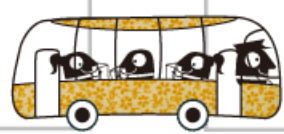


Korea EcoMobility Week 2015

IN PARTNERSHIP WITH EUROPEANMOBILITYWEEK



ICLEI Korea Office, the national coordinator of European Mobility Week since 2015, has conducted interviews with mayors and officials from three cities chosen as Best Practice – Busan, Wonju and Seoul.

Best Practice ① Busan Metropolitan City



Youth participation for EcoMobility

▷ Busan Metropolitan City

Busan hosted a youth forum to develop ideas on Eco Mobility policies and promote student participation for the sake of improving public awareness of climate change issues.

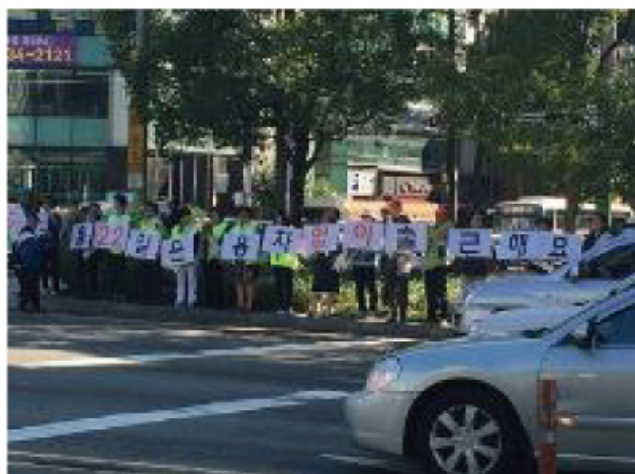
The Busan city government hosted the Climate Change Youth Forum under the theme 'Promotion of Eco Mobility in Busan' to discuss on multimodality and permanent measures. Receiving a video message from the Busan mayor, the youths had a group discussion with expert mentors on three key topics: combining various means of transportation, promoting bicycle use in Busan and policy to reduce car use.

In addition, the event featured an 'Eco Mobility quiz' and a lecture called 'What is Eco Mobility?'.

Many participants in the forum were enthusiastic in discussions and presentations, raising awareness activities of coping with climate change and promoting a sustainable Eco Mobility in Busan.

The city is planning to prepare another discussion forum to supplement the proposed ideas and publish the output in book and UCC form for promotional purposes.

Moreover, over the period of EUROPEANMOBILITYWEEK, the city carried out a campaign with community partners to promote the use of public transportation through a variety of media such as radio, electronic display boards (bus stops, LED displays at subway stations, traffic information boards) and website banners. On Car-free Day, Busan sent prior notice and received agreement for participation and closed parking lots in public organizations to lead voluntary participation by government employees.



Q&A with Mayor and Official in Charge



Q1. How can the EUROPEANMOBILITYWEEK contribute to making a sustainable city?



Suh Byung-soo,
Mayor of Busan
Metropolitan City

I believe EcoMobility Week has given the public an opportunity to consider fundamental problems in urban transportation, strategies and action plan for sustainable transportation through an one-week campaign, car-free and a youth forum for eco-mobility promotion.

Busan is striving to convert itself into a sustainable and eco-friendly city by improving EUROPEANMOBILITYWEEK and switching its transportation system from a car-oriented one to a citizen-oriented urban transportation system. This will be done **through policies and investment to promote eco-friendly transportation such as public transportation, bicycle and walking.**

Q2 What is the most important thing to improve public awareness of the event?



Official in charge from Busan Metropolitan City

The most crucial thing is active civic participation and green life practices such as energy conservation and greenhouse gas reduction will jumpstart an eco-friendly transportation culture. To achieve this, we are continuing campaigns, education and promotions through using media such as broadcasting and advertising, building a cooperation network with civic organizations and green leaders, and discovering fresh ideas and applying them to policies to reduce the social, economic and environmental costs generated by transportation problems.

