

# EUROPEANMOBILITYWEEK Award 2016

## Cities in the Spotlight: Finalists

Lisbon, Malmo and Skopje are the three finalists for the EUROPEANMOBILITYWEEK Award 2016; only one will take home the prestigious prize. They were selected by independent jury in recognition of their dedication to raising awareness of sustainable urban mobility.

### Lisbon

Lisbon aims to bring about a paradigm shift in urban transport, and the city arguably knows how to make the best use of the campaign to achieve its goals. At a major conference dedicated to the collaborative economy, the city assessed the economic benefits of sustainable urban mobility, and with a bike-to-shop activity promote the theme. The programme included a plethora of other activities, such as an electric vehicle exhibition, or games to encourage people to cycle to work.

The Portuguese capital's ultimate objective is to regenerate public spaces and to build a city for all.

All these activities have a measurable impact: an event held during the week has convinced a further 2,500 citizens to opt for public transport instead of the car; 150 km of new bike lanes were inaugurated; and work was launched at 8 out of the 30 squares the city plans to build.

Contact: [paula.martins@cm-lisboa.pt](mailto:paula.martins@cm-lisboa.pt)



© Armindo Ribeiro



# EUROPEAN MOBILITY WEEK Award 2016

## Malmö

This is Malmö's first nomination for the award. It recognises the city's progress in bringing about behaviour change in urban mobility by promoting active travel and giving priority to pedestrians and cyclists.

Malmö has entered into partnerships with local businesses in line with the campaign's theme of economic benefits of sustainable transport. Dialogue and public participation have become catchwords for the city.

Malmö's long list of permanent measures reflect a holistic approach: the city's old centre has become safer and more attractive thanks to the pedestrianisation of a major shopping street; accessibility and the promotion of soft transport modes have now been integrated in urban planning; and a new bike sharing system offers 500 bicycles at 50 stations.

Contact: [olof.rabe@malmo.se](mailto:olof.rabe@malmo.se)



© Lars Bendroth



# EUROPEAN MOBILITY WEEK Award 2016

## Skopje

Skopje has launched a carpooling service to help its residents save money and protect the environment. This ties in fully with the campaign's theme. Climate change, energy efficiency, health, and electro-mobility are also priority areas for the city, as is the role that the media can play in urban mobility development.

Skopje has made the most of the EU-funded projects CREATE, FLOW and Ele.C.Tra. ,and added 50 new electric buses to its municipal fleet.

A new ticketing system for public transport, the extension of bus lines, and the construction of new public squares are among the exemplary permanent measures presented by the city during the campaign.

Contact: [nikola.jovanovski@skopje.gov.mk](mailto:nikola.jovanovski@skopje.gov.mk)



# EUROPEANMOBILITYWEEK Award 2016

## Cities in the Spotlight: Shortlisted towns and cities

Alongside the three finalists, seven other cities have made it to the list of top ten candidates for the EUROPEANMOBILITYWEEK Award 2016.

### Białystok

The Polish city of Białystok has made its mark by promoting activities that appeal to people of all ages: bike to school, picnics in the city centre, etc. The campaign that encourages citizens to greet their bus drivers deserves special mention.

During Car-Free Day, the city presented IT solutions that can save money and time for citizens.

The list of Białystok's new permanent measures is impressive: since 2016, public transport users have been able to use shared bikes for free for 30 minutes; the extension of bus lines has contributed to reducing commuting time; in a certain area of the city, locals get a 50% discount on their bus tickets thanks to an agreement concluded at city level; and a 420 m stretch of a central thoroughfare has been made car free, with shared bicycle-pedestrian paths.

Contact: [bprokop@um.bialystok.pl](mailto:bprokop@um.bialystok.pl)



# EUROPEAN MOBILITY WEEK Award 2016

## Kruševac

The Serbian city of Kruševac held car-free evenings during the whole week, and it also organised a series of activities, including a roundtable meeting with stakeholders, in order to raise awareness and increase people's participation.

The innovative measures introduced by the city included noise measurements and the opening of new pedestrian areas.

Several of Kruševac's permanent measures were aimed at improving road infrastructure (roundabouts and sidewalks).



Contact: [jelena.nikolic@krusevac.rs](mailto:jelena.nikolic@krusevac.rs)



# EUROPEAN MOBILITY WEEK Award 2016

## Palma

Palma decided to run a campaign to dispel myths and misconceptions that surround sustainable mobility. The city employed gamification techniques to promote public transport, biking and walking among commuters. Some of these activities were proposed by the residents themselves, and they also involved those living outside the city.

The permanent measures implemented in Palma are aimed at improving the walking and cycling experience in the city. Besides reducing the number of parking spaces, the authorities also installed car-shaped bicycle racks to show how many bikes can be parked in the space reserved for one car.

Contact: [joan.ferrer@palma.cat](mailto:joan.ferrer@palma.cat)



# EUROPEAN MOBILITY WEEK Award 2016

## Prague

Prague has invested a lot in promoting sustainable urban transport modes. The main theme of the campaign was discussed in detail at a debate that also involved an economist and a doctor.

The city carried out regular air quality measurements during Car-Free Day, and the results showed that the campaign reduced air pollution by up to two-thirds. Furthermore, cargo bike delivery logistics were used throughout the event, which attracted positive media attention.

Prague's other measures included the sale of annual public transport passes at a reduced price; test runs of electric buses; and the construction of bike and ride facilities.

Contact: [Sylva.svihelova@praha.eu](mailto:Sylva.svihelova@praha.eu)



# EUROPEAN MOBILITY WEEK Award 2016

## Samos

Samos has earned recognition for the pedestrianisation of its coastal road. The Greek city's other permanent measures included the installation of bioclimatic shelters for bikes; and improved accessibility for people with special needs.

Surveys carried out during the campaign confirmed the engagement of the island's residents. The Car-Free Day on Samos also offered wide array of leisure and sports activities.

Contact: [dimvas@yahoo.com](mailto:dimvas@yahoo.com)



© Giannis Paleokastritis



# EUROPEAN MOBILITY WEEK Award 2016

## Sofia

The Bulgarian capital decided to test its electric and hydrogen vehicle fleet during the campaign, as the city attaches great importance to road safety.

Sofia's permanent measures covered all transport modes, and included the extension of the metro network by 2 km and the inauguration of a new station; the addition of 126 new compressed natural gas (CNG) buses to the city's fleet; the construction of six new cycling lanes; and the refurbishment of underpasses and sidewalks.

Air quality checks conducted before, during, and after Car-Free Day proved the relevance of such an event.

Contact: [mavramov@sofiatraffic.bg](mailto:mavramov@sofiatraffic.bg)



# EUROPEAN MOBILITY WEEK Award 2016

## Valencia

Valencia made it to the top ten for the first time in the campaign's history. In line with the campaign's theme, the city organised an event that featured mobility start-ups and demonstrated ways to deliver goods in an ecologically responsible manner.

During Car-Free Day, 18% more people used Valencia's public transport system than on other days..

The city's shopkeepers and restaurant owners welcomed the permanent measures, such as pedestrianisation and speed reduction.

Contact: [jetur@valencia.es](mailto:jetur@valencia.es)

