



# European Mobility Week PRESS PACK



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## PRESS RELEASE

### EUROPEAN MOBILITY WEEK 2013 – ‘Clean air – It’s your move!’

**Over 2.000 European towns and cities are expected to participate in the 12th edition of European Mobility Week, an annual campaign promoting sustainable urban travel. This year’s edition will run from 16 to 22 September under the slogan ‘Clean air – It’s your move!’. The campaign raises awareness about the impact of transport on local air quality, and encourages citizens all over Europe to improve their health and well-being by changing their day-to-day mobility behaviour.**

The 2013 edition of European Mobility Week coincides with the European Year of Air, an area EU policy makers are currently reviewing through the Thematic Strategy on Air Quality. Bad air continues to have a major impact on the health of European citizens, leading to respiratory and cardiac complications, premature deaths and shorter life expectancy. Air pollution also affects the environment, resulting in acidification, biodiversity loss, ozone depletion and climate change.

Urban traffic is a growing source of air pollution – specifically when it comes to particulate matter and nitrogen dioxide. Local authorities therefore have the responsibility to develop urban transport strategies that meet mobility demand, protect the environment, improve air quality and make the city a better place to live.

By adopting the slogan “Clean air – It’s your move!” European Mobility Week is underlining that we all have a part to play, and that even small changes, such as commuting by bicycle rather than taking the car, opting for public transport, or choosing to walk, can significantly enhance the quality of life in European town and cities.

Confirming his support for the campaign, Janez Potočnik, European Commissioner for the Environment, said:

“This year, we will put emphasis on the impact that transport and our daily choices have on the quality of the air we breathe and our health. By raising awareness and offering alternative transport options, cities can become more attractive places for people to live, they can make a major contribution to protect our health and promote a more sustainable future for all of us because when it comes to clean air, it’s your move!”

European local authorities are invited to sign up to the **European Mobility Week Charter** and publish their programmes on **[www.mobilityweek.eu](http://www.mobilityweek.eu)**. Towns and cities planning a full week of events from 16-22 September, introducing permanent measures and setting up a car-free day can also apply for the European Mobility Week Award and join the prestigious ranks of previous award winners Zagreb (Croatia), Bologna (Italy) , Gävle (Sweden) and Budapest (Hungary).



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## WHAT IS HAPPENING IN 2013?

More than 2,000 cities in 43 countries are expected to officially take part in the 2013 edition of European Mobility Week. National and local campaigners will organise a wide range of activities for different target groups, including sustainable commuting challenges, teleworking campaigns, air quality measurements, flash mobs, car free day events, creative competitions, conferences, public debates, cycling and walking tours, festivals etc.

This makes it almost impossible to provide a complete overview of activities and measures taking place at local, regional and national level. For more specific information on local campaign programmes, we advise you to take a look at **our website**. The initiatives below offer a taster of this year's events.

EMW initiatives at local level

### HELSINKI, FINLAND - PUBLIC TRANSPORT GAME

Helsinki's Regional Transport Authority will organise a public transport game where passengers are invited to discover the metropolitan area and the broader region by public transport. Some of the journeys include destinations or services which are normally not open to the public, such as metro tunnels or test drives with a new tram.

### TOULOUSE, FRANCE - CLEANING THE AIR BY STIMULATING CYCLING, CAR SHARING AND ELECTRO MOBILITY

To celebrate this year's edition of European Mobility Week, the city of Toulouse will introduce an ambitious package of measures including the introduction of a pedestrian zone, new public bicycle stations and charging points for electric vehicles. The city will also increase the number of electric vehicles in local car share schemes. Other events and activities include the official presentation of a bicycle map, a conference on road safety, an electro mobility fair, and dedicated campaigns promoting sustainable commuting and car sharing. Apart from actively involving local citizens, schools, businesses and commuters, the city of Toulouse will also engage freight operators by signing a protocol on the use of electric vehicles.

### CHEMNITZ, GERMANY - ENGAGING YOUTH AND IMPROVING ACCESSIBILITY

The city of Chemnitz has prepared an ambitious European Mobility Week programme in cooperation with the regional transport association of Central Saxony – VMS. The aim is to promote public transport to the younger generations by offering reduced rates and by organising activities such as discovery tours, museum visits, creative workshops etc. To raise awareness on the importance of accessible public transport, citizens will be invited to try out an age simulation suit and to join the mobility trainings organised by the local transport company CVAG. To support the transition to cleaner urban transport, the city of Chemnitz will improve cycling facilities and pedestrian infrastructure, introduce tactile pavements and install sound devices in traffic lights for people that are visually impaired.

### PAMPLONA, SPAIN - SEVEN THEMATIC DAYS PROMOTING SUSTAINABLE TRAVEL

Pamplona has developed a Mobility Week programme that consists of different thematic days focusing on cycling, walking, electro mobility, public transport, clean vehicles and accessibility. Activities include guided walking and cycling tours, workshops, clean vehicle exhibitions and caravans, games and workshops. On 22 September, Pamplona will close its central lanes to motorised traffic and invite citizens and tourists to enjoy the clean air and participate in a wide range of cultural and educational activities. On the occasion of European Mobility Week, the city will also extend and improve its public transport offer.



### SOFIA – MOBILE AIR QUALITY LABORATORIES

In Sofia, the Dutch ambassador and his team will kick off the campaign week by offering lessons on safe cycling in cooperation with urban cycling organisations and traffic police. The programme of activities also includes many other cycling-related events, such as fashion shows for cyclists, cycling tours and free deliveries by bike. Throughout the week owners of electric cars and bicycles will be able to charge their vehicles at photovoltaic installations. By setting up mobile laboratories, the city also aims to measure and communicate the impact of transport on local air quality. On 22nd of September Sofia will close a central area for cars and open it only for pedestrians, public transport and other alternative modes of transportation such as bikes and skates.

### LJUBLJANA - OPEN-AIR EVENTS IN RENEWED PEDESTRIAN ZONES

With its numerous activities and measures to promote sustainable travel, the city of Ljubljana aims to significantly improve the quality of life of local residents. Ljubljana is continuously striving to improve air quality in particular, and plans to strengthen these efforts also in the European Mobility Week 2013. Throughout the entire campaign week, citizens and visitors will be invited to participate in wide range of activities that will take place in renewed pedestrian zones, including workshops, demonstrations, discussions, cycling tours, educational games, site visits and even a mass dance spectacle on the city's main square. To celebrate Car Free Day, the city of Ljubljana will close one of its central roads, Slovenska Cesta, to motorised vehicles, except for collective transport.



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### AUSTRIA - CLIMATE TOUR

Engaging and inclusive, the Climate Tour is an information and participation campaign which tours Austria using exclusively sustainable modes of transport. Running for the 14th time, citizens of all ages will be invited to show their commitment to the environment and sustainable modes of transport directly by cycling or taking public transport to the stops on the tour.

### HUNGARY - CREATIVE COMPETITION ON TRANSPORT AND AIR QUALITY

In Hungary, school children, students and adults are invited to join a nationwide creative competition on the link between transport and air quality. Participants can send in drawings or photographs.

### ITALY - AWARD SCHEME FOR THE MOST PEDESTRIAN FRIENDLY CITY

In the scope of EMW 2013, a conference will be organised in the city of Rome to award the Italian municipality that introduced the most ambitious strategies and measures to encourage walking instead of driving ('Città Amica del Camminare').



### LUXEMBURG – CONFERENCE ON BICYCLE-FRIENDLY CITIES

The Luxembourg Coordination of European Mobility Week has planned a series of events, including a high level conference on 'Mobility and Progress', where Mikael Colville-Andersen - the famous Danish cycling ambassador from 'Copenhagenize.eu' - will present his vision on 'Bicycle Urbanism by Design'.

## BACKGROUND INFORMATION

### ABOUT THE CAMPAIGN

European Mobility Week is an annual campaign on sustainable urban mobility, organised with the support of the European Commission Directorates General for the environment and transport. 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 citizens to try out alternatives to the private car.

The European Mobility Week journey started in 1998 with the French 'In Town Without My Car!' day. This initiative still runs today on 22 September of each year to encourage towns and cities to close one or several streets to motorised vehicles for an entire day. This allows citizens to see a different side to their towns and cities, and means local authorities can put into place actions aimed at restricting motorised traffic in certain areas, encourage the use of sustainable modes of transport and raise awareness of the environmental impacts of citizens' modal choice. The success of 'In Town Without My Car!' day and the positive reaction of citizens led former European Commissioner for environment, Margot Wallström, to launch a more ambitious initiative in 2002: European Mobility Week.

Since then, the impact of European Mobility Week has steadily grown, both across Europe and around the world. In 2012, 2,158 cities, representing 147.6 million citizens, officially registered for the campaign. A total of 7,717 permanent measures have been implemented, mainly focusing on infrastructure for cycling and walking, traffic calming, improving transport accessibility and raising awareness about sustainable travel behaviour. To put these numbers into perspective, consider the impact the EMW has had through the examples in the next section.

#### FOR MORE INFORMATION:



**General information and news updates**



**Participating cities**



### ABOUT THIS YEAR'S THEME AND SLOGAN

Every day we fill our lungs with city air – but what is it that we're breathing? European Mobility Week 2013 aims to clean up our air, and by doing so, create a healthier, happier Europe. The slogan for European Mobility Week 2013 is 'Clean air – It's your move!' which encourages the public to reflect on the impact transport has on urban air quality.

The facts are clear - cleaner cities are healthier cities. Air free from impurities leads to a longer life by an average of eight months, and has been proven to reduce the likelihood of respiratory and cardiovascular health issues. Conversely, air laced with pollutants such as particulate matter and nitrogen dioxide increases the risk of lung diseases, including asthma, pneumonia, and lung cancer. And it's not only human health that is affected - air pollution harms the environment, resulting in acidification, biodiversity loss, ozone depletion and climate change.

A **recent Eurobarometer survey** of Europeans' attitudes to air quality indicates that 96% of respondents felt that emissions from cars and trucks have an impact on air quality. 56% felt that air quality has deteriorated in the last ten years, with only 16% saying that it has improved. 72% say that they perceive emissions levels to have dropped, though the fact remains that one-third of city dwellers are still exposed to too much particulate matter.

At the legislative level much has been going on, though the survey indicates that citizens across Europe do not feel that public authorities are doing enough to promote good air quality. Surprisingly, almost six out of ten do not feel informed about air quality issues. European Mobility Week is an excellent way to turn these figures around.



The **Thematic Strategy on Air Pollution** was adopted in 2005, with its objectives for health and environment to be attained by 2020. As time progressed it became clear that these targets would not be reached and a **review and update would be necessary**. The ongoing EU air policy review encompasses the 2005 Strategy, the existing air quality legislation, the national emissions ceilings directive of 2001, as well as possible measures to reduce further emissions for key sources, such as transport.

Following policy and legislation evaluation, a series of stakeholder meetings and online consultations, the review will be finalised and submitted for approval this year. These steps to reduce the impacts of air pollution, particularly from transport, will enhance protection for humans and vulnerable ecosystems. It is also an important step towards effective climate mitigation, given that the key air pollutants, such as black carbon, are major contributors to atmospheric warming – even more so than carbon dioxide.





Looking at the issue from a transport perspective, the European Commission's **White Paper** of 2011 outlines a roadmap to a sustainable mobility system in Europe. Cities play a key role in this strategy. After all, urban transport accounts for 40 percent of all road transport in the EU and is responsible for a quarter of carbon dioxide emissions from transport. This paper was the first time that quantitative targets for emission reduction were set down.

The **Clean Fuel Strategy** launched at the end of 2012 also makes clear the ambitious measures to promote clean vehicle uptake and make a dent in the level of transport-generated emissions, thereby contributing to making Europe a more resource efficient society. In 2009, the European Environment Agency estimated that air pollution from all sources cost Europe **€102-169 billion**. This sum takes into account lost lives, poor health, crop damage and other economic losses. Almost half of this figure is drawn from the **effects of heavy-goods traffic**. The magnitude of the effects of poor air quality is truly immense. So, as mobility demand increases and the need to drastically cut emissions becomes ever more pressing, cities need to be innovative and forward-looking. They need to develop processes and approaches to creating an urban transport system that meets mobility demand, protects the environment, improves air quality and makes the city a better place to live. With some strategic thinking it is possible to make this vision a reality.





Changing our transport habits can go a long way to stemming urban air pollution. This year's European Mobility Week slogan, "Clean air – It's your move!" reflects the power that citizens have to clean up air quality through their mobility choices. It is a reminder that we all have a part to play, and that even small changes, such as commuting by bicycle rather than taking the car, opting for public transport, or choosing to walk, can enhance our quality of life.

#### FOR MORE INFORMATION:

##### EU policy:

-  **Review of the EU Air Policy**
-  **Action Plan on Urban Mobility**
-  **White Paper on Transport**
-  **Clean Power for Transport Package**

##### EU guidance for city planners and campaigners:

-  **EMW 2013 Thematic Guidelines**
-  **The contribution of transport to air quality - TERM 2012, European Environment Agency**
-  **Health effects of transport-related air pollution, World Health Organisation**
-  **Attitudes of Europeans towards air quality, Eurobarometer**



#### SUPPORTING INITIATIVES AT THE EU LEVEL

##### Do The Right Mix

'Do the Right Mix' is a new sustainable urban transport campaign linked to European Mobility Week. The aim of this three-year initiative is to promote multimodal travel behaviour by offering financial support to campaigners at national and local level. In addition, the campaign includes initiatives such as an award for European cities based on their Sustainable Urban Mobility Plans and coordinated awareness-raising activities and events in 31 European countries.

## MEDIA CONTACTS AND MULTIMEDIA



### EU LEVEL COORDINATION

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### NATIONAL AND LOCAL COORDINATION

For more information on national and local initiatives, please consult the **list of participating cities**, visit the **national campaign websites** or contact the **relevant national coordinator**.

### MULTIMEDIA

There is a wide range of multimedia material produced by the European Mobility Week campaign. Visit the **Mobility Week website** for **photos** and **videos** and more information, or connect with us through our **Facebook, Youtube, Twitter and Flickr** accounts for the latest information. You can also sign up for our **eNewsletter**, which gathers the most interesting news and updates from participating cities and towns in Europe and beyond. All images in this press release are sourced from the EMW flickr page and the CIVITAS and Eltis photo databases.

