

European Mobility Week and Car-Free Day in Hungary

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**Conference of the Hungarian Eionet Network of the European
Environmental Agency (EEA)
6th March, 2017
Budapest**

The European Commission

- **phasing out conventionally fuelled cars** in cities **by 2050**
- **Zero emission city logistics** in major urban centres **by 2030**

Contribution to sustainable urban mobility

- Promote **initiatives on sustainable urban mobility**
- **Raise awareness** on the damage of current urban mobility trends on the environment and quality of life
- Establish **partnerships with local stakeholders**
- Participate in a **Europe-wide campaign** sharing a common goal and identity with other towns and cities
- Emphasise the **local commitment** to sustainable urban transport policies
- Launch **new policies** and **permanent measures**

- 1) How to participate
- 2) 7 days of activities on sustainable mobility
- 3) Car-free day
- 4) Permanent measures
- 5) Information and communications
- 6) Monitoring and assessment
- 7) The European Mobility Week Award

How to participate? Three participation criteria:

1. Organising a week of activities, taking into account the year's focal theme
2. Implementing at least one new permanent measure
3. Organising the Car-Free Day

How to register? www.mobilityweek.eu

- Signing up for first time or log on to previous year's account
- Complete the registration form for local authorities
- The national or European coordination validates the submission
- Confirmation email
- Signing the Charter for EUROPEANMOBILITYWEEK Award

Hungarian participation

- four cities in 2000
- 35 cities in 2001
- 145 cities in 2014
- 181 cities in 2015
- 214 cities in 2016



7 DAYS OF ACTIVITIES ON SUSTAINABLE MOBILITY

Promoting Intermodality (public transport, cycling and walking)

Clever commuting (negotiate with public transport operators and commuters)

Accessible transport ensures social inclusion

Safety

Cycling: Cheap, healthy and fast!

Safe cycling routes to work,
bicycle-friendly companies etc.

Walking: safe walking routes, new pedestrian bridges, footpaths etc.

Living streets: explore the city on foot to assess problems (physical barriers, cracked pavement, illegal parking, rubbish dumping), plant trees, inaugurate a new 30 km/h zone, etc.



- **Mobility management:** consultation with local mobility actors, workplace and school travel plans, buses with route flexibility, community transport, shared taxi, car sharing, park & ride, urban freight and goods delivery etc.
- **Company travel plans.** Company meeting on mobility issues (mobility coordinator/ mobility manager etc.)
- **Sustainable Urban Mobility Plans (SUMP)**
- **Save fuel.** Eco-driving, check tyre pressure, set up a demonstration stand with fuel saving cars etc.
- **Clean cars** (NGV, LPG, electric, hydrogen etc.)
- **Car sharing & car pooling**
- **Greenways:** routes exclusively for non-motorised journeys. user-friendly and low risk for users of all abilities
- **Accessibility:** tactile pavements and wheelchair ramps etc.

CAR-FREE DAY

22 SEPTEMBER



- started in 2000

For one day, local authorities :

- restrict motorised traffic,
- encourage the use of sustainable modes of transport and
- raise awareness on the environmental impact of people's modal choices.





PERMANENT MEASURES

- ☐ Bicycle facilities
- ☐ Pedestrian areas
- ☐ Public transport services
- ☐ Traffic-calming and reducing-access schemes
- ☐ Accessibility
- ☐ New forms of vehicle usage and ownership
- ☐ Freight distribution
- ☐ Mobility management



Monitoring & Assessment

- Modal split
- Traffic flow & public transport usership
- Air quality
- Noise
- Public opinion

- *Information and communications*

- www.facebook.com/EuropeanMobilityWeek
- <https://twitter.com/mobilityweek>
- www.youtube.com/user/europeanmobilityweek
- www.flickr.com/photos/europeanmobilityweek

Communications materials (Leaflet, Charter, Best Practice Guide etc.) in English

Thematic Guidelines, Flyer, Campaign Video, Handbook in 22 EU official languages

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2016

HANDBOOK FOR LOCAL CAMPAIGNERS



Smart mobility. Strong economy.
www.mobilityweek.eu

Valuable ideas: for the organisation of relevant activities and permanent measures.

Organisers are free to adopt the guidelines to their local context.

Complementary information in the Best Practice Guide to inspire campaign activities.

THE EUROPEAN MOBILITY WEEK AWARD

Eligibility criteria

- Register online at www.mobilityweek.eu
- Submit the Charter
- *Golden participants* (fulfilling all the three criteria)
- Situated in the EU-28, potential EU candidate

part of the Stabilisation & Association Process (SAP), European Economic Area (EEA), or European Free Trade Area countries (EFTA)

Evaluation criteria

- The quality of activities taking up the annual theme
- The action plan for events and public involvement
- Communication strategy
- Impact of permanent measures
- Scope of the partnerships with local stakeholders





European sustainable mobility awards:

Finalists announced!



EUROPEAN MOBILITY WEEK in 2016 was held under the banner of *'Smart and sustainable mobility - an investment for Europe'*, referring to the close ties between transport and economics. The benefits of smarter mobility apply across the board - from the public to the private sector, from society at large to the individual

Smart mobility. Strong economy

EUROPEAN MOBILITY WEEK encouraged local politicians and the public to look at smart and sustainable mobility as an investment for Europe.



'Sharing gets you further'

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