

# Competition Manual

for

Small Events and Activities Competition

as part of the

# EUROPEAN MOBILITY WEEK

16-22 September

## Malta 2020



## Table of Contents

1 Small Events and Activities Competition .....	3
1.1 Preamble .....	3
1.2 Theme for 2020.....	4
2 Regulations.....	5
2.1 Eligibility Rules .....	5
2.2 Theme and Sub-themes 2020 .....	7
2.3 Selection Criteria.....	9
2.4 Submission Process .....	11
2.5 Grant Payment .....	12
3 Application Form Guidelines.....	13
Section 1.....	13
Section 2.....	13
Section 3.....	14
Section 4.....	14
Section 5.....	14
Section 6.....	14
Section 7.....	14
Section 8.....	15

## 1 Small Events and Activities Competition

### 1.1 Preamble

This competition forms part of the EUROPEANMOBILITYWEEK. The EUROPEANMOBILITYWEEK (EMW) Committee headed by Transport Malta is once again launching its annual Competition to organise Small Events and Activities in localities around Malta and Gozo. The aim of this Competition is to promote sustainable transport at locality level.

All Local Councils and Non-Governmental Organisations (NGOs) interested in participating in this year's EUROPEANMOBILITYWEEK campaign are eligible to participate. The Campaign will be celebrated all over Europe between the 16<sup>th</sup> and 22<sup>nd</sup> September.

As part of this competition, Local Councils and Non-Governmental Organisations in Malta and Gozo are invited to submit proposals to organise events activities which will subsequently be considered for funding. Proposed Measures are to meet the themes, criteria and eligibility rules listed as part of this document. To this affect, this manual is to be considered as a guide to Applicants.

For this year, a maximum of eight (8) activities to organise the proposed events and activities during the EUROPEANMOBILITYWEEK, 16<sup>th</sup> and 22<sup>nd</sup> September 2020. In this regard, prospective applicants are advised to read and follow this manual carefully.

It is important to note that all promotion in relation to this grant must follow the approved corporate image. Evidence must be shown (through photographs, copies of publicity material etc.) that the EUROPEANMOBILITYWEEK Logos have been featured on all publicity material used in relation to the activities to be organised as part of the awarded grant. Failure of such shall result in loss of funding.

For any clarifications throughout the publication period of this Competition, applicants are invited to contact Transport Malta on [sustainablemobility.tm@transport.gov.mt](mailto:sustainablemobility.tm@transport.gov.mt).

## 1.2 Theme for 2020

The theme for 2020 is **'Zero-emission mobility for all'** thus focusing on clean, accessible and active mobility. This year's theme reflects the ambitious targets laid out in the European Green Deal which aims to achieve a 90% reduction in transport emissions by 2050 (Brussels. European Commission, 2019). Recent studies conducted by the European Environmental Agency show that the emissions from the transport sector in Europe have risen by 28% between 1990 and 2018 (Nemeth *et al.*, 2020). In this regard, there is an urgent need to foster carbon-neutral transport solutions in urban areas (Nemeth *et al.*, 2020).

Local streets are almost solely dedicated to vehicles and this has reinforced a cultural mindset towards the use of private vehicles (Transport Malta, 2016). In this regard, more investment should be dedicated towards increasing street accessibility as well as pedestrian and cycling infrastructure. For this reason, the EUROPEAN MOBILITY WEEK campaign is a good opportunity for Malta to focus on inclusive, carbon-neutral transport. Hence, the Campaign should be used to encourage investment to improve street liveability – improving walkways, increasing greenery and accessibility.

However, given the choice, the public is inclined to give up their private vehicle in exchange for more sustainable transport modes. There are sections of the public who are willing to walk if the appropriate infrastructure is available and safety is ensured. This is also in view of the increasing environmental awareness.

Given that the average car commuting journey is only 5.5km and twenty (20) minutes long, there is great potential to adopt cycling and other micro-modal transport means as a faster and cleaner alternative means of transport (Transport Malta, 2016). Furthermore, Malta being the size it is, many destinations are a ten (10) minute walk away from the town centre (Transport Malta, 2016). In this regard, there is great potential that the right measures are taken up by the general public as these provide another travel option.

Activities and measures to be implemented as part of the 2020 Campaign will be done with the scope to encourage walking and cycling, improve street liveability in urban cores and improve infrastructure to make it more accessible for pedestrians, cyclists and the mobility impaired. The campaign should also aim to enhance awareness directed at the general public and to pilot new measures at locality level.

## 2 Regulations

### 2.1 Eligibility Rules

Participants are required to be compliant with the **'Terms and Conditions'** as listed below in order to be eligible for the grant.

The proposal must be designed in accordance with one of the following three categories:

#### **Category A – Car Free Day**

##### **Grant available for Category A: €1,500**

The participant is expected to organise a car free day (preferably on the 22<sup>nd</sup> September 2020) in which a number of streets and/or public spaces within the locality shall be closed for vehicular traffic except for emergency and public transport vehicles. In this regard, a road closure permit as approved by the Traffic Management Unit within Transport Malta must be attached to the application form. Car Free Day activities proposed on days other than the 22<sup>nd</sup> September, but which still fall within the EUROPEANMOBILITYWEEK (i.e. 16<sup>th</sup> to 22<sup>nd</sup> September) are eligible for the grant. However, further points shall be awarded to those applicants who propose a Car Free Day on the 22<sup>nd</sup> which coincides with World Car Free Day.

#### **Category B – Week of Activities**

##### **Grant available for Category B: €2,000**

The participant is expected to organise a series of activities to be held between the 16<sup>th</sup> and 22<sup>nd</sup> September 2020 in line with the EUROPEANMOBILITYWEEK theme and the subthemes indicated in this document. Activities may include information/awareness activities, data collection activities, public consultation and demonstration activities as well as the testing of small pilot projects. Should any of the activities require road closures, road closure permit as approved by the Traffic Management Unit within Transport Malta must be attached to the application form.

## Category C – Week of Activities and Car Free Day

### Grant available for Category C: €2,500

The participant is expected to organise a week of activities and a Car Free Day to be held on the **22<sup>nd</sup> September 2020**.

The **road closure permit** as approved by the Traffic Management Unit within Transport Malta for any activities which require road closures **must be attached** to the application form.

*In cases where a week of activities is being proposed including a car free day, but the car free day is being proposed on any other day except the 22<sup>nd</sup> September; then the proposal will be treated as a Category B activity and eligible for the €2,000 grant and not the €2,500.*

The Activity must be recognised by the European Commission as a EUROPEAN MOBILITY WEEK event. For this to take place, the following must be adhered to:

The participant must be:

- i) A Local Council or an NGO participating under the patronage of a local council
- ii) The proposal must meet one of the categories as listed in A, B or C above
- iii) The event MUST be registered on the <http://www.mobilityweek.eu/>
- iv) ALL registrations of events on the Mobility Week Website are to take place not later than 15th September 2020.

**Important Note to all NGOs:** In order for the activities proposed by NGOs to be considered eligible for this grant, the participating NGO must submit the proposal in conjunction with a Local Council who will be considered as the 'patron' of the event. In this regard, the Patron Council will only have to:

- 1) Agree to act as patron;
- 2) The mayor of the patron local council must sign the application form
- 3) Register the event on <http://www.mobilityweek.eu/> on behalf of the NGO once the event is approved for sponsorship by the Evaluation Committee.

## 2.2 Theme and Sub-themes 2020

The activities proposed must conform with this year's EUROPEAN MOBILITY WEEK theme *Zero-emission mobility for all*, as well as the sub-themes listed hereunder. Proposals which do not follow the themes below shall be considered ineligible for the grant.

### Theme 1: Zero-emission mobility for all

The theme for 2020 is '*Zero-emission mobility for all*' and is therefore focusing on clean, accessible and active mobility. Therefore, cities and villages are being encouraged to promote clean and accessible transport, while focusing walking and cycling over private vehicle use. This could reduce traffic congestion in village cores while also contributing to a higher quality of life for residents. Walking, cycling and other zero emission transport modes could be promoted by:

- i. Launching awareness campaigns to promote walking, cycling and other zero emission transport modes;
- ii. Testing of temporary pedestrian areas in the locality (for example vehicular access is restricted in the village core/ commercial area) with the intention of future permanent implementation should it be found to be successful;
- iii. Testing of or implementation of small infrastructure which would assist walking/cycling or increase accessibility at local level such as zebra crossings in particularly unsafe locations/ installation of ramps/ embellishment of a particular section of the locality/ installation of dog-waste bins along a frequently used paths;
- iv. Surveys with residents/businesses to assess possible acceptance of planned projects or measures that are being piloted;
- v. Setting up of cycling lessons to be organised by the Council Information deployment such as signs showing estimated Km/time required to walk/cycle to a particular location (such as church/ grocer/ school/ market etc.)

### Theme 2: Environmental and Energy:

This theme may include projects/activities with the following aims and objectives:

- i. Contribution to the improvement of local air quality levels in the locality;
- ii. Contribution towards Malta's National Climate Change and energy efficiency targets;
- iii. Noise pollution abatement measures;
- iv. Use of transport which makes use of clean energy sources.

## Theme 3: Sustainable Urban Planning:

This theme may include projects/activities with the following aims and objectives:

- i. Better use of public spaces;
- ii. Better use of road space.

Projects under this theme may include piloting of pedestrianisation projects, setting up of temporary street gardens, relocation of parking spaces outside the urban centre for the duration of mobility week etc.

## Theme 4: Sustainable Transport:

This theme may include projects/activities with the following aims and objectives:

- i. Promotion of the road space as a shared space;
- ii. Measures and activities promoting modal shift;
- iii. Use and promotion of non-car modes;
- iv. Piloting/promoting sustainable carriage of goods within the urban centre;
- v. improved road safety for cyclists/ pedestrians/school children;
- vi. Piloting of temporary local cycling lanes and routes.

The proposed activities which shall be eligible for funding need to address one, or a number of, the themes indicated in the list above. Activities that do not address any of these themes will be disqualified.

Activities of a research nature – such as data collection/ public consultation activities where the local council/NGO needs to learn more about a subject with the possibility of seeking further funds in the future – are eligible for this grant.

Simultaneous activities running in parallel to the proposed activities may be of a cultural, artistic or commercial nature, as well as recreational activities for the family within the areas reclaimed from traffic. It is important to note, however, that the funding for the organisation of these parallel activities shall not be eligible under this grant.

Only activities strictly addressing the above mentioned themes are eligible for the grant. Also keep in mind that the main FOCUS of the events and activities must be to promote sustainable transport as per this year's EUROPEANMOBILITYWEEK theme: *Zero-emission mobility for all.*



# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER

In case of street/road closures, the streets chosen for the hosting of activities would still have to leave ample and clear spaces for other modes of transport including cycling and other forms of mobility except conventional cars.

**Important note: Closure of public roads and any proposed diversions of traffic must be approved by Transport Malta and the Police where appropriate. Local Councils planning (or being requested by the Voluntary Organisations) such road closures are required to apply to Transport Malta (Mr. Domenic Vella email: [domenic.vella@transport.gov.mt](mailto:domenic.vella@transport.gov.mt); telephone: 25555067) with a notification of which roads will be closed and how the traffic will be diverted. In implementing road closures and traffic diversions, the Local Councils are responsible for observing the relevant regulations and ensuring public safety at all times.**

## 2.3 Selection Criteria

The proposals shall be evaluated against the following criteria:

					Max Score
<b>Category A: Car Free Day</b>					
Is a Car Free Day being proposed (on a day other than the 22 <sup>nd</sup> September 2020)?	5				<b>10</b>
Is a Car Free Day being proposed on the 22 <sup>nd</sup> September 2020?	10				
What impact will the space selected for closure have?	<i>Negligible</i>	<i>Medium</i>	<i>Strong</i>		<b>10</b>
	3	5	10		
What are the times selected for closure?	<i>6 Hours</i>	<i>10 Hours</i>	<i>12 Hours or more</i>		<b>10</b>
	3	5	10		
Are any activities planned in parallel to the road closure? If so, are they in line with the themes being promoted?	<i>Zero-emission mobility for all</i>	Environment and Energy	Urban Planning	Sustainable Transport	<b>Total</b>
	14	2	2	2	<b>20</b>

# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER

<b>Category B: Week of Activities</b>				
Activities organised on one day only	1			<b>10</b>
Activities organised on two days only	2			
Activities organised on three days only	5			
Activities organised on four days only	6			
Activities organised on five days only	7			
Activities organised on six days only	8			
Activities organised on seven days	10			
<b>Are the activities in line with the sub-themes selected?</b>				
<i>Zero-emission mobility for all</i>	14			<b>20</b>
<i>Environmental and Energy</i>	2			
<i>Sustainable Urban Planning</i>	2			
<i>Sustainable Transport</i>	2			
<b>Are the ideas proposed innovative (not done in previous years by other entities)?</b>	5			<b>5</b>
<b>Has an effective marketing plan been proposed?</b>	5			<b>5</b>
<b>What is the impact of the activities proposed compared to the aim they are trying to achieve?</b>	<i>Negligible</i>	<i>Medium</i>	<i>Strong</i>	
	2	5	10	<b>10</b>
<b>Total Possible score</b>				<b>100</b>
<b>Category C shall be treated as total of the above two Categories.</b>				

# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER

## 2.4 Submission Process

Local Councils and Non-Governmental Organisations (NGOs) are invited to submit a brief description of the proposed activities using the Application form attached to this Call for Proposals.

Applicants are to submit proposals in digital format (PDF document) via email on [sustainablemobility.tm@transport.gov.mt](mailto:sustainablemobility.tm@transport.gov.mt).

**Applications should be submitted by Monday 24<sup>th</sup> August 2020. Proposals received after this deadline will not be considered for this sponsorship.**

Following acceptance of the proposals the entities selected must register their events on <http://www.mobilityweek.eu/> under the section "Participants" by no later than the 15<sup>th</sup> September 2020. Only after the event has been registered and accepted by the EU Commission can the European Mobility Week corporate logo be used in the promotion of the event and therefore qualify as a European Mobility Week activity.

## 2.5 Grant Payment

Selected proposers will be notified by email of their selection.

The grant shall be reimbursed by Transport Malta upon receipt of a Request for Payment (sent by email) and supported by:

- Proof that the activity has been registered on the European Mobility Week website by the respective Local Councils (or Patron Council in case of NGO grants);
- A detailed budget breakdown of expenditures made and supporting proof of payment (invoices and receipts)
- A written report of the events including information on activities held, public participation, marketing held by the organisers etc.;
- Evidence that EUROPEANMOBILITYWEEK logos and official promotion was used on all publicity material related to the event;
- Any data gathered during the activity
- Photographs of the event/s

**Payment request and any other supporting documents and publicity materials shall be received by not later than the 31<sup>st</sup> October 2020. Failure to do so shall result in the ineligibility of the reimbursement.**

It is to be noted that only costs spent on the event will be reimbursed and only up to a maximum of the grant indicated per category. Budget overruns will have to be covered by the applicant. In cases where the invoices sent amount to less than the indicated grant per category the remaining (unused) grant will not be reimbursed. For any clarifications regarding this competition, please contact Transport Malta on [sustainablemobility.tm@transport.gov.mt](mailto:sustainablemobility.tm@transport.gov.mt).

## 3 Application Form Guidelines

### Section 1

**All applicants are asked to fill in this section.**

Applicants are asked to list the person within the Local Council or Non-Governmental Organisation (NGO) who is going to be considered as the main contact point throughout the application process. The direct telephone/mobile line and email address of the contact person should also be provided. The generic telephone/mobile lines as well as email addresses will not be accepted.

In case of a Non-Governmental Organisation (NGO), Applicants are asked to name the Patron Local Council who will register the event on the EUROPEAN MOBILITY WEEK website on behalf of the Applicant.

### Section 2

**All applicants are asked to fill in this section.**

In this section Applicants are asked to indicate the events and activities that they plan to organise.

#### Car Free Day

Applicants are expected to organise a Car Free Day (preferably on the 22<sup>nd</sup> September 2020) in which a number of streets and/or public spaces within the locality shall be closed for vehicular traffic except for emergency and public transport vehicles.

It is to be noted that points will be awarded depending on the duration and the space that shall be closed for traffic for the purpose of the Car Free Day. **Road closure permit/s granted by Transport Malta must be attached to this Application Form as Annex I.**

#### Week of Activities

Applicants are expected to organise a series of activities to be held between the 16<sup>th</sup> and 22<sup>nd</sup> September 2020 in line with this year's EUROPEAN MOBILITY WEEK theme and the sub-themes indicated in this document. Activities may include information/awareness activities, data collection activities, public consultation and demonstration activities as well as the testing and demonstration of small pilot projects.

# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER

## Section 3

**All applicants are asked to fill in this section.**

In this section Applicants are to provide a programme of activities that are being proposed as well as a **DETAILED** description of each proposed activity. Applicants are also requested to include the planned to hold these events and activities.

## Section 4

**All applicants are asked to fill in this section.**

In this section Applicants are requested to provide a description how the proposed events and activities contribute to this year's EUROPEAN MOBILITY WEEK theme.

## Section 5

**All applicants are asked to fill in this section.**

In this section Applicants are requested to provide a description how the proposed events and activities contribute to the indicated sub themes.

## Section 6

**All applicants are asked to fill in this section.**

In this section Applicants are requested to provide a description of the measures that will be taken to ensure public safety during the events.

## Section 7

**All applicants are asked to fill in this section.**

In this section Applicants are requested to provide a description of the measures that will be taken to publicise the events and activities that will be organised.

## Section 8

**All applicants are asked to fill in this section.**

In this section applicants are requested to provide a detailed budget breakdown of the proposed activities which should include item description, units to be purchased and cost.

It is to be noted that the eligibility of the proposed costs shall be considered on a case by case basis and subject to the relevance of the cost of the activities being proposed (which in turn is being evaluated based on the relevance to the theme/s and objectives that Applicants are trying to achieve).

**N.B.: All Applicants are requested to fill in the Commitment Forms as part of the Application Form.**