



## Three cheers to this year's top winning CIVITAS cities – Reggio Emilia, Umea and Valencia – on their efforts towards advancing sustainable urban mobility!

Continuing an important CIVITAS tradition, this year's Awards Ceremony of the CIVITAS FORUM in Ljubljana revealed the three winning cities for radically advancing sustainable urban transport. The awards were given in three categories: Technical Innovation won by Umea in Sweden, Public Participation won by Valencia in Spain, and CIVITAS City of the Year won by Reggio Emilia in Italy.

### **Category I. Technical Innovation Award Winner: Umea, Sweden**

Umea shined in innovation this year with its holistic vision in partnership with the private sector to advance towards a zero emissions vision. The city substituted its conventional bus fleet with a fully electric one, establishing an innovative system to recharge every hour and creating an excellent solution that could be replicated in other cities. Noteworthy in second place was the Danish city of Odense which won recognition for its CykelScore project and 'gamification' of sustainable transport, involving a wide number of stakeholders in its efforts, including children. Palma de Mallorca, Spain, was also recognised in third place for its online app to promote urban transport and attract a significant number of citizens.

### **Category II. Public Participation Award Winner: Valencia, Spain**

Using social media to promote public transport, interact with citizens and receive important feedback, Valencia won in the Public Participation category with its promotional drive named 'Travelling together every day'. Its well-planned and inclusive awareness raising initiatives in sustainable mobility impressed the judges, effectively reaching out to citizens, interest groups and school children. The result was a dramatic increase in the use of bus journeys by 250,000 in only six months! Praise also goes to the runner up, the city of Beja in Portugal, which also launched an admirable campaign to promote public transport and improve accessibility for its citizens.

### **Category III. CIVITAS City of the Year: Reggio Emilia, Italy**

Proudly collecting the award for CIVITAS City of the Year, Reggio Emilia developed an urban mobility plan featuring several impressive mobility solutions that have transformed its historical city centre and engaged citizens in its vision for change. Its mix of urban transport options and highly successful public engagement have helped it



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earn this prestigious award. Noteworthy too were the efforts of the runner up, the city of Tallinn in Estonia, which has incorporated valuable best practice from CIVITAS, successfully prioritising public transport in the face of tough competition from private car owners.

Needless to say, all the cities and runners up in all three categories are worthy examples for inspiring others to transform their urban mobility into a model of sustainability.

If you are interested in joining the CIVITAS Initiative, or if you have questions, please contact the CIVITAS Secretariat at [secretariat@civitas.eu](mailto:secretariat@civitas.eu)

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[www.civitas.eu](http://www.civitas.eu) is your portal to the CIVITAS Initiative. Visit the CIVITAS website to learn more about the CIVITAS Forum City Network, the ambitious policies and innovative measures many of its members have implemented, and how you can learn more about these at the annual CIVITAS Forum Conference.

With regularly updated News and Events sections, the site is your one-stop-shop for sustainable urban mobility.

Simply go to our website [www.civitas.eu](http://www.civitas.eu).



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