

# Moving in Europe

GUIDELINES - HOW TO PRESENT CIVIC RECOMMENDATIONS



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This document is one of the activities promoted by the European project “Mobility, a paradigm of European citizenship”, which involved citizens from 8 countries (Bulgaria, Italy, Lithuania, Portugal, Romania, Serbia, Slovakia and Spain) on the challenges that the mobility of people sets for the future of Europe: transport accessibility, environmental sustainability and rights of citizens/passengers.

The issue of mobility is a daily interest for many European citizens and is a paradigm of European citizenship since it relates to many of its aspects (the common identity thanks to transnational mobility, the rights of European citizens/passengers, etc...). For further information: <http://www.activecitizenship.net/consumers-rights/projects/85-mobility-a-paradigm-of-european-citizenship.html>

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*This document is a useful tool for the organization of the national event.*

*The document consists in an overall premise titled “how to contextualize the project in each country” and the following documents used during the kickoff meeting:*

- *12th edition of European Mobility Week from 16 to 22 September 2013*
- *Institutions to whom present civic recommendations*

*The document finishes with a format for the organization of the national event.*

## HOW TO CONTEXTUALIZE THE PROJECT IN EACH COUNTRY

1. First of all, we need to create a mapping of main stakeholders, at local and national levels.
2. Then, for the final event in Brussels, also at European level, for each country.
3. To involve several kind of stakeholders, we need several kind of activities: networking activity, communications activities, meetings to present the project, to consult the newspapers, institutional relations.

An example of a stakeholder map:

### **Civic society:**

- Committees of commuters
- Environmental groups
- Consumer associations
- Associations for the protection of people with disabilities (for accessibility issues)
- European Consumer Centre (to contact it in your Country: [http://ec.europa.eu/consumers/ecc/index\\_en.htm](http://ec.europa.eu/consumers/ecc/index_en.htm))
- Groups of bikers/cyclists

### **Professionals / key persons**

- Transport Workers Union
- Associations of retired railroad workers
- Drivers of public transport
- Tourism operators
- Daily users of public transport
- A selection of citizens who never uses public transport (to understand their reasons)
- Research institutes specialized on the issues of mobility and public transport

- National coordinators for the European mobility week (useful also for the activities in september)
- Media and journalists specialist of mobility, transport, travel & tourism, transport passenger and freight. For example, in Italy we have mapped:
  - 3 News agencies
  - 5 Weekly magazine
  - 16 Monthly magazine
  - 10 Websites / blog

### **Public and private transport companies**

- rail transport
- underground
- association of local public transport companies
- suburban bus
- automotive companies, especially the ones that invest in new sustainable technologies
- air and sea (if available)

## 12<sup>th</sup> EDITION OF EUROPEAN MOBILITY WEEK (FROM 16 TO 22 SEPTEMBER 2013)

### Introduction

The European Mobility Week is the most widespread campaign on sustainable mobility in the world. It takes place every year from 16 to 22 September. The aim of the campaign is to encourage European local authorities to introduce and promote sustainable transport measures and to invite their citizens to try out alternatives to car use.

Since its introduction in 2002, the impact of European Mobility Week has steadily grown, both across Europe and around the world. In 2011, a record number of 2,268 cities participated, representing approximately 156 million citizens. A total of 6,821 permanent measures have been implemented, mainly focusing on infrastructure for cycling and walking, traffic calming, improving transport accessibility and raising awareness about sustainable travel behaviour.

Every year, European Mobility Week looks at a different topic related to sustainable mobility, the so-called focal theme. Local authorities are required to organise activities for their citizens based on this theme. They are also encouraged to launch and promote permanent measures that support the theme.

### **With the political and financial support of European Commission:**

<i>Directorate-General for the Environment</i>	<i>Directorate-General for Mobility and Transport</i>
200, rue de la Loi BE-Brussels – BELGIUM Env-mobilityweek@ec.europa.eu www.ec.europa.eu/environment	24-28, rue De Mot BE-Brussels – BELGIUM www.ec.europa.eu/transport

## **European Mobility Week 2012 - 2013**

European Mobility Week **2012** theme, “Moving in the right direction” focused on Sustainable Urban Mobility Planning. The aim of these thematic guidelines was to provide local European Mobility Week coordinators with background information on this theme and with inspiration for suitable campaign activities.

European Mobility Week **2013** “Clean air – it’s your move!” aims to clean up our air, and by doing so, create a healthier, happier Europe.

The facts are clear - cleaner cities are healthier cities. Air free from impurities leads to a longer life by an average of eight months, and has been proven to reduce the likelihood of respiratory and cardiovascular health issues. Conversely, air laced with pollutants such as particulate matter and nitrogen dioxide increases the risk of lung diseases, including asthma, pneumonia, and lung cancer. And it’s not only human health that is affected - air pollution harms the environment, resulting in acidification, biodiversity loss, ozone depletion and climate change. Changing our transport habits can go a long way to stemming urban air pollution. This year’s European Mobility Week slogan, “Clean air – it’s your move!”, reflects the power that citizens have to clean up air quality through their mobility choices. It is a reminder that we all have a part to play, and that even small changes, such as commuting by bicycle rather than taking the car, opting for public transport, or choosing to walk, can enhance our quality of life.

### **European mobility week - National coordinators**

Please contact the national coordinator responsible for the European Mobility Week and “In Town Without My Car!” initiatives in your country.

- BULGARIA - [mlyutskanova@moew.government.bg](mailto:mlyutskanova@moew.government.bg)

- ITALY - [rossi.giovanna@minambiente.it](mailto:rossi.giovanna@minambiente.it),  
[m.degiorgi@palazzochigi.it](mailto:m.degiorgi@palazzochigi.it)
- LITHUANIA - [e.daugirdaite@am.lt](mailto:e.daugirdaite@am.lt)
- PORTUGAL - [carla.jorge@apambiente.pt](mailto:carla.jorge@apambiente.pt),  
[cristina.garcao@apambiente.pt](mailto:cristina.garcao@apambiente.pt)
- ROMANIA - [corina.lupu@anpm.ro](mailto:corina.lupu@anpm.ro)
- SERBIA - [info@bicikl.info](mailto:info@bicikl.info)
- SLOVAKIA - [veronica.jacekova@enviro.gov.sk](mailto:veronica.jacekova@enviro.gov.sk), [legen@arr.sk](mailto:legen@arr.sk)
- SPAIN - [sperlado@mma.es](mailto:sperlado@mma.es), [iff@tragsa.es](mailto:iff@tragsa.es)

For more information:  
[www.mobilityweek.eu](http://www.mobilityweek.eu)  
[mobilityweek@iclei.org](mailto:mobilityweek@iclei.org)

### **European and International partners**

The following organisations and associations actively support the European Mobility Week campaign:

- AVERE - [www.averre.org](http://www.averre.org)
- BLICC - [www.respecteurope.com](http://www.respecteurope.com)
- CEMR - [www.ccre.org](http://www.ccre.org)
- CER - [www.cer.be](http://www.cer.be)
- ECF - [www.ecf.com](http://www.ecf.com)
- EDF - [www.edf-feph.org](http://www.edf-feph.org)
- EGWA - [www.aevv-egwa.org](http://www.aevv-egwa.org)
- ERTICO - [www.ertico.com](http://www.ertico.com)
- ETSC - [www.etsc.be](http://www.etsc.be)
- ETUC - [www.etuc.org](http://www.etuc.org)
- European Schoolnet - [www.eun.org](http://www.eun.org)
- FEPA - [www.pedestrians-europe.org](http://www.pedestrians-europe.org)
- ISLENET - [www.europeanislands.net](http://www.europeanislands.net)
- POLIS - [www.polis-online.org](http://www.polis-online.org)
- T&E - [www.transportenvironment.org](http://www.transportenvironment.org)
- UITP - [www.uitp.org](http://www.uitp.org)



## **European Mobility Week and “Mobility” project**

To be honest and clear, the project “Mobility, a paradigm of European citizenship” does not provide necessary a formal link with the European Mobility Week.

On the other hand, the project staff thought useful to try to incorporate some activities related to Mobility with so widespread campaign.

For the same reason, lots of activities related to the water are organized on March 22, World Water Day, or activities related to the savings are organized on October 31, World Savings Day, or activities related to the waste are linked to the European Waste Week Reduction (from 17 to 25 November), an environmental communication campaign that involves Members States at local and national levels with the financial support of the European Commission.

The idea is that the European Mobility Week can be a good opportunity to:

- communicate the activities of the project at national and European level;
- To strengthen institutional relations

If you agree, we’ll contact the European Info Point of the European Waste Week for advice.

### **What to do?**

- To contact the local administration of the city involved in the project (where you will realize focus group and interviews) to know if it participates in the European Waste Week.
- If already exists a calendar of activities, you can propose specific activities related with the project (for instance, press conference with the interview data, the distribution of useful guides, etc.).

## INSTITUTIONS TO WHOM PRESENT CIVIC RECOMMENDATIONS

### **Institutions:**

#### *At national level:*

- Ministry of Transport
- National authority responsible for public transport
- Local authorities responsible for public transport in the main European cities (if exists)
- Municipal Department of the cities that we want to engage (for focus groups, for the European Mobility Week, etc.)

#### *At European level:*

- National Member of the Council meeting Transport, Telecommunications and Energy
- National Member of the Transport Commission of the European Parliament
- National components of the following European Institutions:
  - European Commission
  - European Parliament
  - Committees of the Regions
  - European Economic and Social Committee (EESC)
  - The Committee of Permanent Representatives (COREPER)
- Candidates for the next European Parliament (elections in 2014)
- European Commission Representation in your Country

### **European Common stakeholder**

- Directorate General for Mobility and Transport:  
([http://ec.europa.eu/transport/index\\_en.htm](http://ec.europa.eu/transport/index_en.htm))
- Siim Kallas, Vice-President of the European Commission, Commissioner for Transport
- The European Railway Agency (ERA):  
[www.era.europa.eu/Pages/Home.aspx](http://www.era.europa.eu/Pages/Home.aspx)

- European Metropolitan Transport Authorities. EMTA brings together the authorities responsible for public transport in the main European cities.
- EPTO: the association of the European Passenger Transport Operators, whose members are the 10 largest public transport companies in Europe.
- European Union Office of The United Nations Human Settlements Programme, UN-HABITAT ([www.unhabitat.org/categories.asp?catid=9](http://www.unhabitat.org/categories.asp?catid=9)). UN-HABITAT is the United Nations agency for human settlements. It is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all.
- UITP - The International Association of Public Transport (<http://www.uitp.org/>), the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry.
- European Consumer Consultative Group ([http://ec.europa.eu/consumers/empowerment/docs/list-ECCG-members\\_en.pdf](http://ec.europa.eu/consumers/empowerment/docs/list-ECCG-members_en.pdf))

<i>Members</i>	<i>Alternates</i>
Asen NENOV (BG)	Bogomil NIKOLOV (BG)
Eglė KYBARTIENĖ (LT)	Zita ČEPONYTĖ (LT)
Luís SILVEIRA RODRIGUES (PT)	Patrícia GOMES (PT)
Emil BOJIN (RO)	Sorin TOMA (RO)
Miroslav TULÁK (SK)	Božena STAŠENKOVÁ (SK)
Conche MARTIN REY (ES)	Eugenio RIBÓN SEISDEDOS (ES)
Massimiliano DONA (IT)	Carlo PILERI (IT)

- ANEC: The European consumer voice in standardisation (<http://www.anec.eu/anec.asp>). ANEC is the European

consumer voice in standardisation. This means we represent the European consumer interest in the creation of technical standards, especially those developed to support the implementation of European laws and public policies. Although that may not sound important or interesting, standards provide the nuts and bolts of modern society. Ever thought why your mobile phone works away from home? Yes, standards. Ever thought why you need to carry a bag full of electrical adaptors when you travel abroad? That's right - a lack of standards! But standards address more than issues of interoperability for consumers. The use of standards can also:

- a. raise consumer protection and reduce the risk of accidents
- b. help promote environmental protection
- c. make the quality of services more consistent
- d. ensure people of all ages and abilities have equal access to products and services
- e. serve to underpin the digital age and the information society.

### **Map of stakeholder and decision makers (a selection)**

Please, find it in the following link:

<http://www.activecitizenship.net/consumers-rights/projects/139-mobility-and-transport-a-map-of-stakeholders-a-selection.html>

## FORMAT FOR NATIONAL EVENT

- **Hypothesis of the title:** “*Moving in (Name Country): Meeting the challenges of citizens' mobility from a civic point of view*”
- **Location:** best option within a regional / national authority related to mobility
- **Duration of the event:** half a day, best option in the morning (i.e. 10.00 / 13.00)
- **When:** best option, during European Mobility Week (16-22 September 2013)
- **Best option for an official endorsement:** the Representation of the European Commission in
- the Country
- **N° of people:** not less than 40
- **Chairman:** for example, journalist expert in the field of mobility

### **9.30 – 10.00 Registration**

*desk managed by Partner Association's staff<sup>d</sup>*

### **10.00 – 10.20 Opening remarks**

- Institutions at regional / national level
- Representation of the European Commission in the Country
- Head of the Partner Association

### **10.20 – 11.00 First session**

*Mobility and transport in (name country): the point of view of citizens (managed by Partner Association's staff)*

- Presentation of the project
- Overall situation in the Country (using official data and third source)
- Main data
- Civic recommendations (citizens/facilitators)

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<sup>1</sup> *welcome coffee and buffet lunch are very appreciate, but are just an option, depending on the financial availability of the promoter of the event.*

- Presentation of some good practices collected

### **11.00 – 12.00 *Second session***

*Discussants invited:* (competent authorities and decision makers at local /regional / national level)

- Representatives from National / Regional Institutions, commissioner of transportation, etc.
- Representatives from organized civil society: association of consumers, of commuters, of pedestrians, of cyclists, association for the environmental protection, for the protection of disabled people, etc.
- Representatives from industry: public and private companies related in the field of collective and individual mobility, managers of public transportation, etc.
- Research institute
- Media

### **12.00 – 12.30 *Third session***

*Question time*

managed by chairman

### **12:30 – 12:45**

*Conclusion*

managed by Partner Association's staff

### **From 12.45**

*Buffet Lunch*

INTEGRAZIONE  
RIFORMA DELLE ISTITUZIONI  
SERVIZI PUBBLICI  
SOSTENIBILITÀ  
RILEVANZA  
AMBIENTE CIVICO  
MPO  
ENPOWERMENT  
COMUNICAZIONE  
SICUREZZA  
ENERGIE  
CONSUMATORI  
FEDERALISMO  
UNIVERSALITÀ  
INFORMAZIONE  
CIVICA  
CITTADINANZA  
DI IMPRESA  
AMBIENTE  
CIVICO  
SCOPRI IL SENSO CIVICO  
RETE PER LA SALUTE  
ATTIVISMO  
INFORMAZIONE CIVICA  
CONSUMATORI

Partners:



The project is coordinated by Active Citizenship Network (ACN), the European interface of the Italian civic organization Cittadinanzattiva.

Active Citizenship Network is associated partner of the European Mobility Week ([www.mobilityweek.eu](http://www.mobilityweek.eu))



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