

# 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 2 City of Wonju



## ‘Great step forward’ toward EcoMobility

▷ City of Wonju

**Wonju named an interactive program section for EUROPEANMOBILITYWEEK as ‘a great step forward’ and organized related programs to raise public attention on eco-friendly means of transport. Additionally, the city utilized EUROPEANMOBILITYWEEK to enhance existing permanent measures and policies.**

The city exhibited eco-friendly means of transport (Mono-rail, Segway, Personal Rapid Transit(PRT)) to provide information on alternative eco-friendly means of transport and organized events, such as making cotton candy using a bicycle generator and producing and racing solar-powered cars. Moreover, the resident-led campaign “Promotion of eco-friendly bicycle riding: Love roads! Move on two wheels!” as part of Car-free Day, where city residents rode bicycles wearing T-shirts to promote bicycle use.

Apart from these events, a children’s drawing contest (for primary school students) was held on “reduction of greenhouse gases by using eco-friendly means of transport,” delivering a message on the importance of eco-friendly means of transport to adults as well as children.

In addition, the city proposed and launched sustainable plans such as operation of a participant group for ‘Green transport point service’ and ‘Bicycle monitoring and map building’, which caused to promote a positive image of EUROPEANMOBILITYWEEK relatively unknown in Wonju.

‘Green transport service’ promotes eco-friendly means of transport by measuring moving distance made by bicycle and walk through a smart phone app, converting the distance to points and offering incentives for those points.

A project called ‘Bicycle monitoring and map production’ seeks to resolve user inconvenience and raise bicycle use by providing information for cyclists online on things such as bicycle racks, sellers and repair centers in a consistent and systematic manner.



## Q&A with Mayor and Official in Charge



### Q1. How do you think the EUROPEANMOBILITYWEEK event can contribute to making a sustainable city?



Won Chang-Muk,  
Mayor of Wonju City

In the UNFCCC held in Paris in 2015, most countries agreed on the need for reduction of greenhouse gases and Korea also promised to cut 2030 Greenhouse gases by 37 percent from BAU level to respond to global warming.

To achieve this, Wonju holds weekly car-free days every September in cooperation with Agenda 21 for Wonju. The event last year was renamed an Ecomobility Week(name of 2015 European Mobility Week in Korea) event in which a number of residents participate in more active and various events.

We have also conducted a bicycle campaign, related facility monitoring and bicycle map bicycle map building (as a ‘Permanent action’) via Eco Mobility Week event last year to improve convenience for cyclists and promoting bicycle use.

Meanwhile, we have achieved the triple effect of awarding points by signing an agreement on Green Transportation Point Service with the Korea Transportation Safety Authority, improving health and reducing greenhouse gases.

In addition, Wonju city hosted an eco-friendly transportation painting competition and interactive program for kids to give them the opportunity to get familiar with climate change issues.

**Since our participation in EMW last year, I have thought we can inform the seriousness of climate change such as global warming to our citizen.**

**I also believe that even small actions of individuals can make our cities sustainable. Local governments and civil organizations should urgently cooperate with each other to develop this global action, EMW.**

### Q2. What are the benefits of the EUROPEANMOBILITYWEEK and Wonju’s policy promotion using it?



Official from Wonju City

To help create the proper atmosphere for practicing green life, Wonju has developed and held programs via ‘Wonju Car-free Day’ such as the annual closure of car parks and interactive programs. But after a review of programs to promote sustainability, the effect of closing car parks turned out to be low amid a number of complaints from residents on traffic caused by cars parking in residential areas, and the interactive programs were just one-off events. EUROPEANMOBILITYWEEK has the advantage of being a voluntary event that delivers clear messages and tangibly contributes to the promotion of eco-friendly transportation and CO<sub>2</sub> reduction by suggesting the introduction and operation of sustainable programs through a ‘Permanent action’ after the event. Wonju has run Green Transportation Point Service after participating in the EUROPEANMOBILITYWEEK 2015. The city has received positive feedback about the service, a detailed and effective way of low carbon life, and over 300 participants have reduced about 1,362kg of greenhouse gases over four months.

**The unique and differentiated advantages of EUROPEANMOBILITYWEEK include delivery of clear messages and suggestions of sustainable program, and these will be utilized to promote public awareness .**



Official from Wonju City

### Q3. What is your future plan to achieve eco mobility?

Avoiding just a one-off event, we are planning continuous media promotion together with signature campaigns to effectively deliver the meaning of events and purpose using promotional methods such as leaflets, website and electronic signs to the public. These will help us operate better events for upcoming EUROPEANMOBILITYWEEK.

