



EUROPEAN  
**MOBILITY**  
WEEK

16-22 SEPTEMBER 2023

*Mix & Move!*

# How to write successful EMW award applications?

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Annual Workshops – Ghent, 24 March 2023

#MobilityWeek



# Two important elements

- The programme
- The application/writing

# The 5 Evaluation Criteria for the Award

- The annual theme
- The comprehensiveness of the action plan regarding events, activities and involvement of citizens.
- The strategic approach in communicating towards the citizens and the media.
- The (expected) environmental and social impact of permanent measure(s)
- The quality and scope of the partnerships with local stakeholders

# Think about different target groups

- Commuters
- Children
- People with reduced mobility
- Car drivers
- Elderly people
- Etc.



# Don't forget to tame car traffic!

Not only closures of selected streets during Car Free Day but also removal of parking spaces, speed limits, pop up bike lanes etc.

Provide a pleasant atmosphere for pedestrians and cyclists!





# Don't forget Parking Day

Parking Day is usually the 3rd Friday in September

How about  
parklets?



## Examples from Graz and from Braga



Photo: Mobilitätsagentur

# Don't forget freight traffic

E.g. Provide cargo bikes to test





# Organise a symposion, discussion rounds or presentations

Present your plans or discuss activities with citizens or experts.

Don't shy a critical dialogue with the citizens!

## Example from Braga

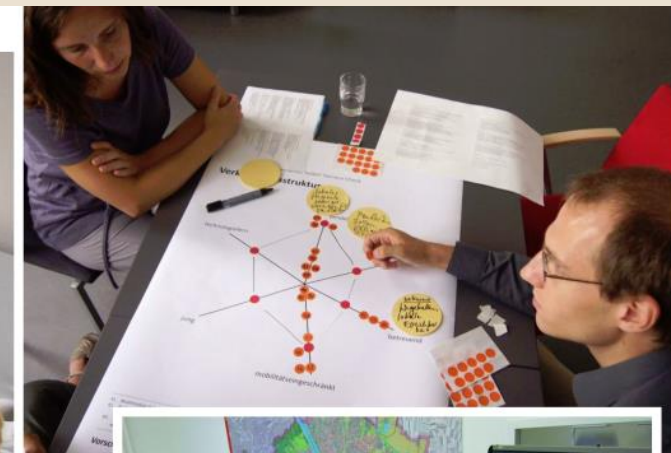




# Planning exercises

Give people the opportunity to bring in own views, ideas or to let them assess existing plans

## Example from Vienna



# Stakeholders

Include politicians!





# Use role models and celebrities

- Actors
- Athletes
- Musicians
- Etc.

Marcel Koller, former Coach of the Austrian National Football Team

## Example from Vienna



## Including the local economy

E.g. Bakeries designed special sort of bread for pedestrians.

German play with words: Gebäck (bread etc.)  
and Gehbäck (Geh = walk)

### Example from Vienna



Photo: Christian Fürtner / Mobilitätsagentur



# Give people the opportunity to try out new behaviour!

- Free Public Transport test rides
- Planning of excursions with public transport
- Cycling courses
- Experience public space without cars
- Walk to school campaign
- Etc.

## Example from Braga



# Use well established campaigns

Use well established campaigns and include the start or the final presentation into the **EUROPEANMOBILITYWEEK**

## Example of Bike to Work campaign from Lisbon





# Organise parties

Organise a bicycle party with competitions and scavenger hunts or geo caching



## Example from Bolzano



# Use eye-catcher to attract people

## Example from Lisbon





**Join forces – think about sport,  
food, culture, dance etc.**

**Example from Vienna**

But remember: it is a transport event, so traffic and transport related activities should dominate!

Tropical emotions  
on grey Austrian  
streets.



## Be proud of your activities!

Communicate your activities incl. objectives and benefits for the citizens.



Photo: Correio\_do\_Minho\_20\_09\_2022

## Example from Braga





# The important basics

- Write in clear, well-written English
- Fill in all the fields
- Give correct information



# Give a clear overview of the week

- Describe what activities are taking place
- Be concrete
- Avoid too much repetition
- Include objectives, number of participants, target groups, results
- Permanent measures: make sure they are permanent, and explain impact





# Permanent measures

- Here also: be concrete
- Make sure to only include permanent + confirmed measures
- Explain impact



# Document your achievements

- Take photos of all your activities
- A professional photographer might do better than a phone
- Don't be afraid of submitting lots of visual material: banners, posters, press actions, etc.

## Granada



# Get creative

- Work with the EMW identity
- Instead of only photos, work with video, mascotte, artwork, etc.
- Involve (local) press



Video from Braga





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# Thank you for your attention!

## Now over to you....

#MobilityWeek

