



"Better without cars" Campaign - Almada, Portugal

Keywords	Sustainable Transport and Mobility, Car-Free Day, Awareness Raising, Promotion of Public Transport	
Pictures		
Description	<p>In the “Better Without Cars” Campaign, drivers are voluntarily encouraged to leave their cars at home one fixed day per week – on Thursday in the case of Almada. In return, they are given several incentives, which range from special public transport tickets with a reduced price, to discounts for cultural and sporting activities, as well as for several shops in Almada.</p> <p>The Campaign is dedicated to all the driving population of Almada and to those who work in Almada, despite not living there. The traffic is generated not only by those who live in Almada and use the car for their daily journeys to go shopping, for leisure purposes to pick up children at school, but also by those who come to Almada every day to work. Opening the Campaign to non-residents broadens its scope and further contributes to the fulfilment of its objective, which is to improve the quality of life in Almada, making it a better place to live and work.</p> <p>After the first six months of implementation of the Campaign, a survey showed that nearly 60% of the population of Almada was aware of its existence and, among these, 70% considered this Campaign to be adequate to its purposes. The survey also showed that the “Better Without Cars” campaign has raised the debate around the issue of mobility and measures required to improve it. On the other hand, the Campaign is alerting the population to other consequences of the intensive use of the car, both in terms of energy consumption and pollutant emissions.</p> <p>Another positive aspect has been the involvement of several public and private institutions located in Almada, like the City Council, the local energy management agency, public transport operators (private companies), university, local chamber of commerce, local associations and shop owners. This project allowed the establishment of a deeper working relationship and partnership between them, which did not exist in the past, changing attitudes towards the City and participating in a more active way in the creation of a more sustainable urban environment in the future.</p>	
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