



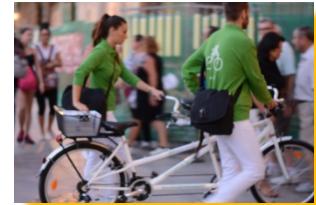
EUROPEAN MOBILITY WEEK AWARDS 2014



SPOTLIGHT ON THE FINALISTS

Murcia

Located in the South-East of Spain, Murcia has participated in the European Mobility Week since 2008 and has been selected as finalist four times. The exchange of bikes for people at risk of social exclusion is just one of its innovative actions. The city is committed to improving road safety for cyclists and pedestrians: up to 8 zones will have traffic limits to 30 km/h. This year 10,000 citizens; children and adults, participated in the car free day.



The city has set up 20 new free parking spaces for electric mobility scooters. An app informing citizens about different public transport options has been launched. In addition, a combined ticket for city buses and tram reinforces inter-modality. Lastly, a sharing program aims to reduce the number of people commuting by themselves.

During the campaign, statistics were collected to help better plan of sustainable mobility in the future.

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Ostersund

The Swedish city of Ostersund has participated in the European Mobility Week for 12 consecutive years and has been selected as finalist the last two years running. It has introduced innovative elements like cooperation with the university, a campaign thanks giving for cyclists, a humorous event to test the fastest means of transport and a new real-time app. The use of new technologies throughout the campaign was also present in other activities, like photo a competition on Instagram and the national Facebook contest "Commute Greener". Young migrants were the core of one activity focused on the link between cycling and integration, health and personal freedom.

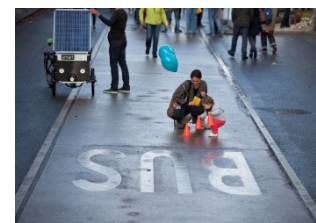


The Green Highway project aims at creating a fossil fuel free 440 km corridor from the Baltic Sea in Sweden to the Nordic Sea in Norway. Ostersund is the lead partner in this project.

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Vienna

The Austrian capital hosted a festival ahead of this year's European Mobility Week showing how art, sport, culture and of course sustainable transport is possible in streets without cars. The city organised 37 activities during European Mobility Week, for example, support for the elderly riding their bikes, a grass carpet in Vienna's main street inviting people to have a picnic and the installation of pedestrian information pillars to make walking in the city more attractive.



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Mariahilfer Straße, a main shopping street, has recently been renovated to become a pedestrian area. The street meets the needs of elderly people, kids, disabled people and cyclists alike. The objective is that between 20,000 and 70,000 people living in Vienna and also tourists can walk on that street everyday.

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SELECTED INITIATIVES FROM SHORLISTED CITIES

Budapest

In the Hungarian capital of Budapest, 95% of citizens use public transport. Not surprisingly the city received the European Mobility Week award in 2008. In the summer of 2014 a new public transport service consisting of a bike sharing scheme was launched. The campaigners worked closely with the Hungarian cycling club to improve safe cycling. During the European Mobility Week a conference on intelligent networks was a meeting point for companies and public transport providers interested in establishing sustainable and cost-effective infrastructures.



The main road in Budapest was closed to traffic offering its 2.5 km to 700,000 pedestrians and cyclists during the weekend.

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Getxo

Since 2002 Getxo has participated in all editions of European Mobility Week. The city has been working on the involvement of its citizens in the campaign. A safe school path not only helps students to get the school, but also educates them about sustainable mobility habits. When an urban environment is accessible and safe for children, it is for people of all ages. Around 700 students benefited of this safe school path.



A Centre for Investigation, Development and Innovation was launched aiming to develop projects for sustainable mobility. Since the centre started 14 projects have been launched, employing over 100 people.

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Larnaka

Since 2002 the Cypriot city of Larnaka has taken part in European Mobility Week. The streets of Larnaka were not only closed to traffic, but also open to folk dancing, flea markets and street games. The traditional promenade was completed this year with a cycling race and a triathlon competition along the coastal front which measures 4 km.



European Mobility Week has been the driving force for implementing measures towards sustainable mobility, but also for changing people's mentality.

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Leon

This year's campaign was launched together with CityMobil2, a collaborative project on automated transport; tackling the unclear legal framework and the investment needed. More than 5,000 people participated directly in the showcase of this project.



Throughout the week, the campaign focused on a different aspect each day: innovation in transport, sustainable mobility, pedestrian mobility, public transport, liveable city and finally the car free day and day of the bicycle. In 2006 Leon was recognised with the European Mobility Award.

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Palma de Mallorca

During this year's European Mobility Week in Palma de Mallorca, the city decided to close off one street to motorized traffic permanently and to do the same for the whole week with another one. This action caused a lively debate in local media. More and more shopkeepers are asking for pedestrianised areas in the city; for the purpose of promoting shared streets and safe cycling, an image on the back of city buses reminded car drivers that they have to keep a distance of 1,5 meters when overtaking a cyclist.

In January 2014 the public bike system was expanded with 50 new bicycles and 4 new stations. Visitors and tourists can buy a three or a five day ticket to use these bikes.

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Skopje

The capital of the former Yugoslav Republic of Macedonia has traditionally celebrated the car free day, and it has recently introduced new measures like an automatic traffic management control system and new electric vehicles.

One day of this year's European Mobility Week was dedicated to the protection of the ozone layer, a lot of activities were dedicated to children, but also senior citizens. The presentation of the ELEKTRA project brought the theme of electro-mobility into the campaign. A total of 311 new public transport buses and a fleet of 250 rental bikes complete the permanent measures taken into action.

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Zagreb

The Croatian capital has organised the European Mobility Week since 2007 and won the EMW award in 2012. From the first years of the campaign, disability rights campaigners encouraged Zagreb to take part in the European Mobility Week and so did this year, the city decided to have a presentation of sports for disabled people and the installation of sound signaling devices for blind pedestrians.

There was also the introduction of a series of permanent measures aimed to foster cycling in the city. "Bike on Bus", a pilot project allowing cyclists to transport their bikes in 3 bus lines, a group working on encouraging cycling in the city and cycling tourism and a monitoring system for bicycle traffic predicts which recorded 200,000 cyclists over a 5 month period.

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