



Benchmark of Excellence

European Mobility Week



Field of action: Awareness raising and local networking

Area of intervention: Sustainable mobility

Responsible for action implementation: Municipality of Funchal

Implementation timeframe: 2012-2013

Financing sources: EU Programmes and Local Authority's own resources.

Description of action

In 2012 and 2013, the Municipality of Funchal held the European Mobility Week with the aim to inform and raise awareness of a large number of citizens and local actors for the promotion of sustainable mobility, in this way, joining many other cities of Portugal and of Europe in this European initiative.

The Municipality of Funchal, together with the local stakeholders, carried out a range of activities with the theme "sustainable mobility in the city". These activities were aimed to reach different audiences, from the youngest to the oldest, including politicians, businessmen, artists, lovers of outdoor sports, residents and visitors.

For the week, everyone had the opportunity to enjoy various activities dedicated to sustainable mobility, including conferences, debates, contests, technology exhibitions, art exhibitions and leisure activities. All the activities had sustainable mobility in common and the aim of promoting debates and sustainable behavioural improvements.

Some actions developed under the European Mobility Week

- Orienteering competitions on foot and by bus in Funchal city.
- Funchal City cycling competition.
- A walk for mobility.
- "Moving in the right direction" exhibition.
- Mobi-kid games.
- Awareness-raising "Better mobility, better city".
- Prize for users of Horários do Funchal, public transport company.
- Street animation.
- Grand prize of Funchal wooden cars.
- Music concert.



Further Information about the action

CMF - City Hall of Funchal
<http://www.cm-funchal.pt/mobilidade/>

Results and Impacts

- About 30 awareness raising actions
- 20 000 visitors.