

# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER

**Mode Shift Month is a September-long celebration dedicated to all things walking, wheeling, cycling, and journey sharing by public transport or car.**

Take part in **Mode Shift Month**: Register your activity, share your story, and enter the awards!

## Supporting European Mobility Week: Mobility for Everyone

In 2026, EUROPEANMOBILITYWEEK has the theme: Mobility for Everyone. This year's campaign will place a focus on intergenerational fairness.

- 📍 Make a difference in your community
- 📍 Raise your profile nationally
- 📍 Get recognised for your impact

Mode Shift Month is held at the same time and in coordination with European Mobility Week (EMW).

  
Any activity a site completes during Mode Shift Month can go towards national STARS accreditation applications



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European Mobility Week takes place during Mode Shift Month.  
<https://mobilityweek.eu/the-campaign/>



## How to take part in Mode Shift Month

### Activity ideas:

- 📍 Intergenerational walking groups
- 📍 Family cycling days
- 📍 Accessible travel training (confidence building)
- 📍 Workplace inclusion (flexible commuting options)
- 📍 Taking part in World Car Free Day
- 📍 Using the FREE Mode Shift Month lesson plan ideas

We want to see your activity – share photos and stories using #ModeShiftMonth and tag @TeamModeshift

## Walk, Wheel, and Ride Day Tips

On World Car Free Day (22 September), thousands of organisations across the World open up their streets for people and close them to motorised traffic. Here are some quick tips on holding a Walk, Wheel, and Ride Day at your site:

- 📍 **Information** – provide clear information to everyone in your organisation about the aims and expectations of your Walk, Wheel, and Ride Day.
- 📍 **Involve Partners** – the more the merrier. The local authority, politicians, local businesses, the Police.
- 📍 **Share alternatives** – if you are closing any part of your site, or surrounding roads to cars, ensure that people are aware of their travel options.

Don't forget to register your activity to be eligible for awards.

## Mode Shift Month Awards

The Mode Shift Month Awards recognise organisations that have excelled in raising awareness of sustainable transport options and delivering activities during Mode Shift Month and World Car Free Day.

- 📍 **Enter the Mode Shift Month Awards**
- 📍 **Register your activity**
- 📍 **Deliver it in September**
- 📍 **Submit your entry by 31 October**

Sharing your activity on social media will strengthen your entry.

## Further information

Visit [www.modeshiftmonth.org.uk](http://www.modeshiftmonth.org.uk) where you will find a range of ideas and resources available to download.



MODE  
SHIFT  
MONTH

## Mode Shift Month Awards categories




-  Best Mode Shift Month Campaign – School
-  Best Mode Shift Month Campaign – Further/Higher Education
-  Best Mode Shift Month Campaign - Business
-  Best Mode Shift Month Campaign – Local Authority
-  Best Mode Shift Month Campaign – Residential
-  Best Mode Shift Month Campaign – Healthcare

## Eligibility

**To take part in the Mode Shift Month Awards your organisation must be registered with Modeshift either as:**

-  a Member (Public Sector/Corporate/Corporate Premium) of Modeshift
-  a registered site on the Modeshift STARS system

**Activities/initiatives must meet the following criteria:**

-  Must be delivered during Mode Shift Month (September).
-  Must promote a behavioural shift towards sustainable and active modes of travel
-  Must not encourage unlawful behaviour.

## Rules

By submitting a Mode Shift Month registration form, entrants will state an intention to carry out activities and initiatives during Modeshift Mode Shift Month. To be entered for the Mode Shift Month Awards, entrants must also submit a Modeshift Mode Shift Month Awards application form. Incomplete entries will not be valid for an award.

By submitting a registration form, the entrant accepts that they have read and understood the campaign rules, and that the information provided will allow Modeshift to upload your information to the UK section of the European Mobility Week website.

The Modeshift Executive Board's decision is final. The Modeshift Executive Board also reserves the right to reject a registration that does not comply with the requirements of the campaign.

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