



Generation
Climate
Europe

Youth Advocacy Guideline on EU Level – Clean Cities

**How to Advocate for more EU Action on
Clean Cities**



Table of Contents

1. Importance of Clean Cities and EU-Level Effects on Clean Cities	3
2. The EU Decision-Making Process	5
3. EU Stakeholders	7
4. How and Whom to Contact: Advocate to the Right Actor at the Right time	11

Abstract

Despite not having caused the current human-caused climate crisis, children, youth and future generations are among the most severely impacted groups who are paying and will pay the consequences, growing up in overcrowded, unsafe, and polluted environments. We can no longer afford to think in terms of 'business as usual': centuries of exploitative and oppressive practices in the name of progress have hampered the quality of life of present and future beings, as well as their very existence. Therefore, it's crucial to listen to young people and that they are equipped to do so. However, this advocacy guideline is not just aimed at young people but all those that want to learn how to advocate on EU level for cleaner cities.

1. Importance of Clean Cities and EU-Level Effects on Clean Cities

Why is it important to advocate for clean cities?

Cities are currently home to 50% of the world's population but are responsible for 70% of global CO₂ emissions [1]. Future projections estimate that by 2050, about 70% of the world's population is expected to live in urban areas. Moreover, it is expected that 60% of the population in cities will be under the age of 18 by 2030 [2].

The transport sector

Transport is central to the economy and communities in cities. Public transport carries about 185 million passengers on an average working day across the EU. It is also amongst the largest employers at a local level [3]. However, one-third of total urban greenhouse gas (GHG) emissions in major cities is generated by transport [4]. Transport of goods, in particular, is a major cause of emissions in urban areas, a specific example of rising emissions in cities being delivery fleets and last-mile deliveries.

By the end of the decade, last-mile deliveries are predicted to cause a 32% increase in CO₂ emissions in cities and a 21% increase in congestion [5]. Therefore, reducing transportation emissions is an urgent challenge, given that the emissions are rising since 1990 [6]. It is an opportunity to improve air quality, reduce our reliance on fossil fuel energy, boost Europe's climate ambition, create jobs and help Europe maintain its position as a leader in technological innovation.

In addition to increasing emissions, cities are faced with other challenges such as poor air quality, noise pollution, crowded streets, and high traffic, all bringing down the aesthetic value of urban environments. With regards to air quality in particular, European cities are facing daunting problems in meeting air quality legal standards [7].

[1] United Nations Environment Programme (2022). 'Around the World, Cities Race To Adapt to A Changing Climate'. Available at: <https://www.unep.org/news-and-stories/story/around-world-cities-race-adapt-changing-climate>

[2] Goldin, Nicole (2016). 'A Tale of Twin Demographics: Youth in Cities'. World Bank Blogs. Available at: <https://blogs.worldbank.org/jobs/tale-twin-demographics-youth-cities>

[3] European Commission (2021). 'COMMISSION STAFF WORKING DOCUMENT EVALUATION of the 2013 Urban Mobility Package'. Available at: <https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX%3A52021SC0047>

[4] Organisation for Economic Cooperation and Development (2020). 'Decarbonising Urban Mobility with Land Use and Transport Politics: The Case of Auckland'. Available at:

<https://www.oecd.org/env/Decarbonising-Urban-Mobility-with-Land-Use-and-Transport-Policies--The-Case-of-Auckland.pdf>

[5] Hernández-Morales, Aitor (2022). 'Living Cities: Last-Mile Deliveries — Dublin's Long-Awaited Metro — What's in a Name?' POLITICO. Available at:

<https://www.politico.eu/newsletter/global-policy-lab/living-cities-last-mile-deliveries-dublins-long-awaited-metro-whats-in-a-name/>

[6] Buysse, Claire and Josh Miller (2021). 'Transport Could Burn Up the EU's Entire Carbon Budget'. The International Council on Clean Transportation. Available at:

<https://theicct.org/transport-could-burn-up-the-eus-entire-carbon-budget/>

[7] European Environment Agency (2019). 'Air Pollution Still Too High Across Europe'. Available at:

<https://www.eea.europa.eu/highlights/air-pollution-still-too-high>

Transport is the first cause of air pollution in Europe [8], and along with noise pollution, it is the leading cause of ill health in Western Europe respectively [9]. Furthering the clean mobility transition in cities as soon as possible also gives the chance to address health inequalities and improve the quality of life for all.

Urban areas are also the best place to build up active transport, such as cycling and walking, due to the relatively short distances travelled. Almost half of all car trips in cities are less than five kilometres [10]. Planners can address what currently prevents people from taking up active transport, such as comfort, safety and unattractive environments.

Those living in cities are on the front line of dealing with rising emissions and congestion, but cities also offer many opportunities to decarbonise and create innovative, green communities. While all cities share these issues, each city will have unique solutions. It is necessary to work locally and with all stakeholders to effectively make progress on clean mobility in cities.

How do EU regulations affect cities?

A number of EU laws and regulations directly or indirectly affect cities and have implications for both city policymakers and the inhabitants. For example, the decision to phase out fossil fuel cars by 2025 will force citizens to make the switch to a more environmentally friendly mode of transport, thereby, reducing air pollution in their cities. Similarly, EU regulations on air quality standards (the EU Air Quality Directive is currently being revised) have an impact on the mode of transport in cities. Thus, to improve urban transport and reduce emissions, it is not sufficient to act on just a local level but we must address policymakers at the national and EU level as well. Clean cities can only emerge if the EU and European cities work together to implement ambitious policies for decarbonising urban transport.

The EU is already working with cities, conurbations and regions to implement sustainable urban mobility policies, including efficient public transport systems and good connectivity throughout the territory of EU Member States. According to the EU Commission's Sustainable and Smart Mobility Strategy, 100 cities will be climate neutral by 2030 in order to achieve the European Green Deal [11]. Urban mobility must be at the heart of accomplishing this.

[8] European Environment Agency (2020). 'Air Quality in Europe - 2020 Report'. Available at: <https://www.eea.europa.eu/publications/air-quality-in-europe-2020-report>

[9] European Environment Agency (n.d.). 'Noise'. Available at: <https://www.eea.europa.eu/themes/human/noise>

[10] European Commission (2022). 'Cycling'. Available at: https://transport.ec.europa.eu/transport-themes/clean-transport-urban-transport/cycling_en

[11] European Commission (2020). 'Sustainable and Smart Mobility Strategy – Putting European Transport on Track for the Future'. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52020DC0789>

2. The EU Decision-Making Process



European Commission

1. The EU Commission submits a legislative proposal to the EU Parliament and EU Council, for example, a proposal for revised CO₂ standards for cars and vans.

2. The EU Parliament committee responsible for the topic appoints a rapporteur [12]. Regarding mobility, it is often the Committee on Transport and Tourism.

European Parliament



The current political groups in the EP:

- **Group of the European People's Party (EPP) (Christian Democrats)**
- **Group of the Progressive Alliance of Socialists and Democrats**
- **Group of the Greens**
- **Renew Europe**
- **Identity and Democracy Group**
- **European Conservatives and Reformists Group**
- **The Left Group**

3. Each political group can appoint a so-called shadow rapporteur that can negotiate the proposals with the rapporteur and represents the interests of the political group. However, it is not obliged to appoint a shadow rapporteur.

(12) A rapporteur is in charge of handling a legislative proposal created by the European Commission, both procedurally and in terms of the proposal's content. The rapporteur oversees discussions in the relevant committee of the European Parliament as well as in plenary, as well as negotiations with other institutions on his or her dossier. They are a key figure in the outcome of the proposal. Available at: <https://www.eumonitor.eu/9353000/1/j9vvik7m1c3gyxp/vhcmdex0ovsn>

Council of the EU



4. The Parliament takes a stance during first reading. The first reading in the Council and the Parliament has no deadline [13]. The proposal is enacted if the Council agrees with the Parliament's wording. If not, it must take its own stance and submit it to the Parliament along with justifications. The EU Commission also informs the Parliament of its position on the matter.

5. The act is passed after the second reading if the Parliament accepts the Council's text or if the Council does not take a decision.

6. The Council's text may be rejected by the Parliament, which would result in the failure of the law, or it may be modified and sent back to the Council.

Key notes for advocacy efforts:

In order to get the most effective results, advocacy must be done at the right time and directed towards the right actors. This differs depending on the different stages in the EU legislative procedure:

- Pre-proposal stage: get information about what proposals might be in the pipeline at the EU Commission, once you have that information, you should identify who (which Directorate General, which Unit and what officials) will be responsible for drafting any legislative proposals. Also start building alliances with other organisations and NGOs
- Drafting stage (target EU Commission)
- First reading and second reading (target EU Parliament and EU Council)
- To find out at what stage an EU policy is, check out this website and search with the specific name of the EU policy:

<https://oeil.secure.europarl.europa.eu/oeil/home/home.do>

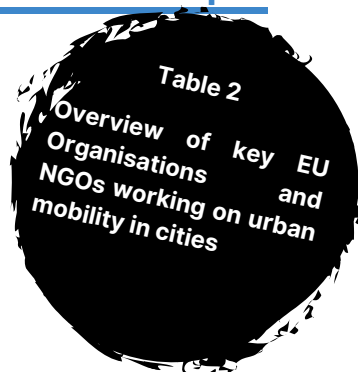
[13] EU Monitor (2015). 'Rapporteur'. Available at:
<https://www.eumonitor.eu/9353000/1/j9vvik7m1c3gyxp/vhcmdex0ovsn>

3. EU Stakeholders on Clean Cities

Table 1
Overview of key EU policy-makers involved in EU initiatives that affect urban mobility

EU decision-makers	Stakeholder type	Contact details
Members of European Parliament	MEPs EU Parliament	https://www.europarl.europa.eu/meps/en/home
Intergroup on Climate Change, Biodiversity and Sustainable Development	Intergroups of the EU Parliament	https://www.europarl.europa.eu/about-parliament/files/organisation-and-rules/organisation/intergroups/list-of-members-climate-change-biodiversity-and-sustainable-development.pdf
Intergroup on Urban Matters	Intergroups of the EU Parliament	https://www.europarl.europa.eu/about-parliament/files/organisation-and-rules/organisation/intergroups/list-of-members-urban.pdf
Directorate General of European Commission on Mobility and Transport	Directorates-General (DGs)	https://ec.europa.eu/info/departments/mobility-and-transport_en General email: move-infos@ec.europa.eu +32 2 299 11 11
Adina Ioana Vălean	EU Commissioner for Transport	https://ec.europa.eu/commission/commissioners/2019-2024/valean_en cab-valean-contact@ec.europa.eu
Directorate General of European Commission on Environment	Directorates-General (DGs)	https://commission.europa.eu/about-european-commission/departments-and-executive-agencies/environment_en General contact of the DG: +32 2 299 11 11
Virginijus Sinkevičius	EU Commissioner for Environment, Oceans and Fisheries	https://ec.europa.eu/commission/commissioners/2019-2024/sinkevicius_en cab-sinkevicius-contact@ec.europa.eu

European Climate, Infrastructure and Environment Executive Agency (CINEA)	EU Agency	https://cinea.ec.europa.eu/index_en General email: cinea@ec.europa.eu
Ismail Ertug (Group of the Progressive Alliance of Socialists and Democrats)	Rapporteur on the Alternative Fuels Infrastructure Regulation	https://www.europarl.europa.eu/meps/en/home
Markus Pieper (Group of the European People's Party (Christian Democrats))	Rapporteur on Renewable Energy Directive	https://www.europarl.europa.eu/meps/en/28224/MARKUS_PIEPER/home markus.pieper@europarl.europa.eu
Ciaran Cuffe (Group of the Greens/European Free Alliance)	MEP, worked on clean cities and is in the Committee on Transport & Tourism	https://www.europarl.europa.eu/meps/en/197654/CIARAN_CUFFE/home ciaran.cuffe@europarl.europa.eu
Peter Liese (Group of the European People's Party (Christian Democrats))	Rapporteur on the revision of the European Emissions Trading System	https://www.europarl.europa.eu/meps/en/1927/PETER_LIESE/home peter.liese@europarl.europa.eu
Barbara Thaler (Group of the European People's Party (Christian Democrats))	Rapporteur TEN-T	https://www.europarl.europa.eu/meps/en/197667/BARBARA_THALER/home barbara.thaler@europarl.europa.eu
Andrey Novakov (Group of the European People's Party)	Rapporteur for the Urban Mobility Framework	https://www.europarl.europa.eu/meps/en/107212/ANDREY_NOVAKOV/home andrey.novakov@europarl.europa.eu
Jessica Polfjärd (European People's Party (Christian Democrats))	Rapporteur for the Effort Sharing Regulation	https://www.europarl.europa.eu/meps/en/197404/JESSICA_POLFJARD/home jessica.polfjard@europarl.europa.eu
Jan Huitema (Renew Europe Group)	MEP and rapporteur for the CO2 emissions standards for cars and vans	https://www.europarl.europa.eu/meps/en/58789/JAN_HUITEMA/home jan.huitema@europarl.europa.eu



Organisations and NGOs	Website	Description
POLIS	https://www.polisnetwork.eu/	<i>POLIS is the leading network of European cities and regions working together to develop innovative technologies and policies for local transport.</i>
Transport & Environment	https://www.transportenvironment.org/	<i>Europe's leading NGO campaigning for cleaner transport.</i>
Clean Cities Campaign	https://cleancitiescampaign.org/	<i>Campaign to get polluting cars out of cities.</i>
Eurocities	http://www.eurocities.eu	<i>Eurocities is the network of more than 200 cities in 38 countries, representing 130 million people, working together to ensure a good quality of life for all.</i>
ICLEI	https://iclei.org/	<i>ICLEI – Local Governments for Sustainability is a global network of more than 2500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development.</i>
C40 Cities	https://www.c40.org	<i>C40 is a network of mayors of nearly 100 world-leading cities collaborating to deliver the urgent action needed right now to confront the climate crisis.</i>
Cities Forum	https://www.citiesforum.org/	<i>CITIES FORUM is an global organisation with a multidisciplinary international group of experts with an experience in the breadth of topics related to sustainable urban development.</i>

Eurotowns	https://www.eurotowns.org/	<i>Eurotowns was established in 1991 as the Europe-wide network for towns and cities with populations between 50.000 and 250.000.</i>
Covenant of Mayors for Climate & Energy	https://eumayors.eu/	<i>The EU Covenant of Mayors for Climate & Energy brings together thousands of local governments that want to secure a better future for their citizens. By joining the initiative, they voluntarily commit to implementing EU climate and energy objectives.</i>
EIT Urban mobility	https://www.eiturbanmobility.eu/	<i>EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union. EIT Urban Mobility is a growing pan-European partnership bringing together businesses, education, research excellence institutions and multifaceted cities.</i>
UITP (International Association of Public Transport)	https://www.uitp.org/	<i>UITP is the International Association of Public Transport and a passionate champion of sustainable urban mobility.</i>
Youth For Public Transport	https://www.y4pt.org/about-us/	<i>Global youth network for sustainable mobility.</i>
Mobilise your city	https://www.mobiliseyourcity.net/	<i>MobiliseYourCity is a leading global partnership empowering cities to improve mobility for their citizens and to fight the global climate crisis.</i>

Tip: Always remember to check the ongoing policies that are in place concerning clean cities. You can find out more on clean cities policies by reading Generation Climate Europe’s Policy Paper on “Decarbonising Urban Mobility in European cities” available here: <https://gceurope.org/9139-2/policy-paper-youth-for-zero-emissions-urban-mobility/>

4. How and Whom to Contact: Advocate to the Right Actor at the Right time

4.1 Pre-Proposal Stage

During the pre-proposal phase, there might be no clear proposal being worked on that is publicly available. However, this time is good for doing background research. Get familiar with the topic you are advocating for and get information on what type of proposals could be happening during the year from the EU Commission's work programme or on the Commission's website on published initiatives. The Commission might open up a public consultation where you or your group could participate which will be communicated on the published initiatives web page:

https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives_en

- **Look for recently published scientific papers or reports from international organisations that support your position (e.g. European Environment Agency, Intergovernmental Panel on Climate Change, European Platform on Sustainable Urban Mobility Plan (ELTIS), Transport & Environment, ICLEI)**
- **Do networking with like-minded groups/organisations and make sure to update each other with news regarding eventual plans or actions by the EU.**
- **Follow other advocacy groups on social media to keep up to date with the latest developments in the sector**

- **Get information on what proposals are currently on the pipeline**
- **Build up a group of people/organisations that will help you advocate for the cause, when the EU is processing the proposal**
- **Identify key actors in the EU that would be involved in each step of the proposal going through the EU**
- **Sometimes the EU Commission opens up a public consultation and feedback stage where your group can participate**

You can start identifying key actors that would be involved in each step of the proposal going through the EU. Additionally, you could start to bring together people or organisations with similar interests to advocate for the topic. With your group, you can do background research and when the European Commission publishes their proposal, you would be ready to give feedback.



4.2 Drafting Stage

Clearly define elements you would like to see in the proposal alone or with a group, by, for example, writing a policy or a position paper and sending it to relevant stakeholders in the EU Commission that work on the proposal. You can find some relevant people related to urban mobility in Table 1. You could also try to look for specific people in the EU Commission. A simple, brief email can be sent to them with the policy or position paper attached, outlining the most important facts and actions they should take. In the email, you can also ask for a meeting to discuss the topic further. At this stage, it is important to both work on directly engaging and lobbying policy-makers, while also focusing your strategies on getting support from the public and/or to oppose any opponents.

- **Clearly define things you would like to see in the proposal with the group you work on the project for example by writing a policy paper or a position paper**
- **When the EU Commission is drafting the proposal, be in contact with them and tell them about your input via the appropriate channels. Find relevant people who are working on the draft through the European Commission's website:**
<https://op.europa.eu/en/web/who-is-who/organization/-/organization/COM/COM>
- **Find other NGOs working on the same topic and share the same vision to strengthen your advocacy strategy**

Next to writing a policy or a position paper, another idea could be to organise an online dialogue, a conference or a public meeting or festival to have different stakeholders discuss the topic and the proposal in making.

4.3 First and Second Reading

- **Contact relevant people in the EU Parliament and EU Council and tell them about your perspectives on the issue by writing a letter or an email and asking for a meeting to further discuss the topic. (Is it better to contact people who are more likely to have the same opinion as you?)**
- **You could contact the rapporteur**
- **You can also contact the shadow rapporteurs**
- **To find out who are the rapporteur and shadow rapporteurs you can check out this website and type in the correct name of the EU initiative:**
<https://oeil.secure.europarl.europa.eu/oeil/home/home.do>

During the first and/or second reading you should contact relevant people in the EU Parliament and EU Council and inform them about your perspectives on the issue by writing a letter or an email, providing them with your research, data and facts you have gathered (ex. policy paper, reports etc), and asking for a meeting to further discuss the topic. You can find relevant people working on issues around urban mobility in Section 3. You could also contact the rapporteur or shadow rapporteurs; use this website to find them: <https://oeil.secure.europarl.europa.eu/oeil/home/home.do>

4.4 Topic not on the Agenda

If the topic you would like to discuss is not on the agenda, then bringing attention to the topic is a great way to push the EU to take action. For example, you can organise a street campaign to raise awareness on cities or in the EU Parliament's buildings, create visually attractive videos and spread them on social media or share information on the topic on social media.

- **Create citizens' initiatives handling an issue that the EU is not currently working on/doesn't have in the pipeline**
- **Contact organisations working in the field that could advertise the initiative to their audiences**
- **Ideas: For example, street campaign to raise awareness in cities, raise awareness at the EU Parliaments building, creating a visually attractive video on the topic to spread on social media, social media posts**

Look into if other people in your local area are campaigning on this topic. Utilise hyper local social media sites, like local Facebook groups, and post about the topic to get other people interested. Once you start a campaign, contact your local newspaper where it is easier to spread the story. Consider the aspects of your topic which are shocking and show injustice, or are part of wider societal trends to make it newsworthy. More detailed advocacy tips can be found here:

<https://www.youthforum.org/files/220201-Advocacy-Toolkit.pdf>

You could also create a citizens' initiative "European Citizens' Initiative" that calls on the EU Commission to take action. However, this requires a lot of effort to succeed. To start the initiative, you would need to set up a group of 7 people from 7 different member states. After the initiative is registered, you can start collecting signatures. After collecting at least 1 million signatures the Commission would need to respond to it.

Authors

Julia Berndt
Ermioni Chatzimichail
Kelly Schwarz
Gemma Ellis
Saila Nieminen
Rosi-Selam Reusing

Design and Layout

Antoine Hattemer

Further Information

Generation Climate Europe
Email: cleanmobility@gceurope.org & cleancities@gceurope.org



**Generation
Climate
Europe**