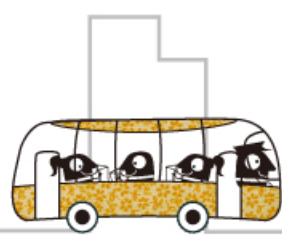


# Korea EcoMobility Week 2015

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 3 Seoul Metropolitan Government



## Raising public awareness of EcoMobility via bicycle campaign

▷ Seoul Metropolitan Government

The city of Seoul has given residents a positive impression on understanding Eco Mobility and participation in related events by organizing an extensive campaign to improve public awareness prior to Car-free day.

Seoul city held 'Seoul Car-free Day (September 20)' additionally and organized programs and performances in the program zone (Healing station – Alert station – Safety station – Experience station – Environment station) under the concept of 'Travel on Seoul Roads', which guides travel in certain road sections of the central business district (CBD) where traffic is restricted. For the day, the city appointed an organizing committee consisting of about 20 environmental and transportation civic groups and provided 103 programs with 117 booths.

A proclamation ceremony for Car-free Day was held as well as pre-events such as a signature campaign, sending notification letters to stores in an event area, distributing leaflets to the public, putting up posters and conducting a bicycle promotion campaign before appointing busy CBD roads as 'car-free roads.'

The bicycle promotion campaign lasted for three days (September 17–19), with various programs held including tours of main roads in Seoul, driving in vehicle restricted sections, tours of large-scale apartment complexes in 25 suburbs, and campaigns around pedestrian crossings near car-free roads to raise understanding of the event and encourage public participation.



## Words from the Mayor



Park Won Soon,  
Mayor of Seoul  
Metropolitan City,  
President of ICLEI

The most livable city should be a **'walkable city.'** The walkable city can improve public health, the municipal economy and the environment. Seoul is dreaming of becoming a city in which residents all walk together.

The capital in 2003 started 'Self-Car-free Day' based on license plate driving bans, a civic program to encourage the use of public transportation over private cars. Voluntary public participation has reduced the traffic in the central business district (CBD). In addition, the Seoul city government has established a Walking and Bicycle Department to carry out projects to improve the traffic environment such as increasing pedestrian-only street for pedestrians, the disabled and elderly. Furthermore, we have hosted "Car-free Day" since 2006 that includes cultural events on roads, and "Bicycle Marching Day" since 2009, in which about 5,000 Seoul residents ride bicycles in the middle of central districts in Seoul. This has created an eco-friendly transportation culture in our city.

Additionally, Seoul has closed down the Seoul Station high-level road built in the 1970s to turn it into a pedestrian-only road. The deteriorated road will be reborn as a symbol of a walkable city next year. Eco-friendly transportation such as public transportation and bicycles plays a significant role in making a sustainable city and protecting the planet via energy saving and climate change response. Seoul Metropolitan City is committed to making the capital breathable, walkable and people-oriented.

Visitors should bring their running shoes to Seoul. All roads will open for pedestrians. People are gathering and markets are opening in 'Car-free Road'. Walk around every corner of the city, go anywhere in the capital by public transportation and see cultural properties in the alleys of a 2,000-years-old city via bus and subway. I am so pleased to participate in the EUROPEANMOBILITYWEEK 2015. In closing, I sincerely wish you have a week to improve your health, our economy and our earth by walking instead of driving.

