

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2016

PARTICIPATION REPORT

NOVEMBER 2016



Smart mobility. Strong economy.

www.mobilityweek.eu



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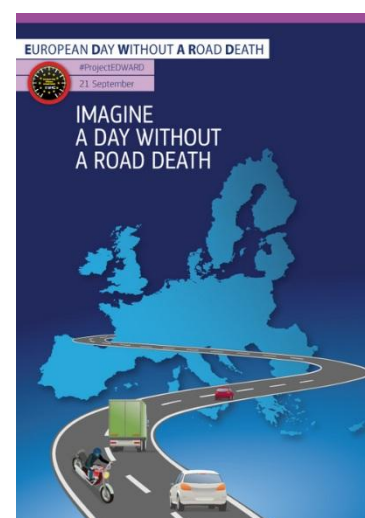
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1. INTRODUCTION

The EUROPEANMOBILITYWEEK 2016 Participation Report is based on the information gathered from the participant town and cities' database on the campaign website. Section number 6, 'Highlights and main events', is based on information obtained from National Coordinators. It includes participation rates, as well as information on the Car-Free Day initiative. To visualise the campaign's development, the Participation Report compares the 2016 figures with previous editions.

Given that the website is one of the campaign's main communication tools, website visits and usage is analysed, providing an insight into the digital reach of the campaign. Following in this vein, social media interaction, a prominent communication tool, is also analysed from a statistical standpoint.

EUROPEANMOBILITYWEEK 2016 had the highest participation rate ever witnessed by the campaign (2,427 participating towns and cities). There were over 550 more participants than in 2015, and more than 150 compared to the previous 'record,' set five years earlier. More countries participated, extending the global reach of the campaign to first-timers such as Mexico and Mali, besides welcoming returnees such as Argentina, Japan, USA and Canada. The campaign also linked up with EDWARD - European Day Without A Road Death¹ on September 21st, which enabled campaigners to highlight the issue of road safety, which is a cornerstone of EUROPEANMOBILITYWEEK too.

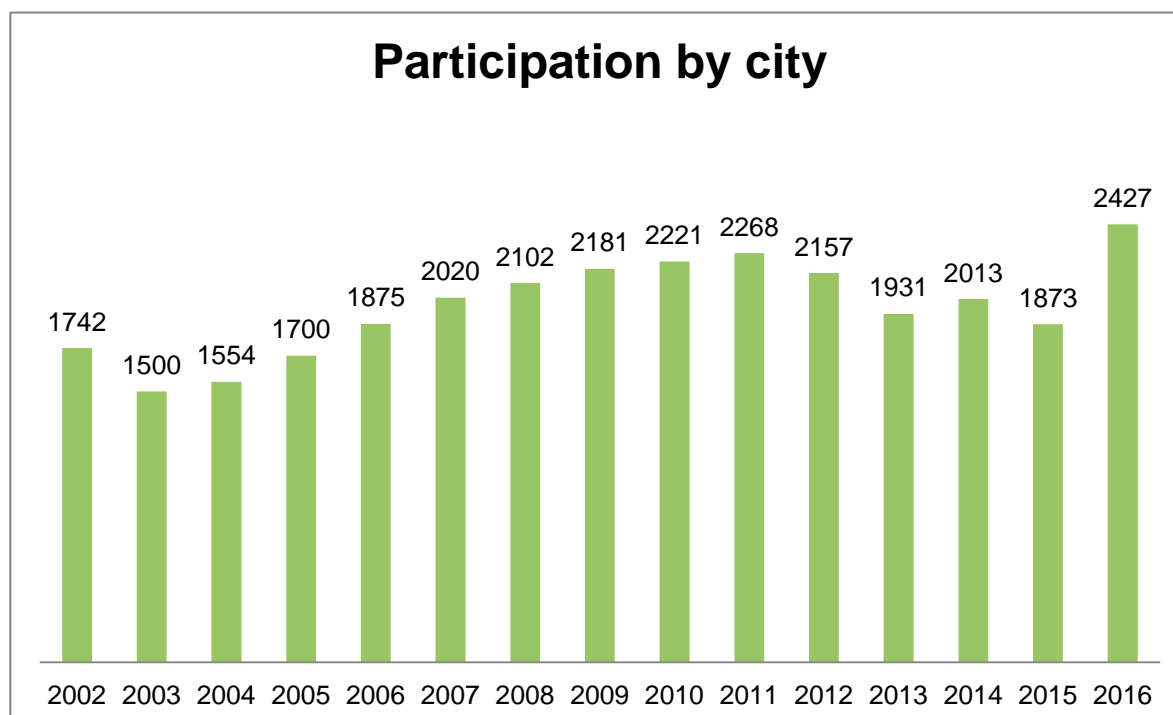


Qualitatively speaking, 2016 saw a rise of 93 in the number of 'Golden participants' - towns and cities that carried out the three EUROPEANMOBILITYWEEK criteria (implemented a permanent measure, ran a week long campaign and hosted a Car-Free Day) - although the ratio between them and the overall number of participants remained 20:80 respectively. Participation in Car-Free Day (22 September, this year a Thursday), saw participation levels encouragingly rise for a third consecutive year, with 953 towns and cities closing their street(s) to traffic. However, levels remain below the pre-2009 'golden age.' The campaign also remains a key platform for the launch of bicycle and pedestrian infrastructure, with 7,386 measures documented by participating cities, an average of three each.

¹ An initiative of the European Traffic Police Network (TISPOL) that ultimately saw A total of 103,516 people and organisations have taken the pledge on www.tispol.org and 72 road safety actions across Europe registered on www.roadsafetydays.eu

2. PARTICIPATION

This year's EUROPEANMOBILITYWEEK was the most successful edition of the campaign yet, with a total of 2,427 participating towns and cities. This figure marks an impressive increase of 554 from last year and surpasses the figure achieved in 2011 – the previous high-point – by 159 participants. The 2016 campaign was buoyed by significant participation increases in a number of countries, thanks in no small part to highly engaged National Coordinators.



2.1. Participation by country

51 countries took part in the campaign, an increase of six from 2015. Towns and cities from Mali, San Marino, and Kazakhstan participated for the first time, while Denmark, Canada, and the United States of America re-joined the campaign after an absence in 2015. Denmark made a particularly strong showing, registering nine local authorities compared to its usual tally of one participant.

Colombia was the only country who registered cities in 2015 not to register any participants this year.

As in previous editions of the campaign, Austria, Spain and Hungary were the top three countries in terms of participation. Each country witnessed a significant improvement in participation compared to 2015, with Austria adding 68 cities, Spain adding 73, and Hungary adding 32. Only in Hungary, however, was this a record result.

Belgium experienced the greatest increase, with 82 extra towns and cities participating compared to 2015, leading to a total of 117 participants.

Ultimately just 10 of the participating countries saw participation levels decline over the previous year. Within the EU, the Czech Republic fell by 12, Sweden and Finland both saw participation decline by seven towns/cities, while Portugal, Cyprus, and Latvia also witnessed marginally diminished participation rates.

Outside the EU, Russia registered 52 cities, an increase of 16 from last year, while Belarus and Ukraine added 16 and seven cities respectively compared to 2015. Norway and Albania saw an increase of 13 cities each this year, for a respective total of 33 and 16 participants. South Korea registered seven participants less than in 2015 for a total of eight, while Serbia also lost three cities compared to 2015 for a total of 12. FYR Macedonia lost two.

Among the countries contributing to 2016's 'record' year were a number who experienced their own record year (in comparison with figures back to 2007). These included Italy (+37), Greece (+33), as already mentioned above, Hungary (+32), Slovakia (+17), Belarus and Russia (both, +16), Slovenia (+14), Norway (+13), Albania (+10), Denmark (+8), Ukraine (+7), Montenegro (+4), Estonia and USA (both +2), and Kazakhstan, Malta, Mali, Mexico and San Marino (all +1).

EUROPEAN MOBILITY WEEK participation per country										
Country	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Albania	0	6	0	0	0	0	4	1	4	16
Andorra	0	0	0	0	0	0	1	2	1	1
Argentina	1	0	0	1	1	0	3	-	1	1
Austria	396	378	400	430	466	548	534	535	457	525
Belarus	-	-	-	-	-	-	-	-	3	19
Belgium	29	35	163	66	48	55	78	30	35	117
Bosnia and Herzegovina	0	0	5	5	1	3	2	1	1	3
Brazil	57	34	12	30	7	2	9	1	-	
Bulgaria	47	48	39	45	27	32	48	29	21	28
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
Cyprus	0	2	2	3	4	3	4	9	5	3
Czech Republic	75	90	85	83	56	45	20	29	37	29
Denmark	0	0	0	0	1	0	0	1	-	9

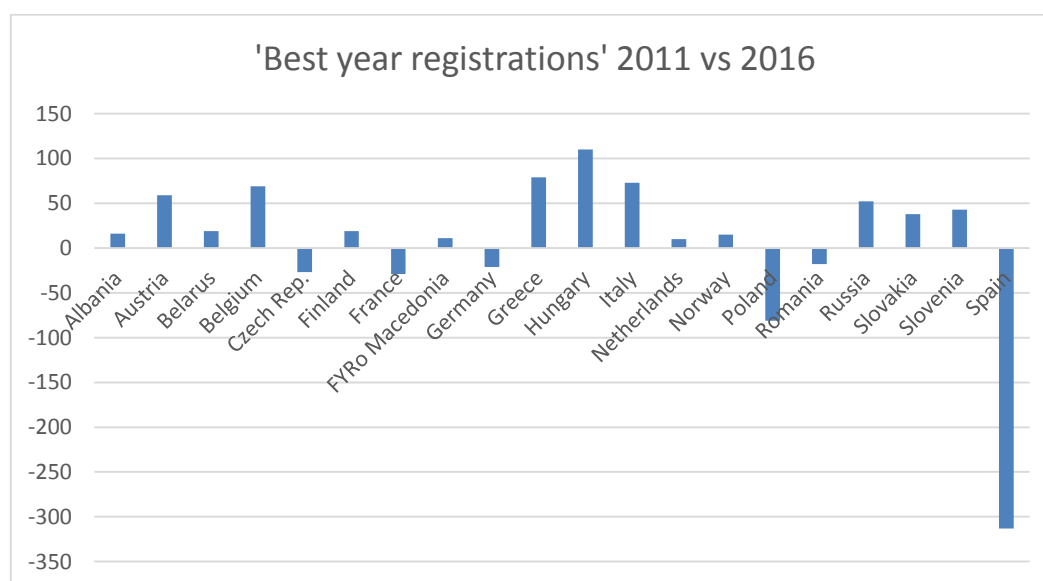
Ecuador	1	1	2	1	1	1	0	1	-	
Estonia	0	0	0	2	2	2	1	2	3	5
Finland	9	10	3	2	8	13	29	27	34	27
FYR Macedonia	2	0	1	0	2	0	1	5	15	13
France	143	180	157	147	103	131	108	99	44	74
Germany	36	57	51	52	50	14	12	8	11	29
Greece	13	3	2	6	7	6	8	21	53	86
Hungary	63	73	74	96	104	112	129	145	182	214
Iceland	1	4	5	7	5	3	5	7	5	5
Ireland	4	10	13	13	13	10	7	2	3	12
Italy	43	35	29	38	74	82	126	133	110	147
Japan	6	7	9	9	8	9	13	11	10	11
Kazakhstan										1
Kosovo ²	0	3	0	1	0	0	1	1	1	2
Latvia	8	13	6	15	17	8	8	7	15	14
Liechtenstein	0	0	0	1	1	0	0	-	-	
Lithuania	19	16	11	23	14	19	2	11	13	21
Luxembourg	35	100	51	45	42	16	12	28	20	41
Mali										1
Malta	0	0	0	0	0	0	0	6	1	7
Mexico										1
Moldova	0	0	0	1	0	0	0	-	-	
Montenegro	0	0	0	0	2	2	2	2	3	7
Netherlands	310	218	231	71	10	24	18	14	2	20
Norway	7	8	13	14	18	18	18	18	20	33
Poland	74	84	127	114	111	89	27	10	10	30
Portugal	83	69	65	66	66	64	48	73	63	60
Romania	100	108	62	58	48	48	52	36	30	30
Russia	-	-	-	-	-	-	2	16	36	52
San Marino										1
Serbia	14	1	19	16	15	3	9	10	14	12
Slovakia	5	2	3	4	9	13	11	28	30	47
Slovenia	25	24	21	13	31	14	31	38	60	74

² 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

South Korea	0	1	1	0	0	0	1	-	15	8
Spain	305	366	390	567	764	614	406	490	378	451
Sweden	28	46	51	103	88	105	98	87	90	83
Switzerland	8	7	3	2	2	3	4	2	2	2
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	<i>1</i>
Ukraine	0	0	0	2	12	16	11	9	11	18
United Kingdom	59	48	37	43	9	9	6	10	10	18
USA	0	0	0	0	1	0	1	-	-	3
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

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

Comparing 2016 with the previous best year, 2011, it is also encouraging to see that levels of participation are more geographically spread. The following chart highlights the major (10 or more) gains and falls since 2011:



Interestingly, the graph reveals that larger and 'older' EU member states like France, Germany, Poland and Spain have all lost participants, while newer EU members, such as Albania, Belarus, Hungary, Slovakia and Slovenia have grown into the campaign (which hints that perhaps an element of EU or campaign 'weariness' exists in those countries). That said, Austria has added new participants, as has Belgium, while the Czech Republic has also lost cities.

2.2. Golden Participants and Participants by country

The table below shows the number of 'Golden' towns and cities that carried out the three EUROPEANMOBILITYWEEK criteria (implemented a permanent measure, ran a week long campaign and hosted a Car-Free Day) while 'Participants' are those that met at least one. In line with the higher participation rate, 2016 saw 465 Golden Participants, 93 more than in 2015.

Interestingly, the ratio between Golden Participants and Participants remained in line with previous editions (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	4	12	16
Andorra		1	1
Argentina	1		1
Austria	23	502	525
Belarus	8	11	19
Belgium		117	117
Bosnia and Herzegovina	1	2	3
Bulgaria	5	23	28
Canada		3	3
Croatia	8	4	12
Cyprus	1	2	3
Czech Republic	9	20	29
Denmark	1	8	9
Estonia	1	4	5
Finland	2	25	27
FYR Macedonia	1	12	13
France	2	72	74
Germany	5	24	29
Greece	19	67	86
Hungary	49	165	214

Iceland	3	2	5
Ireland	4	8	12
Italy	28	119	147
Japan		11	11
Kazakhstan		1	1
Kosovo ³		2	2
Latvia	1	13	14
Lithuania	8	13	21
Luxembourg	1	40	41
Mali		1	1
Malta	1	6	7
Mexico	1		1
Montenegro	2	5	7
Netherlands		20	20
Norway	12	21	33
Poland	14	16	30
Portugal	20	40	60
Romania	10	20	30
Russia	4	48	52
San Marino		1	1
Serbia	7	5	12
Slovakia	16	31	47
Slovenia	4	70	74
South Korea	1	7	8
Spain	164	287	451
Sweden	8	75	83
Switzerland	2		2
Turkey	1		1
Ukraine	12	6	18
United Kingdom	1	17	18
United States of America		3	3

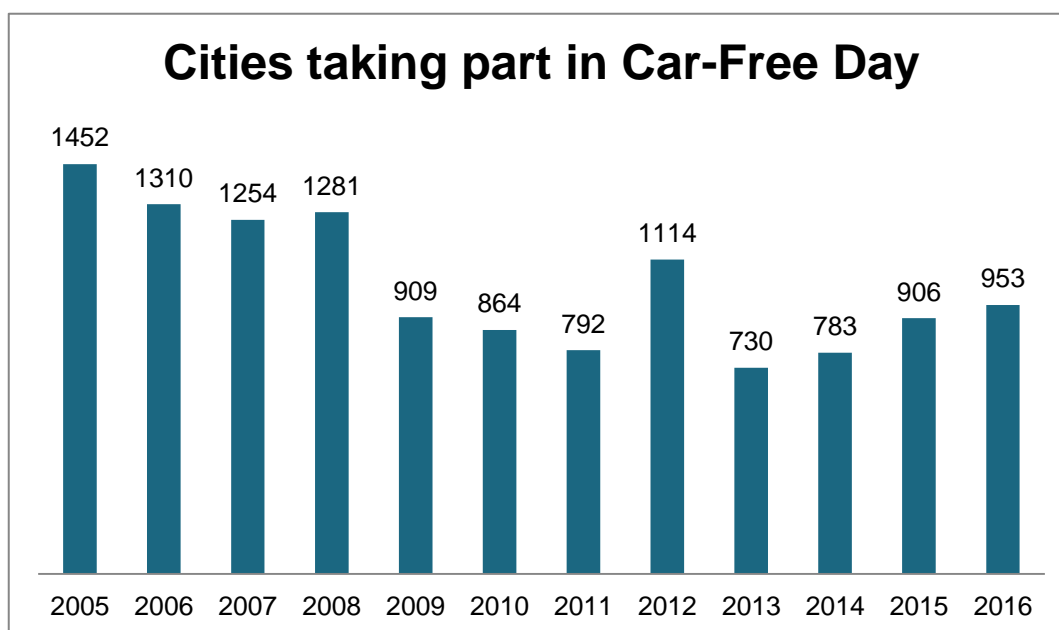
³ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence

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

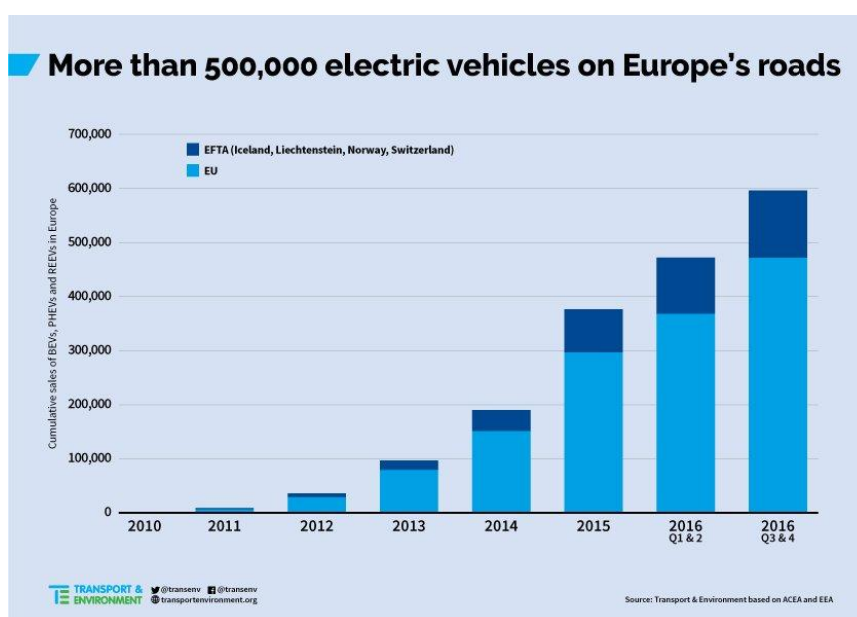
2.3. Organisation of Car-Free Day activities

This year saw the trend in increased levels of Car-Free Day participation continue, with 953 towns and cities closing their street(s) to traffic – 47 more than in 2015 and 170 more than in 2014. This year's Car-Free Day (22 September) fell on a Thursday.

Organisation of Car-Free Day activities	
Year	Total
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



Despite the record breaking participation rate, the campaign still faces an uphill battle to reach the participation levels experienced pre-2009. The rising levels of car-ownership witnessed in countries like Hungary⁴ as the global economic recession diminishes could be to blame, while the growth in sales of alternatively-fuelled vehicles and the advent of autonomous vehicles looks further set to challenge this trend.



⁴ In Hungary, compared to last year, the number of vehicle registrations increased 31% over the previous year, while the number of light duty vehicles increased by 26%, according to the Magyar Gépjárműimportőrök Egyesülete/ Hungarian Vehicle Importers Association on 3 October, 2016.

In Spain, Car-Free Day was marred by congestion. According to BBC.com, Car-Free Day resulted in traffic jams in Barcelona and Zaragoza, while Madrid's traffic was "described as the worst for months."⁵ An 89 percent increase in traffic jams during the morning rush hour suggests either local-level communications about the street closures were not as effective as hoped, or drivers' maintain an overwhelmingly strong love for their vehicles.

Despite Barcelona reporting 90,000 fewer cars on the streets - a 4.3% decrease compared with normal working days – drivers took to Twitter to protest about the morning traffic jams. Alberto Roldan tweeted "we don't deserve such mediocre politicians" and called the "Car-Free Day" a "day of stupidity." Madrid councillor Percival Manglano tweeted a traffic jam photo, with the ironic caption: "Those in the photo were all enjoying the landscape."

Clearly the notion of experimenting with Car-Free Day remains too great a challenge for the remaining 1474 participating cities to tackle, despite the generous criteria set.



The screenshot shows the BBC News website interface. At the top, there are navigation links for News, Sport, Weather, Shop, Earth, and Travel. Below that, the 'NEWS' section is highlighted in red, with sub-links for Home, Video, World, UK, Business, Tech, Science, Magazine, and Entertainment & Arts. The main navigation bar includes World, Africa, Asia, Australia, Europe (underlined), Latin America, Middle East, and US & Canada. The article title is 'Huge traffic jams mar Madrid car-free day', dated 22 September 2016, with a 'Share' button. The main image is a photograph of a traffic jam on a highway, with a caption below it that reads: 'Madrid's heat - often intense - only adds to drivers' frustrations'. The image is credited to GETTY IMAGES.

⁵ <http://www.bbc.com/news/world-europe-37441704>

3. PERMANENT MEASURES

3.1. Results from the online classification

Within this year's edition of EUROPEANMOBILITYWEEK, 1,229 cities declared they implemented at least one permanent measure⁶. This equates to just over half of all participating cities.

Overall, 7,386 permanent measures were implemented by participating cities, an increase of 1,729 from last year. On average 3.04 measures per city were implemented, a figure in line with those for 2015.

It should also be noted that during registration a total of 218 cities indicated that they would be implementing a permanent measure, but failed to select which measure(s) would be implemented. As such, these measures do not show up as having been implemented in the statistics below. The real figure, therefore, may be higher.

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 (1,527 measures implemented).
- *Accessibility*, such as lowering and enlarging pavements, removing architectonic barriers, or creating wheelchair ramps (1,471 measures implemented).
- *New or improved bicycle facilities*, including enhancements to both bicycle networks and facilities such as bicycle stands in public areas (1,200 measures implemented).

⁶ 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)
NEW OR IMPROVED BICYCLE FACILITIES					
Improvement of bicycle network	434	458	474	393	525
Creation of public bicycle or bicycle sharing schemes	132	172	161	121	156
Improvement of bicycle facilities	359	396	425	326	424
Others	67	76	108	65	95
Subtotal	992	1102	1168	905	1200
PEDESTRIANISATION					
Creation or enlargement of pedestrian areas	291	348	352	233	300
Improvement of infrastructure	387	436	483	369	479
Extension or creation of new greenways	172	168	191	140	173
Others	45	51	61	44	64
Subtotal	895	1003	1087	786	1016
PUBLIC TRANSPORT SERVICES					
Improvement and extension of the public transport network	247	266	222	148	184
Improvement and extension of the public transport services	185	192	168	109	157

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

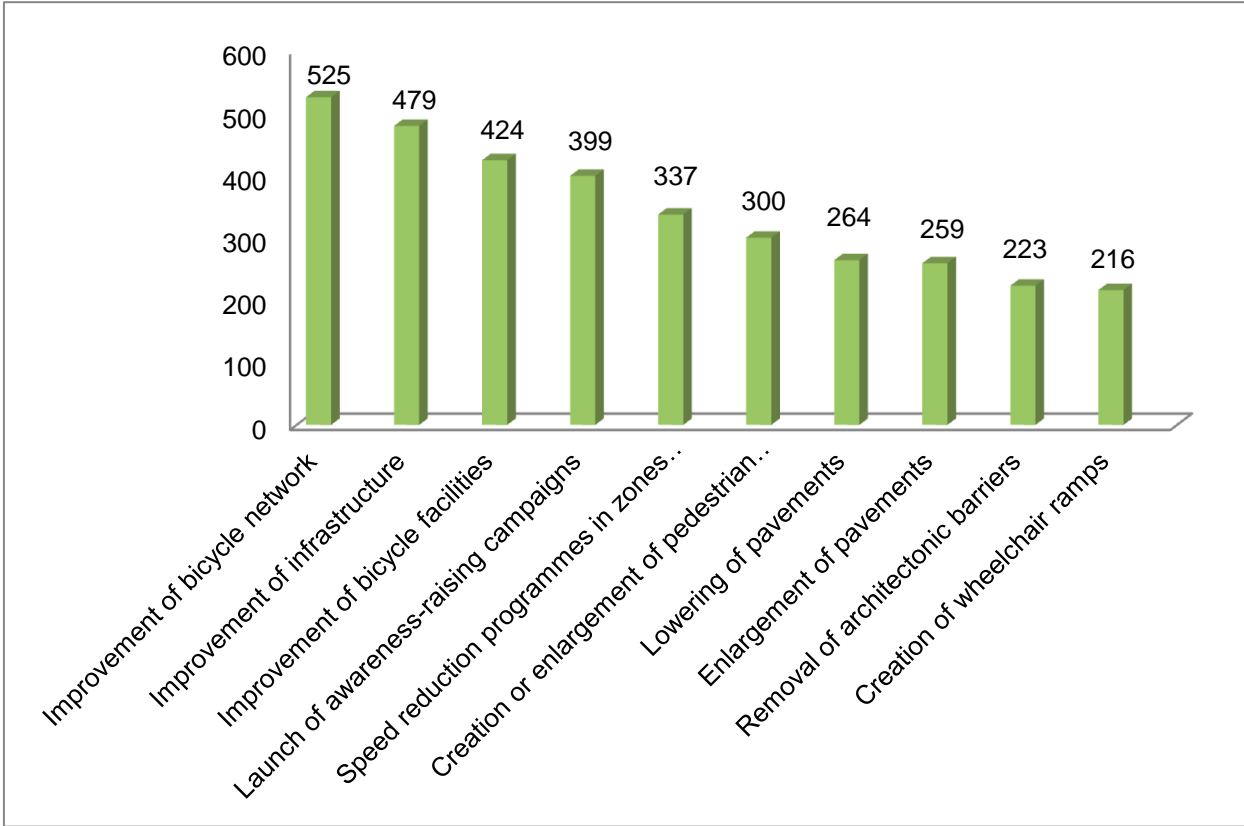
Creation of useful facilities for people with reduced mobility	114	125	155	77	110
Others	25	23	29	30	38
Subtotal	1554	1364	1681	1059	1471
NEW FORMS OF VEHICLE USE AND OWNERSHIP					
Launch of online car-pooling and car-sharing schemes	100	111	89	53	64
Responsible car-use (eco-driving etc.)	144	169	136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

Permanent access restriction to city centres	76	104	119	67	83
Launch of seamless transport modes to facilitate access to business areas or other social areas	49	32	44	19	31
Creation of walking buses and cycling train schemes	153	144	151	106	118
Development of an air quality measurement tool and display in public spaces	63	82	72	58	65
Organisation of regular fora or surveys on public opinions and ideas	170	141	175	103	155
Others	46	96	106	39	45
Subtotal	1792	1965	1966	1214	1527
Total permanent measures	7717	8035	8543	5657	7386
Permanent measures per city with all cities taken into account	3.57	4.16	4.22	3.02	3.04
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%)

3.2. Top ten permanent measures implemented

The top 10 most popular permanent measures are identical to those recorded in 2015, bar 10th position - this year saw "Creation of wheelchair ramps" enter the top 10, replacing "Elaboration of educational materials". Each of the 10 most popular measures achieved greater uptake this year compared to 2015, reflecting the higher participation rate.

Rank*	Permanent measures	No. registered in online database in 2016
1.	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle network	525
2.	PEDESTRIANISATION: Improvement of infrastructure	479
3.	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle facilities	424
4.	MOBILITY MANAGEMENT: Launch of awareness-raising campaigns	399
5.	TRAFFIC CALMING: Speed reduction programmes in zones near schools	337
6.	PEDESTRIANISATION: Creation or enlargement of pedestrian areas	300
7.	ACCESSIBILITY: Lowering of pavements	264
8.	ACCESSIBILITY: Enlargement of pavements	259
9.	ACCESSIBILITY: Removal of architectonic barriers	223
10.	ACCESSIBILITY: Creation of wheelchair ramps	216



4. WEBSITE VISITS & USAGE

A complete overhaul of the EUROPEANMOBILITYWEEK website was carried out in 2016, with a more modern, user-friendly iteration launched. The re-launch has been deemed a success, with the new website winning the 2016 .eu web award in 'The Better World' category. September 2016 saw an increase in the number of unique visitors to the website compared to 2015, whilst also registering a fall in the number of total visits. 57,240 unique visitors came to the website a total of 83,381 times, compared to 48,509 unique visitors accessing the website 94,559 times in September 2015.

Friday 16 September, the first day of the campaign, saw the highest level of traffic to the site, with 7,953 visitors recorded - the highest number observed in a single day during 2016.

Visitor levels stayed high throughout the week, with the final day of EUROPEANMOBILITYWEEK 2016 seeing 6,890 visitors logging on to the website, an increase of 2,646 compared to 22 September 2015.

As with previous years, visitor numbers fell sharply following the week itself, with 23 September recording 2,279 visits, declining to 771 by the final day of the month. The average duration of each visit was four minutes and 20 seconds, an increase compared to the average of three minutes and 24 seconds recorded in 2015.

As the new website came online in April 2016, information is not available for January to March.

Month	Unique visitors	Number of visits
May 2016	6,679	14,217
June 2016	7,109	15,580
July 2016	9,160	19,119
August 2016	16,695	28,929
September 2016	57,240	83,381
October 2016	11,030	19,159

Aside from the homepage, which has grown in popularity since the re-launch of the website, "Participating cities" emerged as the most popular page to visit. This is followed by "Registered Actions", a new page that provides a list of all **MOBILITYACTIONS** added to the website. Its high-ranking is evidence of the popularity of the new **MOBILITYACTIONS** feature. Design materials, a page providing promotional materials for download, came in third place.

Ten most visited pages (September 2016)		
Rank	Page	Unique page views
1.	Home	25,756
2.	2016 participants	14,325
3.	Registered actions	1,169
4.	Design materials	780
5.	Theme 2016	737
6.	About MOBILITYACTIONS	607
7.	News	489
8.	Campaign materials	396
9.	Register your city	386
10.	SUMP Award	353

4.1. Where are website visitors from?

Spain and Italy remain in first and second position this year, maintaining the high visitor rates seen in 2015. Hungary climbed from 7th place to 3rd, while Portugal and Slovakia rose from 6th and 10th place to 4th and 5th respectively.

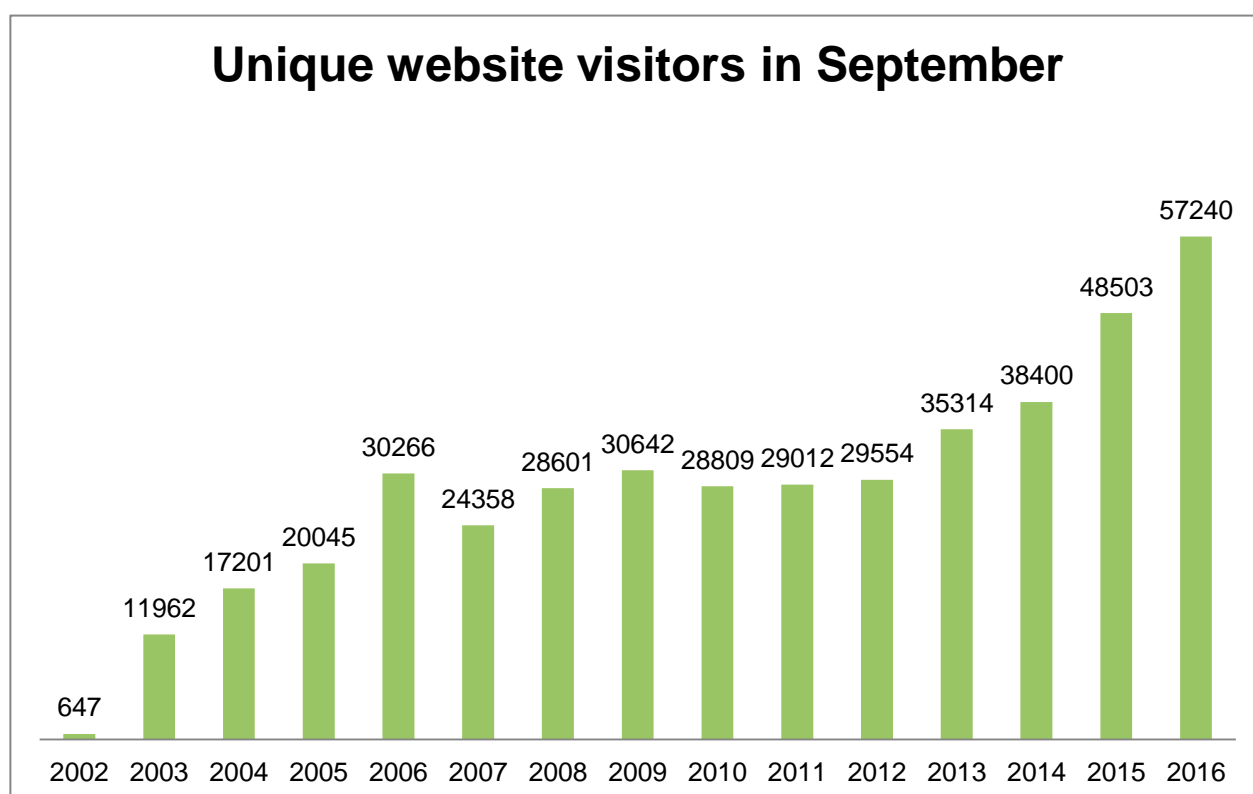
Despite recording marginal declines in visitor rates compared to 2015, France and Belgium reached 6th and 8th place respectively. Sweden entered the table at 10th place, indicating a surge in interest among Swedish citizens. Notable absentees include Austria, Slovenia and Russia who were all top performers in this year's campaign. This is perhaps due to well-established national channels. However, the appearance of Germany is particularly encouraging, alongside that of Slovakia.

Visits per country			
Rank	Country	Visits September 2016	Visits September 2015
1.	Spain	8,472	8,008 (1)
2.	Italy	6,758	7,372 (2)
3.	Hungary	2,761	1,956 (7)

4.	Portugal	2650	1,982 (6)
5.	Slovakia	2,401	1,710 (10)
6.	Belgium	2,275	2,547 (4)
7.	Germany	1,968	1,940 (8)
8.	France	1,822	2,437 (5)
9.	Greece	1,697	1,871 (9)
10.	Sweden	1,545	-

4.2. Comparison with previous editions

Some 57,240 unique visitors accessed the website in September 2016 - the highest rate since the start of the EUROPEANMOBILITYWEEK campaign and an increase of 8,737 unique visitors from 2015.



4.3. Website referrals

The following table shows the top 10 websites that drove traffic to the EUROPEANMOBILITYWEEK website in September 2016:

Rank	Website	Visits
1.	www.facebook.com	2,279
2.	emh.kormany.hu	2,096
3.	www.20minutos.es	1,716
4.	www.eurotm.sk	1,473
5.	www.twitter.com	620
6.	www.minambiente.it	553
7.	www.apambiente.pt	543
8.	www.developpement-durable.gouv.fr	432
9.	www.calendarr.com	316
10.	www.bikefestival.gr	290

Facebook continues to be the strongest referrer to the campaign website, cementing its importance in the campaign's online activities. Twitter also performed well, gaining two places compared to 2015 to come in 5th position.

Hungary's EUROPEANMOBILITYWEEK website referred 2,096 visitors, an increase of 815 from 2015. The website, administrated by the Hungarian Ministry of National Development, has proven to consistently generate high-levels of traffic to the campaign website.

"eurotm.sk", the Slovakian EUROPEANMOBILITYWEEK website, jumps from 10th place to 4th, while the Italian Ministry of Environment, the Portuguese Ministry of Environment, and the French Ministry of Ecology, Sustainable Development & Energy come in 6th, 7th, and 8th place respectively.

The Spanish news site "20minutos.es" enters the list for the first time this year in 3rd place. Similarly, "calendarr.com" makes its first appearance. The online calendar included the EUROPEANMOBILITYWEEK campaign as an upcoming event, leading to 316 visits.

The Greek Bicycle festival was responsible for 290 visits in September, placing it in 10th place.

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 Coordination and those taking part.

It should be noted that EUROPEAN**MOBILITYWEEK** encourages National Coordinators to establish their own social media channels to relay local news. The EUROPEAN**MOBILITYWEEK** campaign is perhaps unique among European campaigns in encouraging "rival" accounts to be established in each participating country. It is presumed that this broad spread of accounts has an effect on the follower rates of the centralised European accounts.

5.1. Twitter

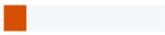



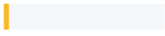
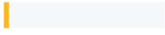
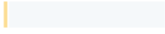
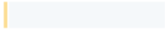
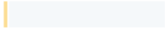

Twitter was used as a means to share campaign news, promote sustainable mobility more generally, and connect with other projects and initiatives in the field.

The EUROPEAN**MOBILITYWEEK** Twitter account (@mobilityweek) has **4,254 followers** as of time of writing, an increase of 1,469 (35 percent) from 2015. During the week itself, the account gained **159 followers**.

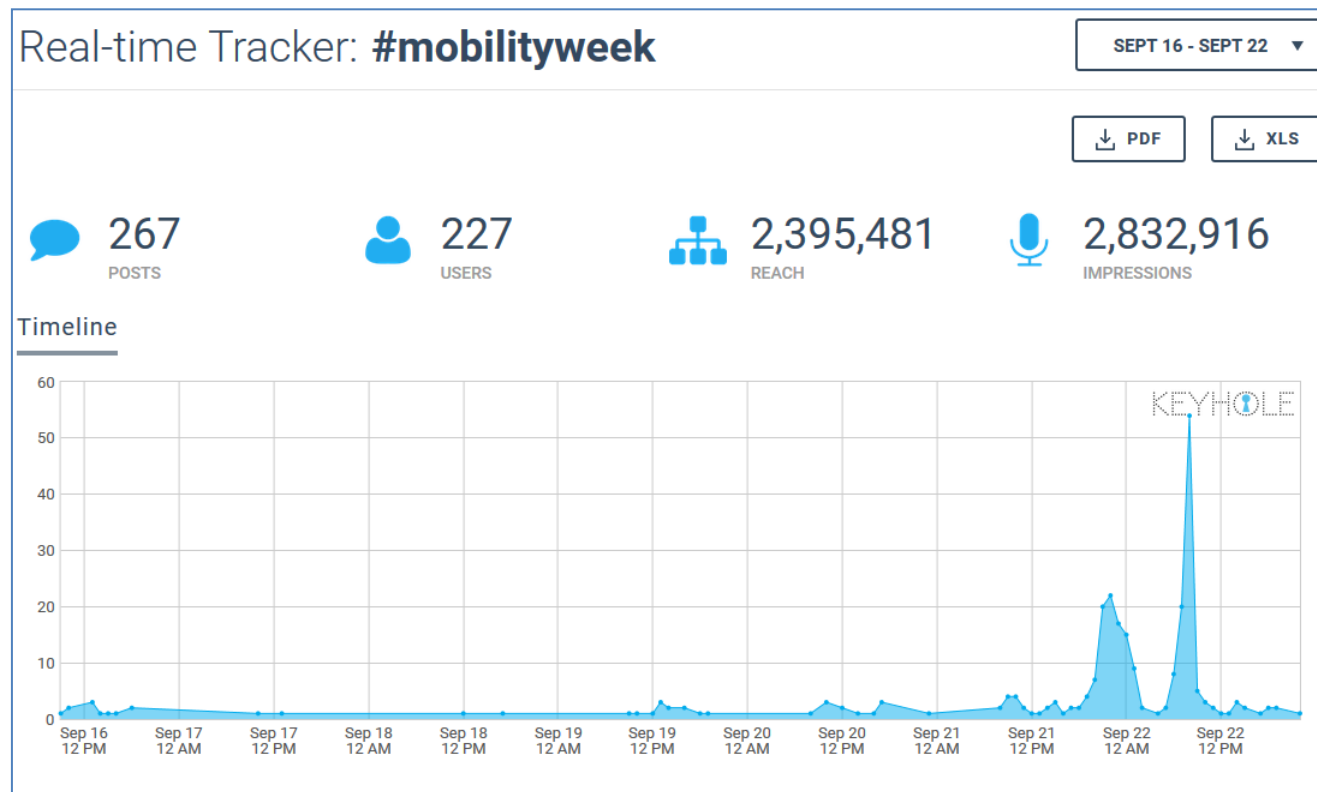
From 16 – 22 September, each tweet was seen an average of 43,600 times (known as 'impressions'). Tweets sent out by the campaign were retweeted 161 times and gained 141 likes during the seven days of the week.

Twitter users from Spain and the United Kingdom made up the highest percentage of followers, coming in at 17 and 15 percent respectively. Spain has one of the highest participation rates of all countries, while the UK has a more modest participation rate. Austria, a country that consistently has the highest participation rate, does not prominently feature among the account's audience, despite countries with a similar population size such as Sweden appearing. This is perhaps due to well-established national channels.

Country








Country name	% of audience
Spain	17% 
United Kingdom	15% 
Belgium	9% 
Italy	6% 
Netherlands	6% 
France	6% 
Germany	5% 
United States	4% 
Sweden	4% 
Finland	2% 

The official hashtag #mobilityweek was used widely during the week, with the hashtag reportedly reaching 2,395,481 unique users.



Top Posts

The most popular posts using #mobilityweek (as determined by the total number of likes and retweets received) are outlined below. It is interesting to note the number of Spanish language tweets, reflecting the high level of engagement among Spanish citizens on Twitter. Tweets on the campaign stemming from official Spanish government accounts proved highly popular, as did tweets from the European Commission and Commissioner for Transport Violeta Bulc.

Top Posts		
RT / Likes	Klout	Recent
 Dir. Gral. Tráfico @DGTes Sept 22		144 ↻
Hoy es el momento de cambiar la historia #DiaSinCoches #MuéveteConConciencia #SemanaEuropeaMovilidad #MobilityWeek https://t.co/yHK0ingZNs		
 WWF España @WWFespana Sept 22		113 ↻
¡Feliz #DíaSinCoches! Por unas ciudades y un planeta más sostenibles, más limpias, más habitables #MobilityWeek https://t.co/r7sWmJ2LDo		
 European Commission @EU_Commission Sept 17		90 ↻
It's European #MobilityWeek! 2 247 cities in 50 countries are organising activities: https://t.co/yC0YWsACKg https://t.co/dTA3bv3TII		
 magrama @magramagob Sept 22		81 ↻
🚗🚗🚗 Déjale dormir un poco más... en el garaje. Disfrutemos de un #DiaSinCoches #MobilityWeek #FelizJueves https://t.co/yOLuSGCiLH		
 EUROPEANMOBILITYWEEK @mobilityweek Sept 19		70 ↻
2345 cities and towns are participating in #MobilityWeek - the highest number of participants ever! mobilityweek.eu https://t.co/BnoVuZSEH		
 magrama @magramagob Sept 16		52 ↻
🚗🚗🚗 @magramagob impulsa la participación en la Semana Europea de la Movilidad #MobilityWeek https://t.co/6pDkA6Se0N https://t.co/Rdkleg7wMA		
 Violeta Bulc @Bulc_EU Sept 22		51 ↻
Record – breaking year for #MobilityWeek - cities know that smart mobility can make a difference. Hope next year ev... https://t.co/amu7N1GB4L		

The most influential users, as determined by the number of likes and shares they have earned for posts containing #mobilityweek, are listed below. The European Commission official account is deemed to have the widest reach.

1. [@EuropeanCommission](#)
2. [@DGTes](#)
3. [@magramagob](#)
4. [@Bulc_EU](#)
5. [@Transport_EU](#)
6. [@RoutePlusSure](#)
7. [@ecologiEnergie](#)
8. [@mobilityweek](#)
9. [@SomosPalencia](#)
10. [@EmergenciasSev](#)

5.2. Facebook statistics

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 11,922 followers, an increase of 4,349 followers (36%) from 2015. The increase in followers represents a more significant rise than that recorded between 2014 and 2015, which saw an 18% increase. Each post on the page reaches approximately **54,772 people**.

Over the course of the week itself, the EUROPEANMOBILITYWEEK account gained **303 followers**.

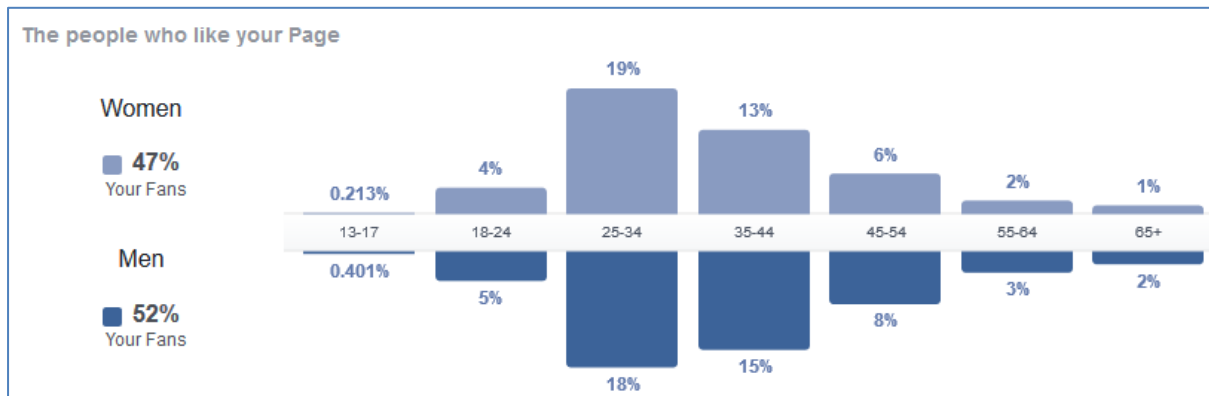
The graph below charts the number of likes during the week, with the numbers rising sharply on 16 September, before falling after the conclusion of the week. The lull witnessed on the 17th and 18th of September is due to the weekend, with the number of new likes picking up again on Monday 19th September.



The most popular post focused on the unprecedented success of this year's campaign, reaching 28,482 people. The post generated 358 reactions, comments and shares.



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.



Followers of the page are mostly concentrated in Mediterranean countries, with Italy, Spain, Portugal and Greece taking the top four positions. In terms of cities, Rome comes second only to Brussels by followers with 317 compared to Brussels' 331. Milan sits in third place with 236 followers.

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 follow in the rankings, with Greek, German and Polish also popular among followers.

Country	Your Fans	City	Your Fans	Language	Your Fans
Italy	2,334	Brussels, Belgium	331	English (US)	2,327
Spain	899	Rome, Lazio, Italy	317	Italian	2,203
Portugal	894	Milan, Lombardia, Italy	236	English (UK)	1,697
Greece	600	Lisbon, Lisbon District...	202	Portuguese (Portugal)	756
Belgium	500	Madrid, Comunidad de...	140	Spanish	626
Romania	450	Athens, Attica (region), ...	130	Spanish (Spain)	520
Germany	385	Sofia, Sofia City Provin...	130	French (France)	520
France	339	Skopje, Municipality of ...	121	Greek	411
United Kingdom	338	London, England, Unit...	119	German	362
Poland	305	Turin, Piedmont, Italy	101	Polish	262

6. HIGHLIGHTS AND MAIN EVENTS

This section aims to present a selection of examples of activities which happened in the 2,427 towns and cities celebrating EUROPEAN MOBILITY WEEK 2016. It is a real challenge to select only a limited number of good examples from such a high number of local campaigns organised. The information shared by National Coordinators for the September press release and the award applications from towns and cities are a very helpful basis for this selection.

Prague got great media attention thanks to air quality measurements carried out during Car-Free Day that proved a reduction of pollutants by two thirds. In addition and with the same objective to reduce emissions on that day, the local organisers used cargo-bikes for the event logistics. The annual theme 'Smart mobility. Strong economy.' was addressed at a debate with an economist, a doctor and a transport pollution expert.



<http://www.cistoustopou.cz/knihovna/den-bez-aut-2016-247>



In addition to the wide variety of activities organised in **Skopje**, i.e. conferences, after-work events, ecological driving and car-pooling to save money, the city hosted an interesting debate to discuss the role of media on sustainable urban mobility. This event is highly appreciated as we consider that mass media support is crucial for a behavioural change campaign.

<http://www.mkd.mk/makedonija/skopje/pochna-evropskata-nedela-na-obilnost-2016>

The Italian city of **Messina** issued a special public transport ticket. It was purchased by 850 people. The direct involvement of Mayor and Deputy Mayor in some events are good examples. The latter explained the economic benefits of sustainable mobility to high school students.





In **Oslo** parking lots were dedicated to other purposes during the week. An outdoor colourful living room, playgrounds for children, a wishing tree where people could express their ideas on the use of public space, took over parking places. Moreover 300 parking lots were removed to build cycling lanes and the number of stations doubled.

<https://www.flickr.com/photos/46959880@N07/sets/72157676506246956/>

Lisbon engaged 2,500 new public transport users thanks to a day event dedicated to public transport and organised in partnership with all major transport operators in the city.
<https://vimeo.com/191292958>



Like many other towns and cities, **Malmö** offered the possibility to its neighbours to test e-vehicles. In **Trikala**, Greece, people could even test autonomous cars.

Shkodra in Albania, as well as other towns and cities, made the most of EUROPEANMOBILITYWEEK to present their Sustainable Urban Mobility Plans (SUMP) to their citizens.

In **Krakow**, Poland, users of a special tram could get tips on how to save money by replacing their heating systems at home. **Burgas** in Bulgaria counted on original comic heroes to promote different transport modes. An original activity took place in **Kranj**, Slovenia, where people boiled coffee by cycling.

Some cities, like **Benidorm**, Spain, organised activities related to the first European Day Without A Road Death (project EDWARD).

7. CONCLUSIONS AND RECOMMENDATIONS

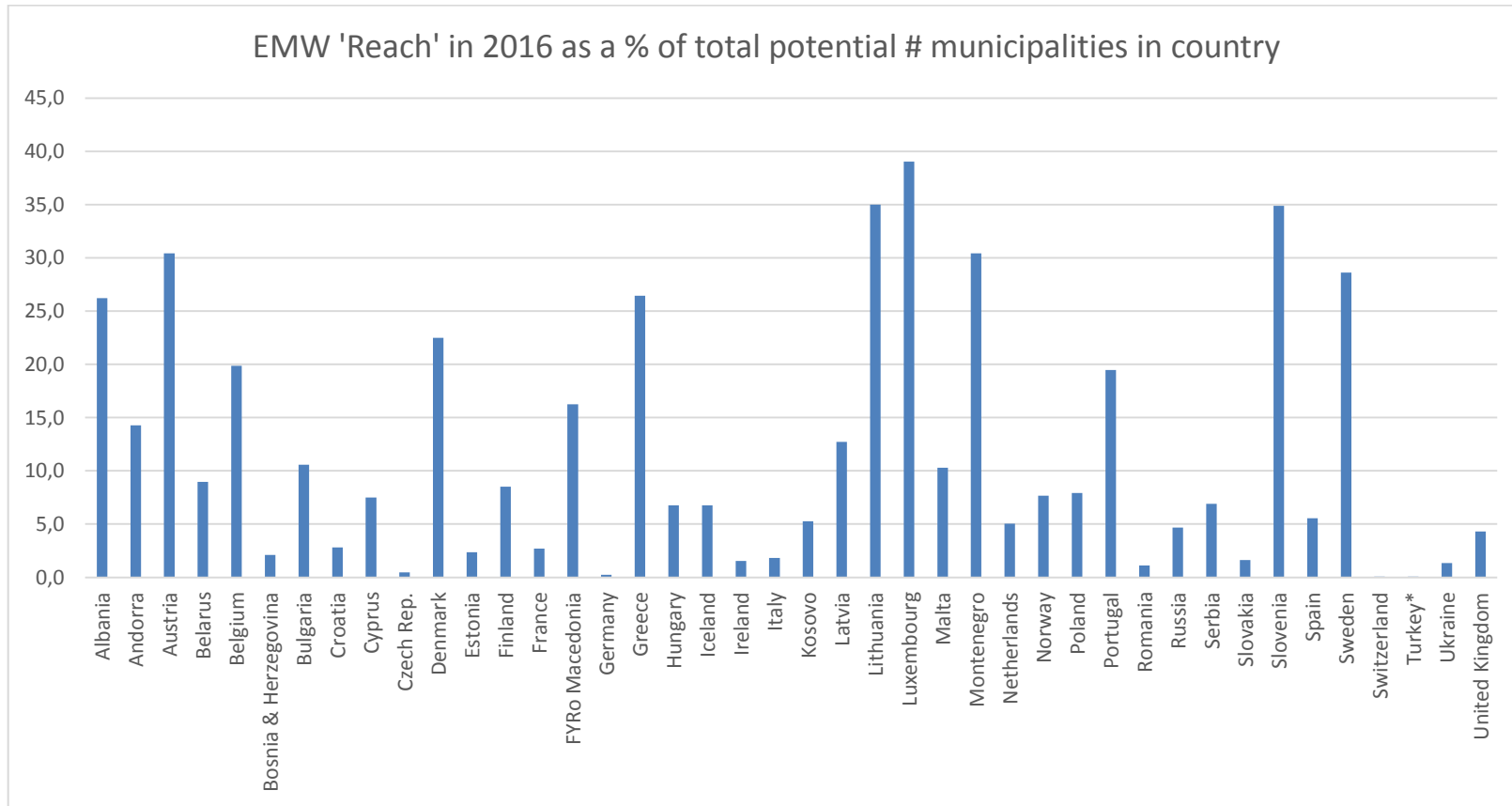
EUROPEAN **MOBILITY** WEEK 2016 had the highest participation rate ever witnessed by the campaign (2,427 participating towns and cities). There were over 550 more participants than in 2015, and more than 150 compared to the previous 'record', set five years earlier. More countries participated, extending the global reach of the campaign to first-timers such as Mexico and Mali, besides welcoming returnees such as Argentina, Japan, USA and Canada.

Among the factors of success for these quantitative achievements are:

1. The appointment and/or re-engagement of a virtually now complete network of national coordinators across Europe (only Turkey remained without a coordinator in 2016);
2. Campaign streamlining, i.e. re-branding and the inclusion of new support tools for mobility campaigners outside cities (e.g. **MOBILITYACTIONS**) combined with the timely delivery of graphic materials and launch of the 2016 campaign, plus an effective and convincing theme and call to action: *Smart mobility. Strong Economy.*
3. The steady growth in and appreciation for the importance and value of sustainable urban mobility in light of climate change concerns and congestion, combined with technological advances (i.e. e-vehicles, bike-share, ITS/MAAS, social media) and the political value of awareness raising campaigns.

The value of a well-maintained network, like a well oiled bicycle, is obvious, but it's most encouraging to see those countries where efforts have more recently been invested, including Greece, France, Russia, Slovakia, Poland, Denmark, Germany, Lithuania, Netherlands, Belarus, Ukraine, UK, Albania and Estonia bearing fruits through record or rebounding participation figures. Those with larger populations obviously have the greater potential to bring in higher numbers of participants, and in this regard, Europe's largest, including Russia, Turkey, Germany, France, the UK, Ukraine, Poland, Romania and The Netherlands demonstrate unfilled potential. That potential is evident when comparing the levels of participation with the total numbers of administrative units (be they districts or municipalities)⁷ in each participating country:

⁷ Sourced from Wikipedia, e.g. https://en.wikipedia.org/wiki/Municipalities_of_Bosnia_and_Herzegovina



Country	#/Registrations (2016)	Total #/municipalities	EMW 'Reach' in 2016 as a % of total potential # municipalities in country
Albania	16	<u>61</u>	26.2
Andorra	1	<u>7</u>	14.3
Austria	525	<u>1725</u>	30.4
Belarus	19	<u>212</u>	9.0
Belgium	117	<u>589</u>	19.9
Bosnia & Herzegovina	3	<u>143</u>	2.1
Bulgaria	28	<u>265</u>	10.6
Croatia	12	<u>428</u>	2.8
Cyprus	3	<u>40</u>	7.5
Czech Rep.	29	<u>6250</u>	0.5
Denmark	9	<u>40</u>	22.5
Estonia	5	<u>213</u>	2.3
Finland	27	<u>317</u>	8.5
France	74	<u>2742</u>	2.7
FYRo Macedonia	13	<u>80</u>	16.3
Germany	29	<u>12013</u>	0.2
Greece	86	<u>325</u>	26.5
Hungary	214	<u>3165</u>	6.8
Iceland	5	<u>74</u>	6.8
Ireland	12	<u>780</u>	1.5
Italy	147	<u>8058</u>	1.8
Kosovo	2	<u>38</u>	5.3
Latvia	14	<u>110</u>	12.7
Lithuania	21	<u>60</u>	35.0
Luxembourg	41	<u>105</u>	39.0
Malta	7	<u>68</u>	10.3
Montenegro	7	<u>23</u>	30.4
Netherlands	20	<u>396</u>	5.1
Norway	33	<u>430</u>	7.7
Poland	30	<u>379</u>	7.9
Portugal	60	<u>308</u>	19.5
Romania	30	<u>2686</u>	1.1
Russia	52	<u>1110</u>	4.7
Serbia	12	<u>174</u>	6.9
Slovakia	47	<u>2891</u>	1.6
Slovenia	74	<u>212</u>	34.9
Spain	451	<u>8122</u>	5.6
Sweden	83	<u>290</u>	28.6
Switzerland	2	<u>2596</u>	0.1
Turkey*	1	<u>1394</u>	0.1
Ukraine	18	<u>1344</u>	1.3
United Kingdom	18	<u>418</u>	4.3

As one can see above, there is potential to reach out to many more participants of Mobility Week. Even if every municipality has just one town or city, there is potential to substantially improve levels of engagement (i.e. the remaining 65 to as high as 99.9 percent), and therefore extend the campaign's reach. On the other hand, reaching out to former participants who signed up in 2011 – see graph on pg. 8 – could add as many as 489 cities, taking campaign reach to almost 3,000.

Qualitatively speaking, 2016 saw a rise of 93 in the number of 'Golden' towns and cities that carried out the three EUROPEANMOBILITYWEEK criteria (implemented a permanent measure, ran a week long campaign and hosted a Car-Free Day)

although the ratio between them and the overall number of participants remained 20:80 respectively. Participation in Car-Free Day (22 September, this year a Thursday), saw participation levels encouragingly rise for a third consecutive year, with 953 towns and cities closing their street(s) to traffic. However, levels remain below the pre-2009 'golden age,' and with the forthcoming push on alternatively fuelled and autonomous vehicles (not least reflected in next year's campaign theme⁸), Car-Free Day is likely to remain a challenge.

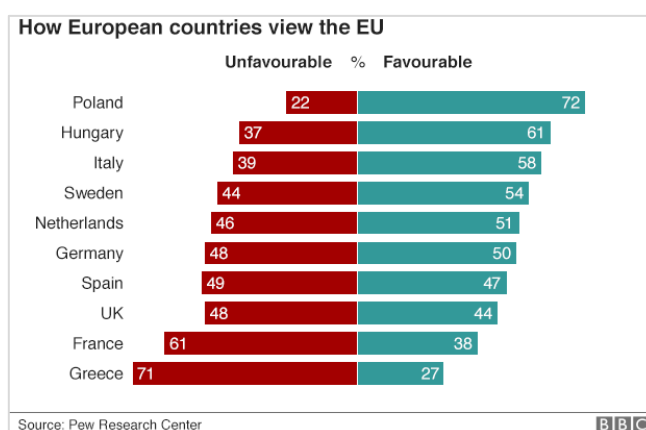
Nevertheless, the campaign remains a key platform to launch bicycle and pedestrian infrastructure, with 7,386 measures documented by participating cities, an average of three each. However, the list needs to be appraised and updated, given more recent developments and the inclusion of some that can be considered less pertinent.

What's next?

Besides maintaining the national coordinators network and keeping the campaign on schedule in 2017, increasing the level of participation can best be accomplished through sub-national outreach campaigns, i.e. where National Coordinators raise awareness across their country's regions. This is not a new idea and was first proposed at the coordinators meeting in Östersund in June 2015.

Furthermore, national websites remain key information sources for campaigners and referral points to the European Secretariat page for visitors. They warrant greater support and development, together with national campaigns' Twitter accounts.⁹

Third, although Euroskepticism threatened to upset the campaign, particularly following the Brexit vote, the campaign saw rising levels of participation in all but one of the following countries (and even Sweden's decline was marginal).



Nevertheless, the Secretariat and the National Coordinators should not be ignorant of the rising threat of nationalism, particularly given the forthcoming changes within American politics and its perceived scepticism towards climate change. The above article revealed that the Pew Research Center report found that only a slim majority -

⁸ The 2017 theme, 'Clean, shared and intelligent mobility' is guided by the EC's new (2016) Low Emission Mobility 'Decarbonisation' Strategy as well as the forthcoming Digital Single Market strategy.

⁹ For example, social media users are invited to photograph and tweet their children's mobility-related Christmas presents (e.g. ambulances, car, bike, firemen...) and identify the most popular mode of transport, with a view to provoking thought over the messages given to future generations.

a median of 51% - of respondents across 10 EU countries still favoured the EU.¹⁰ Clearly, a lot more could be accomplished.



For this reason, the EU's representatives and delegations need to be involved in supporting the work of the National Coordinators, who in turn rally their cities and thus citizens' support for 'Europe.' The missive drafted by the Secretariat in January needs to be despatched ahead of the 2017 campaign to all European countries, in order

to secure their early involvement. Sadly, even in the one country where a tailored letter was mailed, Bosnia-Herzegovina, the National Coordinator was omitted from the celebrations, taking the above photo rather than being in it, and volunteering to distribute t-shirts instead of receiving a grant to recover some of the costs of his time to coordinate the 2016 campaign.

Encouragingly, 2016 revealed increasing interest from around the world in the Mobility Week campaign, which underlines an appreciation of the importance of public awareness raising to influence mobility behaviour. The campaign is in a sense a model for the rest of the world to follow, and it is encouraging to see the US Department of Transport offering CMAQ (Congestion Mitigation and Air Quality Improvement) grants to city administrations for local campaigns, the Scottish government offering grants to Business Improvement Districts for local actions, and the Hungarian government offering grants for city campaigns devoted to climate change and road safety. These need to be encouraged and perhaps one of the best means to go about this is to transmit letters of appreciation to all ministries that supported the 2017 campaign, before the year is over.

Finally, the announcement on 9 November that a temperature rise of more than 7 degrees Celsius could occur within our lifetime,¹¹ combined with evidence of a causal relationship between anthropogenic behaviour and ice melt (i.e. driving a car 2000 km sees about 1m² of summer sea ice disappear)¹² serves a warning that we are in no position to rest on the laurels of our 2016 success. Conversely, the climate threat is an opportunity to do more.

¹⁰ <http://www.bbc.com/news/uk-politics-eu-referendum-36471989>

¹¹ <http://www.independent.co.uk/news/science/climate-change-game-over-global-warming-climate-sensitivity-seven-degrees-a7407881.html>

¹² <http://www.cbsnews.com/news/arctic-sea-ice-melt-americans-energy-use/> Average emissions of 150 g CO₂ per kilometre equates to about 300 kg CO₂ per 2000 kilometres. Since one ton of CO₂ melts 3 m², 300 kg melts roughly 1 m².