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für Internationale
Zusammenarbeit (GIZ) GmbH

How to coordinate European Mobility Week

HANDBOOK FOR NATIONAL COORDINATORS



Published by the

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Registered offices

Bonn and Eschborn, Germany

Open Regional Fund for South-East Europe – Energy Efficiency (ORF-EE)

GIZ Country Office Bosnia and Herzegovina

“Sustainable Urban Mobility in South East European Countries II (SUMSEEC II)” within the project of the Open Regional Fund for Southeast Europe - Energy Efficiency (ORF-EE).

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Year of publication: 2020

How to coordinate European Mobility Week, a handbook for national coordinators

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On behalf of the Federal Ministry for Economic Cooperation of the Federal Republic of Germany.

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A. The role and purpose of national coordination

This handbook was prepared for existing, but also for new national coordinators of European Mobility Week (EMW). Its objective is to strengthen the role of national coordinators in the Western Balkan countries and to increase the participation of local communities in EMW in the following years.

The handbook is based on the experiences of national coordinators from different countries in South-East Europe. The approach is based on the guidelines of the EU coordination.

The handbook contains recommendations and basic guidance, as the implementation of European Mobility Week must be country specific. Some proposed steps and content are recommended by the EU coordinator, while others are optional and allow national coordinators to decide on how to use the advice, or to find their own way of approaching the challenges of the event.

European Mobility Week is a campaign organized annually between 16 and 22 September and aims to promote and advance sustainable mobility. The beginnings date back to 1998, when a ‘car-free day’ was first organized in France. It was conceived as an opportunity for cities to show their commitment and activities in favour of environmental protection. Over the years, the event has grown and since 2002 has been organized as European Mobility Week.

European Mobility Week is a good opportunity for:

- Awareness raising among public and decision-makers about the problems and damage to the environment, health and quality of life that are caused by traffic
- Promotion of health and quality of life gains that can be achieved through sustainable mobility
- Introduction of the alternative transport modes in the field of mobility
- Reduction of car use and traffic emissions

- Testing pilot projects or measures and obtaining public opinion about them
- Introduction of new approaches to spatial and mobility planning and design of infrastructure
- Introduction of long-term policies and permanent measures
- Establishing partnerships with local stakeholders (schools, kindergartens, public and private companies, associations, non-governmental organizations or associations)
- Participating at the European level and working towards a common goal with other local communities

The role of national coordinators has proven to be crucial for the expansion and success of the campaign in all those countries that have high and successful participation. Proactive national coordinators are well connected with key ministries at national or regional level, have established cooperation with local communities and have resources available – in this way they have been able to significantly increase the number of participating local communities and the variety of measures implemented. One of their main tasks is to support the dissemination of information, knowledge and experience from the EU to the national and local level, the exchange of information between countries and, above all, networking between local coordinators. National coordinators can also contribute to the visibility of European Mobility Week at national and local level.

More information on European Mobility Week is available at <https://mobilityweek.eu>.

B. Activities of national coordinators

Starting up national coordination

In countries where national coordinators do not yet exist or where they do not yet have an active role, it is necessary to start with the basics - with the formal appointment of a national coordinator, defining their responsibilities, starting work with relevant stakeholders at the national level, identifying necessary resources and establishing communication with local coordinators.

Appointment of a national coordinator - if this function has not yet been established in the country, the ideal scenario is for national European Mobility Week coordinator to be appointed by the national advisory body. They can choose one of their members or another suitable person.

Setting-up a consultative body at the national level - the relevant ministry (usually the Ministry of Transport) invites other ministries (responsible for environment, health, education, interior affairs, etc.), relevant agencies (e.g. for road safety, environment, public health, etc.) and other stakeholders (e.g. academia, NGOs) to appoint members of the advisory body and then organizes regular meetings. See also Annex 1 for working group structure as prepared for the municipalities supported by the Open Regional Fund for South-East Europe for EMW 2019.

Allocating funds at national level - although the first steps of national EMW coordination were carried out in most countries without a specific budget, over time national coordinators started raising funds to support their activities and those of local communities. Resources vary between countries and years. They can be budgetary, EU funds for projects and initiatives, from the national Climate Fund, and so on. Most of the available budget will be spent on promotional support in the form of awareness raising and/or informational materials and on the organization of meetings of local coordinators. In many places, national coordinators also allocate funds for external technical support.

Procurement of external technical support - with the expansion of activities and the growth of local community participation, national coordinators in many countries decide to hire external support. Areas of support could be communication and promotion, or coordination within local communities. Often, external experts provide content guidelines for activities at the local level in accordance with the annual theme at the European level.

Establishing communication with local EMW coordinators - the success of the European Mobility Week campaign depends mainly on activities at the local level, so one of the first steps in national coordination is to establish local contacts. The first action is to call on local communities to appoint coordinators, followed by an agreement on how to communicate and then the compilation of a list with the contact details of all involved. Management of this database is a continuous activity that is maintained over the years. There is turnover over time: newly-participating local communities join in, whilst others cease their activities.

Establishing communication channels – the national coordinator’s role cannot be performed without effective communication channels. Basic communication with local coordinators is usually via email. Once the national coordinator starts managing specific funding, it is time to set up a website and open up other communication tools (e.g. Facebook, Instagram, Twitter, etc.).

Participating in the European network of national coordinators - national coordinators meet regularly and work together throughout the year, supported by the European Mobility Week Secretariat at European level. It is important that the national coordinator gets involved in these activities as soon as possible and establishes cooperation at the European and the regional level.



Zemljevid sodelujočih občin

Občine pripravijo in objavijo svoje programe ob začetku ETM.

Galerija fotografij

Fotografije bodo objavljene po zaključku ETM 2020.



Figure 1: An example of Slovenian EMW website (<https://tedenmobilnosti.si>).

Supporting local coordinators

Once the foundations of national coordination have been laid, it is time to launch annual activities at the national and, above all, the local level. The national coordinator is responsible for transferring initiatives and themes from the European level to the local level. He or she encourages local communities to participate and to create ambitious action programs.

Participation at the European level - the national coordinator monitors and co-creates activities at the European level, attends meetings of other national coordinators and manages transfers of European initiatives to his or her country. At European EMW coordinators' meetings, coordinators also give feedback on the effectiveness of European initiatives, present achievements in their countries and report on activities at the national level.

Organization of a kick-off meeting of local coordinators - once the annual materials have been adapted and translated, it is time (normally in early spring) to present them and discuss potential activities at the first annual meeting of local coordinators. Meetings may be held online, as a stand-alone event in a well-accessible location, or as part of another event with similar topic (e.g. national annual conference on sustainable mobility).

Call for participants - after coordinating the theme, slogan and possible activities with local coordinators, the national coordinator invites all local communities in the country to participate. The invitation can also be sent by the responsible minister and be directly addressed to mayors, which raises the profile and thus possibility of a wider participation. In addition to general information, the call also describes how to apply.

Signing the Charter - local communities that will participate sign a charter on participation. The Charter is adapted each year to the annual theme and slogan. The national coordinator also invites local communities to register on the European Mobility Week webpage that gathers data from all participants in Europe. In early September the national co-

ordinator supports this registration process for all the communities that were not able to register on their own.

Supporting local coordinators - after the introductory meeting, the national coordinator takes care of regular communication with local coordinators and monitors their progress. Local coordinators turn to her/him with questions and queries, and the national coordinator advises them and connects them with sources of information, knowledge and experience.



Figure 2: Slovenian Minister for infrastructure giving speech at the kick-kick off meeting of local coordinators (photo: Simon Koblar).

Creating a local version of the EMW visual identity - a number of materials exist and are regularly created at the European level and they need to be adapted to the needs of local communities. The first step is to translate key visual identity elements (e.g. logo, poster). This is followed, on an annual basis, by adapting slogans and other messages prepared at the European level.

Design templates are available at the European website of the EMW campaign (<https://mobilityweek.eu>). Under the 'Useful Resources' tab you can find the 'Campaign Resources' containing EU annual poster, logo, video and thematic guidelines. There is also subtab 'Communication Toolkit' containing graphic material and visual guidelines to prepare local versions.

Production of promotional materials - each year the national coordinator organises production of promotional materials. The type, quality, quantity and complexity of the materials depends on the available budget. A minimal budget allows for posters that users can produce themselves. A greater budget allows for posters, leaflets or other promotional materials more in line with the European Commission's proposals. When choosing promotional material, special attention is paid to sustainability and usability of materials. Promotional material can be ready for use in a particular year and includes the year and slogan (posters, flyers, balloons, digital materials - banners, templates for social networks, EMW logo). However, it can be also general, reusable in following years, which is especially true for more expensive materials (like balloons or flags). The national coordinator pre-coordinates the design and quantities of promotional materials with the local coordinators, most simply at the introductory event and through an online survey.

Active involvement during the European Mobility Week - the national coordinator is actively involved in activities at the local level and coordinates the participation of decision-makers from various ministries and agencies involved in the advisory body at the national level. Cooperation with the local level is adapted to the annual theme, and with it the coordinator strengthens the quality and impact of, and attendance at, local events, by ensuring the participation of various stakeholders from the national level.

Organization of the wrap-up meeting of local coordinators - after European Mobility Week is over and local responses are collected, the national coordinator invites the local coordinators to a wrap-up meeting. Its purpose is to share experiences and insights. It is also important to recognize all participating local communities and, above all, to promote the most active local communities (they can be classified into several categories, e.g. by size). It also makes sense to use this event to brainstorm

possible activities for next year and to improve coordination and support from the national level. The location of the event can be linked to previous year's most active local community, which can use this event to showcase its achievements in the field of sustainable mobility.



Figure 3: Local coordinators brainstorming at the wrap-up event (photo: Janja Trontelj).

Awareness raising and promotion

Regular communication with the different target groups is one of the central activities of the national coordinator, and often professional support is used. Communication strengthens the visibility of the initiative at the national level and thus supports the success of activities at the local level. Typically, various methods and channels are used for regular communication with the public.

- **Press releases** – at the national level at least 3 press releases are published per year - on the day of the kick-off meeting, a week before

start of actual European Mobility Week and on the day of the closing meeting.

- **National campaign website** - once a minimum budget for national coordination is secured, it makes sense to create a national website as soon as possible. On the website, the user should be able to find:
 - General information (who, why, what, link to EU website, newsletter registration form).
 - Press releases.
 - National news and news from abroad (e.g. current EMW winners).
 - Annual theme, slogan and logo in national language.
 - Materials for local coordinators (Charter, graphic templates, manuals for the implementation and individual activities, templates of tender documents for local communities, etc.).
 - Map of participating local communities.
 - Materials from the introductory and wrap-up meetings.
 - Photos from participating local communities.
 - Promotional video and video address of the European Commission.
- **Communication through social networks** - This indispensable tool of communication includes posts before and after meetings, and more intensively during the European Mobility Week, supported with European and local community messages.
- **Radio quiz** - an effective promotional activity at the national level can be the organization of a radio quiz. By careful selection of partner radio stations, the greatest possible coverage of the population can be ensured. For greater efficiency, it makes sense to provide smaller and thematically suitable prizes for quiz participants (e.g. water bottle, hiking or cycling guide, umbrella, pedometer, bike lock).
- **Television or radio guest appearances** - traditional media still has a wide public reach, so guest appearances by a minister or national coordinator on television or radio are an effective way of promoting EMW. Appearances should be planned in a timely manner to ensure that appearances occur on the most appropriate dates.

Monitoring at the national level

It is important for national coordinator to monitor and evaluate activities that are taking place across participating local communities. Monitoring enables the governance of European Mobility Week at the national level, it gives insight into the most (and least) successful activities and gives indications of needs for the following year. Activities are monitored through a set of tools.

- **Call for the most active local communities** - in addition to the annual launch of European Mobility Week and the communication of annual themes and slogans, the national coordinator also prepares more detailed content guidelines. In this way, he provides proposals for local communities' activities, and at the same time formulates criteria for the selection of the most active local communities each year. He informs all local coordinators about the call.
- **Implementation survey** - a national coordinator prepares an online survey to monitor the actual implementation of European Mobility Week. The structure and basic issues can remain the same from year to year, but the part related to the competition for the most active local communities should be updated. The key areas of the survey are general data on the local community, implementation of the general annual program, data on permanent measures, information on the implementation of specific activities from the call (this is adjusted every year), use of materials and promotional materials, funding, links to Sustainable Urban Mobility Plans, monitoring and evaluation at the local level and plans for the future.
- **Presentation at wrap-up local coordinator's meeting** - based on the survey, a short presentation of annual activities is prepared - number of participating communities, most successful activities and best practices, number of visitors, monitoring and evaluation within local communities, review of funds, planned activities.
- **Promotion of most active communities** - based on the survey, a selection is made of a small number of local communities that, thanks to their activities, particularly stand out. Among them, the winning local community is selected (or more than one, if the local communities are classified into several categories, e.g. by size). The selection

should be decided by a commission composed of a national coordinator and sustainable mobility experts. The most active local communities are promoted and rewarded at the closing event.

- **Overview report** - at the end of the year, the national coordinator prepares an annual report with an overview of all implemented activities at the national and local level. It also keeps a record of annual slogans, participating local communities and winning local communities.
- **Analysing the media coverage** – the national coordinator also produces a report about media coverage which includes an overview of press releases.

C. Catalogue of good practices

During European Mobility Week, local communities organize various activities. Activities vary according to the local community's level of experience with EMW, local transport policy, political stances regarding sustainable mobility, staff capacity, available resources and high-level support and cooperation with other local communities.

Local communities starting with European Mobility Week for the first time tend to carry out less demanding activities. On the other hand, experienced local communities with an ambitious transport strategy and active political support use this opportunity to organize complex and ambitious activities that are part of their continuous transport and mobility planning agenda. In local communities with an adopted Sustainable Urban Mobility Plan (SUMP), activities are usually linked to its implementation.

A catalogue of good practices is structured in terms of the complexity of their organization and implementation - from basic activities, suitable for inexperienced local communities with limited capacity, to complex activities suitable for the most ambitious and experienced local communities.

Inventories and detailed descriptions of several activities are available online, the primary source being the European website of the European Mobility Week campaign (<https://mobilityweek.eu>). See the 'Useful Resources' tab with thematic guidelines under the 'Campaign Resources' for current year subtab and 'Previous years' subtab. The most impressive actions can be found in 'Archive' under the 'Mobility Actions' tab.

The activities presented follow the structure of the transport system in a SUMP. Firstly, activities related to horizontal topics are presented - information and communication, public involvement, and monitoring and evaluation. These are followed by activities related to travel modes (walking, cycling, public transport, private car and comprehensive measures).

Basic activities

These activities are enabling first contact with issues of sustainable mobility, with the emphasis on its promotion. Organizationally and implementation-wise, these activities are undemanding and focus on individual target groups.

Information and communication aim to inform the general public about sustainable mobility in general. A photo competition on the topic of sustainable mobility can be organized, one where participants also attach a short description of the context. Selected photographs are presented in a public exhibition and promoted on social networks and other media.

Public involvement is carried out through simple events, the most receptive audience often being children. Good examples are debate or



walking tour with primary school children. The tour can record how children experience existing traffic solutions, where they see problems and dangers, what they like and how they would like the space to be arranged in the future.

Monitoring and evaluation are considered to be one of the most demanding activities carried out only by experienced and larger local communities. However, simple activities can be implemented as well. Record the number of activities implemented, count the number of people that visited events, take photos of the activities and collect the news clippings about all European Mobility Week activities in your community.

Some ideas for basic activities related to travel modes.

Walking - Make signposts or floor signs indicating the minutes of walking to selected locations - for example, to the town square, school, bus station - and place them on the main streets and in residential neighbourhoods.

Cycling - On a car-free day, organize a bicycle repair shop with a workshop for simple repairs and have a bicycle fair.

Public transport - Collect key information about public transport in the local community area (lines, stops, timetables) and communicate it with a leaflet or through a dedicated tab on the local website.

Private car - On a car-free day, close the town square or a larger car park and organize activities such as a bicycle repair shop, an exhibition of photographs on the topic of sustainable mobility, a breakfast for citizens, and a stand with materials on EMW.

Comprehensive measures - Perform the activity 'Park-ing Day'. Temporarily change the use of individual parking spaces in the town for the duration of European Mobility Week - convert them into small parks, bicycle parking lots, playgrounds, meeting points.

Moderately demanding activities

Local communities that organize European Mobility Week regularly (and that may also have adopted a SUMP) are ready to carry out more demanding activities. Some of those can also be in form of a week-long activity or can involve a wider range of target groups. Simple permanent measures can also be implemented or promoted.

Information and communication are carried out through the active involvement of the local community. It is recommended to involve small local businesses, such as sports shops, sports clubs, restaurants, bicycle repair shops, public transport operators. They can be invited to take part in activities and to offer discounts, special promotions and small prizes.

Public involvement includes more demanding events, such as round-table discussion or public debates on the different use of selected public



spaces and streetscape. Different target groups should be invited, covering various aspects of mobility (for example, municipal administration, general public, professional public, police, cycling organization, civil initiatives, association of the disabled). During European Mobility Week, citizens can be invited to submit ideas for future actions and events.

Monitoring and evaluation activities can be upgraded by starting to record the implemented measures and their impacts. For example, record the number of new bicycle stands and their occupancy, and conduct a survey on satisfaction rates with the measures implemented.

Some ideas for moderately demanding activities related to travel modes are as follows.

Walking - Conduct guided walking tours (follow the 'Jane's Walk' example) in order to identify opportunities to improve the conditions for walking in the local community. Invite residents (general public and experts) and ensure the involvement of a decision-makers. Use the insights gathered as a starting point for planning permanent measures.

Cycling - Carry out a 'Bypad' workshop with decision-makers and local community experts to assess cycling policy and draft an action plan for improvements.

Public transport - Set-up an information point with personalized travel planning, focusing on the daily use of public transport. Offer promotional (but not free) weekly or monthly tickets as an incentive.

Private car - Encourage employees to carpool and mark reserved parking spaces at the office. Start with the municipal administration and continue with organisations with numerous workforces.

Comprehensive measures - Arrange a pilot area of calmed traffic around the kindergarten or school. The measures include removing motorized traffic from the vicinity of the entrance to the institution, improving access on foot and by bicycle, installing street furniture (benches, bollards, possibly a new crossing), arranging green areas, reducing the number of parking lots. Organize a street party for its promotion.

Complex activities

Experienced and ambitious local communities carry out many diverse and complex activities. There, the European Mobility Week is already a well-recognized event, funds have been provided, the programme is upgraded from year to year, and there are more and more permanent measures applied.

Information and communication is innovative and tailored to individual target groups, the content addresses sustainable mobility in general, as well as individual travel modes and individual measures. Preparation of actual maps showing the easy accessibility of key destinations (on foot and by bike in 5, 10 and 15 minutes) can also be one of the activities.

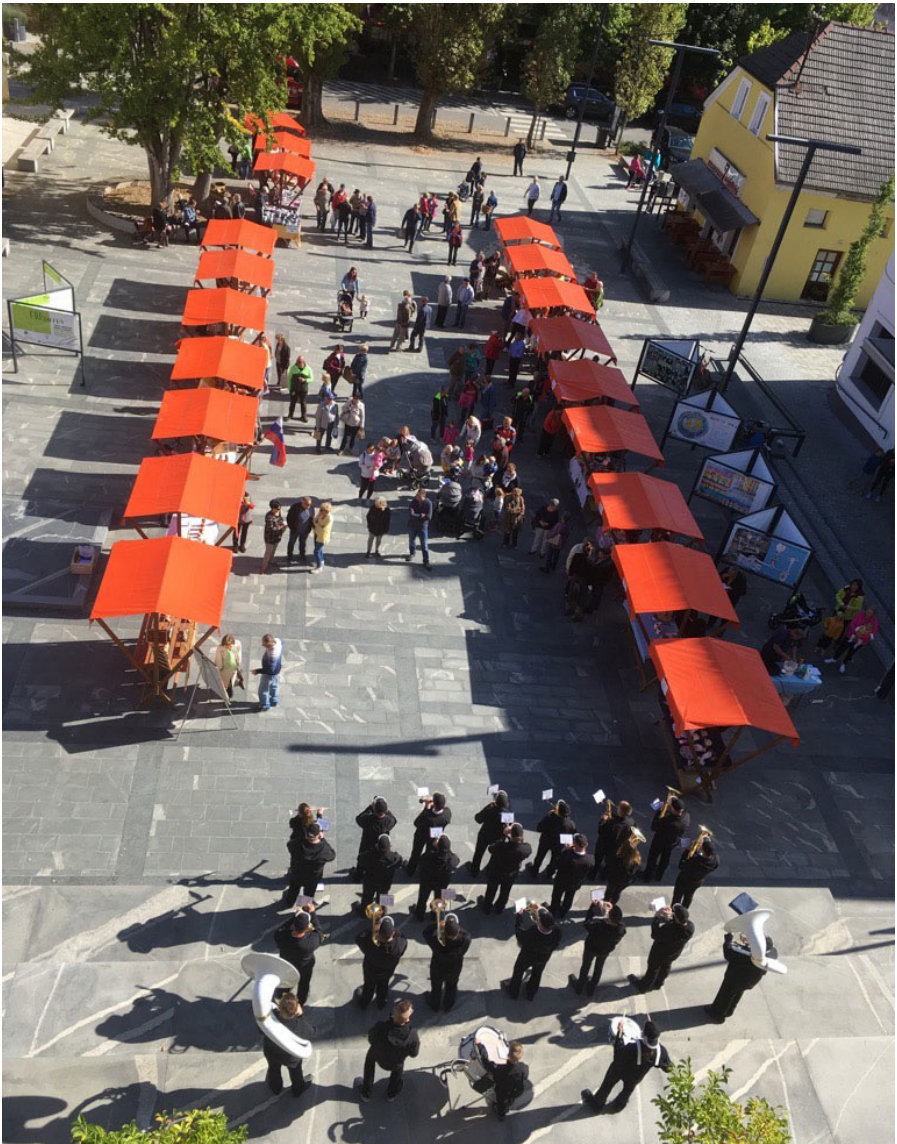
Public involvement is diverse, from conducting surveys and initiatives, to public debates and round-table discussions, with activities for each of target groups. An example of more complex public involvement is the organization of a workshop with citizens and professionals concerning the redevelopment of a certain street or public space in order to calm traffic and improve conditions for all users. The aim of such workshop is to inform the redesign process.

Monitoring and evaluation activities are an integral part of European Mobility Week every year. As several permanent measures are implemented each year, you should start measuring the use of individual travel modes within the city as well as carrying out regular surveys (e.g. every two to three years) on walking and bicycling awareness levels.

Some ideas for complex activities related to travel modes are as follows.

Walking - Organise regular improvements of walking infrastructure - widening of sidewalks, repaving, landscaping, lighting, installation of urban equipment. Give priority to connections in the vicinity of educational institutions and in residential neighbourhoods.

Cycling - Build a high-quality bike path, for example between a larger residential neighbourhood and the city centre or a business-administra-



tive area with a high concentration of jobs. Organize a cycling parade for its opening.

Public transport - Arrange a dedicated bus lane on the main road in the direction of the city centre. Direct car drivers to parking lots on the outskirts of the city.

Private car - Close the city centre to cars and set up a pedestrian zone. Raise the price of public parking in the vicinity of the city centre.

Comprehensive measures - Establish a multimodal hub at a public transport stop on the border of the city. Upgrade the existing stop with elements such as a shelter, bus and / or train arrival indicator, up-to-date timetables, bicycle parking, public bicycle rental point, parking for car sharing, electric charging stations for bicycles and cars and the like.

Annex 1

STRUCTURE OF THE WORKING GROUP FOR THE PLANNING AND IMPLEMENTING OF THE EUROPEAN MOBILITY WEEK IN CITIES AND MUNICIPALITIES OF SOUTHEAST EUROPE

as prepared in the

Open Regional Fund for South-East Europe – Energy Efficiency (ORF EE)
Sustainable Urban Mobility in South-East Europe II – SUMSEEC II

With mutual cooperation for the better results and a greater promotion

In order for the activities to have as much impact on the public as possible, it is necessary for the campaign to include as many actors as possible in the preparation period. The cross-sectoral approach has so far proved to be the best way to develop co-operation and achieve urban mobility goals.

In order for the working group to have as much legitimacy as possible in organizing and carrying out the activities, it is advisable that the Mayor formalize the working group, by a special decision, thus giving it the freedom to create and implement the activities.

Working group representatives

- Local government representatives (coordinators):
- **Department of Transport and Roads** - Responsible for changing traffic regimes during the week. Financing permanent measures and making decisions on permanent changes to the traffic regimes for certain parts of the city. Communication with representatives of the Ministry of Internal Affairs, traffic police;
- **Department of Public Utilities and Housing** - In charge of financing permanent measures and setting up the equipment for pedestrians

and cyclists. Organizing closed and open types of public space for the implementation of the activities carried out by members of the working group.

- **Department of Social Affairs** - Communication with representatives of kindergartens, schools and other institutions to promote and enlarge the events on the greater scale, with special access to the youngest population. Communication to sports and recreational associations and coordination of their activities during EMW;
- **Local/Integrated Development Departments** - These departments usually have information on current projects that are underway and whose resources could potentially be used to finance permanent measures or promotional activities, though also should be involved in project planning processes in the future.
- **Department of Urban Planning and Design** - A department of great importance when planning traffic infrastructure, as well as in individual parts of the city, to pay as much attention as possible to the humane planning of urban development, to improve the quality of life in cities and to obtain the functionality of urban neighborhoods.
- **Department for Public Relations** - Coordination of public information when announcing an activity, throughout the mobility week, and gathering all relevant information to better prepare applications for the European Mobility Week Award. Gathering audio/video and written material to produce quality promotional videos

- Representatives of other organizations/ associations/institutions:
 - **City/Republic/National Traffic Safety Councils** - address the topic from their perspective, popularizing generally lower use of motor vehicles. In collaboration with Auto-Moto Associations, they work to educate all road users and promote the topic itself;
 - **Urban Mobility Associations** - Cycling and Walking Associations, Associations of People with Disabilities and Initiatives that Promote Non-Motorized traffic in collaboration with the local government representatives plan and implement activities aimed at popularizing and promoting non-motorized movement during EMW .

- **Public transport companies** - Promote their services and, in cooperation with local government, receive special benefits throughout the week.
- **Public parking services** - Restrict parking in the inner city core, allowing larger public space to be used for outdoor activities, which also motivates all road users for walking or bicycling more;
- **Media** (local and national) - In coordination with the local government, they inform the public about planned activities, monitor the implementation of activities and popularize the theme of urban mobility throughout the week. Finally, making the material, with the request of the local government, available for better preparation of the application for the European Mobility Week Award. This video and photo material is of great importance for the planning of joint promotional material, where the municipalities and cities involved in the campaign would be promoted as much as possible, potentially highlighting themselves as future bearers of the European Mobility Week.

