



**PAN-EUROPEAN WORKPLACE MOBILITY PLAN
AWARD 2009: NO.1 PUBLIC AUTHORITIES**

To be presented at ECOMM, San Sebastian, 13-15 May 2009

OBJECTIVES	<p>The Pan-European Workplace Mobility Plan Award (PEWTA) was created to reward efforts to reduce CO2 emissions in urban areas by implementing workplace mobility plans. The PEWTA is awarded in three categories: Public Authorities, Employers and Networks (such as business parks)</p> <p>PEWTA-Public Authorities concentrates on local authorities' efforts to facilitate the implementation of workplace mobility plans. The award aims to demonstrate the essential role that local and regional authorities can play in reducing CO2 emissions from transport through the implementation of workplace mobility plans as well as to raise awareness of the health, economic and other benefits that such plans can generate.</p>
WHY APPLY?	<p>This is your chance to be rewarded for your efforts in achieving modal shift away from single occupancy car use and to be recognised across Europe. Your prize will be an expenses paid trip to the city of your choice to learn from a pioneering public authority, organisation or network in the field of workplace mobility plans.</p> <p>In addition, we offer a cash prize of 1000 Euros to allow the winner to further develop their mobility plan measures.</p> <p>Last year's PEWTA–Public Authorities winner was the Grenoble Metropolitan Regions together with the Grenoble Chamber of Commerce. They chose a trip to Graz, Austria and reported:</p> <p>“It really was a great experience and we really want to thank everyone for everything. FGM-AMOR for having organised two really interesting days, with lots of meetings (!), visits and discovers in the city, the Vice-Mayor of Graz for hosting us and for the interesting exchanges of views. And congratulations to Graz to be such a nice city !!!”</p>
CRITERIA	<p>Candidate dossiers will be evaluated by an international panel of experts based on the criteria in the application form which includes:</p> <ol style="list-style-type: none"> 1. the commitment of the public authority for reducing CO₂ emission levels in its urban area (policy strategy); 2. the inclusion of workplace mobility planning as an important measure within the action plan (objectives, measures and targets); 3. the strategic approach adopted for communicating and promoting workplace mobility planning in the urban area; 4. the measurable impacts of workplace mobility plans in terms of CO₂ reduction objectives.



REQUIREMENTS/ STANDARDS FOR CONTRIBUTIONS	<p>The award is open to local and regional authorities. All applicants should submit a complete and detailed application form in English. In addition, applicants are invited to submit:</p> <ol style="list-style-type: none"> 1. a copy of the action plan on coordination of efforts and promotion of workplace mobility planning, 2. a list of organisations implementing a workplace mobility plan in the urban area, 3. local, regional or national policies or documents supporting the uptake of workplace mobility plans, 4. an evaluation report highlighting the impacts of the implementation of workplace mobility plans, in particular regarding evidence of CO2 reductions (if available).
DEADLINE FOR SUBMISSIONS	<p>Send your application to:</p> <p style="text-align: center;">EUROCITIES 1, square de Meeûs, BE – 1000 Brussels Mr. Peter Staelens, Tel: +32 (0)2 552 08 66 peter.staelens@eurocities.eu</p> <p style="text-align: center;">Deadline: 12 February 2009</p>
BACKGROUND	<p>The PEWTA is delivered in a partnership between EPOMM and COMMERCE</p> <p>EPOMM is the European Platform on Mobility Management, a network of governments in European countries that are engaged in Mobility Management (MM). They are represented by the Ministries that are responsible for MM in their countries. EPOMM organises the yearly European Conference on Mobility Management, ECOMM.</p> <p>COMMERCE is a European project funded by the Intelligent Energy Europe programme, comprising the cities of Budapest, Bucharest, Kaunas, London, Paris and Plovdiv. COMMERCE aims to facilitate the uptake of workplace mobility plans by establishing concrete partnerships between local authority actors and businesses across Europe, enabling mentoring and exchange of expertise. The ultimate goal of COMMERCE is to reduce excessive CO2 emissions in urban areas through the promotion of workplace mobility plans.</p>
AWARD CEREMONY	<p>The presentation of this Award will take place at an official award ceremony in San Sebastian during the European Conference on Mobility Management on 14 May 2009. The winner of the prize will be invited to present and display its experience on stage and will be highlighted in the EPOMM and COMMERCE websites.</p>
FURTHER INFORMATION	<p>For further information, please contact:</p> <p style="text-align: center;">Mr. Peter Staelens, Tel: +32 (0)2 552 08 66 peter.staelens@eurocities.org</p> <p style="text-align: center;">Mr. Paul Curtis, Tel: +44 (0) 20 7934 9536 Paul.Curtis@lept-eu.org</p> <p>For more on ECOMM 2009 San Sebastián, see www.ecomm2009.eu</p> <p>For more on EPOMM and ECOMM, see: www.epomm.org</p> <p>For more on COMMERCE, see www.commerce-eu.org</p>

APPLICATION FORM

PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2009: PEWTA-CITIES

Please send your entry to EUROCITIES:

*1, square de Meeûs, BE – 1000 Brussels
peter.staelens@eurocities.eu*

This call closes on 12 February 2009

DETAILS OF APPLICANT

Local or Regional Authority		
Country		
ADDRESS:		
Street / Post box		
Postal Code, City		
CONTACT PERSON:		
Name		
Telephone		
Fax		
Email		
Website		
Key data on the authority's jurisdiction		Municipality or region:
		Size of jurisdiction:
		Population:
		Other useful information:

0. Summary

Please provide a brief overview of how your local/regional authority is promoting workplace mobility planning in its urban area (max 150 words).

1. Commitment. Please provide information on:

- Long term policy strategy (aims and objectives)
- Information on specific modal shift or CO2 reduction targets
- Support from high-level politicians

2. Inclusion of workplace mobility planning

- What support do organisations receive from your local/regional authority?
- Do you have dedicated staff and budget?

3a: Strategic approach, outreach:

Please list all awareness-raising specific methods used to promote workplace mobility plans towards businesses and employees. Please give examples.

Information leaflets or Newsletters	
Individual marketing	
Competitions	
Seminars and information events	
Website	
Others (please specify)	

3b: Strategic approach, monitoring and evaluation:

Please describe monitoring schemes used to evaluate your actions. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc. (max 150 words).

4. Measurable impacts. Please tell us:

- a) how many organisations (including sector and number of employees) have adopted a workplace mobility plan during the current programme
- b) how many organisations are committed to making a workplace mobility plan
- c) If available, figures relating to CO₂ reductions and modal shift as a result of your activities
- d) Indicate the level of investment made by your local/regional authority in the current programming period on mobility plan activities..

5: Bonus

Please describe what you feel is particularly innovative in your approach to workplace travel planning. (max 150 words).

Thank you for participating in the Pan-European Workplace Mobility Plan Award 2009 !
Please do not forget to complete the certification form below.



CERTIFICATION FORM

Name of local authority:	
Country:	
Name of contact person responsible for the award submission:	
Contact person Telephone n°:	
Contact person Email address:	

Dear Sir/Madam,

On behalf of **Name of Local Authority** I hereby verify that the information contained within our application for the Pan-European Workplace Mobility Plan Award 2009 is an accurate reflection of the work that is being undertaken by **Name of Local Authority**.

Yours sincerely,

Name of signatory:



Title of signatory: