



2025 CALL FOR APPLICATIONS

THE CAMPAIGN

A pioneering initiative aiming to improve sustainable urban mobility choices for people and goods? An innovative mobility solution that could be replicated elsewhere? Incentives to promote behavioural change and reduce emissions?

These are just a few examples of **mobility management**, a concept the **MOBILITYACTION** Award seeks to promote.

MOBILITYACTIONS are part of **EUROPEANMOBILITYWEEK**, a flagship campaign that has run for over 20 years, from 16 - 22 September every year. The campaign provides 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 and 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.

MOBILITYACTIONS are registered by a broad range of organisations and showcase mobility management solutions throughout the year.

The 2025 theme is '**Mobility for Everyone**'.

THE AWARD

The **MOBILITYACTION** Award aims to reward participants demonstrating excellence in mobility management, raise visibility and help develop a culture of mobility management.

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 winner will gain high visibility across Europe and receive a professional video showcasing their achievements in sustainable mobility.

With separate but complementary objectives, the **MOBILITYACTION** Award is presented alongside the **EUROPEANMOBILITYWEEK** Award, which is only open to towns and cities.

WHAT IS MOBILITY MANAGEMENT?

"A concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour, in particular at the level of companies, organisations and institutions"

(EU Urban Mobility Framework)

This includes mobility management plans, as well as measures and strategies with notable impact on sustainable mobility, such as:

- encouraging active transport,
- supporting the use of shared/public transport,
- enabling a shift towards more sustainable transport options,
- improving environmental factors/reducing emissions,
- creating educational campaigns,
- encouraging positive behavioural change,
- increasing safety,
- improving accessibility and user convenience,
- reclaiming green/public space,
- improving liveability for residents.

Innovative and transferable solutions hold the greatest potential for the award, as these initiatives can be widely shared and implemented in Europe and beyond.

ONLINE SUBMISSION

The application process is voluntary, and applicants must complete an online application form.

To participate in the award, applicants can log in to their **MOBILITYACTION** profile and select their relevant approved action, then press the 'Start your application' button. From here, the extended description of the mobility management action can be added to the online form.

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

Applicants are encouraged to include links to materials and visuals to illustrate their activities and measures.

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

The application form may be downloaded for preparation in advance at:

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

ELIGIBILITY

Private and public organisations, regions, businesses, citizen initiatives, schools, and universities are eligible to apply, provided they:

- have an approved **MOBILITYACTION** [published](#) between 01/11/2024 and 31/10/2025 with a focus on mobility management;
- 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. [Check the list of countries here.](#)

Cities and towns have their own dedicated award and are not eligible to participate in the **MOBILITYACTION** Award. We encourage cities and towns to join the **EUROPEANMOBILITYWEEK**, submit their events and activities and apply for the **EUROPEANMOBILITYWEEK** Award, continuing to showcase their commitment to accessible, low-emission transport.



Last year's winners and those applying for the EUROPEAN **MOBILITY**WEEK Award may not apply for this year's **MOBILITY**ACTION Award. Only one entry per organisation will be accepted for the award.

MOBILITYACTION registrations are accepted throughout the year, but the award applications must be submitted between 1-31 October 2025.

DEADLINES

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

EVALUATION CRITERIA

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

1. Comprehensiveness: mobility management
2. Impact: annual theme '[Mobility for Everyone](#)'
3. Impact: education and public perception
4. Impact: quality of life and safety
5. Innovation
6. Transferability

SCORING LEGEND

For each of the criteria, a maximum of 10 points can be awarded. An average score will be calculated for each criterion based on an evaluation conducted by each jury member, using the scoring legend:

0-1-2	No major changes in mobility management
3-4	Good effort to raise awareness, but no great progress
5-6	Good achievement, could be improved
7-8	Much positive impact on mobility management
9-10	Outstanding impact on mobility management / Excellent

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 in order 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.

AWARD CEREMONY

A joint award ceremony will be held in Belgium in March or April 2026, where the **MOBILITYACTION** Award winner will be revealed alongside the winner of the EUROPEAN**MOBILITYWEEK** Award.

The finalists will receive official notification in 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 from the European Commissioner for Sustainable Transport and Tourism or other high-level representative of the European Commission. 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 **MOBILITYACTION** Award, please contact: info@mobilityweek.eu

For further details on the **MOBILITYACTION** Award, please see:

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



MOBILITYACTION Award – General Information

Submission title	Please provide a title for your mobility management plan/measure:
Brief description	Please provide a brief overview of your mobility management plan/measure. Description: (max. 300 characters / approximately 50 words)
Contact info	Primary contact name: Position: Organisation: Organisation website (optional): City: Country: Email address:
Organisation	Please state the type of organisation you represent: ☐ Government ☐ Educational ☐ For-Profit ☐ Non-Profit ☐ Other (Please specify)
Stakeholders involved	Please list any partners / stakeholders:
Type of submission	Please choose the category which best describes your submission: ☐ Mobility management plan ☐ Mobility management measure/s ☐ App / technological solution ☐ Infrastructure ☐ Policy oriented ☐ Educational / behavioural ☐ Permanent measure
Status	Which phase of the mobility management plan/measure best describes the state of your initiative? ☐ Preparation ☐ Testing / Pilot / In progress ☐ Operational / Measure adopted / Infrastructure / Complete ☐ Monitoring / Evaluation / Ongoing initiative
Links	Please add any relevant links to materials and visuals to illustrate the activities and measures (optional):



MOBILITYACTION Award – Application Form

Criteria	Score (Assessed by jury)	Answers (Max. 3000 characters / Approximately 500 words per item)
Comprehensiveness – Mobility management Promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour, in particular at the level of companies, organisations and institutions.	(0-10)	Q1: Please describe the background (context/motivation/challenges/intentions) of the initiative and provide details of how the MOBILITYACTION involves mobility management.
Impact – Annual Theme: 'Mobility for Everyone'	(0-10)	Q2: Please describe the link between your initiative and the annual theme: 'Mobility for Everyone'.
Impact – Education and public perception	(0-10)	Q3: How do you educate and encourage participation in your initiative? (Do you offer financial incentives, honours, training, promotional materials?)
Impact – Quality of life and safety Accessibility / Convenience / Environmental benefits / Liveability / Public safety	(0-10)	Q4. How has your initiative provided supportive actions to address the criteria listed?
Innovation	(0-10)	Q5. Please explain how this idea is new, implemented for the first time, or pursued with an innovative approach?
Transferability	(0-10)	Q6. Please describe how your mobility management plan/measure could be more widely adopted? (In other organisations, regions, cities, neighbourhoods, etc.)

