



2025 CALL FOR APPLICATIONS

THE CAMPAIGN

EUROPEAN**MOBILITY**WEEK runs from 16 - 22 September every year, providing towns and cities with an opportunity to try out innovative traffic and transport planning, promote new infrastructure, raise awareness of sustainable mobility, and measure noise/pollution levels.

The campaign also encourages people to choose active and sustainable mobility such as public transport, walking and cycling. Sustainable mobility can help save fuel, lower carbon emissions, improve air quality, and make Europe's urban areas more pleasant places to live and work.

The 2025 theme is '**Mobility for Everyone**' as a response to tackle transport poverty.

THE AWARD

EUROPEAN**MOBILITY**WEEK is widely recognised as a driving force towards sustainable urban mobility in Europe. The highly coveted EUROPEAN**MOBILITY**WEEK Award celebrates local authorities that have shown unparalleled dedication to promoting sustainable mobility solutions.

Each year, this prestigious award attracts hundreds of ambitious applicants, all striving to showcase their cutting-edge initiatives that elevate public awareness of sustainable transport within their towns and cities.

The three finalists (including the winner) will be invited to the award ceremony, where the European Commissioner for Sustainable Transport and Tourism, or another high-level representative of the European Commission, will personally present the winner with a prestigious trophy.

While there is no monetary prize, the winning city will gain high visibility across Europe and receive a professional video showcasing its achievements in sustainable mobility.

The EUROPEAN**MOBILITY**WEEK Award is presented alongside the **MOBILITY**ACTION Award, which is open to organisations other than cities working on mobility management.

Each award scheme has separate, but complementary objectives.

ONLINE SUBMISSION

The application process is voluntary. Applicants must complete the online application form: <https://mobilityweek.eu/europeanmobilityweek-award/>

The application form must be submitted only in English. Applicants are invited to answer all questions with clear and relevant information about their campaign.

Applicants are encouraged to upload a limited selection of documents and images to illustrate their activities and measures.

The online application form may be accessed and edited until 31 October 2025 at 24:00 (CET).



ELIGIBILITY

Only towns and cities are eligible, provided they:

- have registered their campaign online at www.mobilityweek.eu in due time
- have signed and submitted a copy of the Charter acknowledging their participation
- are situated in the European Union, EU candidate countries, potential EU candidate countries that are part of the Stabilisation and Association Process (SAP), the European Economic Area (EEA), the European Free Trade Area countries (EFTA) or the Eastern Partnership (EaP), except Belarus

Last year's winner may not apply for this year's EUROPEANMOBILITYWEEK Award

DEADLINES

Deadline for towns and cities to submit their applications	01/10/2025 - 31/10/2025
European Secretariat performs eligibility check	01/11/2025 to 15/11/2025
Jury members receive relevant applications via online system	15/11/2025
Each jury member scores the applications separately	15/11/2025 - 07/12/2025
Jury meeting attended by DG MOVE observers	12/2025
Finalists are informed that they have been shortlisted	12/2025 - 01/2026
Press release announcing the names of the finalists to the public	02 or 03/2026
Award ceremony announcing the winner	03 or 04/2026

EVALUATION CRITERIA

The European Secretariat performs the eligibility check and may contact applicants if clarifications are needed. Only eligible submissions will be reviewed by the expert jury. The jury will examine submissions with regard to the following criteria:

1. The quality of activities relevant to the annual theme 'Mobility for Everyone' as a response to tackle transport poverty. (max. 10 points)
2. The comprehensiveness of the programme of activities and involvement of people. (max. 10 points)
3. The strategic approach of communications addressing people and the media. (max. 5 points)
4. The environmental and social impact of transport measures (infrastructure), supported by statistical evidence; for example, the number of users of a new cycle lane, an estimate of carbon emissions saved, the number of private car journeys avoided. (max. 10 points)
5. The quality and scope of partnerships with local stakeholders. (max. 5 points)



SCORING LEGEND

Each criterion will have a different weighting in the total number of points as explained above. An average score will be calculated for each criterion based on an evaluation conducted by each jury member, using the scoring legend:

If max. 10 points	If max. 5 points	
0-1-2	0	No major changes to the city's mobility after the week
3-4	1	Good efforts to raise awareness but no great progress
5-6	2	The city managed to achieve something, but it could be improved
7-8	3-4	This campaign had many positive impacts
9-10	5	The campaign was outstanding

Based on the sum of all criteria, the jury will agree on the top three finalists, and the winner will be chosen from these.

JURY MEETING

The jury meeting is attended by one or more representative/s of the European Commission's Directorate-General for Mobility and Transport (DG MOVE); the European Secretariat facilitates the meeting but does not have any influence on the results.

During the meeting, jury members will be asked to discuss the best applications to establish a shortlist, and then to decide on the three best applicants (to be promoted as finalists in alphabetical order). They will select the winner, which will be announced only at the award ceremony.

The jury has the option of nominating an applicant for a special mention.

AWARD CEREMONY

The award ceremony will be held in Belgium in March or April 2026. The name of the winner will finally be revealed on this occasion.

The finalists will receive official notification that they have been shortlisted by January 2026 at the latest. Non-shortlisted candidates will not receive any notification.

Political or high-level representatives of the finalists will be invited to attend the award ceremony. The winner will receive a trophy.

Extensive media coverage is foreseen to promote the achievements of the winner and the finalists.

We reserve the right to publish award applications as examples of excellence on the European Commission's website.

CONTACT

For any questions on the EUROPEAN**MOBILITY**WEEK Award, please contact: info@mobilityweek.eu

For further details on the EUROPEAN**MOBILITY**WEEK Award, please see:

<https://mobilityweek.eu/europeanmobilityweek-award/>

