



PRESS RELEASE - Brussels, August 2006

Local contributions to a Global Challenge: European Mobility Week 2006

From 16 to 22 September 2006, hundreds of European cities are going to participate in the fifth edition of European Mobility Week (EMW) and invite their citizens to a wide range of activities dedicated to the promotion of sustainable mobility. Cars are responsible for more than 10 % of the EU's emissions of climate changing green house gases, which is why the central theme for this year is **CLIMATE CHANGE**.

The European Mobility Week started in 2002 and aims at encouraging citizens to change their travel behaviours and shift to more sustainable modes of transport. From 16 to 22 September, local authorities all over Europe and beyond are organising activities and launching permanent measures which will continue to exist after the Week is over (e.g. the creation of new cycle routes, the establishment of an online car-sharing or car-pooling system, the elaboration of school travel plans etc). The European Mobility Week therefore provides a unique opportunity to test and launch new sustainable transport measures that become permanent after the Week has ended. This opens up long-term effects of the campaign, going beyond the duration of the Week. Year after year, step-by-step, sustainable mobility will secure its place in cities and towns.

This European initiative gives an opportunity to initiate a wide range of activities and represents a platform for local authorities to:

- promote existing policies, initiatives and best practices related to sustainable urban mobility;
- contribute to raising citizens' awareness on the damages that current urban mobility trends generate on the environment and the quality of life;
- establish performing partnerships with local stakeholders;
- be part of a Europe wide campaign, sharing a common goal and a common identity with other towns and cities;
- emphasise the local commitment towards sustainable urban transport policies; and
- launch new longer term policies and permanent measures.

In order to mark the start of the European Mobility Week, a launch ceremony and a press briefing will be organised in Brussels (Berlaymont building) on 15 September. Further information on this event will be posted on the official website as soon as available.

European Mobility Week website: www.mobilityweek-europe.org

European Info Point: **EUROCITIES - Mobility Forum**

Tel: + 32 2 552 08 66, e-mail: v.benard@eurocities.be

Information on launch ceremony and press conference

Tel : +32 2 296 77 56, e-mail: Johanna.LAMPINEN@ec.europa.eu

