

TAKING  
**COOPERATION**  
FORWARD



LOW-CARB Capacity Building Workshop -  
Regional Sustainable Urban Mobility Planning for Functional Urban Areas  
25 May 2018, Brno, Czech Republic. 1445-1500



Linking up with **EUROPEANMOBILITYWEEK**



*Jerome Simpson/Regional Environmental Center for CEE/Hungary & EMW Secretariat*

## Campaign Background

### EMW's MAIN GOALS invite cities to..

- \* 1. Promote the use of active travel modes and alternatives to fossil-fueled, single occupancy vehicles (during 16-22/9)
- \* 2. Provide an opportunity to experiment with measures city administrations might not otherwise attempt (e.g. Access restrictions, pedestrianized zones, car-free streets, particularly on 22/9)
- 3. A means to engage citizens and communities over strategies, plans, regulations etc.
- \* 4. Launch new permanent measures (e.g. infrastructure, policies, plans,)

= 'Golden City'



## MOBILITYACTIONS 2018 (197 actions in 31 countries)

 Austria	2
 Belgium	8
 Bosnia and Herzegovina	4
 Bulgaria	4
 Cyprus	1
 Czech Republic	1
 Denmark	1

...to foster the spirit of the week at any point in the year and encourage NGOs, associations, enterprise, research organisations and/or **cities** to host large and small scale campaigns to influence behaviour



## Workplace campaigns:

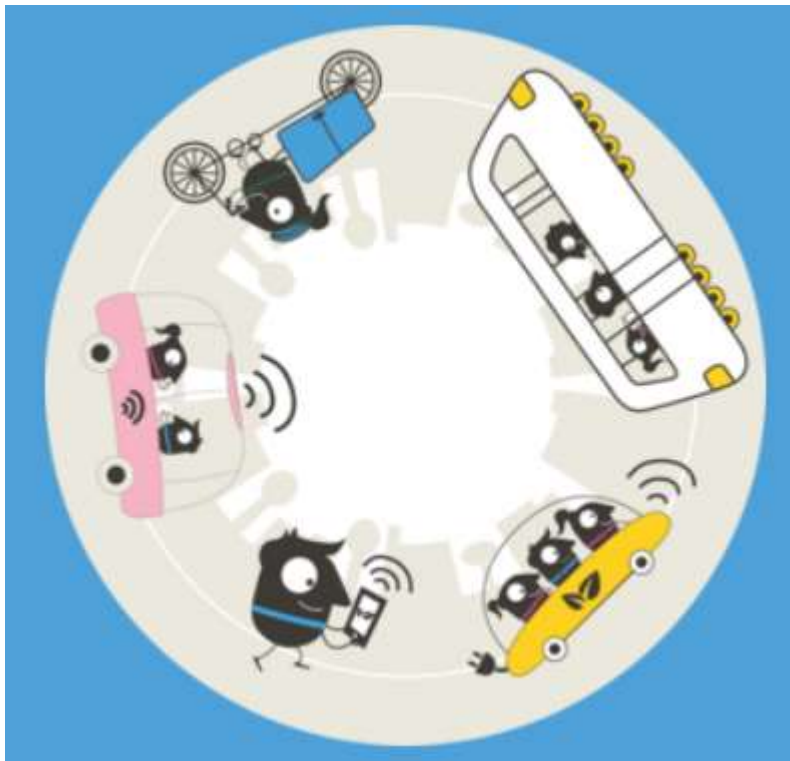
Pan-EC, BE



>1500 participated & cycled 2/3 Earth-Moon distance!



## Mix and Move!

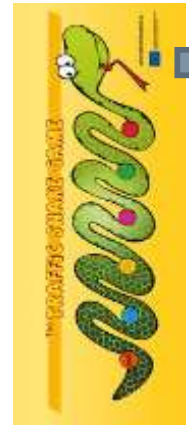


Multi-modality =  
different modes of transport for  
the same journey



# 1. ADVOCATING (LOW-CARB) ACTIVE TRAVEL/CAR-FREE ALTERNATIVES..

Java Evroplane E Lävizshärissä  
September 25 at 1:30pm  
Great new initiative in the city... "Ring the bells". Every Friday, at 17.00.



**INTEGRATED**



Special fares on public transport

- 10% discount on public bus fares →
- 25% discount on MUyBICI pass for University Students →



**1352**  
towns and cities organised  
**Car-Free Day**  
in 2017



## 2. (LOW-CARB) CAR-FREE DAY..

'Car-Free Day' Actions included:

- Closing streets to traffic
- Encouraging car drivers to consider other trip routes
- Changing the direction of traffic in adjacent streets
- Obliging drivers to leave their car far (cca. 1 km) from their final destination
- Undertaking new activities on closed streets.

Torres Vedras, Portugal



### 3. CITIZEN ENGAGEMENT...(URBAN PLANS)

#### Local campaigns:

Katrineholm, SE

Spaces for dialogue

Build awareness & acceptance

Political participation and interaction



#### Digital campaign

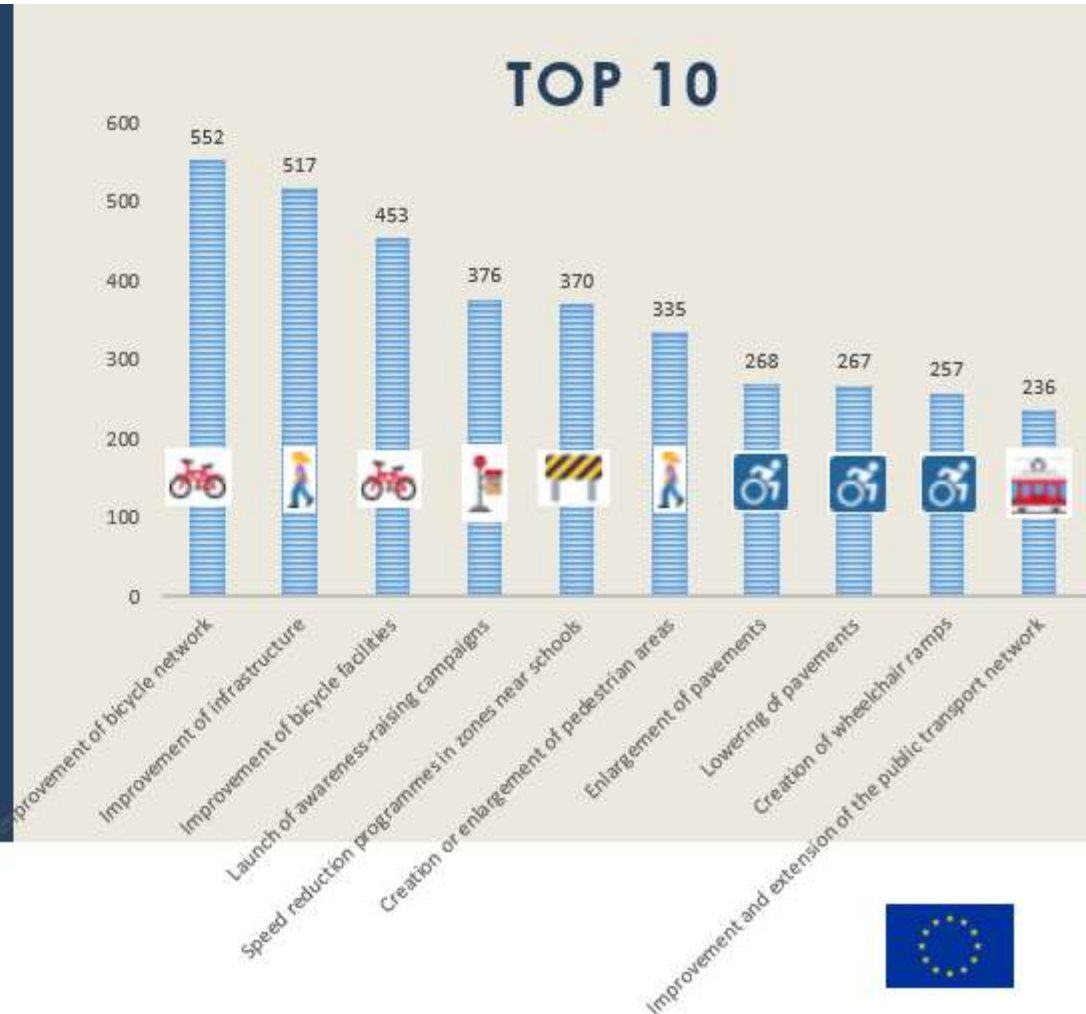
Positive and personal posts

Interest from local radio and newspaper



## 4. PERMANENT MEASURES (PILOT MEASURES)

**7993**  
**Permanent**  
**measures**  
**in 2017**





BIKE & (BUS) RIDE



WALK & (BUS) RIDE



BIKE & (TRAIN) RIDE



PERM. MEASURE EXAMPLES (PT)



„Public Transport is by default multi-modal!“



PERMANENT  
MEASURE  
EXAMPLES  
(PT)

(CAR/BUS  
& RIDE)

TOOLS &  
SERVICES

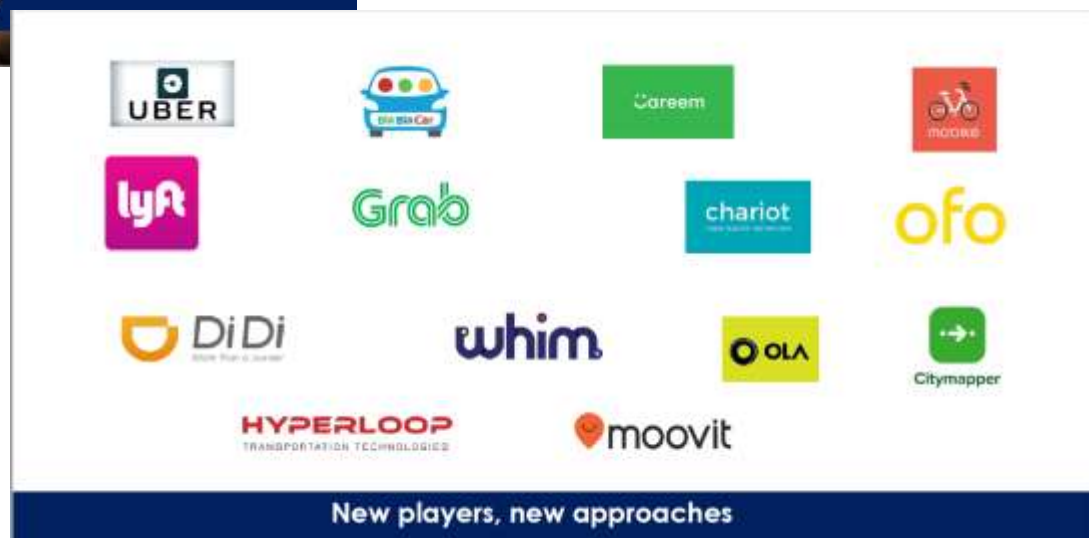


# REFLECTIONS ON PUBLIC TRANSPORT

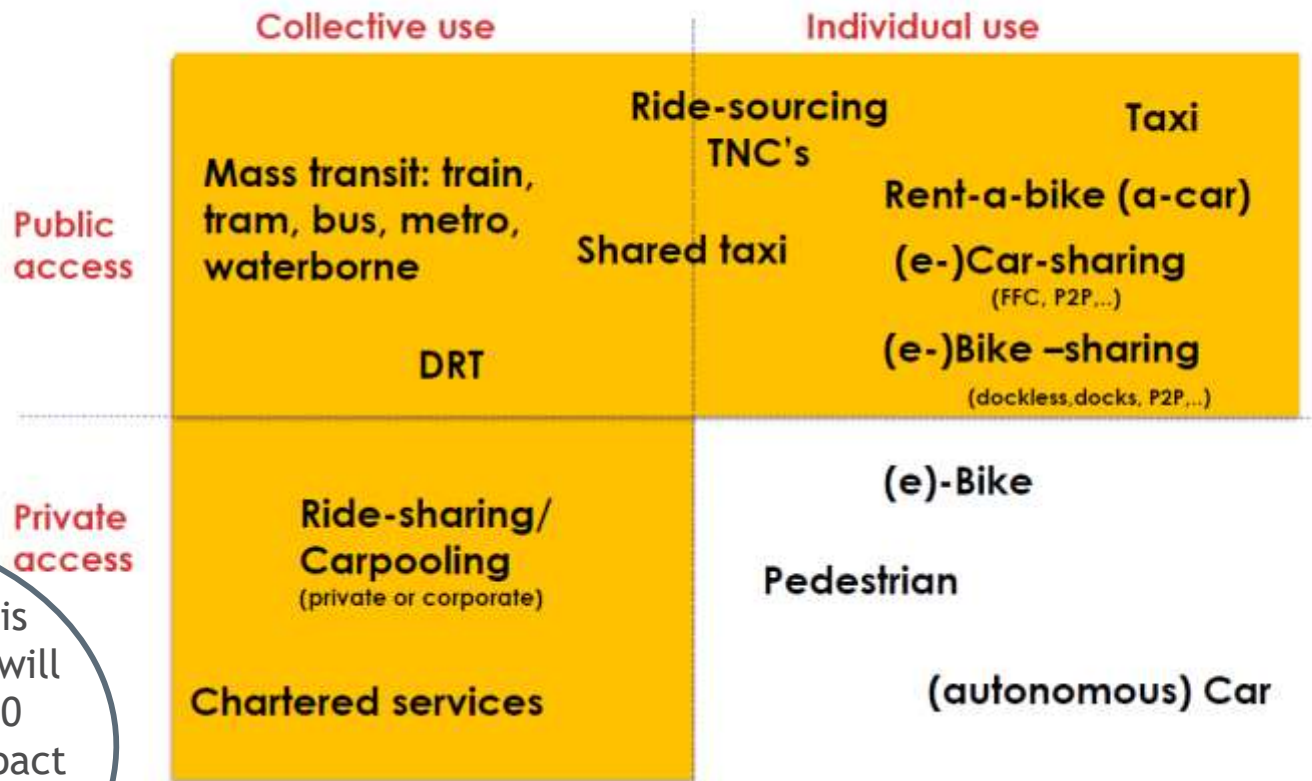


## CHANGING PARADIGM

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## PUBLIC TRANSPORT IS AT A TURNING POINT



“Urban automation is driving change. Taxis will be autonomous in 10 years and this will impact on public transport services.” Sandor Nagy, Szeged Vice Mayor

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# ON LOW-CARB PLANNING...



[www.smartlahti.fi/citicap](http://www.smartlahti.fi/citicap)

- CITICAP is one of five new ERDF Urban Mobility Innovative Actions undertaken by the city of Lahti (Finland)
- The project develops a Personal Carbon Trading (PCT) scheme (cap and trade real-time/periodically or cap and dividend) to promote low-carbon urban mobility by promoting and rewarding behavioural change
- The scheme will be co-designed in the framework of the Sustainable Urban Mobility Plan and through a participatory and user-led process.
- Citizens will be able to monitor their emission and budget their carbon use via an open mobility data platform
- Public authorities will use the data to foster sustainable mobility services and business opportunities
- Incentives will encourage scheme use, while carbon-neutral bicycle highway lane investments will support low-carbon choices of transport



## WHY GET INVOLVED?

### “Transformation and Collaboration”

*William Nederpelt,  
The Netherlands  
National  
Coordinator*



### In Summary

“EUROPEAN **MOBILITY** WEEK enables local authorities not only to focus for a few days on sustainable transport, but also on communicating important messages to their community. It is ... a good opportunity for communities to get involved and do something together. In my opinion, the biggest potential is in smaller towns. Being part of a world-wide Mobility Week family is a great feeling [too]!”



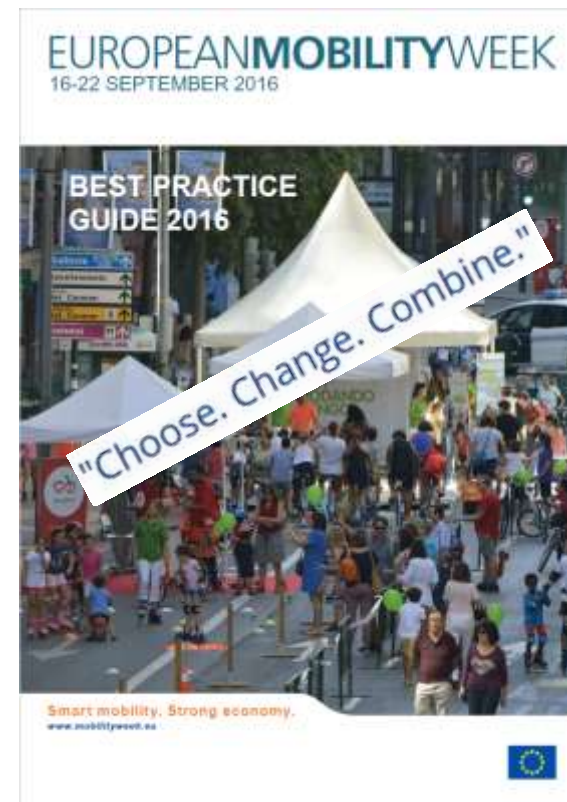
*Maria Perkuszevska,  
Polish National Coordinator*



## CAMPAIGN HANDBOOK & GUIDELINES



## BEST PRACTICE GUIDE 2016



Online at:  
[mobilityweek.eu/campaign-resources/](http://mobilityweek.eu/campaign-resources/)





# Thank you for your attention!

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