

Carfree day 2010 - as a big event (e.g. ACTIVE TRAVEL NETWORK: brochure, flyer, teaser postcard, website, poster etc.)

Target audience

All people living in Norderstedt and all guests staying in Norderstedt.

Key objective

Norderstedt participates in the carfree day since the very beginning in the year 2000. Meanwhile, this event has become one of the biggest festivities in Norderstedt with roundabout 20,000 participants. On September 19th one of the main roads in Norderstedt (the 'Ulzburger Straße') was carfree and offers a lot of alternative possibilities to use this public space. As many years ago, a highlight was the musical procession 'MOVIMENTO'. In 2010, additionally, there was arranged a creative planning workshop on the street, where everyone who wants to could suggest and generate good ideas to enhance this street with the help of a model. This is part of the planning process to rebuild this street in a more attractive way.

Call for action

The population of Norderstedt (and all guests) should experience many different possibilities to use one of the main roads in Norderstedt. This experience will help to

- strengthen non-motorised traffic and
- create new ideas to rebuild this road in a more attractive way for the traders and restaurants as well as for customers and all other people who want to stay in this public place

In connection with a festivity there is a good chance to impart knowledge and positive attitude about new ideas. This was used to ask for further ideas with the help of the city model and the creative planning workshop.

Format and structure

Street festivity on the 'Ulzburger Straße' (a central part of 1.8 km of this street) from 10.00 – 17.30h as a carfree event on September 19th.

'MOVIMENTO', the traditional musical procession with Samba drummers and dancers and other musicians, occurred from 15.00 – 17.00h.

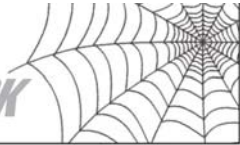
All day long there were many other activities arranged by the tradespeople, who do their business along this road.

Process

There is a tradition since the year 2000, that the urban administration organises one or more events at the carfree day and within the European mobility week.

In 2010 the main event happens at Sunday, on September 19th. It was already the 3rd year, that a central part of one of Norderstedts main roads, the 'Ulzburger Straße', was carfree for one day. The organisation of this event takes months and was shared by the administration and a cooperative of the traders. As an incentive for the shop-owners they got the special allowance to open their shops and sell on the carfree Sunday.

The administration takes care for road blocking, optical rearrangement of the street, cultural programme like the 'MOVIMENTO', information about pedestrian and cycle traffic, and the



organisation and realisation of the creative planning workshop on the street (together with experts).

The shop-owners decorated their shops and offered a lot of individual highlights (like a mountain bike show).

Tone and style

The carfree day is a festivity, which offers new ideas of non-motorised traffic on one of the main roads in connection with a lot of fun.

Layout/design

Traditionally, Norderstedt used the European logos for the mobility week to advertise for this event.

Languages

German.

Shelf-life and/or approach to update or follow-up

It was an event for one day with the target, to change infrastructure (of this street) within some years and with the support of the population in general and the shop-owners in particular in a way which is more attractive for non-motorised traffic.

Promotion and distribution strategy

People should experience how attractive this road could become, if some general conditions of great importance will change.

Monitoring strategy

There are two important facts being relevant as a feed-back:

- Over the years more and more people take part in the event carfree day. In 2010 there were 20,000 participants as a rough estimate. (Norderstedt has 75,000 inhabitants)
- The shop-owners were enthusiastic about the success and enforced the idea with a lot of engagement since 2008.

Indicative timeline

Starting with the preparations: January 2010

Event: September 19th 2010.

Review: September 29th 2010.