





# OVERVIEW

- 🌻 Pan-European campaign
- 🌻 Launched in 2002 by former EU Commissioner for Environment Margot Wallström
- 🌻 Organised each year from 16-22 September (CFD)
- 🌻 Week-long programme of public activities and events and implement permanent measures
- 🌻 Annual theme & slogan





# ORGANISATIONAL STRUCTURE

**European Commission  
DG ENV**

**EU level coordination  
EUROCITIES, ICLEI & REC**

**National Coordinators in 40 countries**

**Local EMW coordinators in 2.226 towns & cities**



# TOOLS & SERVICES





## KEY FACTS & FIGURES

-  2.258 towns and cities from 40 countries participated in EMW 2011, potentially reaching 165 million citizens
-  In 2012, over 792 cities organised a car free day event
-  6,821 permanent transport measures were implemented during EMW 2012, mainly improving cycling, walking & public transport





# ELEMENTS OF SUCCESS

- 🌻 **Political support**
- 🌻 **Partnerships**
- 🌻 **Citizen involvement**
- 🌻 **Positive communication**
- 🌻 **Facts & figures**
- 🌻 **Innovation**
- 🌻 **Evaluation**





# JOINING THE CAMPAIGN

## Who?

- Any local authority promoting sustainable urban transport from 16 to 22 September



## Why?

- Become part of a European movement & community
- Visibility
- Award scheme
- Funding opportunities



## How?

- Register your activities at [www.mobilityweek.eu](http://www.mobilityweek.eu)
- Sign the EMW charter





# REWARDING ACTIONS





# BONUS BOOKLETS

- 🌻 1 year free insurance for pedestrians, cyclists, skaters, passengers
- 🌻 Reduced offers for car free holidays
- 🌻 Reduced offers for bicycles, bicycle trailers and pedelecs
- 🌻 Reduced public transport offers
- 🌻 Carsharing test offers
- 🌻 Reductions for fuel-saving driver trainings
- 🌻 Free bicycle rental





# CREATIVE COMPETITIONS





# COMMUTER CHALLENGES





# PROMOTION OF TELEWORKING





# CELEBRITIES!







# INTER-CITY COOPERATION

## Gävle



During Saturday in the European mobility week there was a battle between the cities of Gävle and Östersund. The two cities challenged each other in a competition to see which city that increased bus travelling among the citizens the most.

On the same day, those who had left their car at home could show their car keys to the bus driver and travel for free.



## Östersund



Östersund increased their bus travels by 36 % on the day and Gävle by 13 %. Östersund was therefore the winners in the bus fight. But in the end we are all winners.





# Website & social media

The screenshot shows the website's header with the European Commission logo, navigation tabs (Home, Join us!, News, Cities, Award, Resources, About, DoTheRightMix), and a search bar. A main banner features a photo of cyclists and a '334 Days until start' counter. The 'News' section includes articles about EC financial support and a video from Bologna. A sidebar on the right displays 'Participating Cities' (2157), the 2012 theme 'Moving in the right direction', and social media links.

**Home** **Join us!** **News** **Cities** **Award** **Resources** **About** **DoTheRightMix**

>> Home

Search Mobility Week

**334** Days until start

**Participating Cities**  
2157

**Theme 2012:**  
Moving in the right direction  
[read more](#)

**Join the campaign**  
[read more](#)

**Find the EMW on**  
f t o YouTube

**News**

**EC financial support for mobility campaigns**  
09 October 2012

 The European Commission offers financial support under its Do the Right Mix initiative of up to €7,000 for sustainable urban mobility campaigns. This is a great opportunity to give a boost to your city's awareness-raising activities. Non-commercial enterprises such as local authorities, public bodies, NGOs, schools, universities or research institute's in the European Union's 27 Member States,...

[more](#)

**New Bologna video: Life is movement**  
04 October 2012

 A new video presents what makes the City of Bologna a worthy winner of the European Mobility Week Award 2011. The clip shows how the sustainable mobility measures that the City of Bologna introduced have a real impact on the quality of life in the city. Under the title, 'Life is movement', the video gives a glimpse of what 20 charging stations for electric cars, 143 km of bicycle paths, a new...

[more](#)



## Do the right mix: Awareness raising and funding for sustainable urban mobility campaigners





**Did you pick  
the right transport?**



**DO THE RIGHT MIX**

[www.dotherightmix.com](http://www.dotherightmix.com)



THE EUROPEAN COMMISSION'S  
SUSTAINABLE URBAN MOBILITY  
CAMPAIGN

# Strategy

## SUM Campaign & EMW

- European-wide awareness raising campaign to accompany EMW
- SUM Campaign reinforces and builds on the EMW
- SUM Campaign offers support for national and local EMW campaigners



The screenshot shows the SUM Campaign website interface. At the top, there is a navigation bar with links for Home, Login, Contact, and a search box. Below this is a banner with the slogan "DO THE RIGHT MIX" and icons for a bicycle and a bus. A secondary navigation bar contains links for "The campaign", "Register promotional action", "Mobility Plans Award", and "News & Press", along with the "EUROPEAN MOBILITY WEEK" logo. The main content area features a "Sustainable Urban Mobility" section with a call to action: "Keen to promote change to our urban mobility culture? Register your promotional action now and benefit from EU-wide visibility / financial support!". Below this is a map of Europe with yellow pins indicating participating cities. To the right of the map, a text box announces "Winners of SUM funding announced" and provides a "READ MORE" button. Further right, a yellow box encourages users to "PARTICIPATE and get your actions published on this website!". At the bottom, there are three social media and content sections: "Facebook" with a post about the Slovenian city of Ljutomer, "Registered actions" with a map, and "Video" with a video player.



European  
Commission



# SUM CAMPAIGN PILLARS





Register your promotional action

A thick orange arrow pointing to the right, starting from the left edge of the slide and ending with a white arrowhead on the right edge.

# Register your promotional action

- **open to:** groups of people, NGOs, social partners, research/teaching institutions, local/national authorities, public institutions, public/private companies
- Actions that **promote a behavioural shift** (with a particular focus on multimodality)
- A **promotional rather than a technical nature** (i.e. technical innovations themselves will not be recognised)
- action can be limited to a **specific day or last for several weeks/months**
- action must take place in an **EU Member State, Croatia, Iceland, Liechtenstein or Norway**

# Funding for promotional actions

- To support non-commercial enterprises
- In 2012:  
95 fund requests from 23 countries
- Call 2013:  
opened: **6 March 2013**  
closes: **31 May 2013**
- for actions between  
**1 July and 30 June 2014**



# Criteria

- Creative and strategic approach
- Expected impact
- Likely media interest
- Synergies with relevant EU campaigns, initiatives, and policies in the field of transport, energy and environment
- Multiplier effect
- Coherence and management of stakeholder partnerships
- Financial state and cost-effectiveness

# SUMP Award

- Encourage the adoption of SUMPs by local authorities across Europe
  - Showcase successful and encouraging SUMP experiences
  - Reward outstanding cities
- **2012:** Stakeholder & Citizen participation in SUMPs
  - **2013:** integration of economic, social and environmental policy criteria
  - **2014:** monitoring implementation to improve SUMPs

Admin Panel

Edit page



# Did you pick the right tra

## Do The Right Mix

277 likes · 9 talking about this

Community  
The European Commission's Sustainable Urban Mobility (SUM) campaign supports individuals & organisations who promote a new, sustainable urban mobility culture:



277

About Photos Likes Twit

Highlights

Status Photo / Video Offer, Event +

What's on your mind?

Do The Right Mix shared a link.  
2 hours ago

The world's oldest metro, the London Underground, celebrated its 150th anniversary yesterday. Did you know that it currently carries 1,107 million passengers every year?

Recent Posts by Others on T

**Jakob Frederik** A petition, a vis  
1 · 11 October 2

**Tomáš Beran** Eurogauneř.  
5 October 2012 at

**Neils Kalnins** BlueShockBike de  
2 · 1 · 24 Sept

**Do The Right Mix!**  
@RightMixEU  
EU campaign supporting people & orgs promoting a new & sustainable urban mobility culture. More info & register actions: [dotherightmix.eu](http://dotherightmix.eu) #dotherightmix  
Did you pick the right transport?  
<http://www.dotherightmix.eu>

509 TWEETS 155 FOLLOWING 197 FOLLOWERS

### Tweets

**Do The Right Mix!** @RightMixEU 3h  
Launch by @EU\_Regional of #RegioStars 2014: [bit.ly/ZuSNop](http://bit.ly/ZuSNop). Includes #CityStar category for #sustainable #urban transport projects.  
Expand

**EU Energy Week 2013** @euenergyweek 8 Jan  
1st evaluation #deadline for @euenergyweek & @EU\_ManagEnergy #award entries is 15 January, #bepartofit [bit.ly/UFOeHR](http://bit.ly/UFOeHR) #eusew13 Pls RT  
Retweeted by Do The Right Mix!  
Expand

**Do The Right Mix!** @RightMixEU 8 Jan  
RT @eu\_greencapital: Nantes succeeds Vitoria-Gasteiz as European Green Capital [fb.me/1RFR4Cpwc](http://fb.me/1RFR4Cpwc)  
Expand

**Do The Right Mix!** @RightMixEU 31 Dec  
Happy New Year to all tonight! Let's make #2013 a great one for improving our #travel habits! #DoTheRightMix  
Expand

**Do The Right Mix!** @RightMixEU 25 Dec  
Merry Christmas from the #Sustainable Urban #Mobility campaign team! #DoTheRightMix  
Expand



# THANK YOU

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# REGISTER YOUR ACTION

## Registered actions

On the path towards sustainable and intelligent transport use, every single person counts. Any person or organisation can register a relevant action and share with the world their own personal success story. The map below shows all of the actions that have been registered with the Sustainable Urban Mobility campaign.





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# PROMOTIONAL VIDEO

The image shows a YouTube video player interface. At the top left is the YouTube logo. To its right is a search bar. Below the search bar, the video title "DO THE RIGHT MIX" is displayed. Underneath the title, there is a channel name "dotherightmix" followed by a plus sign, the word "Abonneren" (Subscribe), and a dropdown menu showing "1 video". The main video player area contains a cartoon illustration of a small, black, rounded car with a single eye on the front, driving on a road between two tall, brown, rectangular structures. The video player controls at the bottom show a play button, a progress bar at 0:22 / 2:34, and icons for volume, settings, and full screen. Below the player, there are buttons for "Leuk" (Like), "Toevoegen aan" (Add to), "Delen" (Share), and a list icon. The view count "2559" is shown on the right side.



EURO  
CITIES

## POLICY TEASER - URBAN MOBILITY CAMPAIGNS

### Why are we involved?

- ▶ Money
- ▶ Reputation
- ▶ Networking & Profiling
- ▶ Membership services
- ▶ **EUROCITIES** priorities

climate change – Recovery - inclusion





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## POLICY TEASER - URBAN MOBILITY CAMPAIGNS

### Links with policy areas

- ▶ Mobility
- ▶ Environment
- ▶ Economy
- ▶ Culture
- ▶ Social Affairs
- ▶ Knowledge Society





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## POLICY TEASER - URBAN MOBILITY CAMPAIGNS

### Creative Assignment!

- ▶ Mobility
- ▶ Environment
- ▶ Economy
- ▶ Culture
- ▶ Social Affairs
- ▶ Knowledge Society





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