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## An initiative of the European Commission



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



# EUROPEANMOBILITYWEEK

16-22 SEPTEMBER

Choose. Change. Combine.  
[www.dotherightmix.eu](http://www.dotherightmix.eu)



Mobility  
and Transport

## A new campaign with a familiar feel

To strengthen the potential of the DO THE RIGHT MIX and EUROPEANMOBILITYWEEK campaigns to improve the uptake of sustainable and multimodal mobility in Europe, the two initiatives have come together. Retaining the title of 'DO THE RIGHT MIX', the combined initiative takes the best aspects from each campaign, expands its appeal and reach and makes it easier for interested participants to take part.

### Why the change?

EUROPEANMOBILITYWEEK is extremely popular but, as the name suggests, it is limited to one week of the year. Conversely, the DO THE RIGHT MIX campaign offers stakeholders the chance to showcase mobility activities all year round, but it lacked a galvanising event as a focal point.

By bringing the campaigns together we are able to engage a wider array of stakeholders, develop more impressive and inclusive resources, and make it easier for cities and local residents to access useful materials for building a better mobility future.

### What does this mean in practice?

EUROPEANMOBILITYWEEK forms the primary component of the overarching DO THE RIGHT MIX campaign.

EUROPEANMOBILITYWEEK continues to be held from 16-22 September, and campaigners remain able to upload their sustainable transport activities on the DO THE RIGHT MIX website throughout the year.

One of the most significant changes is that the EUROPEANMOBILITYWEEK logo, the blue and yellow flower, has been dropped. Instead, the visual identity of the campaign has been revised to better evoke sustainable mobility. The DO THE RIGHT MIX logo remains unchanged, with additional visuals that can be used when communicating on EUROPEANMOBILITYWEEK.

The campaign website and EUROPEANMOBILITYWEEK registration system have undergone a significant revision to include a series of improvements.

The national campaigns, a staple initiative of DO THE RIGHT MIX, have continued in four countries. These campaigns help raise awareness of sustainable urban mobility, with a focus on the impact of mobility choices on quality of life and the environment.

More details about the improved DO THE RIGHT MIX campaign, including information on using the new visual identity, are available from [mobilityweek.eu](http://mobilityweek.eu)

## 'Choose. Change. Combine.' – embracing multimodality

Each journey is different, but too often we rely on the same mode of transport, regardless of whether it's best suited to the task. We may instinctively hop into our car, even though cycling or public transport could be a more efficient choice. This year's theme of multimodality encourages people to think about the range of transport options available, and to choose the right mode when travelling. It invites people to combine ways of getting around, which can often lead to a quicker and more pleasant journey.

Through making clever choices about the type of transport we use, we can save money, improve our health and help the environment.

One of the novel aspects of this year's theme is a reinterpretation of the journey from A to B as a means to enrich our day: the daily bus commute, for example, can be seen as a chance to catch up on the day's headlines; cycling can be viewed as a mobile gym, providing an on-the-go workout; and you may just meet the love of your life on the tram! Through choosing, changing and combining we can make our journeys work for us.

More ways for local authorities to promote this year's theme are included in the Thematic Guidelines, available from: [mobilityweek.eu](http://mobilityweek.eu)

## About

EUROPEANMOBILITYWEEK is an annual campaign on sustainable urban mobility, supported by the European Commission.

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 people to try out alternatives to car use.

The week culminates in the 'Car-Free Day' event, where 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 EUROPEANMOBILITYWEEK has been steadily growing, both across Europe and around the world. In 2014, a total of 2013 cities from 44 countries officially registered for the campaign.

8543 permanent measures were implemented as a result of the campaign in 2014 alone, mainly focusing on infrastructure for cycling and walking, enhancing public transport services, improving transport accessibility and raising awareness about sustainable travel behaviour.



## Sustainable Mobility Awards

The cities of Östersund (Sweden) and Bremen (Germany) were awarded the 2014 EUROPEANMOBILITYWEEK Award and the 2014 SUMP Award respectively at the Théâtre du Vaudeville, Brussels, on 23 March 2015.

The EUROPEANMOBILITYWEEK Award scheme rewards the local authority that is deemed to have done the most to raise public awareness on sustainable mobility issues and implement measures to achieve a shift towards sustainable urban transport. The annual SUMP Award is presented to cities and regions that show excellence in developing and implementing their sustainable urban mobility plans.

For information on applying, visit [mobilityweek.eu](http://mobilityweek.eu)



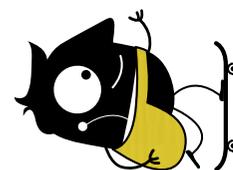
*In Europe, we spend a shocking amount of time stuck in traffic. The stress is bad for the heart, but it is also bad for the lungs. The levels of air pollution and the impact on your health is irrefutable. Let's not just splutter and choke about the terrible traffic. Help reduce it! European Green Capitals show the way with transport networks that create a more vibrant, liveable environment. Whether it's cycling to school, carpooling to work or getting the bus to college, we should try to live by the ideal – 'if we can, we should'.*

Karmenu Vella,  
Commissioner for the Environment,  
Maritime Affairs and Fisheries



*The theme for this year's EUROPEANMOBILITYWEEK is about mixing travel modes and encouraging the general public to have an active lifestyle. It places a strong emphasis on changing our habits, by choosing more sustainable modes of transport, such as cycling, walking and collective or public transport, as well as combining different modes in a single journey. This will help make our cities cleaner, quieter, safer, less congested and nicer places to live!*

Violeta Bulc, Commissioner for Transport



### How can a local authority participate?

- > Register your events online at [mobilityweek.eu](http://mobilityweek.eu)
- > Sign the EUROPEANMOBILITYWEEK Charter.

### What you need to do?

- > Organise a week of activities in line with the 2015 theme of multimodality, in which you encourage local residents to 'Choose. Change. Combine.'

- > Implement at least one new permanent measure which contributes to a modal shift in favour of environmentally sound transport, with a reallocation of road space featuring prominently.
- > Organise a 'Car-Free Day' event. Set aside one or several areas solely for pedestrians, cyclists and public transport for at least one whole day. This should preferably be held on Tuesday 22 September 2015.

Contact the European Secretariat or your National Coordinator for advice. Publications and tools to help organise your local EUROPEANMOBILITYWEEK events can be downloaded from our website: [mobilityweek.eu](http://mobilityweek.eu)