

Clean air! It's your move



Great participation of Roma Capitale to the European Mobility Week 2013, from September 16 to 22. More than forty projects were proposed by municipalities, associations, foundations and sports groups, all coordinated by the City Department of Mobility. In this most important annual event in terms of strategies promoting the relationship between mobility and

sustainability in the urban spaces, the program is presenting initiatives for pedestrians, cyclists, car-sharer and for electric and public transport. The aim is to spread an unanimous message of sustainability, leaving the car at home and look for alternative solutions for mobility. The objective of the European week, in fact, is to promote every kind of alternative mobility solution which allows to move quickly and safely, to convince public administrations in encouraging initiatives to improve the system of movements in metropolitan areas.

This year the slogan adopted by the European Commission is "Clean Air! It's your move", a clear call to strengthen the awareness that mobility with low environmental impact contributes significantly to reduce the problems related to pollution derived by congestion. An essential goal of the EU week is then to sensitize citizens on the relationship between the motorized traffic, degradation and air pollution in urban areas, highlighting the active role that each citizen can have for the redevelopment of the urban environment and the improvement of air quality through their own choices mobility.

People interested in riding bike to work were having the opportunity in the course of the week, among others, to take part to the Bicibus, the Bike breakfast, the Cicloaperitivo, the Ride of the full moon, the Great Trail ring road, the Ciclofficina the Laboratory of history and the anatomy of the bicycle at the exhibition "once upon a time the bike: vintage bicycle show through the twentieth century organized in the space of Eataly. With regard to electric mobility the EU week gave possibility to be in the ElettroRaduno or to visit the exposure to electric charging points in via dei Fori Imperiali and to have a look to the temporary parking of Aquarius, Eur district, where the test of electric vehicles was possible. In addition, who was interested to take part September 17 to the conference "Smart mobility for most livable cities", organized by Roma Capitale and Netherlands Embassy with the coordination of the Foundation of Sustainable Mobility, could decide to go walking all

together from Piramide metro station to Capitol Hill as well as for the events of 22 September - European Car Free day. Lovers of public transport could participate to win a dinner on the ATAC tram jazz... and many other initiatives on public transport or sharing solutions, all promoted in city official websites and in the the joint Atac and Mobility Agency open space in Piazzale Flaminio and in Via dei Fori Imperiali. See www.muoversiaroma.it.