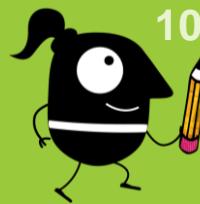


EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2020



10 lessons learnt during the lockdown FOR BETTER URBAN MOBILITY:

1

Public space is precious; it is more important than ever that cities are run for people, not for cars (parked or driving in multiple-lane traffic). Policy changes are possible in a relatively short time.

2

We've given value to essential workers, who were invisible until now; public transport workers, and others who help us move, are among them. Since public transport capacity has been limited, it is important to give priority to people who need it the most. But we also need to restore confidence in public transport, which is crucial for sustainable and safe urban mobility.



3

The invisible became visible: air and noise pollution rates from daily transport fell to unprecedented levels. Europeans enjoyed cleaner air and less noisy urban spaces for a while and indicated a wish for this to continue. What can we do to maintain this to some extent?

4



Our world was going too fast, but there's no need to rush; let's slow down by establishing default 30km/h speed limits or indeed less in urban areas.

5

Respiratory health and active lifestyle are now more important than ever; initial research suggests that pollution and obesity significantly increase health risks from COVID-19. Therefore, we need to find permanently better ways to help people walk and cycle safely in our cities. Everyone should make an effort to stay fit and practise sports, so not surprisingly gym accessories sold out in many shops; however, the best gym is as simple as walking and cycling.



6

Working from home has become normal and possible for many people, and reduces the need for congesting and polluting commuter traffic. At the same time, some employees need to access their workplace. So employers and mobility experts and planners must work together to find solutions that help us move towards a safe recovery.

7



Children going to school by car with their parents represent a major contribution to congestion. And by making it feel riskier for other children to walk or cycle, their parents take them by car too - a vicious cycle instead of the (bi)cycle! Remote or e-learning can help reduce these trips, but we need more sustainable options for taking our children to school.

8

Digital tools are key for an efficient use of transport systems, but they must work for all. For many years mobility experts have been discussing MaaS (Mobility as a Service) to promote a multimodal lifestyle. Apps providing information on less crowded options in real time can help, or transport planners giving walking options instead of multiple buses. Digital literacy and accessibility are also needed to make the most of these tools.

9

Buying online has been one of the solutions during lockdown, but what about delivery? Remember the potential of cargo bikes to bring zero-emission logistics closer!



10

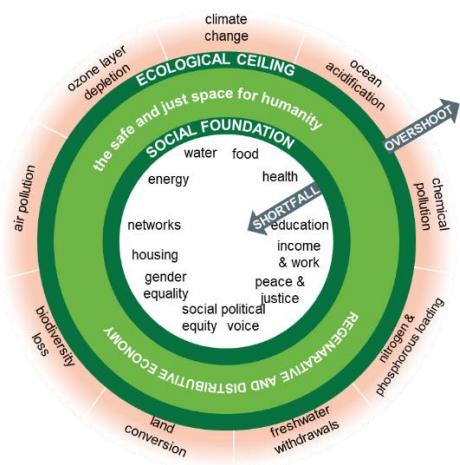
Certain groups of people are more vulnerable than others; let's build cities with barrier-free transport systems, because a city accessible for a person in a wheelchair is a city accessible for everyone.



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'Zero-emission mobility for all', as simple as a doughnut



The doughnut refers to the theory of the 'doughnut economics' by the economist Kate Raworth, Oxford University (2017). This theory is now being used by some cities to recover from the COVID-19 crisis. It presents the economy like a doughnut where the outer ring is the ecological ceiling, while the inner ring is the minimum we need for a good life. Everyone should remain in the middle comfort area without falling through the hole.

Credits:

<https://www.kateraworth.com/doughnut/>

#MobilityWeek



What activities during EUROPEAN MOBILITY WEEK 2020?

According to your local context in September, you can organise some of the activities suggested below.

Remember to always follow the safety rules and/or recommendations in your country and region.

- ✓ Walking and cycling can still happen but check the location!
- ✓ Offer guided tours to explain the new safety rules and showcase locations where space has been reallocated from (parked) cars to people.
- ✓ Organise inter-city conferences, like in [Balkan cities last year](#).
- ✓ Info stand to show graphics or analysis of traffic flow during the worst weeks of COVID-19.
- ✓ Polls to identify challenges and wishes for the use of public space and the way we move.
- ✓ If organising a major event, be creative to ensure physical distancing. For inspiration, Dutch cycling campaigners used a long baguette of bread at the back of their bicycles in the past to raise awareness about the safety distance when a car driver overtakes a cyclist.
- ✓ Online raffle for prizes which promote walking and cycling.
- ✓ Marketing campaign to increase the attractiveness and safety of public transport.
- ✓ Creative competitions e.g. to win one yearly/monthly subscription for free public transport.
- ✓ Use social media to promote carbon neutral mobility and inclusion, and engage with local residents using the official hashtag #MobilityWeek
- ✓ Organise a carbon footprint challenge; there are [several applications](#) on the market which show real-time results after inserting travel behaviour details. Show people the size of their carbon footprint and provide some advice on how to decrease it.
- ✓ Organise a selfie contest on social media to see who posts pictures of themselves using environmentally-friendly transport options.
- ✓ Involve residents and stakeholders in improving accessibility and inclusion in public transport and in testing new zero-emission mobility services.
- ✓ Why not break a world record? There are plenty of world records to set or to break. Use your imagination and set a zero-emission mobility world record with your local residents.

These are just few of the many activities that you can organise this year, besides the traditional events involving schools, NGOs, local business, etc.

#MobilityWeek

