

## AN EXPLANATION ABOUT THE NEW CAMPAIGN

This year's edition of EUROPEAN**MOBILITYWEEK** introduces new aspects to the campaign.

For starters, 'EUROPEAN**MOBILITYWEEK**', which takes place during 16-22 September, will become the core event of a year-round campaign called *DO THE RIGHT MIX*. The aim is to expand the established EUROPEAN**MOBILITYWEEK** format with other year-round activities. The new campaign has introduced the possibility for associations, NGOs, organisations, academic institutions etc., to register **MOBILITYACTIONS**<sup>1</sup> that promote sustainable urban mobility taking place either during the week itself or throughout the whole year.

EUROPEAN**MOBILITYWEEK** also presents a renewed visual identity. From now on the campaign title will appear in all capital letters to highlight its reputation, with the word 'mobility' in bold and with the absence of spaces to signify the union of the local, national and European level.

Additionally, any group working to promote sustainable urban mobility will now have a single online meeting point at [www.mobilityweek.eu](http://www.mobilityweek.eu). Though this digital community, local authorities, NGOs, citizen groups, public and private institutions, transport operators and companies can register their initiatives then network, share advice, explore inspirational concepts and find best practices.

Local authorities<sup>2</sup> and other organisations<sup>3</sup> that have registered for this year's EUROPEAN**MOBILITYWEEK** are displayed on their own individual page. All campaigners gain visibility through the website too, which has approximately 17,500 visitors per month. Access is granted after registration has been approved by the national coordinator or the European Secretariat.

The award scheme will continue much as it has in the past. In March 2016 the European Commission will award the local authorities with the best organised campaign at local level and best sustainable urban mobility plan, at a joint ceremony presenting the EUROPEAN**MOBILITYWEEK** 2015 Award and the 4<sup>th</sup> SUMP Award.

The renewed EUROPEAN**MOBILITYWEEK** offers a unique opportunity to reinvigorate participation by allowing direct registration from NGOs, citizen groups, public and private institutions, transport operators and companies. By welcoming more people into the campaign, and by making campaign tools available in different EU languages, EUROPEAN**MOBILITYWEEK** aims to make sustainable transport an integral part of Europe's future.

---

<sup>1</sup> <http://www.mobilityweek.eu/mobility-actions/>

<sup>2</sup> <http://www.mobilityweek.eu/cities>

<sup>3</sup> <http://www.mobilityweek.eu/mobility-actions/registered-actions/>