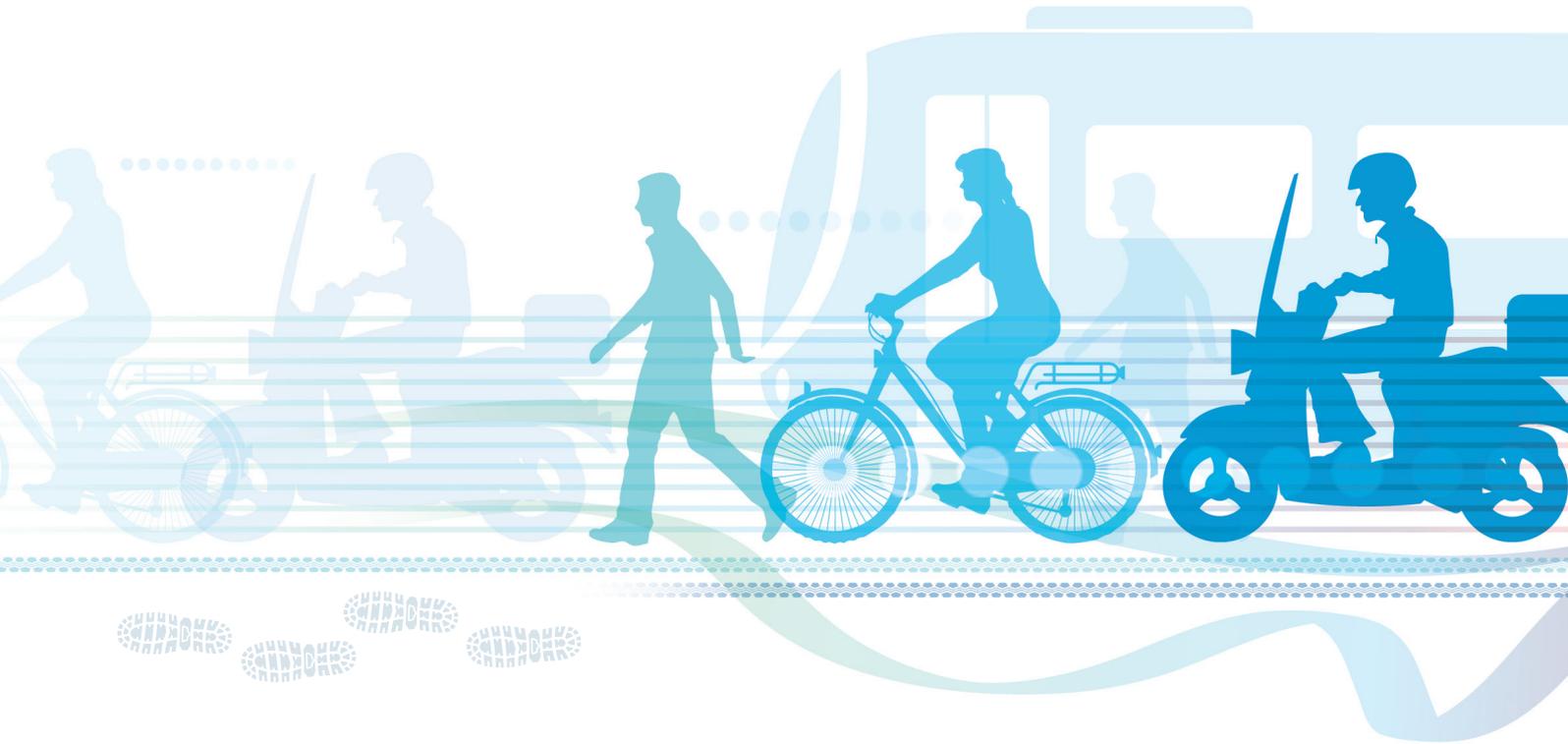


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SMART2WHEELS



# Tackling Europe's Urban Mobility Challenges: What Can Cycling do for European Cities?

September 22<sup>nd</sup> 2011 / Netherlands Embassy . Brussels

## Sponsorship Brochure



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## SMART2WHEELS Tackling Europe's Urban Mobility Challenges: What Can Cycling do for European Cities?

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### Introduction

On the occasion of Mobility Week, ETRA and The European Greens with the support of UEAPME and the Netherlands Embassy, will organise for the second year running a demonstration of innovative cycling and two-wheelers technologies with a focus on electro-mobility on the Esplanade of the European Parliament.

During the afternoon, there will be a half day debate at the Netherlands Embassy in Brussels where the partners will support the launch of the Netherlands Cycling Embassy.

### The Audience

These events will be attended by press, senior political figures, industry and other stakeholders.

### How you can become involved?

There are a limited number of Supporting Partner packages that will enable stakeholders to become closely involved in the event.

This package comes at a cost of **€7000** and includes the following:

- Logo visibility on all marketing literature and event website along with description
- Logo included on all invitations to senior policy-makers
- 5 allocated places to attend the debate at the Netherlands Embassy and be part of the launch of the Netherlands Cycling Embassy
- Complimentary space at the demonstration to highlight innovative technologies and solutions
- Full-page advertisement in the delegate handout

Crucially, those taking this package at the earliest stages will play a key role in shaping the perspectives of the event.

**For further details call James Wilmott today on +44 (0) 2920 783 022  
or email [james.wilmott@forum-europe.com](mailto:james.wilmott@forum-europe.com).**



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### The Organisers

#### ETRA - The European 2Wheel Retailers' Association

ETRA has 3 key objectives: the development of a platform for the transfer of know-how among retailers, lobbying and promotion.

Mobility, environment, public health and sustainability are 4 key issues for the European institutions in setting out the EU policies. ETRA believes that, in this framework, a broad approach is needed to address the challenges, which European cities face: climate change, emissions, air and noise pollution, the quality of life of the citizens, congestion, road safety ... Technological progress alone does not offer adequate solutions to these problems.

ETRA advocates an approach that significantly reduces the levels of all private motorised transport in urban areas, via a range of practical and feasible measures, and that increases the proportion of journeys made by 2Wheels as well as on foot and by public transport. The potential for change to sustainable travel in urban areas is huge. This focus on a shift to sustainable transport will not only address policy objectives related to transport but also in areas such as climate change; public health and obesity; social inclusion and community cohesion; and energy security. The fact that 2Wheels can make a crucial contribution to mobility, the environment, public health and sustainability in the European Union is the pillar of ETRA's activities.

ETRA is the European professional association for independent bicycle, moped and motorcycle retailers. ETRA's objective is to group these retailers in Europe and to defend and further their interests. The organisation represent some 5,000 companies, which employ approximately 11,500 people in Belgium, the Czech Republic, Denmark, France, Germany, Holland and the United Kingdom. Furthermore, ETRA has a large number of associated members. These are international companies/organisations active in the 2Wheel field who believe in ETRA's work and who have therefore chosen to support that work through their membership.

[www.etra-eu.com](http://www.etra-eu.com)



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### The Partners



#### The Greens/EFA in the European Parliament

The Greens/European Free Alliance is a European parliamentary group made up of Greens and representatives of stateless nations and disadvantaged minorities.

The group was born in July 1999 from the will of two separate and progressive European political families to co-operate in the European Parliament. In their 2009 elections, the Greens/EFA Group grew from 43 to 55 members, and then to 56 when a Portuguese MEP joined the group in June 2011. It is now the fourth group in the European Parliament and the only one with a majority female representation.

These 56 Members – 29 women and 27 men – come from diverse backgrounds. They include members of Green movements (46), representatives of stateless nations (7) and independent members (3). From 2009-2014, it is the task of those elected members to tirelessly promote and vote for the measures that are necessary to deliver the Green's solution to the triple economic, social and environmental crisis Europe is facing: the Green New Deal. Action is required across the full scope of European policy and law-making to achieve an ambitious commitment to climate protection and a radical transformation of the economy to deliver millions of green jobs.

During this five-year term, the Greens will also promote respect for civil and human rights within and outside Europe, a responsible role for Europe on the world stage, as well as better democracy and accountability of the EU institutions.

[www.greens-efa.org](http://www.greens-efa.org)



#### UEAPME - The Voice of SMEs in Europe

UEAPME is the employer's organisation representing the interests of European crafts, trades and SMEs at EU level. UEAPME is a recognised European Social Partner and acts on behalf of crafts and SMEs in the European Social Dialogue and in discussions with the EU institutions. It is a non-profit seeking and non-partisan organisation.

As the European SME umbrella organisation, UEAPME incorporates 80 member organisations consisting of national cross-sectorial SME federations, European branch federations and other associate members, which support the SME family.

Across the whole of Europe, UEAPME represents over 12 million enterprises with nearly 55 million employees.

[www.ueapme.com](http://www.ueapme.com)



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