

EUROPEAN MOBILITY WEEK

ACTIVITIES REPORT



MOBILITYACTION
registered at www.mobilityweek.eu

SEMANA EUROPEIA DA MOBILIDADE

16-22 SETEMBRO









MELHORES LIGAÇÕES





CONSULTE TODA A PROGRAMAÇÃO EM WWW.CM-BRAGA.PT



BRAGA
Município



TUB
TRANSPORTES
URBANO DE BRAGA



Universidade do Minho
Instituto de Ciências Sociais



epb



ACAP
Associação de
Cidades e Povos



CECS
Centro de Estudos
de Economia e
Sociedade



CM



CP
COMBOIOS DE PORTUGAL



accenture



beelzyen



DECATHLON



GOE
BIKE



bikezone

1. FRAMEWORK

Braga City Hall joined the 21st edition of the European Mobility Week, an initiative of the European Commission that took place between September 16th and 22nd. With the theme "Better Connections", the initiative was an opportunity to test new forms of clean and active mobility, take stock of the current mobility challenges and move towards more sustainable mobility.

As in previous years, the City Council prepared a programme of activities that sought to raise awareness about changing behaviour with regard to mobility choices. The initiatives involved people with reduced mobility, children and society in general.

This year the municipality invested in involving the population through Transition Experiments, in addition to traditional involvement (e.g. Focus Group, workshops, surveys). The main goal was allowing the population to test in living lab the redistribution of public space from car to pedestrian and verify the advantages of this transformation. This allowed the municipality to monetarize the actions in order to better adapt the measures to definitive solutions.

2. PROGRAMME

16-22 September // Promotion of the SchoolBus Project

16-22 September // Junior Police

16-22 September // Bicycle count

16-22 September // Livable Streets – Praça do Município and Avenida D. João II

16-18 September // Braga Mobility Fair

16-18 September // Awareness action “One tree for each costumer”

20-22 September // End of Summer University

16 September // Start of the implementation of Project “Eu já Passo Aqui!”

16 September // Building a parklet

16 September // Painting a Piano

16 September // Night Time Bike Ride

17 September // Bici oficina – Bicycle Repair Shop

18 September // Awareness actions “The prudent City” and “Circuit on Wheels”

18 September // Start of the project “E Aprender a Ciclar!”

19 September // Safari – Tour of the Mobility Pact Companies

19 September // Launching the shared electric bicycles system (BIRD)

19 September // Awareness photo “It’s only 5 minutes”

19 September // Award Ceremony - “Redistribution of public space around my school”

22 September // Intermodal Journey with students from School EB2/3 de Tadim

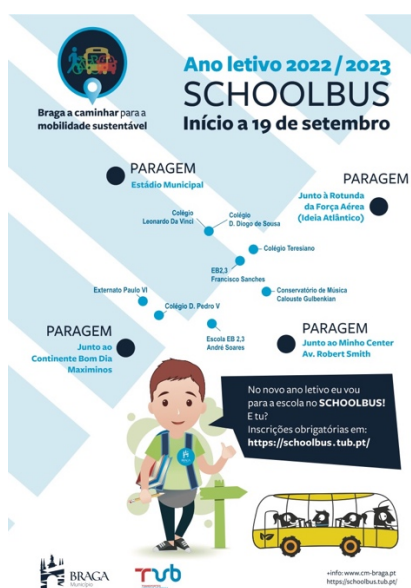
3. SCHEDULE OF ACTIVITIES

16	17	18	19	20	21	22
Promotion of the SchoolBus Project Junior Police Bicycle count Livable Streets Braga Mobility Fair Awareness "One tree for each costumer" Project "Eu já Passo Aqui!" Building a parklet Painting a Piano Night Time Bike Ride	Promotion of the SchoolBus Project Junior Police Bicycle count Livable Streets Braga Mobility Fair Awareness "One tree for each costumer" Bici oficina – Bicycle Repair Shop	Promotion of the SchoolBus Project Junior Police Bicycle count Livable Streets Braga Mobility Fair Awareness "One tree for each costumer" Awareness "The prudent City" Awareness "Circuit on Wheels" Start of the project "E Aprender a Ciclar!"	Promotion of the SchoolBus Project Junior Police Bicycle count Livable Streets Safari - Tour of the Mobility Pact Companies Launching the shared electric bicycles system Awareness photo "It's only 5 minutes" Award "Redistribution of public space around my school"	Promotion of the SchoolBus Project Junior Police Bicycle count Livable Streets End of Summer University	Promotion of the SchoolBus Project Junior Police Bicycle count Livable Streets End of Summer University	Promotion of the SchoolBus Project Junior Police Bicycle count Livable Streets End of Summer University Intermodal Journey with students

4. ACTIVITIES AND EVENTS

SCHOOLBUS PROJECT

(16-22SET) Braga Municipality and Public transports of Braga



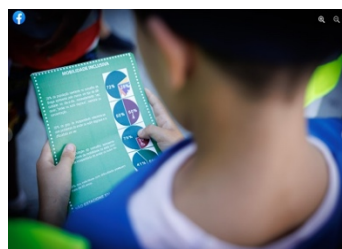
Throughout this week, several actions were developed to promote Braga Urban Public Transports and the 'School Bus' called "Transport and Citizenship". A presentation was made with the main objective of raising the awareness of young people for the use of public transports and soft modes, also instilling good safety practices. The main goal of the School Bus Project is promoting sustainable mobility and decarbonisation of the city. These actions were taken as an opportunity to engage new users as we make the City more efficient and sustainable.

JUNIOR POLICE

(16-22SET) Braga Municipality, Road Safety Education School, Municipal Police and Portuguese Association of the Blind and Visually Impaired (ACAPO)



Throughout the week, the Road Safety Education School, in collaboration with the Municipal Police and the Portuguese Association of the Blind and Visually Impaired (ACAPO) carried out the activity "Junior Police". This activity consisted in raising the awareness of the population, through the children, to the need of changing behaviours in order to foster a more sustainable urban mobility from the use of transport in favour of soft and sustainable mobility in the City.



LIVABLE STREETS

(16-22SET) Braga Municipality and the companies of the Braga Business Pole



As part of the European Car Free Day, the Livable Streets event took place on 22 September, in partnership with some companies of the Braga Business Pole. The initiative took place in Avenida D. João II (South-North direction) which remained closed to the automobile traffic all day. The companies of the Business Pole carried out several activities with their employees that also took advantage of the moment to advertise their activities to the general population.

In addition to this street, the *Praça do Município* street will be closed to the automobile traffic between July and October 2022.



Município de Braga

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No âmbito da Semana da Mobilidade, decorreu ontem, dia 22 de Setembro, uma acção em parceria com as empresas do Pólo de Negócios de Braga, em Lamações.

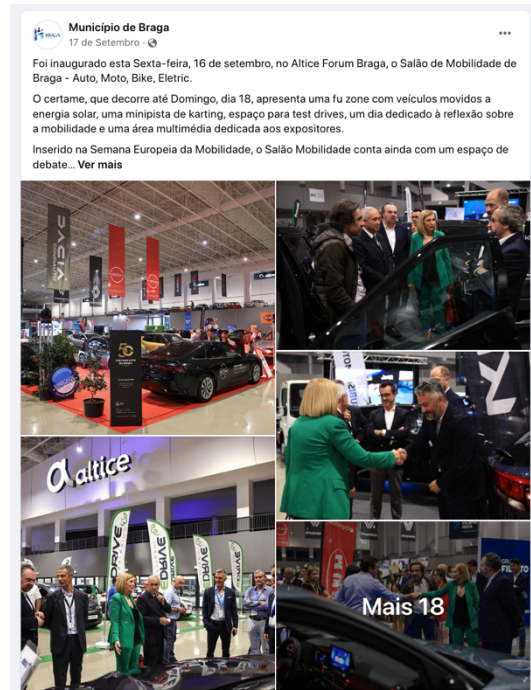
A iniciativa, intitulada 'Ruas Com Vida', decorreu na Av. D. João II (sentido Sul-Norte), entre as rotundas da Rua Robert Smith e da Rua Ambrósio dos Santos, que durante a tarde esteve encerrada ao trânsito automóvel.

As empresas do Pólo de Negócios realizaram diversas actividades com os seus colaboradores e aproveitaram o momento para divulgarem a sua actividade ao público. Presentes estiveram ainda os Transportes Urbanos de Braga e a Escola de Educação Rodoviária de Braga.

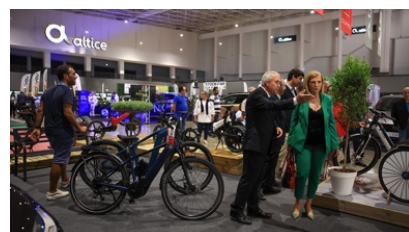
Esta acção assinalou também o Dia Europeu Sem Carros, que ontem se comemorou.



BRAGA MOBILITY FAIR AUTO, MOTO, BIKE, ELETRIC (16-18SET) Altice Forum Braga



The Braga Mobility Fair - Auto, Moto, Bike, Electric took place at Altice Forum of Braga. This event included a fun zone with solar-powered vehicles, a mini karting track, space for test drives and a multimedia area dedicated to exhibitors. This event also included a day dedicated to reflection on mobility, a debate space where a group of experts had the opportunity to present their perspectives on mobility in the Braga region, discuss alternatives and more ecological solutions for commuting and also share experiences and visions on mobility.



AWARENESS ACTIONS “ONE TREE FOR EACH COSTUMER”

(16-18SET) Public transports of Braga



During the mobility week the companies of Public Transports of Braga (TUB) carried out several initiatives to engage the population in the use of public transportation. In one of those initiatives, for each new customer, TUB planted a tree.



END OF SUMMER UNIVERSITY

(20-22SET) Braga Municipality and
University of Minho, CECS



"Sustainable Mobility: participation and governance for transition" was the theme of the 1st End of Summer University. The municipality of Braga organised, together with researchers from the University of Minho, an interdisciplinary event that, over three days, integrated a diverse set of actions related to the promotion of reflection on the various dimensions involved in the transition to sustainable mobility. This was the result of an interdisciplinary work that brought together contributions from academic and non-academic experts, regarding the objectives and methods best suited to the paradigm shift. The programme included lectures, round tables and practical sessions aimed at raising awareness of the challenges of the new mobilities, in the context of preparing cities for the future impacts of climate change. Specific themes were addressed, such as the future, geodesign, participation or funding opportunities and international cooperation.

The event was attended by 20 speakers from several countries, namely Portugal, the Netherlands, Brazil, Austria, Spain and Ireland, and 37 registered participants. The written contributions of the authors are expected to be published by the end of this year.

👉 [Jordi Casas Juan](#) e [Márcia Silva](#) partilharam a sua experiência na Universidade de Fim de Verão.

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START OF THE PROJECT “EU JÁ PASSO AQUI!”

(16SET) Braga Municipality



The project *"Eu já Passo aqui!"* resulted from public participation. The proposal submitted in the participatory budget of the municipality of Braga intends to carry out a survey of architectural barriers that inhibit accessibility for people with reduced mobility and intends to solve these problems and humanize the public space by giving pedestrians priority.

WORLD PARKLET DAY BUILDING A PARKLET

(16SET) Braga Municipality and Escola Artística
Conservatório de Música Calouste Gulbenkian



In order to rebalance the space available for pedestrians a parklet was created mainly to allow children and parents to enjoy the public space. Placed next to one of the entrances of the artistic school *Conservatório de Música Calouste Gulbenkian*, the parklet occupied two parking spaces, enlarging the public space area available to the school. The Parklet was finish during the World Parklet Day and during the Mobility week the children of the school were engaged to take care of this space. They planted some flowers that they should take care of in the future.

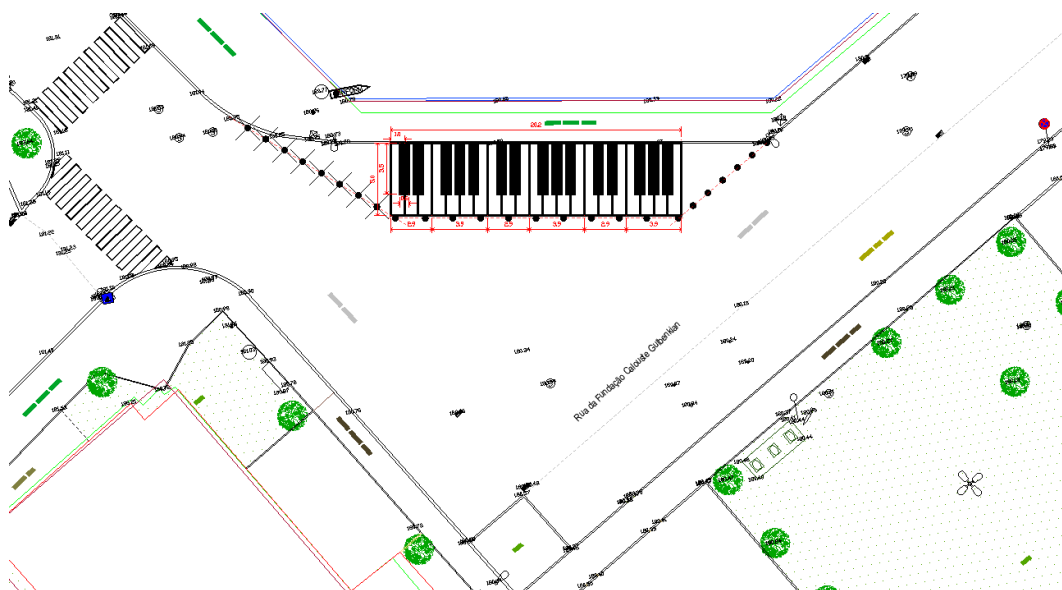


PAINTING A PIANO

(16SET) Braga Municipality, University of Minho, Volunteers of the Companies of the Mobility Pact, Escola Artística Conservatório de Música Calouste Gulbenkian



The city of Braga has invested in giving back the public space to the pedestrian. One of the examples is the painting of a piano on the asphalt next to the *Calouste Gulbenkian* Music School, eliminating about 30 parking spaces that exists in there. With the support of several volunteers from the University of Minho, the Municipality of Braga, the students and teachers of the Music School carried out this project on the mobility week. This result in the gaining of public space area around 110m² and in a change in the population's attitude and mobility behavior that will lead through monitoring to a better final solution that can be replicated in other areas of the city. In a logic of "learning by doing" the population will be better sensitized than through traditional methodologies.





NIGHT TIME BIKE RIDE

(16SET) Braga Municipality, parish councils of the municipality and signatory companies of the Braga Business Mobility Pact (PMEB)



The initiative started at the *Arco da Porta Nova* and went through the main streets of the historic city center, ending at *Praça do Comércio*. Around 240 people took part of this initiative and over 1000 people attended the arrival event.



BICI OFICINA BICYCLE REPAIR SHOP

(17SET) Braga Municipality, Escola
Profissional de Braga and Parque
Desportivo da Rodovia



The municipality of Braga in partnership with the Professional School of Braga provided a support service in the *Parque da Rodovia*, promoting the use of bicycles.

AWARENESS ACTIONS

“THE PRUDENT CITY”

“CIRCUIT ON WHEELS”

(18SET) Altice Forum Braga, Municipal Police, School of Road Education



In partnership with the Municipal Police, the School of Road Education promoted the activity 'The Prudent City', which consisted in the broadcasting of a video showing several rules regarding road safety and prevention, focusing on good practices as a pedestrian, passenger and cyclist.

Another activity was the 'Circuit on Wheels'. This was a 'field' activity where participants had the opportunity to take on the role of a cyclist. In this activity a dynamic was created to enhance citizenship practices through the active participation of the Municipal Police, who identified the offending cyclists. During the event about 350 children and their families enjoyed these activities.

SAFARI - TOUR OF THE MOBILITY PACT COMPANIES

(19SET) Braga Municipality and Business Council for Sustainable Development (BCSD)



Braga Municipality and BCSD Portugal (Business Council for Sustainable Development) joined together to hold on 19th September, the Tour "Companies for Sustainable Mobility". Framed within the Braga Business Mobility Pact (PMEB), signed by more than 30 entities, this event sought to show the best sustainable mobility practices in Braga. The tour included the passage by some of the signatory companies of the Braga Business Mobility Pact, where it was possible to get to know reference examples or good practices in this area. The trip was made in an electric bus of Public Transports of Braga (TUB), one of the partner companies of the event and also signatory of this Pact.



LAUNCHING THE SHARED ELECTRIC BICYCLE SYSTEM

(19SET) Braga Municipality and BIRD



The City of Braga has a system of shared electric bicycles in a partnership with BIRD. In this first phase, 60 bicycles were made available. The mobility councillor pointed out that "the City Council will continue to work to create and strengthen mobility alternatives that allow a choice for softer and more active modes of mobility. These are the first 60 bicycles that we will make available. After an evaluation, this number may double". The launch of shared electric bicycles demonstrates, according to the mobility councillor, the commitment of the Municipality of Braga in betting on soft mobility, thus offering people a new mode of transport alternative to the car. "We are working on a protocol with BIRD that privileges the municipality workers with a discount in the use of bicycles and we want to extend this benefit to the companies that sign the mobility pact", added Olga Pereira.

The usage system is identical to that of the scooters: users access the Bird application and follow the indicated steps, and at the end of the journey they must park the electric bikes again at the designated parking spots.

AWARENESS PHOTO "IT'S ONLY 5 MINUTES!"

*(19SET) Braga Municipality and
The Portuguese Association of
Disabled People (APD)*



The municipality of Braga in association with the Portuguese Association of Disabled People developed an awareness raising action for the obstacles that people with reduced mobility face every day in their journey through the public space.



START OF THE PROJECT “E APRENDER A CICLAR”

*(18SET) Braga Municipality and
Educabicla.*



Braga City Council joined up the company Educabicla and promoted, in the context of Livable Streets, an awareness-raising and training action for sustainable mobility associated to the use of bicycles. Targeted in particular at children, this action contributed to the awareness of safer and more responsible practices around the use of the bicycle, contributing to transform behaviors regarding the sustainable development.



**AWARD CEREMONY
“REDISTRIBUTION OF PUBLIC
SPACE AROUND MY SCHOOL”**

*(19SET) Braga Municipality and Escola
Artística Conservatório de Música Calouste
Gulbenkian*



Within the scope of the partnership established with the *Calouste Gulbenkian* Music School some prizes were awarded to the students, related to the set of activities that were developed in the public space surrounding the school (parklet and painting the Piano).

INTERMODAL JOURNEY WITH STUDENTS FROM SCHOOL EB2/3 DE TADIM

(22SET) Braga Municipality and School EB 2,3 de Tadim.



Braga Municipality challenged a group of students from Tadim EB 2,3 to make an intermodal journey (pedestrian mode, train, bus, funicular and boat) with the aim of raising awareness for behavioural change regarding mobility options. The students started at Tadim Station, continuing their journey to Braga. The students then took the bus to Bom Jesus, where they had the opportunity to participate in a guided tour of the Unesco World Heritage site.

