

European Mobility Week 2013

Participation Report



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1. Introduction

This European Mobility Week (EMW) 2013 Participation Report is largely based on the information entered in the participant cities' database on the EMW website, while the section on Highlights and Main Events (7) is based on information obtained from national coordinators. It includes participation rates for European Mobility Week, as well as for the Car-Free Day (CFD) initiative as an aspect of the week. So as to visualise the campaign's development, the Participation Report compares the 2013 figures with previous editions.

Given that the website is one of the week's main communication tools, website visits, their origin and use of the online registration form, as well as referral sources, are displayed in order to better follow progress in this regard. This information is obtained from the online tool itself. Social media interaction, an increasingly prominent part of the campaign, is also analysed from a statistical standpoint.

Despite lower overall participation rates, an unfortunate result of the difficult financial situation Europe continues to face, European Mobility Week 2013 produced a number of positives. While participant rates dropped, conversely the number of countries represented grew higher.

The quality of participation this year – gleaned through the number of cities fulfilling all three EMW criteria – also surpassed previous years, with those cities involved showing real commitment and enthusiasm.

Social media played a greater role than in the past, providing a truly interactive online space for citizens and local government officials alike. Website usage increased, as the online component of EMW became more firmly established.

The following classification for cities and towns is 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

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 **Error! Reference source not found.** for more details).

2. Participation

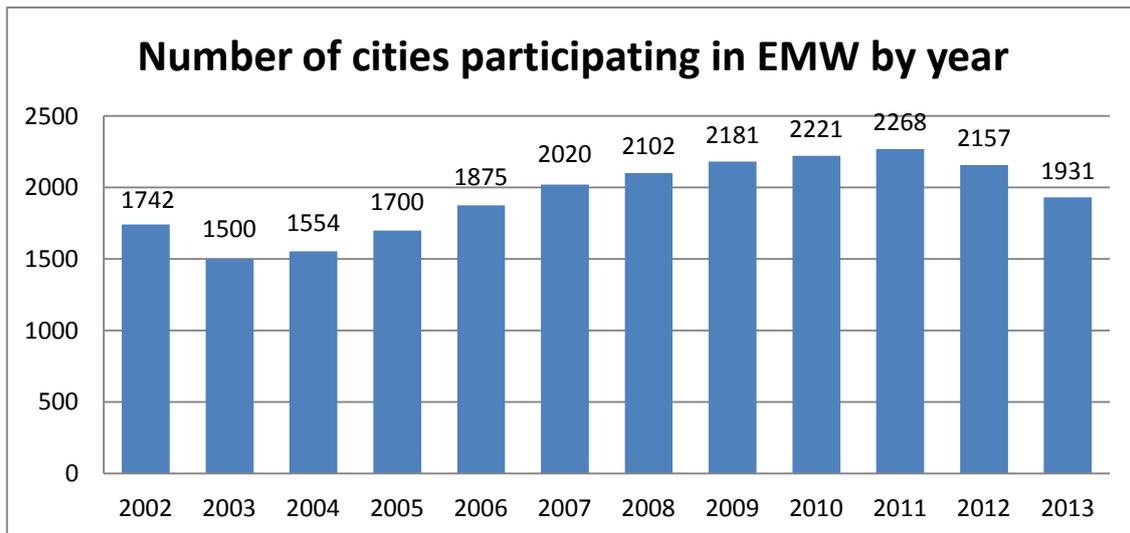
The twelfth edition of European Mobility Week saw 1,931 cities from 47 countries take part - a 226 city fall from 2012, and the lowest result since 2006. The campaign did, however, see a modest increase in the number of countries represented (up four from 43 in 2012).

The decline in numbers can be largely attributed to the financial crisis, which has taken an increasing toll on the budgets of local governments. It should also be noted that a number of cities which take part in the campaign do not register their activities, and so are not represented in the statistical analysis.²

Participation in the EMW		
Year	Number of cities	Estimated population ³
2013	1,931	176,118,664
2012	2,157	147,586,247
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	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

² A number of national coordinators stated that several cities which took part in EMW did not register their activities online. This was either due to difficulties, or a failure to see the point of the extra online step.

³ Based on data supplied by cities during their registration, i.e. number of inhabitants reached. Note, however, that a number of cities did not indicate their populations reached.



2.2 Participation by country

This year saw the internationality of the campaign increase, with a total of 47 countries taking part. Russia joined for the first time, involving both its capital city and the city of Kazan in the campaign. Vietnam also joined for the first time, tying the campaign with national efforts to encourage sustainable mobility.

The city of Suwon, South Korea, participated as part of the promotional efforts for the EcoMobility World Festival - a month-long presentation of a sustainable urban transportation culture. The city's participation marked South Korea's return to EMW after a hiatus of three years.

Austria led the way in terms of participation, with an impressive 534 cities taking part. Interestingly, this represents a decrease for the country from last year, when its participation figure stood at 545. The number of Italian cities increased significantly, going from 82 in 2012 to 126 in 2013. Hungary also saw an impressive increase in participation (129 cities compared to 112 in 2012). Belgium managed to add a total of 23 cities to reach 78, while Romania stood at 52, a rise of four. Bulgaria also saw a significant increase of 16.

France also saw a decline in the number of registered cities. This can be chalked up to the stipulation by national authorities that all French cities must register themselves online this year; in the past the national coordinator has registered the cities. As such, actual participation levels may be higher than what the registration number reflects.

Spanish participation fell precipitously, with 208 fewer cities registering in 2013 than in 2012 – a significant figure in the context of a 226 city drop in total. Portugal also fell, going from 64 cities in 2012 to 48. Poland experienced a rather drastic fall of 63 cities, leaving them at 27 in total. While many other countries' participation levels only fell slightly, overall this had the effect of significantly lessening the total participation figure. The Czech Republic saw the number of cities taking part fall by over 50%.

EMW participation per country							
Country	2007	2008	2009	2010	2011	2012	2013
Albania	0	6	0	0	0	0	4
Andorra							1
Argentina	1	0	0	1	1	0	3
Austria	396	378	400	430	466	548	534
Belgium	29	35	163	66	48	55	78
Bosnia and Herzegovina	-	-	5	5	1	3	2
Brazil	57	34	12	30	7	2	9
Bulgaria	47	48	39	45	27	32	48
Canada	3	2	2	1	1	2	1
Colombia	0	1	1	0	0	0	0
Croatia	9	10	32	20	18	16	16
Cyprus	0	2	2	3	4	3	4
Czech Republic	75	90	85	83	56	45	20
Denmark	0	0	0	0	1	0	0
Ecuador	1	1	2	1	1	1	0
Estonia	0	0	0	2	2	2	1
Finland	9	10	3	2	8	13	29
Former Yugoslav Rep. of Macedonia	2	0	1	0	2	0	1
France	143	180	157	147	103	131	108
Germany	36	57	51	52	50	14	12
Greece	13	3	2	6	7	6	8
Hungary	63	73	74	96	104	112	129
Iceland	1	4	5	7	5	3	5
Ireland	4	10	13	13	13	10	7
Italy	43	35	29	38	74	82	126
Japan	6	7	9	9	8	9	13
Kosovo (under	-	3	0	1	0	0	1

UNSCR 1244)							
Latvia	8	13	6	15	17	8	8
Liechtenstein	0	0	0	1	1	0	0
Lithuania	19	16	11	23	14	19	2
Luxembourg	35	100	51	45	42	16	12
Moldova	0	0	0	1	0	0	0
Montenegro	0	0	0	0	2	2	2
Netherlands	310	218	231	71	10	24	18
Norway	7	8	13	14	18	18	18
Poland	74	84	127	114	111	89	27
Portugal	83	69	65	66	66	64	48
Romania	100	108	62	58	48	48	52
Russia							2
Serbia	14	1	19	16	15	3	9
Slovakia	5	2	3	4	9	13	11
Slovenia	25	24	21	13	31	14	31
South Korea	0	1	1	0	0	0	1
Spain	305	366	390	567	764	614	406
Sweden	28	46	51	103	88	105	98
Switzerland	8	7	3	2	2	3	4
Taiwan	1	1	1	2	1	1	1
Thailand	1	0	0	0	0	0	0
Turkey	0	0	2	3	0	3	2
Ukraine	0	0	0	2	12	16	11
United Kingdom	59	48	37	43	9	9	6
USA	0	0	0	0	1	0	1
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

NB: *Bold = increase, Italic = decrease*

2.3 Golden Participants, Participants and Supporting Cities by country

The following table indicates the actual number of cities that complied with the EMW Charter (i.e. Golden Participants and Participants) in comparison to the Supporting Cities (i.e. cities that did not comply with any of the EMW Charter's criteria).

2013 saw a modest increase in 'golden' participants compared to 2012, as well as a decrease in the number of cities which fulfilled none of the three criteria – a fact more impressive when it is considered that this year saw a decline in overall participation numbers.

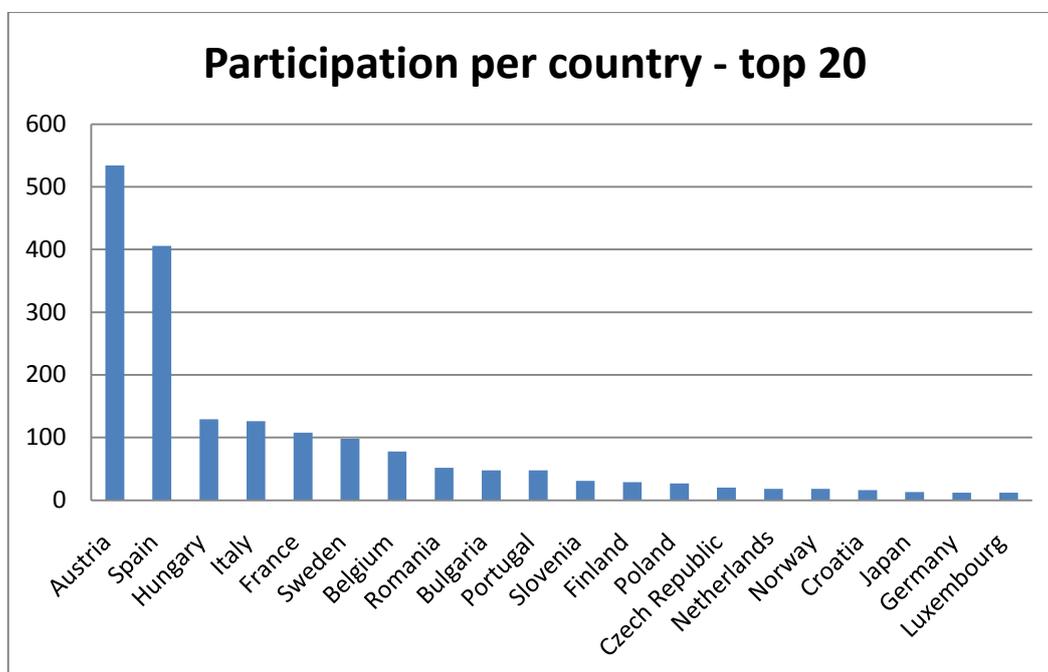
323 cities complied with all criteria, while 318 did so last year. Although an increase, the level is still lower than 2011, which saw 367 'golden' participants. Ten cities met none of the listed criteria ('Supporting cities'), while 15 failed to do so in 2012. Nine of the supporting cities, however, came from the same country this year - Brazil.

Although participation levels decreased, those that did take part more often fulfilled at least a portion of the EMW Charter criteria than in 2012, resulting in a more engaged participant body.

Country	Golden Participants	Supporting Cities	Participants	Total participation
Albania		1	3	4
Andorra			1	1
Argentina			3	3
Austria	11		523	534
Belgium			78	78
Bosnia and Herzegovina			2	2
Brazil		9	0	9
Bulgaria	6		42	48
Canada			1	1
Croatia	8		8	16
Cyprus	2		2	4
Czech Republic	8		12	20
Estonia			1	1
Finland	1		28	29
MK	1		0	1
France	4		104	108

Germany			12	12
Greece	1		7	8
Hungary	19		110	129
Iceland	2		3	5
Ireland			7	7
Italy	50		76	126
Japan			13	13
Kosovo			1	1
Latvia	2		6	8
Lithuania	1		1	2
Luxembourg	3		9	12
Montenegro	1		1	2
Netherlands			18	18
Norway	10		8	18
Poland	7		20	27
Portugal	19		29	48
Romania	17		35	52
Russia	1		1	2
Serbia	4		5	9
Slovakia	4		7	11
Slovenia	1		30	31
South Korea	1		0	1
Spain	124		282	406
Sweden	7		91	98
Switzerland	2		2	4
Taiwan			1	1
Turkey	1		1	2
Ukraine	4		7	11

United Kingdom	1		5	6
United States of America			1	1
Vietnam			1	1
Total number in 2013	323 (16.73%)	10 (0.52%)	1,598 (82.76%)	1931
Total number in 2012	319 (14.7%)	15 (0.8%)	1,824 (84.5%)	2,158

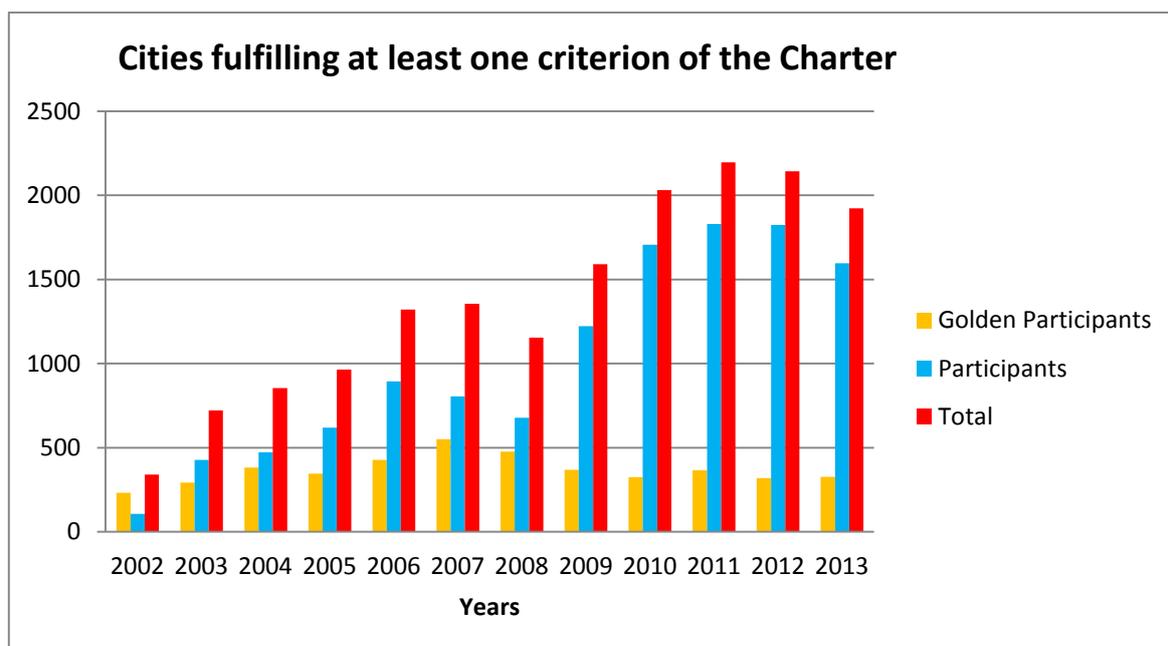


2.4 Cities complying with at least one criterion of the EMW Charter

The number of ‘participants’ (those cities fulfilling one or two criteria of the charter) fell by 228 cities to 1,596 in 2013, representing the lowest level since 2009. It should be noted, however, that percentage-wise 2013 saw a higher degree of golden participants than in 2012, and a roughly constant percentage of “participants” (83 percent in 2013, 85 percent in 2012).

Year	Golden Participants	Participants	Total
2013	323	1,598	1,921
2012	319	1,824	2,143

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

Bucking last year's upward trend, the number of cities organising car-free activities fell sharply in 2013. At 730 cities, 2013 marks the lowest figure since 1999. The figure is even more disappointing when viewed in light of the fact that 22 September, the annual date of the car-free event, fell on a Sunday. Usually weekend events receive much higher participation rates due to the increased political and technical ease. Growing budget constraints likely played a significant factor, especially as car-free activities have significant staffing requirements (which may be more difficult to achieve on a Sunday).

Organisation of Car-Free Day activities	
Year	Total
2013	730
2012	1,114
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 European Mobility Week 2013, 906 cities declared they implemented at least one permanent measure. This equates to around 46.92 percent of all participating cities (including supporting cities). It is necessary to bear in mind that a great many cities were registered by their national or the European coordination, who may not have had the complete data to fill in the permanent measures form.

Overall, 8,035 permanent measures were implemented, a 318 increase from last year. On average 4.16 measures per city were implemented. As well as surpassing last year, 2013 saw a further increase from 2011, in which 6,821 measure were implemented. Considering the reduced participation rate, this is a fantastic achievement. These results strengthen the notion that what this year lacked in quantity, it made up for in quality.

Overall, the municipal policies mainly focused 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.
- *Public transport services*, with improvements and extensions to networks and services, particularly the development of new technologies and the launch of greater service integration.

Permanent measures	No. registered in online database in 2012	No. registered in online database in 2013
NEW OR IMPROVED BICYCLE FACILITIES		
Improvement of bicycle network	434	458
Creation of public bicycle or bicycle sharing schemes	132	172
Improvement of bicycle facilities	359	396
Others	67	76
Subtotal	992	1,102
PEDESTRIANISATION		

Creation or enlargement of pedestrian areas	291	348
Improvement of infrastructure	387	436
Extension or creation of new greenways	172	168
Others	45	51
Subtotal	895	1,003
PUBLIC TRANSPORT SERVICES		
Improvement and extension of the public transport network	247	266
Improvement and extension of the public transport services	185	192
Use of ecological vehicles for public transport fleets	133	145
Development of new technologies in order to improve the public transport network	169	125
Launch of integrated services for the various public transport modes	103	70
Development of accessible transport services for all	126	153
Others	53	54
Subtotal	1,016	1,005
TRAFFIC CALMING AND ACCESS CONTROL SCHEMES		
Speed reduction programmes in zones near schools	321	340
Reduction of outside parking zones	73	86
Creation of park and ride stations	128	129
New traffic regulations: traffic circulation and parking	199	232
Elaboration of new residential areas	79	87
Others	41	69
Subtotal	841	943
ACCESSIBILITY		
Creation of tactile pavements	133	131
Creation of wheelchair ramps	216	198
Lowering of pavements	242	253
Enlargement of pavements	217	234
Elaboration of sound devices in traffic lights	90	90
Removal of architectonic barriers	398	195
Launch of accessibility plans	119	115

Creation of useful facilities for people with reduced mobility	114	125
Others	25	23
Subtotal	1,554	1,364
NEW FORMS OF VEHICLE USE AND OWNERSHIP		
Launch of online car-pooling and car-sharing schemes	100	111
Responsible car-use (eco-driving etc.)	144	169
Use of clean vehicles	164	156
Others	32	58
Subtotal	440	494
FREIGHT DISTRIBUTION		
New regulations for freight distribution	64	55
Use of clean vehicles	83	73
Creation of new unloading platforms for freight transfer	21	18
Others	19	13
Subtotal	187	159
MOBILITY MANAGEMENT		
Adoption of workplace travel plans	92	104
Adoption of school travel plans	135	151
Creation of mobility centres and online information services	99	94
Launch of awareness-raising campaigns	357	515
Elaboration of educational materials	307	282
Development of urban mobility plans in consultation with local actors	192	174
Provision of incentives and bonuses to employers	53	46
Permanent access restriction to city centres	76	104
Launch of seamless transport modes to facilitate access to business areas or other social areas	49	32
Creation of walking buses and cycling train schemes	153	144
Development of an air quality measurement tool and display in public spaces	63	82
Organisation of regular fora or surveys on public opinions and ideas	170	141
Others	46	96

Subtotal	1,792	1,965
Total permanent measures	7,717	8,035
Permanent measures per city with all cities taken into account	3.57	4.16
Number of cities that have implemented at least one permanent measure	1103 (51%)	906 (46.92%)

3.2 Top ten permanent measures implemented

The top ten most popular permanent measures can be seen in the table below. A new permanent measure – “Launch of awareness-raising campaigns” – took the number one spot, having grown substantially in popularity from 2012; 158 more cities implemented the measure this year than last.

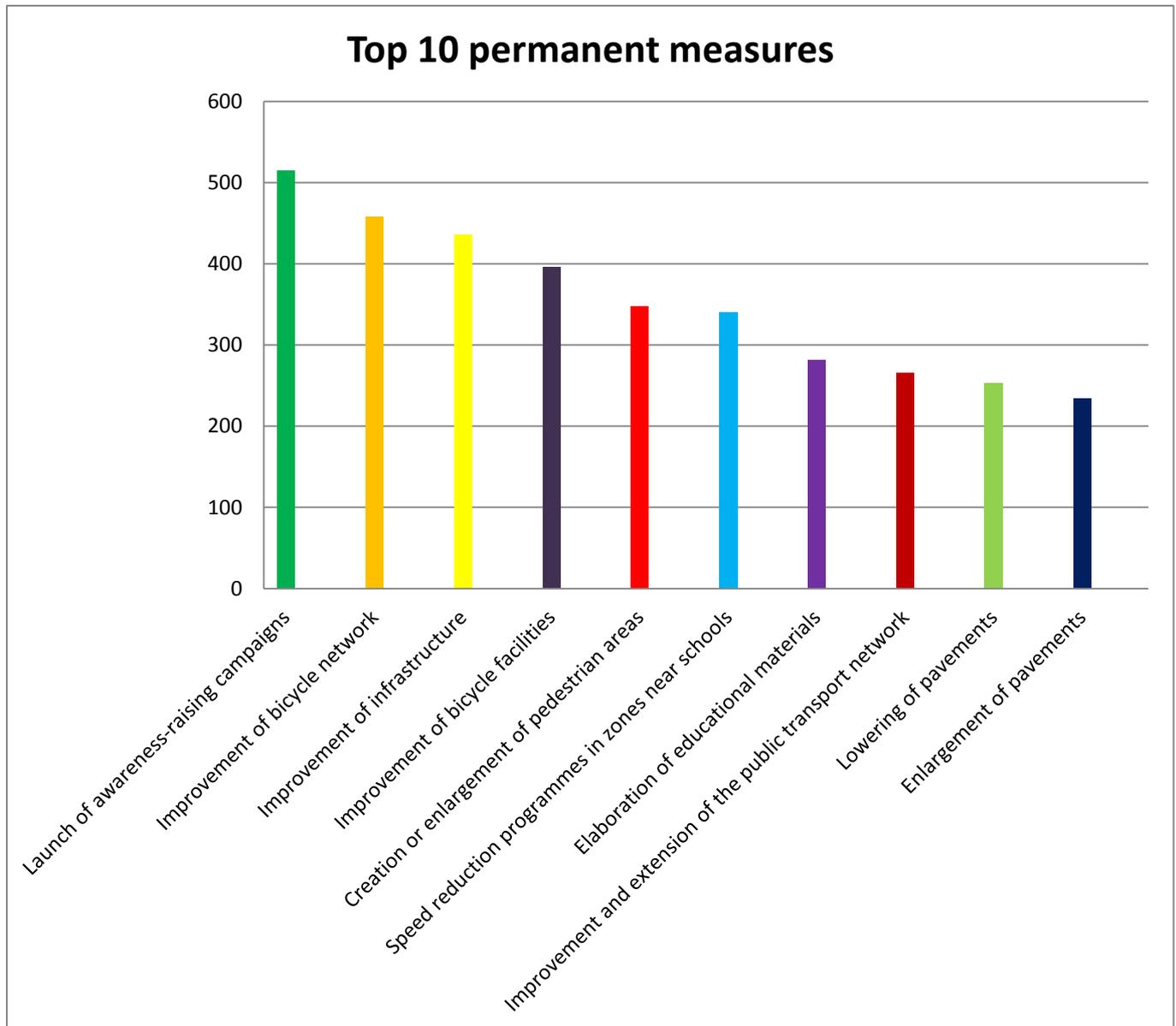
“Enlargement of pavements” entered the top ten once again, while “Removal of architectonic barriers” fell out of the top ten - surprising, given its position as the second most popular measure last year.

The majority of measures were implemented in the category of “Mobility Management”, while “Freight distribution” saw the least measures enacted.

Rank*	Permanent measures	No. registered in online database in 2012	No. registered in online database in 2013
1 (5)	MOBILITY MANAGEMENT: Launch of awareness-raising campaigns	357	515
2 (1)	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle network	434	458
3 (-)	PEDESTRIANISATION: Improvement of infrastructure	387	436
4 (-)	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle facilities	359	396
5 (8)	PEDESTRIANISATION: Creation or enlargement of pedestrian areas	291	348
6 (-)	TRAFFIC CALMING: Speed reduction programmes in zones near	321	340

	schools		
7	MOBILITY MANAGEMENT:	307	282
(-)	Elaboration of educational materials		
8	PUBLIC TRANSPORT:	247	266
(9)	Improvement and extension of the public transport network		
9	ACCESSIBILITY:	242	253
(10)	Lowering of pavements		
10	ACCESSIBILITY:	-	234
(not in top 10)	Enlargement of pavements		

* Previous year's ranking in brackets.



4. Website visits & usage

September 2013 saw 66,845 visits to the European Mobility Week website, including 35,314 unique visitors. This represents 5,760 more unique visitors than was the case in September 2012, and 6,302 more than in September 2011.

Monday 16 September, the start of EMW 2013, saw the highest number of single-day website visitors at 5,469. By comparison, the highest figure recorded in 2012 was 3,845 visitors on 17 September (a 1,624 visitor difference).

The final day of this year's campaign (Sunday 22 September) saw visitor numbers fall to 1,158. Visitor figures continue to decline following the week itself, with the final day of the month registering 216 visits.

In total, the EMW website saw 281,857 visits and 98,548 unique visitors in 2013 (the most recent records date 1 January to 1 November).

The monthly breakdown shows a build up in visitor numbers as the week grows closer:

Month	Unique visitors	Number of visits	Pages
Jan 2013	4,492	22,447	168,175
Feb 2013	5,186	19,391	135,651
Mar 2013	6,613	21,089	179,081
Apr 2013	5,605	16,559	206,488
May 2013	5,568	16,557	181,276
Jun 2013	6,637	19,932	194,989
Jul 2013	8,293	36,246	261,363
Aug 2013	10,699	30,783	276,248
Sep 2013	35,314	66,845	358,952
Oct 2013	7,232	23,652	280,936
Nov 2013	2,909	8,356	118,156
Dec 2013	0	0	0
Total	98,548	281,857	2,361,315

In terms of individual page visits, the Cities page comfortably leads the way, far surpassing the homepage as the most viewed page. With 36,067 views - significantly higher than the number one viewed page in 2012 which received 23,884 views - this points to a wide-spread interest as to which countries and cities are taking part in European Mobility Week, and to what degree cities are engaged.

The fact that the homepage has been surpassed as the highest viewed page indicates that visitors are logging on directly to the city page, rather than navigating there from the website launch page. This is likely due to the google search results for the term "European Mobility Week" displaying a direct link to the "Participating Cities" page.

The news page enjoyed much higher prominence this year also, moving from 8th position in 2012 with 1,307 views, to 3rd position with 7,272 views.

Ten most visited pages (September, 2013)		
Rank	Page	Unique Page views
1.	Cities	36067
2.	Home page	27929
3.	News	7272
4.	Join us!	5158
5.	Resources	3634
6.	Award	1666
7.	Theme 2013	1286
8.	Search	1240
9.	Registration	1073
10.	About	912

4.2 Where are visitors from?

Europe continues to dominate visitor rates, comprising 95 percent of website traffic. The ranking remains largely in line with 2012, with the only change being South America going from fourth position to fifth. This year represents an increase in European visitors of 6,219.

Continent	Visits	Percentage
Europe	37,410	95.16%
North America	687	1.75%
Asia	507	1.29%
Unknown	313	0.8%
South America	276	0.7%
Oceania	62	0.16%
Africa	40	0.1%
Central America	18	0.05%

Italy and Spain remain in first and second position respectively this year, with Italy totalling 30 percent of all website visits. Spain increased its visits total from 2,921 to 4,297, gaining almost seven percentage points. Interestingly, Hungary, Slovakia and France came in third, fourth and fifth place respectively, despite not being present in the top ten in 2012.

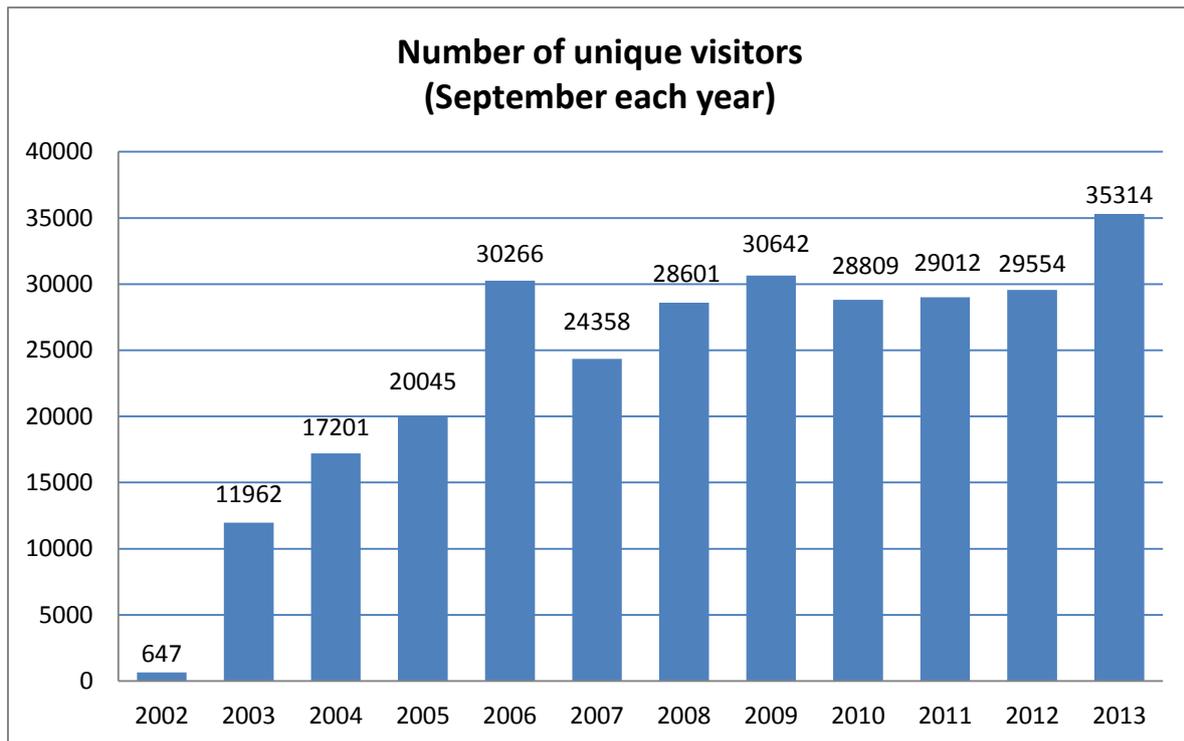
Belgium, Germany, Romania and Greece saw higher visitor rates in 2013 compared to 2012, but still fell in the ranking. Portugal saw a visitor increase of 425, and remained at seventh position.

Number of visits per country					
Rank	Country	Visits September 2013	Percentage September 2013	Number of visits September 2012	Percentage of visits September 2012

1	 Italy	8235	30%	8218	24.57% (1)
2	 Spain	4297	15.71%	2921	8.73% (2)
3	 Hungary	3081	11.26%	1523	4.55%
4	 Slovakia	2387	8.73%	1508	4.51%
5	 France	2073	7.58%	1457	4.36%
6	 Belgium	1766	6.46%	1398	4.18% (3)
7	 Portugal	1566	5.73%	1141	3.41% (7)
8	 Romania	1486	5.43%	986	2.95% (6)
9	 Germany	1249	4.57%	950	2.84% (4)
10	 Greece	1212	4.43%	893	2.67% (5)
*September 2012 ranking in brackets.					

4.3 Comparison with previous EMW editions

35,314 visitors accessed the website in September 2013 - the highest rate since the start of the campaign.

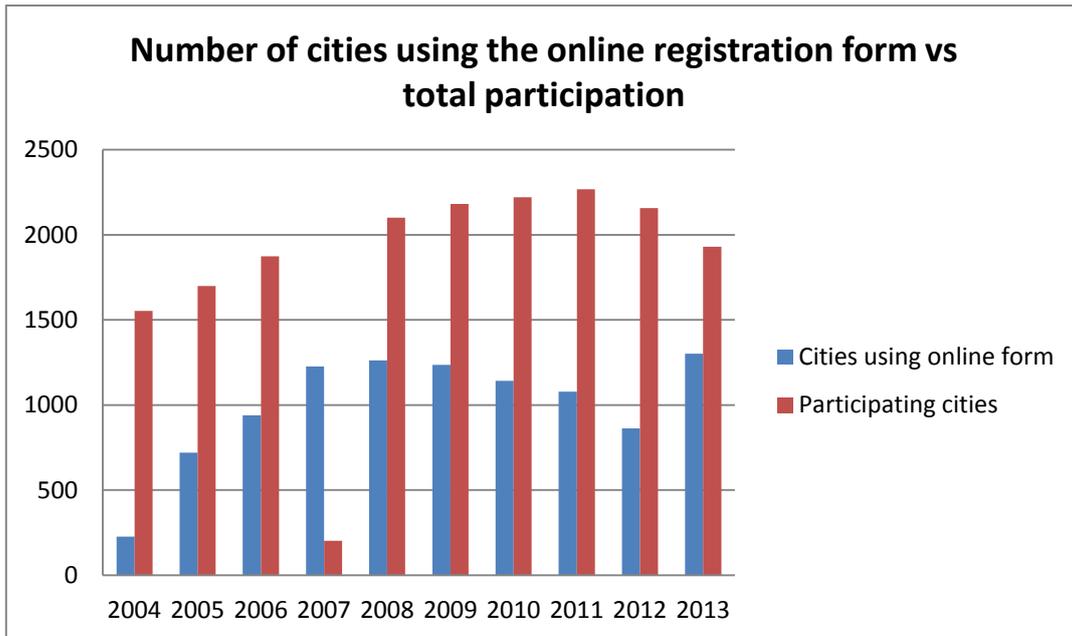


4.4 Use of the online registration procedure

Use of the online registration system reached its highest ever level in 2013 at 1,302, representing 67.34 percent of all registrations – a remarkable result. This figure perhaps indicates an increased comfort with the online registration system, and is in line with the higher website visits in general. 629 cities were registered by national coordinators (32.66 percent).

Whether this figure will remain as high in 2014 will be telling, casting the figure as a positive upward trend, or merely an aberration.

Year	Number of cities using the online form	Total participating cities	Percentage of cities using the online form
2013	1,302	1,931	67.34
2012	862	2,157	40
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



4.5 Website referrals

The table below shows the top ten website referrers in September 2013:

Rank	Website	Visits
1.	emh.kormany.hu	2525
2.	www.Facebook.com (including mobile)	2240
3.	www.minambiente.it	1214
4.	www.tyzdenmobility.sk	824
5.	www.twitter.com	486
6.	www.apambiente.pt	416
7.	europa.eu	353
8.	www.agissons.developpement-durable.gouv.fr	332
9.	imhd.zoznam.sk	319
10.	www.journeedutransportpublic.fr	249

Surpassing Facebook for the first time, the Hungarian website “emh.kormany.hu” referred more people to the EMW website than any other webpage. This page recently received a redesign to make it more user friendly and to attract more visitors – the referral figures suggest that it has been extremely successful in its aim.

It also shows the interest in EMW in Hungary in general, as reflected in its third place position in overall website visitors. The Italian Ministry of Environment came in third, falling from second position in 2012 despite driving more traffic this year. Other first time websites include the Slovak page www.tyzdenmobility.sk, another regional EMW page, and imhd.zoznam.sk, a Slovak public transport website. The Ambiente Portugal (www.apambiente.pt) site entered the top for the first time at number six. Two French pages also drove significant traffic towards the EMW website: the government website www.agissons.developpement-durable.gouv.fr, and the sustainable transport site www.journeedutransportpublic.fr.

The social media pages again performed well, being the second (Facebook) and fifth (twitter) highest drivers of visitors to the EMW website.

5. Social Media

Social media really came alive this year, receiving a drastic increase in both followers and engagement. Facebook, the social networking site, and Twitter, the micro blogging site, were used to share news, images and information about the campaign – both from the European Coordination and from others taking part in the project. Citizens and local governments shared content heavily on the social media channels, using them as a springboard to promote their campaigns and reach other interested parties from around the globe.

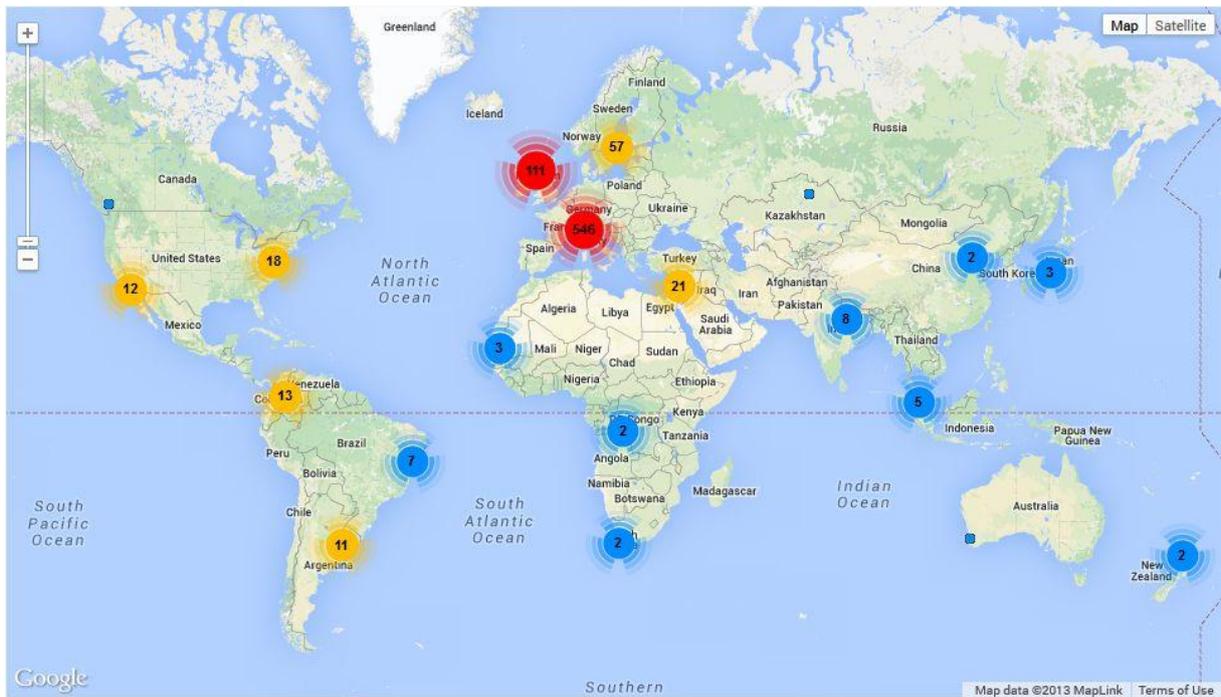
Twitter

The European Coordination’s Twitter account, @MobilityWeek, stands at 1,240 followers, an increase of 576 (87.5%) from 2012.

The following graph, displays the increase in followers from the start of September 2013 to November 2013. As can be seen, the week itself saw a sharp rise in followers. This was followed by a gentler rise, with an average of two new followers per day.

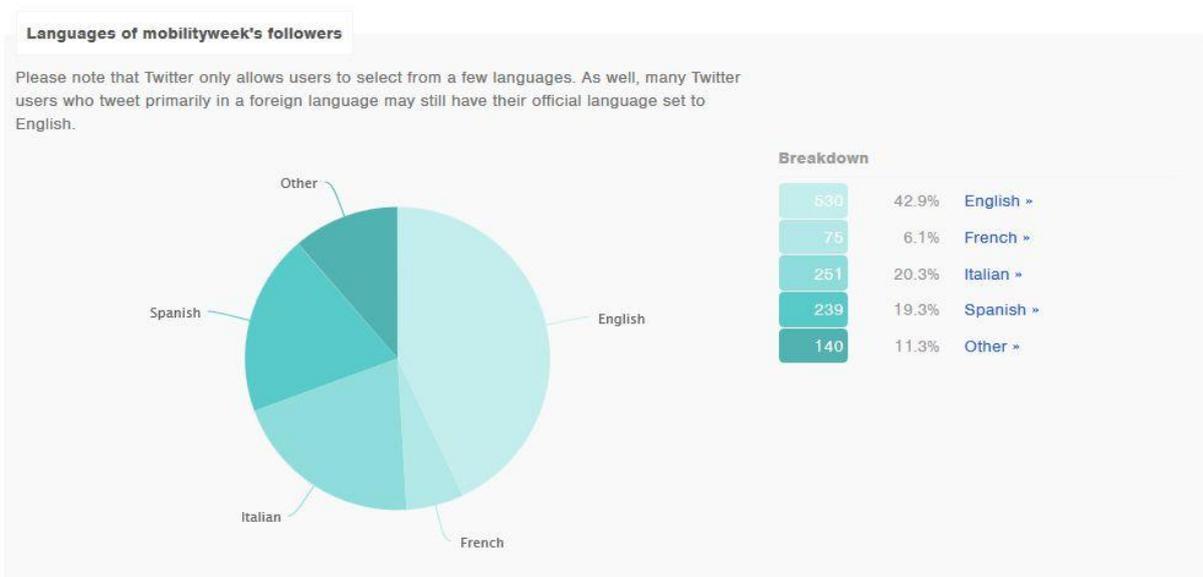


Limerick Smarter Travel, the CIVITAS project, ICLEI Europe and European Commissioner for Transport Siim Kallas are among the users that the EMW twitter account interacts with most often, as visualised by the graphic below.



As the pie chart below indicates, the majority of users tweet through English, with around a fifth of users tweeting through Italian and Spanish respectively. “Other” makes up 11.3 percent, followed by French at 6.1 percent.

This year the campaign trialled tweets in Italian, which received a largely positive response. The use of other languages, specifically Italian and Spanish, can be expanded on in future campaigns.



5.2 Facebook

Facebook was used as a means to share news, images and materials from cities across Europe and beyond partaking in EMW 2013. 2013 saw the popularity of the page increase dramatically, particularly as a means of promotion.

As of time of writing, the page has 4,817 “likes” (those who choose to follow the content of the page). In November 2012 the page had 2,164 “likes” – this represents a one year increase of 2,641 followers (a 122 percent rise).

A great deal of this growth came in the month of September, the month in which the week takes place. The graph below visualises this growth:



On 16 September (the official start of EMW) the number of likes increases quickly; it continues to grow for the duration of the week.

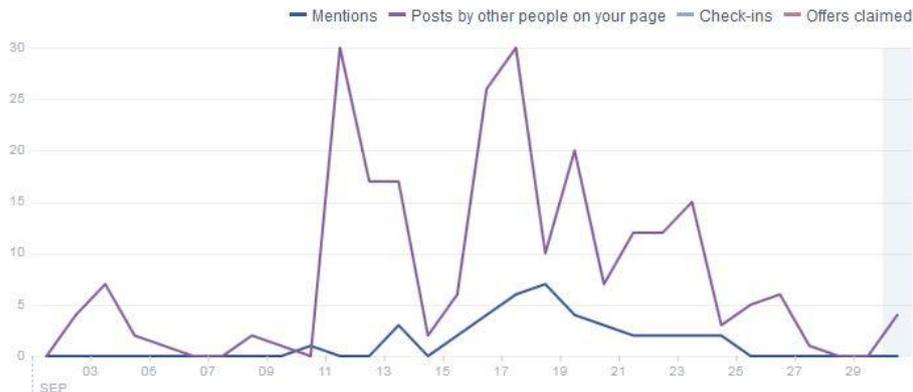
The graph below shows this more clearly, charting the number of likes (and “unlikes”, where users chose to stop following EMW content) on a daily basis. Again, the 16th sees a spike in the number of likes, the heights of which are not reached again.



The graph below indicates the number of users posting on the EMW page (the purple line), as well as the number of times EMW was “tagged” in others’ posts (the blue line).

Other Page Activity

The number of actions people took that involved your Page.



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Mentions

Posts by other people ...

Check-ins

Offers claimed

In analysing where Facebook users come from geographically, it quickly becomes apparent that the results are somewhat similar to those seen in the website statistics.

Italy leads the table, with 1,053 followers, an increase from 690 in 2012. In terms of cities, Rome is in first place, with 126 followers, one place higher than 2012's leading city, Brussels. Interestingly, Bucharest makes it to fifth place, one place above Madrid, despite Spain overall being the second highest represented country while Romania is seventh.

Although European countries make up the majority of followers, the United States is a surprising entry at 15. The US comes ahead of Finland, the Netherlands and Austria - well-represented countries in terms of city participation.

Rank	Country	"Likes"
1	Italy	1,053
2	Spain	444
3	Portugal	363
4	France	184
5	Greece	178
6	Belgium	172
7	Romania	170
8	Poland	161
9	Germany	115
10	United Kingdom	110
11	Croatia	100

12	Sweden	88
13	Macedonia	84
14	Bulgaria	76
15	United States of America	75
16	Turkey	71
17	Hungary	70
18	Norway	66
19	Brazil	64
20	Ukraine	58

Rank	City	“Likes”
1	Brussels, Région De Bruxelles-Capitale, Belgium	127
2	Rome, Lazio, Italy	123
3	Lisbon, Lisboa, Portugal	108
4	Milan, Lombardia, Italy	97
5	Bucharest, Bucuresti, Romania	81
6	Madrid, Spain	80
7	Athens, Attiki, Greece	73
8	Paris, Ile-de-France, France	64
9	Skopje, Karpos, Macedonia	47
10	Budapest, Hungary	47
11	Turin, Piemonte, Italy	47
12	Sofia, Grad Sofiya, Bulgaria	44
13	Barcelona, Catalonia, Spain	41
14	London, England, United Kingdom	40

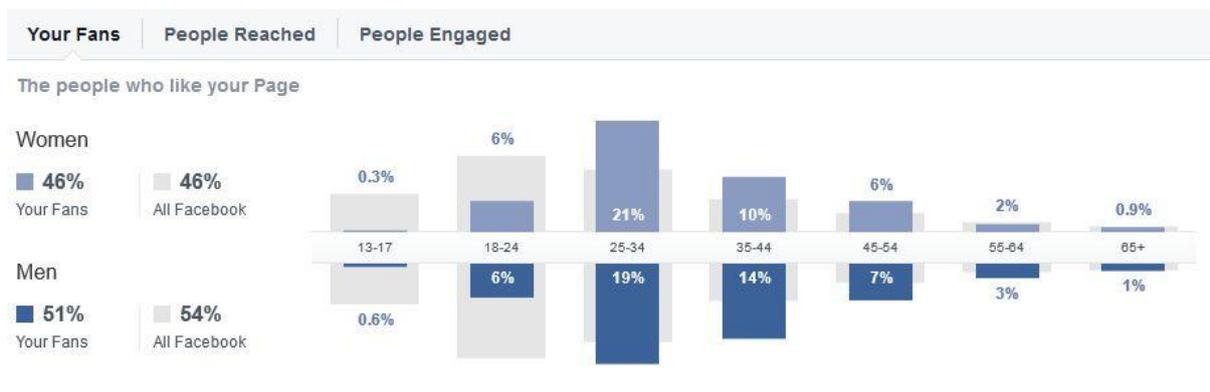
15	Łódź, Lodz, Poland	37
16	Thessaloníki, Thessaloniki, Greece	36
17	Naples, Campania, Italy	34
18	Bologna, Emilia- Romagna, Italy	34
19	Berlin, Germany	33
20	Warsaw, Warszawa, Poland	33

In terms of language, English is the highest spoken by quite some way (when US and UK listings are combined), followed by Italian, Spanish (when both entries are combined) Portuguese, Polish and German.

Many users post in their native tongue, leading to a truly international display on the Facebook page.

Rank	Language	Number of users
1	Italian	965
2	English (US)	901
3	English (UK)	620
4	Portuguese (Portugal)	319
5	Spanish (Spain)	263
6	French (France)	253
7	Spanish	248
8	Polish	133
9	German	126
10	Greek	109

As shown below, the EMW page has a remarkably even split between genders, with 46 percent female, and 51 percent male (3 percent are not known). In terms of age, 25 – 34 is the highest represented demographic, followed by those aged 35-44. This furthers the notion that Facebook allows the campaign to connect with young people who it may otherwise be unable to reach. The demographics remain in line with 2012 data.



6. Media and Marketing Communication

A separate report examines the level of media and marketing communication coverage the Week picked up. A total of 146 entries were analysed for the European section of the media report. Of this selection 128 articles are from news agency, while the remaining 18 articles were from municipalities, local entities or stakeholders related to the campaign. 67 percent of the articles analysed have a local dimension. Of the 138 articles analysed almost 60 percent clearly mention the theme of the 2012-2013 edition: "Air quality".

58 percent of all the articles analysed have been classified as "neutral"; 39 percent of the articles shown a clear positive attitude toward the campaign and the initiative related to it. The remaining 3 percent (4 out of 146 entries) could be seen as "negative" toward the campaign.

Articles at the international level mainly refer to the World Car Free Day, a semi-detached initiative of the European Mobility Week.

7. Highlights & main events

8. Conclusions and Recommendations

While this year marks a further decline in participation levels, as well as a low engagement level with Car-Free day (particularly considering that it fell on a Sunday, a traditionally popular day of the week for the event), there are also a number of positives to take away, such as a higher number of permanent measures enacted, a higher percentage of golden participants and increased engagement with social media. The number of countries participating also increased, lending greater internationality and prestige to the campaign.

The financial crisis has had a significant impact on the ability of local governments to enact European Mobility Week. It is perhaps telling that Austria, a country that has weathered the economic crisis with some success, had the highest number of cities taking part in the campaign. Spain, one of the countries most severely affected by the financial crisis, saw 208 fewer cities take part in 2013 than last year, accounting for a major chunk of the overall 226 city drop. Similarly Portugal, another country affected by the recession saw a 16 city drop (25 percent). Together, Spain, Portugal and Ireland saw 227 less cities take part compared to 2012 levels.

Other countries suffering from the financial crisis actually saw a moderate increase this year. Greece saw the addition of two cities to reach eight, while the number of Italian cities grew significantly compared to last year. Overall the economic crisis continued to make itself felt.

It should also be noted that re-engagement activities engaged in by the consortium, particularly a round of phone calls to national coordinators, seemed to make a positive difference. The majority of countries reached had higher participation levels this year than last. Countries in which the EMW sister campaign “Do the Right Mix” operates also saw an increase in participation, namely Bulgaria, Romania and Greece. This suggests that greater cooperation between the two campaigns could lead to higher participation levels.

47 countries took part in EMW, furthering the global reach of the campaign and enhancing its image as an event that (despite its name) goes beyond European borders. Russia engaged with the campaign for the first time, and is a welcome edition. Similarly, China wished to take part – having 152 cities willing to register – but unfortunately was unable to do so due to bureaucratic hurdles. The addition of South Korea, Taiwan and Vietnam, and the continued engagement of Japan represented a relatively strong showing in Asia.

While Brazil did not register activities online, empirical evidence suggests that cities in the South American nation adhered to the week’s format, organising activities and a Car-Free day. From the US, the town of Ogden, Utah, joined in the celebrations.

The social media channels saw a large increase in both followers and interaction, and enabled the campaign to connect with citizens in a way not experienced previously. The use of social media allowed the European Coordination to directly reach out to followers across the globe, and, perhaps more importantly, enabled citizens to connect with one another. The level of sharing – of images, videos, and publications – surpassed any previous year, and became the most effective way of promoting a city’s EMW activities. Given the number of users that do not speak English as a first language, the campaign should also look into providing social media content in a variety of European tongues.