



16-22 SEPTEMBER 2010

TRAVEL SMARTER, LIVE BETTER





Too many Europeans rely on their cars for both long and, more worryingly, for short journeys. This is a concern for many reasons: more driving means more accidents on the road and more air pollution. What's more, greater car use means less exercise, a factor that has contributed to high levels of overweight and obesity across Europe. The main theme of European Mobility Week 2010 – 'Travel Smarter, Live Better' – is a wake up call to local authorities, to consider more the impact of travel policies on the urban environment and quality of life, and to help people make smarter, healthier travel choices.

Commissioner for the Environment, Janez Potočnik



European Mobility Week 16 – 22 September 2010

Travel Smarter, Live Better

'Travel Smarter, Live Better' was selected as the focal theme for European Mobility Week 2010 in recognition of the detrimental effects that current urban transportation trends have on health, both for citizens and for the towns and cities in which they live. The heavy use of motorised vehicles in cities, particularly private cars, creates many health challenges for citizens. These include injuries and fatalities due to road traffic collisions; respiratory infections and diseases from air pollution; and chronic diseases such as overweight/obesity as well as cardiovascular diseases due to increasingly sedentary lifestyles.

Other risk factors to physical and mental health include phenomena triggered by climate change such as extreme weather events (e.g. flooding, storms and heat waves); social isolation and community breakdown triggered by traffic congestion and reduced public space; and noise pollution leading to sleep disturbance and annoyance.

European Mobility Week 2010 therefore aims to get more European citizens living in urban areas to travel 'smarter' on foot, by bike and by public transport. By choosing these healthier and more sustainable modes of travel over the private car, citizens can positively influence their health and wellbeing, and also enhance the environment and quality of life in cities, to help them live better.



Photo credit: DB AG/Bartłomiej Banaszak 2008

As a local authority, I can take the following actions to promote smarter travel:

- ◆ Plan the city so that people do not need to travel so far or so often.
- ◆ Develop a sustainable urban mobility plan.
- ◆ Restrict car access and parking in certain areas.
- ◆ Introduce low emission zones.
- ◆ Introduce a standard urban 30kph speed limit and strictly enforce legal alcohol limits and seatbelt requirements.
- ◆ Abolish fast multi-lane one-way systems.
- ◆ Work with local businesses to help them establish workplace travel plans.
- ◆ Work with schools to develop school travel plans.
- ◆ Invest in public transport to ensure it is of high quality, frequent, reliable, punctual, safe and clean as well as affordable.
- ◆ Ensure that pedestrians and cyclists can move safely and directly around the city (for example permit cyclists to use one-way streets in both directions).
- ◆ Set a target for reducing road traffic accident fatalities to zero.
- ◆ Undertake information campaigns to encourage citizens and businesses to reduce their car use.
- ◆ Exchange best practice on sustainable mobility with other cities in Europe.
- ◆ Monitor air quality and publish results on a regular basis.

As a citizen, I can take the following actions to travel smarter:

- ◆ Choose to live close to public transport links and close to my working premises.
- ◆ Try alternatives to my private car such as walking, cycling, public transport, car-sharing and car-pooling.
- ◆ Request flexitime or telecommuting.
- ◆ When I must drive, I will drive as smoothly as possible in order to cut exhaust emissions, always respect the speed limit and ensure the car is properly serviced and the tyres are at the recommended pressures.
- ◆ Encourage my employer to develop a workplace travel plan.
- ◆ Choose the nearest school for my children and participate in school initiatives such as 'walking or cycling buses'.
- ◆ Familiarise my children with local public transport, timetables and independent travel.
- ◆ Let my local authority see that I support measures to improve facilities for public transport, cyclists and pedestrians.

What is European Mobility Week?

European Mobility Week (EMW) is an annual campaign on sustainable urban mobility, organised by the city networks EUROCITIES (coordinator), ENERGIE-CITES and CLIMATE ALLIANCE with the political and financial support of the EUROPEAN COMMISSION, Directorate-General for the Environment.

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 their citizens to try out alternatives to car use. The Week culminates in the 'In Town Without My Car!' (ITWMC) event, officially designated as 22 September, when 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 2009, a record 2,181 cities, representing nearly 237 million European citizens, officially registered for the campaign. A total of 4,441 permanent measures were implemented, mainly focusing on infrastructure for cycling and walking, traffic calming, improving transport accessibility and raising awareness about sustainable travel behaviour.



European Mobility Week Award

Local authorities committing to all three criteria of the European Mobility Week Charter are eligible 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 Commissioner in Brussels. Please see the website for details on the geographical eligibility criteria for applicants.



City of Gävle: EMW 2009 Award Winner

The European Mobility Week Award 2009 was presented to the city of Gävle, Sweden, in recognition of its outstanding achievements during EMW 2009. The city took an innovative approach to promoting sustainable urban mobility during the Week; complementing more traditional campaigning activities with communication via social media. Gävle's activities included workplace seminars promoting sustainable travel; free chocolate for commuters at the central station and the 'Gästrikelopet Cycle Race 2009' on Car Free Day in which nearly 150 people participated, including the famous Swedish adventurer Fredrik Sträng.

To exploit the growing popularity of social media, Gävle had its very own blogger who travelled around the county on public transport and blogged about her adventures, and the city worked with high school students to produce EMW video diaries. Gävle also made a strong commitment to sustainable mobility by introducing dedicated parking spaces for electric cars (with charging facilities), an automated ticket machine for public transport users and new bike racks at bus stops to encourage active travel.

How can a local authority participate?

Local authorities wishing to participate in the 2010 edition of European Mobility Week are invited to:

- ◆ Register their events online at www.mobilityweek.eu, taking into account the general criteria for participation (right).
- ◆ Sign the European Mobility Week Charter (please check this requirement with your national coordinator)

The criteria for participation are:

- ◆ Organisation of a week of activities integrating the 2010 focal theme: 'Travel Smarter, Live Better'.
- ◆ Implementation of at least one new permanent measure which contributes to modal transfer from the private car to an environmentally sound means of transport.
 - ◆ Where possible, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport (e.g. road closure, wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit).
- ◆ Organising the "In Town Without My Car!" car free day event, i.e. setting aside one or several areas reserved solely for pedestrians, cyclists and public transport for at least one whole day (i.e. 1 hour before to 1 hour after normal working hours), preferably on Wednesday 22 September 2010.

Participants are welcome to contact the European Info Point or their national coordinator for any advice. They are also encouraged to consult the Handbook and Thematic Guidelines designed to help in the practical organisation of the Week. All publications and the European graphic toolkit and tools are available to download from the relaunched European 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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