

EUROPEAN MOBILITY WEEK



PARTICIPATION REPORT

NOVEMBER 2017



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1. INTRODUCTION

The EUROPEAN**MOBILITY**WEEK 2017 Participation Report is based on the information gathered from the participant town and cities' database.

To visualise the campaign's development, the Participation Report compares the 2017 figures with previous editions of the campaign.

Website visits and usage are analysed, providing an insight into the digital reach of the campaign. Social media interaction, a prominent communication tool, is also examined from a statistical standpoint.

Section number 6, 'Highlights and main events', is based on information obtained from National Coordinators and local campaigners.

EUROPEAN**MOBILITY**WEEK 2017 had the highest participation rate ever witnessed since its launch in 2002 (2,526 participating towns and cities), surpassing the record set by last year's campaign.

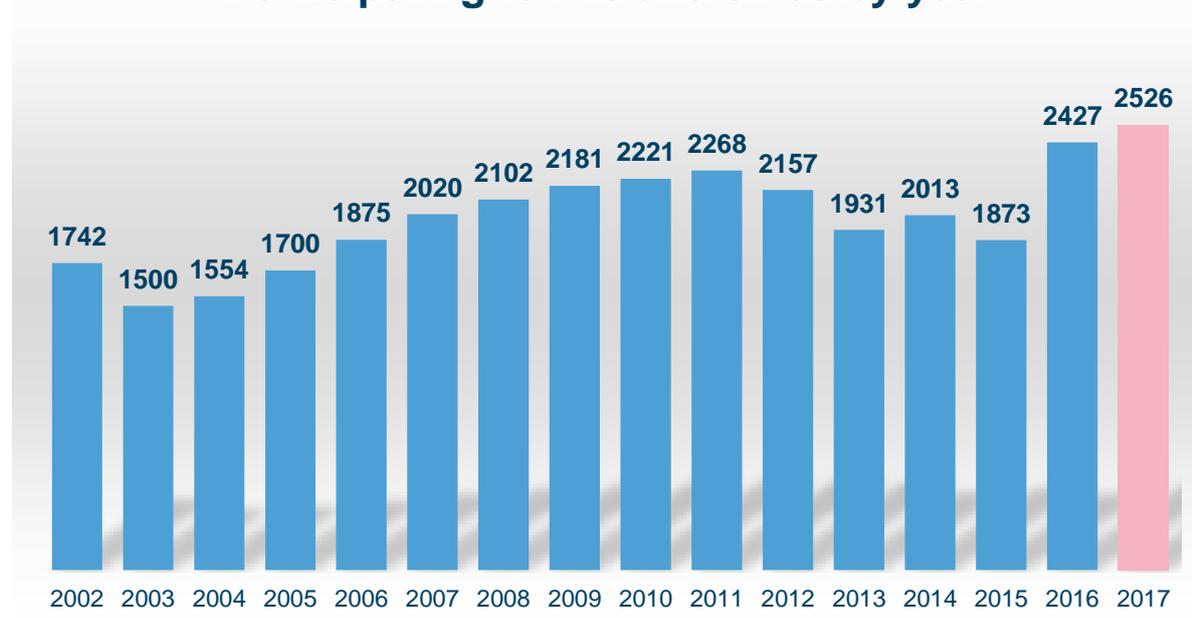


#2,526 towns and
cities registered

2. PARTICIPATION

This year's EUROPEANMOBILITYWEEK was the most successful edition of the campaign yet, with a total of 2,526 participating towns and cities. This figure marks an increase of 110 from last year – itself a record breaking year. The 2017 campaign was buoyed by significant participation increases in a number of countries, thanks in no small part to highly engaged National Coordinators.

Participating towns and cities by year



2.1. Participation by country

50 countries took part in the campaign, a fall of one from 2016. This year saw Brazil re-join the campaign with two cities registered, while Canada and Mali failed to repeat their 2016 participation.

As in previous editions of the campaign, Austria, Spain and Hungary were the top three countries in terms of participation. Austria and Spain improved on their 2016 totals, with Austria adding 52 municipalities and Spain adding 16, while the number of Hungarian towns and cities taking part fell by 12.

Significant increases were achieved in central and eastern Europe: Poland, Belarus, Bulgaria, Lithuania, Latvia and Romania all saw marked improvements in participation levels. Other countries, however, saw their participation rate fall in comparison to 2016, with Belgium, Sweden and The Netherlands all registering lower totals than the previous year. (It should be noted that the amalgamation of towns and cities in certain

countries – leading to a lower total of towns and cities overall – has not been analysed.)

EUROPEANMOBILITYWEEK participation per country (in alphabetical order)											
Country	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Albania	0	6	0	0	0	0	4	1	4	16	14
Andorra	0	0	0	0	0	0	1	2	1	1	1
Argentina	1	0	0	1	1	0	3	-	1	1	5
Austria	396	378	400	430	466	548	534	535	457	525	577
Belarus	-	-	-	-	-	-	-	-	3	19	48
Belgium	29	35	163	66	48	55	78	30	35	117	58
Bosnia & Herzegovina	0	0	5	5	1	3	2	1	1	3	5
Brazil	57	34	12	30	7	2	9	1	-	-	2
Bulgaria	47	48	39	45	27	32	48	29	21	28	39
Canada	3	2	2	1	1	2	1	-	-	3	-
Colombia	0	1	1	0	0	0	0	-	1	-	-
Croatia	9	10	32	20	18	16	16	16	11	12	11
Cyprus	0	2	2	3	4	3	4	9	5	3	4
Czech Republic	75	90	85	83	56	45	20	29	37	29	26
Denmark	0	0	0	0	1	0	0	1	-	9	2
Ecuador	1	1	2	1	1	1	0	1	-	-	-
Estonia	0	0	0	2	2	2	1	2	3	5	4
Finland	9	10	3	2	8	13	29	27	34	27	28
FYR Macedonia	2	0	1	0	2	0	1	5	15	13	12
France	143	180	157	147	103	131	108	99	44	74	53
Germany	36	57	51	52	50	14	12	8	11	29	44
Greece	13	3	2	6	7	6	8	21	53	86	87
Hungary	63	73	74	96	104	112	129	145	182	214	202
Iceland	1	4	5	7	5	3	5	7	5	5	6
Ireland	4	10	13	13	13	10	7	2	3	12	14
Italy	43	35	29	38	74	82	126	133	110	147	129
Japan	6	7	9	9	8	9	13	11	10	11	12
Kazakhstan										1	1
Kosovo ¹	0	3	0	1	0	0	1	1	1	2	4

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence

Latvia	8	13	6	15	17	8	8	7	15	14	26
Liechtenstein	0	0	0	1	1	0	0	-	-	-	-
Lithuania	19	16	11	23	14	19	2	11	13	21	45
Luxembourg	35	100	51	45	42	16	12	28	20	41	33
Mali	-	-	-	-	-	-	-	-	-	1	-
Malta	0	0	0	0	0	0	0	6	1	7	7
Mexico	-	-	-	-	-	-	-	-	-	1	4
Moldova	0	0	0	1	0	0	0	-	-	-	-
Montenegro	0	0	0	0	2	2	2	2	3	7	7
Netherlands	310	218	231	71	10	24	18	14	2	20	5
Norway	7	8	13	14	18	18	18	18	20	33	28
Poland	74	84	127	114	111	89	27	10	10	30	105
Portugal	83	69	65	66	66	64	48	73	63	60	62
Romania	100	108	62	58	48	48	52	36	30	30	61
Russia	-	-	-	-	-	-	2	16	36	52	55
San Marino	-	-	-	-	-	-	-	-	-	1	1
Serbia	14	1	19	16	15	3	9	10	14	12	8
Slovakia	5	2	3	4	9	13	11	28	30	47	49
Slovenia	25	24	21	13	31	14	31	38	60	74	71
South Korea	0	1	1	0	0	0	1	-	15	8	6
Spain	305	366	390	567	764	614	406	490	378	451	467
Sweden	28	46	51	103	88	105	98	87	90	83	65
Switzerland	8	7	3	2	2	3	4	2	2	2	6
Taiwan	1	1	1	2	1	1	1	-	-	-	-
Thailand	1	0	0	0	0	0	0	-	-	-	-
Turkey	0	0	2	3	0	3	2	2	2	1	7
Ukraine	0	0	0	2	12	16	11	9	11	18	12
United Kingdom	59	48	37	43	9	9	6	10	10	18	6
USA	0	0	0	0	1	0	1	-	-	3	2
Venezuela	0	1	0	0	0	0	0	-	-	-	-
Vietnam	0	0	0	0	0	0	1	-	-	-	-
TOTAL	2,020	2,102	2,181	2,221	2,268	2,158	1,931	2,013	1,873	2,427	2,526

NB: **Bold** = increase, *Italic* = decrease

2.2. Golden Participants and Participants by country

The table below shows the number of ‘Golden Participants’– those towns and cities that carried out the three EUROPEANMOBILITYWEEK criteria (implemented a permanent measure, ran a week-long campaign, and hosted Car-Free Day) – as well as ‘Participants’ - those that met at least one of the criteria. In line with the higher participation rate, 2017 saw 542 Golden Participants, 77 more than in 2016.

The ratio between ‘Golden Participants’ and ‘Participants’ remained in line with previous editions at 21% (each year sees a roughly 80% to 20% split in favour of ‘Participants’). Despite fluctuating participation figures, the percentage of ‘Golden Participants’ remains broadly constant.

Country	Golden Participants (local authorities that met all three criteria)	Participants (those that carried out at least one of the criteria)	Total participation
Albania	2	12	14
Andorra	0	1	1
Argentina	2	3	5
Austria	13	564	577
Belarus	21	27	48
Belgium	0	58	58
Bosnia and Herzegovina	2	3	5
Brazil	1	1	2
Bulgaria	9	30	39
Croatia	5	6	11
Cyprus	0	4	4
Czech Republic	9	17	26
Denmark	0	2	2
Estonia	2	2	4
Finland	6	22	28
Former Yugoslav Republic of Macedonia	1	11	12
France	1	52	53
Germany	8	36	44
Greece	43	44	87

Hungary	49	153	202
Iceland	5	1	6
Ireland	3	11	14
Italy	38	91	129
Japan	0	12	12
Kazakhstan	0	1	1
Kosovo	1	3	4
Latvia	8	18	26
Lithuania	5	40	45
Luxembourg	4	29	33
Malta	1	6	7
Mexico	1	3	4
Montenegro	2	5	7
Netherlands	1	4	5
Norway	9	19	28
Poland	31	74	105
Portugal	17	45	62
Romania	14	47	61
Russia	8	47	55
San Marino	0	1	1
Serbia	3	5	8
Slovakia	19	30	49
Slovenia	5	66	71
South Korea	1	5	6
Spain	177	290	467
Sweden	6	59	65
Switzerland	1	5	6
Turkey	3	4	7
Ukraine	2	10	12
United Kingdom	2	4	6
United States of America	1	1	2

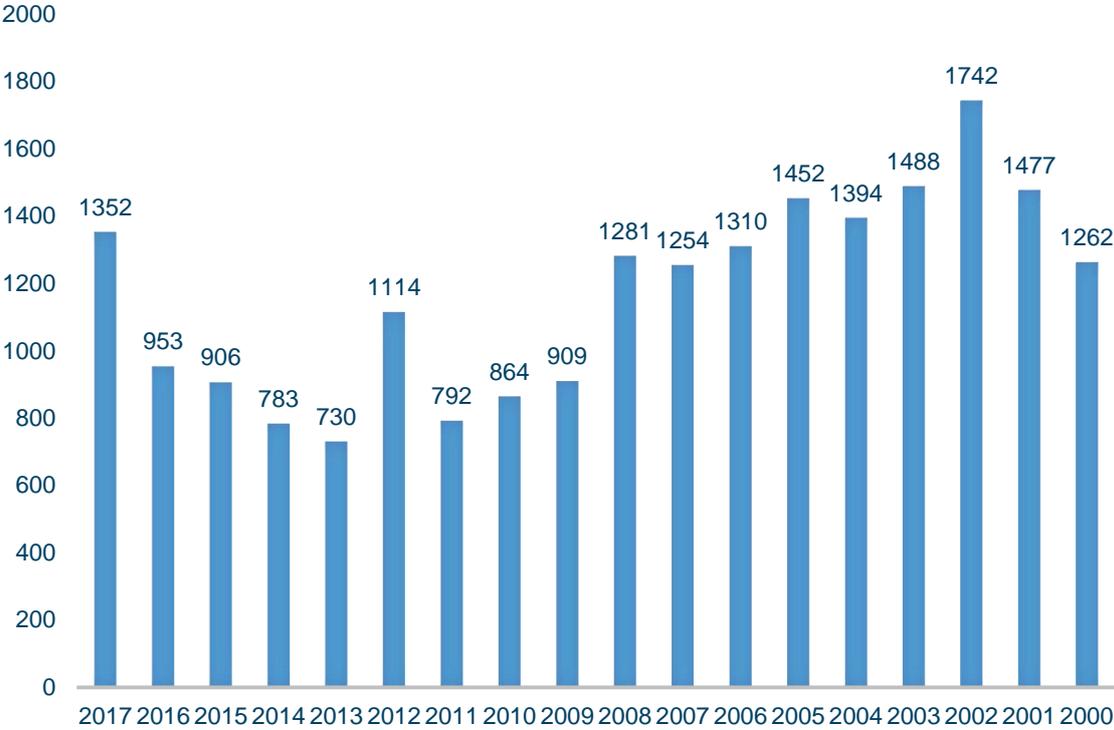
Total (2017)	542 (21.46%)	1984 (78.54%)	2526
Total (2016)	465 (19.16%)	1962 (80.84%)	2427
Total (2015)	372 (19.86%)	1501 (80.14%)	1873
Total (2014)	377 (18.73%)	1630 (80.97%)	2013

2.3. Organisation of Car-Free Day activities

This year saw a significant increase in Car-Free Day participation, with 1,352 towns and cities closing their street(s) to traffic – an impressive 399 more than in 2016. This year's Car-Free Day (22 September) fell on a Friday, though it was not strictly mandatory to hold the Car-Free Day activities on this date.

Organisation of Car-Free Day activities	
Year	Total
2017	1352
2016	953
2015	906
2014	783
2013	730
2012	1114
2011	792
2010	864
2009	909
2008	1281
2007	1254
2006	1310
2005	1452
2004	1394
2003	1488
2002	1742
2001	1477
2000	1262

Car-Free Day Participants



3. PERMANENT MEASURES

3.1. Results from the online classification

Within this year's edition of EUROPEANMOBILITYWEEK, 1,295 towns and cities declared they implemented at least one permanent measure². This equates to around 42% of all participating cities.

Overall, 7,993 permanent measures were implemented by participating cities, an increase of 607 from last year. On average 3.16 measures per city were implemented, a figure in line with those for 2016.

Overall, the most popular permanent measures were in the fields of:

- *Mobility management*, such as launching awareness-raising campaigns, elaborating educational materials, or developing urban mobility plans (1,585 measures implemented).
- *Accessibility*, such as lowering and enlarging pavements, removing architectonic barriers, or creating wheelchair ramps (1,528 measures implemented).
- *New or improved bicycle facilities*, including enhancements to both bicycle networks and facilities such as bicycle stands in public areas (1,287 measures implemented).

² Although the term "permanent" measure is used, the category simply reflects measures that continue to have a positive effect outside of the week itself.

Permanent measures	# registered (2012)	# registered (2013)	# registered (2014)	# registered (2015)	# registered (2016)	# registered (2017)
NEW OR IMPROVED BICYCLE FACILITIES						
Improvement of bicycle network	434	458	474	393	525	552
Creation of public bicycle or bicycle sharing schemes	132	172	161	121	156	176
Improvement of bicycle facilities	359	396	425	326	424	453
Others	67	76	108	65	95	106
Subtotal	992	1102	1168	905	1200	1287
PEDESTRIANISATION						
Creation or enlargement of pedestrian areas	291	348	352	233	300	335
Improvement of infrastructure	387	436	483	369	479	517
Extension or creation of new greenways	172	168	191	140	173	206
Others	45	51	61	44	64	63
Subtotal	895	1003	1087	786	1016	1121
PUBLIC TRANSPORT SERVICES						
Improvement and extension of the public transport network	247	266	222	148	184	236
Improvement and extension of the public transport services	185	192	168	109	157	170

Use of ecological vehicles for public transport fleets	133	145	169	104	143	165
Development of new technologies in order to improve the public transport network	169	125	126	101	115	127
Launch of integrated services for the various public transport modes	103	70	81	53	60	70
Development of accessible transport services for all	126	153	141	100	126	146
Others	53	54	68	54	61	62
Subtotal	1016	1005	975	669	846	976
TRAFFIC CALMING AND ACCESS CONTROL SCHEMES						
Speed reduction programmes in zones near schools	321	340	406	238	337	370
Reduction of outside parking zones	73	86	101	61	82	87
Creation of park and ride stations	128	129	133	84	109	128
New traffic regulations: traffic circulation and parking	199	232	259	138	175	177
Elaboration of new residential areas	79	87	85	60	84	97
Others	41	69	69	34	48	65
Subtotal	841	943	1053	615	835	924
ACCESSIBILITY						
Creation of tactile pavements	133	131	159	112	146	148
Creation of wheelchair ramps	216	198	249	142	216	257
Lowering of pavements	242	253	285	194	264	267
Enlargement of pavements	217	234	289	188	259	268
Elaboration of sound devices in traffic lights	90	90	107	67	109	112
Removal of architectonic barriers	398	195	280	164	223	220
Launch of accessibility plans	119	115	128	85	106	112

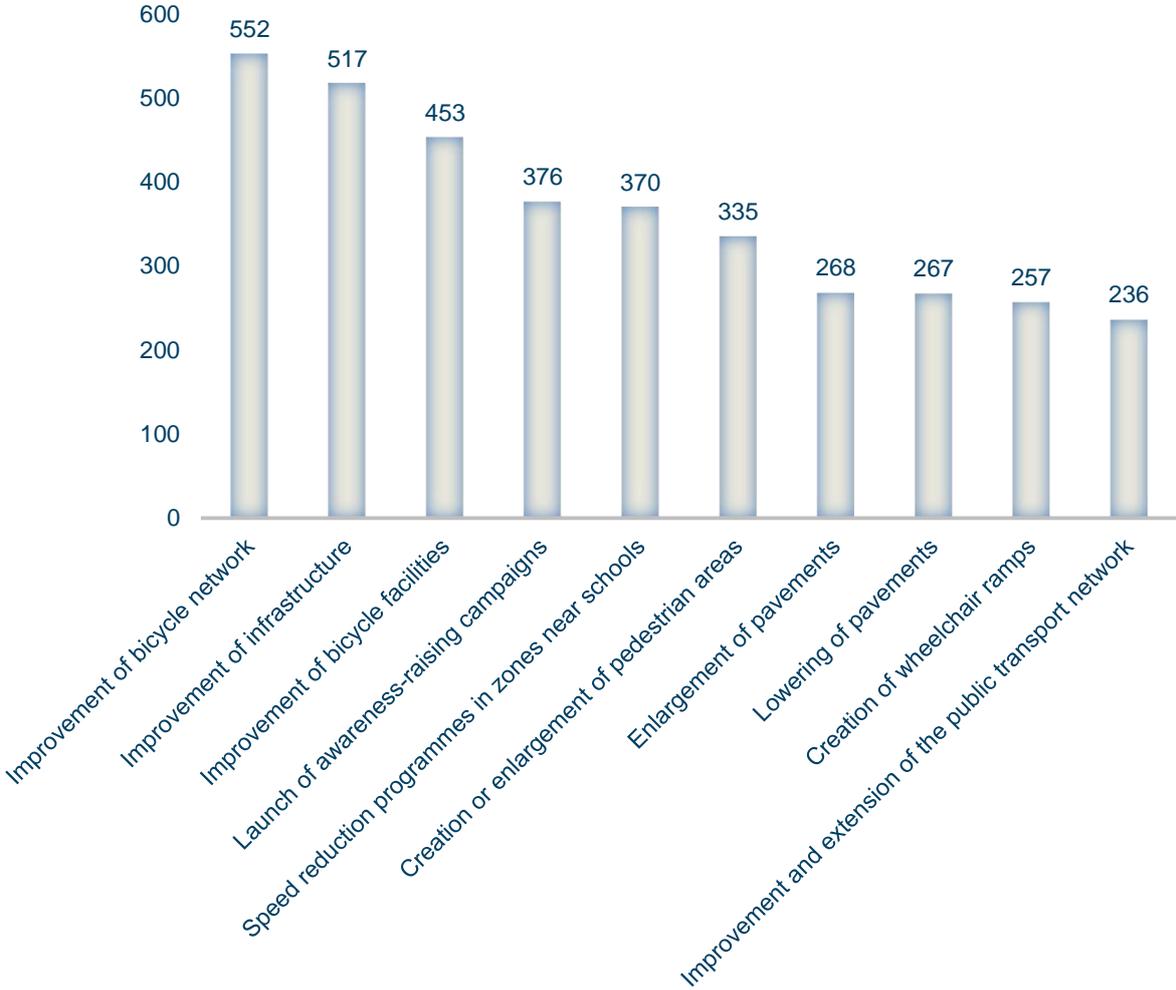
Creation of useful facilities for people with reduced mobility	114	125	155	77	110	114
Others	25	23	29	30	38	30
Subtotal	1554	1364	1681	1059	1471	1528
NEW FORMS OF VEHICLE USE AND OWNERSHIP						
Launch of online car-pooling and car-sharing schemes	100	111	89	53	64	78
Responsible car-use (eco-driving etc.)	144	169	136	75	98	99
Use of clean vehicles	164	156	176	128	163	188
Others	32	58	44	33	36	52
Subtotal	440	494	445	289	361	417
FREIGHT DISTRIBUTION						
New regulations for freight distribution	64	55	60	43	48	54
Use of clean vehicles	83	73	77	44	52	64
Creation of new unloading platforms for freight transfer	21	18	17	23	18	26
Others	19	13	14	10	12	11
Subtotal	187	159	168	120	130	155
MOBILITY MANAGEMENT						
Adoption of workplace travel plans	92	104	110	52	80	82
Adoption of school travel plans	135	151	162	100	120	157
Creation of mobility centres and online information services	99	94	73	44	49	46
Launch of awareness-raising campaigns	357	515	430	321	399	376
Elaboration of educational materials	307	282	264	159	196	210
Development of urban mobility plans in consultation with local actors	192	174	189	123	148	148
Provision of incentives and bonuses to employers	53	46	71	23	38	38

Permanent access restriction to city centres	76	104	119	67	83	97
Launch of seamless transport modes to facilitate access to business areas or other social areas	49	32	44	19	31	43
Creation of walking buses and cycling train schemes	153	144	151	106	118	123
Development of an air quality measurement tool and display in public spaces	63	82	72	58	65	67
Organisation of regular fora or surveys on public opinions and ideas	170	141	175	103	155	148
Others	46	96	106	39	45	50
Subtotal	1792	1965	1966	1214	1527	1585
Total permanent measures	7717	8035	8543	5657	7386	7993
Permanent measures per city with all cities taken into account	3.57	4.16	4.22	3.02	3.04	3.16
Number of cities that have implemented at least one permanent measure	1103 (51%)	906 (46.92%)	1032 (51.23%)	799 (42.66%)	1229 (50.66%)	1074 (42.52%)

3.2. Top ten permanent measures implemented

Rank*	Permanent measures	# registered in online database in 2017
1.	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle network	552
2.	PEDESTRIANISATION: Improvement of infrastructure	517
3.	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle facilities	453
4.	MOBILITY MANAGEMENT: Launch of awareness-raising campaigns	376
5.	TRAFFIC CALMING AND ACCESS CONTROL SCHEMES: Speed reduction programmes in zones near schools	370
6.	PEDESTRIANISATION: Creation or enlargement of pedestrian areas	335
7.	ACCESSIBILITY: Enlargement of pavements	268
8.	ACCESSIBILITY: Lowering of pavements	267
9.	ACCESSIBILITY: Creation of wheelchair ramps	257
10.	PUBLIC TRANSPORT SERVICES: Improvement and extension of the public transport network	236

Top 10 permanent measures



4. WEBSITE VISITS & USAGE

September 2017 saw a major increase in the number of unique visitors to the website in comparison to recent years. 76,232 unique visitors came to the website a total of 105,039 times, compared to 57,240 unique visitors accessing the website 83,381 times in September 2016.

Monday 18 September saw the highest level of traffic to the site, with 8,192 visitors recorded - the highest number observed in a single day during 2017.

Visitor levels stayed high throughout the week, with the final day of EUROPEAN**MOBILITY**WEEK 2017 seeing 5,221 visitors logging on to the website.

As with previous years, visitor numbers fell sharply following the week itself, with 23 September recording 1,786 visits, declining to 1,032 by the final day of the month.

It should be noted that many countries now have national EUROPEAN**MOBILITY**WEEK websites, meaning the central website may not be the first port of call for many web-users interested in the campaign.

Month	Unique visitors	Number of visits
January 2017	11,718	17,929
February 2017	10,198	15,472
March 2017	13,122	19,854
April 2017	16,946	23,508
May 2017	17,187	23,938
June 2017	18,047	25,263
July 2017	25,471	35,248
August 2017	31,795	45,544
September 2017	76,232	105,039

Aside from the homepage, '2017 participants' emerged as the most popular page to visit, displaying the widespread interest in which towns and cities are taking part. This is followed by 'Registered actions', a page that showcases a list of all **MOBILITY**ACTIONS added to the website. Its high-ranking is evidence of the popularity of the **MOBILITY**ACTIONS feature. 'Campaign resources', a page providing information on the campaign and promotional materials for download, came in fourth place.

Ten most visited pages (September 2017)		
Rank	Page	Unique page views
1.	Home	25,525
2.	2017 participants	11,905
3.	Registered actions	1,854
4.	Campaign resources	983
5.	Design materials	935
6.	About MOBILITYACTIONS	817
7.	Theme 2017	601
8.	The campaign	479
9.	News	348
10.	EMW Award	3014

4.1. Where are website visitors from?

Italy and Spain swap places to remain at the top of the table in 2017, maintaining their high visitor rates. Hungary falls from 3rd place to 10th, while Belgium climbs from 6th position to 3rd. The number of French visitors increased marginally to see France reach 5th position, while the number of Portuguese visitors declined, landing it in 6th place compared to 4th in 2016. Poland also entered the top 10 table at 8th position this year, reflecting the country's high participation rate.

Despite being the top performer in terms of towns and cities taking part, Austria does not fall within the top 10 for website visitors.

Visits per country			
Rank	Country	Visits September 2017	Visits September 2016
1.	Italy	6,427	8,472 (2)
2.	Spain	6,026	6,758 (1)
3.	Belgium	3,418	2,761 (6)
4.	Slovakia	2,783	2650 (5)
5.	France	2,476	2,401 (8)
6.	Portugal	1,943	2,275 (4)

7.	Greece	1,719	1,968 (9)
8.	Poland	1,692	1,822 (-)
9.	Germany	1,655	1,697 (7)
10.	Hungary	1,650	1,545 (3)

4.2. Comparison with previous editions

Some 76,232 unique visitors accessed the website in September 2017 - the highest rate since the start of the EUROPEANMOBILITYWEEK campaign and a substantial increase of 18,992 unique visitors from 2016.



4.3. Website referrals

The following table shows the top 10 websites that drove traffic to the EUROPEAN**MOBILITY**WEEK website in September 2017:

Rank	Website	Visits
1.	www.facebook.com	2,798
2.	eurotm2017.eurotm.sk	1,886
3.	www.emh.kormany.hu	1,088
4.	www.minambiente.it	922
5.	www.twitter.com	678
6.	registration.mobilityweek.eu	237
7.	mobility-action.mobilityweek.eu	210
8.	www.bing.com	203
9.	tkm.ibb.gov.tr	198
10.	www.mapama.gob.es	182

Facebook continues to be the strongest referrer to the campaign website, cementing its importance in the campaign's online activities. Twitter also performed well, coming in 5th position (as it did in 2016).

The Slovak EUROPEAN**MOBILITY**WEEK website referred the second highest number of visitors with 1,886 referrals, while the Hungarian national website referred 1,088 visitors to come in third position.

The Italian Ministry of Environment and the Spanish Ministry of Agriculture and Fisheries, Food and Environment came in 4th and 10th position respectively.

A "Traffic Control Centre" website, established by the Istanbul Metropolitan Municipality, referred 198 people to reach 9th place.

Interestingly, this year saw the registration pages for EUROPEAN**MOBILITY**WEEK and **MOBILITY**ACTIONS act as referrers, indicating that visitors were logging on to these registration portals prior to visiting the website.

5. SOCIAL MEDIA

Social media continued to be a strong pillar of the campaign's communications. Facebook, the social networking site, and Twitter, the micro blogging site, were used to share news, images, and information from the campaign, as well as interesting and inspiring news stories. Content was produced both by the European Secretariat and those taking part.

It should be noted that EUROPEANMOBILITYWEEK encourages National Coordinators to establish their own social media channels to relay local news. It is presumed that this broad spread of accounts has an effect on the follower rates of the official channels (which is provided primarily in English).

5.1. Twitter

Twitter was used as a means to share campaign news, promote sustainable mobility more generally, and connect with other projects and initiatives in the field.

The EUROPEANMOBILITYWEEK Twitter account (@mobilityweek) has 5,983 **followers** as of time of writing, an increase of 1,729 (29 percent) from 2016. During the week itself, the account gained **270 followers**.

From 16-22 September, each tweet was seen an average of 32,700 times (known as 'impressions'). Tweets sent out by the campaign were retweeted 75 times and gained 153 likes during the seven days of the week.

Twitter users from Spain and Italy made up the highest percentage of followers, coming in at 19 and 13 percent respectively. Austria, a country that consistently has the highest participation rate, does not prominently feature among the account's audience (despite countries with a smaller population size, such as Ireland, being listed among the top 10). This is perhaps due to well-established national channels.

Country name	% of audience
Spain	19% 
Italy	13% 
Belgium	9% 
United Kingdom	9% 
France	6% 
Germany	5% 
United States	3% 
Netherlands	3% 
Turkey	2% 
Ireland	2% 

The official hashtag #mobilityweek was used widely during the week, with the hashtag reportedly reaching 24,948,194 unique users. This figure includes the following variations:

#MobilityWeek
 #EuropeanMobilityWeek,
 #Mobiliteitsweek
 #semanademovilidad
 #Mobilitätswoche

More information on Twitter usage during EUROPEANMOBILITYWEEK is available in Annex 1.

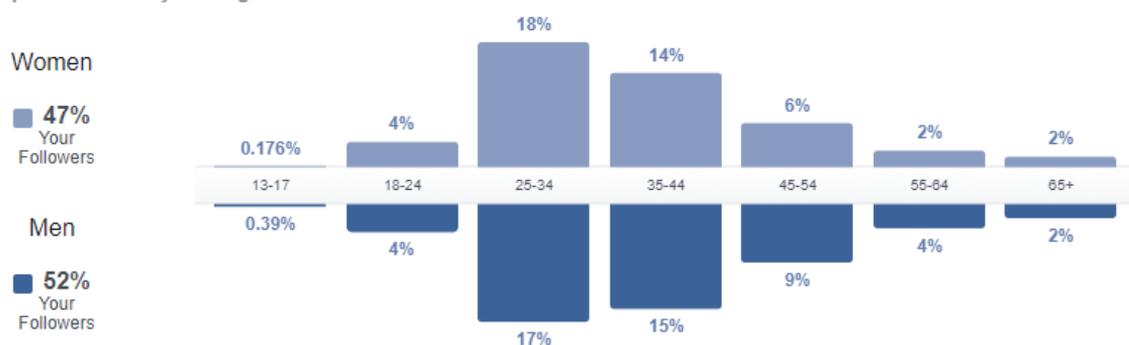
5.2. Facebook

Facebook was used as a means to share news, images and materials from towns and cities across Europe and beyond partaking in EUROPEANMOBILITYWEEK, giving an insight into how the week was celebrated across the world. At the time of writing, the EUROPEANMOBILITYWEEK Facebook account has 13,759 followers, an increase of 1,837 followers (13.5%) from 2016. Each post on the page reaches approximately **61,877 people**.

Over the course of the week itself, the EUROPEANMOBILITYWEEK account gained **321 followers**.

In terms of gender balance, the page strikes a relatively even balance between men and women (47% women to 52% men). The majority of followers are aged between 25 to 34 years of age.

The people who follow your Page



Followers of the page are mostly concentrated in Mediterranean countries, with Italy, Portugal, Spain, and Greece taking the top four positions.

Facebook followers by country		
	Country	Followers
1.	Italy	2,649
2.	Portugal	1,000
3.	Spain	990
4.	Greece	736
5.	Belgium	540
6.	Romania	504
7.	Germany	454
8.	France	407
9.	United Kingdom	390
10.	Poland	357

English is the most widely used language among followers of the Facebook page (when “US” and “UK” versions are added), with Italian the second most used language. Spanish and Portuguese follows in the rankings, with French, Greek, German and Polish also popular among followers.

Facebook followers by language		
	Country	Followers
1.	Italian	2,551
2.	English (US)	2,497
3.	English (UK)	1,825
4.	Portuguese	888
5.	Spanish	699
6.	French	637
7.	Spanish (Latin America)	589
8.	Greek	562
9.	German	408
10.	Polish	322

6. HIGHLIGHTS AND MAIN EVENTS

This section aims to present a selection of examples of activities which happened in the 2,526 towns and cities celebrating EUROPEANMOBILITYWEEK 2017. Many activities focused on the annual theme ‘Clean, shared and intelligent mobility’, some other were more general. As a decentralised campaign, towns and cities are responsible for organising their own events in line with the common guidelines. It is a real challenge to select only a limited number of good examples from such a high number of local programmes. Input from National Coordinators and local campaigners, as well as the award applications from towns and cities are a very helpful basis for this selection.

Alimos in Greece, is a good example of how a small municipality can easily link their activities to the annual theme (‘Clean, shared and intelligent mobility’ in 2017). With this aim, the town organised a workshop to promote the new local bike-sharing system and make their citizens know about it.



Essen, European Green Capital 2017, planned over 60 activities including an intermodal tour, an e-mobility exhibition, a conference in digital mobility solutions and a thanks-giving activity to cyclists. 18,000 people took part in the city’s Car-Free Day.



In the Polish municipality of **Ciechanowiec**, alike in many other towns and cities organising the campaign in Europe and beyond, children were at the core of one activity to work with them the basic road safety rules. By letting children play as vehicle drivers and/or pedestrians, this activity made them aware of the importance of sharing spaces. This only one of the many examples that prove the successful year in Poland.



Florence presented the annual theme of the campaign in a conference celebrating the 20 years of electro-mobility in the Italian city. Currently Florence has 179 charging stations for

electric vehicles, the largest network of charging stations and the highest number of electric vehicles in the country. Plans are to increase travels made by foot, bike and electric vehicles, thanks to the combined use of shared vehicles and public transport. The electric car-sharing fleet was shown at the venue. In addition, the city set up an info point during Car-Free Day where people found out about the existing shared mobility solutions.



The city of **Luxembourg** organised its main event in the spirit of Car-Free Day, closing a central area of 6,4 km to road

traffic and organising activities instead. The event was conceived for the official inauguration of a new “passerelle” for bikes under an emblematic bridge. Several other activities like workshops and food market took place at the same time.



In **Terrassa**, Spain 500 people made a live huge human bike to promote the use of this clean mode of transport. After the iconic activity, they ride 8 km through the city. The mayor and vice-mayor participated also in the event, showing the political support such an awareness-raising campaign requires.

National Coordinators have also used the momentum to unveil their plans and latest results. This was the case in **Bulgaria**, where the Ministry of the Environment and Water presented the outcomes of an online survey on the public's attitudes about vehicle sharing; this raised high interest by media. Such a survey has been done for the first time in Bulgaria.





The European Commission and the European Secretariat have also put an extra effort to represent the campaign at different locations this year. Members of the European Commission and other European institutions joined local events in cities such as **Budapest**, **Istanbul**, **Tallinn** and of course **Brussels**, where a launch event was organised on Friday 15 September in close cooperation with the city and other stakeholders like the European Cyclists' Federation (ECF) and the International Union of Public Transport (UITP).



7. CONCLUSIONS AND RECOMMENDATIONS

2017 – A Year of Positives

In its last edition, EUROPEANMOBILITYWEEK 2017, saw a record breaking year not just for the campaign as a whole but for nine European countries in particular, as well as very significant growth in a further ten. Their combined performances alone saw an additional 293 registrations over previous years, which helped the campaign surpass the 2016 result by approximately 100 registrations.

Among the thirteen EU member states that made up this community, there was fantastic achievement in Poland (+75), Austria (+52), Romania (+31) and Lithuania (+24), as well as credible growth in Spain (+16), Germany (+15), Latvia (+12) and Bulgaria (+11). It was also positive to see already well-performing countries such as Finland, Greece, Ireland and Slovakia increase their levels of participation. These are great examples to share and Inspire other EU members experiencing less dynamic growth.

Among 2017 ‘record breakers’, we also welcomed four non-EU member states, including ‘candidate’ country Turkey (+6), ‘potential candidate,’ Kosovo³ (+2), the ‘Eastern Partnership’ country, Belarus (+29) and Russia (already a strong performer for several years now, +3).

Indeed, when looking at ‘new’ member states across both record-breakers and those countries boasting improvements over last year, we see Latvia, Lithuania and Slovakia together with Bulgaria, Poland and Romania. Encouragingly, this suggests ‘Eastern’ countries favour the campaign as a means of aligning themselves with EU practices although part of the explanation also lies with the fact that Bulgaria, Latvia, Poland and Romania are ‘National Campaign’ countries which receive additional awareness raising support from domestic PR agencies (it will be interesting to see how these countries fare in 2018 after the current contract ends). However, this is not to diminish the impact new National Coordinators have had, for instance, in Poland which helped register a 250 percent increase over last year (encouraged by regional info days, phone calls and emails that simply reminded participants who had forgotten, to register), a new team in Lithuania which hit 114 percent, Germany, the new team’s second year which saw a rise of 51 percent as was the case in Belarus which realised growth of 152 percent.

Beyond Europe, it was also encouraging to see the campaign continuing to have influence in Asia as well as North, Central and Latin America, interest rising especially in Argentina, Mexico and Brazil.

Of course, while it's fantastic to see the campaign's reach grow, the week is not only

³ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence

about quantity but quality. It was encouraging therefore to see a huge rise in **Car-Free Day** participation, +399 over 2016 (although at 1,352 this is by no means a record – in 2005 the campaign boasted 1,452 car-free days, while the record year was the first year: 1,742 in 2002). It would be interesting to see, however, just how many of these towns and cities actually experimented and closed an otherwise open street.

In respect to **permanent measures**, the 2017 campaign catalysed 607 more measures than in 2016, numbering 7,793 in total. That is neither a record, however, as in 2013⁴ the campaign scored 8,035 and in 2014; 8,543. In respect to the spread of measures in 2017 by category, the top ten is almost unchanged although improvements to public transport services returns, last seen in 2014.

Finally, as regards '**Golden Participants**', we saw 542 register in 2017 which compares very favourably with the 465 seen in 2016. It means roughly 21.5 percent of all participants get wholly involved in the campaign, a figure which has steadily grown from 18.7 percent in 2014.

Overall, the positive results for a second year running suggest the campaign is experiencing a renaissance in popularity, probably due to the rising need to realise sustainable urban mobility, the growth of importance of Sustainable Urban Mobility Planning and the contribution of Intelligent Transport Systems. Although it must be said that keys to success also include a complete and well-functioning national coordinators' network, timely delivery of graphic campaign support and key content, and the incredible commitment and enthusiasm of the National Coordinators themselves.

It is perhaps too early to gauge the contribution being made by the secondary **MOBILITYACTIONS** campaign which intends to foster the spirit of the week over the year and encourages NGOs, associations, enterprises, research organisations as well as towns and cities to host large and small scale campaigns to influence behaviour.

MOBILITYACTIONS: SIZE DOESN'T MATTER!

In 2017, the Secretariat has seen 669 actions in 43 countries. However, its quality and originality that we are looking at here. Although Romania came out top with 106 registered actions, most were undertaken in myriad schools that managed mediocre activities and were poorly described. Spain saw a high level of interest from the private sector and other organisations, advocating innovative solutions or mobile apps. The Netherlands is unique, in that the secondary campaign is prioritised over the actual week, and has yielded good quality activities. France on the other hand advocated the add-on campaign for the first time and has lost traditional city registrations to **MOBILITYACTIONS**. Positively speaking, Latvia has seen many new registrations, most likely a result of the promotion done by the local partner under the 'National Campaign' banner in the country.

⁴ Conversely, 2013 saw the lowest levels of participation in the week for six years

‘Challenging’ countries and what should be done

Despite the achievements outlined above, there are less positive results elsewhere. Seven countries, for instance, saw double digit falls on last year’s figures, including:

Double Digit Falls	Single Digit Falls
Belgium -59	Luxembourg -7
France -21	Denmark -7
Sweden -18	Ukraine -6
Italy -18	Norway -5
Netherlands -15	Serbia -4
Hungary -12	Slovenia -3
U.K. - 12	Czech Republic -3

These total 155 but excludes single digit losses elsewhere which exceed 35. In some countries, like Hungary, this is less a cause for concern, having still boasted its second most successful year ever, while Italy, its fourth best ever result. But in other countries, results have reverted to levels, in some cases on a par with their poorest performing years.

In 2018, efforts ought then to be focused on understanding where the problem lies. For instance, Belgium, being federal, probably suffered not only from a lack of a PR agency’s support in Wallonia but the lack of a National Coordinator *per se*, while the UK campaign is managed on a more or less voluntary basis that may to some extent be hindered by anti-EU sentiment as well as a preference for “heavy focus on techno fixes” according to @ibikebrighton. Sweden has experienced a long-winded transition with its National Coordinator(s) while The Netherlands campaign prioritises **MOBILITYACTIONS** because the week’s primary target group, towns and cities, identify little benefit etc. France, however, has been proactively supported by the European Secretariat, while Italy has grown absent from National Coordinators’ meetings. Did the Transport Commissioner’s letters of ‘appreciation and encouragement’ to ministers make a difference in 2017? There are probably various political, cultural, economic, historical, topographical reasons – or even a combination of these – that can help to explain why the campaign achieves less in these countries.

An action plan to address these countries including more dedicated support from the European Secretariat would make sense next year and could include for instance, a mentoring programme as well as support to National Coordinators’ organisation of annual information meetings with local authorities, already envisaged under the 2018

call for tender.⁵ To this list of countries, however, we may especially consider adding Denmark, which in 2017 saw a fall of seven registrations over last year or 78 percent. Its status is particularly fragile, as it is served by an interim national reference point who reports regarding the decline:

“The reason is partly the missing interest and budget from the state level, but mainly that there seems to be no energy in participating in a European event just now. [I hear] “We just have to try and save our core business”, and we cannot allow any “nice events.” I disagree ... and think we need a broad common platform where we discuss and show intelligent mobility options, with the public and between municipalities. Odense [which provides the leadership for the CIVITAS Political Advisory Committee] said no to joining the EUROPEANMOBILITYWEEK campaign.”

Indeed, the challenge for political and financial support there is great. Furthermore, in 2015, a Danish Cycling Embassy representative added:

“Why would we get involved in EUROPEANMOBILITYWEEK? We have sustainable mobility every day here!”

Two other countries with unrealised potential include ‘candidate’ country Turkey and the ‘Eastern Partnership’ country; Moldova, where National Coordinators are either absent (the former) or unable to communicate in English, resulting in the latter in no registrations for a tenth year.

Is the sky the limit?

In recent years we have quantitatively considered those municipalities not getting involved in the campaign. Even in the strongest performing countries there are many. Some may be too small to benefit, others, like Danish or Dutch towns, will argue there’s no need to encourage their citizens to travel sustainably. But this is to undervalue the campaign which provides a platform for stakeholder engagement and an occasion to celebrate infrastructure improvements too.

What we can do is assess the population reached among participating towns and cities and compare this to the total population of the country in order to identify future targets too. There are inherent challenges, however; i) the community data was collected in the past, and is neither always suitable for automatic calculation (e.g. one see 9mio or 1.000.000, an empty field, the country population, etc.). Only after overcoming this by manually correcting could deeper analysis be completed. However, there remain caveats. The Washington DC metropolitan area, for instance, includes a population of six million inhabitants. What would this say about the real level of participation? In future, we may simply add a field to the participation record, where cities can add a more realistic number concerning reach. This would also feed efforts called for from 2018⁶ to define key performance indicators that enable the gathering of information necessary for a fuller evaluation/assessment of the campaign and a system for benchmarking annual campaign goals, so as to improve the quality and coherence of

⁵ See Task 2 of MOVE.B.4/2017/328 on pg. 16

⁶ See Task 1 of MOVE.B.4/2017/328 on pg. 15-6

the EUROPEAN**MOBILITYWEEK** activities in participating towns and cities.

Returning to the issue of infrastructure, it would be a boon to the campaign if those national bodies responsible for disbursing EU Structural and Investment Funds via the operational programmes for infrastructure investment, via the ERDF funding facilities (i.e. Interreg and the Urban Innovative Actions fund) would oblige their registration as permanent EUROPEAN**MOBILITYWEEK** measures. Thinking more broadly, perhaps all EC calls for transport and mobility projects should reference EUROPEAN**MOBILITYWEEK**, as an opportunity not just for measure launch but for soft campaigns and stakeholder engagement. Such strategic partnerships could also be extended to peripheral players too, such as the European Environment Agency, who via social media regularly advocate behavioural change. The secondment of the former Greek National Coordinator there is a window of opportunity that ought to be further explored. Meanwhile the link with the CIVITAS Initiative could be further strengthened, although it was already encouraging to hear the Commissioner for Transport and the Deputy Director at DG MOVE, Maja Bakran-Marčič reference the success of the campaign in their keynote speeches.

Annex 1. Twitter statistics

Real-time Tracker: #MobilityWeek

SEP 16 - SEP 22

13,935
POSTS

7,628
USERS

24,948,194
REACH

57,259,595
IMPRESSIONS

Timeline

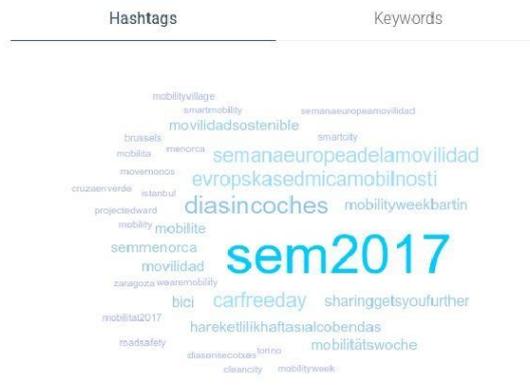
Cumulative Hourly



Top Posts

- | RT / Likes | Klout | Recent |
|------------|-------|--------|
| 237 | | |
| 124 | | |
| 114 | | |
| 111 | | |

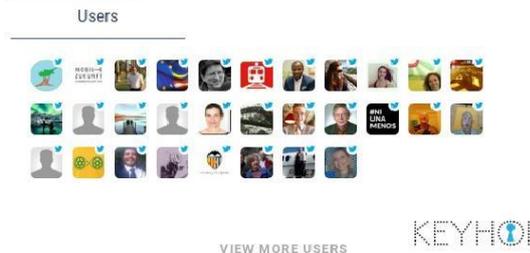
Related Topics



Most Influential

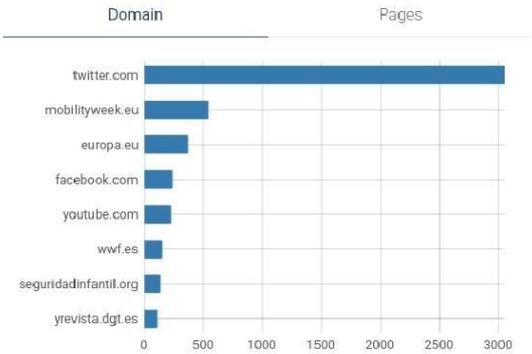


Recent Users



KEYHOLE

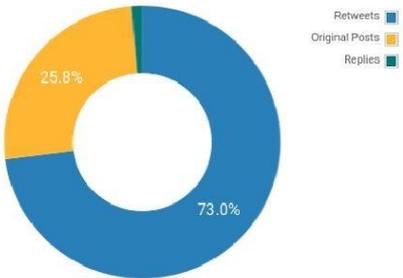
Top Sites



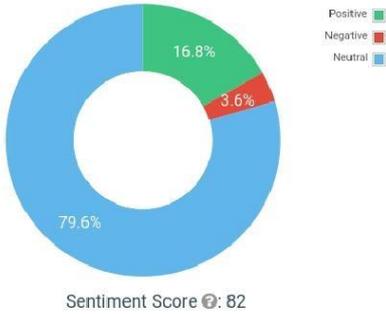
Location



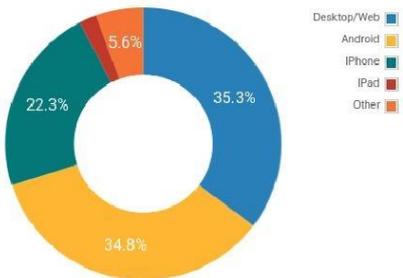
Share of Posts



Sentiment



Top Sources



Demographics

