



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.

This year's theme, "**Moving in the right direction**" focuses on Sustainable Urban Mobility Planning.

The Week offers the perfect opportunity to present sustainable alternatives to citizens, to explain the challenges that cities and towns are facing in order to induce behavioural change and make progress towards creating a more sustainable transport strategy for Europe.

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.

The Week culminates in the '*In Town Without My Car!*' event, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for a whole day.

Local authorities are strongly encouraged to use the Week to test new transport measures and get feedback from citizens. It is also an excellent opportunity for local stakeholders to get together and discuss the different aspects of mobility and air quality, find innovative solutions to reduce car-use and thus emissions, and test new technologies or planning measures.

European Mobility Week is organised with the political and financial support of the Directorates-General for the [Environment](#) and [Transport](#) of the European Commission.

Additional links:

- [European Mobility Week](#) , 16 - 22 September
- EC Directorates-General for the [Environment](#) and [Transport](#)