



EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2022

Mix & Move!

THEMATIC GUIDELINES 2022

Better Connections

#MobilityWeek





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1) Introduction

This year's topic

EUROPEANMOBILITYWEEK's annual theme for 2022 is 'Better Connections'. The theme was selected to reflect on the desire of individuals across Europe to reconnect with each other after several months of isolation, restrictions, and limitations. People can connect when they meet on a piazza in their urban environment and remain connected through public transport. Better connected transport means better connected places and people, which is a key focus of the **European Green Deal**¹ of the European Commission. The **Sustainable and Smart Mobility Strategy**² also calls for better connections between decision-makers, service providers, urban planners, and people. After a strong focus on the health aspects of urban mobility in 2021, this year's theme 'Better Connections' celebrates the aim of EUROPEANMOBILITYWEEK to bring people together.

Since transport is the second-highest polluting sector in Europe³ and EU domestic transport emissions even increased by 0.8% between 2018 and 2019⁴, significant efforts must be made to reach the European target of net zero emissions of greenhouse gases by 2050, as outlined in the European Green Deal. Since this is a major challenge, it is essential for all stakeholders and cities to cooperate in order to significantly reduce (urban) mobility emissions.

Crises, such as COVID-19 or the challenges of retaining energy security following Russia's invasion of Ukraine, are threatening the outlined goals. The **REPowerEU Plan**⁵ aims to reduce the impact of these challenges with a set of actions to save energy, diversify supplies, substitute fossil fuels by accelerating Europe's clean energy transition, and to smartly combine investments and reforms⁶.

¹ https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en

² https://transport.ec.europa.eu/transport-themes/mobility-strategy_en

³ <https://www.eea.europa.eu/data-and-maps/daviz/ghg-emissions-by-aggregated-sector-5#tab-dashboard-02>

⁴ <https://www.eea.europa.eu/ims/greenhouse-gas-emissions-from-transport>

⁵ https://ec.europa.eu/commission/presscorner/detail/en/ip_22_3131

⁶ https://eur-lex.europa.eu/resource.html?uri=cellar:fc930f14-d7ae-11ec-a95f-01aa75ed71a1.0001.02/DOC_1&format=PDF

'Better Connections'

'Better Connections' covers every aspect of sustainable transport in the urban environment, which can be summed up with the following English words that start with 'p': people, places, packages, and policy & planning.

Furthermore, public transport is our lifelong partner for connecting, travelling safely, and protecting the environment - together with active and shared mobility and other connected, on-demand and sustainable transport options. Connecting 'traditional' transport modes with new digital solutions remains a key aspect for the future.

Each of the four topics has a dedicated chapter in this year's thematic guidelines. Therefore, this document aims to provide a good overview of recent best practice examples and initiatives from towns, cities, and citizens' initiatives that will inspire you to start your own actions to make urban mobility more sustainable.

People have been at the very centre of EUROPEANMOBILITYWEEK for more than 20 years and remain the driving force of our campaign. Several thousand events, projects and best practice examples are uploaded every year on the campaign website during the week of 16-22 September, and around 600 **MOBILITYACTIONS** are submitted throughout the year, which bears witness to the success of EUROPEANMOBILITYWEEK in connecting people to implement their own sustainable transport initiatives. Furthermore, the **European Year of Youth 2022**⁷, focuses on connecting with young people in all areas of activity.

Places, including urban spaces and green areas, need to be pleasant and functional for people to meet and connect. More greenery in European cities was highlighted as a key demand by 82% of participants in last year's Clean Cities Campaign survey⁸.

Packages can have a double meaning, by referring to physical parcels and the ever-increasing logistical challenges of delivering them in an ecological way, as well as digital information packages. The latter is essential for smooth urban mobility operations and requires 'Better Connections' between data providers and users.

Policy & Planning are needed by every town and city to address common urban mobility challenges in a comprehensive and resilient way. EUROPEANMOBILITYWEEK provides a great opportunity for city planners to get inspired by citizen-centred mobility planning. Citizen participation is a central component of the European Commission's concept of Sustainable Urban Mobility Plans (SUMP) and public consultations held during EUROPEANMOBILITYWEEK can lead to novel people- and environment-friendly transport solutions in local neighbourhoods.

⁷ https://europa.eu/youth/year-of-youth_en

⁸ <https://cleancitiescampaign.org/2021/05/04/what-city-dwellers-want-from-their-mayors-post-covid/>

How can you participate in the EUROPEANMOBILITYWEEK campaign?

This year's theme of 'Better Connections' also reflects our wish to be connected with you! Therefore, we invite you to follow us on Twitter⁹, Instagram¹⁰ and Facebook¹¹. No matter what you and your local team are doing in relation to this year's topics, we invite you to share your news with us.

In 2021, EUROPEANMOBILITYWEEK witnessed its highest registration numbers ever, with the participation of over 3,100 towns and cities across 53 countries and the submission of nearly 650 **MOBILITYACTIONS** throughout the year.

Join EUROPEANMOBILITYWEEK in September. You can join EUROPEANMOBILITYWEEK in numerous ways. If you represent a town or city, you can take part during the main week of the campaign between 16-22 September and submit your activities and measures on our website www.mobilityweek.eu

Submit a **MOBILITYACTION** and share your success. If you represent a company, citizens' initiative, educational institution, or another entity, you can submit your **MOBILITYACTION** related to sustainable mobility initiatives and 'Better Connections' throughout the year. This year's Thematic Guidelines feature several examples of **MOBILITYACTIONS** submitted by local campaigners from across Europe. Future **MOBILITYACTIONS** of outstanding quality will also be invited to share their success stories.

You can submit success stories to receive awards. Has your town or city achieved something exemplary and outstanding in sustainable urban mobility? Then you can receive an award for your excellent work through the EUROPEANMOBILITYWEEK campaign. Our campaign offers different awards, depending on the context of your achievements. Therefore, we encourage you to apply for our annual competitions.



⁹ <https://twitter.com/mobilityweek>

¹⁰ <https://www.instagram.com/europeanmobilityweek/?hl=en>

¹¹ <https://www.facebook.com/EuropeanMobilityWeek>

Connection with other EU initiatives

EUROPEANMOBILITYWEEK is a major event in the European calendar, which also complements several key EU policy initiatives. The European Commission's **Sustainable and Smart Mobility Strategy**¹² presents 82 specific initiatives to be achieved over the next four years as a first stepping-stone towards the overall goal of climate neutrality by 2050. Furthermore, our campaign supports the **European Climate Pact**¹³, an awareness-raising initiative that focuses on pledges and actions combatting climate change across Europe. Thus, EUROPEANMOBILITYWEEK plays a significant role in encouraging people, cities, educational institutions, companies, and NGOs to promote sustainable urban mobility.

Aside from backing the above initiatives, EUROPEANMOBILITYWEEK also supports EU goals in the following initiatives: **EU Green Week**¹⁴ and **EU Sustainable Energy Week**¹⁵. Following the successful **European Year of Rail 2021**¹⁶, the **European Year of Youth 2022**¹⁷ aims to put young people centre stage to emphasise their contribution to all areas of society, including the importance of their impact on the future of the urban environment and sustainable urban mobility.



¹² https://transport.ec.europa.eu/transport-themes/mobility-strategy_en

¹³ https://ec.europa.eu/clima/eu-action/european-green-deal/european-climate-pact_en

¹⁴ https://ec.europa.eu/environment/eu-green-week_en

¹⁵ <https://eusew.eu/>

¹⁶ https://europa.eu/year-of-rail/index_en

¹⁷ https://europa.eu/youth/year-of-youth_en

2) People

Unfortunately, urban mobility decisions are often perceived as largely top-down measures, where individuals can feel ignored or excluded. Therefore, a more inclusive and holistic decision-making process can help to give people a voice. Even though citizen-centred policies can often be long-term tasks, the results can be very rewarding. The co-creation framework, which is explained in the next paragraph, highlights the importance of involving civil society initiatives and people of all age groups and socio-economic strata to implement measures that have a common impact.

2a) Co-creation

Co-creation can be defined as a 'systematic process of creating new solutions with people - not for them; by involving people and communities in policy and service development'¹⁸. This definition was a premise of the EU-funded SUNRISE project¹⁹ that fostered co-creation processes in six cities across Europe and beyond. The following three best practice examples focus on different aspects of co-creation, as well as different levels of citizen involvement.

Solving neighbourhood parking through co-creation in Bremen, Germany

Across Europe, historical city districts that were built before the 1940s were not designed to accommodate parking space for private cars on the street or elsewhere. This challenge also exists in the city-state of Bremen, in the Northwest of Germany. Narrow streets and pavements without a kerbside parking plan were the norm in the 'Hulsberg district', a relatively small area located East of the Hanseatic city, close to the famous Weserstadion. Until recently, cars would partially block the pavements or park on both sides of the street. This created significant obstacles and the pavements were often inaccessible for wheelchair users and parents with prams. The fire brigade and waste collectors also had significant problems to manoeuvre in the limited space available. Car users considered parking in front of their home as a right and clashed with other resident groups that wanted to restructure and limit kerbside parking.



© SUNRISE Project

¹⁸ https://civitas-sunrise.eu/wp-content/uploads/2019/07/SUNRISE_D3.1_Co-implementation-Guidelines.pdf

¹⁹ <https://civitas-sunrise.eu/>

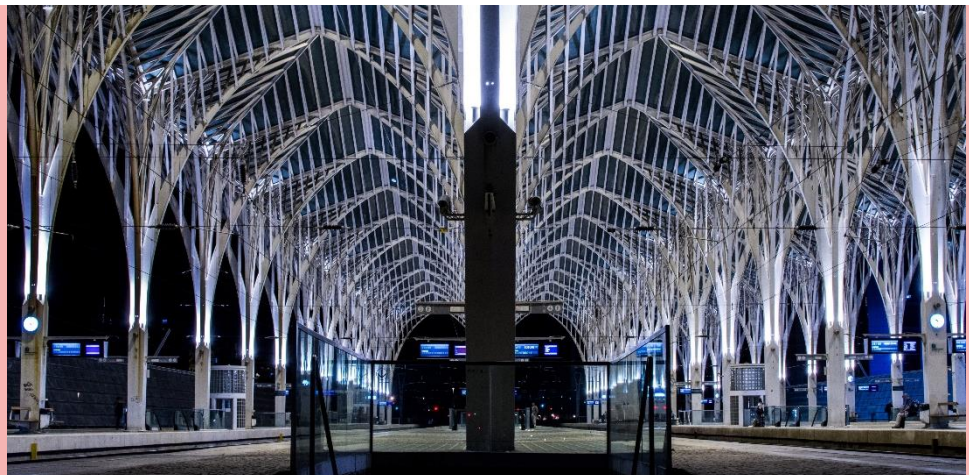
Instead of top-down measures, the city administration started a project that co-identified existing challenges and co-developed solutions, which were co-implemented in a third stage and co-evaluated by a diverse group of people. After the identification of the above-stated challenges, the city administration restructured kerbside parking together with residents. During this process, the mediation between the different interest groups was essential. Several dozen information- and exchange meetings took place during the evening hours of working days. Furthermore, a platform was given to vulnerable groups that were impacted by the challenging parking situation, such as people with reduced mobility, as well as families and older people.

Overall, the main takeaways and achievements were the reorganisation of the parking policy and enforcement, which resulted in an additional 1,600m of kerbside freed up, as well as a sense of 'togetherness' that showed the inhabitants of the neighbourhood that exchange, and discussion can lead to successful outcomes. Most road users, pedestrians and people with disabilities have more space for their needs after the restructuring. In total, the collective co-creative action was a great success, hence it will be replicated in other districts of Bremen²⁰.

Setup of multimodal mobility hubs in Lisbon, Portugal

The city of Lisbon has a well-functioning metro system, which transported 173 million passengers in 2019, or just over 500,000 people per day²¹. Together with other modes of public transport, it accounts for 18% of trips taken in the Portuguese capital during weekdays, just below active mobility (24%). Unfortunately, 56% of all trips are taken by private passenger vehicles. Thus, the increase of public transport is an essential cornerstone to reduce emissions in Lisbon.

EMEL, the main parking company of Lisbon, cooperated with the city administration to launch a co-creation process that aims to unlock the potential of multi-modal mobility hubs. These are physical stations that are strategically placed at intersections of existing public transport lines. Most of these points of transition already offer multiple modes of transport. For example, the 'Oriente train station' in the North-East of the city offers long- and short distance train connections as well as bus services.



© monteiro.onlie / Shutterstock

²⁰ https://civitas-sunrise.eu/wp-content/uploads/2021/10/SUNRISE_D5.8_WEB_final.pdf

²¹ <https://www.metrolisboa.pt/company/wp-content/uploads/sites/4/2021/01/RC2019-EN.pdf> p7

After establishing a fitting mobility hub concept for the city, the next step for the transport planners was to start the co-creation process with a large quantitative survey of the wants and needs of public transport users. More than 2,000 users participated in the survey, which focused on the satisfaction of signage, comfort, and safety around the five identified hubs. Since a significant majority of respondents considered five hubs well-connected, the aim of Lisbon will be the improvement of the overall safety and ambience around these locations. Around 50% of interviewees did not feel comfortable around the hubs and considered the ambience unpleasant. Further questions concerning the improvement of the hubs were also asked, which resulted in a clear mandate for the city to increase green spaces (more than 90% polled in favour), as well as the enhancement of public seating facilities. These results were cross-checked through in-depth interviews, which provided similar results.

Thus, the overall conclusion of this exercise is that the responsible city administration gained a clear overview of the will of the people to invest in specific improvements that will elevate the five hubs. Surveys like this are a relatively inexpensive tool to determine a starting point for investments²².

Conquer the street project: Co-creation in Leuven



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Whereas the co-creation impact of residents through surveys is relatively passive, other direct actions allow people to directly influence the decision-making processes. The 'conquer the street project' of Leuven is such an example. The Belgian city with around 100,000 inhabitants is home to several thousand students and is therefore one of the main cycling cities in Belgium. Nevertheless, the inhabitants of Leuven still consider the car as the main factor that dominates the streets. Thus, the project 'Verover de Straat' (Conquer the Street)²³ has formulated their intent: 'together with residents, we make streets greener, healthier, cosier, safer and more child-friendly!'. This goal is to be achieved by giving people the opportunity to redesign some former parking lots. After an initial application period, residents from several selected streets will have the chance to design specific parts of their street. If people like the results, the measures will be implemented permanently. The project, which is supervised by several local initiatives, is supported by the City of Leuven. So far, there have been calls for public participation, where residents from the area of the specific restructured streets are eligible to apply.

²² <https://www.polisnetwork.eu/wp-content/uploads/2021/12/3G.-Sofia-Taborda.pdf>

²³ <https://veroverdestraat.be/over-het-project/>

2b) Citizen science

Citizen science describes the participatory process that allow ordinary people to contribute to scientific analyses and processes. Thus, citizen science not only distributes the task of data gathering and analysis onto different shoulders, but also increases the identification process with the research topic. This identification aspect is also essential for projects in which citizen involvement is fostered – a democratic aspect of ‘by and for the people’.

WeCount – citizens measuring data in the context of their community

The WeCount project, funded by EU Horizon 2020, engaged the public in collecting traffic data in six pilot cities across Europe. Participants volunteered to join training workshops and learn how to use and understand data from traffic counting sensors, which they were asked to place on the windows of their home or workplace.



© WeCount Project

As one of the participating cities, Dublin is facing the challenges of continued population growth and a public transport system that is falling behind demand. Therefore, few were surprised to see that Dublin was reported as the sixth most congested city in Europe²⁴ before the pandemic. WeCount applied various sensors in the Irish capital that helped to assess ongoing initiatives. This feedback from participants demonstrated a shift from an awareness of traffic and pollution problems in their neighbourhoods to enthusiasm over the ability to gather real data that could be used to bring improvement to where it matters most to them – areas where they live, work and their children go to school. WeCount empowered people to collect data and knowledge about traffic patterns in their own communities and increased the knowledge transfer between residents and decision makers²⁵.

Some of the examined issues included the lack of cycle routes, non-compliance of speed limits, as well as the lack of measuring of commercial traffic and environmental information, such as air and noise pollution. The participants found the provided technology engaging and the vast majority understood the data-collection methods. The more they found the data to be accurate, the more they generally enjoyed the collaboration. In addition to allowing people to be scientifically involved in measuring data and creating

²⁴ <https://www.thejournal.ie/dublin-traffic-congestion-4985027-Jan2020/>

²⁵ https://ec.europa.eu/info/sites/default/files/research_and_innovation/research_by_area/documents/ec_rtd_swafs_report-citizen_science.pdf

real change in their communities, the initiative benefits cities, by shifting the financial and administrative burden of data collection onto many shoulders.

The measure aims to inspire people to be proactive, more than as a direct tool for political change. Nonetheless, the project has created lasting collaboration between residents and policymakers. In relation to the project in Ireland, Dublin City Council has requested the monitors to provide traffic data and air quality measurements to support their School Zone Initiative. This initiative aims to support active transport and increase safety around designated school zones²⁶. Implementing sensor data from WeCount provides the council with objective measurement data to assess the effectiveness of the initiative and changes in travel behaviour around schools over time.

2c) Citizen engagement

The inhabitants of cities are the best experts to identify mobility challenges, dangerous street layouts or problems related to pollution or lack of accessibility. The EUROPEANMOBILITYWEEK campaign is often impressed by stories that were submitted through our **MOBILITYACTIONS** framework²⁷. Our campaign recognises these best practice examples and their potential to inspire further engagement in the respective cities and beyond.

Bologna: Citizen engagement in the creation of a 30 km/h zone

The historic city centre of the Italian city of Bologna, which is home to around 400,000 inhabitants, is facing the problem of excessive car traffic, since nearly 60% of all trips are done by car. One does not need to be a traffic expert to realise that the overuse of the passenger car, in combination with narrow streets of the historic city centre can be a toxic mixture, both for reasons of traffic safety and emissions. This assumption is supported by statistics that count 20 deaths and 2,600 injuries annually during the last ten years.

Thus, several activists organised a flash mob protest in July 2021 to raise awareness and counteract these negative side effects of individual car transport. This unique event was followed by the campaign '*30 Bologna – una città per tutti*'. Through social media, the dedicated homepage of 'bologna30.it'²⁸ and communication efforts, the grassroots movement gathered several thousand signatures of support.

The clever use of statistics and best practice examples from other cities, which were summarised and translated into short and catchy slogans in Italian, helped the initiators to convey their message. These posters are available for download on the dedicated homepage, so anyone who supports the message can print the materials at home. Wide support was found among organisations, initiatives, and companies across Bologna.

The grassroots movement has been successful at raising awareness of the situation, highlighting other best practice examples in different European countries and teaching the significant benefits of such an approach to the inhabitants of Bologna.

²⁶ https://we-count.net/_uploads/Deliverable-5.4-Part-A-Final-Summativ.pdf

²⁷ <https://mobilityweek.eu/mobilityaction-in-the-spotlight/>

²⁸ <https://bologna30.it/>

Five ways to engage with young people

'Our children are the future' is a sentence that has been uttered by many politicians around the world. The question remains of how to engage the interest of young people in sustainable mobility. Our EUROPEAN**MOBILITYWEEK** campaign created materials and organised workshops on how to communicate with younger generations. This includes a dedicated page on the European Year of Youth²⁹ initiative from the angle of EUROPEAN**MOBILITYWEEK**, as well as guidelines on how to communicate with the younger generation³⁰. We have five recommendations to share with EUROPEAN **MOBILITYWEEK** stakeholders:

1. It is necessary to engage with and create a meaningful dialogue with young people so that they are part of the core of the policy making process. The world is filled with empty marketing messages which people easily look past these days, so to truly connect the youth and policymakers, they need an organised space to create dialogue, ask questions and genuinely listen to each other.
2. Diversify the youth audience; it should represent a range of different ages and backgrounds. Local networks can be great guides to locate and inspire youth groups by offering a broader understanding of how mobility planning effects their everyday lives and how they can engage in the process.
3. Engagement should be genuine, and not simply for the sake of saying it was done, in order for it to be truly valuable and constructive within the mobility planning process. The more diverse the range of participants in the community, the better perspective the city has in creating a successful plan which improves sustainability and quality of life for people.
4. Acknowledge the importance and link between transport accessibility, opportunities, and barriers to youth. Costs and benefits impact the possibilities for personal development, which is always important, especially to those just finding their way in life.
5. Young people are more likely to support sustainable transportation options moving forward. They are less set in their ways and active transport is the way many of us began. To establish and support this as a continued practice in life is better for everyone. The on the ground understanding from the perspective of young people can influence others in the community and be a key factor in creating user-friendly networks and the success of sustainable mobility initiatives.

²⁹ <https://mobilityweek.eu/related-initiatives/european-year-of-youth/>

³⁰ https://mobilityweek.eu/fileadmin/user_upload/Images/2022_Awards_Ceremony/EMW_-_Communicating_With_Youth__Poster_.pdf

3) Places

EUROPEANMOBILITYWEEK aims to highlight solutions that transform transport hubs into places that invite visitors and users to stroll, linger and meet. The campaign secretariat decided to select best practice examples for this category that include the physical transformation of places, streets, neighbourhoods and cities into a more liveable and environmentally friendly place. Furthermore, topics such as parking policy in inner cities are essential in this chapter, as the efforts of various cities in Europe are successfully freeing kerbsides and urban space. Therefore, places can create 'Better Connections' between people, the environment and mobility options.

3a) Restructuring of space

Recent times have led to an increase in people being home, exploring their own communities and shopping locally. This slower movement and time spent in local communities has led to great advancement in the allocation of public space. Once people begin regularly walking in their own neighbourhoods, it becomes easier to engage them in sustainable improvements.

Creating meeting places in Malmö, Sweden

Malmö has taken the initiative to replace parking spaces with pre-built furniture to allow communities to reclaim the streets and enjoy them at a slower pace³¹. These places were created throughout the city with the engagement and input of residents. The concept offers pre-constructed outdoor friendly furniture 'modules' (tables, chairs, plants, etc.) which can be configured and rearranged in a variety of ways and purposes.

The overall concept is to replace a parking 'space' with a meeting 'place' for people. This new furniture can significantly change the street from a commodity into a meeting place for neighbours. Street furniture can increase the chance to run into and meet neighbours, while changing the traffic flow and creating safer areas for residents and children to enjoy the city beyond parks, in a more residential, commercial and urban environment.

Allowing the community to be part of redesigning the space in their own neighbourhoods is an excellent approach to introduce 'Better Connections', by starting at home. Introducing space for pedestrians, cycling, and socialising right outside people's front door or in front of the local shop, rather than in a distant location, normalises sustainable transport and cities from the moment people walk out of their door.

Traffic calming in Bytom, Poland

Everyone knows at least one street in their hometown where drivers tend to go over the speed limit, or which is not particularly safe for pedestrians or cyclists. The reasons for such streets can be numerous, such as the location of a street between two major roads, a lack of speed cameras and enforcement measures, or simply urban design that is hostile to active mobility. The residents of Bytom, a Polish city

³¹ <https://www.weforum.org/agenda/2021/02/sweden-local-parking-community/>

near Katowice, had to endure such threats in 'Miarki Street', as drivers sped along the street at speeds of 100km/h and beyond.

Low-budget solutions were needed as a budget of only 15,000 € was available for any restructuring measures. Even though activists for active mobility options coined the phrase 'paint is not infrastructure', it was the only option for the group of people looking for a viable solution to reduce the through traffic and the related noise and pollution. Painting an uninterrupted two-way bike lane, as well as several pedestrian crossings and new parking spaces onto the street helped to narrow down the roadway. This measure, in combination with a curved road layout, helped to calm traffic.

The result was a reduction in the average traffic speed of more than 20km/h with just a couple of signs and several litres of paint. Furthermore, the car traffic was reduced by more than 30%, which significantly diminishes the burden of air and noise pollution for residents. The activist group is confident that this effective low-budget best practice example will be adopted in other parts of the Polish city³².

Creating physical barriers for a car-free centre in Salzburg, Austria

A car-free city centre, which allows people to stroll around and breathe fresh air, is a mere dream for many of us. Salzburg decided to make this dream a reality. Besides relieving the residents from the burden of the passenger car, the change also enhanced the experience of the thousands of daily tourists comprising 170,000 overnight stays in the birthplace of Mozart.

Thanks to its favourable location in a valley along the Salzach river, the centre of the fourth largest Austrian city is relatively condensed. Strict measures were taken by installing physical road barriers of retractable bollards that block access to the city centre. This physical access regulation has exemptions for emergency vehicles, such as police cars or fire brigades, as well as delivery vehicles for shops in the centre. Nevertheless, deliveries are limited to 6:00-11:00 Monday to Saturday, and no delivery access on Sundays³³. Salzburg also incorporated exemptions for inner city residents with permits to access their homes with a vehicle.



© FAAC.BIZ

³² <https://mobilityweek.eu/mobilityaction-in-the-spotlight/?uid=z9CC2A18>

³³ <https://www.stadt-salzburg.at/verkehr-und-strassenraum/poller-sichern-fussgaengerzonen/>

These strict physical measures are embedded in a larger parking strategy, which is enshrined in the overall 'Salzburg.Mobil 2025 plan'³⁴, which was launched in 2016. One focal point was a well-established park & ride system that offers more than 4,000 parking spots³⁵ at important points of interest in the outskirts of the city, such as the airport, the fairgrounds, and a designer outlet. Additionally, kerbside parking was limited in the neighbourhoods around the historic city centre. The maximum parking time in these metered areas is three hours. During weekends and around the outskirts, kerbside parking remains free, but the maximum duration of three hours remains. Overall, the combination of the bollard system, park & ride offers, and kerbside parking regulations reduces the burden on tourists and daily commuters, while diverting cars away from the historic city centre.

3b) Greening of cities

Greening of cities can have various benefits, such as the offsetting of emissions through trees, which can lead to a reduction of average temperatures in cities by about 1°C³⁶. Thanks to the shade of trees, the surface temperature during hot summers can be reduced between 8-12°C in Central Europe and up to 4°C in Southern Europe³⁷. Urban greening can also promote biodiversity in cities, as shown in Utrecht, where the city authorities decided to adapt the roof of more than 300 bus stops to accommodate plants that attract butterflies, bees, and bumblebees. This measure, which will remain for at least 15-20 years, will help to enhance the city's biodiversity. Overall, the city or taxpayers do not bear any cost, as the maintenance costs are covered by the revenue of advertisements that are shown on the local bus stops³⁸.

Furthermore, as mentioned in last year's Thematic Guidelines, Paris is aiming to plant 170,000 trees by 2026³⁹. Such efforts are taking place across Europe and are honoured by the 'European Green Capital Award'⁴⁰ initiative of the European Commission. The title, which has been awarded on an annual basis for more than a decade, recognises and rewards local efforts to improve the environment, and thereby the economy and the quality of life in cities. Therefore, two European Green Capital Award winners from previous years are highlighted in the following paragraphs: Essen and Ljubljana.

Barren industrial land to nature reserves – a transformation of the Ruhr area

The Ruhrgebiet (Ruhr Area) was once the industrial heartland of the (Western) German economy and is often depicted as stereotypical barren wasteland with forests of polluting industrial chimneys. These can be considered as stereotypes from the past. Since the decline of the coal mines in the 1960s, investments and strategic plans were made to restructure the area, which is home to more than five million people⁴¹. This so-called 'Strukturwandel' (structural change) applies to the creation of job opportunities for former miners and their families, as well as the renaturalisation of the land.

One of these main efforts was the renaturalisation of the two important rivers that cross Essen: the Emscher and the Ruhr, which gives its name to the entire area. Whereas both rivers were considered a

³⁴ <https://www.salzburg.gv.at/themen/verkehr/verkehrsplanung/salzburgmobil2025>

³⁵ <https://www.stadt-salzburg.at/verkehr-und-strassenraum/parken/>

³⁶ <https://www.sciencedirect.com/science/article/pii/S2405844019300702>

³⁷ <https://www.newscientist.com/article/2298675-trees-cool-the-land-surface-temperature-of-cities-by-up-to-12c/>

³⁸ <https://www.utrecht.nl/city-of-utrecht/green-roofed-bus-shelters-in-utrecht/>

³⁹ https://mobilityweek.eu/fileadmin/user_upload/materials/participation_resources/2021/Thematic_guidelines/2021_EMW_Thematic_Guidelines.pdf

⁴⁰ <https://ec.europa.eu/environment/europeangreencapital/>

⁴¹ <https://www.rvr.ruhr/daten-digitales/regionalstatistik/bevoelkerung/>

public health threat in the 1990s, a significant transformation has taken place. Thanks to intense cooperation between cities and counties along the Emscher, around 150km of cycle paths were built along the riverbanks.

Taking the entire area of Essen into consideration, more than three million trees were planted, 73 bus and train lines were established, and green areas now make up 53% of the city. Furthermore, a significant number of riverbanks were rehabilitated. These and other efforts resulted in a slow return of birds and fish and led to the lifting of a 40-year swimming ban for the Ruhr in 2017. Even though these efforts are labour-intensive and have required significant investment and cooperation between many municipalities, one must highlight the role model effect that this successful transformation can bring to other European municipalities.



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Enhanced pedestrian zones in Ljubljana, Slovenia

The Slovenian capital of Ljubljana was mentioned in last year's Thematic Guidelines⁴², because of the significant transition from a city for cars and other motorised vehicles towards a pedestrianised area the size of 140 football pitches. Undoubtedly, Ljubljana is already a very green city with 46% of the city area covered by native forests.

In 2007, a significant group of stakeholders, including the city administration, different institutions and public companies, created 'Vision Ljubljana 2025'. This collective organisation set up the long-term plan that included more than 100 individual projects that span from infrastructure improvements for active mobility, to cultural activities and the beautification of squares. Besides the existing parks of the city, some of which date back more than 100 years, new parks have been created.

The so-called 'brownfield sites' were transformed into new parks that increased the amount of green space by 80 hectares, or more than 110 football fields. These green spaces also include leisure activities such as a small animal farm, children's playgrounds, footpaths and space for cycling⁴³.

⁴²

https://mobilityweek.eu/fileadmin/user_upload/materials/participation_resources/2021/Thematic_guidelines/2021_EMW_Thematic_Guidelines.pdf

⁴³ https://ec.europa.eu/environment/pdf/europeangreencapital/ljubljana_european_green_capital_2016.pdf

3c) Bicycle strategies

Bicycles play an integral role in sustainable mobility transitions, as well as liveability and health for cities and residents. Beyond allocating space and infrastructure for the actual trips, it is essential to include the convenience of sufficient bicycle parking facilities at transition points with other transport modes, and to increase the level of cycling in cities. In order to get from A to B, better connections are necessary in order to ensure a simple transition between public transport and bicycles. Providing plenty of safe parking spaces is a key element to consider in a cycling strategy.

State of the art bicycle parking in Utrecht, The Netherlands

The Netherlands remains the benchmark for cycling infrastructure, especially bicycle parking. Utrecht's newly refurbished train station was restructured to create what is currently the largest bicycle parking facility in the world, with 12,500 spots for bicycles. Above all, the system is all about convenience, which is what people need most for bicycle connections.

The station allows users to cycle directly in, choosing from three levels of parking, which offer access to rail, shopping and the local neighbourhood. Parking availability is indicated on screens at the end of rows, updated live, and the dual level parking spots offer protective holders and gas-assisted lifting. Parking is free of charge for 24 hours. Check in and check out is integrated into the public transit card along with access to 1,000 shared public bicycles within the facility. Repair services are available, and the facility is monitored. Plenty of space is also allocated for larger bicycles, such as cargo bikes.

The holistic approach to the facility means seamless cycling from city to bicycle parking to train to home. Materials such as stone and glass are incorporated into the design to reflect the outside environment, and natural light is optimised. The avoidance of dead-end pathways contributes to flow and functionality and adds to the elements of user friendliness and a generally pleasant experience overall⁴⁴.

Automated parking tower in Třinec, Czechia

Our annual Thematic Guidelines always aim for a balanced approach of sharing good practice examples from larger and smaller cities. The Czech city of Třinec with its 35,000 inhabitants is a great example for smaller cities with large ambitions to boost sustainability. Making use of the EU's European Regional Development Fund, the city has created an automated parking tower that can accommodate 118 bicycles.

This new structure was built close to the city's main transport station, which was relocated to the centre of Třinec within the same initiative. These efforts boosted accessibility and encouraged active travel among residents and visitors. With the push of a button, bicycles are collected and whisked away to a safe parking spot, to be retrieved later, with the ease of scanning a receipt.

The measure has multiplied bicycle usage and provided a convenient option for travellers to leave their cars behind, cycle to the tower and continue by train to their onward destinations. With the new

⁴⁴ <https://www.utrecht.nl/city-of-utrecht/mobility/cycling/bicycle-parking/bicycle-parking-stationsplein/#:~:text=In%20the%20new%20Utrecht%20Central,close%20to%20the%20station%20entrances.https://bicycledutch.wordpress.com/2019/08/20/finally-fully-open-utrechts-huge-bicycle-parking-garage/>
<https://turvec.com/blog/secret-behind-dutch-bicycle-parking/>
<https://www.eltis.org/sv/node/44358>

infrastructure in place, the administration is now focusing on encouraging active transport not only for recreation, but also for daily use.

Bicycle lanes and racks have been added around the city as well as various tools and facilities for maintenance, repair and charging e-bikes⁴⁵.



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Integration of bicycle parking into the regional network in Île-de-France, France

The Île-de-France region of France, which is centred around Paris, is working to increase the modal share of cycling from 2% to 6% and is investing in bicycle parking facilities linked to public transport.

With a highly advanced public transport system as their foundation (515 stations), their goal is to add 140,000 bicycle parking spots by 2030. Catering for a region of twelve million people making 9.4 million trips a day on over 1,850km of lines is no small task. The overall objectives of the initiative include simplifying subscription across a range of providers and free usage for those with an annual transport pass.

The project works in parallel to the development of national policy, which requires cycle parking to be included in stations, and in alignment with the development of the Paris Express Network, which allows facilities and cycle planning to be integrated into the design from the beginning. With the inclusion of bicycle subsidies and plans for a system to rent electric bicycles long-term, the goal is to make cycling possible up to 10-15 km outside Paris. As seen in the perspective of a holistic network, the idea is to make short bicycle journeys a convenient and structured part of local trips, as well as journeys across the entire region⁴⁶.

⁴⁵ https://ec.europa.eu/regional_policy/en/projects/Czechia/new-bicycle-parking-tower-a-key-component-to-smart-transport-strategy-in-trinec-czechia

⁴⁶ <https://www.polisnetwork.eu/news/polis-public-transport-lab-redesigns-the-city/> ; https://www.youtube.com/watch?v=psFFVj_tns8

4) Packages

The transport sector is responsible for 30% of total CO₂ emissions in Europe. One of the most effective ways to limit emissions is to reduce the number of trips and delivery attempts. The fewer trips a vehicle must make to deliver a parcel, the lower its emissions will be. Each return shipment causes additional transport time, vehicles and fuel. Customers should be informed through clear product descriptions, to choose wisely and be aware of the impact of their decisions, to reduce the likelihood of returns, reduce local traffic flow and environmental impact. The sustainability of delivery services can also be increased if modes such as electric vehicles and cargo bikes are used, which often excel in terms of convenience and efficiency, making them ideal for last mile deliveries.

4a) Urban cargo delivery

E-commerce has grown exponentially over the past few years. Since the COVID-19 pandemic, online orders have increased massively, as people could not go shopping due to lockdowns, or took precautionary measures to avoid infection. Around 40% of people in Europe currently live in urban areas⁴⁷. Efficient and clean cargo delivery in ever-growing urban areas is becoming more common. One reason for this is the increased effort of city administrations to reduce the impact of pollution from trucks, through measures such as urban vehicle access regulations. Moreover, people are choosing to buy goods online more frequently, often without considering the impact their purchases may have on the supply chain and urban mobility.

Luckily, many alternatives to combustion engine vehicles exist, such as cargo bikes, which can be even more efficient than delivery vans, as shown by a recent study⁴⁸ from London that electric cargo bikes can deliver goods up to 60% faster than vans in city centres. Both speed and efficiency of electric cargo bikes are higher than vans, as bikes have a higher average speed and, in this example, dropped off ten parcels an hour, compared to six for vans.

Therefore, the cargo bike is a great tool for companies to decarbonise their delivery fleet because it effectively demonstrates a commitment to tackle climate change, if followed by sustainable policies in the preceding steps of the supply chain. Today's consumers are increasingly concerned about sustainability and cargo bikes are a simple and visible way to communicate efforts to be more environmentally friendly.

Planning software to coordinate deliveries in Groningen, The Netherlands

A perfect example of the use of cargo bikes to improve the delivery of goods can be observed in the Dutch city of Groningen. The city has always stood out for its activism towards environmental sustainability and won an annual sustainability award in 2014, being named the most sustainable mobility landscape of any municipality in the Netherlands. In addition, the city aims to achieve zero emissions in the field of goods delivery by 2025 through its participation in several EU-funded projects, such as SURFLOGH⁴⁹ and ULaaDs⁵⁰. Through this project, the city was able to improve its logistical structure by

⁴⁷ <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/edn-20200207-1>

⁴⁸ [Cargo bikes deliver faster and cleaner than vans, study finds | Road transport | The Guardian](#)

⁴⁹ <https://northsearegion.eu/surflogh/>

⁵⁰ <https://ulaads.eu/>

coordinating trips through novel and efficient route planning software, as well as by rerouting deliveries through a new logistic hub closer to the centre. Moreover, parcels are transported using zero-emission cargo e-bikes, which can circumvent urban traffic by using a dedicated cycle lane.

Cities all over the world can no longer rely on the vast allocation of urban space to cars and commercial vehicles, when it can alternatively be used to accommodate the growing number of inhabitants and encourage sustainable urban mobility⁵¹.

Restructuring urban delivery in Barcelona, Spain

Barcelona is making a considerable effort to promote the delivery of goods using a low impact method. The objective is to foster the use of electric bicycles and small vans for deliveries in low traffic areas to reduce the environmental impact of urban freight transport.

Climate neutrality is an essential target of the second largest city in Spain. Thus, Barcelona aims to install micro hubs for sustainable urban mobility solutions across the urban area. Currently, two micro hubs are in operation, while others are under construction. According to other municipal sources, some districts have already chosen their future locations. The current grant scheme of Barcelona to promote the purchase of e-cargo delivery bikes and to subsidise municipalities' creation of 'micro hubs' is due to be extended to the Barcelona metropolitan area.

These grants will be given as a reward for cities in the Barcelona metropolitan area with low-emission zones. Cooperation between public authorities and private stakeholders is of paramount importance to ensure successful implementation to improve sustainability. Cities can encourage private initiatives through financial support for mobility projects.

4b) Urban Vehicle Access Regulations (UVARs) and Low Emission Zones (LEZ)

Urban Vehicles Access Regulations (UVARs) and Low Emission Zones (LEZ) are measures implemented to improve the air quality of an urban area, since they have an impact on health and life expectancy. In addition, regulating the access of specific vehicles helps to reduce traffic within designated areas, enabling active mobility modes to benefit from urban space with less risk from vehicles. Since the implementation of these strategies, many areas have been redeveloped to allow greater mobility for pedestrians, cyclists, and other vulnerable road users. Additional positive impact of UVARs and LEZ is the reduction of noise pollution, ensuring less stress and anxiety caused by traffic noise.

UVAR extension in Parma

The Italian city of Parma is located in the region of Emilia Romagna, in the centre of the Po Valley. Parma has issues with very poor air quality levels. Thanks to its participation in the EU funded Dynaxibility4CE⁵²

⁵¹ [City Hub Groningen | e-cargo bikes deliveries, Interreg VB North Sea Region Programme Groningen has the most sustainable mobility in 2013 \(the Netherlands\) | Eltis](#)
[10 motivi per scegliere una cargo bike - Bikeitalia.it](#)
[Cargo bikes deliver faster and cleaner than vans, study finds | Road transport | The Guardian](#)

⁵² <https://www.interreg-central.eu/Content.Node/Dynaxibility4CE.html>

project, Parma has made a significant step towards regulating the access and circulation of private passenger vehicles in the city and surrounding areas.

The first step in the creation or the intensification of a UVAR is documentation of implementation already begun in the city and the urban plans in force. In 2021, the City of Parma launched the 'Green Area' project, an important step towards a more sustainable future. The Green Area is a low-pollution zone, bordered by the city's main ring roads. From May 2022, the traffic circulation measures already in force from the previous winter have been intensified, as envisaged in a regional plan to tackle air pollution⁵³. In addition, access to the city centre will be greener: the area within the perimeter of Parma's boulevards should become increasingly pedestrian- and cyclist-friendly. The central historic centre is called the 'Blue Area' and includes LEZ and environmental islands with special requirements for transit and parking. Electric or hybrid-powered cars can access and park in the area.

5) Planning & Policy

The following chapter, 'Planning & Policy', focuses on the transformation of inner cities into greener, more diverse, and inclusive places that allow different transport modes to coexist safely and efficiently. Urban planning and infrastructure development are closely intertwined. Space requirements and the distribution of infrastructure and networks influence the configuration of urban areas.

Infrastructure development poses several challenges: it creates connections but simultaneously forms new undesirable physical obstacles that can negatively impact local communities. Sustainable transport infrastructure should therefore aim to avoid, minimise, and compensate for negative impacts on individuals, communities, and ecosystems as it inevitably expands to meet the growing demand of urban users. Sustainable transport and sustainable urban development are inter-connected in normalising more environmentally sound practices. One of the great challenges towns and cities face is to ensure that infrastructure and mobility are fully sustainable from all points of view: economic, social, and environmental. Building sustainable infrastructure means developing a service support system in harmony with the environment and with the fulfilment of people's needs.

5a) Infrastructure planning

In the era of ecological transition, all sectors involved in the supply chain and the transport of passengers and goods need to invest in becoming more sustainable and developing 'smart' infrastructure. In order to meet the challenges of the climate emergency, a large amount of public investment need to be financed in the upcoming years to implement the ambitious mobility plans and 'sustainable urban mobility plans' of European cities. The development of sustainable infrastructure must embrace new competences in terms of digitisation, working practices and collaboration with the private sector.

⁵³ [Limitazioni alla circolazione PAIR 2021 dal 1/10 al 31/12 - www.infomobility.pr.it](http://www.infomobility.pr.it)

The importance of sustainable infrastructure investments in Prague, Czechia

In order to create a sustainable and accessible transport network system aiming to improve the mobility of people and goods, the Czech capital of Prague is planning to invest 14 million euros in the construction of cycle paths and other cycling-related infrastructure. At the same time, investments are foreseen to fund studies and projects that will foster sustainable mobility in the city.

Since demand for active mobility is growing constantly in Prague and across Europe, cycling infrastructure is a great investment to support this development. The initial start of the infrastructure development began with a study of cyclists' needs to assess which areas would be most suitable for the construction of cycle paths, bicycle parking and repair facilities. Another key point was cooperation between public authorities and local schools to ask about their needs, as the city supports cycling to schools by funding the provision of bicycle stands near school buildings.

By recognising the growing number of cyclists, Prague benefits from the creation of cycling infrastructure: less air pollution, less noise, healthier people, and better fitness levels.

Conversion of a car park into an urban consolidation centre in Madrid, Spain

In a city like Madrid with a population of almost 3.5 million inhabitants, urban logistics play a crucial role in the functioning of the city. According to official Madrid City Council records, the urban freight distribution represents 10% of the urban fleet, 20% of the congestion at rush hour and 30% of air pollution. Thus, a strategy was created to tackle this challenge through the creation of an urban consolidation centre (UCC) located in the Plaza Mayor car park. The UCC is a concept to reduce the impact of freight distribution and is located in the historical centre of the city. Thanks to this new concept, the UCC can distribute goods to around 150,000 inhabitants and offers both business-to-customer and business-to-business services within Madrid's Low Emission Zone. This will be achieved by transforming an old car park into a mobility hub that will be equipped with electric vehicles, including cargo bikes and additional solutions for freight transport.

Larger vans/trucks will bring the goods to the Plaza Mayor car park at quiet times such as early morning and then they will be sorted and grouped into light vehicles to proceed with the deliveries. This example shows how the ecological transition must be accompanied by the development of new structures that promote a sustainable mobility system.

5b) SUMPs

A Sustainable Urban Mobility Plan (SUMP) is a strategic and visionary long-term plan, which aims to improve urban passenger and freight mobility in cities through a series of policies and implementations. Furthermore, the interventions which are outlined in the SUMP's have the general aim to reduce car traffic and improve overall quality of life. This is achieved by focusing on mobility but also on other domains such as the regeneration of urban space and the pedestrianisation of neighbourhoods. The major objectives include the reduction of cities' environmental impact through the optimisation of urban areas, improvement of road safety, security and mobility system efficiency, the inclusion of all road users and protection of vulnerable road user categories such as children, people with disabilities, and cyclists.

The European Commission is promoting the adoption of SUMP by providing comprehensive information and guidelines and by encouraging all European cities that are classified as urban nodes on the Trans-European Transport Network (TEN-T) to develop a SUMP. Therefore, municipalities are the main contributors to the creation of a sustainable mobility plan. However, national, and regional administrations are encouraged to play a key role in creating national support frameworks to further empower cities and regions throughout the process.

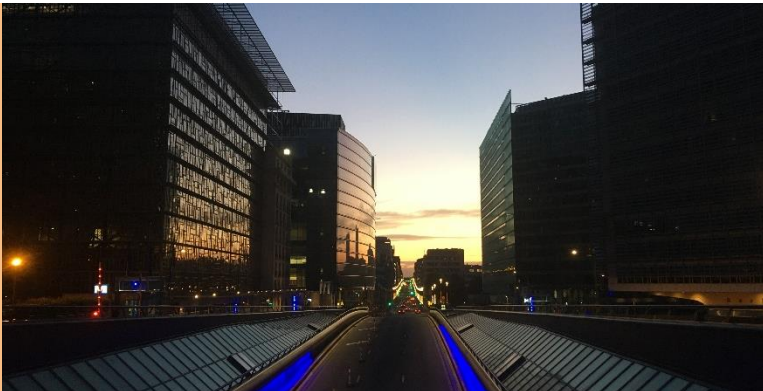
The SUMP framework is divided into four phases, which are further divided into multiple activities. Each of the four phases begins and ends with an intermediate goal, which corresponds to a decision or result that is necessary for moving to the next phase. Nevertheless, all milestones and activities should be considered as parts of a continuous planning cycle which consistently improves throughout the process.

More general information about SUMP is available in the SUMP section of the ELTIS platform⁵⁴.

Significant changes in Brussels thanks to SUMP

A SUMP must satisfy the specific mobility needs of people and commerce. The SUMP award was created by the European Commission to give credit to the cities or local authorities that have best succeeded in specific aspects of planning linked to the annual theme. The award procedure has been managed by the consortium responsible for EUROPEANMOBILITYWEEK.

Brussels won the 5th and 8th SUMP awards by providing a great example of how to integrate the needs of people and goods and improve the quality of life. The Belgian capital is known for having one of the largest pedestrian areas in Europe, allowing people to enjoy most of the city centre without having to fear passenger cars. In addition, there is a 30 km/h speed limit for most streets in the city, which helps prevent accidents and increases safety for all road users. The 30km/h limit has reduced the number of road fatalities to 30 victims, compared to an average of 44.2 in the previous five years.



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Nevertheless, one of the problems the city had to work hard on was the freight transport system. In order to tackle this issue, Brussels adopted an Urban Mobility Plan for freight transport, which is based on three directives:

- 1) Facilitate journeys to minimise the impact on public space and lighten the workload on couriers
- 2) Facilitate the goods delivery system
- 3) Maximise the parcel capacity of delivery vehicles by trying to carry 'as little air as possible'

⁵⁴ <https://www.eltis.org/mobility-plans/european-platform>

Additionally, the plan aims to invest into low- or zero-emission delivery vehicles and the redevelopment of loading areas for goods in some neighbourhoods⁵⁵.

The latest SUMP Award winner is Tampere, Finland

Tampere, as the third largest city in Finland, won the SUMP award of 2021. Since health was the focus of last year's award, Tampere had excellent reasons to convince the independent jury. The home of around 250,000 inhabitants aims to boost the physical and mental well-being of its residents with specific mobility campaigns. This is achieved with a dedicated educational unit of the City of Tampere that is testing various pilot actions like active school trips by bicycle, on foot or by scooter, zebra crossing campaigns, and highlighting the fundamental role of mobility in the creation of quality urban spaces. Furthermore, the overall aim to cut around 30% of individual trips by passenger car shows strong ambition, as the inhabitants of the Finnish city are used to cold temperatures and snow during the long winter months.

As mentioned, the 'health & environment' section of the SUMP, which was published in May 2021⁵⁶, was one of the decisive reasons for the award. Whereas Tampere has good air quality and low noise pollution levels in comparison to other European cities, 15% of all residents are still exposed to traffic noise that exceeds the threshold of 55 decibels. Therefore, the aim is to create 'A harmonious community structure (that) decreases the growth pressure on the street network. Making the urban structure denser creates better conditions for functional public transport as well as cycling and walking'. Active mobility is another pillar to reduce the burden of passenger cars. Local solutions are planned for walking and cycling by improving the pavements and investigating the potential to create a UVAR. Overall, Tampere is starting from a great position, but still has an ambitious plan to fulfil by the end of the current SUMP cycle in 2030.



© Raland

⁵⁵ [Brussels' zone 30: 5 months on \(brusselstimes.com\)](https://www.brusselstimes.com)

⁵⁶ <https://www.tampere.fi/material/attachments/uutiskeskus/tampere/s/wnhhQDC1P/SustainableMobilityPlan.pdf>

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