

# EcoMobility World Festivals

Briefing note on interested cities to host the next festival



## What is the EcoMobility World Festival?



EcoMobility Ride during the EcoMobility World Festival 2013

The EcoMobility World Festival (EMWF) concept was initiated by ICLEI - Local Governments for Sustainability.

The EcoMobility World Festival is a month-long presentation of an innovative and forward thinking urban transportation culture. It is organized as a community-based *mise-en-scène*, during which one neighbourhood is temporarily converted into an “ecomobile neighbourhood” to present a real-life vision of car-free urban living for the future. The neighborhood will turn car-free and its community will experience an ecomobile environment and lifestyle for one month, a once-in-a life time opportunity to

explore choices by living through a different scenario. The project is framed as a Festival so that it is perceived as fun for all people involved.

## 5 Reasons why a city should host the festival



### Testing urban design and transport solutions

for an ecomobile city and exploring residents' acceptance



### Having a direct dialogue with residents

in the city and support transport policies with international experts as advocates



### Providing direct economic benefit to the neighbourhood during the Festival



### Raising the international profile

and prestige of the city especially through the city's progressive transport policy



### Obtaining direct feedback

on the transport policy and practice from local and international experts and stakeholders

## EcoMobility World Festivals so far

### Johannesburg, South Africa (2015)

“Change the way you move!” when 75,000 cars were removed from the Sandton Central Business District (CBD)

[emwf2015.iclei.org](http://emwf2015.iclei.org)



Results from the festival in 2015

### Kaohsiung (2017)

“One month, one neighbourhood, no ecomobile” - 300,000 visitors at the historical Hamasen neighbourhood

[emwf2017.iclei.org](http://emwf2017.iclei.org)

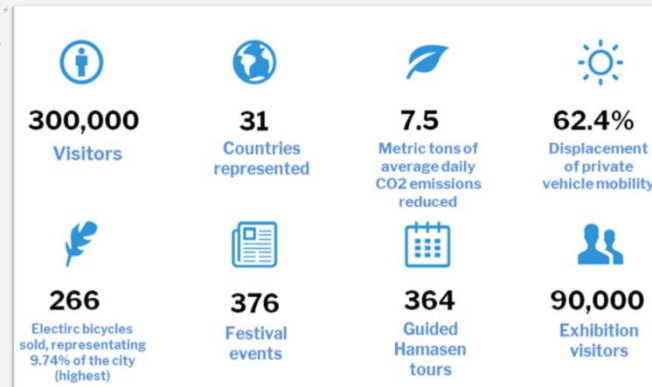
### Suwon, South Korea (2013)

“One month, one neighbourhood, no cars” at UNESCO Haenggungdung neighbourhood

[emwf2013.iclei.org](http://emwf2013.iclei.org)



Results from the festival in 2013



Results from the festival in 2017

## What is the EcoMobility Congress?

ICLEI's EcoMobility World Congress series was launched in October 2011, Changwon, Republic of Korea, to establish a global forum on sustainable mobility for local governments and their partners. It is an integral element to the EcoMobility World Festival to attract international experts to the Festival for them to witness the unique experiment and to discuss and share their experiences and opinions on car-free development.

## What are the Requirements to host the EcoMobility World Festival?

The following are the most essential requirements for any city intending to host the EcoMobility World Festival.

1. **Political leadership with determination and strong will** to implement a month-long automobile free event.
2. **Identify a neighbourhood** that will be the venue for the World Festival
3. Be ready to organize the Festival with **intensive residents' and stakeholders' participation**
4. **Be prepared** to handle constructive comments from local businesses and citizens and to talk to them in order to find solutions that address their concerns
5. Be aware of the **cost and prepare a budget**
6. Allocate **sufficient resources** for the Festival and the Congress
7. Work with **local and international media**

## Interested to learn more?

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