITCH provides a comprehensive list of health benefits of walking and cycling on its website.

Especially in urban environments, congestion often increases travel time by car and occasionally public transport users, cyclists or even pedestrians reach their destinations more quickly. Congestion costs valuable time and is an economic loss. According to the INRIX National Traffic Scorecard Annual Report<sup>[9]</sup>, the average car driver in Belgium lost 51 hours in traffic jams in 2014. The time lost in congestion amounts to 96 hours for the average car-driver in London the same year, making London Europe's most congested city. Better transport choices can help save time, which can be spent in more enjoyable or productive ways e.g. physical activity, reading, or social interaction. Congestion also has a specific financial cost through increasing fuel consumption. A study carried out by the Institute for Transport & Economics of the Technical University of Dresden<sup>[10]</sup> found that fuel consumption rises by an average of 80% during periods of urban congestion.



## What do private stakeholders gain?

### Local businesses need pedestrians

A study led by the French Cyclists' Federation (Fubicy) and CNRS with the support of the French government found that car drivers and passengers spend less money than travellers using other modes<sup>[11]</sup>, contradicting the common fear from business-owners that emphasising walking and cycling more than car-driving will lead to a decrease in revenue. In fact, the study found that car drivers spend the least of any group – 53.7% of the amount spent by pedestrians, while cyclists and public transport users spend 60.4% and 55.5% respectively, again compared to pedestrians. The European Cyclists' Federation (ECF) estimates that cyclists contribute €111 billion to economic activity every year in city centre and local shops in the European Union<sup>[12]</sup>.

Although pedestrians, cyclists and public transport users spend less money per visit than drivers, these groups prove to be more loyal to their local shops and visit them two times, 1.3 times and 1.2 times per week respectively on average, while an average driver visits their local shops 0.7 time per week on average.<sup>[13]</sup>

[8] SWITCH website: [www.switchtravel.eu/#!why-switch/c17lc](http://www.switchtravel.eu/#!why-switch/c17lc)

[9] INRIX website. Key findings: <http://inrix.com/scorecard/key-findings-us/>

[10] M. Treiber, A. Kesting and C. Thiemann, 2007, How Much does Traffic Congestion Increase Fuel Consumption and Emissions? Applying a Fuel Consumption Model to the NGSIM Trajectory Data, [www.researchgate.net/publication/265154002\\_How\\_Much\\_does\\_Traffic\\_Congestion\\_Increase\\_Fuel\\_Consumption\\_and\\_Emissions\\_Applying\\_a\\_Fuel\\_Consumption\\_Model\\_to\\_the\\_NGSIM\\_Trajectory\\_Data](http://www.researchgate.net/publication/265154002_How_Much_does_Traffic_Congestion_Increase_Fuel_Consumption_and_Emissions_Applying_a_Fuel_Consumption_Model_to_the_NGSIM_Trajectory_Data)

[11] Fubicy and ADEME, 2003, 'Piétons et cyclistes dynamisent les commerces de centre-ville et de proximité', study led by Fubicy, with the cooperation of ADEME. Dossier du vélo urbain n°6, August 2003 – publication Ademe n°4841

[12] ECF, 2016, Shopping by bike: Best friend of your city centre. Cycling and Local Economies, <https://ecf.com/sites/ecf.com/files/Cycling%20and%20Local%20Economies.pdf>

[13] Fubicy and ADEME, 2003, 'Piétons et cyclistes dynamisent les commerces de centre-ville et de proximité', study led by Fubicy, with the cooperation of ADEME. Dossier du vélo urbain n°6, August 2003 – publication Ademe n°4841

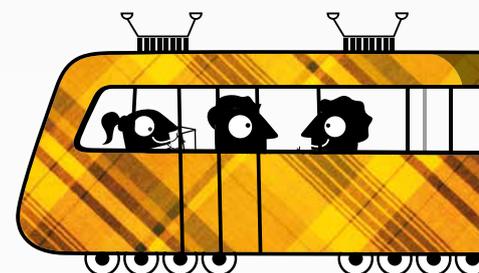




Local businesses have good reasons to prioritise pedestrians, and cities around the world have witnessed economic benefits for local businesses after adapting urban space to facilitate active modes and public transport. For example, New York City's (USA) Department of Transportation found that retail sales of local businesses along streets with dedicated cycle lanes increased much more (49% increase) than along other streets in the same area (3% increase)<sup>[14]</sup>. In Copenhagen (Denmark), city authorities conclude that it makes sense to invest in bicycle rather than car parking, saying that, 'bicycle parking potentially generates 4.5 times more revenue than car parking space'. This is because eight cyclists will spend more money than a single motorist using the same amount of space for parking<sup>[15]</sup>.

[14] New York City Department of Transportation, 2012, Measuring the Street: New Metrics for 21st Century Streets

[15] City of Copenhagen, Technical and Environmental Administration, Traffic Department, 2013, Copenhagen City of Cyclists. Bicycle Account 2012, [http://copenhagenseu/dox/Copenhagen\\_Bicycle\\_Account\\_2012.pdf](http://copenhagenseu/dox/Copenhagen_Bicycle_Account_2012.pdf)





## Development of new markets

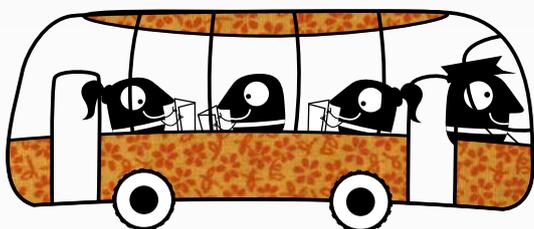
Mainstreaming alternative transport modes leads to the uptake of new dynamic markets. The ECF has calculated that the cycling economy already employs more than 650 000 people in the EU (2014). This number may rise to one million if the modal share of cycling doubles in the European Union<sup>[16]</sup>.

The sector around shared mobility services has also developed massively in recent years. The global markets for bike sharing, shared parking (where people rent their parking space while not in use), car sharing and carpooling or ridesharing are expected to increase by 20 % to 35 % per year between 2013 and 2020. The global revenue forecasts for 2020 impressive estimated figures between €3.5 billion and €5.6 billion for car sharing, ride sharing and bike sharing, while the global shared parking market revenue is expected to be between €1.3 billion and €1.9 billion<sup>[17]</sup>. These figures estimate the revenue of sales and services by actors such as vehicle manufacturers, car rental firms, internet companies, parking lot operators and municipalities operating in this sector. The Swiss Mobility Academy lists the numerous companies operating in this dynamic sector on its WOCOMOCO online platform<sup>[18]</sup>.

[16] ECF, 2014, Cycling Works – Jobs and Job Creation in the Cycling Economy, <https://ecf.com/sites/ecf.com/files/141125-Cycling-Works-Jobs-and-Job-Creation-in-the-Cycling-Economy.pdf>

[17] Roland Berger Strategy Consultants GmbH, 2014, Shared Mobility. How new businesses are rewriting the rules of the private transportation game, [www.rolandberger.com/media/pdf/Roland\\_Berger\\_TAB\\_Shared\\_Mobility\\_20140716.pdf](http://www.rolandberger.com/media/pdf/Roland_Berger_TAB_Shared_Mobility_20140716.pdf)

[18] WOCOMOCO platform: [www.wocomoco.ch/en/infothek/Branchenverzeichnis/index.php](http://www.wocomoco.ch/en/infothek/Branchenverzeichnis/index.php)



The European market for Intelligent Transport Systems (ITS) is also growing. According to a Swedish study, the market value of ITS in public transport vehicles such as buses and trams is expected to rise from €1.03bn in 2014 to €1.46bn by 2019<sup>[19]</sup>.

Developing apps for smartphones or other digital devices is an emerging economic sector. The largest platforms for apps for digital and devices, iTunes and Google Play, have more than 23450 and 17750 apps in the categories health and fitness respectively, including pedometer tools encouraging walking<sup>[20]</sup>.

At the local level private as well as public fleet operators can reduce costs by renewing their fleets and introducing clean vehicles. Non-technical measures require lower levels of investment but can help fleet operators to substantially decrease their budgets with smart initiatives. The CIVITAS Initiative<sup>[21]</sup> has collected examples including a cost-benefit analysis of Tallin's (Estonia) eco-driving training for bus drivers which resulted in a surplus of €67 657 over three years.

More sustainable urban freight solutions have great potential to benefit society in terms of congestion, energy use, air and noise pollution, quality of life, and sustainability, as the movement of goods accounts for approximately 25% of urban transport-related CO<sub>2</sub> emissions and 30 to 50% of other pollutants such as particulate matter (PM) and Nitrogen Oxide (NOx)<sup>[22]</sup>. Dutch removals company Aad de Wit has demonstrated that introducing a fleet of electric vehicles in a similar company is economically viable<sup>[23]</sup>. Research from Vrije Universiteit Brussel<sup>[24]</sup> and the experience of the Cyclelogistics project<sup>[25]</sup> suggest that between 50 and 70% of goods movements in European cities could be shifted to (cargo) bikes.



- [19] Berg Insight, 2015, ITS in Public Transport, [www.berginsight.com/ReportPDF/ProductSheet/bi-its4-ps.pdf](http://www.berginsight.com/ReportPDF/ProductSheet/bi-its4-ps.pdf)
- [20] Middelweerd A. et al., 2014, Apps to promote physical activity among adults: a review and content analysis, in International Journal of Behavioral Nutrition and Physical Activity, <http://ijbnpa.biomedcentral.com/articles/10.1186/s12966-014-0097-9>
- [21] CIVITAS Website, 2015, CIVITAS Quote: [www.civitas.eu/sites/default/files/interactions/wiki\\_qu\\_2015-12\\_3.pdf](http://www.civitas.eu/sites/default/files/interactions/wiki_qu_2015-12_3.pdf)
- [22] ERTRAC roadmap on urban freight, 2015: [www.ertrac.org/uploads/documentsearch/id36/ERTRAC\\_Alice\\_Urban\\_Freight.pdf](http://www.ertrac.org/uploads/documentsearch/id36/ERTRAC_Alice_Urban_Freight.pdf)
- [23] BESTFACT, 2015, Factsheet on Aad de Wit: [www.bestfact.net/wp-content/uploads/2016/01/CL1\\_140\\_QuickInfo\\_AaddeWit-16Dec2015.pdf](http://www.bestfact.net/wp-content/uploads/2016/01/CL1_140_QuickInfo_AaddeWit-16Dec2015.pdf)
- [24] Macharis C., 2015, Presentation: Decarbonisation and city logistics: an overview of innovative concepts, <http://eclfconference2015.bike/presentations/1.ECLF2015Day1%20Cathy%20Macharis.pdf>
- [25] Cyclelogistics, 2014, Final Public Report, [www.cyclelogistics.eu/docs/111/D6\\_9\\_FPR\\_Cyclelogistics\\_print\\_single\\_pages\\_final.pdf](http://www.cyclelogistics.eu/docs/111/D6_9_FPR_Cyclelogistics_print_single_pages_final.pdf)



## Major gains for society

The accumulated benefits of smart and sustainable mobility for broader society are clear. An increase in the use of smart and sustainable transport modes could lead to major savings in public budgets including health, environment or energy.

### Health, environment, safety and congestion

The City of Copenhagen has estimated that local cycling results in an annual reduction in health care expenses of €230 million <sup>[26]</sup>. In a different context, a study commissioned by Brussels region <sup>[27]</sup> found that the total economic benefits of cycling were estimated to be already five to nine times higher (€100 million to €200 million) than cycling infrastructure and campaigning costs in Brussels in 2012. Depending on the scenario, the benefits could be up to 20 times higher than the investments by 2020.

A study by the ECF <sup>[28]</sup> in 2013 found that the overall positive economic impact of cycling in the EU is approximately €150 billion per year. The major contributing factors include reduced healthcare costs due to better physical health (€114 to €121 billion per year) and reduced congestion (€24.2 billion per year).

The German Federal Environment Agency commissioned a study in 2013 to evaluate the economic aspects of non-technical measures to reduce emissions from traffic <sup>[29]</sup>. The study found that an increase of the public transport modal split by 10 % would result in a benefit of €18.67 billion for the German health sector. Through shorter distances travelled by car, Germany would gain €6.93 billion in terms of safety and €9.1 billion in terms of environment and noise. However, the investment costs for enabling shorter journeys by car (planning and construction activities) are much higher than those needed for significantly increasing the modal share of active modes or public transport.

Looking at the benefit a switch to more sustainable mobility patterns can produce some breathtaking figures. The European Commission <sup>[30]</sup> estimates that road congestion costs 1 % of EU GDP per year. Smarter mobility has the potential to reduce traffic jams in European cities and contribute to annual savings of up to €100 billion for society. This figure includes the value of wasted time and fuel spent in traffic jams.

[26] City of Copenhagen, 2014, Copenhagen City of Cyclists, Bicycle Account 2012, [http://copenhagenize.eu/dox/Copenhagen\\_Bicycle\\_Account\\_2012.pdf](http://copenhagenize.eu/dox/Copenhagen_Bicycle_Account_2012.pdf)

[27] Transport & Mobility Leuven, 2012, Impact et potentiel de l'usage du vélo sur l'économie et l'emploi en Région de Bruxelles-Capitale. Les effets directs et indirects de l'usage du vélo en 2002, 2012 et 2020, pour le Ministère de la Région de Bruxelles-Capitale

[28] ECF, 2013, The Economic Benefits of Cycling in EU-27, [https://ecf.com/sites/ecf.com/files/ECF\\_Economic-benefits-of-cycling-in-EU-27.pdf](https://ecf.com/sites/ecf.com/files/ECF_Economic-benefits-of-cycling-in-EU-27.pdf)

[29] Environmental Research of the Federal Ministry of the Environment, Nature Conservation and Nuclear Safety, 20013, Economic aspects of non-technical measures to reduce traffic emissions

[30] European Commission webpage on 'Clean transport, Urban transport': [http://ec.europa.eu/transport/themes/urban/urban\\_mobility/index\\_en.htm](http://ec.europa.eu/transport/themes/urban/urban_mobility/index_en.htm)





## Economic growth and employment

Smart and sustainable mobility makes a major contribution to economic growth in Europe. Among the 10 million people employed by the transport industry<sup>[31]</sup> in the EU, the International Union of Public Transport UITP<sup>[32]</sup> counted 1.2 million employees working for public transport operators, (around two million in the entire supply chain) while ECF<sup>[33]</sup> estimates that the cycling economy employs around 650 000 people. The economic benefit of the cycling economy is particularly strong, as the cycling industry employs three times more people than the car industry per million euros of turnover.

[31] Eurostat figure. European Commission webpage on mobility facts and figures: [http://ec.europa.eu/transport/strategies/facts-and-figures/transport-matters/index\\_en.htm](http://ec.europa.eu/transport/strategies/facts-and-figures/transport-matters/index_en.htm)

[32] Public Transport, a lever for local economic development and wealth creation, UITP, Europe's contribution in the frame of the EU Transport Business Summit that took place on 27 March 2014 in Brussels, [www.uitp.org/public-transport-lever-local-economic-development-and-wealth-creation-0](http://www.uitp.org/public-transport-lever-local-economic-development-and-wealth-creation-0)

[33] ECF, 2014, Cycling Works – Jobs and Job Creation in the Cycling Economy, <https://ecf.com/sites/ecf.com/files/141125-Cycling-Works-Jobs-and-Job-Creation-in-the-Cycling-Economy.pdf>



## HOW TO GET YOUR CAMPAIGN STARTED?

Start this year by analysing the theme, looking at what it entails and seeking out a focus that suits your city and national context. Choose an economic hook that can apply in a range of areas. Perhaps look at our most vulnerable members of society and see how this issue affects them, then plan how to make changes for the better. Define your plan and set SMART (*Specific, Measurable, Assignable, Realistic and Time-related*) objectives.

**Secure political support.** If your administration finds it difficult to connect with the theme of 'Smart and sustainable mobility – an investment for Europe' because they do not perceive it as being relevant for your city, ask your national coordinators for a letter of support.

**Don't be too polemic or negative** in the messages you choose to transmit. We cannot realistically expect to remove cars, trucks and other vehicles from the road to tackle the negative economic effect of transport, but we can demonstrate that there are a variety of options open to the public and businesses for moving and transporting goods. Build on the material available on the EUROPEANMOBILITYWEEK website [www.mobilityweek.eu](http://www.mobilityweek.eu)

**Gather your evidence.** What are the facts and figures on the economic benefits of smart and sustainable mobility for your city and/or country? Use these as proof to emphasise your messages for different target groups.

**Build effective partnerships.** Look at your campaign plan and its objectives. Who are the best placed groups to make the campaign lively and relevant for the highest target group? Bring them in! Need some expert backing? Look once more at your campaign plan. Focusing on socio-economic benefits? Bring in economists and sociologists. Taking a close look at benefits for businesses? Bring in associations of businesses and shops or chambers of commerce.

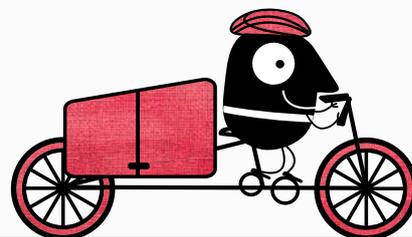
**Build on existing initiatives.** Whether locally, regionally or nationally, there are bound to be a number of existing initiatives that in some way relate to your campaign focus. Aligning with these can strengthen your case, amplify your messages and reduce effort.



## WHAT ACTIVITIES CAN WE ORGANISE?

Once your campaign strategy is in place, you are going to need some tactics or activities to draw attention to what you are trying to achieve. Here are some ideas of activities to implement during EUROPEANMOBILITYWEEK!

- Car-Free Day on 22 September offers a particularly good hook to experiment with new traffic models and sustainable transport. Many cities use this opportunity to set up environmental and pedestrian zones for the day and organise big open events in the freed up public space. As this year's Car-Free Day falls on a Thursday, you could design and promote an alternative offer for commuters inviting them to combine different transport modes or to experiment with multimodal travel solutions, for example by making public transport and public bicycles available free of charge.
- Show people what a car-free city centre looks like. Get people used to leaving their cars at home more than one day a year. Establish car-free Sundays!
- Use the week to take surveys from your residents about their perception of the cost of mobility (cars versus other modes) in their daily lives.
- In cooperation with local businesses, take surveys from customers about their transport modes.
- Organise information sessions to promote alternative modes including walking, cycling, public transport and car-sharing. Raise awareness of the fact that smart and sustainable mobility is – in most cases – cheaper for society as well as for individuals. Use figures provided in the Thematic Guidelines to illustrate this.
- Organise a competition between workplaces or neighbourhoods in which people show, as a team or individually, how much money can be saved in one week in using alternative modes (compared to a week where they use only their cars). Introduce 'gamification' in your activities!
- Organise sessions in schools in which schoolchildren from 10-18 years of age discuss the cost of mobility for their families and for society.
- Offer personalised mobility planning. There should be a focus on the cost of different mobility modes.
- Set up an information point to offer free advice to local residents about their mobility options, including the cost of the different modes of transport.
- Reward sustainable transport users during EUROPEANMOBILITYWEEK (in cooperation with local shop owners). Smart and sustainable mobility is even more cost-efficient!
- Organise photo, video or drawing competitions on how people perceive the cost of mobility, for themselves and/or for society.
- Make a special offer on monthly fees for September (public transport, public bicycles, car-sharing system, etc.) or at least for EUROPEANMOBILITYWEEK.





- Let people know via social media which modes of transport are the most cost-efficient in their own city/town.
- Promote local online car-cost calculators (if they are available). People will actually see how much money they could save in switching to alternative modes.
- Space has a value: Let people use certain on-street parking spaces for other activities (e.g. gardens, playgrounds, etc.).
- Take a series of pictures how much space a certain number of people take in your city when they travel by car and compare it with the space taken by the same number of cyclists and public transport users. Demonstrate that space has a value.
- Moving goods does not necessarily require driving a car. Raise public awareness on the use of cargo bikes in organising demonstrations and information sessions where you can show how much a cargo bike can carry.
- Pollution and noise are real: organise a social media campaign to inform people about the levels of pollution and/or noise in their city during the week. You can use specialised meters. Get inspired by the MEPs!<sup>[34]</sup>

[34] Air Quality Challenge is organised by the European Environmental Bureau (EEB): [www.eeb.org/index.cfm/activities/industry-health/air/air-quality-challenge](http://www.eeb.org/index.cfm/activities/industry-health/air/air-quality-challenge)



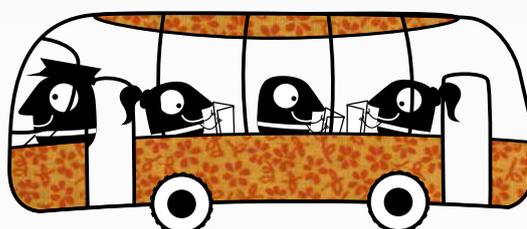
## WHATEVER YOUR CITY IS DOING THIS YEAR, MAKE SURE THAT YOU...

- Register your programme and activities on [www.mobilityweek.eu](http://www.mobilityweek.eu)
- Join towns and cities throughout Europe in organising a Car-Free Day with major public events on 22 September! But plan well in advance – closing streets to traffic can be a bureaucratic challenge!
- ‘Like’ the EUROPEANMOBILITYWEEK Facebook page ([www.facebook.com/EuropeanMobilityWeek](http://www.facebook.com/EuropeanMobilityWeek)) and follow @mobilityweek on Twitter (<https://twitter.com/mobilityweek>). Share your photos with us through Flickr ([www.flickr.com/photos/europeanmobilityweek](http://www.flickr.com/photos/europeanmobilityweek)).
- Consistently apply the EUROPEANMOBILITYWEEK visual guidelines, always in combination with the European Union emblem!
- Promote the European Union hashtag #mobilityweek via your social media and communications materials!



These are just a few ideas for your events. The EUROPEANMOBILITYWEEK Handbook, available for download on the ‘Resources’ section of [www.mobilityweek.eu](http://www.mobilityweek.eu) provides participation criteria and general ideas for measures and activities that are not specifically related to this year’s theme.

Get creative and think of other measures and activities for EUROPEANMOBILITYWEEK 2016 in your town or city!



## RESOURCES

### European Union documentation

**European Commission – Mobility and Transport portal:**

[http://ec.europa.eu/transport/index\\_en.htm](http://ec.europa.eu/transport/index_en.htm)

**Special Eurobarometer (422a on the Quality of Transport):**

[http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_422a\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_422a_en.pdf)

**European Commission, 2007, Flash Eurobarometer 206b, Attitudes on issues related to EU Transport Policy:**

[http://ec.europa.eu/public\\_opinion/flash/fl\\_206b\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_206b_en.pdf)

**European Commission webpage on cycling and walking:**

[http://ec.europa.eu/transport/themes/urban/cycling\\_en.htm](http://ec.europa.eu/transport/themes/urban/cycling_en.htm)

**European Commission webpage on Clean transport, Urban transport:**

<http://ec.europa.eu/transport/themes/urban/>

**European Commission webpage on Transport and Mobility facts and figures:**

[http://ec.europa.eu/transport/strategies/facts-and-figures/transport-matters/index\\_en.htm](http://ec.europa.eu/transport/strategies/facts-and-figures/transport-matters/index_en.htm)

### EU projects and initiatives

**BESTFACT project:** [www.bestfact.net](http://www.bestfact.net)

Factsheet on Aad de Wit (2015):

[www.bestfact.net/wp-content/uploads/2016/01/CL1\\_140\\_QuickInfo\\_AaddeWit-16Dec2015.pdf](http://www.bestfact.net/wp-content/uploads/2016/01/CL1_140_QuickInfo_AaddeWit-16Dec2015.pdf)

**CIVITAS website:** [www.civitas.eu](http://www.civitas.eu)

- Facts and figures: [www.civitas.eu/facts-and-figures-page](http://www.civitas.eu/facts-and-figures-page)

**Cyclelogistics project:** [www.cyclelogistics.eu](http://www.cyclelogistics.eu)

- Final Public Report: [www.cyclelogistics.eu/docs/111/D6\\_9\\_FPR\\_Cyclelogistics\\_print\\_single\\_pages\\_final.pdf](http://www.cyclelogistics.eu/docs/111/D6_9_FPR_Cyclelogistics_print_single_pages_final.pdf)

**Eltis website:** [www.eltis.org](http://www.eltis.org)

- Facts and figures: [www.eltis.org/discover/facts-figures](http://www.eltis.org/discover/facts-figures)

**SWITCH project:** [www.switchtravel.eu](http://www.switchtravel.eu)

- Health benefits of active mobility: [www.switchtravel.eu/#!/why-switch/c17lc](http://www.switchtravel.eu/#!/why-switch/c17lc)



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**World Health Organisation webpage dedicated to physical activity:**

[www.who.int/dietphysicalactivity/factsheet\\_adults/en/](http://www.who.int/dietphysicalactivity/factsheet_adults/en/)

### European

**ECF (European Cyclists' Federation) Library:** <https://ecf.com/resources/library>

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**UITP website:** [www.uitp.org/](http://www.uitp.org/)

- Public Transport, a lever for local economic development and wealth creation, UITP, Europe's contribution in the frame of the EU Transport Business Summit that took place on 27 March 2014 in Brussels, [www.uitp.org/public-transport-lever-local-economic-development-and-wealth-creation-0](http://www.uitp.org/public-transport-lever-local-economic-development-and-wealth-creation-0)

**WOCOMOCO platform:** [www.wocomoco.ch/en](http://www.wocomoco.ch/en)

- List of companies: [www.wocomoco.ch/en/infothek/Branchenverzeichnis/index.php](http://www.wocomoco.ch/en/infothek/Branchenverzeichnis/index.php)

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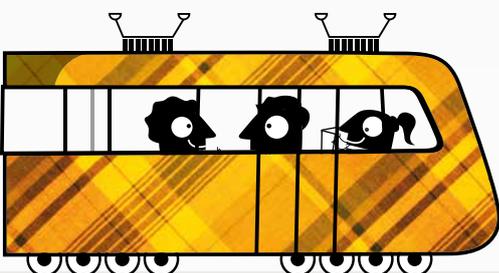
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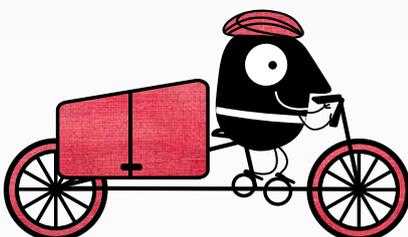
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16-22 SEPTEMBER 2016

