



Press release

For immediate release

ICLEI members Bologna and Zagreb announced as finalists for European Mobility Week Award 2011

Freiburg, 24 January 2012 - Two ICLEI member cities are still in the running for Europe's most prestigious sustainable mobility prize. Both Bologna (Italy) and Zagreb (Croatia) have made the final of the European Mobility Week Award. Judges were highly impressed by the innovative approach taken by both municipalities to enhance green urban transport for their citizens.

Bologna organised an ambitious programme, featuring lectures, tours, workshops and games, as well as introducing permanent infrastructure improvements to enhance transport sustainability. For its part, Zagreb showcased a wide range of integrated urban transport solutions, following up an impressive programme of activities with several opinion polls, held in collaboration with the CIVITAS ELAN EU project. Bologna and Zagreb are joined in the final by Larnaka (Cyprus).

ICLEI – Local Governments for Sustainability was further represented in the final stages of the contest by shortlisted city, Budapest (Hungary) whose strong showing fell just short of the final cut. The city aimed for a repeat of its 2008 win, filling the city's exhibition and lecture halls with green technology and smart urban plans, and signing new tramway and public bike network construction treaties.

From 16 to 22 September 2011, a record 2,268 European towns and cities officially participated in the tenth annual edition of European Mobility Week (EMW) and invited citizens to a wide range of activities promoting sustainable urban mobility. The 2011 campaign theme – "Alternative Mobility" - aimed at supporting the transition towards a resource-efficient transport system by promoting clean, fuel-efficient and human-powered transport. All participating local authorities complying with the criteria of the European Mobility Week Charter were invited to apply for the European Mobility Week Award 2011.

The European Mobility Week Award rewards those cities judged to have organised the most effective and innovative EMW 2011 campaigns in terms of quality of activities linked to the annual theme and range of permanent measures implemented. The winning city was chosen by an independent panel of transport experts who have assessed 22 applications and shortlisted 10 local authorities which they considered had performed outstandingly well during EMW 2011.

In their assessment, the jury members paid close attention to the involvement of stakeholders during the preparation and organisation of EMW, the integration of the focal theme within the campaign activities, and the comprehensiveness of the action plan regarding events, individual activities and implementation of permanent transport measures. The jury also considered the effort demonstrated by applicants in relation to their available budget.

The winning city will be announced by Commissioners Potočnik and Kallas at an official ceremony in the Brussels Musical Instrument Museum on 5 March 2012, as part of a two day training event on how to generate media interest and use marketing tools effectively, and interview and media techniques, for national and local Mobility Week coordinators.

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Background:

European Mobility Week (EMW) is a European Commission initiative coordinated by a consortium of two European city networks EUROCITIES and ICLEI (Local Governments for Sustainability) and REC (Regional Environmental Center for Central and Eastern Europe), together with the support of the European Commission (DGs Environment and Transport). European Mobility Week started in 2002 and aims at encouraging citizens to change their travel behaviour and shift to more sustainable modes of transport. From 16 to 22 September, local authorities all over Europe and beyond organise activities and launch permanent measures which continue to exist after the Week is over. Besides ICLEI, other partners of the annual event are REC - Regional Environmental Center for Central and Eastern Europe and EUROCITIES.

www.mobilityweek.eu

ICLEI – Local Governments for Sustainability is an international association of local governments and national and regional local government organisations. ICLEI currently has 1,100 members worldwide and 200 in Europe. Founded in 1990, ICLEI provides technical consulting, training, and information services to build capacity, share knowledge, and support local government in the implementation of sustainable development at the local level.

www.iclei-europe.org

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