



2011

Participation Report



European Info Point

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1. Introduction

As in previous reports, this European Mobility Week (EMW) 2011 Participation Report is mainly based on the information entered in the database of the participating cities on www.mobilityweek.eu and, in some cases, obtained directly from national coordinators. It includes participation rates for both the EMW itself and the Car-Free Day (CFD) initiative (as one part and the climax of the European Mobility Week). So as to visualise the campaign's development, the Participation Report compares the 2011 figures with previous editions, mainly those from last year.

The following classifications for cities and towns are once again used in the report:

Golden Participants: fulfilling all three criteria of the EMW Charter

Participants: fulfilling one or two criteria of the EMW Charter

Supporting Cities¹: officially fulfilling none of the criteria of the EMW Charter

The number and types of permanent measures implemented in the participating municipalities in 2011 shall be considered separately so as to determine where the local authorities set their focus.

Given that the website is one of the EMW's main communication tools, website visits, their origin and use of the online registration form will be displayed in order to better follow progress in these areas.

The final section of the Participation Report will feature details of some highlights and main events from the EMW 2011 edition.

¹ Please note that this term will only be used on a working level between the European Commission, European coordination and national coordinators (please refer to 2.3 for more details).

2. Participation

2.1. Global participation

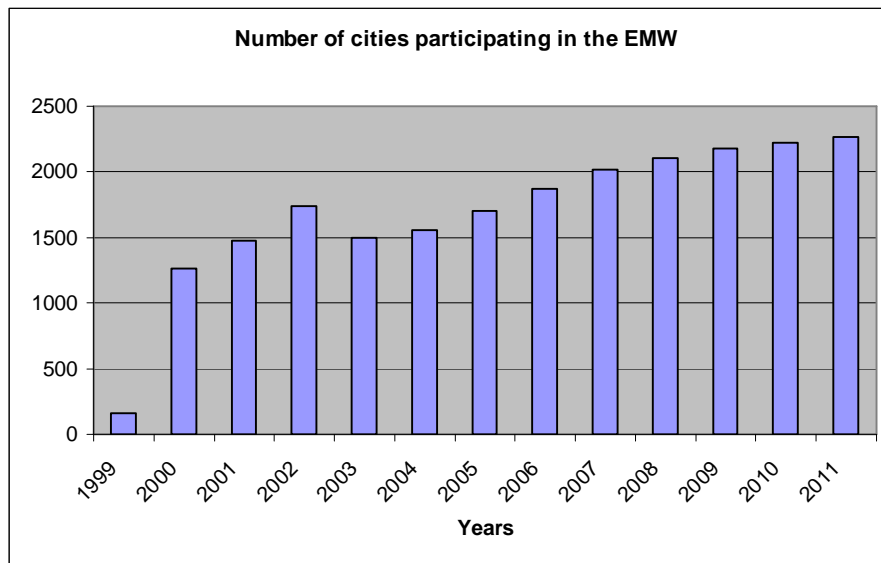
The tenth anniversary edition of the European Mobility Week set a new record again in terms of participation – the sixth consecutive one! 2,268 municipalities from 43 countries around the world, the latter being another record, officially organised events and/or implemented permanent measures within the framework of the EMW (please see table and graph below for more details)². However, the population potentially being reached dropped from 2010 to 2011. The main reason for this is that fewer big cities participated: in 2010, 37 cities with a population of more than 1,000,000 citizens were involved; in 2011, it was only 24.

Participation in the EMW*		
Year	Number of cities	Estimated population
2011	2,268	156,200,694
2010	2,221	221,174,367
2009	2,181	227,323,998
2008	2,102	218,204,152
2007	2,020	215,664,765
2006 ³	1,875	207,480,514
2005	1,700	182,951,394
2004	1,554	163,372,888
2003	1,500	159,742,168
2002	1,742	154,736,447
2001	1,477	117,406,833
2000	1,262	98,660,032
1999	164	16,218,198

* Please note that the EMW started in 2002, the figures in all tables from prior to this represent the Car-Free Day participants.

² As in recent years, various national coordinators reported that they knew of a lot of cities that organised activities for the EMW, but couldn't be convinced to register officially, meaning that the actual number of participants is even higher.

³ Due to a change in the classification, all cities fulfilling at least one criterion of the EMW Charter have been considered Participants from 2006 onwards. From 2007 onwards, all cities and towns have also been counted in the online international list available on the EMW website. This explains the rather significant increase in participation in some countries, e.g. in Austria.



2.2. Participation by country

The participation figures by country indicate that Spain, Austria, and for the first time Poland (despite its participation dropping slightly by 3), claimed the podium positions (please refer to table on page 7 and 8). In Spain, an amazing total of 764 cities and towns took part in the EMW in 2011, constituting an increase in participants by almost 200 in comparison with the previous year. Participation in both Austria and Italy grew by 36 in absolute figures. For the latter, this is most likely due to the fact that for the first time in years, a national coordination is in place again for the EMW. The countries with the largest percentage increases were Ukraine (500%), Finland (300%) and Slovenia (nearly 140%).

After 5 years of non-participation in the EMW, Denmark (with the city of Aalborg) managed to participate again. Having had no cities registered in 2010, the Former Yugoslav Republic of Macedonia had 2 participants, and for the first time ever, both Montenegro (also 2 participants) and the United States of America with its capital Washington D.C. featured in the official list in 2011.

Looking to the other end of the table, Kosovo (under UNSCR 1244), Moldova, and Turkey had no municipalities listed in 2011, so a 100% drop in participation. In the Netherlands, participation decreased from 2009 to 2010 by 70% already. This year, another 86% plunge can be seen – equating to 61 cities and towns and with this the negative lead in absolute numbers – resulting in just 10 participants in the EMW in 2011. Reasons for this are budget cuts resulting in

no funding for the EMW on one hand. On the other, a transition year with a modification in the organisational structure (the former EMW national coordination is not in place anymore) and less emphasis on the EMW itself as the Dutch government has changed the priorities and also set new ones at least for this year. Bosnia and Herzegovina as well as the United Kingdom recorded an approximate 80% decrease, and in absolute figures (after the Netherlands), France and again the UK displayed the greatest losses in participants (44 and 34 respectively). For the UK, budget constraints due to the economic crisis and the EMW not being considered a top priority to spend money on by both the government and the municipalities were given as some of the reasons for the decline.

EMW participation by country*										
Country	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Albania	6	9	9	6	9	0	6	0	0	0
Argentina	0	1	1	0	0	1	0	0	1	1
Austria	0	14	26	51	35	396	378	400	430	466
Belgium	0	12	50	43	33	29	35	163	66	48
Bosnia and Herzegovina	-	-	-	-	-	-	-	5	5	1
Brazil	0	0	0	0	0	57	34	12	30	7
Bulgaria	0	57	84	3	61	47	48	39	45	27
Canada	0	0	1	0	3	3	2	2	1	1
Colombia	0	0	3	2	1	0	1	1	0	0
Croatia	2	24	1	9	3	9	10	32	20	18
Cyprus	0	3	1	0	0	0	2	2	3	4
Czech Republic	6	14	27	33	45	75	90	85	83	56
Denmark	68	3	2	1	0	0	0	0	0	1
Ecuador	0	0	0	1	1	1	1	2	1	1
Estonia	0	0	1	0	0	0	0	0	2	2
Finland	0	2	2	7	15	9	10	3	2	8
Former Yugoslav Rep. of Macedonia	0	0	0	2	1	2	0	1	0	2
France	5	42	13	60	135	143	180	157	147	103
Germany	21	50	43	40	40	36	57	51	52	50
Greece	21	0	1	3	3	13	3	2	6	7
Hungary	1	8	13	18	25	63	73	74	96	104
Iceland	0	5	6	1	2	1	4	5	7	5
Indonesia	0	1	0	0	0	0	0	0	0	0
Ireland	0	0	19	8	1	4	10	13	13	13
Italy	3	8	18	22	30	43	35	29	38	74
Japan	0	0	0	2	3	6	7	9	9	8
Kosovo (under UNSCR 1244)	-	-	-	-	-	-	3	0	1	0

Latvia	0	0	5	9	9	8	13	6	15	17
Liechtenstein	0	0	0	1	0	0	0	0	1	1
Lithuania	6	11	11	14	12	19	16	11	23	14
Luxembourg	0	1	0	2	34	35	100	51	45	42
Malta	5	4	25	0	1	0	0	0	0	0
Moldova	0	0	1	0	0	0	0	0	1	0
Montenegro	0	0	0	0	0	0	0	0	0	2
Netherlands	1	177	140	150	323	310	218	231	71	10
Norway	0	2	3	3	4	7	8	13	14	18
Poland	2	2	1	27	29	74	84	127	114	111
Portugal	19	31	19	24	34	83	69	65	66	66
Romania	59	0	63	81	67	100	108	62	58	48
Serbia	4	5	3	6	2	14	1	19	16	15
Slovakia	2	2	2	2	1	5	2	3	4	9
Slovenia	11	12	11	6	12	25	24	21	13	31
South Korea	0	0	0	1	0	0	1	1	0	0
Spain	70	119	138	227	227	305	366	390	567	764
Sweden	3	66	61	35	54	28	46	51	103	88
Switzerland	1	1	7	5	9	8	7	3	2	2
Taiwan	0	2	1	1	1	1	1	1	2	1
Thailand	0	0	0	0	0	1	0	0	0	0
Turkey	79	0	0	0	0	0	0	2	3	0
Ukraine	0	0	0	0	0	0	0	0	2	12
United Kingdom	23	34	42	57	56	59	48	37	43	9
Venezuela	0	0	0	1	0	0	1	0	0	0
United States of America	0	0	0	0	0	0	0	0	0	1
TOTAL	418	722	854	964	1,321	2,020	2,102	2,181	2,221	2,268

* Please note that the table does not include information about cities that did not register in the online database before 2007. To learn the total number of cities participating, please refer to the "Participation in the EMW" table and graph above.

2.3. Golden Participants, Participants & Supporting Cities by country

The table below shows the numbers of cities to comply with the EMW Charter in 2011 (i.e. Golden Participants and Participants) in contrast to the so-called Supporting Cities (i.e. cities that did not comply with any of the EMW Charter's criteria). A common reason for the latter is once again that a lot of municipalities organised events to raise awareness about sustainable mobility, but did not explicitly link them to the EMW format. In addition, an undesirable trend can be perceived that an increasing number of cities are being registered by the

national or European coordination, with them only learning of events that took place during the EMW through research (e.g. collecting press clippings) and therefore lacking information (for further details, please refer to section 4.4 of this report).

However, fortunately it is clear that the rather big shift in 2010 from Supporting Cities towards Participants (56.0% in 2009; 76.9% in 2010) could be repeated in 2011, with only 71 (3.1%) Supporting Cities. Furthermore, the number of Golden Participants grew both in absolute numbers as well as in terms of a percentage too.

Country	Golden Participants	Participants	Supporting Cities	Total participation
Argentina	0	1	0	1
Austria	15	425	26	466
Belgium	0	48	0	48
Bosnia and Herzegovina	0	1	0	1
Brazil	0	0	7	7
Bulgaria	4	22	1	27
Canada	0	1	0	1
Croatia	10	8	0	18
Cyprus	1	3	0	4
Czech Republic	30	26	0	56
Denmark	0	1	0	1
Ecuador	1	0	0	1
Estonia	1	1	0	2
Finland	0	8	0	8
Former Yugoslav Republic of Macedonia	1	1	0	2
France	7	96	0	103
Germany	0	50	0	50
Greece	3	4	0	7
Hungary	18	86	0	104
Iceland	1	4	0	5
Ireland	0	13	0	13
Italy	22	52	0	74
Japan	2	6	0	8
Latvia	3	14	0	17
Liechtenstein	1	0	0	1
Lithuania	0	14	0	14
Luxembourg	0	42	0	42
Montenegro	1	1	0	2
Netherlands	1	9	0	10
Norway	9	9	0	18
Poland	12	64	35	111
Portugal	22	44	0	66
Romania	14	34	0	48
Serbia	0	15	0	15
Slovakia	4	5	0	9
Slovenia	5	24	2	31

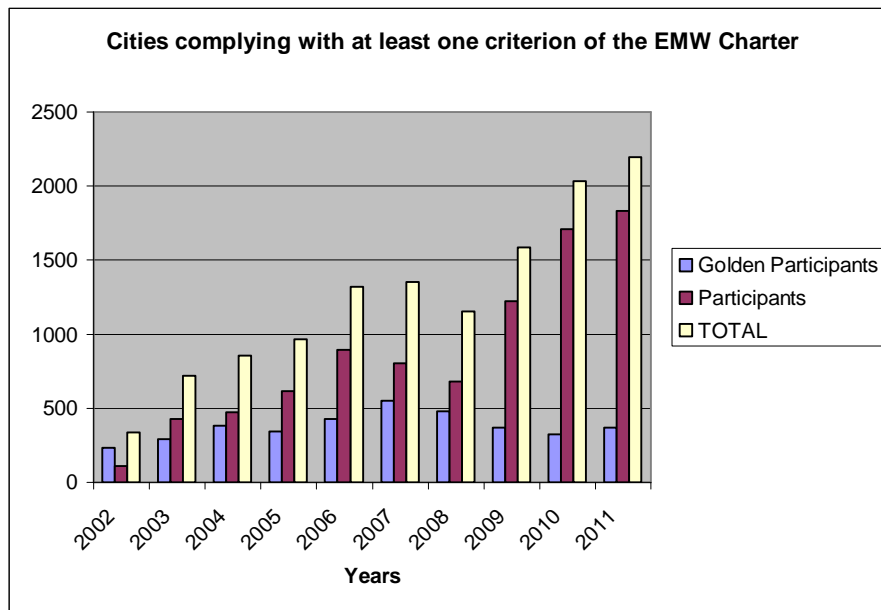
Spain	155	609	0	764
Sweden	13	75	0	88
Switzerland	1	1	0	2
Taiwan	1	0	0	1
Ukraine	8	4	0	12
United Kingdom	1	8	0	9
United States of America	0	1	0	1
Total number in 2011	367 (16.2%)	1,830 (80.7%)	71 (3.1%)	2,268
Total number in 2010	324 (14.6%)	1,707 (76.9%)	190 (8.6%)	2,221

2.4. Cities complying with at least one criterion of the EMW Charter

As already mentioned briefly in previous chapters, the number of cities and towns fulfilling at least one criterion of the EMW Charter has continually increased, whereby 2008 remains the only exception (please see table and graph below for further details).

Fortunately, the number of Golden Participants – and with this the number of potential applicants for the EMW Award – rose again for the first time since the year 2007.

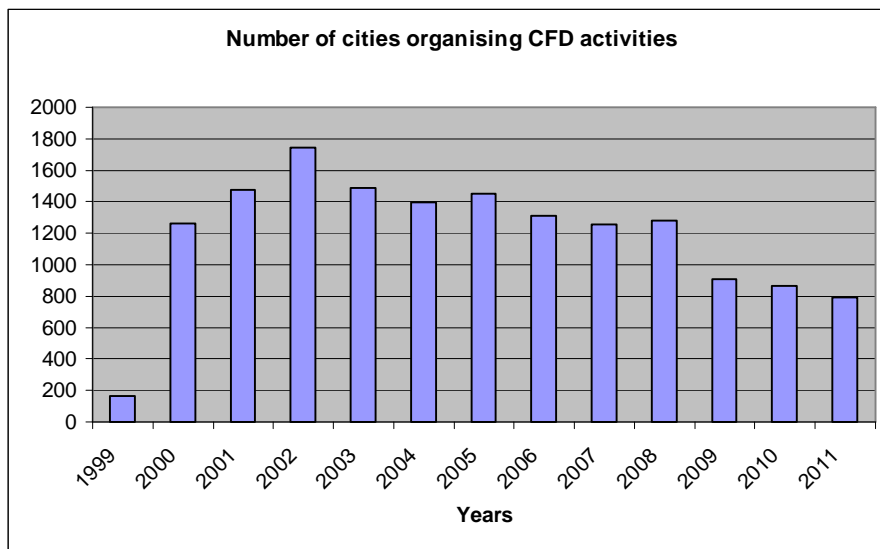
Year	Golden Participants	Participants	Total
2011	367	1,830	2,197
2010	324	1,707	2,031
2009	368	1,222	1,590
2008	477	678	1,155
2007	550	805	1,355
2006	427	894	1,321
2005	346	618	964
2004	381	473	854
2003	293	428	721
2002	232	107	339



2.5. Organisation of Car-Free Day activities

The number of municipalities organising the Car-Free Day (CFD), which ideally should take place on 22 September, has declined continuously over the years, with the comparably sharpest drop still being in 2009 (please refer to table and graph on the next page). The peak is now almost ten years ago, when 22 September fell on a Sunday, making it politically and technically easier for the cities and towns to organise events accordingly. The local authorities' continuing budget constraints might have the biggest effect on CFDs when streets have to be closed and, in some countries, mandatory activities organised on the temporarily closed roads.

Organisation of CFD activities	
Year	Total
2011	792
2010	864
2009	909
2008	1,281
2007	1,254
2006	1,310
2005	1,452
2004	1,394
2003	1,488
2002	1,742
2001	1,477
2000	1,262
1999	164



3. Permanent measures

3.1. Results from the online classification

Within the framework of the European Mobility Week 2011, 892 cities (see table on page 13 to 15), almost 40 less than 2010, stated that they had implemented at least one permanent measure, equating to just under 40% of all participating cities. Again, it is important to keep in mind that a lot of participants were registered by their national or the European coordination, which may have

lacked information about the permanent measures implemented (less than 48% of participating cities used the online registration form and were therefore registered by third parties instead, see chapter 4.4).

In terms of the total number of permanent measures, 6,821 were implemented this year, which represents a drop of just over 9% compared to the 2010 figures. This results in an average of exactly 3 permanent measures implemented by each participating city or town.

As in the previous year, the municipalities mainly focussed on:

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

Permanent measures	No. registered in online database in 2010	No. registered in online database in 2011
NEW OR IMPROVED BICYCLE FACILITIES		
Improvement of bicycle network	482	422
Creation of public bicycle or bicycle sharing schemes	167	142
Improvement of bicycle facilities	378	333
Others	0	0
Subtotal	1,027	897
PEDESTRIANISATION		
Creation or enlargement of pedestrian areas	302	263
Improvement of infrastructure	432	362
Extension or creation of new greenways	153	151
Others	0	34
Subtotal	887	810
PUBLIC TRANSPORT SERVICES		
Improvement and extension of the public transport network	234	238
Improvement and extension of the public transport services	183	161
Use of ecological vehicles for public transport fleets	137	134
Development of new technologies in order to improve the public transport network	113	94
Launch of integrated services for the various public transport modes	66	59
Development of accessible transport services for all	151	124
Others	0	0
Subtotal	884	810

TRAFFIC CALMING AND ACCESS CONTROL SCHEMES		
Speed reduction programmes in zones near schools	306	334
Reduction of outside parking zones	85	84
Creation of park and ride stations	125	118
New traffic regulations: traffic circulation and parking	218	183
Elaboration of new residential areas	92	86
Others	0	30
Subtotal	826	835
ACCESSIBILITY		
Creation of tactile pavements	146	132
Creation of wheelchair ramps	248	226
Lowering of pavements	301	281
Enlargement of pavements	269	240
Elaboration of sound devices in traffic lights	105	93
Removal of architectonic barriers	226	223
Launch of accessibility plans	128	104
Creation of useful facilities for people with reduced mobility	147	126
Others	0	0
Subtotal	1,570	1,425
NEW FORMS OF VEHICLE USE AND OWNERSHIP		
Launch of online car-pooling and car-sharing schemes	134	100
Responsible car-use (eco-driving etc.)	177	150
Use of clean vehicles	151	138
Others	0	0
Subtotal	462	388
FREIGHT DISTRIBUTION		
New regulations for freight distribution	63	55
Use of clean vehicles	58	63
Creation of new unloading platforms for freight transfer	21	21
Others	0	0
Subtotal	142	139
MOBILITY MANAGEMENT		
Adoption of workplace travel plans	110	86
Adoption of school travel plans	133	128
Creation of mobility centres and online information services	101	65
Launch of awareness-raising campaigns	386	367
Elaboration of educational materials	240	195
Development of urban mobility plans in consultation with local actors	196	173
Provision of incentives and bonuses to employers	49	35
Permanent access restriction to city centres	92	76
Launch of seamless transport modes to facilitate access to business areas or other social areas	41	30
Creation of walking buses and cycling train schemes	118	137
Development of an air quality measurement tool and display in public spaces	76	79
Organisation of regular for a or surveys on public opinions and ideas	166	146
Others	0	0
Subtotal	1,708	1,517

Total permanent measures	7,506	6,821
Permanent measures per city with all cities taken into account	3.4	3.0
Number of cities that have implemented at least one permanent measure	931 (41.9%)	892 (39.3%)
Permanent measures per city with only the cities that have implemented at least one permanent measure	8.06	7.65

3.2. Top ten permanent measures implemented

Rather similar to the last few years in fact, the top ten permanent measures have barely changed (please see table below). The two runner-ups on the podium merely swapped places, and the only new entry – the ‘Improvement and extension of the public transport network’ at rank 9 – ousted the ‘Elaboration of educational materials’ from the top ten to position 11.

Rank*	Permanent measures	No. registered in online database in 2010	No. registered in online database in 2011
1 (1)	CYCLING: Improvement of bicycle network	482	422
2 (3)	MOBILITY MANAGEMENT: Launch of awareness-raising campaigns	386	367
3 (2)	PEDESTRIANISATION: Improvement of infrastructure	432	362
4 (5)	TRAFFIC CALMING: Speed reduction programmes in zones near schools	306	334
5 (4)	CYCLING: Improvement of bicycle facilities	378	333
6 (7)	ACCESSIBILITY: Lowering of pavements	301	281
7 (6)	PEDESTRIANISATION: Creation or enlargement of pedestrian area	302	263
8 (8)	ACCESSIBILITY: Enlargement of pavements	269	240
9 (11)	PUBLIC TRANSPORT: Improvement and extension of the public transport network	234	238
10 (9)	ACCESSIBILITY: Creation of wheelchair ramp	248	226

* 2010 ranking in brackets.

4. Website visits & usage

4.1. Rate of visits in September 2011

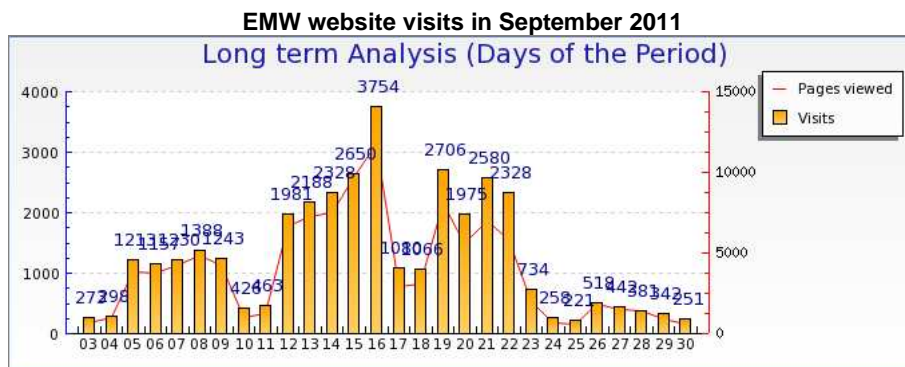
As in every year, the individual visits to and clicks on the European Mobility Week's website of course showed a general peak in the month of September; two distinct peaks can be observed (please see graph below) around the start (16 September) and end (22 September with the official Car-Free Day) of the EMW.

The distribution of visits to different sections of the website proved diverse: 4.2% for the About section, 85.2% for the Blog, 2.4% for the Cities section, and 3.5% for the Tools section. The Blog is clearly in the lead in this ranking. We assume different reasons for that: firstly, this is a news section, updated at frequent intervals before, during and after the EMW (2 or 3 times per month throughout the year, several times a week in the weeks leading up to the EMW, once or twice a day during the EMW). Secondly, this is a section with a lot of articles, and each article is counted as a page: since June 2007, an average of 40 articles have been published each year; 29 in 2011. And thirdly, Blog articles can be seen on the front page, giving them high visibility: the 4 last articles are visible on the front page at any one time.

The table below shows the most popular pages in September 2011.

Ten most visited pages on the EMW website		
Rank	Section	Page
1	About	Homepage
2	Cities	Participating cities 2011
3	About	About the campaign
4	Cities	How to participate?
5	Tools	Tools for graphic designers
6	–	Partner Area
7	About	Theme 2011
8	Tools	Library
9	Cities	Registration form
10	Press Corner	Press Releases

The following graph on the next page shows an exact spread of visits each day during the month of September 2011.



4.2. Where are visitors from?

As is clear from the table below, the vast majority of EMW website visitors in September 2011 (over 75%) came, unsurprisingly, from within Europe again. However, a slight shift can be noticed in comparison with 2010.

Continent	Percentage of visits September 2010	Percentage of visits September 2011
Europe	81.65	75.13
North America	8.99	8.35
Asia	2.47	3.01
Africa	0.62	0.97
South and Central America	1.16	0.89
Oceania	0.37	0.25

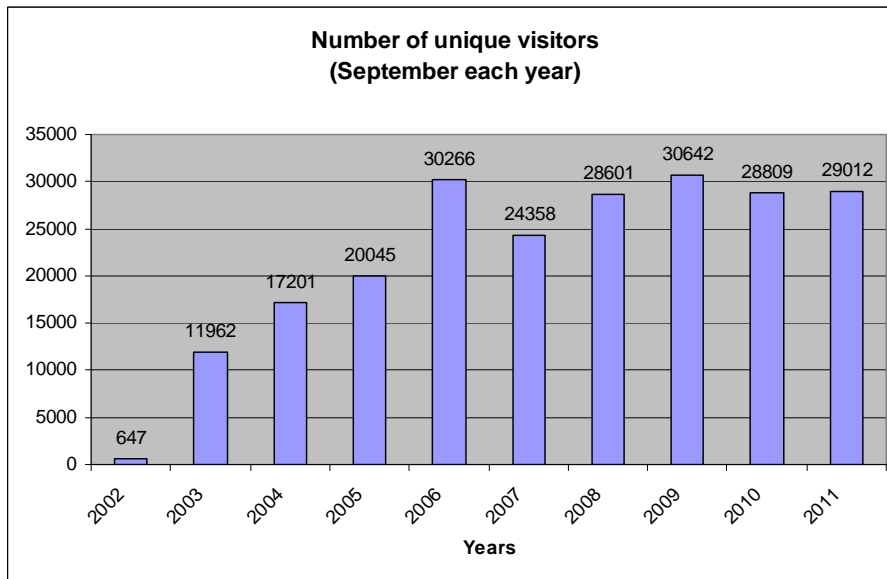
When categorised by country (please see following table), Italy topped the list again, with the USA in second position followed by Spain, which moved up 2 ranks. Poland moved from second position all the way down to rank 9th this year. A cause for this might be that a lot more information is available on the EMW's Polish website; hence there is no obvious need for Polish people to consult the official EU website in English.

Number of visits per country – top 20			
Rank	Country	Percentage of visits September 2010*	Percentage of visits September 2011
1	Italy	13.20 (01)	19.27
2	United States of America	7.58 (03)	7.91
3	Spain	6.18 (05)	6.15
4	Portugal	4.61 (07)	4.48
5	France	5.33 (06)	4.23
6	Belgium	3.77 (08)	3.88
7	Germany	3.26 (09)	3.55
8	United Kingdom	6.25 (04)	3.50
9	Poland	11.46 (02)	3.46
10	Hungary	2.02 (14)	2.83
11	Greece	2.44 (11)	2.59
12	Sweden	2.90 (10)	2.58
13	Romania	2.41 (12)	2.12
14	Croatia	1.95 (15)	1.92
15	Slovakia	0.73 (22)	1.83
16	Netherlands	0.73 (23)	1.71
17	Norway	0.57 (26)	1.70
18	Taiwan	0.57 (27)	1.19
19	Ireland	2.35 (13)	1.13
20	Finland	1.80 (16)	0.95

* 2010 ranking in brackets.

4.3. Comparison with previous EMW editions

This year, 29,012 unique visitors visited the website in September 2011; 0.7% more than in 2010 (please see graph below). The slight downward trend in 2010 has therefore been halted. Last year, a major update to the website conducted in February was accompanied by some loss of page addresses. It should also be noted that the EMW website is once again only available in English (between April 2008 and February 2010, there was also a French version), which was most likely responsible for an additional loss of visitors last year. The rather obvious drop in 2007 was due to the web address itself being changed and the whole site redesigned.

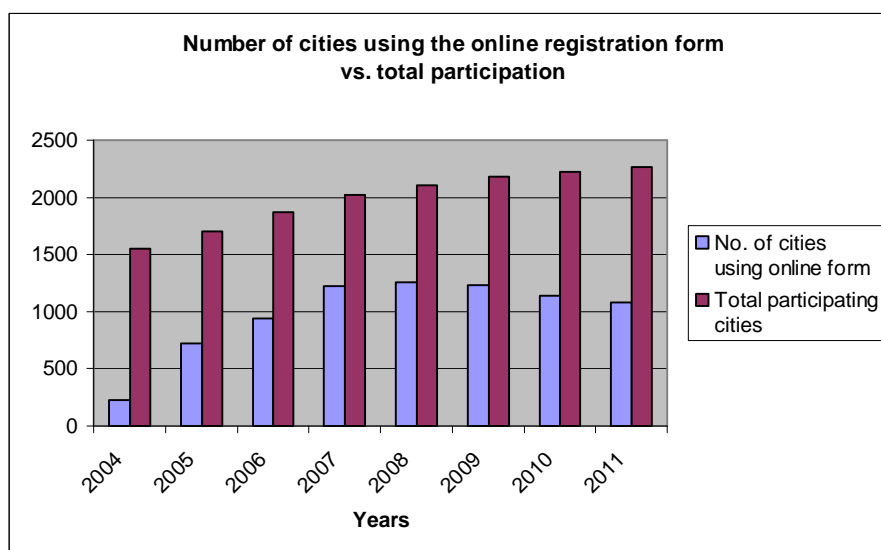


4.4. Use of the online registration procedure

For the eighth time, the EMW online registration for participating cities and towns was available on the website in 2011. In five consecutive years now, the percentage rates of online registration form usage by cities has fallen, as both the table and the graph below indicate.

In the past three years, a slight decrease could be observed in absolute figures as well. Again it is important to disseminate information about the existence of the online registration form – available in 20 different languages– and the advantages of its use, such as visibility of the cities' efforts towards sustainable mobility to a wider audience and/or journalists in Europe and beyond. However, we learned from the Spanish coordination that they register all their municipalities. So the Spanish cities and towns do not have the option of doing so themselves which could result in the slight fall in this figure while the numbers of Spanish participants are continuously increasing. A similar situation occurs in Austria, where the online registration form is not proactively communicated to the local authorities.

Year	Number of cities using the online form	Total participating cities	Percentage of cities using the online form
2011	1,079	2,268	47.57
2010	1,142	2,221	51.42
2009	1,237	2,181	56.72
2008	1,262	2,102	60.04
2007	1,227	2,020	60.74
2006	939	1,875	50.08
2005	721	1,700	42.41
2004	227	1,554	14.61



5. Highlights & main events

In both the region of Puglia and the province of Rome, in Italy, concerts called “Good Bike” were organised for which the power required to hold the concerts was provided by 100 bicycles. The performances represented an innovative way of sensitising the public to new, economic and eco-friendly mobility, calling for active participation by the concert-goers: if the participants hadn’t pedalled, the stage would have been dark and silent.

Throughout the EMW, attractive benefits for Austrian’s citizens were offered: pedestrians, cyclists, skaters and passengers could sign up for free 1-year insurance, which covers risks for liability, accidents, and legal costs for their non-motorised journeys. In addition, free membership to car sharing schemes for a period of four months along with a joining bonus of € 20 was offered. The

Austrian national railway company offered free half-price passes, and in several Austrian regions, bike hire was free of charge during the EMW.

In order to illustrate that pedestrians have priority and to increase car drivers' general awareness of pedestrians in Ecuador's capital, Quito, giant puppets were paraded around the city's main intersections on several days during the EMW. Furthermore, nine square blocks within the city's historical centre, which is considered one of the busiest areas of the city, were closed for traffic. To gain support for the pedestrianisation of Quito's historical centre, signatures were collected and people asked what they thought of the 'new look' for that part of the capital city.

Throughout Germany, almost 40 cities and towns participated in the so-called "Stadtradeln" campaign (Cycling City Councillors) during the European Mobility Week. Members of local parliaments joined forces with teams of citizens to cover as many kilometres as possible by bike instead of by car. The kilometres were recorded in an online database so that the most "bicycle active" municipality and city council could be rewarded. A total of almost four million kilometres had been collected by the end of the campaign.

Based on a comprehensive cycling development programme, the Ukrainian city of Lviv started laying its first cycling routes this year: the aim is to have 270 km of cycling infrastructure by 2019. To achieve this, the executive committee of the city of Lviv has approved a 9-year implementation plan. The city council has allocated one million Ukrainian hryvnia (around € 90,000) for cycling infrastructure, and is actively pursuing additional internal and external funding.

In Belgium – and in the Flemish region in particular – the European Mobility Week was widely publicised via social media such as Facebook and Twitter and in an electronic format in general with great success: a calculator to determine the financial benefits of sustainable travel to work was set up on Facebook. With the help of e-cards, employees could send a message to invite their colleagues to commute in a sustainable way on Car-Free Day. A media campaign was launched in which the EMW was promoted on 170 buses for four weeks.

In Kristiansand, Norway, the main event during the EMW was the Car-Free Day, which was organised on Saturday 17 September this year. Several streets in the centre of the city were opened to sustainable means of transport only. Instead of the usual cars, the streets were filled with activities for adults and children to take part in: outdoor cafés, street art, a bicycle competition, bicycle pit stops with free bicycle health checks, fashion shows, face painting for children, and pony rides, to name but a few.

Across Finland, the first Teleworking Day was organised for the start of the EMW. The message was spread that less commuting means less traffic during

peak periods and with this fewer traffic jams, while having a positive impact on people's finances due to lower fuel consumption. The campaign also encouraged commuters to take the train instead of their private car, as trains offer a great, relaxing alternative to travelling to work. More than 10,000 people participated in the Teleworking Day when they registered their saved (car) kilometres on an online platform.

Not only was the EMW's 10th anniversary celebrated in 2011, but the city of Taipei, Taiwan, also hosted its 10th Car-Free Day in as many years. Taipei is the first ever city in Taiwan to subscribe to this initiative. Over the years, the duration of the CFD has extended from one day to even a whole "Car-Free Month" with various activities being organised, such as academic seminars, a green transportation parade, etc. This year, a real-time bus information system, which combines GPS and wireless communication technology, was implemented that offers the arrival times and real-time location of the buses in Taipei's public transport network. The name of this system is '5284', a wordplay, as it has the same pronunciation as 'I love Bus' in Chinese.

In the municipality of Arenas de San Pedro, Spain, a walk with the mayor and a group of people from the local Disabled People's Association was organised to kick off the EMW. The aim was to highlight and discuss the current situation in the town for pedestrians with the (new) mayor. Moreover, a traffic park for children was set up with a bicycle course that taught children how to negotiate the streets both on foot and by bike: information was provided about signs, norms and dangers in traffic. The park was open for five days with school children from a different age group catered to each day.

The city of Cahors, France, opened its first car pooling park: with space for almost 50 cars, the objective is to promote use of the area to carpool from Cahors' city centre to the business area located 15 kilometres to the south of the city. What's more, on market day, it was possible to test out on-demand responsive transport specifically for people with a disability.

Crikvenica, a municipality in Croatia, introduced a new public transport system, which now connects all parts of the town via three new bus lines that operate on a regular basis. To offer this service to as many people as possible, the fare is one of the cheapest – if not *the* cheapest – in Croatia, as the municipality is co-financing the project. The three bus lines have been synchronised with the citizens' needs to also reduce private car use and are a huge benefit for those living in more distant parts of the town.

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