

2 **Active mobility: using our own energy**

Besides a healthy breakfast or nutritional lunch, active mobility requires little or no additional energy for travel in urban areas. Electrically assisted bicycles or e-scooters require energy for charging their batteries. Nonetheless, compared to an electric car, the energy savings are immense.

Good practice to foster active mobility

Colourful navigation street lines, Alimos, Greece

- 5 coloured lines to guide you to cultural landmarks: parks, the beach, etc.
- Simple and cost-effective trail for cyclists and pedestrians: cheerful and practical.

Fancy women bike ride, pan-European

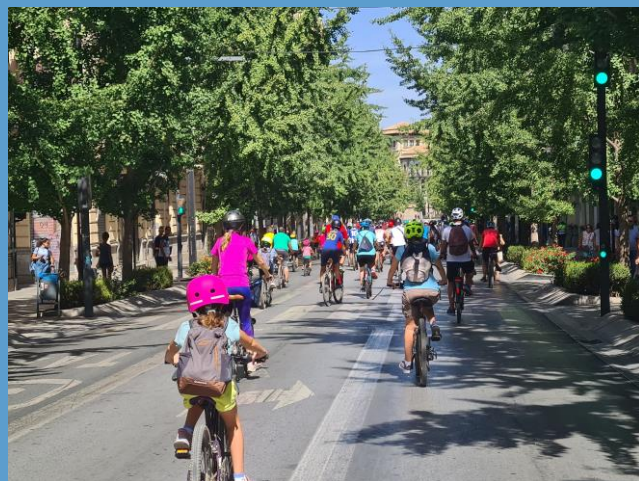
- Gathering of female cyclists wearing fancy outfits, to encourage cycling for women.
- Promotion of female empowerment, active mobility, and car-free urban areas.
- The next edition takes place in many towns & cities, on 17 September 2023, during EUROPEANMOBILITYWEEK.

School streets, UK

- Objective to create safer and less congested areas around schools.
- Use of co-creation methods to avoid conflicts due to the temporary road closure.

EU Cycling Strategy, European Union

- European Parliament's Resolution in February 2023 to recognise cycling as a fully-fledged mode of transport.
- Frans Timmermans, Vice-President of the European Commission, announced the publication of a European Declaration in 2023.



Ideas of activities during EUROPEANMOBILITYWEEK

- ✓ Active mobility competitions between workplaces & schools.
- ✓ Cooperation with local bike-sharing operators for special offers.
- ✓ Participatory signposting: write the distance and time taken to reach a destination on foot or by bicycle.
- ✓ Organise a 'Bike to Work' day.
- ✓ Free breakfast snacks for cyclists.
- ✓ Showcase cycling infrastructure.
- ✓ People 'explore' walking infrastructure with blindfolds or wheelchair.