

**EUROPEAN  
MOBILITY WEEK**

16-22 SEPTEMBER 2010

TRAVEL SMARTER, LIVE BETTER





Too many Europeans rely on their cars for both long and, more worryingly, for short journeys. This is a concern for many reasons: more driving means more accidents on the road and more air pollution. What's more, greater car use means less exercise, a factor that has contributed to high levels of overweight and obesity across Europe. The main theme of European Mobility Week 2010 – 'Travel Smarter, Live Better' – is a wake up call to local authorities, to consider more the impact of travel policies on the urban environment and quality of life, and to help people make smarter, healthier travel choices.

**Commissioner for the Environment, Janez Potočnik**



# European Mobility Week 16 – 22 September 2010

## Travel Smarter, Live Better

'Travel Smarter, Live Better' was selected as the focal theme for European Mobility Week 2010 in recognition of the detrimental effects that current urban transportation trends have on health, both for citizens and for the towns and cities in which they live. The heavy use of motorised vehicles in cities, particularly private cars, creates many health challenges for citizens. These include injuries and fatalities due to road traffic collisions; respiratory infections and diseases from air pollution; and chronic diseases such as overweight/obesity as well as cardiovascular diseases due to increasingly sedentary lifestyles.

Other risk factors to physical and mental health include phenomena triggered by climate change such as extreme weather events (e.g. flooding, storms and heat waves); social isolation and community breakdown triggered by traffic congestion and reduced public space; and noise pollution leading to sleep disturbance and annoyance.

European Mobility Week 2010 therefore aims to get more European citizens living in urban areas to travel 'smarter' on foot, by bike and by public transport. By choosing these healthier and more sustainable modes of travel over the private car, citizens can positively influence their health and wellbeing, and also enhance the environment and quality of life in cities, to help them live better.



Photo credit: DB AG/Bartłomiej Banaszak 2008

### As a citizen, I can take the following actions to travel smarter:

- ◆ Choose to live close to public transport links and close to my working premises.
- ◆ Try alternatives to my private car such as walking, cycling, public transport, car-sharing and car-pooling.
- ◆ Request flexitime or telecommuting.
- ◆ When I must drive, I will drive as smoothly as possible in order to cut exhaust emissions, always respect the speed limit and ensure the car is properly serviced and the tyres are at the recommended pressures.
- ◆ Encourage my employer to develop a workplace travel plan.
- ◆ Choose the nearest school for my children and participate in school initiatives such as 'walking or cycling buses'.
- ◆ Familiarise my children with local public transport, timetables and independent travel.
- ◆ Let my local authority see that I support measures to improve facilities for public transport, cyclists and pedestrians.

### As a local authority, I can take the following actions to promote smarter travel:

- ◆ Plan the city so that people do not need to travel so far or so often.
- ◆ Develop a sustainable urban mobility plan.
- ◆ Restrict car access and parking in certain areas.
- ◆ Introduce low emission zones.
- ◆ Introduce a standard urban 30kph speed limit and strictly enforce legal alcohol limits and seatbelt requirements.
- ◆ Abolish fast multi-lane one-way systems.
- ◆ Work with local businesses to help them establish workplace travel plans.
- ◆ Work with schools to develop school travel plans.
- ◆ Invest in public transport to ensure it is of high quality, frequent, reliable, punctual, safe and clean as well as affordable.
- ◆ Ensure that pedestrians and cyclists can move safely and directly around the city (for example permit cyclists to use one-way streets in both directions).
- ◆ Set a target for reducing road traffic accident fatalities to zero.
- ◆ Undertake information campaigns to encourage citizens and businesses to reduce their car use.
- ◆ Exchange best practice on sustainable mobility with other cities in Europe.
- ◆ Monitor air quality and publish results on a regular basis.

## What is European Mobility Week?

European Mobility Week (EMW) is an annual campaign on sustainable urban mobility, organised by the city networks EUROCITIES (coordinator), ENERGIE-CITES and CLIMATE ALLIANCE with the political and financial support of the EUROPEAN COMMISSION, Directorate-General for the Environment.

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 their citizens to try out alternatives to car use. The Week culminates in the 'In Town Without My Car!' (ITWMC) event, officially designated as 22 September, when participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for a whole day.

Since its introduction in 2002, the impact of European Mobility Week has been steadily growing both across Europe and around the world. In 2009, a record 2,181 cities, representing nearly 237 million European citizens, officially registered for the campaign. A total of 4,441 permanent measures were implemented, mainly focusing on infrastructure for cycling and walking, traffic calming, improving transport accessibility and raising awareness about sustainable travel behaviour.



## European Mobility Week Award

Local authorities committing to all three criteria of the European Mobility Week Charter are eligible to apply for the European Mobility Week Award. Applications are assessed by an independent expert jury, and the winning town or city is celebrated at a prestigious award ceremony hosted by the Environment Commissioner in Brussels. Please see the website for details on the geographical eligibility criteria for applicants.



### City of Gävle: EMW 2009 Award Winner

The European Mobility Week Award 2009 was presented to the city of Gävle, Sweden, in recognition of its outstanding achievements during EMW 2009. The city took an innovative approach to promoting sustainable urban mobility during the Week; complementing more traditional campaigning activities with communication via social media. Gävle's activities included workplace seminars promoting sustainable travel; free chocolate for commuters at the central station and the 'Gästrikeloppet Cycle Race 2009' on Car Free Day in which nearly 150 people participated, including the famous Swedish adventurer Fredrik Sträng.

To exploit the growing popularity of social media, Gävle had its very own blogger who travelled around the county on public transport and blogged about her adventures, and the city worked with high school students to produce EMW video diaries. Gävle also made a strong commitment to sustainable mobility by introducing dedicated parking spaces for electric cars (with charging facilities), an automated ticket machine for public transport users and new bike racks at bus stops to encourage active travel.

## How can a local authority participate?

Local authorities wishing to participate in the 2010 edition of European Mobility Week are invited to:

- ◆ Register their events online at [www.mobilityweek.eu](http://www.mobilityweek.eu), taking into account the general criteria for participation (right).
- ◆ Sign the European Mobility Week Charter (please check this requirement with your national coordinator)

### The criteria for participation are:

- ◆ Organisation of a week of activities integrating the 2010 focal theme: 'Travel Smarter, Live Better'.
- ◆ Implementation of at least one new permanent measure which contributes to modal transfer from the private car to an environmentally sound means of transport.
  - ◆ Where possible, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport (e.g. road closure, wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit).
- ◆ Organising the "In Town Without My Car!" car free day event, i.e. setting aside one or several areas reserved solely for pedestrians, cyclists and public transport for at least one whole day (i.e. 1 hour before to 1 hour after normal working hours), preferably on Wednesday 22 September 2010.

Participants are welcome to contact the European Info Point or their national coordinator for any advice. They are also encouraged to consult the Handbook and Thematic Guidelines designed to help in the practical organisation of the Week. All publications and the European graphic toolkit and tools are available to download from the relaunched European website: [www.mobilityweek.eu](http://www.mobilityweek.eu).



More information

[www.mobilityweek.eu](http://www.mobilityweek.eu)

**European Info Point**

EUROCITIES

1 Square de Meeûs / BE-1000 Brussels – BELGIUM

Phone: +32 2 552 08 66 – Fax: +32 2 552 08 89

[peter.staelens@eurocities.eu](mailto:peter.staelens@eurocities.eu)

## The European coordination



**EUROCITIES**

The network of major European cities

**Project coordinator**

1, square de Meeûs

BE-1000 Brussels – BELGIUM

Contact: Mr. Peter Staelens

Phone: +32 2 552 08 66

[peter.staelens@eurocities.eu](mailto:peter.staelens@eurocities.eu)

[www.eurocities.eu](http://www.eurocities.eu)



energycities

**ENERGIE-CITÉS**

The association of European local authorities promoting local sustainable energy policies

2, Chemin de Palente –

FR-25000 Besançon – FRANCE

Contact: Mr. Olivier Lagarde

Phone: + 33 3 81 65 37 90

[olivier.lagarde@energie-cites.eu](mailto:olivier.lagarde@energie-cites.eu)

[www.energie-cites.eu/](http://www.energie-cites.eu/)



Climate Alliance

**CLIMATE ALLIANCE**

Climate Alliance of European Cities

Galvanistr. 28 –

DE-60486 Frankfurt am Main –

GERMANY

Contact: Mr. André Muno

Phone: +49 69 717139 11

[a.muno@climatealliance.org](mailto:a.muno@climatealliance.org)

[www.climatealliance.org](http://www.climatealliance.org)

## With the political and financial support of:



**EUROPEAN COMMISSION**

Directorate-General for the Environment

200, rue de la Loi

BE-Brussels – BELGIUM

[Env-mobilityweek@ec.europa.eu](mailto:Env-mobilityweek@ec.europa.eu)

[www.ec.europa.eu/environment](http://www.ec.europa.eu/environment)

## National coordinators

Please contact the national coordinator responsible for the European Mobility Week and «In town, without my car!» initiatives in your country.

**ALBANIA** - edersha@moe.gov.al / **ARGENTINA** - buenosaires.sostenible@gmail.com / **AUSTRIA** - peter.czermak@klimabuendnis.at / **BOSNIA HERZEGOVINA** - tihomir.dakic@czzs.org / **BELGIUM** - ifa@komimo.be, ariane.dukers@spw.wallonie.be, chheine@mrbc.irisnet.be / **BRAZIL** - ruaviva@ruaviva.org.br / **BULGARIA** - ilievanelly@moew.government.bg / **CANADA** - info@carfreeday.ca / **COLOMBIA** - sgracia@transitobogota.gov.co / **CROATIA** - kata.gojevic@mzopu.hr / **CYPRUS** - ndikigoropoulou@environment.moa.gov.cy / **CZECH REPUBLIC** - eva\_veverkova@env.cz / **ESTONIA** - viktor.grigorjev@ekm.envir.ee / **FINLAND** - kaisa.makela@ymparisto.fi / **FRANCE** - emilie.pitard@developpement-durable.gouv.fr / **GERMANY** - a.muno@klimabuendnis.org / **HUNGARY** - meszaros.imre@khem.gov.hu, szvetnik.antal@khem.gov.hu / **ICELAND** - sigurbjorg.saemundsdottir@umh.stjr.is / **IRELAND** - eoin\_deegan@environ.ie / **ISRAEL** - megama@green.org.il / **JAPAN** - mochizuki@atelierudi.com / **LATVIA** - Ilze.Krukle@vidm.gov.lv / **LIECHTENSTEIN** - markus.biedermann@rfl.li / **LITHUANIA** - e.daugirdaite@am.lt / **LUXEMBOURG** - Karin.Riemer@mev.etat.lu, serge.prado@cdt.lu / **THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA** - f.ademi@moepp.gov.mk / **MALTA** - emanuel.borg@gov.mt / **NETHERLANDS** - paul.santman@weekvandevooruitgang.nl / **NORWAY** - kristin.rike@vegvesen.no / **POLAND** - aleksandra.mrowinska@mos.gov.pl, magdalena.cheda@mos.gov.pl / **PORTUGAL** - cristina.garcao@apambiente.pt, carla.jorge@apambiente.pt / **ROMANIA** - corina.lupu@anpm.ro / **SERBIA AND MONTENEGRO** - mirr@cowi.com / **SLOVAKIA** - legen@arr.sk / **SLOVENIA** - andrej.vuga@gov.si / **SPAIN** - sperlado@mma.es, diasincoche@telefonica.net / **SWEDEN** - birgitta.malmberg@naturvardsverket.se / **TAIWAN** - ga\_julia@mail.taipei.gov.tw / **TURKEY** - aлуirmak@cevreorman.gov.tr / **UNITED KINGDOM** - Rory.Mcmullan@ptrc-training.co.uk

## European and International partners

The following organisations and associations actively support the European Mobility Week campaign:

**AVERE** - avere@vub.ac.be / **CEMR** - marie.bullet@ccre-cemr.org / **CER** - frank.schneider@cer.be / **ECF** - b.ensink@ecf.com / **EDF** - maria.nyman@edf-feph.org / **EGWA** - direction.egwa@ffe.es / **ERTICO** - a.brusselmans@mail.ertico.com / **ETSC** - evgueni.pogorelov@etsc.eu / **Islnet** - pcoroyannakis@skynet.be / **POLIS** - kvancluysen@polis-online.org / **T&E** - dudley.curtis@transportenvironment.org / **TOCEMA** - Europe.secretariat@tocema-europe.com / **UITP** - geraldine.dumonceau@uitp.org



# Thematic Guidelines 2010



# CONTENT

<b>Introduction</b>	<b>3</b>
<b>Why “Travel Smarter, Live Better” as the focal theme?</b>	<b>4</b>
<b>Facts &amp; figures</b>	<b>6</b>
<b>Which activities to organise?</b>	<b>10</b>

## **European Info Point**

EUROCITIES

1 Square de Meeûs

1000 Brussels

BELGIUM

Tel.: +32 -2- 552 08 66

Fax: +32 -2- 552 08 89

[www.mobilityweek.eu](http://www.mobilityweek.eu)

## **Author of this document:**

André Muno – Climate Alliance

**April 2010**

# INTRODUCTION

Each **European Mobility Week** (EMW) focuses on a particular topic relating to sustainable mobility, the so-called focal theme. These Thematic Guidelines are aimed at local EMW coordinators in cities and towns and concentrate on the annual focal theme, hence they will be published every year from 2010 onwards accordingly. This new publication provides background information specifically on the theme, which can be used in local promotion and media activities for instance.

Local authorities are invited to organise activities for their citizens to raise awareness on the focal theme in particular. Moreover, municipalities are encouraged to launch and promote permanent measures that will support the theme. Therefore, the pamphlet also provides concrete ideas for implementation of the annual theme.

Please note that additional general information (e.g. background information on the EMW, non theme-related activities, permanent measures, etc.) can be found in the EMW Handbook that is available for download in the TOOLS section of the European website, see [www.mobilityweek.eu](http://www.mobilityweek.eu).

Ideas for activities on “Accessibility”, “Safe Streets for Children”, “Clever Commuting”, “Streets for People”, “Clean Air for All”, and “Improving City Climates” can be found in previous editions of the Handbook, which are available on request from the European Info Point.

# WHY “TRAVEL SMARTER, LIVE BETTER” AS THE FOCAL THEME?

Health and mobility are the overall topics of the 2010 European Mobility Week with “Travel Smarter, Live Better” as its focal theme. The massive increase in motor vehicle traffic over recent years, especially in our cities, has led to a strong public reaction against the noise, air pollutants and congestion that result; vulnerable groups such as children and the elderly in particular suffer the worst consequences. Road traffic injuries directly affect hundreds of thousands of people in the EU through accidents and kill tens of thousands of European citizens. Indirectly, motorised transport has an impact on both our respiratory and cardiovascular systems and causes stress; the latter again influences our health.

However, there are far more aspects responsible for our well-being. Scientific studies clearly show that regular physical activity is key to our health and eases stress. Despite this, inactivity is becoming more and more widespread in Europe. Increased car usage and worsening conditions for physical activity are seen to be the main reasons for more sedentary, inactive ways of life and are also linked with obesity. Walking and cycling as sustainable modes of transport can play an important role in promoting daily physical activity, as non-motorised movement allows for regular activity that can easily be incorporated into the daily routine at minimal cost.

The environment's effect on health is a major issue for European citizens. In a recent study, around 90% claimed to be concerned about the potential impact of the environment on health. In addition, new technologies and altering lifestyles, work and life patterns occasionally have new and unexpected effects on the environment and its influence on health.

The European Commission is working to improve the quality of its citizens' lives by promoting sustainable urban mobility and increasing the use of clean, energy-efficient vehicles. New political challenges have come to light in recent years, such as climate change, energy policies, air quality legislation and the



difficulties of tackling congestion. The aim is to improve mobility whilst also reducing the number of accidents, congestion, and pollution in the European Member States.

In 2003, the European Commission approved an EU Strategy on Environment & Health that sought to cut the number of diseases caused by environmental factors. This was followed up with the European Environment & Health Action Plan 2004-2010, which proposed an Integrated Information System on Environment & Health in addition to a coordinated approach to human biomonitoring between Member States to assess the environmental impacts on human health more efficiently. The action plan aims to generate an information basis indispensable for identification of all potential influences, the establishment of whether action taken so far is adequate, and to pinpoint elements requiring new action.

The EU's Second Programme of Community Action in the Field of Health (2008-2013) expands the over 300 actions and projects initiated during the previous programme that ran from 2003 until 2008. With a budget of almost 322 million euros, the programme is intended to support the health policies that already exist in the Member States, addressing the aims of improving citizens' health security and promoting health, as well as generating and disseminating health information.

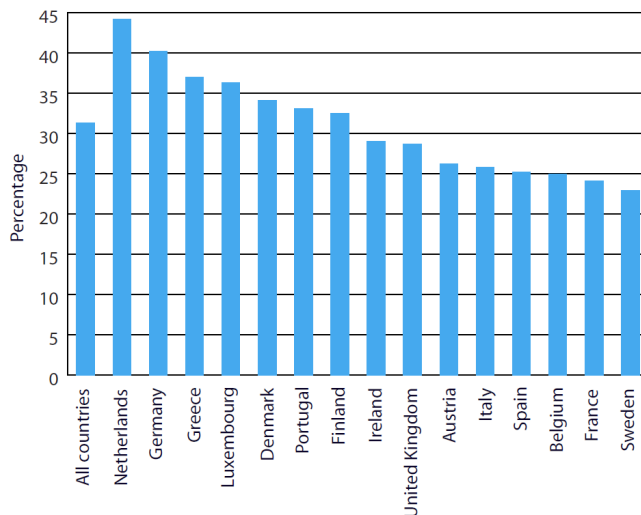
With "Travel Smarter, Live Better", participating cities and towns should promote active travel to tackle the issue of physical inactivity, excess weight and obesity, and at the same time to improve both the physical and mental well-being of citizens. Furthermore, health and sustainable mobility should be emphasised as a combination that clearly enhances the quality of life in cities, helping to reduce air and noise pollution, accidents and congestion and bring back more space for living rather than for driving.

# FACTS & FIGURES

Only in recent years has internationally-comparable data on the levels of physical activity across Europe begun to be gathered. As a consequence, few comprehensive figures are available yet about trends and existing patterns of physical activity in many countries.

Nonetheless, it is clearly stated that physical activity is an essential means of improving both physical and mental health. However, for far too many people in the EU, it plays only a minor or non-existent role in their daily lives, which obviously has a dramatic impact on health and well-being.

**Fig. 1. Proportion of adults (aged 15 years or over) in the EU classified as sufficiently active, 2002**



Sjöström M. et al., 2006

A remarkable two thirds of the adult population in the EU do not meet the recommended levels of activity (see graph). When young Europeans (aged 11, 13 and 15 years) are considered, only 34% of them reported undertaking enough physical activity to meet current guidelines. In most countries, boys are more active than girls, and in both sexes, activity declines with age.

Socioeconomic status tends to be directly linked to participation in physical activity. Those less well off do not have as much leisure time and have inferior access to recreation facilities, or live in locations that do not support physical activity.

Physical inactivity is estimated to account for 500,000 to 1,000,000 deaths per year in the EU region. Cardiovascular disease (primarily heart disease and strokes), as only one outcome, is the number one cause of death worldwide. For the EU as a whole, the estimated costs of these diseases are estimated at 180 billion euros per year!

By boosting physical activity – to at least 30 minutes of regular, moderately-intense activity on most days – several key risks can be tackled at once and improvements in health can be achieved (see table). In a society that is continually ageing, this is particularly important for the older generation, as regular physical activity can improve the likelihood of being able to live independently. In addition, it greatly benefits society by enhancing social interaction and community engagement.

Health effects associated with physical activity	
Condition	Effect
Heart disease	Reduced risk
Stroke	Reduced risk
Hypertension	Reduced risk
Overweight and obesity	Reduced risk
Type 2 diabetes	Reduced risk
Colon cancer	Reduced risk
Breast cancer	Reduced risk
Musculoskeletal health	Improved
Physical fitness	Improved
Falls in older people	Reduced risk
Psychological well-being	Improved
Depression	Reduced risk
Quality of life	Improved

Based on WHO, 2006

With regard to employees, statistics show that regular cyclists take up to 50% less sick days than their (inactive) colleagues for instance, which obviously has a huge impact on the general health care system, as well as on company-internal costs arising as a result of members of the workforce being absent. On top of this, physically-active employees are generally more motivated.

Particularly sports and active leisure pursuits provide participants with opportunities to develop new skills and meet new people, and may help cut crime levels and curb antisocial behaviour. Supporting physical activity can help in the renewal of rundown districts through the creation of parks and other green spaces, or of pedestrian and/or cycle paths in areas neglected in the past for example.

Regardless of this, at the start of the 21<sup>st</sup> century physical activity has been removed from the daily life to such an extent that people may begin to ignore how vital it is. With food now available in abundance and easily accessible to most of those living in the Western world, many countries are experiencing a troubling rise in the prevalence of obesity.

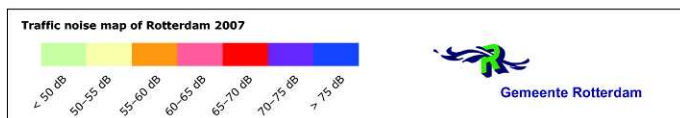
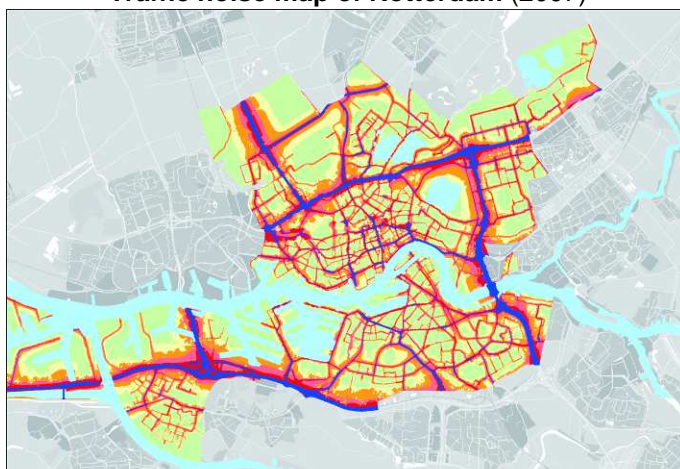
Furthermore, dangerous conditions limit citizens' mobility and opportunities to lead a physically-active life through cycling, walking or playing outdoors. Road traffic injuries lead to the death of about 127,000 people and injure around at least 2.4 million in the EU every year; road accidents kill more children and young people between the age 5-29 than any other cause of death.

Keeping this in mind, it should not come as much of a surprise that more than 30% of car journeys in Europe cover distances of less than 3 km; 50% are still under 5 km in length. These are ideal cycling distances, taking only 15 to 20 minutes to cycle, or can be covered at a brisk walk in 30 to 50 minutes, and would ultimately ensure the recommended amount of daily physical activity is undertaken.

Of course, this travel behaviour has far more negative impacts than simply abetting overweight and obesity. Almost 70% of the people in the EU are exposed to levels of noise that have an impact on or cause speech interference and hearing impairment, negative cardiovascular effects, weakened immune systems, difficulties with performance and temper, increased aggression, annoyance, and hypertension – and road traffic provides the most human exposure to noise.

Ambient sound levels have gradually increased because of the growing numbers of road trips and kilometres driven in motor vehicles, higher speeds attainable in the latter and increasingly frequent flying and the use of larger aircrafts.

**Traffic noise map of Rotterdam (2007)**



DCMR, 2007

Sleep deprivation and/or disturbance are the main outcomes of noise pollution. Noise can make it difficult to fall asleep, lead to reduction in deep sleep, increase the number of times one wakes whilst sleeping and have unfavourable effects such as fatigue and reduced performance. It has recently been shown that sleep loss can have a negative impact on mental and cardiovascular health. Most of the aforementioned

effects can be avoided if noise levels are kept below 30 dB LAeq of continuous noise or 45 dB LMax indoors (LAeq values refer to steady-state continuous

noise; LAmax values refer to noise events). Taking the example of traffic noise in Rotterdam, the map indicates that noise levels are far higher in a lot of urban areas and can reach sound levels equivalent to a jack hammer.

Another result of using motorised traffic instead of cycling or walking is the poor air quality, especially in metropolitan areas. 100,000 adults die prematurely each year due to air pollution. Children are the ones most affected by both noise and air pollution and those who live in close proximity to roads with heavy traffic are twice as likely to develop respiratory problems (e.g. asthma). Impairments in early childhood development and education are linked to noise pollution too.

Furthermore, poor air quality is directly linked to cardiovascular diseases as well as to various types of cancer and increases the risk of developing allergies. The air we inhale also has adverse effects on pregnant women and their foetuses, which can lead to infant mortality and male infertility. In contrast, long-term decreases in air pollution are associated with declines in bronchial hyperactivity and appear to lead to an increase in life expectancy.

The EMW provides the ideal platform for communicating the central role of sustainable mobility, informing citizens on the steps that local authorities are taking towards a greener and healthier future whilst also showing what individuals can do for their own health as well as for that of their fellow citizens.

# WHICH ACTIVITIES TO ORGANISE?

The focal theme of the ninth edition of the European Mobility Week is “**Travel Smarter, Live Better**”. The information presented in the Facts & Figures section above provides some very good reasons to specifically focus on mobility and health.

Local authorities are invited to organise relevant activities for their citizens to raise awareness about the critical impacts of motorised traffic and a lack of physical activity. Moreover, municipalities are encouraged to launch and promote permanent measures, which will facilitate improvements in sustainable means of transport and an active lifestyle/health.

In other words, promote the advantages of sustainable mobility as well as of a healthy and active lifestyle! During the European Mobility Week, reward do-gooders and role models, raise awareness, inform and involve your citizens, implement sustainable measures, and promote and celebrate them!

Local health services, health insurance companies, doctor associations, and sports organisations can be suitable partners for organising mobility and health activities. Mobility consultancy in relation to health checks and vice versa is becoming increasingly popular.

- The workplace has great potential to promote physical activity by providing facilities and implementing policies to encourage walking and cycling to work, and to restrict workplace parking: showcase companies with bicycle stands, a gym and/or changing rooms and showers. Reward the healthiest company and those supporting the most activities or with the most active workforce (easy/short poll to compile figures). Have public talks with CEOs/directors about their experiences and how their staff accept and use these facilities.
- Initiate a “bike to work” week competition for employees at local businesses. Employees log the number of kilometres biked to and from work. At the end of the EMW, the company with the most kilometres wins the competition; an appropriate prize could be awarded.

- Provide specific information to those who commute by car to support them getting to work by bicycle, e.g. signposting of cycle paths, free maps of cycle paths, secure bicycle parking.
- Put signs on lifts/escalators at public spaces and buildings to raise awareness by saying “Out of order for your health’s sake”, “Dangerous for your health – please use the stairs!”, and so on.
- Introduce “walking” or “cycling buses” where groups of children walk or cycle to and from school together each day. Assign politicians, police officers or teachers to guide them and discuss danger spots along the route. For older pupils, create a cycle to school campaign which offers informational (after-)school sessions that teach how to ride a bike, safety and the traffic laws.
- Team up with sport clubs: run taster courses or organise sports competitions and get youth clubs to inform about local sports possibilities; offer special/discounted admission to gyms during the EMW, for instance.
- Get famous sports personalities/cyclists or other celebrities to talk about their lives and what positive effects sport and an active lifestyle can have.
- Provide free transport to the local public swimming pool during the EMW.
- Make riverside/seaside promenades accessible to walkers, skaters and cyclists only.
- Ensure that bicycles can be transported on public transportation and free of charge.
- Cooperate with bicycle shops to provide free bicycle/inline skate hire.
- Get pupils to count the number of bicycle stands in their municipality and ensure the necessary improvements.
- Make school facilities accessible outside school hours: open up playing fields and gymnasiums for use by the wider community.
- Promote a positive “parent taxi” programme: encourage parents to take their children to school via (tandem) bikes – parents will use their vehicles less and children start learning the value and fun of eco-friendly and more independent transportation at a young age. Alternatively, do it the other way around: teach children about the benefits of active and sustainable travel so that they can convince their parents.
- Organise a non-competitive bike race for the general public to raise community interest in cycling. Also organise a shorter bike race exclusively for children. Invite local vendors to set up booths at the race and offer information about bicycles and the positive health benefits associated with it. Include healthy and organic food stands and live music to make the race a fun and friendly family event.

- Promote physical activity awareness by starting a community (Nordic) walking or cycling club that meets once a week.
- Ask local bicycle vendors/shops to volunteer and take part in a bicycle repair and clean-up fair. Citizens can dust off their old bikes and bring them to the bike fair for tune-ups and minor repairs. With fully-functioning, shiny bikes, people will not have the excuse that their bike doesn't work anymore and will most likely use it more often.
- Offer an eco-friendly transportation information package to new city residents with bike maps, bus and tram routes. Get the mayor to welcome new citizens officially and take them on a bicycle sightseeing tour to points of interest around the city.
- Arrange a special bike workshop aimed at the city's senior citizens. The workshop will provide seniors with the special knowledge and tips they will need to cycle in the city.
- Convince local politicians to cycle during the EMW to act as role models, e.g. every councillor cycles and/or walks to (council) meetings throughout the EMW – invite the media to report on this.
- Show and inform where your city has improved cycling facilities or intends to in the near future (e.g. make danger spots/junctions safer for cyclists).
- Reward cyclists/pedestrians with a healthy breakfast in a central town square and distribute information on mobility and health.
- Launch an "Apple-Lemon Campaign": people who travel sustainably will receive an apple and a thank you note; those who don't will get a lemon and an information sheet on sustainable and healthy mobility.
- Create awareness and put up banners/ads with catchy slogans such as "Nice to see you – walking", "Burn calories, not petrol", "Give your car a break", "Friday is Car-Free Day", "Drive a cabriolet – an environmentally-friendly, two-wheeled one!", "On-going health improvements", "Better you lose weight than the icebergs – use a bike!", etc.
- Start a local debate on air quality, noise pollution and health. Invite environment and medical experts – and if focused on children, parents and teachers too – for a conference during EMW to talk about how air and noise pollution affects health and what could be done. Present facts and figures of the increase in inactive lifestyles and number of overweight and obese people, and show approaches to tackling these issues.
- Measure the pollutants in roads closed temporarily during the EMW and compare the results with the normal traffic situation. Also measure the pollutants inside a car stuck in traffic jam and compare with the air people breathe when cycling on alternative, smaller roads.



- Get local authority departments, businesses, etc. to compete against one other for the “smartest travel(ler)” and calculate the pollutant and CO<sub>2</sub> emissions avoided as well as the number of calories burned.
- Organise street interviews together with local TV or radio about people's opinions and awareness of mobility and physical activity.
- Install a health awareness booth to invite citizens to learn more about what they can do to “Travel Smarter, Live Better”. For instance, encourage people to get off the underground or bus one stop early and walk the rest of the way. Suggest walking or cycling to a meeting and taking the stairs instead of the lift.
- Publish an activity guide or organise an activity exhibition to inform about all the benefits of physical activity. Have tables showing which exercises burn how many calories in a certain amount of time and which health risks can be reduced or conditions improved (e.g. see table on page 7). Healthy, delicious and easy-to-prepare recipes could also be included.
- Provide free medical check-ups during the EMW at public spaces for instance. When applicable, inform people of their weight issues and/or high blood pressure they face and how best to resolve them.
- Launch a “Travel Smarter, Live Better” Trail: get local artists to work with pupils from local schools on the theme in your city and exhibit art work on a central square or in a park. The trail could suggest how individuals can play their own part in reducing car dependence and get more physical activity throughout the day and at every occasion.
- Organise a commuter challenge to find out which mode of transport produces the least air pollutants and makes the least noise. Have the different transport modes compete in a race against each other to see who can actually get around faster in an urban setting and burns the most fat cells.
- Have a bike auction of lost-and-found/second-hand bikes so that your citizens can get a great deal on a good bike.
- Develop regional spatial plans, which enhance public health and provide opportunities for active living – show what has been done so far and what will be done in future.
- Prioritise access for pedestrians and cyclists in urban planning and design communities conducive to walking. Bring the health and municipal sectors together: medical professionals, town planners, transport officials and architects should join forces to help create spaces where physical activity is easier and safer; run training sessions for urban planners.
- Have traffic light systems synchronised with cyclist and pedestrian needs so that they correspond to their pace.

[www.mobilityweek.eu](http://www.mobilityweek.eu)

