

Re-Capture the Town of Hannover without the Car

**Overview:** The Department of Environment launched a Car-Free Sunday in the city centre in May 2008. Massive promotion material was produced and distributed to invite people to attend. Half main city centre was closed to car traffic enabling sport actions, bicycle flea market, events for children, info stands about sustainable traffic or pedestrians' rallies. For more information contact [m.demus@klimaschutzagentur.de](mailto:m.demus@klimaschutzagentur.de)

Target Audience				Actions			
X	Children		Transport companies	X	Clean and Energy Efficient Vehicles		Traffic Management
X	Teenagers		Car sales people	X	Cycling	X	Car Pooling
X	Students		Private companies		Transport Demand Management		Transport for People with reduced mobility
X	Adults		Other		Flexible mobility services		Eco Driving
	Old Age Pensioners			X	Travel Awareness Event(s)	X	Walking
	Decision makers			X	Mobility management		Other
	Local and regional authorities			X	Public Passenger Transport		

---

## Background & Objectives

---

- ? Problem to solve: too many cars day-by day driving to and across the centre, causing problems about emissions, space demand and noise
- ? Objective of the activity: show car-drivers an alternative to car-usage and to point out the more harmonic character of a car-free city space

---

## Implementation

---

- ? Planning process: assignment to Environmental Communication section of the department and a free-lancer communication agent, several planning meetings since October 2007
- ? Partners involved: citizens, authorities, major associations, companies, main public transport bodies
- ? Measures implemented: road closure for one Sunday using the space gained to have sport actions, bicycle flea market, painting events for children offered by a Kindergarten, pedestrians' rallies, several info stands about sustainable traffic and much more. The event was made perfect with catering and music offers.

---

## Conclusions

---

- ? Results and lessons learnt: Don't forget the railway! Don't ask too much of a hesitating or skeptic partner! Take more time for preparation!
- ? Factors of success: Good public relation job, many different partners like efficient car builders (e.g. Toyota with Prius Hybrid) as well as sporting associations involved in planning process, good logistics, protection by mayor, special cheap public transport ticket
- ? Future prospects and potential for replication: already plans for 2009 going on