

Brand
Guidelines



MobiliseYourCity

About the Brand Guidelines

To build a strong brand, it is essential to maintain uniformity and consistency in its application. Therefore, standards have been established to ensure the integration of all parameters and graphic elements, such as the logo, typography, and colors, promoting harmony and consistency.

This book aims to guide and simplify the correct use of the elements that identify the brand, ensuring proper application and contributing to its easy assimilation by the target audience.



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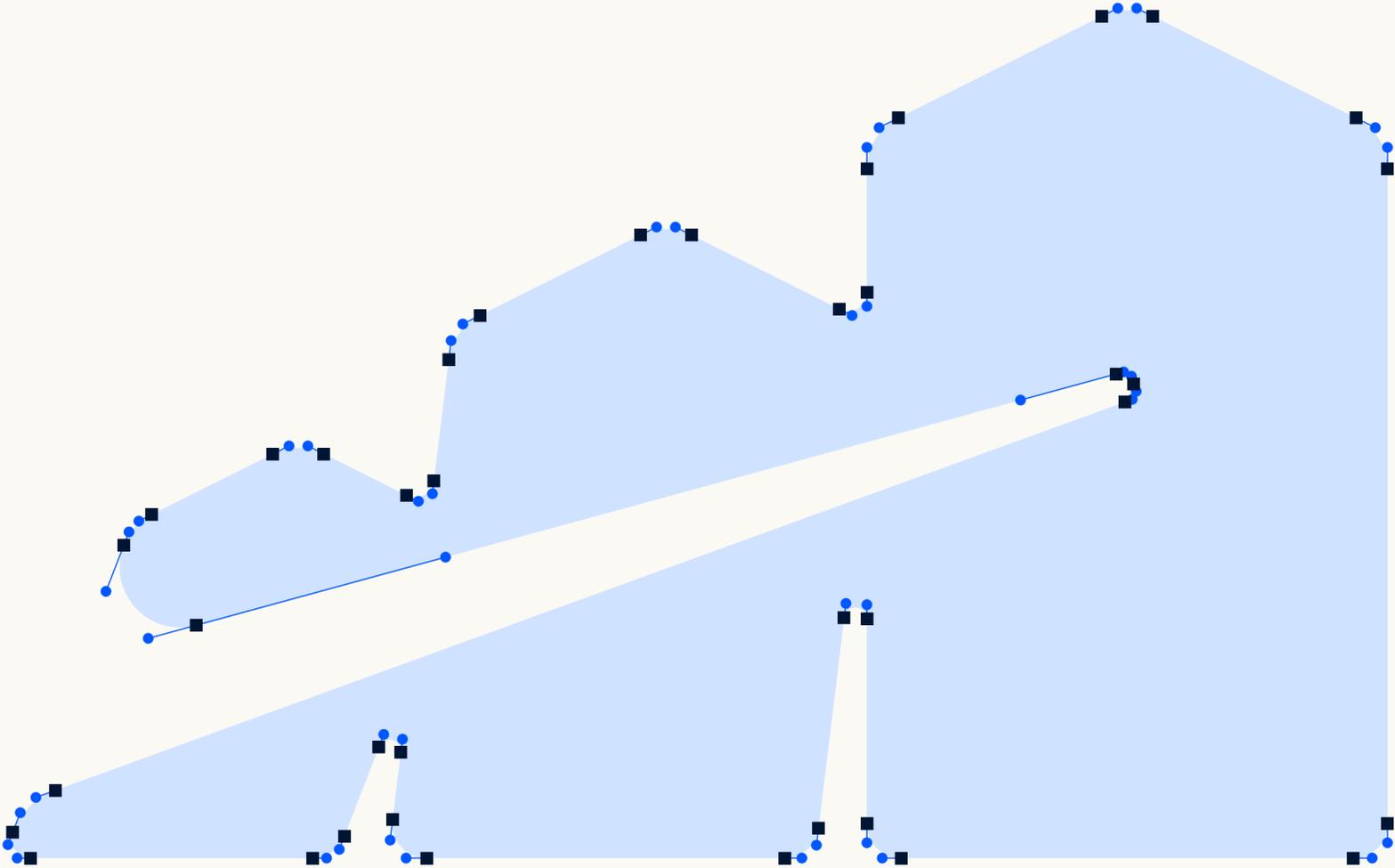




Logo

- 1.1 - Construction
- 1.2 - Logotype
- 1.3 - Imagotype
- 1.4 - Symbol
- 1.5 - Logo colors
- 1.6 - General Rules

01



MobiliseYourCity



1.2 Logotype

The logo is the primary textual identifier of the brand and should be used consistently across all applications. Its design was developed to ensure legibility, visual balance, and versatility in different formats and sizes.

Correct use of the logo guarantees brand recognition and preserves its graphic integrity. It is always recommended to use the original version provided in this manual, without alterations to proportion, color, or typography.

MobiliseYourCity

**Mobilise
YourCity**



1.2 Logotype / Margins

M

The logo has a safety margin defined by the height of the letter "M". This space must be respected on all sides, ensuring legibility, visual impact, and preserving the integrity of the logo in any application.

Note: this safety margin also applies to other variations of the logo.



1.3 Imagotype

The imagotype is composed of the symbol and the logo, forming a visual unit that represents the brand identity.

This composition gives the imagotype uniqueness and flexibility of application, allowing it to be used together or separately, according to the guidelines in this manual.

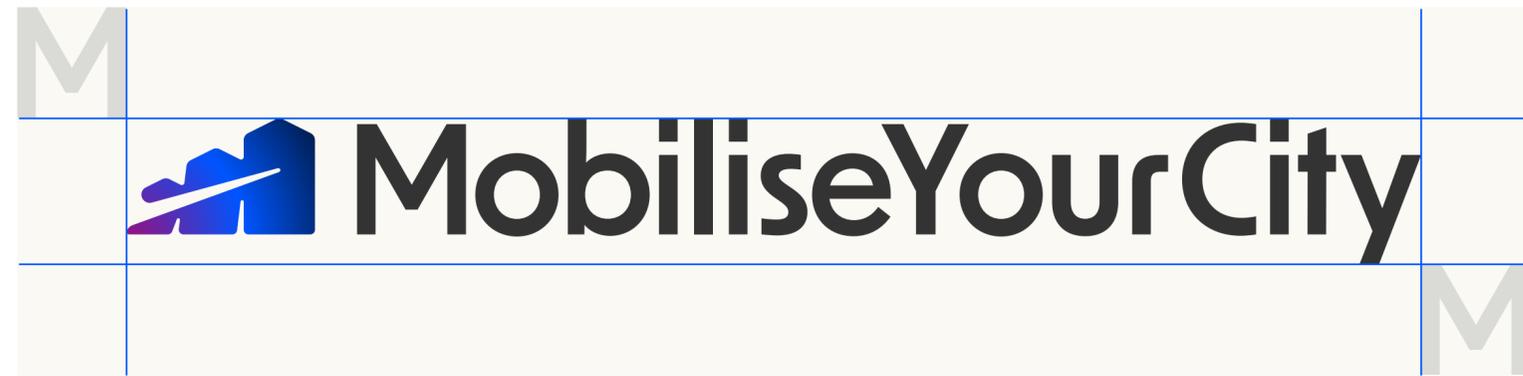


1.3 Imagotypes / Margins

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Note: this safety margin also applies to other variations of the logo.



1.4 Symbol

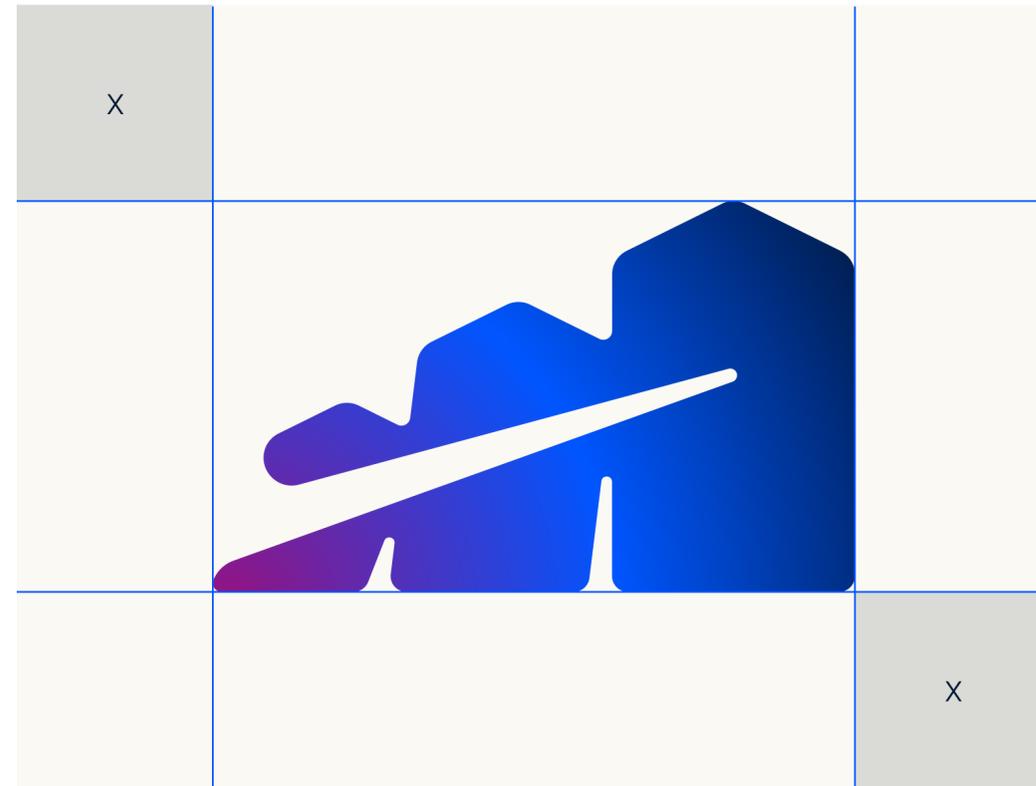
The symbol is the smallest graphic element in a brand's logo. It symbolically represents the concepts and messages that the brand wishes to convey based on its purpose. Incorrect use of the symbol can compromise the clarity of communication and weaken the perception of the message.



1.4 Symbol / Margins



The symbol has a safety margin defined as 1/2 of its height. This space must be respected on all sides, ensuring legibility, visual impact, and preserving the integrity of the symbol in any application.



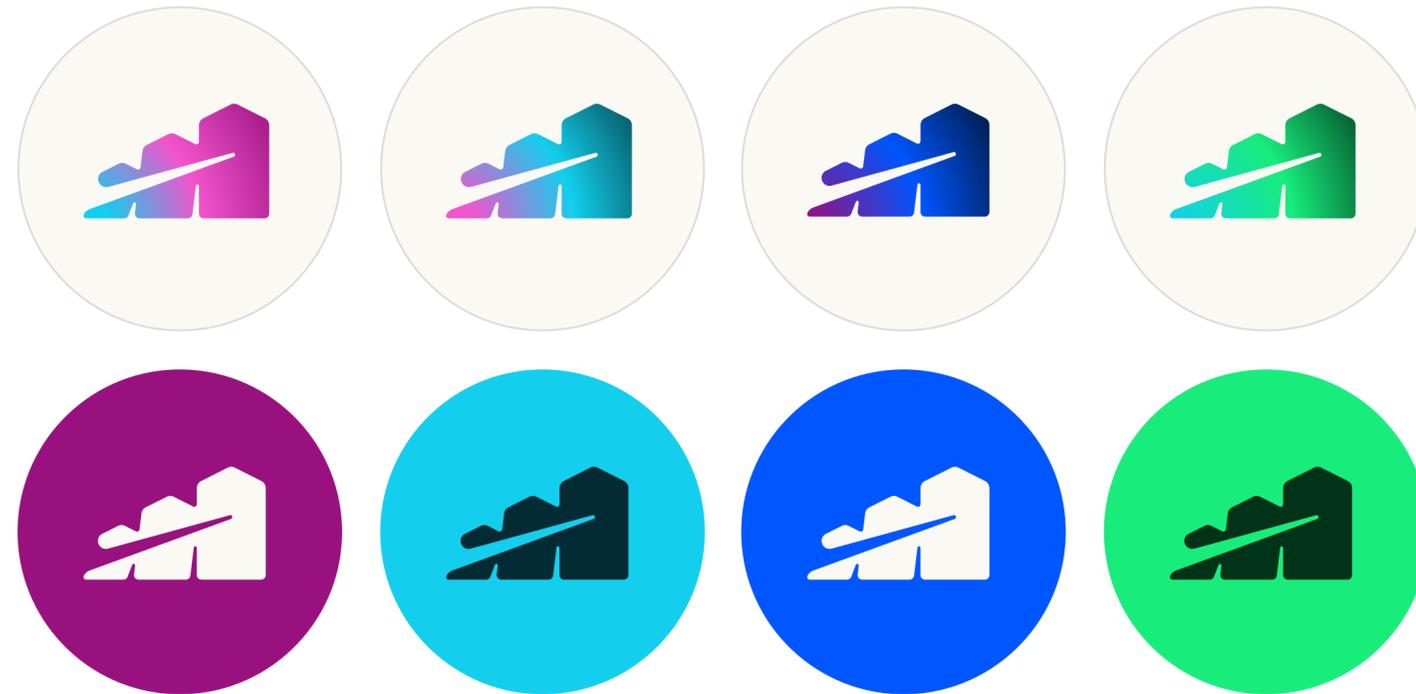
1.5 Logo colors

To ensure optimal functionality and application of the logo, color alternatives have been developed to allow its use in different visual contexts. It is essential that each variation be applied according to the appropriate color scheme, respecting the guidelines established in this manual.



1.5 Logo colors

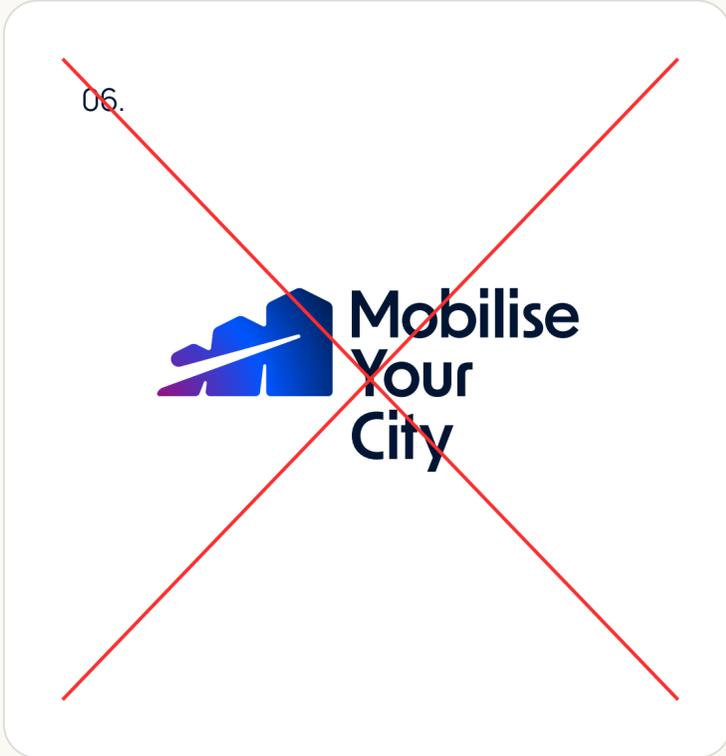
To ensure optimal functionality and application of the logo, color alternatives have been developed to allow its use in different visual contexts. It is essential that each variation be applied according to the appropriate color scheme, respecting the guidelines established in this manual.



1.6 General Rules

These rules apply to ALL logos.

- 1. Do not distort;
- 2. Do not tilt in applications;
- 3. Do not apply effects;
- 4. Do not apply outlines;
- 5. Do not use colors outside our palette;
- 6. Do not customize the format;





Colors

- 2.1 - Primary
- 2.2 - Secondary
- 2.3 - Supplemental
- 2.4 - Shades
- 2.5 - Color contrast
- 2.6 - Color themes
- 2.7 - Color combinations

02

2.1 Primary

The main tones - fuchsia and blue - were enlarged and refined, unfolding in new chromatic variations. This evolution makes the visual system more dynamic, contemporary and functional, without compromising the recognition built over time.

Fuchsia

HEX: #99117f
RGB: 153, 17, 127
CMYK: 0, 89, 17, 40

Cyan

HEX: #13d0ee
RGB: 19, 208, 238
CMYK: 92, 13, 0, 7

White

HEX: #fcfaf5
RGB: 252, 250, 245
CMYK: 0, 1, 3, 1



2.2 Secondary

The expansion of the palette ensures greater creative flexibility and improves identity performance in different contexts, formats and scales, allowing the creation of more versatile layouts for institutional, digital and editorial materials, always maintaining consistency and visual clarity.

Blue

HEX: #0056ff
RGB: 0, 86, 255
CMYK: 100, 66, 0, 0

Green

HEX: #18ed7d
RGB: 24, 237, 125
CMYK: 90, 0, 47, 7



2.3 Supplemental

The supplemental color palette plays a strategic role in the brand's visual system, supporting the main palette in situations that require greater neutrality or visual organization. Its proper use contributes to aesthetic consistency and balance in the compositions.

Black

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Gray

HEX: #dadbd6
RGB: 218, 219, 214
CMYK: 0, 0, 2, 14

White

HEX: #fcfaf5
RGB: 252, 250, 245
CMYK: 0, 1, 3, 1

Pure White

HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



2.4 Shades

The colors that make up the palette were developed from a careful exploration of shades, ranging from light to dark. This chromatic standardization contributes to the visual organization of the applications and ensures adequate contrast for texts and elements, preserving the legibility and consistency of the brand.

HEX: #33062d RGB: 51, 6, 45 CMYK: 0, 88, 12, 80	HEX: #99117f RGB: 153, 17, 127 CMYK: 0, 89, 17, 40	HEX: #f355cc RGB: 243, 85, 204 CMYK: 0, 65, 16, 5	HEX: #ff82e8 RGB: 255, 130, 232 CMYK: 0, 49, 9, 0
HEX: #032c33 RGB: 3, 44, 51 CMYK: 94, 14, 0, 80	HEX: #13d0ee RGB: 19, 208, 238 CMYK: 92, 13, 0, 7	HEX: #4ce1f5 RGB: 76, 225, 245 CMYK: 69, 8, 0, 4	HEX: #7deeff RGB: 125, 238, 255 CMYK: 51, 7, 0, 0
HEX: #001533 RGB: 0, 21, 51 CMYK: 100, 59, 0, 80	HEX: #0056ff RGB: 0, 86, 255 CMYK: 100, 66, 0, 0	HEX: #a1c5ff RGB: 161, 197, 255 CMYK: 37, 23, 0, 0	HEX: #cfe3ff RGB: 207, 227, 255 CMYK: 19, 11, 0, 0
HEX: #013319 RGB: 1, 51, 25 CMYK: 98, 0, 51, 80	HEX: #18ed7d RGB: 24, 237, 125 CMYK: 90, 0, 47, 7	HEX: #9ffd1 RGB: 159, 255, 209 CMYK: 38, 0, 18, 0	HEX: #ccffe7 RGB: 204, 255, 231 CMYK: 20, 0, 9, 0
HEX: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100	HEX: #dadbd6 RGB: 218, 219, 214 CMYK: 0, 0, 2, 14	HEX: #fcfaf5 RGB: 252, 250, 245 CMYK: 0, 1, 3, 1	HEX: #ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0



2.5 Color contrast

Whenever the color system is applied it is critical that all texts maintain clear and legible color contrasts.

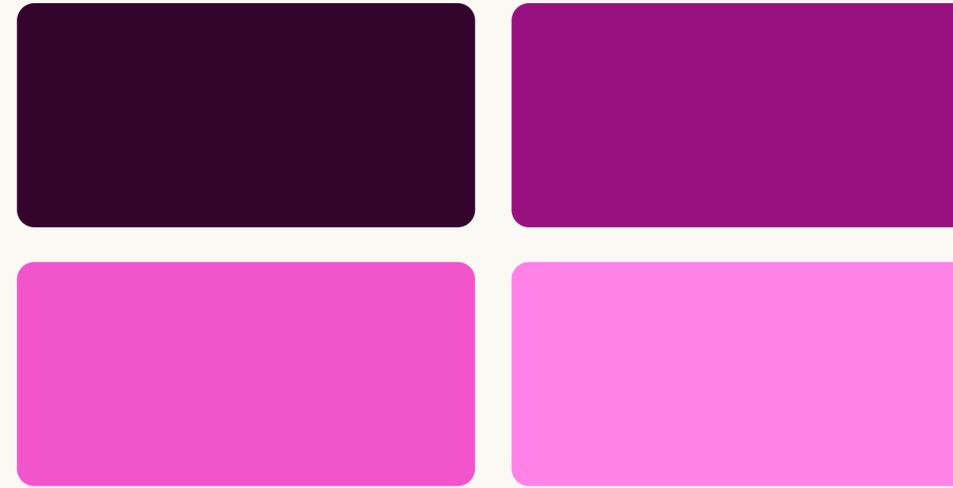


2.6 Color themes

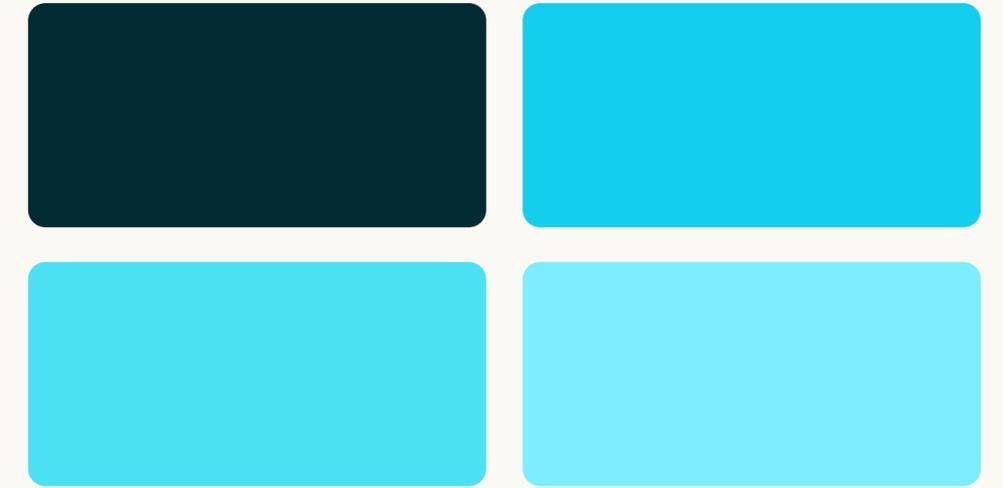
04 color themes have been predefined for immediate use. The themes are based on our core 4 colors.

For each theme there exists a light, mid, and dark version. Color themes should be used to create moments of emphasis. The themes are manually selected and up to the judgment of the designer to determine the level of appropriateness.

Fuchsia



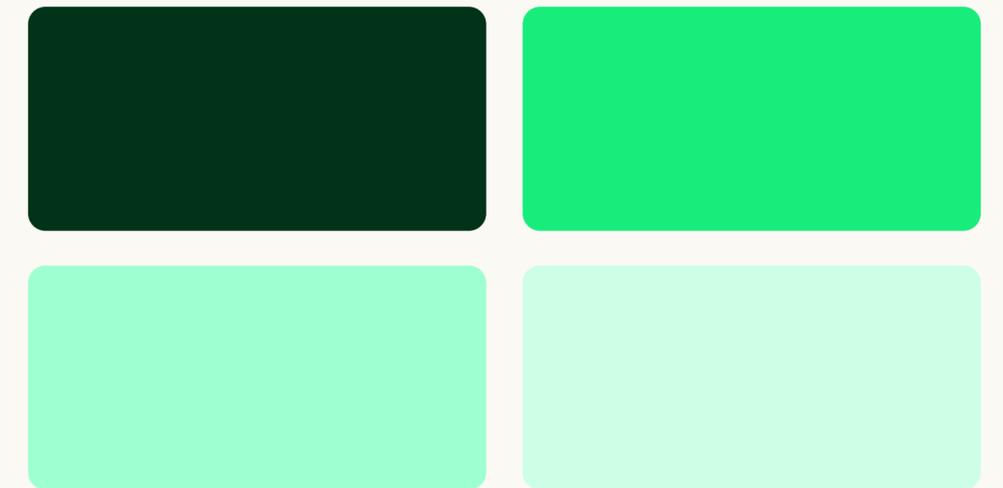
Cyan



Blue



Green



2.7 Color combinations

Each color theme has its own color combination guidelines, which must be followed to ensure visual consistency and legibility. The correct use of contrasts between text and elements is essential to maintain the clarity of the brand's communication.

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa Aa



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Aa

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Aa Aa

Aa Aa

Aa

Aa

Aa Aa





Typefaces

- 3.1 - Titles
- 3.2 - Body Text
- 3.3 - Typographic Hierarchy
- 3.4 - What to avoid

03

Radio Canada Big

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
? ! @ # \$ % & 0 1 2 3 4 5 6 7 8 9
~ ^ ; : \

AaBb

Medium
Medium Italic

01234



3.2 Body Text

Manrope

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
? ! @ # \$ % & () [] { } ~ ^ ; : \ /
0 1 2 3 4 5 6 7 8 9

A a B b
0 1 2 3 4

Light
Regular
Medium
Bold



This is a simple *Headline example*

Radio Canada Big - Medium, Medium Italic - 120pt

Manrope - Regular - 24pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

Manrope - Regular - 20pt

www.mobiliseyourcity.net



3.4 What to avoid

1. Avoid extremely tall leading for both heading and body text.
2. Avoid overly tight leading, with crashing ascenders and descenders, for both heading and body text.
3. Avoid overly tight tracking, with crashing glyphs.
4. Avoid overly wide tracking.
5. Avoid mixed weights or fonts within a single headline.
6. Do not set headlines in all caps. Our brand language sets headlines in Sentence Case.

01. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

02. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

03. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

04. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

05. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. **Etiam euismod**, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. **Mauris ac imperdiet justo**. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, **ullamcorper id ante**.

06. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA AT LACUS ANTE. ETIAM EUISMOD, VELIT AC RHONCUS FAUCIBUS, SEM LECTUS IACULIS LIGULA, AC PRETIUM FELIS LIBERO FERMENTUM LEO. CURABITUR TINCIDUNT DOLOR EU JUSTO EFFICITUR, VITAE MOLESTIE QUAM FACILISIS. MAURIS AC IMPERDIET JUSTO. CRAS ID DUI VEL SAPIEN IMPERDIET VENENATIS A SIT AMET TELLUS. MAECENAS LIBERO TORTOR, CURSUS VITAE PORTTITOR.





Graphic Elements

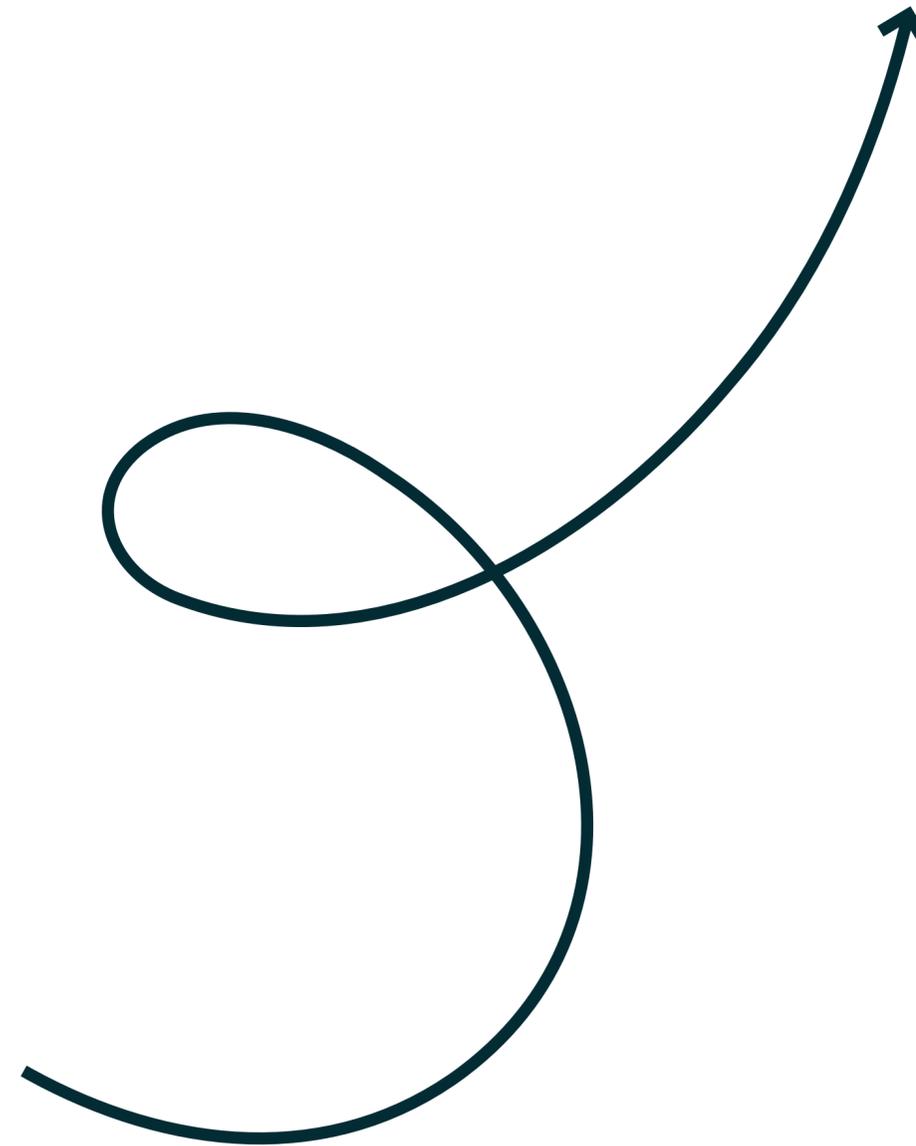
- 4.1 - Lines
- 4.2 - Illustrations
- 4.3 - Boxes

04

4.1 Lines

The linear graphic element is born as an extension of the symbol and reinforces the concept of path, trajectory and progress, directly connected to the role of MobiliseYourCity in the development of solutions for urban mobility.

This line visually represents the path that the brand proposes: from analysis and planning to implementation and real impact. Its simple and fluid construction translates the purpose of MobiliseYourCity in a friendly, intuitive and accessible way, facilitating understanding even in technical and institutional contexts.



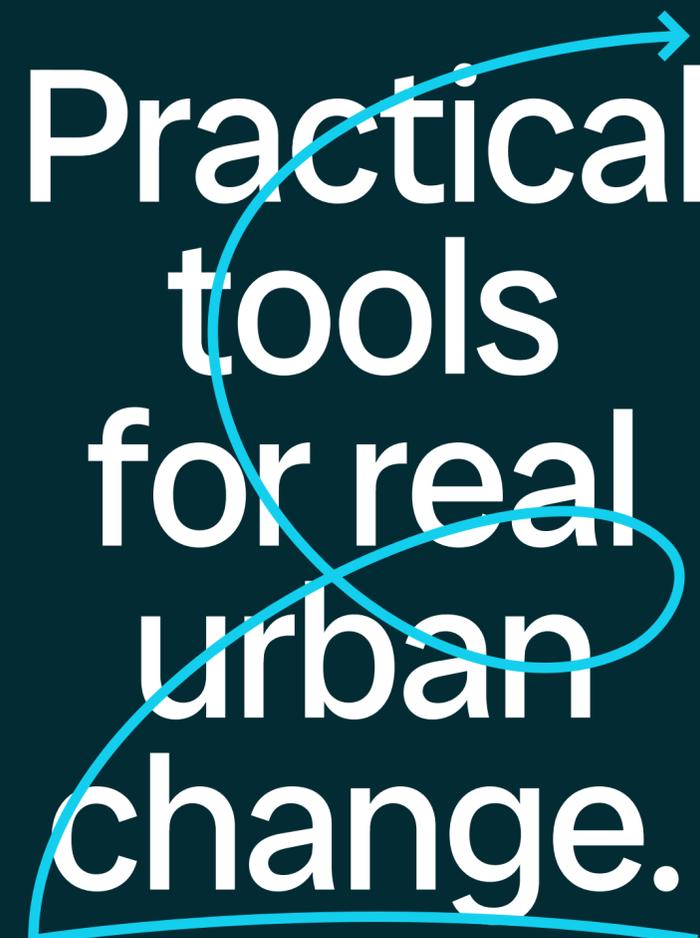
4.1 Lines examples

From this main element, other complementary graphics were developed that work as visual accessories. They expand the graphic system, bringing dynamism and versatility to identity, while maintaining conceptual coherence and visual unity in all applications.

**Supporting
cities to
deliver clean,
*inclusive
mobility.***



**Practical
tools
for real
urban
change.**



4.2 Illustrations

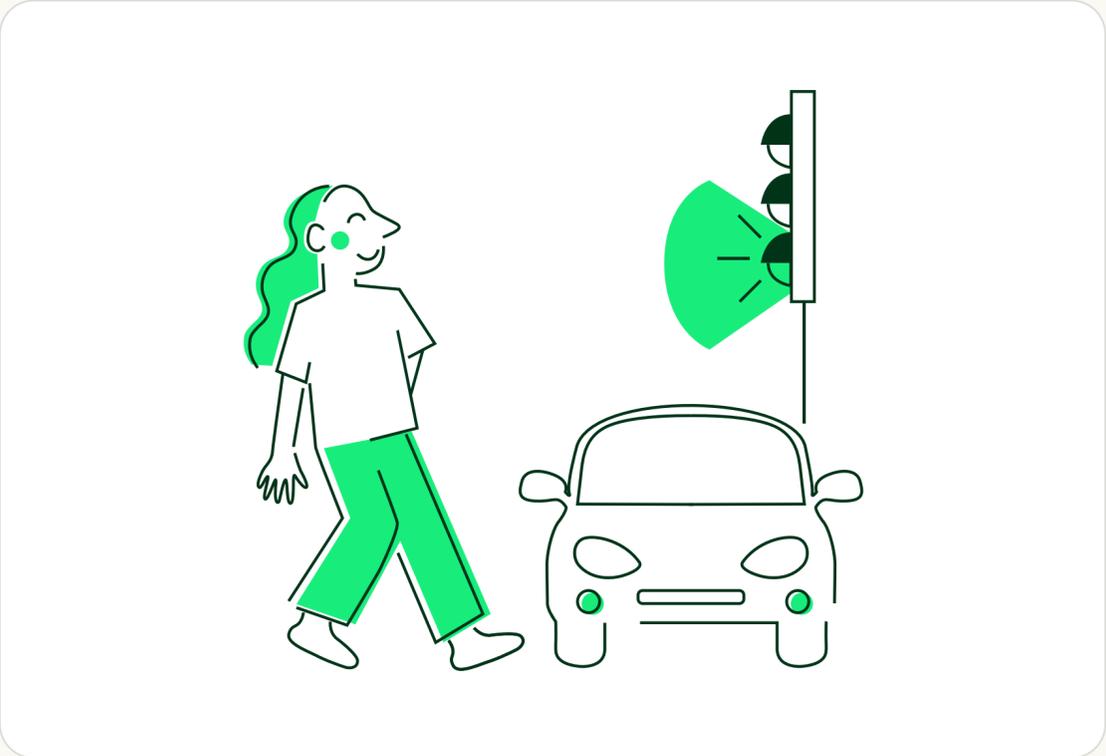
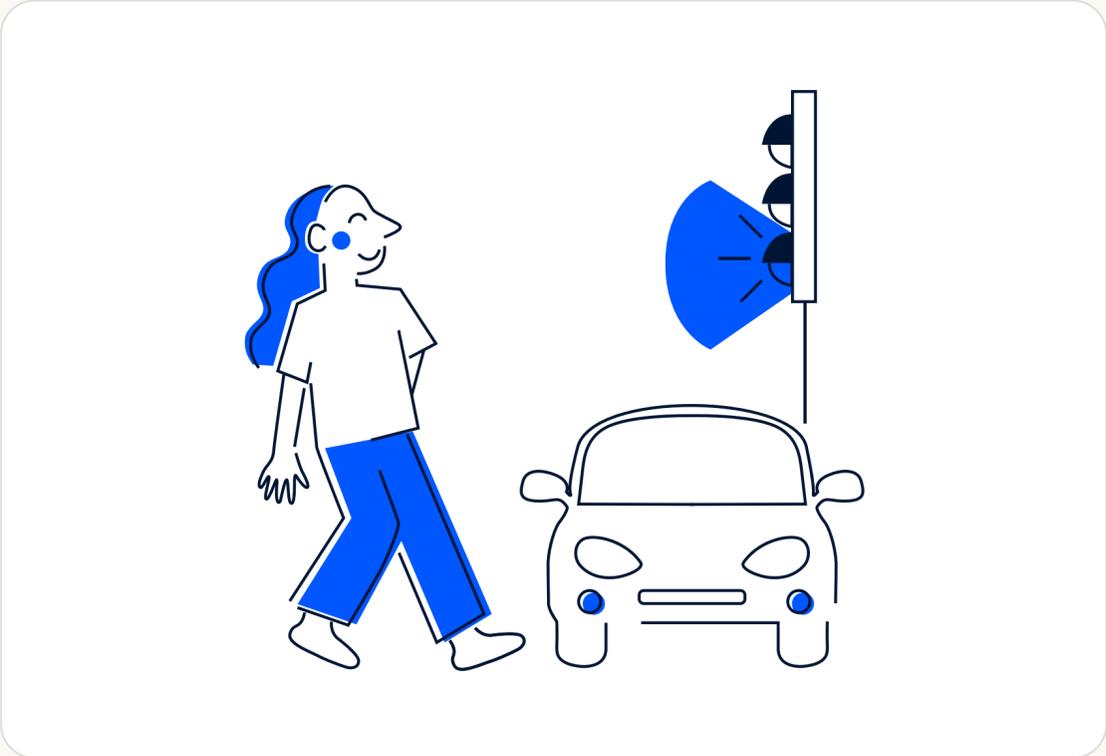
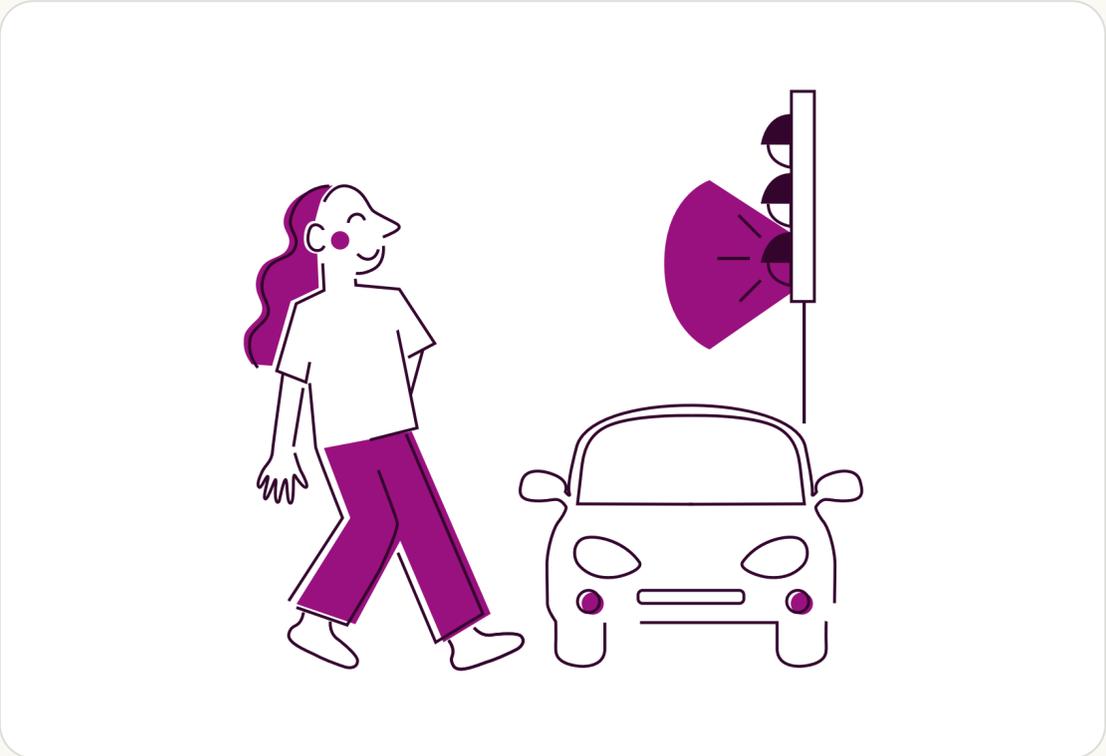
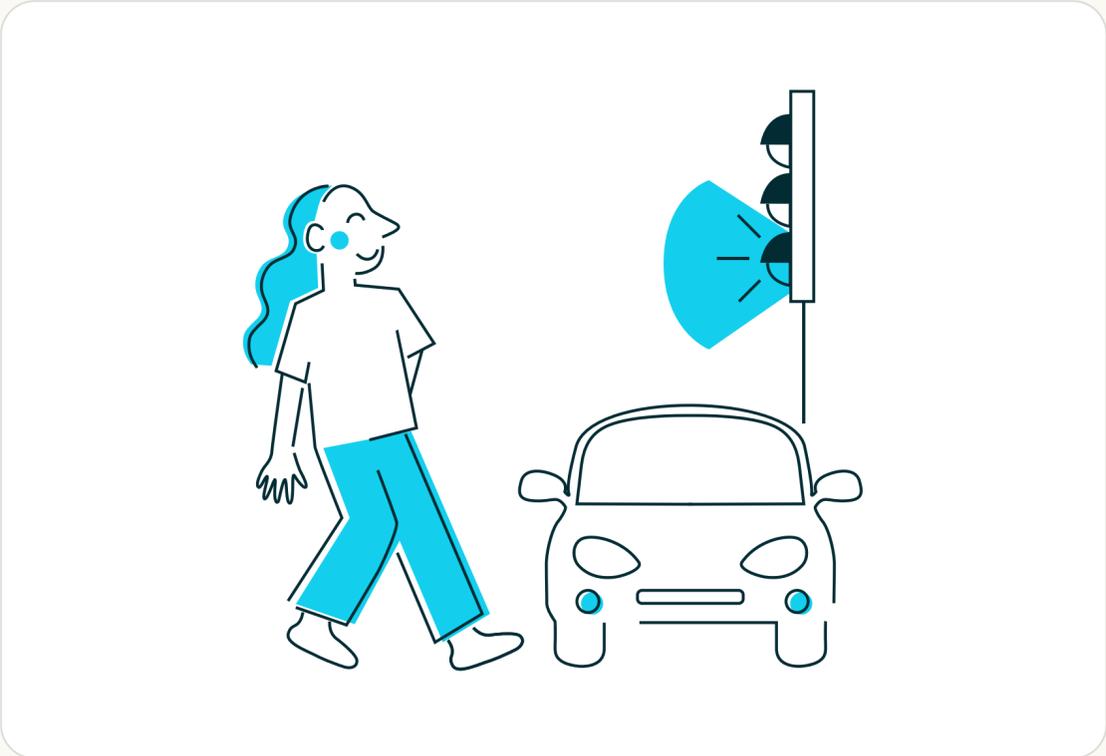
To demonstrate the scenarios and environments in which the brand will be actively and solution-oriented, illustrations were developed that represent the daily lives of people, vehicles, and urban traffic—contexts that the brand seeks to continuously improve.

The illustrations follow the line concept of the first graphic element of the visual system, ensuring aesthetic coherence and visual standardization across all applications.



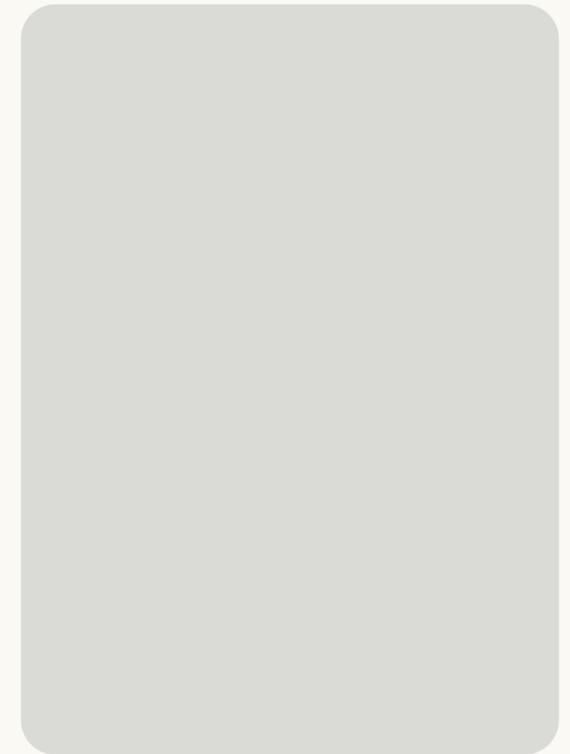
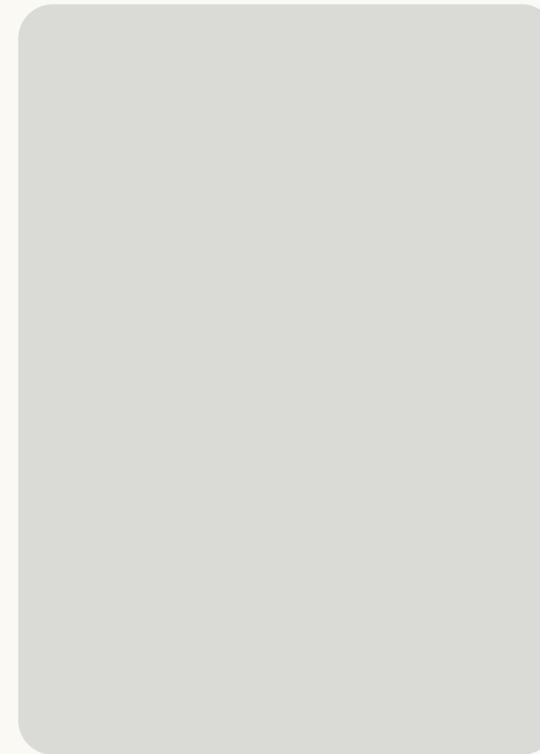
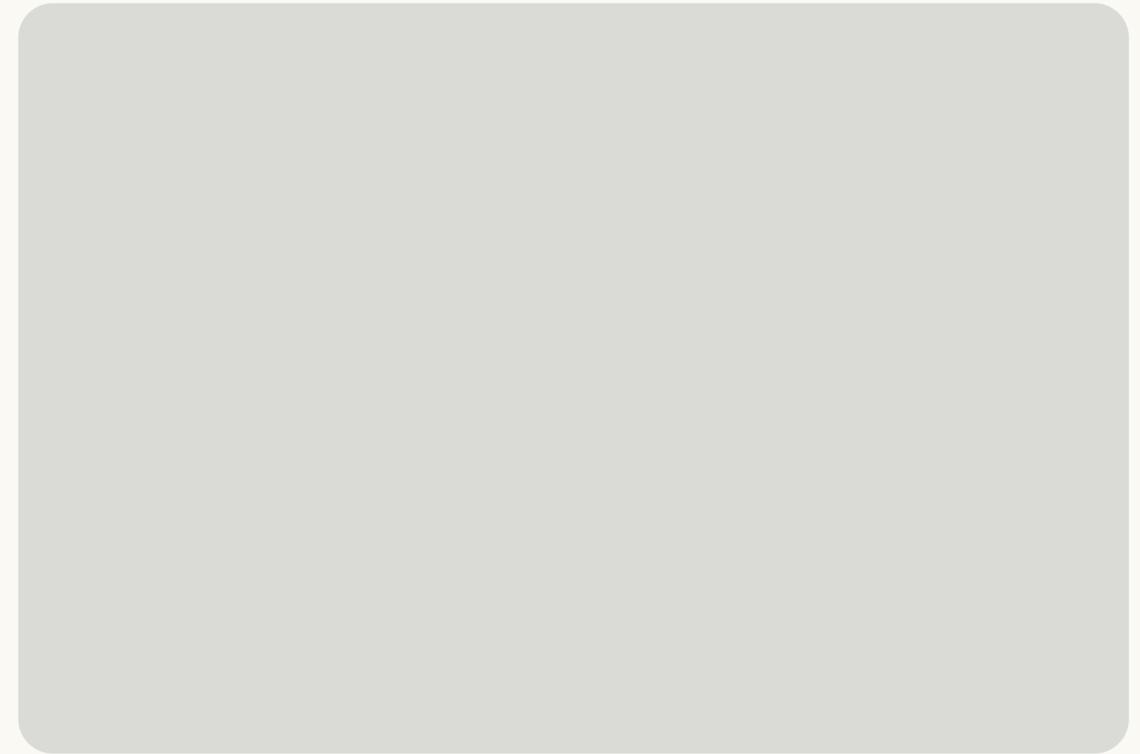
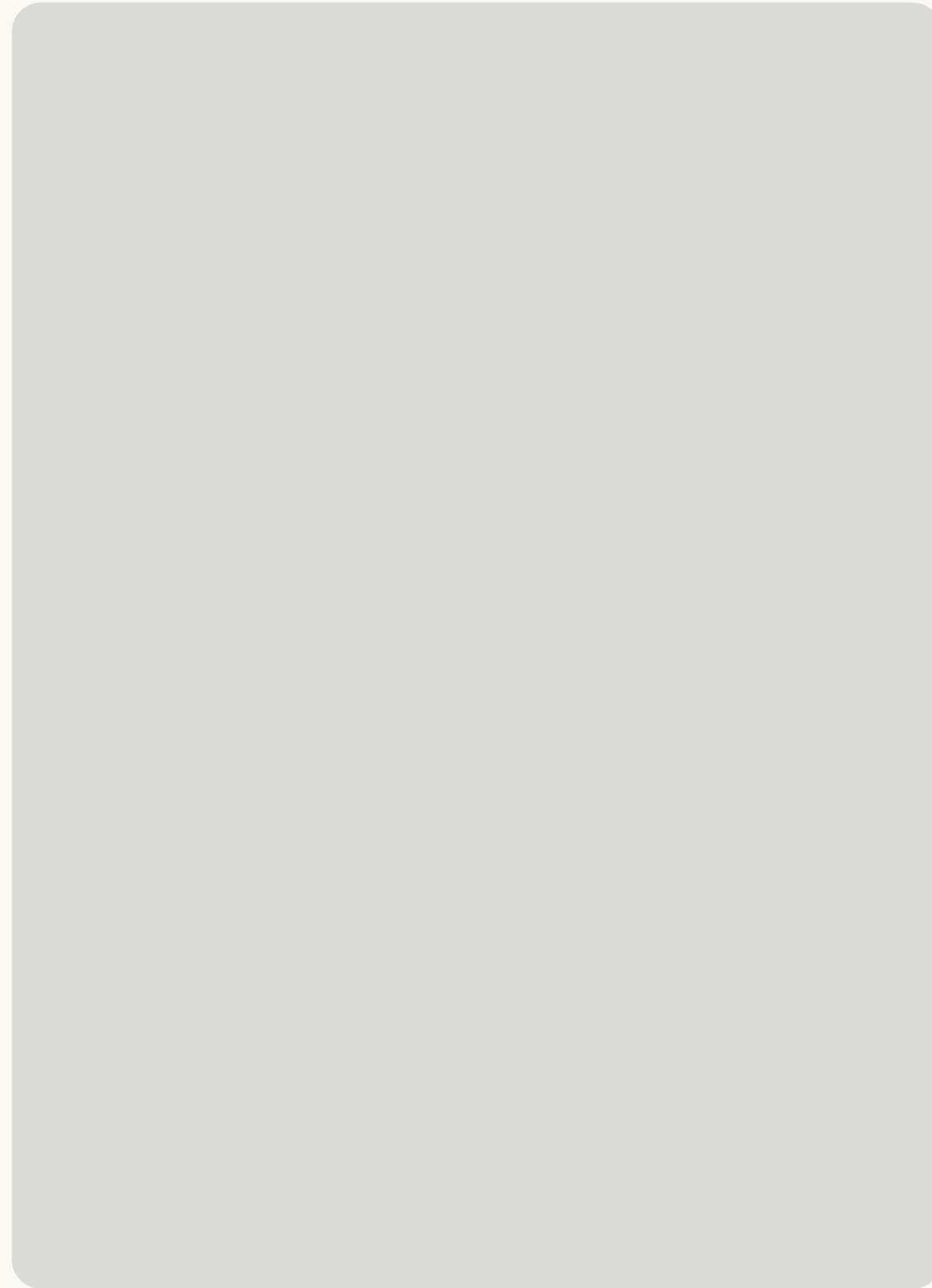
4.2 Illustrations colors

The application of illustrations must respect the color themes established by the brand's palette. Whenever possible, it is recommended to use them on a white background, ensuring better readability of the lines, shapes, and graphic details.



4.3 Boxes

The information boxes were created as supporting elements for organizing data, numbers, and infographics presented by the brand across its various touchpoints. The application of tonal variations from the color palette contributes to the visual hierarchy and the dynamism of the information. Maintaining rounded corners is essential to preserve the contemporary character and aesthetic unity of the visual system.



4.3 Boxes examples

The information boxes were created as supporting elements for organizing data, numbers, and infographics presented by the brand across its various touchpoints. The application of tonal variations from the color palette contributes to the visual hierarchy and the dynamism of the information. Maintaining rounded corners is essential to preserve the contemporary character and aesthetic unity of the visual system.

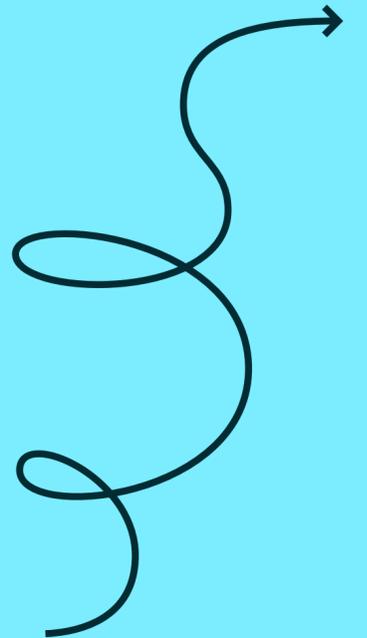
Use of
electric
bicycles
grows.

40%

Chile
Ukraine
Senegal
India
Pakistan

73%

of workers use
cars to go to
work





Photography

05

5.1 Motion blur

This style represents the movement, flow, and rhythm of the city. Motion blur communicates displacement, urgency, and transformation—concepts directly linked to urban mobility and the brand's proposition.

Usage Guidelines:

- Prioritize urban scenes: streets, cyclists, pedestrians, public transportation, and traffic.
- Use motion blur intentionally (panning, long exposure, or shifting the framing).
- Maintain a point of reference (e.g., a minimally recognizable cyclist or pedestrian) to avoid losing the narrative.
- Avoid excessive blurring that makes the scene illegible or generic.
- Prefer natural lighting and real-life situations.

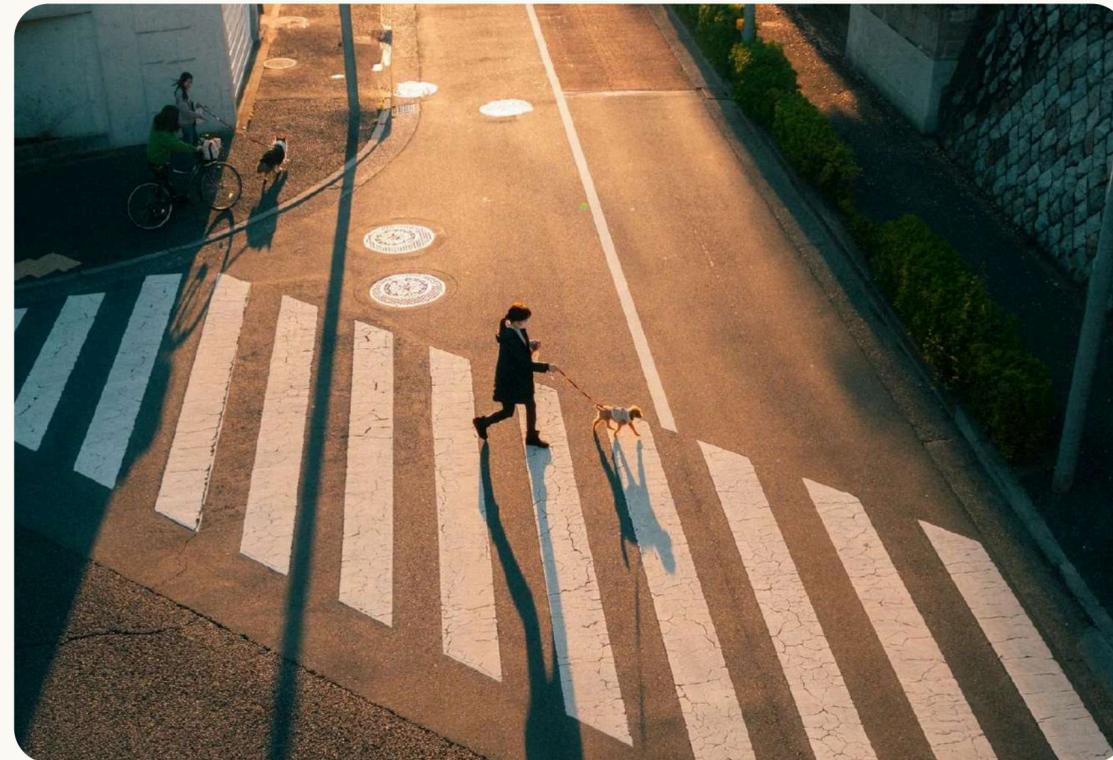
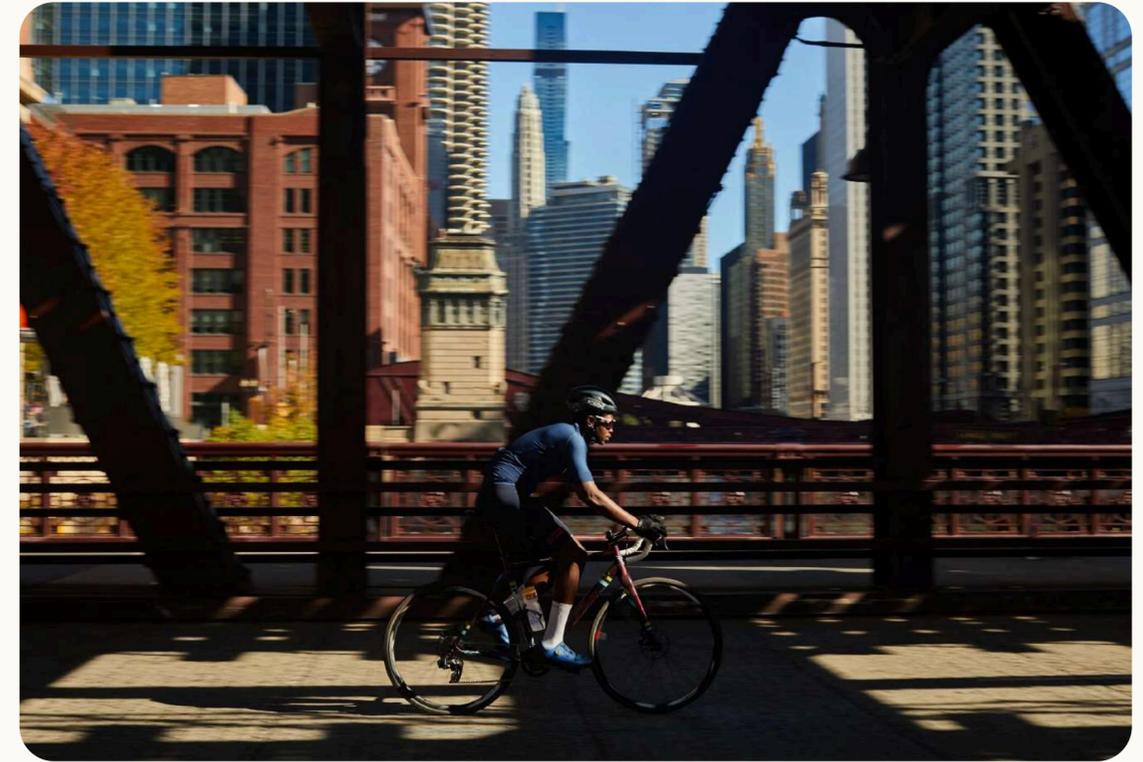


5.2 Elements and colors

This style values people, objects, and specific situations of everyday urban life. The focus on elements and colors creates clear reading, human identification, and closeness with the audience.

Usage Guidelines:

- Prioritize a main element in focus (person, bicycle, gesture, action).
- Use natural or slightly enhanced colors, without excessive artificial saturation.
- Aim for a clean composition, with few elements competing with the main subject.
- Prefer spontaneous scenes from everyday life (people in transit, waiting, use of urban space).
- Avoid artificial poses or overly promotional photos.





Good Practices

06

6 Good practices

The following pages present guidelines for best practices and the behavior of the elements that make up the brand's visual identity, responsible for building its atmosphere and visual language. The correct application of these guidelines is essential to ensure consistency, recognition, and coherence across all touchpoints.



MobiliseYourCity



*Mobilising cities.
Enabling change.*

Helping cities



Turning urban
mobility plans
into *real impact*.

 MobiliseYourCity





From urban vision to on-the-ground mobility.

Accelerating the transition to
people-centred urban mobility.

Where sustainable mobility becomes reality.



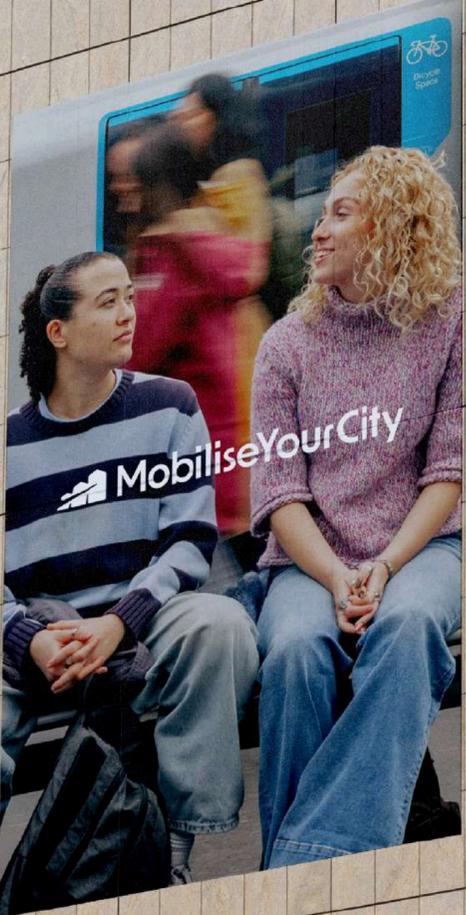
A line-art illustration of a person wearing glasses and holding a book, standing next to a large green tree. A sun with rays is positioned above the tree.



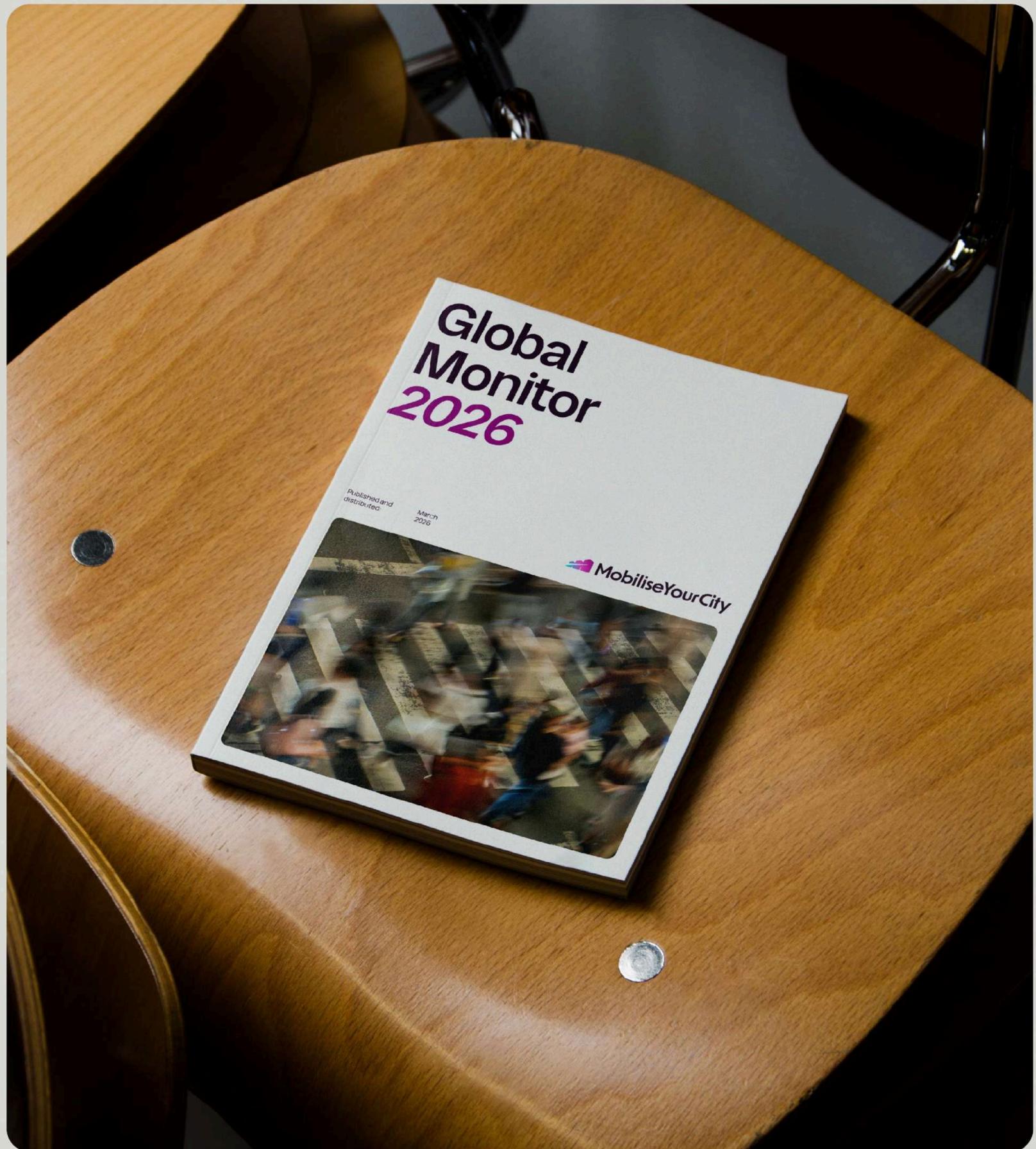
Practical tools for real urban change.

MobiliseYourCity

In more than proposing solutions, we enable cities to lead their own transition to sustainable mobility, adapted to their local realities.



Two women are sitting on a bench. The woman on the left is wearing a blue and white striped shirt with the MobiliseYourCity logo. The woman on the right is wearing a purple sweater. In the background, a blurred figure of a person is visible, and a bicycle icon is in the top right corner.



We offer practical methodologies, monitoring tools, technical training and an international network of partners that supports local and national governments at all stages of the process.



The MobiliseYourCity Global *Partnership*

74

Cities

16

Countries

6

Donors

Financed investments
and projected impacts

20%

Public
Transport
Vehicles

54.7m€

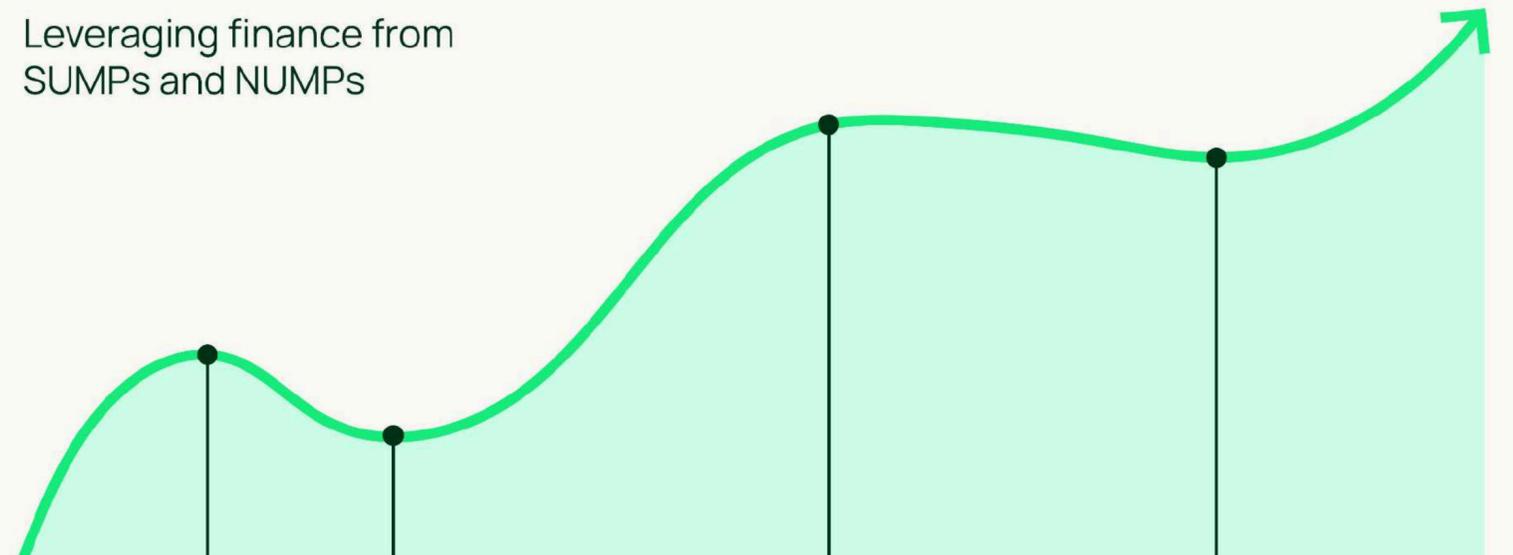
1M

3M

6M

1Y

Leveraging finance from
SUMPs and NUMPs



MobiliseYourCity

Global ■ We believe that mobility shapes cities, opportunities and lives.

That transportation should serve people. ■ **Inspiring**

Specialist ■ We work globally, but always with our feet on the ground.

Climate goals in concrete results. ■ **Collaborative**

 www.mobiliseyourcity.net

73%

Of workers use cars to go to work.

In sustainable urban centers such as Paris, more than half of the trips are made on foot and only ~4% by car.

MobiliseYourCity is a global partnership created to help cities and countries design and implement cleaner, safer and more inclusive urban mobility systems.

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www.mobiliseyourcity.net 

MobiliseYourCity





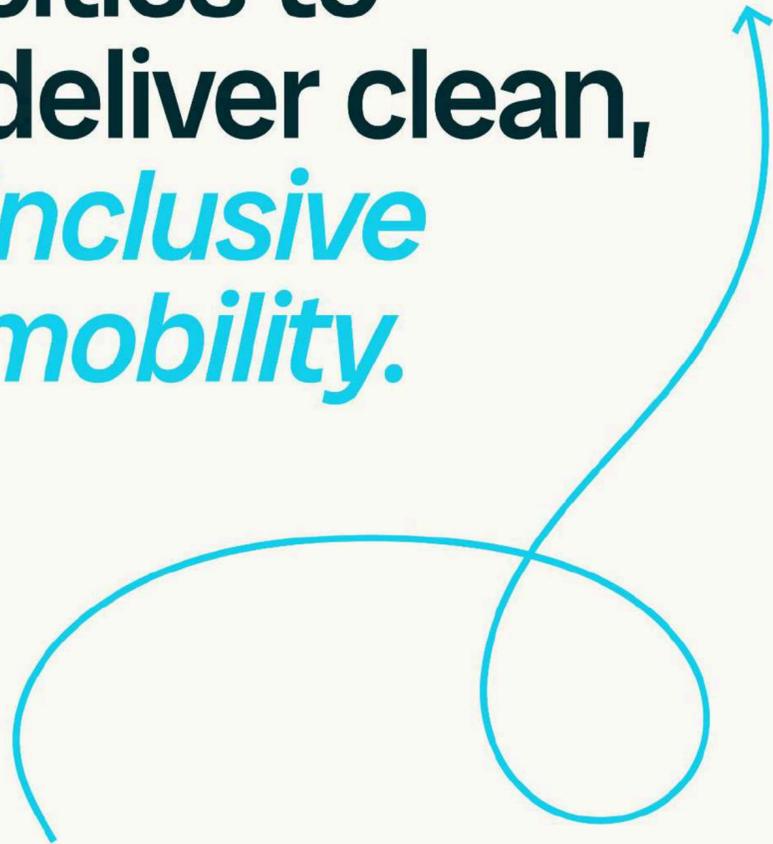
MobiliseYourCity is a global partnership created to help cities and countries design and implement cleaner, safer and more inclusive urban mobility systems.

MobiliseYourCity's identity reflects movement, clarity and purpose. A modern, light and minimalist visual system, which reinforces our role as facilitators of urban action. Each element communicates accessibility, collaboration and impact - core values of a partnership that connects the global to the site.

The adoption of intelligent systems - such as connected traffic lights and integrated mobility platforms (MaaS) - can reduce travel times by up to 30% and reduce integrated mobility emissions by up to 15%.

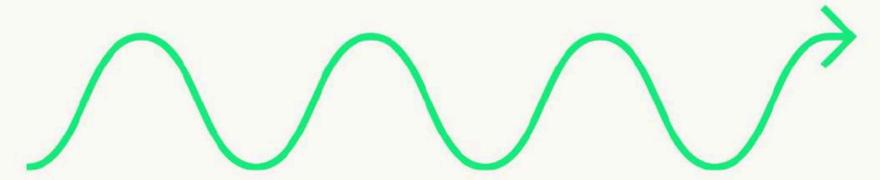
Until 2050

Supporting cities to deliver clean, *inclusive mobility.*

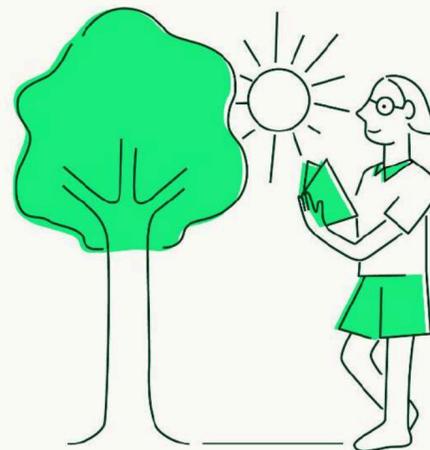


Ukraine
Senegal
India
Thailand

MobiliseYourCity



Cities
Countries
Donors



Leveraging finance from *SUMPs and NUMPs*



Public Transport Infrastructure

44%

Public Transport Vehicles

6%

Walking & Cycling

3%



Connecting cities through smart mobility: interoperability at the service of sustainable transport.

24 novembre
4h00 à 14h30 (CET)

with **Manon Chaix**
Communications & Marketing Manager
at Calypso Networks Association



MobiliseYourCity

Practical tools for real urban change.

Supporting cities to deliver clean, inclusive mobility.

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From Roadworks to Vision: *How Yaoundé is Rethinking Mobility*



by *Eléonore François - Jacob*

Empowering cities *to move better.*



Mastering *Mobility Series*

Cities that move with equity (1/2): keys to understanding the challenges of mobility with a gender focus.

December 4, 2025
4.00 PM - 5.30 PM (CET)



Diana Ardila Luengas
Expert in Gender and Sustainable Mobility



Juliana Betancur
Expert in Gender and Mobility
Free University of Brussels

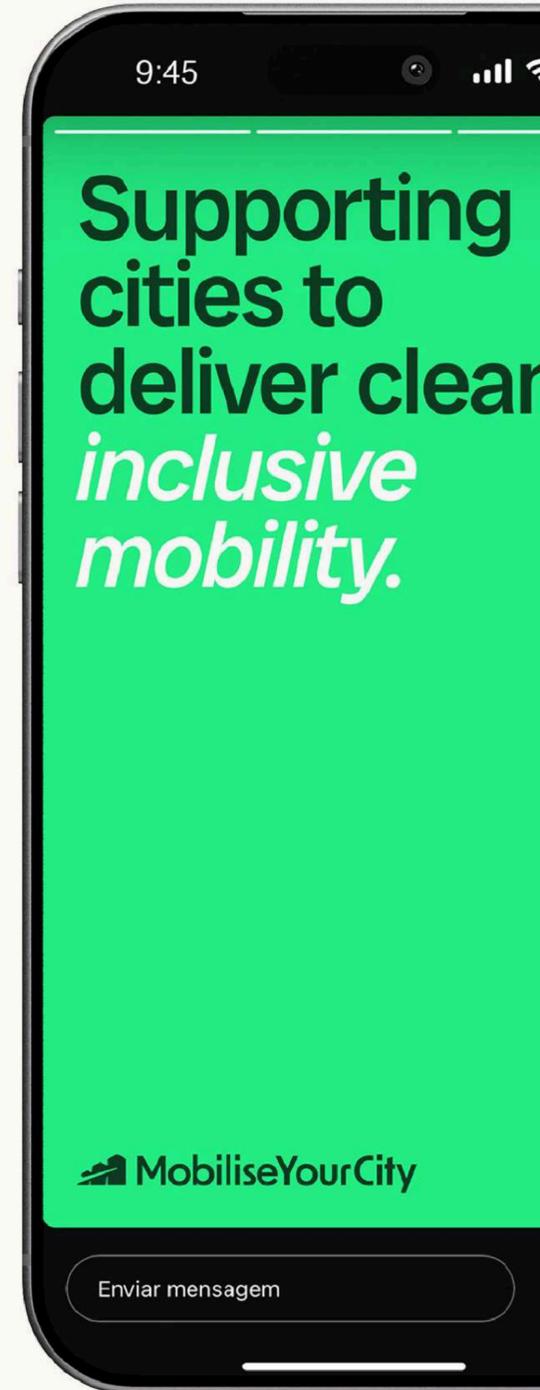
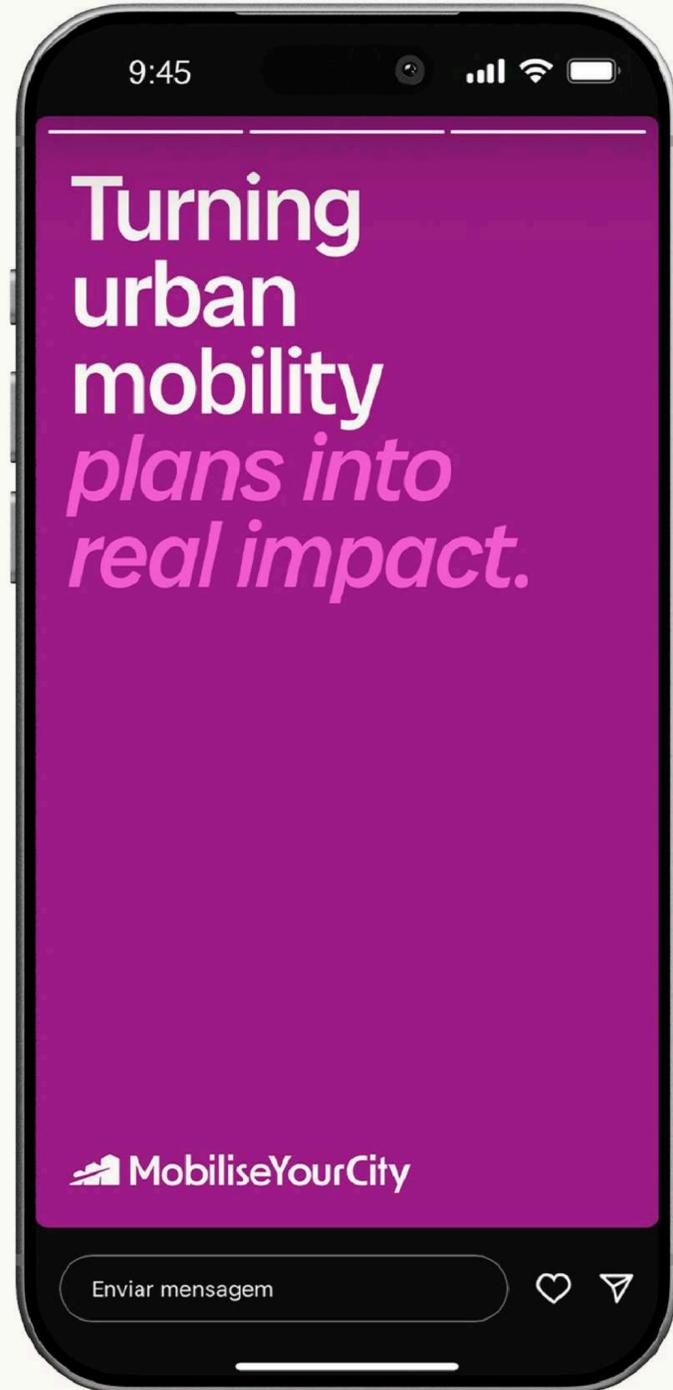


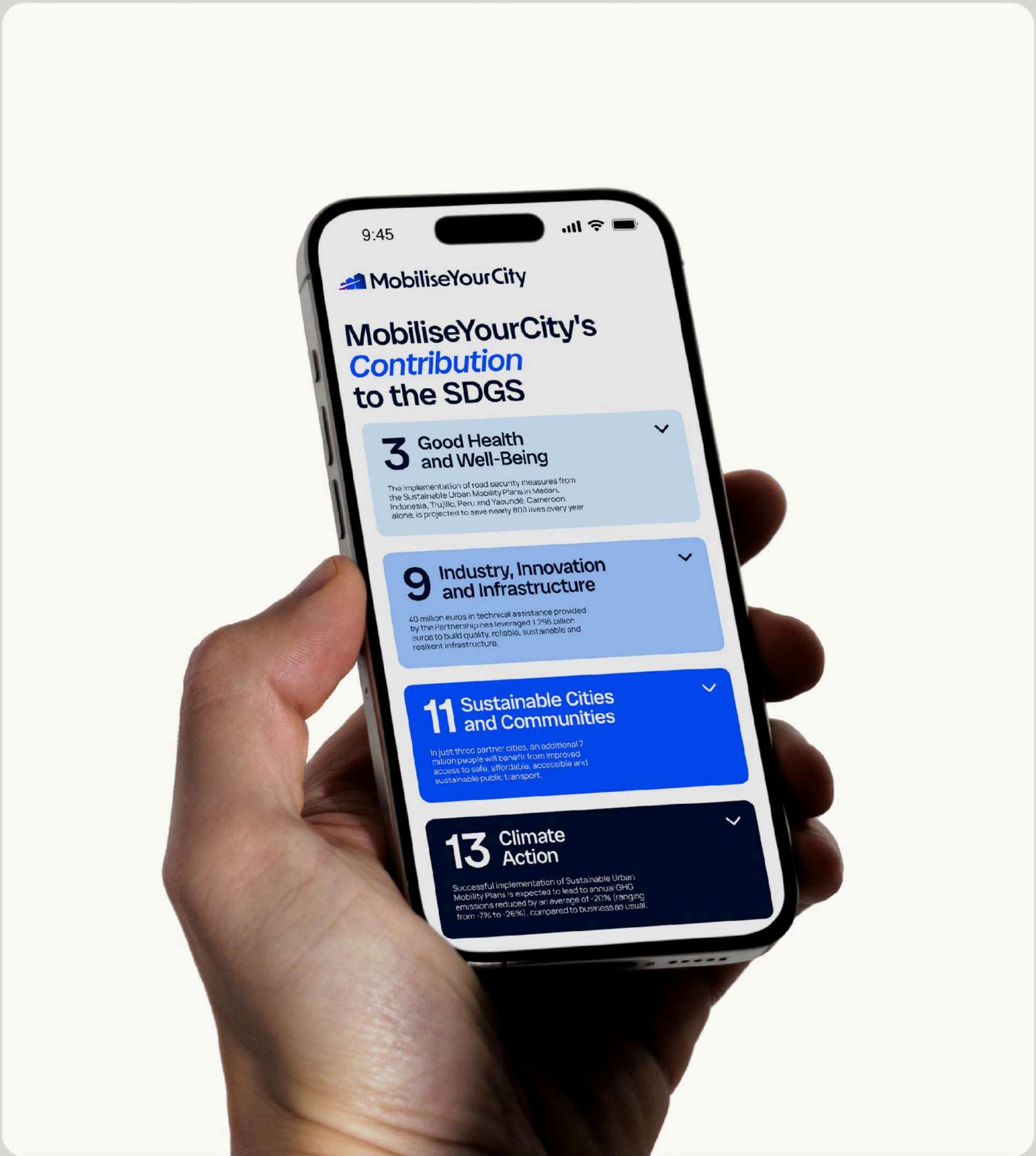
Fernanda Rivera
Specialist in Sustainable Mobility and Public Policy, Mexico



Jenny Salinas
Expert in Sustainable Mobility
MobiliseYourCity - Moderator







9:45

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MobiliseYourCity's Contribution to the SDGs

3 Good Health and Well-Being

The implementation of road security measures from the Sustainable Urban Mobility Plans in Medan, Indonesia, Trujillo, Peru and Yaoundé, Cameroon alone, is projected to save nearly 800 lives every year.

9 Industry, Innovation and Infrastructure

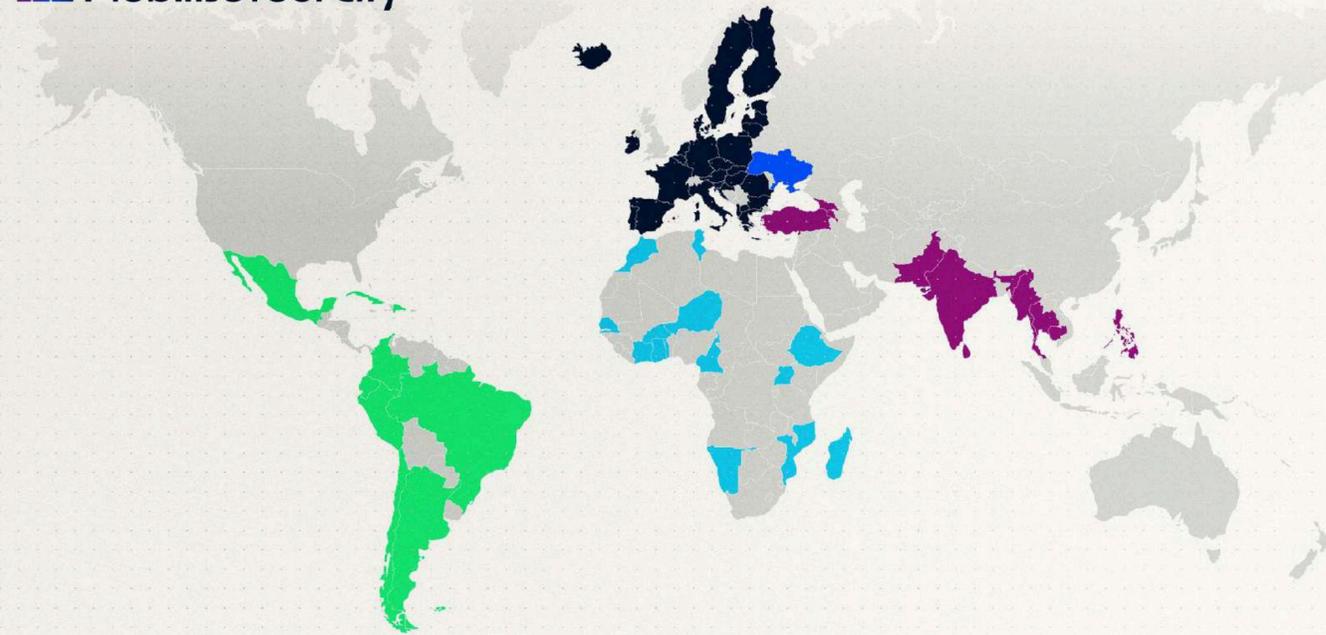
40 million euros in technical assistance provided by the Partnership has leveraged 1.256 billion euros to build quality, reliable, sustainable and resilient infrastructure.

11 Sustainable Cities and Communities

In just three partner cities, an additional 7 million people will benefit from improved access to safe, affordable, accessible and sustainable public transport.

13 Climate Action

Successful implementation of Sustainable Urban Mobility Plans is expected to lead to annual GHG emissions reduced by an average of -20% (ranging from -7% to -26%), compared to business as usual.



The MobiliseYourCity's
Global Partnership

74
Cities

16
Countries

6
Donors

Eastern Europe

Cities:
Chernivtsi, Ukraine
Lviv, Ukraine
Poltava, Ukraine
Vinnytsia, Ukraine
Zhytomyr, Ukraine

Donors

European Union
France (A7, EFEM, MTE)
Germany (BMJV, BMZ)

Latin-America and Caribbean

Cities:
Córdoba, Argentina
Belo Horizonte, Brazil
Brasília, Brazil
Curitiba, Brazil
Fortaleza, Brazil
Recife, Brazil
Teresina, Brazil
Ibaguè, Colombia

Havana, Cuba
Santo Domingo, Dominican Republic
Ambato, Ecuador
Cuenca, Ecuador
Loja, Ecuador
Quito, Ecuador
Puebla, Mexico
Arequipa, Peru
Trujillo, Peru

Countries:
Colombia
Dominican Republic
Ecuador

Africa

Cities:
Bobo Dioulasso, Burkina Faso
Kenitra, Morocco
Ouagadougou, Burkina Faso
Khemisset, Morocco
Douala, Cameroon
Khourigga, Morocco
Yaoundé, Cameroon
Marrakech, Morocco
Dire Dawa, Ethiopia
Cajale, Morocco
Hawassa, Ethiopia
Safi, Morocco
Kumasi, Ghana
Settat, Morocco
Abidjan, Ivory Coast
Maputo, Mozambique
Bouaké, Ivory Coast
Antananarivo,

Windhoek, Namibia
Madagascar Mahajanga,
Niamey, Niger
Madagascar Nואוהוوت,
Kaura, Nigeria
Mauritania
Dakar, Senegal
Agadez, Morocco
Mboul, Senegal
Al-Assima (Rabat Salé), Morocco
Tiris, Senegal
Beni Mellal, Morocco Casablanca,
Dordoma, Tanzania
Morocco
Lomé, Togo
El Jajdida, Morocco
Sfax, Tunisia
Fes, Morocco
Harare, Zimbabwe

Countries:
Burkina Faso
Cameroon
Ethiopia
Madagascar
Morocco
The Gambia
Togo
Tunisia
Uganda

Asia

Cities:
Yerevan, Armenia
Phnom Penh, Cambodia
Tbilisi, Georgia
Ahmedabad, India
Aizawl, India
Kochi, India
Nagpur, India
Medan, Indonesia

Mandalay, Myanmar
Abbottabad, Pakistan
Mirgora, Pakistan
Peshawar, Pakistan
Davao City, Philippines
Kurunegala, Sri Lanka
Ankara, Turkey

Countries:
India
The Philippines
Sri Lanka
Thailand

Service Areas

06



MobiliseYourCity

Guiding Principles

→ Our Vision

We work together as partners to shape low-carbon mobility systems that contribute to efficient, safe, and just cities for all urban residents of today and the future.



"At AFD, we have realised the potential of MobiliseYourCity to support the implementation of our own transport strategy."

Lise Breuil
Head of the Transport and Mobility Division,
Agence Française de Développement



→ Our Mission

Our mission is to incubate solutions, accelerate the adoption of proven approaches, and facilitate complex change processes to transform urban mobility.

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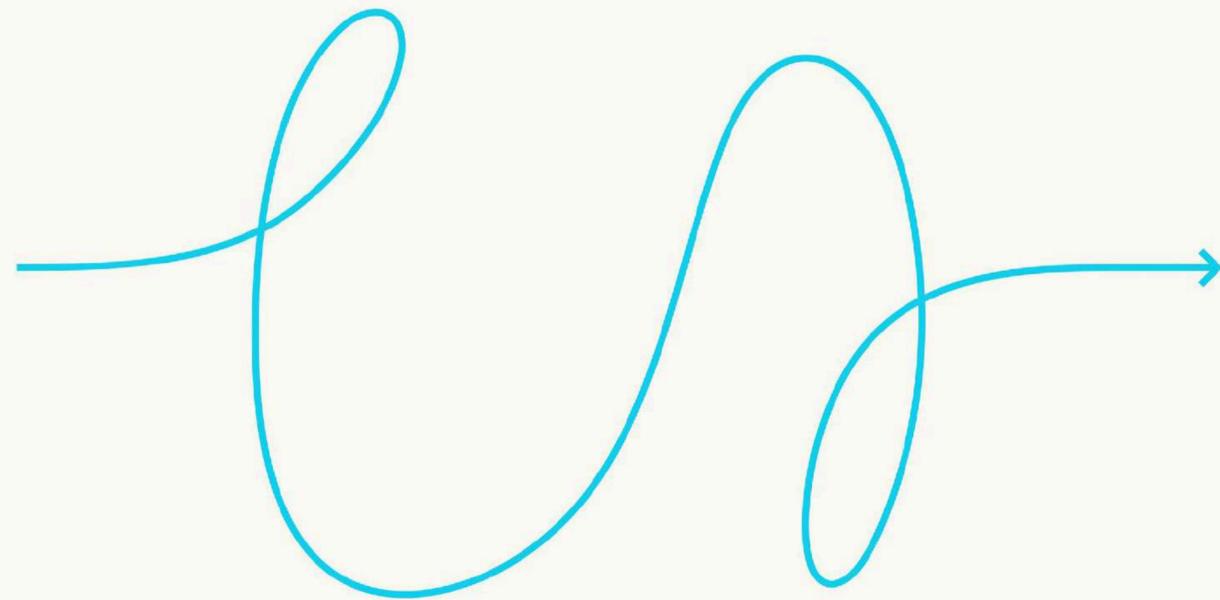
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SUMP concept and comparison with the traditional approach.



Traditional Transport Planning	Sustainable Urban Mobility Planning (SUMP)
Focus on traffic	→ Focus on people
Primary objectives: traffic flow capacity and speed	→ Primary objectives: Accessibility and quality of life, including social equity, health and environmental quality, and economic viability
Mode-focussed	→ Integrated development of all transport modes and shift towards sustainable mobility
Infrastructure as the main topic	→ Combination of infrastructure, market, regulation, information and promotion
Sectoral planning document	→ Planning document consistent with related policy areas
Short and medium-term delivery plan	→ Short and medium-term delivery plan embedded in a long-term vision and strategy
Covering an administrative area	→ Covering a functional urban area based on travel-to-work flows
Domain of traffic engineers	→ Interdisciplinary planning teams
Planning by experts	→ Planning with the involvement of stakeholders and citizens using a transparent and participatory approach
Limited impact assessment	→ Systemic evaluation of impacts to facilitate learning and improvement

Mobilising cities.



Enabling change.



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cities.
*Enabling
change.*





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February 2026
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