

# Towards a low-carbon, inclusive and healthy mobility in Europe

Ensuring clean air through green mobility  
for all european citizens

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*Barcelona, September 21th, 2023*



# General approach

ECODES' work on transport and mobility

Transport sector  
decarbonization  
through its  
electrification and  
just transition

The diagram consists of two large dark red circles positioned horizontally. The left circle contains the text 'Transport sector decarbonization through its electrification and just transition'. To the right of this circle is a dark red plus sign. To the right of the plus sign is another large dark red circle containing the text 'Mobility transformation and cities'.



Mobility  
transformation and  
cities

# Urban transformation towards 2030

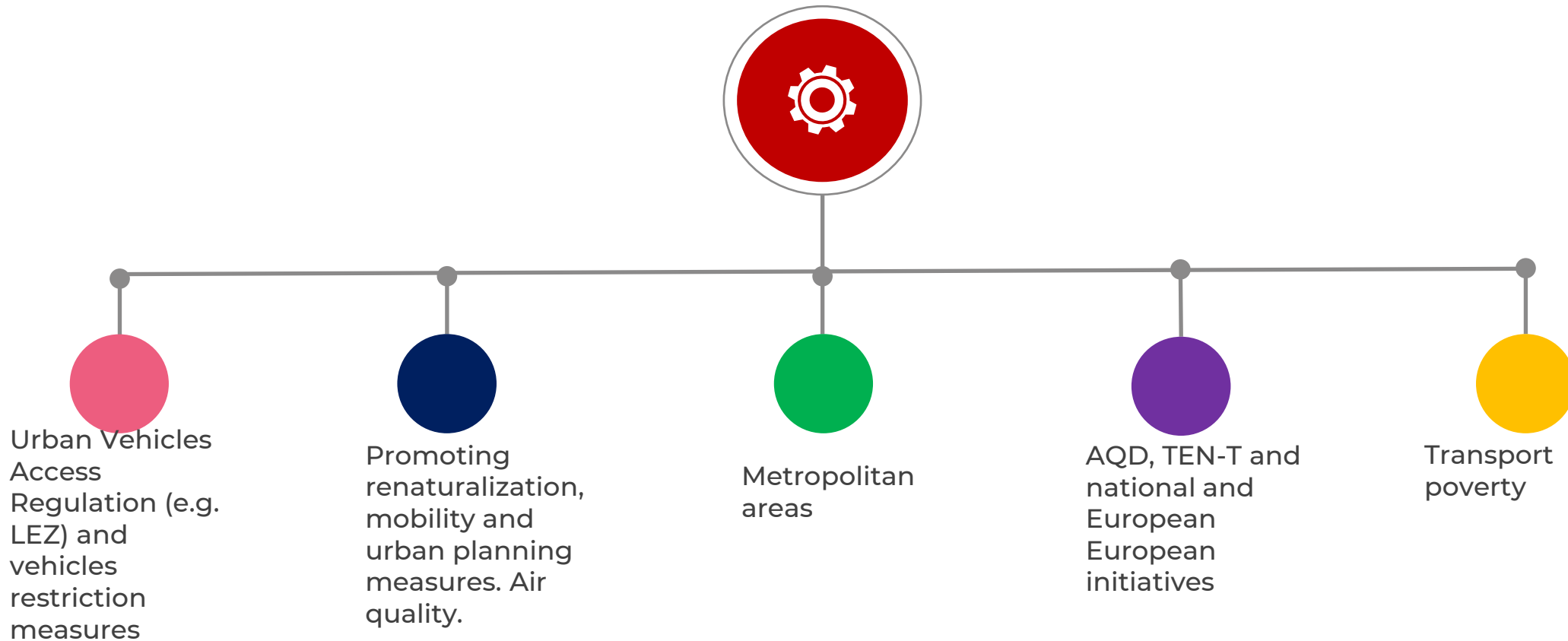
Clean Cities Campaign (CCC)



Clean Cities Campaign is a **European coalition of more than 70 entities** (NGOs, environmental associations, grassroots movements and civil society organizations) **operating in 13 European countries**, which aims to **encourage municipal decision-makers and national governments to develop policies and implement measures in the short and medium term to achieve zero-emission urban mobility by 2030.**

# Clean Cities Campaign

ECODES' work



8 priority cities (6/7 Spanish EU Mission Cities 2030) | 151 mandatory cities (+50k inhabitants) | + 400 relevant cities (+20k inhabitants)

CleanCities



#EspacioParaRespirar

## #SpaceToBreathe campaign

An initiative of five Spanish NGO for  
local elections and new city councils

# #SpaceToBreathe campaign

The petition

## Goals

Influence the political agenda

Seek compromises for "the day after"

Involving citizens for the common good

Raise awareness and sensitize







# #SpaceToBreathe campaign

The idea



## Astronaut

The image of an astronaut attracts attention (**impact**), it speaks to us of space and also of breathing.

Society has a **positive** image and allows to develop a **pedagogical** communication.




**Slogan: The public space is the only one we need to conquer**

# #SpaceToBreathe campaign

The campaign



 Madrid.  
Astronaut walk

Madrid  
Valencia  
Sevilla  
Zaragoza  
Valladolid


Public space  
Air Quality  
Low Emissions Zones  
Childhood life  
Renaturalization  
Elderly people  
Public transport  
Health



T-shirts  
Postcards  
Posters  
Video spot  
Banners  
Instagram filter

Casting  
Meetings with candidates  
Citizen bike rides  
Letter to candidates  
Information sessions  
Press releases  
Electoral debate  
Media appearances



 Zaragoza.  
Meeting with candidates.



# “The day after” in Spanish cities

Cultural / ideological warfare?



Xavier García Albiol  
@Albio\_XG

Seguir

Aprobamos aplazar hasta 2027 la entrada en vigor de la ZBE (Zona de Bajas Emisiones) en Badalona -que tenía que entrar en vigor el próximo 1 de enero de 2024-. No se puede castigar a los vecinos a cambiarse el coche en medio de un momento económico tan difícil.

#Badalona



1:21 p. m. · 18 sept. 2023 · 534,4 mil Reproducciones

## El PP y Vox de Majadahonda votan en contra de reducir el tráfico y tachan la política ambiental de “religión climática de Occidente”

PP y Vox cumplen su promesa electoral y eliminan numerosos carriles bici

«Los comerciantes de Bilbao que se oponían ahora quieren que sus calles sean peatonales»

## Madrid se erige como la principal oposición a las medidas anticontaminación de Europa

Varios ayuntamientos gobernados por PP y Vox eliminan las ZBE y las restricciones a los vehículos sin etiqueta

PP y Vox empiezan el desmantelamiento de carriles bici en Elche

ZONAS DE BAJAS EMISIONES >

**E** Transportes advierte por carta a los ayuntamientos de que les retirarán los fondos europeos si frenan sus zonas de bajas emisiones

El ministerio ha enviado una misiva a las 200 localidades que han solicitado ayudas tras el pulso de varias ciudades gobernadas por la derecha contra las restricciones de tráfico

## Ocho regiones europeas proponen una nueva directiva antipolución más flexible

• La ministra Teresa Ribera ve “indecente” que el Govern catalán quiera rebajar las exigencias en calidad del aire en la nueva normativa destinada a acercar los nuevos valores límite a las recomendaciones de la OMS



**QUESTIONS**

## European priorities and Spanish Presidency of the EU Council

### What issue do you consider crucial to be discussed tomorrow during the informal ministerial meeting on Transport?

**Euro 7** -> Industry pressure, the conservative wave and the Spanish presidency - *it has presented a new text for discussion* - leave an essential regulation in "nothing".

but also...European **Rail** System, HDV CO2 standards, transport **taxation**.

and finally...European environmental (emissions) labeling system for vehicles\*

### How would this topic affect the next EU elections campaign?

The policies of restricting vehicles in cities and the roadmap for banning internal combustion vehicles (2035), progressively reducing their emissions and discouraging their use and production will confront the parties. The roadmap for the decarbonization of transport and the transformation of mobility will be a crucial item on the agenda in the framework of the debate on Europe's climate ambition. Danger of pressure from industry and the European conservative and ultra-right (nationalist) wave.

\*This is an ECODES proposal that we would like to promote at the European level in the near future.



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