And the winner is…Braga!

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Eurocities member Braga and Polish municipalities network Metropolia GZM triumphed at the annual European urban mobility awards. Braga won the European Mobility Week 2022 prize, establishing itself as a trailblazer in sustainable transport. The award recognises outstanding municipalities for promoting green and active transport during the previous year's European Mobility Week, the European Commission's flagship awareness-raising campaign. The Portuguese city picked up the prize at a ceremony in the Belgian city of Ghent on 23 March. At the same event, Metropolia GZM walked away with the newly-created Mobility Action award. This second prize acknowledges civil society and business' actions in mobility management, such as helping students, employees and residents to commute more sustainably. In addition, five Ukrainian cities received a special mention for beating the odds and participating in the 2022 European Mobility Week just a few months after Russia's invasion of their country. Chernihiv, Kamianets-Podilskiy, Lviv, Poltava and Uzhhorod were praised for their sustainable mobility actions in war time, from bringing humanitarian food to a village, to organising car-free days, to setting up workshops on tactical urbanism. "I would like to congratulate all finalists and winners. Your inspiring activities really show how cities and towns across Europe can improve people's wellbeing by offering more sustainable mobility options for all," Adina Vălean, European Commissioner for Transport remarked. "I also applaud the Ukrainian cities that actively took part in the 2022 campaign, despite Russia's ongoing aggression against Ukraine," she added. Braga's inclusive approach During European Mobility Week 2022, Braga stood out for involving residents, local universities and businesses in a wide range of activities aimed at fostering a shift from cars to green mobility. "It's an honour to be here today and celebrate Braga's achievement in promoting sustainable mobility and co-creating synergies among various organisations to provide clean and appealing mobility options for our citizens and families," Olga Pereira, Braga's Mobility Councillor said in her acceptance speech. Braga teamed up with over one hundred companies to ban traffic from the streets and build green spaces. The measures allowed locals to use public areas, creating a safe environment where both children and adults alike could cycle, play at mini parks, and perform activities like

gymnastics and street art. Over the same week, the city launched a new bike-sharing service, and organised a “mobility safari” to highlight the importance of sustainable mobility in reaching zero-emission goals. Braga beat finalists Sofia and Zagreb, both Eurocities members. The Mobility Action award In the debuting Mobility Action award, Metropolia GZM impressed the jury for turning a university parking lot in Katowice into an interactive, green pedestrian area. The prize recognizes civil society and business’ actions in mobility management, such as helping students, employees and residents to commute more sustainably. Metropolia GZM beat two other frontrunners: Belgian pharmaceutical company UCB Pharma, and Italian NGO Ar2tgether. [ENDS] Notes for Editors European Mobility Week is the European flagship awareness-raising campaign on sustainable urban mobility. The campaign encourages people to move actively and sustainably by promoting walking, cycling and public transport use. It also prompts municipalities to create innovative sustainable mobility plans, build new infrastructure, and raise awareness among local communities. Almost 3,000 towns and cities from 51 countries in Europe and beyond participated in the 2022 edition of European Mobility Week. European Mobility Week prompts municipalities to create innovative sustainable mobility plans, promote new infrastructure, and raise awareness among local communities. Launched in 2002, the event takes place every year the week of 16-22 September. Media contact Daniela Berretta : +32 2 5520860// daniela.berretta@eurocities.eu

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