





# OVERVIEW

- Pan-European campaign
- Launched in 2002 by former EU Commissioner for Environment Margot Wallström
- Organised each year from 16-22
   September (CFD)
- Week-long programme of public activities and events and implement permanent measures
- Annual theme & slogan













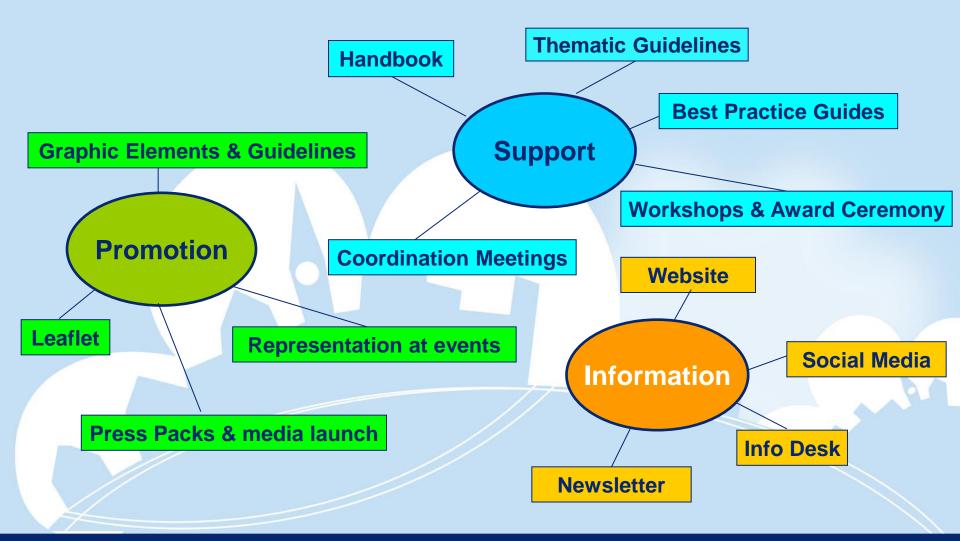
### **ORGANISATIONAL STRUCTURE**







# **TOOLS & SERVICES**







## **KEY FACTS & FIGURES**

- 2.258 towns and cities from 40 countries participated in EMW 2011, potentially reaching 165 million citizens
- In 2012, over 792 cities organised a car free day event
- 6,821 permanent transport measures were implemented during EMW 2012, mainly improving cycling, walking & public transport









# **ELEMENTS OF SUCCESS**

- Political support
- Partnerships
- Citizen involvement
- Positive communication
- Facts & figures
- Innovation
- Second Second







# JOINING THE CAMPAIGN

### Who?

Any local authority promoting sustainable urban transport from 16 to 22 September

### Why?

- Become part of a European movement & community
- Visibility
- Award scheme
- Funding opportunities

### How?

- Register your activities at www.mobilityweek.eu
- Sign the EMW charter











# **REWARDING ACTIONS**









# **BONUS BOOKLETS**

- 1 year free insurance for pedestrians, cyclists, skaters, passengers
- Reduced offers for car free holidays
- Reduced offers for bicycles, bicycle trailers and pedelecs
- Reduced public transport offers
- Carsharing test offers
- Reductions for fuel-saving driver trainings
- Free bicycle rental







# **CREATIVE COMPETITIONS**













# **COMMUTER CHALLENGES**







# **PROMOTION OF TELEWORKING**







## **CELEBRITIES!**



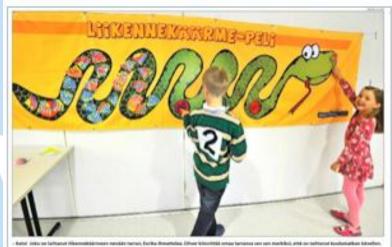


Anne-Mari Haakana, Motiva





# **EDUCATIONAL GAMES**



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# **INTER-CITY COOPERATION**

### Gävle



### During Saturday in the European mobility week there was a battle between the cities of Gävle and Östersund. The two cities challenged each other in a competition to see which city that increased bus travelling among the citizens the most.

On the same day, those who had left their car at home could show their car keys to the bus driver and travel for free.



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### Östersund



Ostersund increased their bus travels by 36 % on the day and Gävle by 13 %. Ostersund was therefore the winners in the bus fight. But in the end we are all winners.







# Website & social media





# **Do the right mix:** Awareness raising and funding for sustainable urban mobility campaigners





## Did you pick the right transport?





THE EUROPEAN COMMISSION'S SUSTAINABLE URBAN MOBILITY CAMPAIGN

www.dotherightmix.com



### **Strategy** SUM Campaign & EMW

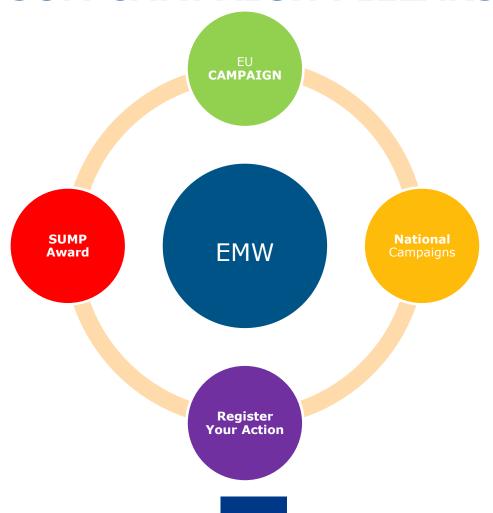
- European-wide awareness raising campaign to accompany EMW
- SUM Campaign reinforces and builds on the EMW
- SUM Campaign offers support for national and local EMW campaigners







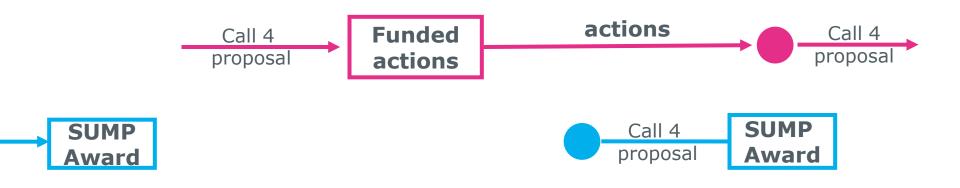
### **SUM CAMPAIGN PILLARS**







### **Register your promotional action**





### **Register your promotional action**

- open to: groups of people, NGOs, social partners, research/teaching institutions, local/national authorities, public institutions, public/private companies
- Actions that **promote a behavioural shift** (with a particular focus on multimodality)
- A **promotional rather than a technical nature** (i.e. technical innovations themselves will not be recognised)
- action can be limited to a specific day or last for several weeks/months
- action must take place in an EU Member State, Croatia, Iceland, Liechtenstein or Norway



## **Funding for promotional actions**

- To support non-commercial enterprises
- In 2012: 95 fund requests from 23 countries
- Call 2013: opened: 6 March 2013 closes: 31 May2013
- for actions between
   1 July and 30 June 2014





### Criteria

- Creative and strategic approach
- Expected impact
- Likely media interest
- Synergies with relevant EU campaigns, initiatives, and policies in the field of transport, energy and environment
- Multiplier effect
- Coherence and management of stakeholder partnerships
- Financial state and cost-effectiveness



### **SUMP Award**

- Encourage the adoption of SUMPs by local authorities across Europe
- Showcase successful and encouraging SUMP experiences
- Reward outstanding cities

- 2012: Stakeholder & Citizen participation in SUMPs
- 2013: integration of economic, social and environmental policy criteria
- 2014: monitoring implementation to improve SUMPs

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Community The European Commission's Sustainable Urban Mobility (SUM) campaign supports individuals & organisations who promote a new, sustainable urban mobility culture: About Photos Likes Twit	EU Energy Week 2013 @euenergyweek 8 Jan 1st evaluation #deadline for @euenergyweek & @EU_ManagEnergy #award entries is 15 January, #bepartofit bit.ly /UFOeHR #eusew13 PIs RT Retweeted by Do The Right Mix! Expand
Highlights - B Status Photo / Video Offer, Event + Recent Posts by Others on 1	Do The Right Mix! @RightMixEU       8 Jan         RT @eu_greencapital: Nantes succeeds Vitoria-Gasteiz as       8 Jan         European Green Capital fb.me/1RFR4Cpwc       Expand
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2 hours ago       Eurogauneñ.         5 October 2012 at         The world's oldest metro, the London Underground, celebrated its         150th anniversary yesterday. Did you know that it currently carries         1,107 million passengers every year?	Merry Christmas from the #Sustainable Urban #Mobility campaign team! #DoTheRightMix



# **THANK YOU**

Peter Staelens Project Coordinator EUROCITIES peter.staelens@eurocities.eu Tel: 00 32 552 08 66 25/06/2013





Commission

### WEBSITE







### **REGISTER YOUR ACTION**

### **Registered** actions

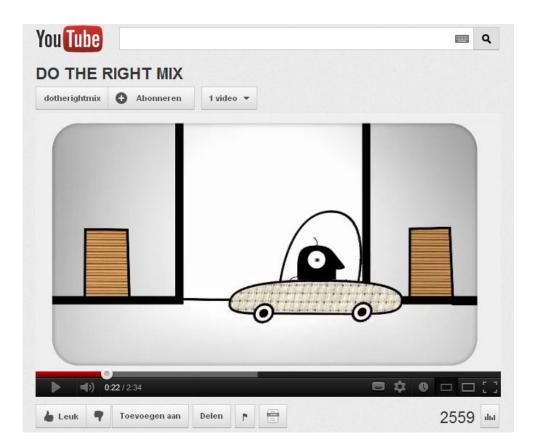
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### **PROMOTIONAL VIDEO**





### **POLICY TEASER - URBAN MOBILITY CAMPAIGNS**

# Why are we involved?

- Money
- Reputation
- Networking & Profiling
- Membership services
- EUROCITIES priorities

climate change - Recovery - inclusion









### POLICY TEASER - URBAN MOBILITY CAMPAIGNS

# Links with policy areas

- Mobility
- Environment
- Economy
- Culture
- Social Affairs
- Knowledge Society





### **POLICY TEASER - URBAN MOBILITY CAMPAIGNS**

# Creative Assignment!

- Mobility
- Environment
- Economy
- Culture
- Social Affairs
- Knowledge Society



