

EUROPEAN MOBILITY WEEK

The EU's sustainable urban mobility flagship campaign



NOVEMBER 15th, 5pm

BARCELONA - Fira Gran Via (South Access) Room CC1 1.3

The European Mobility Week has been the EU's flagship campaign on sustainable urban mobility since 2002.



It promotes behavioural change favouring active mobility, public transport, and other clean, intelligent transport solutions. The main event takes place from 16-22 September each year, culminating in the popular Car-Free Day. In the latest editions, more than 3000 cities from more than 50 countries have participated in the campaign.



The debate, moderated & facilitated by Euromed Consulting Group, **will take place between 4 cities** that strongly engage with the European Mobility Week and the European Commission - DG MOVE, promotor of the campaign. **The discussion will dig deep into the impact of this campaign on the behavioural change of citizens and local authorities towards sustainable mobility in their town.** Each participating city will present the **innovations in urban transport** that have led them to participate in the European Mobility Week.



A **lively debate** between them will show the spirit of the campaign: **sharing best practices** between cities and **promoting mutual inspiration for positive changes** in the way we move around in Europe and beyond.



A **report** gathering the main discussion **outputs and some key recommendations** will be produced to raise the voices of the cities and the European Commission towards **better sustainable mobility in Europe and beyond.**



SPEAKERS



Leo Huberts
European Commission - DG Move
Policy Officer



Urrotz Larrañaga
Bilbao City Hall
Mobility & Sustainability



Paulo Ferreira
Valongo City Hall
Mobility Councilor



Vítor Ferreira
Amadora City Hall
Mobility Councilor



Bàrbara Pons
Barcelona City Hall
Commissioner for the 2030
Agenda



MODERATOR
Ramon Vila
Euromed Consulting Group
Company Director & European
Climate Pact Ambassador



This debate is facilitated and moderated by Euromed Consulting Group, a consultancy specialised in EU and International Affairs, Communication and Positioning, with solid experience in awareness-raising campaigns for Mobility and Smart Cities sectors.



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