



**BOLOGNA, ZAGREB AND LARNAKA
IN THE RUNNING FOR EUROPEAN
MOBILITY WEEK AWARD 2011**



From 16 to 22 September 2011, a record 2,268 European towns and cities officially participated in the tenth annual edition of European Mobility Week (EMW) and invited their citizens to a wide range of activities promoting sustainable urban mobility. The 2011 campaign theme – “Alternative Mobility” - aimed at supporting the transition towards a resource-efficient transport system by promoting clean, fuel-efficient modes and human-powered transport. All participating local authorities complying with the criteria of the European Mobility Week Charter were invited to apply for the European Mobility Week Award 2011.

The European Mobility Week Award rewards those cities judged to have organised the most effective and innovative EMW 2011 campaigns in terms of quality of activities linked to the annual theme and range of permanent measures implemented. The winning city was chosen by an independent panel of transport experts who have assessed 22 applications and shortlisted 10 local authorities which they considered had performed outstandingly well during EMW 2011. Bologna (Italy), Larnaka (Cyprus) and Zagreb (Croatia) were retained as finalists for the 2011 Award.

In their assessment, the jury members paid close attention to the involvement of stakeholders during the preparation and organisation of EMW, the integration of the focal theme within the campaign activities, and the comprehensiveness of the action plan regarding events, individual activities and implementation of permanent transport measures. The jury also considered the effort demonstrated by applicants in relation to their available budget. An overview of the key activities and achievements of each shortlisted city can be found on the following pages.

Bologna, Italy - FINALIST
Budapest, Hungary
Gävle, Sweden
Labin, Croatia
Larnaka, Cyprus - FINALIST
Léon, Spain
Murcia, Spain
Östersund, Sweden
Skopje, Macedonia
Zagreb, Croatia - FINALIST

The winning city will be announced by Commissioners Potočnik and Kallas at an official ceremony in the Brussels Musical Instrument Museum on 5 March 2012, as part of a two day training event on how to generate media interest and use marketing tools effectively, and interview and media techniques, for national and local Mobility Week coordinators.

European Mobility Week website:

www.mobilityweek.eu

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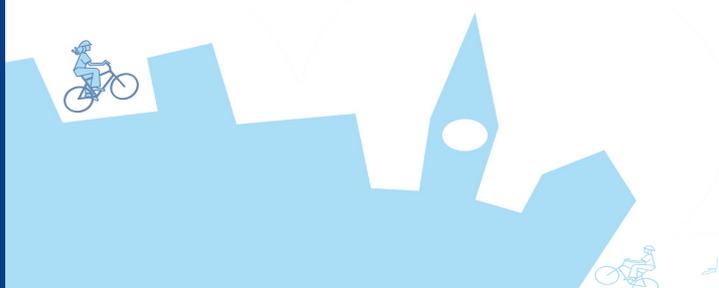
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Background information:



European Mobility Week (EMW) is a European Commission initiative coordinated by a consortium of two European city networks EUROCITIES and ICLEI (Local Governments for Sustainability) and REC (Regional Environmental Center for Central and Eastern Europe), together with the support of the European Commission (DGs Environment and Transport). European Mobility Week started in 2002 and aims at encouraging citizens to change their travel behaviour and shift to more sustainable modes of transport. From 16 to 22 September, local authorities all over Europe and beyond organise activities and launch permanent measures which continue to exist after the Week is over.

Partners:

EUROCITIES



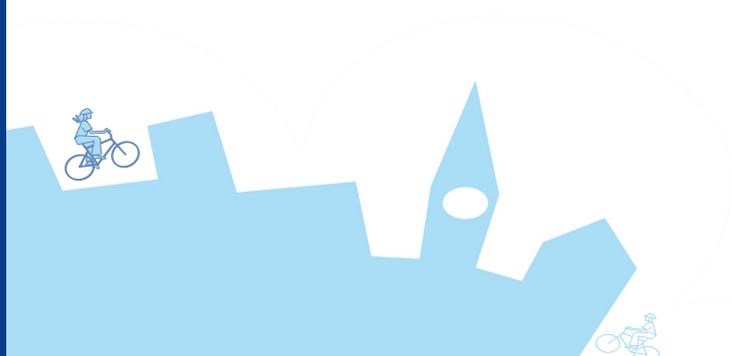
ICLEI - Local Governments for Sustainability



REC - Regional Environmental Center for Central and Eastern Europe



REGIONAL ENVIRONMENTAL CENTER



Bologna (Italy)

For the 2011 edition of the European Mobility Week, Bologna organised a very ambitious programme, featuring lectures, tours, workshops, games, walks and exhibitions. This information and activities packed week got the Municipality's citizens acquainted with the wide variety of alternative means of transport available in the city, as well as with the permanent infrastructure improvements that promise to enhance urban transport sustainability in Bologna. One such change is the "T area" of the city center, transformed in a pedestrian zone open to street performers, retailers and sports associations. As this initiative attracted over 60 000 visitors, the Municipality has decided to replicate it for future events.

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Budapest (Hungary)

2008 winner of the EMW Award, Budapest decided to showcase innovative ideas for improving urban mobility during the 2011 edition of the European Mobility Week. Green technology and smart urban plans filled most exhibitions and lecture halls, owing to a very fruitful collaboration between the municipality and various private companies, the local university, artists and NGOs. Moreover, the 2011 EMW saw decision makers sign new tramway and public bike network construction treaties. These infrastructural investments will complement the travel planner for public transport passengers, implemented for this year's edition of the Mobility Week.

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Gävle (Sweden)

The City of Gävle – winner of the 2009 Mobility Week Award - displayed a good mix of creative campaigning activities and long-term infrastructural investments in sustainable transport. Thus, the municipality got a wide variety of actors involved in the workshops, competitions, conferences and challenges organised for EMW 2011. Bicycles and technology were promoted as major ingredients of sustainable urban transport through initiatives such as "In Town without My Car" and "Travel Free Meetings Via the Web".

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Labin (Croatia)

Labin's 2011 European Mobility Week campaign was centered upon the younger generation and on the use of bicycles and public transport as sustainable alternatives to private cars. The new bike routes through town - inaugurated on the occasion of the EMW - encouraged youngsters to participate in the games, outdoor lectures, hikes and sporting events organised by the municipality in collaboration with other local agencies, schools, NGOs and companies.

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Larnaka (Cyprus)

The city of Larnaka offered a comprehensive programme of promotional activities during EMW 2011, aiming to raise awareness regarding sustainable alternatives for improving urban mobility. Through a varied palette of activities, the municipality managed to involve a wide range of partners in the co-organization of events such as the free bus day, a hybrid car expo, the Environmental Café and lectures on sustainable mobility. The city's long-term commitment to road space reallocation was underlined by Larnaka's decision to transform one of the roads in the central business district in a pedestrian street.

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A new electric car charging station in Bologna

León (Spain)

Between the 16th and the 22nd of September, the City of León – winner of the EMW 2006 Award - organised a series of lectures underlining the municipality's mobility plans, exhibitions on energy efficient vehicles and ecological solutions, outdoor sports activities and public discussions on mobility themes. The innovative aspect of this year's campaign was the scientific approach to sustainable urban transport: while the opening event saw the transformation of a gasoline-run car into a liquefied gas vehicle in order to compare and contrast the effects of these two fuel types, other initiatives followed, as the Green Patrol of the local police measured noise levels around town and distributed information on efficient vehicles and driving.

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Murcia (Spain)

The 2011 Chair of the Spanish National Net of Cities for Bicycles, Murcia has made important green infrastructure investments within the scope of EMW. Moreover, the large number of highly interactive events organised during the Mobility Week attracted a wide range of audiences, participating in the contests, workshops, campaigns and street performances organised by the local authorities. Public-private partnerships facilitated the organization of electric vehicle exhibitions and free of charge technical inspections for bicycles. The Week's highlight was Car Free Day and the unveiling of the city's first public chargers for electric means of transport.

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Östersund (Sweden)

The Swedish town of Östersund implemented a creative mix of educational and participative events for the 2011 edition of the European Mobility Week, mainly targeting the younger generation. However, other groups were not forgotten, as the municipality showcased its new videoconferencing facilities, organised seminars and exhibitions on sustainable transport alternatives to the private gasoline car and distributed information on sustainable mobility. Furthermore, the bicycle counter installed on the occasion of the EMW will give the city's authorities reliable data on bike use in Östersund.

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Skopje (Republic of Macedonia)

During the European Mobility Week, the City of Skopje put together a very diverse program of activities and events, chiefly centered on tourists and young people. Improvements were made to the infrastructure and a large array of sustainable means of transport was promoted during the seven days of festivities. Citizens were encouraged to test the new bike paths along the Vardar river, get acquainted with the new eco-friendly bus fleet during the city's photo tour and enjoy the new cable railway to the top of the nearby Vodno mountain.

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Zagreb (Croatia)

The Croatian capital demonstrated its commitment to sustainable urban mobility through the integrated urban transport solutions it showcased on the occasion of the 2011 European Mobility Week. The wide range of activities organised by the municipality (including educational workshops, organised walks, open-air gyms, conferences, eco-markets, electric vehicle exhibitions) underscored its conviction that innovation can improve urban transport and the environment. In collaboration with the CIVITAS ELAN EU project, the organizers collected valuable information on the sustainable transport infrastructure in Zagreb and the quality of this year's event through opinion polls.

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Car free day in Gävle

