

## Mobility Week in City of Zagreb, Croatia

<b>Keywords</b>	<b>Sustainable transport and mobility, Education, Communication &amp; Awareness Raising</b>
<b>Main photos</b>	 
<b>Objectives</b>	<p>On the mobility week, the main objectives were:</p> <ul style="list-style-type: none"> <li>• To promote policies, initiatives and best practises in the field of sustainable transport and mobility in an urban area</li> <li>• to raise citizen awareness of the detrimental influence that existing methods of mobility in an urban area have on the environment and the quality of life</li> <li>• establish partnerships with all local stakeholders</li> <li>• to initiate new, long-term measures and policies</li> </ul>
<b>Description</b>	<p>Mobility Week began on September 16, 2008. It was first presented at a press conference that was held in front of a new low-floor tram TMK 2200. The tram was presented as the campaign trademark during the EMW. Specific programs were held every day and included the following topics:</p> <p>16 September 2008 - SPORTS AND RECREATION DAY  17 September 2008 - TRANSPORT AND ENVIRONMENTAL EDUCATION DAY  18 September 2008 - PUBLIC TRANSPORTATION DAY  19 September 2008 - CLEAN AIR FOR ALL  20 September 2008 - GREEN DAY  21 September 2008 - A DAY IN FRESH FOREST AIR  22 September 2008 - IN TOWN WITHOUT MY CAR</p> <p>Many permanent measures were implemented, such as better public transport, improvement and extension of public transport, investments in infrastructure for cycling and walking services; various interventions, measures and activities related to the adjustment needs of persons with disabilities and people with difficulties moving; free use of public transportation for various groups of citizens, increased parking fees in the city centre and cheaper parking on the outskirts of town; parking limitations and a permanent reduction of motor vehicle traffic in the upper town; long-term strategy for the expansion of green areas; pedestrian walkways and children's playgrounds; air quality monitoring network; program of protection and improving the quality of air for the period 2008 to 2012, and promoting a national network of sustainable mobility cities.</p>
<b>Results / Achievements</b>	<p>Mobility week was organized by local authorities, institutes, associates (nine organizations) with contributions from 32 local partners (companies, institutes, associates, schools, etc.). The project established partnerships with all local stakeholders, and included all citizens in Mobility Week. It initiated or presented many permanent measures for sustainable transports and mobility and for the protection of air quality.</p>
<b>Friendly advice for replication</b>	<p>Mobility week raised awareness of environmental protection, in particular sustainable transport and mobility for all citizens. It also provided and impetus to implement permanent measures for a better quality of life.</p>
<b>Online information</b>	<p><a href="http://www.zagreb.hr">www.zagreb.hr</a></p>
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