EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2018

PARTICIPATION REPORT
NOVEMBER 2018

European Secretariat
EUROCITIES
1 Square de Meeûs / B-1000 Brussels – BELGIUM
juan.caballero@eurocities.eu
Phone: +32 2 552 08 75

Authors of this document:

Jerome Simpson
Regional Environmental Center (REC)

Sean Carroll
ICLEI – Local Governments for Sustainability

November 2018

CONTENTS

1. INTRODUCTION

The present Participation Report is based on the information gathered from the EUROPEAN**MOBILITY**WEEK 2018 participant's database.

To visualise the campaign's development, the Participation Report compares the 2018 figures with previous editions of the campaign.

Website visits and usage are analysed, providing an insight into the digital reach of the campaign. Social media interaction, a prominent communication tool, is also examined from a statistical standpoint. The performance of the campaign's Instagram account, launched this year, is also analysed for the first time.

Section number 6, 'Highlights and main events', is based on information obtained from award applications of towns and cities that showed excellence and creativity in organising the campaign.

EUROPEAN**MOBILITY**WEEK 2018 had the highest participation rate ever witnessed since its launch in 2002 (2,792 participating towns and cities), surpassing the record set by last year's campaign.
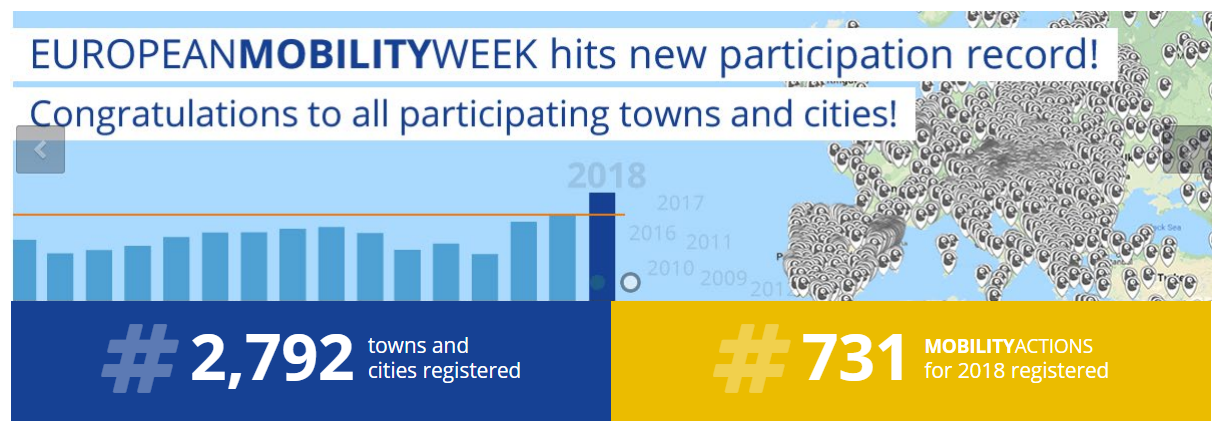
2. PARTICIPATION

This year's EUROPEAN**MOBILITY**WEEK marks the third year in a row in which the campaign has broken the participation record, with 2,792 towns and cities from 54 countries taking part in the campaign – an increase of 266 towns and cities from 2017.

Participating towns and cities by year
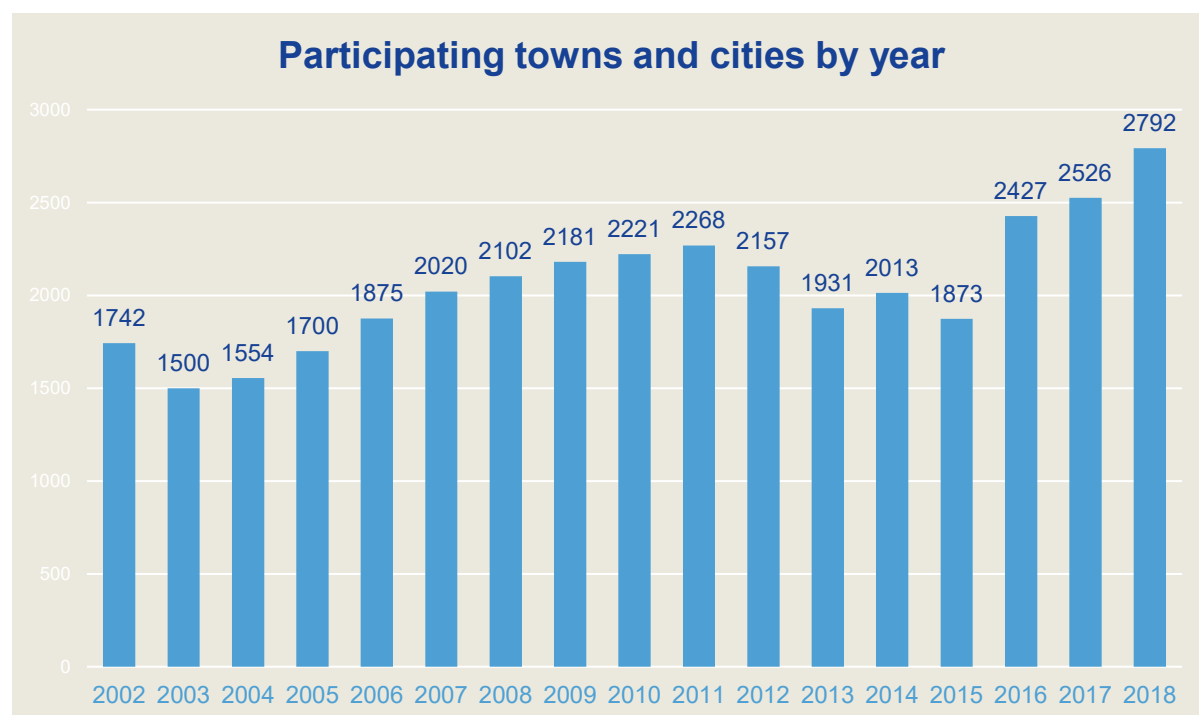
2.1 Participation by country

54 countries took part in the campaign, an increase of four from 2017.

As in previous years, Austria, Spain and Hungary were the top three countries in terms of participation. Austria retained the top spot despite registering 18 fewer cities than in 2017, while Spain and Hungary both improved on last year's total.

Besides these three, there were some remarkable showings from elsewhere, including triple figure performances from Italy, Poland and Russia while Belgium and Portugal just narrowly fell short.

However, there were also marked improvements in participation levels over last year in several countries, including Belarus (+18), Moldova (+17), Serbia (+13), Turkey (+19) and Ukraine (+38).

Overall, 19 countries broke previous records, a figure that includes five newcomers to the campaign too (Georgia, Moldova, Mongolia, Peru and South Africa).

Furthermore, eleven countries improved upon or equalled last year's participation figures.

Quantitatively speaking, not all countries enjoyed the same success they experienced in recent years. The most significant falls were seen in Italy (-28), Greece (-22), Romania (-22), Austria (-18), Bulgaria (-14) and Sweden (-12), and negligible amounts in Albania (-6), Montenegro (-4) and Switzerland (-4). Denmark, regrettably was absent from the campaign in 2018.

Beyond Europe, interest in the campaign grew, with a Coordinator for Africa established to register cities across the continent. This year South Africa was the only African nation to take part, though it is foreseen that the new Coordinator well help to stimulate participation from other African nations in future editions of the campaign.

Comparison of recent years participation per country (in alphabetical order)										
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Albania	-	-	-	-	4	1	4	16	14	8
Andorra	-	-	-	-	1	2	1	1	1	1
Argentina	-	1	1	-	3	-	1	1	5	4
Austria	400	430	466	548	534	535	457	525	577	559
Belarus	-	-	-	-	-	-	3	19	48	66
Belgium	163	66	48	55	78	30	35	117	58	97
Bosnia & Herzegovina	5	5	1	3	2	1	1	3	5	6
Brazil	12	30	7	2	9	1	-	-	2	-
Bulgaria	39	45	27	32	48	29	21	28	39	25
Canada	2	1	1	2	1	-	-	3	-	-
Colombia	1	-	-	-	-	-	1	-	-	-
Croatia	32	20	18	16	16	16	11	12	11	16
Cyprus	2	3	4	3	4	9	5	3	4	2
Czech Republic	85	83	56	45	20	29	37	29	26	30
Denmark	-	-	1	-	-	1	-	9	2	-
Ecuador	2	1	1	1	-	1	-	-	-	2
Estonia	-	2	2	2	1	2	3	5	4	6
Finland	3	2	8	13	29	27	34	27	28	23
FYR Macedonia	1	-	2	-	1	5	15	13	12	13
France	157	147	103	131	108	99	44	74	53	55
Georgia	-	-	-	-	-	-	-	-	-	1
Germany	51	52	50	14	12	8	11	29	44	52
Greece	2	6	7	6	8	21	53	86	87	62
Hungary	74	96	104	112	129	145	182	214	202	267
Iceland	5	7	5	3	5	7	5	5	6	5
Ireland	13	13	13	10	7	2	3	12	14	10
Italy	29	38	74	82	126	133	110	147	129	101
Japan	9	9	8	9	13	11	10	11	12	11
Kazakhstan	-	-	-	-	-	-	-	1	1	1

[1]Kosovo	-	1	-	-	1	1	1	2	4	7
Latvia	6	15	17	8	8	7	15	14	26	20
Liechtenstein	-	1	1	-	-	-	-	-	-	-
Lithuania	11	23	14	19	2	11	13	21	45	54
Luxembourg	51	45	42	16	12	28	20	41	33	33
Mali	-	-	-	-	-	-	-	1	-	-
Malta	-	-	-	-	-	6	1	7	7	5
Mexico	-	-	-	-	-	-	-	1	4	2
Moldova	-	1	-	-	-	-	-	-	-	17
Mongolia									1	1
Montenegro	0	0	2	2	2	2	3	7	7	3
Netherlands	231	71	10	24	18	14	2	20	5	5
Norway	13	14	18	18	18	18	20	33	28	25
Peru										2
Poland	127	114	111	89	27	10	10	30	105	160
Portugal	65	66	66	64	48	73	63	60	62	95
Romania	62	58	48	48	52	36	30	30	61	39
Russia	-	-	-	-	2	16	36	52	55	132
San Marino	-	-	-	-	-	-	-	1	1	1
Serbia	19	16	15	3	9	10	14	12	8	21
Slovakia	3	4	9	13	11	28	30	47	49	54
Slovenia	21	13	31	14	31	38	60	74	71	77
South Africa										2
South Korea	1	0	0	0	1	-	15	8	6	2
Spain	390	567	764	614	406	490	378	451	467	473
Sweden	51	103	88	105	98	87	90	83	65	53
Switzerland	3	2	2	3	4	2	2	2	6	2
Taiwan	1	2	1	1	1	-	-	-	-	-
Thailand	0	0	0	0	0	-	-	-	-	-
Turkey	2	3	0	3	2	2	2	1	7	26
Ukraine	0	2	12	16	11	9	11	18	12	50
United Kingdom	37	43	9	9	6	10	10	18	6	7
USA	-	-	1	-	1	-	-	3	2	1
Venezuela	-	-	-	-	-	-	-	-	-	-
Vietnam	-	-	-	-	1	-	-	-	-	-
TOTAL	2,181	2,221	2,268	2,158	1,931	2,013	1,873	2,427	2,526	2,792

NB: Green=increase, Red=decrease (top three increase/decrease highlighted in filled cell)

---

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

2.2 Golden Participants and Participants by country

The table below shows the number of 'Golden Participants'– those towns and cities that met the three participation criteria of EUROPEAN**MOBILITY**WEEK:

- held events during the week;

- implemented at least one new permanent measure in the last 12 months;

- hosted Car-Free Day.

'Participants' are those that met at least one of the criteria.

2018 saw only six fewer Golden Participants than in 2017, despite the higher participation level. The ratio between Golden Participants and Participants thus fell back below 20 percent, suggesting less chose to address mobility more substantively.

Standout countries (where more than half were Golden Participants) include: Montenegro (3/3), Iceland (4/5) and Turkey (16/26); while those seeing less than 10 percent include: Albania (0/8), France (0/55), Belgium (0/97), Former Yugoslav Republic of Macedonia (1/13), Finland (1/23), Lithuania (1/54), Austria (32/559) and Sweden (4/53). Despite the overall fluctuating participation figures, the percentage of 'Golden Participants' remains broadly constant.

Country	Golden Participants (towns and cities that met all three criteria)	Participants (those that carried out at least one of the criteria)	Total number of towns and cities participating
Albania	0	8	8
Andorra	0	1	1
Argentina	1	3	4
Austria	32	527	559
Belarus	20	46	66
Belgium	0	97	97
Bosnia and Herzegovina	2	4	6
Bulgaria	4	21	25
Croatia	9	7	16
Cyprus	1	1	2
Czech Republic	8	22	30
Ecuador	0	2	2
Estonia	3	3	6
Finland	1	22	23
FYR Macedonia	1	12	13
France	0	55	55
Georgia	0	1	1
Germany	10	42	52
Greece	30	32	62
Hungary	49	218	267
Iceland	4	1	5
Ireland	3	7	10
Italy	24	77	101
Japan	0	11	11

Kazakhstan	0	1	1
Kosovo	1	6	7
Latvia	10	10	20
Lithuania	1	53	54
Luxembourg	8	25	33
Malta	1	4	5
Mexico	0	2	2
Moldova	0	17	17
Mongolia	0	1	1
Montenegro	3	0	3
Netherlands	1	4	5
Norway	4	21	25
Peru	1	1	2
Poland	47	113	160
Portugal	31	64	95
Romania	10	29	39
Russia	13	119	132
San Marino	1	0	1
Serbia	7	14	21
Slovakia	12	42	54
Slovenia	10	67	77
South Africa	0	2	2
South Korea	1	1	2
Spain	138	335	473
Sweden	4	49	53
Switzerland	1	1	2
Turkey	16	10	26
Ukraine	10	40	50
United Kingdom	3	4	7
United States of America	0	1	1
Total (2018)	**536 (19.2%)**	**2256 (80.8%)**	**2792**
Total (2017)	**542** (21.46%)	**1984** (78.54%)	**2526**
Total (2016)	**465** (19.16%)	**1962** (80.84%)	**2427**
Total (2015)	**372** (19.86%)	**1501** (80.14%)	**1873**
Total (2014)	**377** (18.73%)	**1630** (80.97%)	**2013**

2.3 Organisation of Car-Free Day activities

This year saw a decrease in Car-Free Day participation, with 1,153 towns and cities (of a total of 2,792) closing their street(s) to traffic – 199 less than in 2017 (though comfortably ahead of prior years). This year's Car-Free Day (22 September) fell on a Saturday, though it was not mandatory to hold the Car-Free Day activities on this date. This obviously had an impact on the level of golden participation, because if those involved last year had registered in 2018, there would have been 642 Golden Cities,[2] i.e. 22.9 percent of the total.

Organisation of Car-Free Day activities	
Year	**Total**
2018	1153
2017	1352
2016	953
2015	906
2014	783
2013	730
2012	1114
2011	792
2010	864
2009	909
2008	1281
2007	1254
2006	1310
2005	1452
2004	1394
2003	1488
2002	1742
2001	1477
2000	1262

[2] As each of the 106 towns or cities had fulfilled the other two criteria

Towns and cities celebrating Car-Free Day
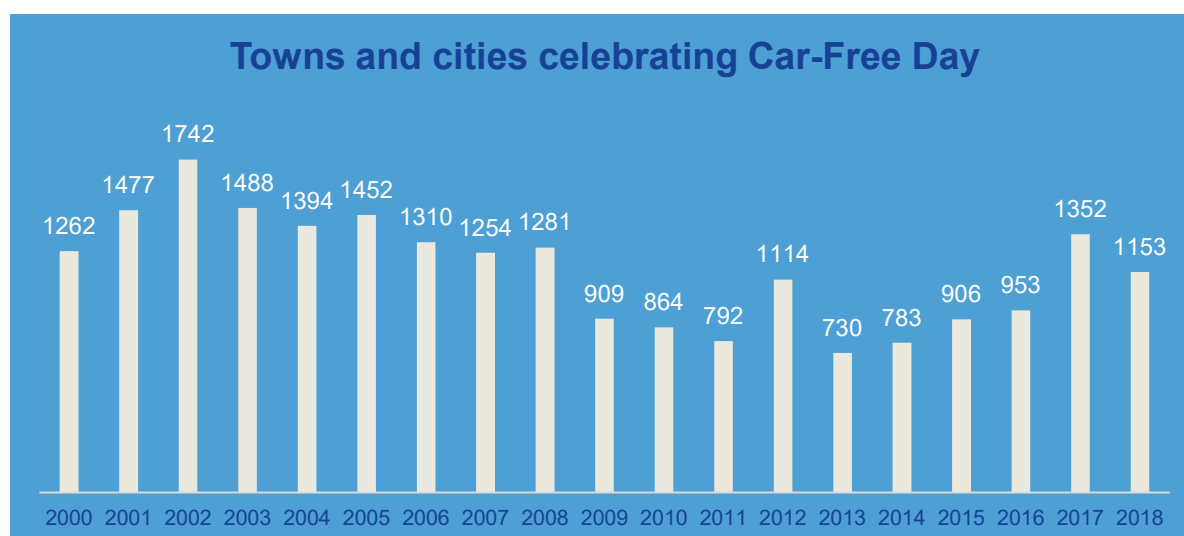
According to the above chart, although participation remains nowhere close to the levels of 2002 and were in steady decline until 2012, generally the trend remains upwards since the all-time reached in 2013.

Further investigation reveals, however, there is considerable fluctuation in towns and cities' year-to-year participation: just 628 towns and cities participated in Car-Free day in both 2017 and 2018, while 384 that participated in 2017 chose not to participate in 2018. One positive conclusion maybe that towns and cities have appreciated the opportunity to experiment and may have opted to permanently close streets to traffic (Torres Vedras for example displaying this in Portugal). Less optimistically speaking, the administrative burden of organising the event may be seen to be too challenging to many.

The following below reveals the level of involvement, by country. One can see that the 'strongest' European performers (where more than 75 percent of their total participate in Car-Free Day) include Hungary, Russia, FYR Macedonia, Croatia, United Kingdom, Iceland, Montenegro, Cyprus and San Marino. Conversely, the weakest performers (where participation is below 15 percent) include Austria, Sweden, Finland, Lithuania and Moldova.

	Country	Registered Car-Free Days vs Total Registration (in brackets)
1.	Hungary	204 *(267)*
2.	Spain	194 *(473)*
3.	Russia	107 *(132)*
4.	Poland	88 *(160)*
5.	Austria	79 *(559)*
6.	Portugal	65 *(95)*
7.	Belgium	43 *(97)*
8.	Greece	41 *(62)*
9.	Italy	40 *(101)*
10.	Belarus	26 *(66)*
11.	Romania	24 *(39)*
12.	Slovakia	21 *(54)*
13.	Turkey	18 *(26)*
14.	Bulgaria	15 *(25)*
15.	Germany	15 *(52)*
16.	Ukraine	14 *(50)*
17.	Former Yugoslav Republic of Macedonia	13 *(13)*
18.	Slovenia	13 *(77)*
19.	Croatia	12 *(16)*
20.	Serbia	12 *(21)*
21.	Czech Republic	11 *(30)*
22.	Latvia	10 *(20)*
23.	Luxembourg	10 *(33)*
24.	Norway	9 *(25)*
25.	Sweden	7 *(53)*
26.	United Kingdom	6 *(7)*
27.	Japan	5 *(11)*
28.	Iceland	4 *(5)*
29.	Ireland	4 *(10)*
30.	Albania	3 *(8)*
31.	Bosnia & Herzegovina	3 *(6)*
32.	Estonia	3 *(6)*
33.	Finland	3 *(23)*
34.	Kosovo	3 *(7)*
35.	Lithuania	3 *(54)*
36.	Malta	3 *(5)*
37.	Montenegro	3 *(3)*
38.	Argentina	2 *(4)*
39.	Cyprus	2 *(2)*
40.	Peru	2 *(2)*
41.	South Korea	2 *(2)*
42.	Moldova	1 *(17)*
43.	Mongolia	1 *(1)*
44.	Netherlands	1 *(5)*
45.	San Marino	1 *(1)*
46.	Switzerland	1 *(2)*

3. PERMANENT MEASURES

3.1 Results from the online classification

Within this year's edition of EUROPEAN**MOBILITY**WEEK, 8,848 permanent measures[3] were implemented by participating towns and cities, an increase of 855 from last year and the highest since we began monitoring seven years ago – perhaps not surprising, given the record levels of participation. On average, 3.17 measures per city were implemented, a figure in line with that achieved in recent years, but by no means a record (in 2014 the figure stood at 4.22 measures per city).

The most popular permanent measures were in the fields of:

- Accessibility, such as lowering and enlarging pavements, removing architectonic barriers, or creating wheelchair ramps *(1,747 measures implemented).*

- Mobility management, such as launching awareness-raising campaigns, elaborating educational materials, or developing urban mobility plans *(1,565 measures implemented).*

- New or improved bicycle facilities, including enhancements to both bicycle networks and facilities such as bicycle stands in public areas *(1,441 measures implemented).*

---

[3] Although the term "permanent" measure is used, the category simply reflects measures that continue to have a positive effect outside of the week itself and includes installed infrastructure or equipment, launched new services or regulations, and/or adopted mobility plans

Permanent measures	# registered (2012)	# registered (2013)	# registered (2014)	# registered (2015)	# registered (2016)	# registered (2017)	**# registered (2018)**
NEW OR IMPROVED BICYCLE FACILITIES							
Improvement of bicycle network	434	458	474	393	525	552	562
Creation of public bicycle or bicycle sharing schemes	132	172	161	121	156	176	194
Improvement of bicycle facilities	359	396	425	326	424	453	455
Installation of charging points for e-bikes							78
Launch of free-floating bike-sharing schemes							50
Others	67	76	108	65	95	106	102
Subtotal	*992*	*1102*	*1168*	*905*	*1200*	*1287*	*1441*
PEDESTRIANISATION							
Creation or enlargement of pedestrian areas	291	348	352	233	300	335	346
Improvement of infrastructure	387	436	483	369	479	517	508
Extension or creation of new greenways	172	168	191	140	173	206	221
Others	45	51	61	44	64	63	66
Subtotal	*895*	*1003*	*1087*	*786*	*1016*	*1121*	*1141*
PUBLIC TRANSPORT SERVICES							
Improvement and extension of the public transport network	247	266	222	148	184	236	241
Improvement and extension of the public transport services	185	192	168	109	157	170	202

Use of ecological vehicles for public transport fleets	133	145	169	104	143	165	182
Development of new technologies in order to improve the public transport network	169	125	126	101	115	127	133
Launch of integrated services for the various public transport modes	103	70	81	53	60	70	84
Development of accessible transport services for all	126	153	141	100	126	146	157
Others	53	54	68	54	61	62	78
Subtotal	*1016*	*1005*	*975*	*669*	*846*	*976*	*1077*
TRAFFIC CALMING AND ACCESS CONTROL SCHEMES							
Speed reduction programmes in zones near schools	321	340	406	238	337	370	352
Reduction of outside parking zones	73	86	101	61	82	87	106
Creation of park and ride stations	128	129	133	84	109	128	162
New traffic regulations: traffic circulation and parking	199	232	259	138	175	177	164
Elaboration of new residential areas	79	87	85	60	84	97	100
Introduction or expansion of Urban Vehicle Access Regulation Scheme							70
Others	41	69	69	34	48	65	62
Subtotal	*841*	*943*	*1053*	*615*	*835*	*924*	*1016*

ACCESSIBILITY							
Creation of tactile pavements	133	131	159	112	146	148	179
Creation of wheelchair ramps	216	198	249	142	216	257	270
Lowering of pavements	242	253	285	194	264	267	311
Enlargement of pavements	217	234	289	188	259	268	310
Elaboration of sound devices in traffic lights	90	90	107	67	109	112	131
Removal of architectonic barriers	398	195	280	164	223	220	246
Launch of accessibility plans	119	115	128	85	106	112	118
Creation of useful facilities for people with reduced mobility	114	125	155	77	110	114	137
Others	25	23	29	30	38	30	45
Subtotal	*1554*	*1364*	*1681*	*1059*	*1471*	*1528*	*1747*
NEW FORMS OF VEHICLE USE AND OWNERSHIP							
Launch of online car-pooling and car-sharing schemes	100	111	89	53	64	78	70
Responsible car-use (eco-driving etc.)	144	169	136	75	98	99	84
Use of clean vehicles	164	156	176	128	163	188	162
Charging points for electric vehicles							231
Mobility as a Service							30
Testing automated vehicles							28
Others	32	58	44	33	36	52	28
Subtotal	*440*	*494*	*445*	*289*	*361*	*417*	*633*

FREIGHT DISTRIBUTION							
New regulations for freight distribution	64	55	60	43	48	54	71
Use of clean vehicles	83	73	77	44	52	64	68
Creation of new unloading platforms for freight transfer	21	18	17	23	18	26	29
Introducing cargo bikes							42
Others	19	13	14	10	12	11	17
Subtotal	*187*	*159*	*168*	*120*	*130*	*155*	*227*
MOBILITY MANAGEMENT							
Adoption of workplace travel plans	92	104	110	52	80	82	104
Adoption of school travel plans	135	151	162	100	120	157	152
Creation of mobility centres and online information services	99	94	73	44	49	46	37
Launch of awareness-raising campaigns	357	515	430	321	399	376	356
Elaboration of educational materials	307	282	264	159	196	210	204
Development of urban mobility plans in consultation with local actors	192	174	189	123	148	148	138
Provision of incentives and bonuses to employers	53	46	71	23	38	38	42
Permanent access restriction to city centres	76	104	119	67	83	97	89

Launch of seamless transport modes to facilitate access to business areas or other social areas	49	32	44	19	31	43	36
Creation of walking buses and cycling train schemes	153	144	151	106	118	123	97
Development of an air quality measurement tool and display in public spaces	63	82	72	58	65	67	96
Organisation of regular fora or surveys on public opinions and ideas	170	141	175	103	155	148	160
Others	46	96	106	39	45	50	54
Subtotal	*1792*	*1965*	*1966*	*1214*	*1527*	*1585*	*1565*
Total permanent measures	**7717**	**8035**	**8543**	**5657**	**7386**	**7993**	**8847**
Permanent measures per city with all cities taken into account	3.57	4.16	4.22	3.02	3.04	3.16	3.17
Number of cities that have implemented at least one permanent measure	1103	906	1032	799	1229	1074	1001
	(51%)	(46.92%)	(51.23%)	(42.66%)	(50.66%)	(42.52%)	(35.85%)

Overall, however, while 1,001 towns and cities (of 2,792) declared that they had implemented at least one permanent measure (see penultimate row in the above table), this is the third successive fall and the third lowest number ever. In 2018, this equated to around 36 percent of all participating cities, which is the lowest among the seven years, percentage wise. This very likely contributes to the lower number of Golden Participant cities too.

3.2 Top ten permanent measures implemented

Rank*	Permanent measures	# registered in 2018
1.	NEW OR IMPROVED BICYCLE FACILITIES: **Improvement of bicycle network**	562
2.	PEDESTRIANISATION: **Improvement of infrastructure**	508
3.	NEW OR IMPROVED BICYCLE FACILITIES: **Improvement of bicycle facilities**	455
4.	MOBILITY MANAGEMENT: **Launch of awareness-raising campaigns**	356
5.	TRAFFIC CALMING AND ACCESS CONTROL SCHEMES: **Speed reduction programmes in zones near schools**	352
6.	PEDESTRIANISATION: **Creation or enlargement of pedestrian areas**	346
7.	ACCESSIBILITY: **Lowering of pavements**	311
8.	ACCESSIBILITY: **Enlargement of pavements**	310
9.	ACCESSIBILITY: **Creation of wheelchair ramps**	270
10.	ACCESSIBILITY: **Removal of architectonic barriers**	246

In terms of year-on-year activity vis-à-vis the permanent measure categories, there is almost no-change, other than the accessibility measure; 'Removal of architectonic barriers,' returning to the top ten, in place of public transport improvements (the same switch happened in the previous years). Cycling measures grew very fractionally in popularity over 2017, while accessibility measures enjoyed heady growth.

Top 10 permanent measures

Measure	2018	2017
Improvement of bicycle network	562	552
Improvement of infrastructure	508	517
Improvement of bicycle facilities	455	453
Launch of awareness-raising campaigns	356	376
Speed reduction programmes in zones near schools	352	370
Creation or enlargement of pedestrian areas	346	335
Lowering of pavements	311	267
Enlargement of pavements	310	268
Creation of wheelchair ramps	270	257
Removal of architectonic barriers	246	220

4. WEBSITE VISITS AND USAGE

September 2018 saw 61,625 unique visitors to the website, a lower figure than 2017 76,232 unique visitors. These visitors accessed the website a total of 89,258 times.

Monday 18 September saw the highest level of traffic to the site, with 8,631 unique visitors recorded - the highest number observed in a single day during 2018.

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

Month	Unique visitors	Number of visits
January 2018	19,452	25,604
February 2018	18,687	25,110
March 2018	22,252	31,022
April 2018	21,924	30,081
May 2018	21,145	28,701
June 2018	18,698	26,568
July 2018	24,886	36,208
August 2018	23,681	36,500
September 2018	61,625	89,258

Aside from the homepage, '2018 participants' emerged as the most popular page to visit, displaying the widespread interest in which towns and cities are taking part.

The top 10 pages in terms of views during September can be seen below:

Ten most visited pages (September 2018)		
Rank	Page	Unique page views
1.	Home	23,345
2.	2018 participants	13,761
3.	Theme 2018	3,697
4.	Registered actions	2,263
5.	Communication Toolkit	1,182
6.	Campaign resources for 2018	849
7.	About **MOBILITY**ACTIONS	673
8.	About the campaign	472
9.	EU initiatives	438
10.	SUMP award	424

4.1 Where are website visitors from?

Spain surpassed Italy to reach the top of the table this year, with 7,438 visitors. Portugal climbed from 6th place to 3rd, while Hungary rose from 10th place to 7th. Slovakia saw 833 fewer visitors this year to reach 10th place, down from 4th in 2017.

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

Rank	Country	Visits September 2018	Visits September 2017
1.	Spain	7,438	6,026 (2)
2.	Italy	6,293	6,427 (1)
3.	Portugal	2,852	1,943 (6)
4.	Belgium	2,713	3,418 (3)
5.	France	2,674	2,476 (5)
6.	Unknown (EU)	2,416	-
7.	Hungary	2,136	1,650 (10)
8.	Poland	2,100	1,692 (8)
9.	Germany	2,005	1,655 (9)
10.	Slovakia	1,950	2,783 (4)

4.2 Comparison with previous editions

2018 marks the second highest rate of unique visitors accessing the website with 61,625, second only to 2017's 76,232 visitors.

4.3 Website referrals

The following table shows the top 10 websites that drove traffic to www.mobilityweek.eu in September 2018:

Rank	Website	Visits
1.	ww.facebook.com	2617
2.	emh.kormany.hu	1278
3.	eurotm2018.eurotm.sk	1054
4.	www.twitter.com	777
5.	www.minambiente.it	734
6.	www.liikkujanviikko.fi	270
7.	registration.mobilityweek.eu	247
8.	www.confebus.org	197
9.	mobility-action.mobilityweek.eu	180
10.	territori.gencat.cat	126

Facebook continues to be the strongest referrer to the campaign website, cementing its importance in the campaign's online activities. Twitter also performed well, coming in fourth position (one place higher than in 2017).

The Hungarian and Slovak EUROPEAN**MOBILITY**WEEK websites referred the second and third highest number of visitors respectively. The Finnish national EUROPEAN**MOBILITY**WEEK website referred 270 visitors to come in sixth place.

The Italian Ministry of Environment and the Government of Catalonia website (a new edition to the top 10) came in fifth and tenth position respectively.

Spanish bus company "Confebus" reached eighth position, with 197 referrals.

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

5. SOCIAL MEDIA

5.1 Hashtag usage

The following core statistics categories related to hashtag use are referenced:

- **Posts**: the number of posts including one of the specified hashtags
- **Users**: the number of users who used one of the specified hashtags
- **Engagements**: the number of likes, retweets or comments on posts with the specified hashtags
- **Reach**: the number of users that saw at least one post with the specified hashtags
- **Impressions**: the number of times all posts with the specified hashtags were seen. A single user can deliver multiple impressions

	#mobilityweek (includes: #europeanmobilityweek, #mobiliteitsweek, #semanademovilidad)		#MixAndMove (no alternate spellings included)		Total May include duplicates where both hashtags were used
	Twitter	**Instagram**	**Twitter**	**Instagram**	**Combined**
Posts	17,257	2,001	2,845	524	**22,627**
Users	9,548	1,000	1,621	155	**12,324**
Engagements	13,037	106,627	2,131	29,759	**151,554**
Reach	44,973,628	1,026,468	7,081,577	378,800	**53,460,473**
Impressions	131,616,255	1,991,636	13,442,527	667,585	**147,718,003**

Comparing hashtag usage from 2017 to 2018

Comparing numbers from the previous year, the combined core statistics (posts, users, engagements, reach, impressions) increased significantly from 2017 to 2018. The charts on the following page detail this growth. All totals include the combined figures from Twitter and Instagram. These fine-grained statistics on hashtag use are not made available by Facebook.

In 2017, the hashtag **#SharingGetsYouFurther** was used to reflect the 2017 campaign theme of shared mobility. The **#MixAndMove** hashtag for 2018 proved to be much more widely used – potentially due to its shorter length or wider promotion in the lead-up to the campaign.

Posts

	2017	2018
Posts	15191	22627

Users

	2017	2018
Users	8362	12324

Engagements

	2017	2018
Engagements	117695	151554

Reach

	2017	2018
Reach	26544858	53460473

Impressions

	2017	2018
Impressions	59977890	147718003
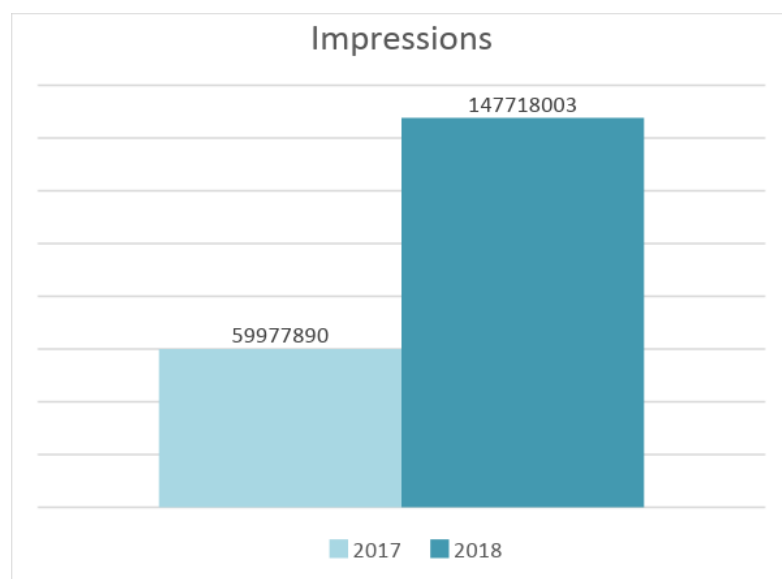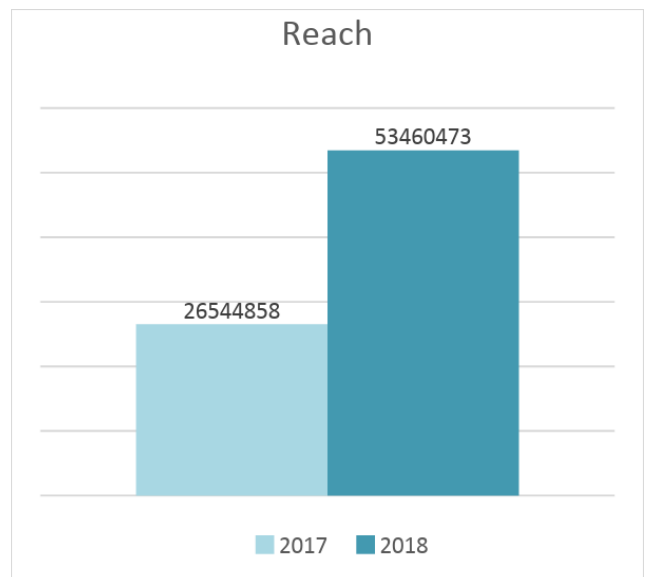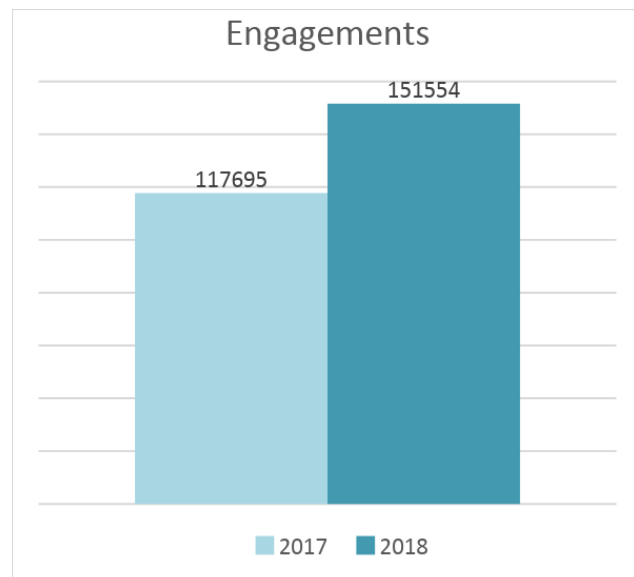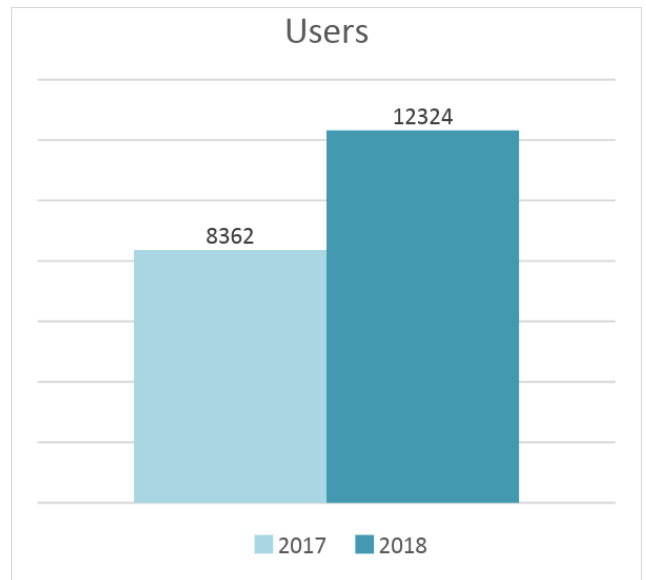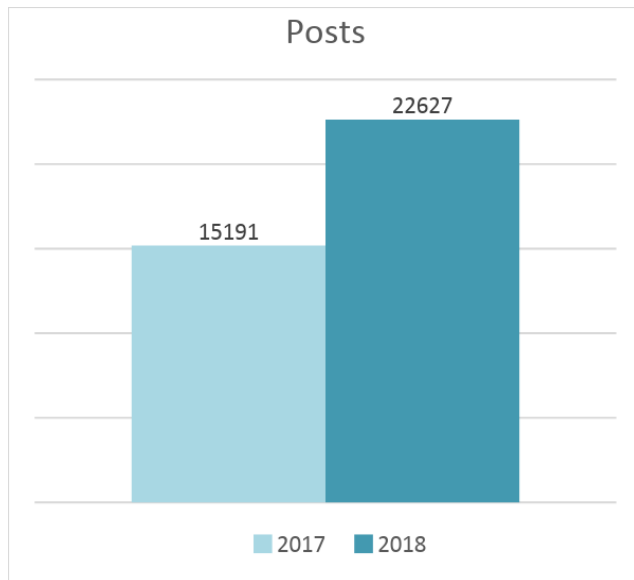
Top #mobilityweek posts on Twitter:

European Commission EU @EU_Commission Sep 16   378 ♺

European #MobilityWeek starts today! Rethink the way you travel – not just for convenience but also for your health and environment. Walk, cycle, take the bus or the metro – mix and move. Learn more →...

European Commission EU @EU_Commission Sep 22   242 ♺

It's #WorldCarFreeDay! Time to ditch the drive, get on your bike! We have you covered with an airbag helmet. A SE company has designed a new protective headgear that offers 8 times more protection t...

DutchCyclingEmbassy @Cycling_Embassy Sep 17   168 ♺

Dutch people mostly associate cycling with independence, flexibility, low-cost and always arriving on time. What do you associate cycling with? #Cycling #MobilityWeek https://t.co/poUHby0ZHq

Top #mobilityweek posts on Instagram:

@europeancommission Sep 22   2,429 ♥

On Car Free Day we #shoutout to all cyclists out there: we have you covered with an airbag helmet! 🚲 . After years of research and development, a SE Swedish company, which received EUEU support, ...

@fatmasahin Sep 21   2,339 ♥

Avrupa #hareketlilikhaftası nedeniyle şehrimizde misafir ettiğimiz Avrupa Birliği Delegasyon Başkanı Christian Berger ile birlikte toplu taşımayı kullanan öğrencimize bisiklet hediye ediyoruz. 😊 🚲 #m...

@fatmasahin Sep 21   2,118 ♥

#AvrupaHareketlilikHaftası #europeanmobilityweek #mixandmove #çeşitlendirvedevamet #mobilityweek #hareketlilikhaftası #Gaziantep #FatmaŞahin #EU #AB #EuropeanUnion @eudelegationturkey

5.2 Twitter account

The campaign Twitter account **(@mobilityweek**) has 7,506 followers as of time of writing, an increase of 1,523 from 2017. During the month of September, the account gained 591 followers. The chart below depicts the growth in followers from 1 - 23 September.
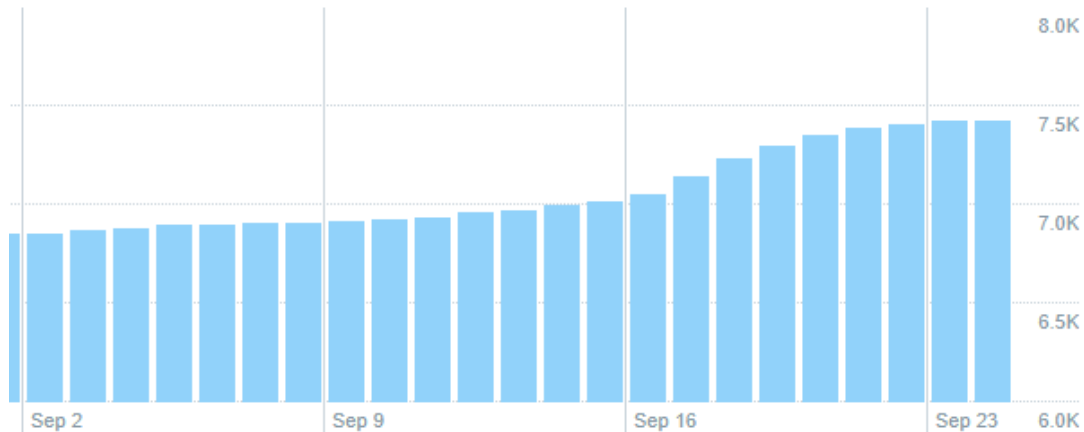
Twitter users from Spain and Italy made up the highest percentage of followers, coming in at 19 and 12 percent respectively, with Belgium in third place with a 9 percent share.

Country

Country name	% of audience	
Spain	19%	
Italy	12%	
Belgium	9%	
United Kingdom	8%	
France	6%	
Germany	5%	
United States	3%	
Netherlands	3%	
Turkey	2%	
Greece	2%	

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

5.3 Facebook account

At the time of writing, the EUROPEAN**MOBILITY**WEEK Facebook account has 14,913 followers, an increase of 1,154 followers from 2017. Each post on the page reaches approximately 61,877 people.

Over the course of the week itself, the campaign's Facebook account gained 321 followers.

In terms of gender balance, the page strikes a relatively even balance between men and women (47% women to 51% men). The majority of followers are aged between 25 to 34 years of age.
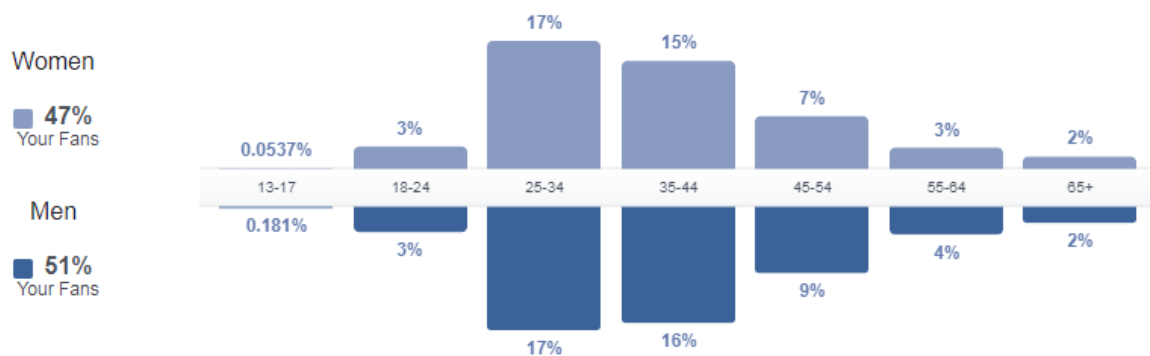
Followers of the Facebook page are mostly concentrated in Mediterranean countries, with Italy, Spain,Portugal and Greece taking the top four positions.

	Facebook followers by country	
	Country	**Followers**
1.	Italy	2,890
2.	Spain	1,144
3.	Portugal	1,087
4.	Greece	796
5.	Belgium	585
6.	Romania	554
7.	Germany	547
8.	France	453
9.	United Kingdom	408
10.	Poland	403

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 French, Greek, German and Polish also popular among followers.

	Facebook followers by language	
	Country	**Followers**
1.	Italian	2,808
2.	English (US)	2,606
3.	English (UK)	1,881
4.	Portuguese	981
5.	Spanish	799
6.	French	681
7.	Spanish (Spain)	654
8.	Greek	631
9.	German	483
10.	Polish	352

5.4 Instagram account

The EUROPEAN**MOBILITY**WEEK Instagram account was launched this year as an experiment - would it find an audience? Given the quick growth of the account and the willingness of National Coordinators to provide images, the decision has been made to increasingly invest in the account, establishing it as a key social media channel.

Over the course of the week, the EUROPEAN**MOBILITY**WEEK Instagram account gained 79 new followers, increasing from 153 to 232. The momentum has continued, and at the time of writing the account now has 325 followers.

Follower Growth

Follower Count | Follower Change

DATA FROM: **SEPTEMBER 01** TO **SEPTEMBER 30**. (TIMEZONE: **GMT+0200 | CENTRAL EUROPEAN SUMMER TIME**)

300

Follower Count / Day

200

100

0

Sep 01   Sep 03   Sep 05   Sep 07   Sep 09   Sep 11   Sep 13   Sep 15   Sep 17   Sep 19   Sep 21   Sep 23   Sep 25   Sep 27   Sep 29
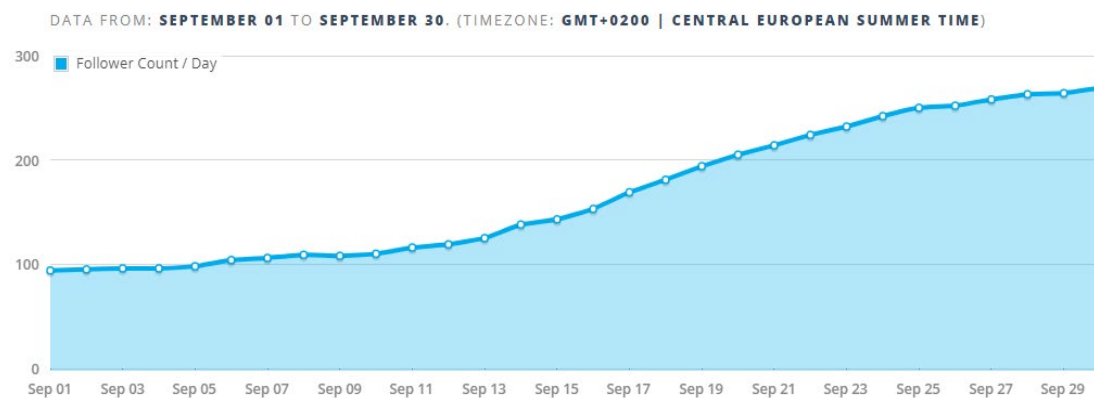
Top locations ⓘ   Cities   Countries

Italy   15%
Spain   13%
Turkey   7%
Germany   6%
Belgium   4%
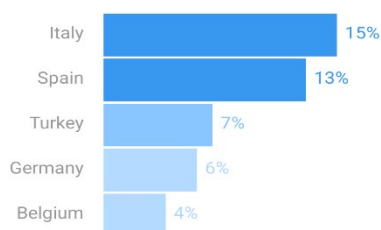
The top countries in terms of the account's audience mirror that of other social media channels, with Italy and Spain taking the top positions. Turkey comes in at third place, despite being absent from the rankings of Facebook and Twitter's followers.

Unlike the campaign's other social media accounts which tend to show the inverse, the EUROPEAN**MOBILITY**WEEK Instagram account has a marginally greater female following.

44%   56%
Men   Women
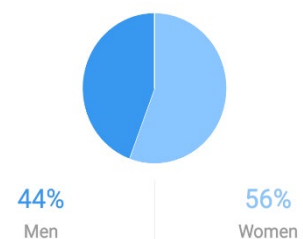
6. HIGHLIGHTS AND MAIN EVENTS

This section aims to present selected examples of activities which happened in some of the 2,792 towns and cities celebrating EUROPEAN**MOBILITY**WEEK in 2018. Many activities focused on the annual theme 'Multimodality', some other were more general. As a decentralised campaign, towns and cities are responsible for organising their own events in line with the common guidelines. It is a real challenge to select only a limited number of good examples from such a high number of local programmes. Input from National Coordinators and local campaigners, as well as the award applications from towns and cities are a very helpful basis for this selection.

Donostia-San Sebastián presented one of the most original awareness-raising activities. The Spanish voice of 'Siri' was used in parkimeters to talk to people who just parked their car. The familiar voice asked car drivers annoying questions to make them conscious that they could have used a more sustainable way to come to the city.
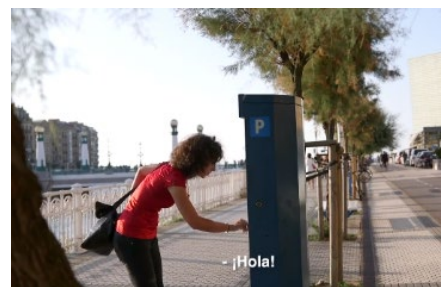
The German city of **Dresden** partnered with the neighbouring Czech city of **Litoměřice**, having a meeting during the official launch of their campaign to discuss how to join forces to tackle air pollution.

Gdynia in Poland not only used EUROPEAN**MOBILITY**WEEK 2018 as driver to make Starowiejska more accessible, but also continued the cooperation with local business after the celebration of the week. One of their most original activities was the 'Escape Trolley', based in the popular escape room games: participants had to find hints to get out of the trolleybus.

Heraklion in Greece saw its streets invaded by a group of dancers representing urban mobility challenges in a nice flashmob. The aim was to raise awareness about accessibility issues and calling for a multimodal use of public spaces. A mother with a stroller, a cyclist, a blind man and a man in a wheel chair had their passage blocked by 'cars' represented by dancers.

In the Czech city of Hradec Králové local campaigners took advantage of one the most common activities to have a lasting impact. During a bike ride through the city, participants were asked to signal problematic spots for cyclists.

How to promote public transport use and its combination with other modes when your town doesn't have an extended public transport system? The Greek city of Kalamaria didn't see any issue in promoting and informing its residents about the possibilities offered by bus and metro in the larger neighbouring city of Thessaloniki.

Lisbon was very proactive in offering a long list of alternative modes during the celebration of activities to make sure people could move in a more sustainable way. These alternatives include bicycles, electric motorbikes and cars, train, sitways and segways, rickshaw taxis and of course the metro. A local mascot encouraged people to *'Mix and Move!'*.

Mönchengladbach in Germany celebrated the first anniversary of a cycling route ('Blaue Route') to organise dedicated activities in that place. The route was actually inaugurated during EUROPEAN**MOBILITY**WEEK the year before. A camera taking photos of cyclists when going too fast, music and birthday cake couldn't miss.

Letters sent by the city of Ratingen, in Germany, had a special touch for some days. Do you recognise it?

Nijmegen, in The Netherlands, the current European Green Capital, prepared a complete programme of activities. To highlight is the car-sharing challenge: during one week, people in three neighbourhoods had to switch from using the private car to public transport, bikes, walking and shared electric cars provided by the city. A car-sharing heatmap was revealed, showing the potential of the several neighbourhoods in Nijmegen.

In **Sofia**, the Federation of Transport Trade Unions set up an information stand with presentations at Terminal 2 of the airport. With this activity the city reached other audiences different from usual, tourist entering the city have a first impression of the different sustainable transport solutions they could put in practice in the Bulgarian capital.

The European Commission and the European Secretariat have also put an extra effort to represent the campaign at different locations this year. **Ghent** hosted the official launch event of the campaign. Commissioner Bulc and Mayor Termont participated, together with our mascot in a multimodal trip from a boat trip to cycling, without missing a bus shuttle and a nice walk in the city centre.

7. CONCLUSIONS AND RECOMMENDATIONS

Participation

<u>Unprecedented participation levels</u>
(significant increases over last year in brackets and non-EU indented):
- o **Belarus (+18)**
- Bosnia-Herzegovina
- Estonia
- Georgia (newcomer)
- **Hungary (+65)**
- Kosovo*
- Lithuania
- o **Moldova (newcomer: +17)**
- Mongolia (newcomer)
- Peru (newcomer)
- **Poland (+55)**
- **Portugal (+33)**
- o **Russia (+77)**
- o **Serbia (+13)**
- Slovakia
- Slovenia
- South Africa (newcomer)
- o **Turkey (+19)**
- o **Ukraine (+38)**

<u>Also better than 2017</u>:
- Belgium
- Croatia
- Czech Republic
- Ecuador
- France
- FYR Macedonia
- Germany
  (best result since 2010, +6 for a record year)
- Spain
- UK

<u>Same as last year:</u>
- Luxembourg
  (+1 to be better than last year)
- Netherlands
  (+1 to be better than last year)

<u>Significant Falls</u>
(in the context of last year's result and non-EU indented):
- o Albania (6)
- Austria (18)
- **Greece (22)**
- Bulgaria (14)
- **Italy (28)**
- o Montenegro (4)
- **Romania (22)**
- **Sweden (12)**
- o Switzerland (4)
  SUM: **130**

<u>Notable absentees:</u>
- **Denmark**

Reflections

- Overall, 266 more towns and cities than 2017

- 54 countries in 2018 compared with 50 in 2017

- Most levels of unprecedented participation were seen in Central and East European countries, or beyond Europe, with the exception of Portugal, while falls in participation are spread across Europe

- **Golden Participants:** 6 fewer than last year that address mobility more substantively, so we are under 20 percent of all participants. Ideally this trend will be reversed, as we seek to encourage towns and cities to get more involved in planning for sustainable urban mobility and implementing a more integrated approach to urban mobility. Standout countries where more than half of their cities are 'golden' include Iceland 4/5, Montenegro 3/3, Turkey 16/26; and those less than 10 percent: Albania 0/8, Austria 32/559, Belgium 0/97, Finland 1/23, France 0/55, FYR Macedonia1/13, Lithuania 1/54 and Sweden 4/53.

- **Car-Free Days**: participation was down on last year, despite the event being hosted on a Saturday. The figure fell by 198 cities (1,154 vs last year's 1,352). This obviously had an impact on the level of golden participation, because if those involved last year had registered in 2018, 22.9 percent of the total would have been golden participants. There is considerable fluctuation in cities' year-to-year participation, although generally the trend remains upwards since the all-time low reached in 2013. Standout countries where more than 75 percent of their cities are 'golden' include top performers such as Hungary and Russia alongside FYR Macedonia, Croatia, United Kingdom, Iceland, Montenegro, Cyprus and San Marino. Weaker countries include Austria, Sweden, Finland, Lithuania and Moldova (where participation was below fifteen percent).

- **Permanent measures**: Despite the above falls, there were 855 more permanent measures than in 2017 (8,848 vs 7,993) – the highest since we began monitoring seven years ago. However, the number of cities implementing those fell for the third year in succession and was the third lowest ever. In 2018, this equated to around 36 percent of all participating cities, which is the lowest among the seven years, percentage wise. This very likely contributes to the lower number of Golden Participants too. Thematically speaking, cycling measures grew very fractionally in popularity over 2017, while accessibility measures enjoyed heady growth.

- **MOBILITY**ACTIONS: A rise of 41 actions over last year: 729 in 47 countries compared with 688 in 46 countries in 2017.

Conclusions

Process (keys to success)

European Commission - DG MOVE:

- Visibility: Commissioner Bulc (videos, reference in international exchanges, e.g. Georgia, India, Turkey, US, etc.), Matthew Baldwin ('hatrick of records'), Piotr Rapacz's enthusiasm (tweets, conference references, etc.). Also, at the CIVITAS Forum, one could really sense the campaign was an integral part of DG MOVE's portfolio of transport and mobility activities, which was very nice to see. Knock-on example: Interest in the EUROPEAN**MOBILITY**WEEK session at the CIVITAS Forum Conference was high (see photo), participants brought chairs into the room!

National Coordinators' network:

- More or less complete and well-functioning
- Credit to Commissioner Bulc for crediting in her video address[4] the campaign's hard-working national (and local) coordinators
- Some good emerging examples:
  - Hungary offers funding on a competitive basis
  - Webinars were held in Ukraine, projects supported EUROPEAN**MOBILITY**WEEK, funding offer
  - A series of regional events were hosted in Germany, Poland and Portugal, which successfully outreached to local coordinators

---

[4] https://basecamp.com/2905478/projects/8881057/messages/80637577

- Administrations in Moldova and Russia sent out letters encouraging local representations to get involved in the campaign

- In Slovakia and Turkey, national launch events helped kicked-start their campaigns

European Secretariat:

- An effective and 'family-oriented' secretariat (still a struggle to have regular contact with Denmark, Moldova and Switzerland, but appointments elsewhere, e.g. Turkey, has made a difference)

- Support to the national annual information events in some countries; perhaps the twinning programme had modest impact

Links-up with Project EDWARD and other contributions:

- Standing Conference of Municipalities and Towns efforts drove participation in Serbia

- **MOBILITY**ACTIONS stakeholders' contributions year-round

Growth of Climate Change concerns:

- Mobility alternatives becoming more obvious, essential, attractive, available and economically viable (e.g. dockless shared bikes, e-vehicles, (e)scooters and bikes…)

Substance

At face value, the participation figures are impressive. Quantitively-speaking, there are many highs to report. But this is offset by qualitative losses – fewer Golden Participants, fewer Car-Free Days and (despite a record-year in numbers of permanent measures implemented), a third successive annual decline in the numbers of towns and cities implementing those measures and the lowest level of involvement since we began measuring, seven years ago.

While, then, the European celebration of, and solidarity in, active forms and alternative modes of transport goes from strength to strength, it is important to continue ensuring the quality and completeness of each town's and city's campaigns.

Recommendations

- Continue to share and exchange experience but increase attention upon – and raise visibility in – countries where shortfalls occur. For example, Italy, Sweden, perhaps Greece, plus Albania, Bulgaria and Romania. Denmark, Ireland and The Netherlands too.

- Increase the European Secretariat spending on countries' national/sub-national annual information events.

- Maintain a presence at third party events (e.g. CIVITAS Forum, POLIS Conference, etc.).

- Don't reduce the scope of labour-intensive outputs (such as Thematic Guidelines).

- Continue to inspire activity in Car-Free Days and the implementation of permanent measures.

- Retain the policy to keep the campaign fresh by having a new theme each year.