

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2022

IMPACT REPORT



European Secretariat



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1. EXECUTIVE SUMMARY

This Impact Report aims to cover five key evaluation areas (inputs, activities, outputs, results and impacts) and summarises the current assessment of EUROPEAN**MOBILITY**WEEK activities in 2022. It examines the annual event week itself (16-22 September 2022), alongside supporting activities throughout the whole year, including **MOBILITY**ACTIONS (actions delivered at any time by predominantly non-public sector stakeholders); the annual Awards (from application to award); and ongoing communications activities (including publications and social media via the various project communications channels and externally).

The purpose of this Impact Report is to create a framework towards further understanding behavioural impacts associated with the campaign and its development in the following years.

2.989

PARTICIPANTS

51

COUNTRIES

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2022



Better Connections

2.372

WEEK OF ACTIVITIES

1.184

CAR FREE DAYS

Top Permanent Measures and MOBILITYACTION interests

13.490

PERMANENT MEASURES



Pedestrianisation

- Improvement of infrastructure
- Create or enlarge pedestrian streets
- Extension or creation of new greenways

New or improved bicycle facilities

- Improvement of bicycle network
- Improvement of bicycle facilities
- Develop public bicycle hiring and sharing systems
- Active Mobility **MOBILITYACTIONS**



Accessibilities

- Lowering of pavements
- Create wheelchair ramps
- Active Mobility **MOBILITYACTIONS**

Traffic calming and access control scheme

- Speed reduction programmes in zones near schools

New forms of vehicle use and ownership

- Charging points for electric vehicles
- Education **MOBILITYACTIONS**



55.4M

reach for

#MobilityWeek

#EuropeanMobilityWeek



27,5%

more Followers



19.869

Campaign video views

109 Award applications



EUROPEAN
MOBILITY
WEEK
Awards

65

MOBILITY
ACTION
Award

44

2. INTRODUCTION

This is the second edition of the EUROPEAN**MOBILITY**WEEK Impact Report, which has replaced the Participation Report of previous years.

The purpose of the following report is to provide a deeper understanding of the significance of the campaign - and related events, communications, measures and more - for European sustainable mobility culture.

The report's central aim is to set the stage for further detailed analysis and assessment over the next couple of years. By looking more closely at the potential effects that EUROPEAN**MOBILITY**WEEK has on local and regional administrations, organisations, individual citizens and behavioural change, the consortium hopes to improve the efficacy of the campaign and to build on over twenty years of success.

To begin analysing the campaign's impact, the 2022 Impact Report offers an in-depth overview of 2022 figures, including the number of participating towns and cities, permanent measures and **MOBILITYACTIONS**, which can be registered by organisations other than cities, as well as information about website usage, media coverage, social media statistics, award applications and much more. This is mapped onto a five stage evaluation process, based on the European Commission's Communication Network Indicators approach¹.

INPUTS	ACTIVITIES (internal)	OUTPUTS (external)	RESULTS	IMPACTS
Factors such as planning and resourcing are shared in the separate Final Report.	Records of centrally issued communications are summarised within this report and in the separate Media and Social Media Reports. Reports from each country and participant are not formally requested nor collected at present.		A pilot set of focus groups was convened in early 2022 to further understand the public's reception of activities and outputs delivered both centrally as well as by participating cities.	The campaign's impact on behaviour change is not fully understood, however, it has been ascertained that this is of interest to National Coordinators and there are some local areas of practice which can be explored and developed further.
Final Report	External participation: Section 3:		Section 3.2.1	Section 9 (and recommendations for 2023)

¹ https://ec.europa.eu/regional_policy/sources/informing/webinar/ec_common_set_indicators.pdf

	Central communications: Sections 4, 5, 6, 7 & 8		
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In 2022, EUROPEAN**MOBILITYWEEK** continued to experience strong participation numbers, with 2.989 towns and cities across 51 countries registering their participation. In addition, a greater focus was placed on the importance of **MOBILITYACTIONS** and the participation of non-city entities such as NGOs, businesses, citizen initiatives, schools and more. The campaign recorded 915 new **MOBILITYACTIONS** in 2022 and launched a related award for the first time in October.

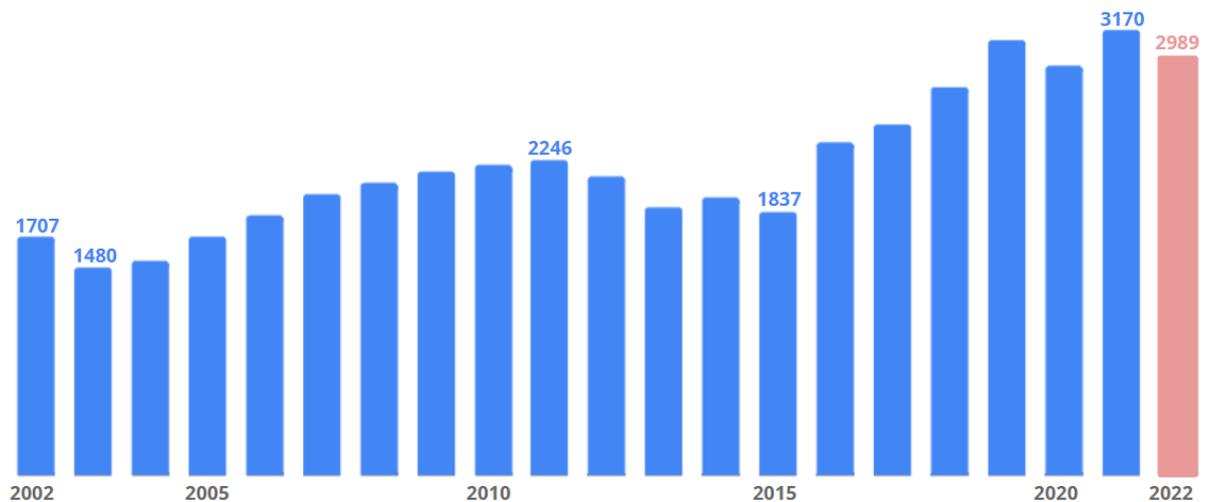
Finally, the Impact Report will provide insights and recommendations, based on this year's observations, which the consortium believes could strengthen the development of the campaign in the future and boost EUROPEAN**MOBILITYWEEK**'s awareness-raising potential as well as its ability to influence sustainable mobility culture and behaviour in Europe.



3. PARTICIPATION

This year's edition of EUROPEAN**MOBILITY**WEEK saw 2.989 towns, cities and city districts ("participants") from 51 countries take part in initiatives during the week itself – a decrease of 181 participants from 2021. This is the third highest level of participation since the campaign was launched in 2002 and demonstrates a strong level of sustained interest during a challenging period including an ongoing pandemic, war in Ukraine and an energy crisis.

Participating towns and cities by year



3.1 Participation by country

Participants from 51 countries took part in activities during EUROPEAN**MOBILITY**WEEK in 2022, three less than in 2021.

Participation from countries in Europe remained relatively stable. This year, Belarus and Russia were not invited to participate, due to the latter's invasion of Ukraine and the former's support of this invasion. In 2021, these two countries had 64 and 1 participants, respectively. Outside of Europe, Costa Rica (1) and Nigeria (1) joined the campaign for the first time.

The countries with the highest number of participating cities in absolute numbers for 2022 are: Austria (532), Turkey (529), Spain (489), Poland (242), Hungary (193), Germany (157), Portugal (105), Slovenia (96) France (81) and Italy (77).

It is noted that countries with very expansive cities and urban areas sometimes submit multiple registrations per “city,” and this can be observed in Turkey (e.g. Istanbul) where different and distinct districts have submitted registrations.

In 2022, the countries with the highest increase of registrations (in absolute numbers) are: Austria (+94) Germany (+28), Spain (+28), France (+24) and Portugal (+19). Countries with the highest decrease of registrations (in absolute numbers) in 2022 are: Belgium (-102), Turkey (-82), Hungary (-45), Greece (-41) and Italy (-26).

While the number of registered participants provides critical information about the status of the campaign, the analysis performed may naturally lend itself to highlighting larger countries with many urban areas and therefore potentially greater numbers of, and variation in, participants. At the same time, it can hide or underexpose significant swings in smaller countries. Further metrics are currently being considered, with the aim of comparing countries of different populations more meaningfully (e.g. participants by capita, number of urban areas over 100k, etc.), on the basis of the examples set out above.

3.2 Days of Activities within the week

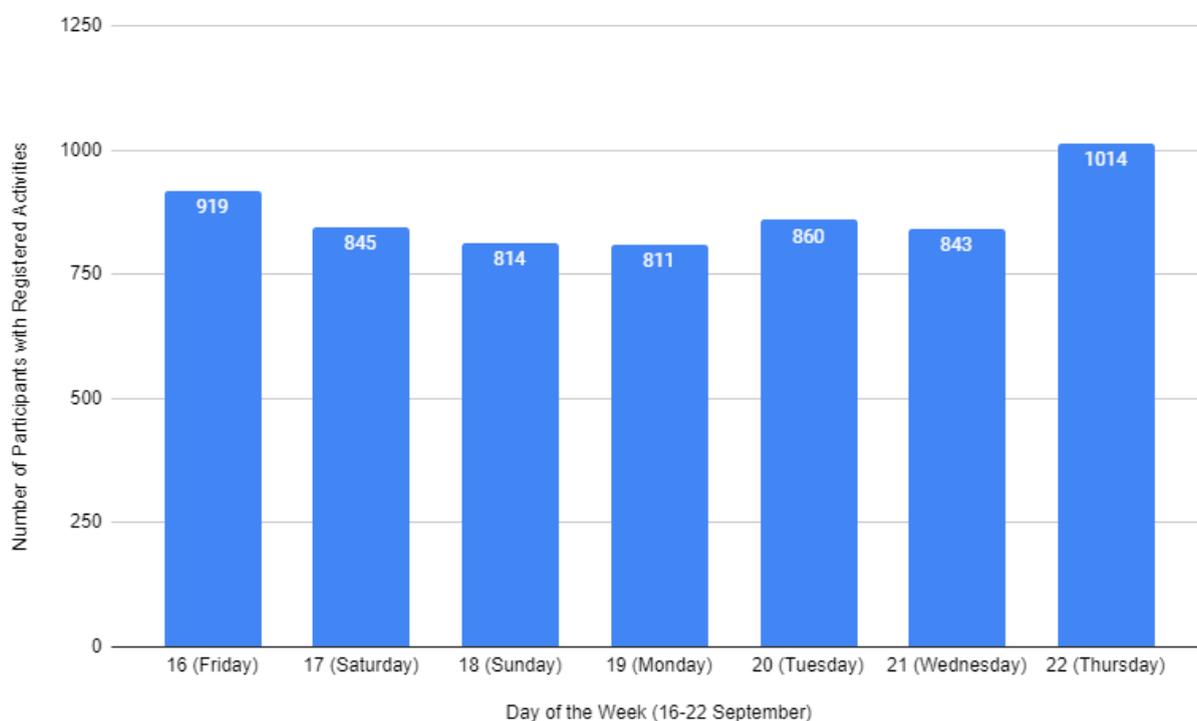
✔ 6.101
Days of activities within the week

Organising a week of activities, from 16 to 22 September 2022, taking into account the annual theme of *'Better Connections'*

‘Days of activities within the week’ refers to the number of days across all participating areas for which an activity(ies) has been registered. This number is higher than the level of participants, as participants frequently register more than one day of activities during the EUROPEAN**MOBILITYWEEK** main event (16-22 September). When more than one activity is registered on a single day, as is common, this still counts as one day. The day can be a full day event, such as a Car-Free Day, or a single discrete activity such as a webinar or short launch event. ‘Days of activities within the week’ may therefore not be sensitive to participants increasing the intensity of activities in single days, such as on weekends, but it does indicate if they have expanded their activities across the

week.

A total of 20.923 potential days were available to all of the 2.989 participants (i.e. across the seven days of EUROPEAN**MOBILITY**WEEK). As a whole, participants registered activities on approximately 30% of the total days available (6.106). In the vast majority of countries, activities were registered reasonably evenly across the week, irrespective of day of the week. 22 September - which occurred on a Thursday this year - is the closing day of the main event and overlaps with World Car-Free Day. 22 September was the most registered day (1.014) followed closely by the launch of the week on Friday, 16 September (919). It should be noted that the graph below does not show the number of activities on each day, and therefore one day-long event is not currently differentiated from many different events occurring on the same day.



Registered activities are not tagged in the same way as permanent measures and **MOBILITY**ACTIONS; these are commonly communication activities. In order to understand the impact of EUROPEAN**MOBILITY**WEEK activities carried out by cities for their target audiences (i.e. the travelling public), the European Secretariat supported focus groups with representatives of members of the public in three sample cities. Insights from these focus groups are discussed below.

3.2.1 Insights from focus groups

The focus groups were held in three locations in late 2021 and earlier 2022:

Cesena (Italy), Copenhagen (Denmark) and Krakow (Poland), with a duration of approximately 90 to 120 minutes each. The focus groups gathered qualitative data on commuting, urban transportation and sustainable travel.

The respondents were groups of 8-10 people, living in the city, of different genders, ages, campaign knowledge and using different means of transport within their city.

The main objectives were related to understanding what media and modes of communication the respondents use, what the respondents' perception of sustainable mobility is and what their thoughts of EUROPEAN**MOBILITYWEEK** are.

Several points were addressed during the meetings as follows:

- **Communication:** A majority of participants consider Google Maps a reliable source of information and use it to move around their city and to organise daily trips
- **Reception of local campaign activities:** Some activities were more appreciated than others, namely those dedicated to children, education, and activities that offer social messages. Despite some activities receiving mixed reviews, many respondents highlighted the need to bring youth to the forefront. Respondents were excited about the idea of their children practising sustainable mobility.
 - Participants preferred new, interesting information and not information that they could already find in most places. They also mention mainly being interested in information about events happening around them and in their neighbourhoods.
- EUROPEAN**MOBILITYWEEK identity:** Messages provided in local languages are highly appreciated because they reach a greater number of people. Participants favoured clear, recognisable images related to sustainable mobility; at times the campaign mascot and 2021 colour scheme were deemed confusing and/or juvenile.
- EUROPEAN**MOBILITYWEEK awareness:** Some respondents were aware of the campaign and heard about local initiatives. Meanwhile, some of the respondents could not name specific initiatives. Others associated the campaign with educating people on how to move towards a more sustainable way of travelling around the city. It was suggested to highlight the economic value of shifting towards more sustainable modes of transport.

- **Final Recommendations:** All participants agreed that there is a need to travel more sustainably. Many participants do not trust local messages because these messages are not translated into effective measures within the following months and years. Messages should be defined according to the local context and level of sustainability. People would also like to see real facts - what exactly is being done locally in terms of infrastructure development in the city instead of just encouraging people to use a more sustainable way of transport.

3.3 Organisation of Car-Free Days

**☑ 1.184
Car-Free Day**

Celebrating Car-Free Day, by reserving one or more areas solely for pedestrians, cyclists and public transport for at least one whole day (i.e. 1 hour before to 1 hour after normal working hours).

Car-Free Day must take place between 16-22 September, and ideally on *World Car-Free Day, Thursday 22 September*

Registered Car-Free Day participation remained stable in 2022, with 1.184 towns and cities closing street(s) to motorised road traffic and opening them to people using sustainable modes of transport. While the number of registrations has not quite recovered to the pre-COVID levels of 2019, it is still consistent with an overall upward trend.²

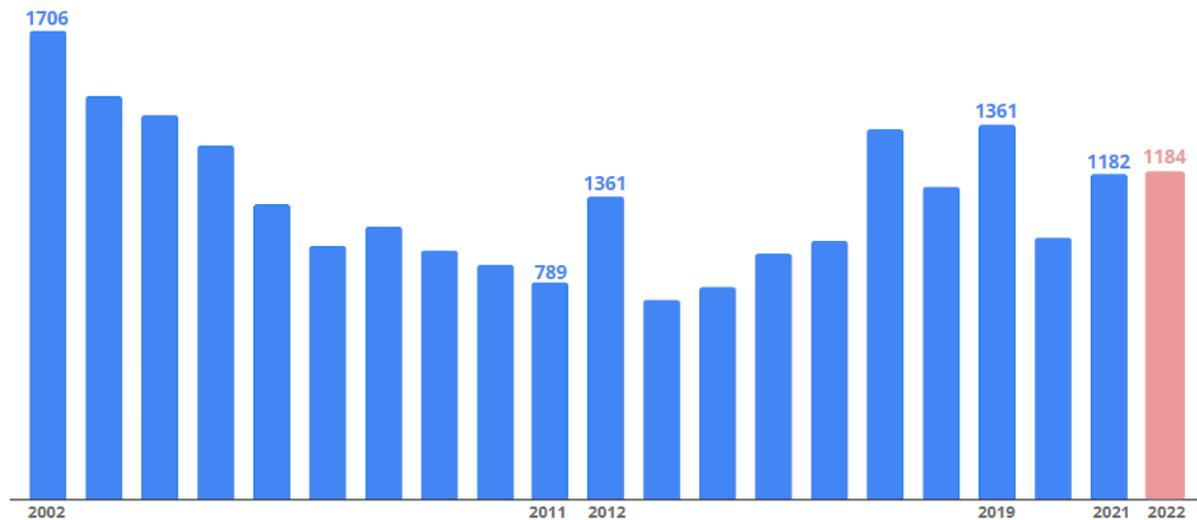
Although some may argue that restricting car traffic could lead to various difficulties, Car-Free Days demonstrate the benefits of car-free cities: lower levels of air and noise pollution, less congestion and safer streets. Car-Free Days represent an attractive policy-option and require thorough planning. Successful implementation is utterly dependent on commitment at the political level and good financing. The community's involvement can also be a key factor to see the

² It is acknowledged that the COVID pandemic and more recent environmental and emission legislation has required cities to increasingly introduce car free or open streets throughout the year, and hence the novelty and uniqueness of the specific September event may be less strong than it was earlier in the campaign.

events properly implemented.

Car-Free Day(s) remain an important event for EUROPEAN**MOBILITYWEEK** since they are one of the most visible events that raise awareness of having a car-free environment as a normalised approach.

As usual, Car-Free Day formally falls on the last day of EUROPEAN**MOBILITYWEEK**'s main event week, on 22 September. This year it fell on a Thursday and the day saw 2 less registrations than in 2021.



The top three countries with the most registered Car-Free Days were: Turkey (281), Spain (214) and Hungary (161).

Other strong European performers (where 50 percent or more of their total participate in Car-Free Day) include: Albania, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Greece, Hungary, Ireland, Latvia, Malta, Moldova, Montenegro, the Netherlands, Poland, Portugal, Republic of North Macedonia, Romania, Serbia, Switzerland and Turkey.

Conversely, the weakest performers (where participation is below 15 percent) include: Austria, Finland, France and Sweden.

3.4 Permanent measures

✓ 13.490
Permanent measures

Implementing at least one new permanent measure to reallocate road infrastructure for walking, cycling or public transport
(e.g. road closure, wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit)

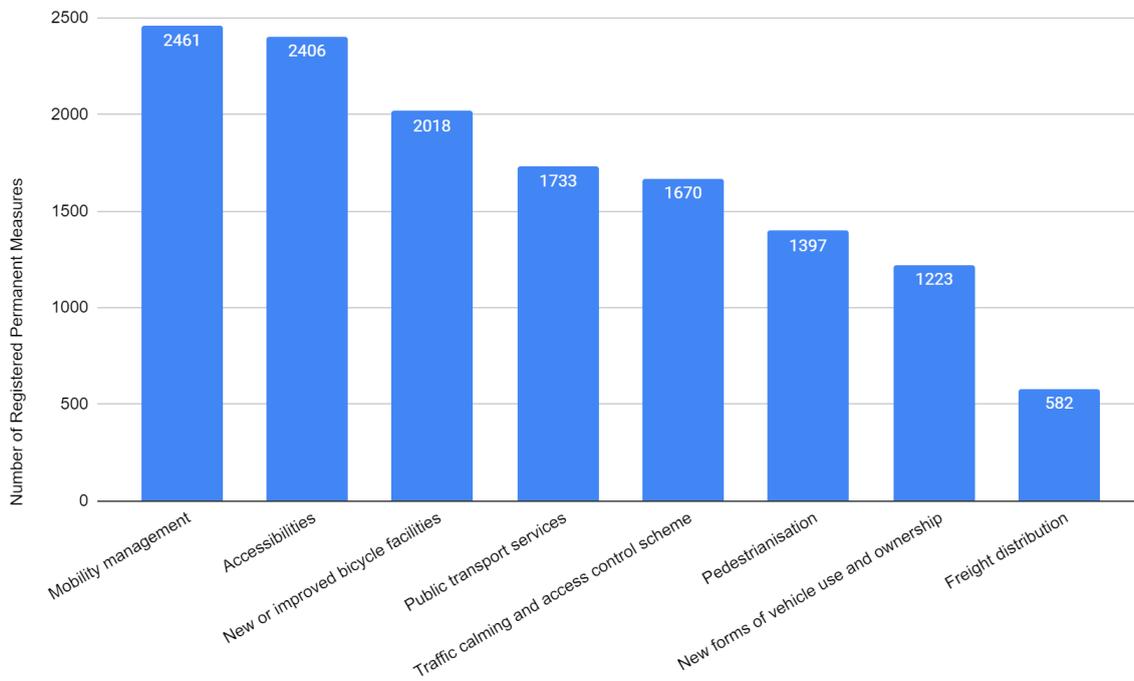
3.4.1 Results from the online classification

During EUROPEAN**MOBILITYWEEK** 2022, 13.490 permanent measures³ were registered by participating towns and cities, which represents a decrease in the number of permanent measures from 2021. While the number of measures on its own is not particularly significant, as it does not reveal the scale of the activities nor their impacts, the areas in which cities are active is interesting from a campaign and mobility planning perspective.

3.4.2 Top permanent measures implemented

The most popular permanent measures in 2022 are shared below. This information emphasises the value local participants place on interventions related to inclusive active mobility (e.g. walking and cycling). Permanent mobility management and awareness raising campaigns can also provide a solid foundation for specific campaigns and activities during EUROPEAN**MOBILITYWEEK**'s main event. In fact, the most popular group of permanent measures in 2022 was Mobility Management, followed closely by Accessibilities. Mobility Management includes broad communicational activities - that may be expected as part of EUROPEAN**MOBILITYWEEK** - carried out over the course of a year to communicate sustainable mobility options to the public.

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



Accessibilities refers to implementing measures that provide mobility infrastructure that caters to the needs of people with reduced mobility, such as creating wheelchair ramps and the enlargement of pavements.

Each category of permanent measures refers to a number of specific measures, providing 13.490 registered measures in total. Below you will find the most popular measures by the number of registrations. Please note that there may be more options for permanent measures per category than those listed below. In addition, the countries with the highest and lowest number of permanent measures per category are shown.⁴

New or improved bicycle facilities (2018)

- Improvement of bicycle network (creation of new lanes, extension, renovation, signposting, etc.) **(602)**
- Improvement of bicycle facilities (parking, locks, etc.) **(516)**
- Develop public bicycle hiring and sharing systems **(341)**
- The three countries that have implemented/are implementing the highest number of permanent measures included in the above category are Spain (440), Turkey (310) and Portugal (176)
- The three countries that have implemented/are implementing the lowest number of permanent measures included in the above category are

⁴ Please note that this is not representative of the percentage of participants per country that have implemented a permanent measure, nor does it account for differences in country size. For all statistics an entry of '1' is the minimum for monitoring purposes. This means countries or local authorities that did not register any measure are not included.

Norway (3), Slovenia (2) and Denmark (1)

Pedestrianisation (1397)

- Pedestrianisation: improvement of infrastructure (new foot bridges, pavements, road crossings, zebra crossings, etc.) **(540)**
- Create or enlarge pedestrian streets **(452)**
- Extension or creation of new greenways **(348)**
- The three countries that have implemented/are implementing the highest number of permanent measures included in the above category are Spain (425), Turkey (219) and Portugal (131)
- The three countries that have implemented/are implementing the lowest number of permanent measures included in the above category are Norway (2), Switzerland (1) and Denmark (1)

Traffic calming and access control scheme (1670)

- Speed reduction programmes in zones near schools **(435)**
- The three countries that have implemented/are implementing the highest number of permanent measures included in the above category are Spain (451), Turkey (346) and Portugal (135)
- The three countries that have implemented/are implementing the lowest number of permanent measures included in the above category are Albania (1), Austria (1) and Belgium (1)

New forms of vehicle use and ownership (1223)

- Charging points for electric vehicles **(401)**
- The three countries that have implemented/are implementing the highest number of permanent measures included in the above category are Spain (280), Turkey (258) and Portugal (117)
- The three countries that have implemented/are implementing the lowest number of permanent measures included in the above category are Republic of North Macedonia (1), Norway (1) and Denmark (1)

Accessibilities (2406)

- Lowering of pavements **(371)**
- Create wheelchair ramps **(341)**
- The three countries that have implemented/are implementing the highest number of permanent measures included in the above category are Spain (712), Turkey (451) and Portugal (272)

- The three countries that have implemented/are implementing the lowest number of permanent measures included in the above category are Republic of North Macedonia (1), Norway (1) and Austria (1)

Mobility management (2461)

- Launch of awareness-raising campaigns **(365)**
- The three countries that have implemented/are implementing the highest number of permanent measures included in the above category are Spain (574), Turkey (544) and Portugal (217)
- The three countries that have implemented/are implementing the lowest number of permanent measures included in the above category are Belgium (1), Iceland (1) and Denmark (1)

It should be noted that, while public transport services do not appear in the “Top 11” individual measures shown in the list above, as a whole, public transport services figure highly in permanent measure registrations and form a strong support to EUROPEAN**MOBILITYWEEK** interventions and goals.

In 2022, 992 towns and cities declared that they had implemented at least one permanent measure, with 853 of these towns and cities entering information to classify these measures (note that towns and cities do not need to implement a permanent measure in order to participate in the campaign). Less permanent measures were implemented than in 2021. One explanation for this may be that towns and cities are facing a long-term energy crisis with significant consequences for the way people choose to travel - if they choose to travel at all. Rising energy costs have a large impact on mobility; public transport in particular is looking at rising costs due to the ongoing energy crisis. Low-cost, accessible alternatives need to be provided in relation to towns and cities’ context and culture.

This number of permanent measures shows the value that participants place on other activities during the week rather than just the registration of permanent measures, which are likely to happen all year round in many cases. However, based on the number of registrations, it is clear to see that participants do use EUROPEAN**MOBILITYWEEK** as an opportunity to combine infrastructure and awareness-raising messages to reinforce their sustainable mobility concepts.

4. MOBILITYACTIONS 2022

915

MOBILITYACTIONS registered in 2022

Businesses, NGOs, schools and other actors, including cities, who want to get involved in the EUROPEAN**MOBILITYWEEK** campaign are encouraged to register their **MOBILITYACTION**.

A **MOBILITYACTION** can be organised and registered at any time of the year.

We have seen 918 **MOBILITYACTIONS** categorised this year (in descending order):

- Active Mobility: 557
- Education: 275
- Social Engagement & Dialogue: 166
- Public Transport Offers: 108
- Road Safety: 91
- Sport & Tourism: 86
- Public Health: 72
- Inclusion & Accessibility: 65
- Infrastructure: 58
- Business Solutions & Start Ups: 51
- Parking & Space Management: 43

The five countries in which the most registrations for **MOBILITYACTIONS** were recorded in 2022 are Spain (242), France (144), Italy (87), Lithuania (70) and Germany (49). The five countries in which the fewest registrations for **MOBILITYACTIONS** were recorded in 2022 are Latvia (1), Malta (1), Liechtenstein (1), Iceland and Estonia (1).

As with the permanent measures, there is strong interest in active mobility (e.g. walking and cycling). The following table shows a classification of Permanent Measures and the approximate related **MOBILITYACTIONS** classification.

MOBILITYACTIONS	Permanent Measure
Active Mobility	New or improved bicycle facilities; Pedestrianisation
Education	Mobility Management
Social Engagement & Dialogue	Mobility Management
Road Safety	Traffic calming and access control schemes; Mobility management
Infrastructure	New or improved bicycle facilities; Pedestrianisation; Accessibilities
Public Health	Mobility management
Inclusion & Accessibility	Accessibilities
Business Solutions & Start Ups	New forms of vehicle use and ownership
Public Transport Offers	New forms of vehicle use and ownership; Mobility management; Public transport services
Sport & Tourism	Mobility Management
Parking & Space Management	Traffic calming and access control scheme
n/a	Freight Distribution

5. WEBSITE VISITS AND USAGE

The website is a fundamental part of campaign communications; it is used throughout the year to provide information regarding all aspects of EUROPEAN**MOBILITYWEEK**, including news and updates on the campaign and relevant mobility issues. It also offers resources and support for National and local coordinators, including relevant information on related awards and **MOBILITYACTIONS**.

To improve the usability of the website for both returning campaign participants and those who are new to the campaign, the consortium optimised the website's main menu to better reflect the three pillars of EUROPEAN**MOBILITYWEEK** (i.e. the main event week '**MOBILITYWEEK**,' ongoing '**MOBILITYACTIONS**' and the '**MOBILITYAWARDS**') and to highlight the importance of the campaign's history (About) and ongoing developments (News & Media).

EUROPEAN**MOBILITYWEEK**
16-22 SEPTEMBER 2022

Subscribe to our e-newsletter 

About

MOBILITYWEEK

MOBILITYACTIONS

MOBILITYAWARDS

News & Media



EUROPEAN**MOBILITYWEEK**

Thank you, thank you, thank you! To all of the towns, cities, people, organisations, schools and more that made this EUROPEAN**MOBILITYWEEK** one to remember, we want to say we admire your commitment to building a

In addition, the consortium introduced a new website monitoring tool in 2021 which helps assess how the changes to the website's infrastructure have been received. To further evaluate this, the following section will offer insights regarding website usage, optimisation, and more.

September 2022 saw 64.468 visitors with 120.017 page views and more than 11.633 resource downloads.



Almost half of the users visited more than one page on the website and the average user carried out three website actions (page view, download, search, etc.) spending an average 3:04 minutes on the website.

Interpretation:

- The most active day of website usage in September is 16 September (8.331 visits).
- After the campaign launch, a decrease in visits is noted, with a sharper decline on 17 and 18 September, which were a Saturday and Sunday in 2022.
- No significant increase in visits is noted for the closing of the campaign and Car-Free Day (22 September).
- These statistics suggest that the website may be a useful tool in the build-up to and the launch of the week.

Top 10 viewed pages in 2022

⊕ home	104,768
⊕ mobilityactions	35,270
⊕ participating-towns-and-cities	23,887
⊕ campaign-resources	18,441
⊕ theme-2022	14,111
⊕ the-campaign	9,857
⊕ register-for-mobilityweek	9,357
⊕ register-a-mobilityaction	6,080
⊕ media-corner	4,731
⊕ newsletter	3,469



EUROPEANMOBILITYWEEK

Thank you, thank you, thank you! To all of the towns, cities, people, organisations, schools and more that made this EUROPEANMOBILITYWEEK one to remember, we want to say we admire your commitment to building a future in which sustainable mobility is the norm.

We hope you enjoyed a week filled with #BetterConnections and sustainable mobility activities from across Europe, and beyond.

Interpretation:

- In 2022, the campaign experienced a notable increase in website traffic. This may in part be attributed to stronger media and social media communications, more details below, which redirected users to the website, as well as the reorganisation of the website itself.
- In 2021, the top 10 viewed pages were collectively viewed 96.144 times. In 2022, the top 10 viewed pages were collectively viewed 229.971 times.
- In 2021, the top three most viewed pages were the homepage (38.147), registered **MOBILITYACTIONS** (13.693) and 2021 campaign participants (15.095). Meanwhile, in 2022 the top three most viewed pages were the homepage (104.768), **MOBILITYACTIONS** (35.270) and participating towns & cities (23.887).
- This shows that information about the measures to be undertaken/arranged during the week itself are the most popular pages.
- The explanatory and supporting information regarding the week itself, such as the campaign resources and theme is also visited.
- This year the media corner and newsletter made it into the top 10 most visited pages. They were not present in the 2021 list.

Top 10 downloads in 2022

2 Thematic_Guidelines/2022_EMW_Thematic_Guidelines.pdf	4,119
2 Logo-Icon/EMW_Icon.png	1,982
2 EMW Mascot.zip	1,362
2 Banners/2022_EMW_Banner_EU_Languages.zip	1,154
2 Poster/2022_EMW_Poster_EU_Languages.zip	1,100
2 EMW_Visual_Guidelines.pdf	761
2 EMW_Social_Media_Banners.zip	756
2 _csm_EMW_Icon_e80a872419.png	690
2 Signature/2022_EMW_Signature_EU_Languages.zip	680
2 Communication_Toolkit.zip	626

Interpretation:

- Alongside an increase in web page viewing, more campaign related resources were downloaded in 2022 than in 2021. The Thematic Guidelines remained the number one download. In 2022 it was downloaded 2.122 more times than the previous year.
- The Communication Toolkit's ranking dropped in 2022, from the third most downloaded resource to the tenth, however, the actual number of downloads did not change significantly (2021: 716 v. 2022 626). This may in part be due to the reorganisation of the website in which individual pieces of the communications package, such as the mascot, icon and banner, were more clearly displayed as individual downloadable elements, in addition to the full Communication Toolkit.
- Downloads of visuals to support the campaign remain of interest, principally the *Better Connections* logo was a popular element in 2022 (with 1.312 more downloads than the heart logo of 2021) and other individual image elements that could be used in local social media such as the mascot and social media banners.

Top 10 visitor countries in 2022

 Spain	18,846
 Italy	14,095
 United States	11,167
 Hungary	10,500
 France	10,035
 Germany	8,984
 Belgium	6,944
 Portugal	6,826
 Turkey	5,394
 Poland	4,536

Interpretation:

- Top country visitors are close to top participating countries, but this also reflects country size (further metrics will be explored in the future that better reflect visits from smaller countries).
- Austria as an active campaign participant is missing from this list, but this may reflect them having an established national website.
- In comparison to the visits recorded in the 2021 Impact Report, the top ten visitor countries viewed the website 50.922 more times in 2022 than in the previous year.

6. SOCIAL MEDIA

EUROPEAN**MOBILITYWEEK**'s social media channels are used not only to promote and disseminate campaign related information and content, but also to assess the awareness and engagement of the campaign's audience, in particular individual users – as opposed to local administrations, organisations and other collective entities.

Social media is an easy way for all campaign participants to interact regularly with EUROPEAN**MOBILITYWEEK** related content both as individuals and alongside their local governments, organisations and as part of promoted activities.

To better understand EUROPEAN**MOBILITYWEEK**'s social media impact, we have taken a look at several metrics across our [Twitter](#), [Instagram](#), [Facebook](#) and [YouTube](#) accounts. In addition, an overview of hashtag usage for #MobilityWeek, #EuropeanMobilityWeek and #CarFreeDay will be provided alongside recommendations for future social media monitoring.

6.1 Hashtag usage

For the past several years, the campaign has tracked hashtag usage for three popular English language hashtags used during the main event week from 16-22 September. These hashtags provide insight into the campaign's reach on Twitter, Instagram and Facebook.

In addition to #MobilityWeek, #EuropeanMobilityWeek and #CarFreeDay, other hashtags are used in local languages to promote the campaign at the national, regional and local levels. For example, #SemanaEuropeaMovilidad and #AvrupaHareketlilikHaftasi were employed to promote EUROPEAN**MOBILITYWEEK** related activities in Spain and Turkey, respectively.

In fact, many countries seem to rely on their own hashtags, or translations of the three main English language hashtags, to boost the campaign locally. In the future, to improve social media tracking and garner a clearer picture of EUROPEAN**MOBILITYWEEK**'s outreach across Europe, and beyond, the consortium is considering how to more systematically assess which hashtags are promoted in different countries, and which hashtags are ultimately being used for the campaign.

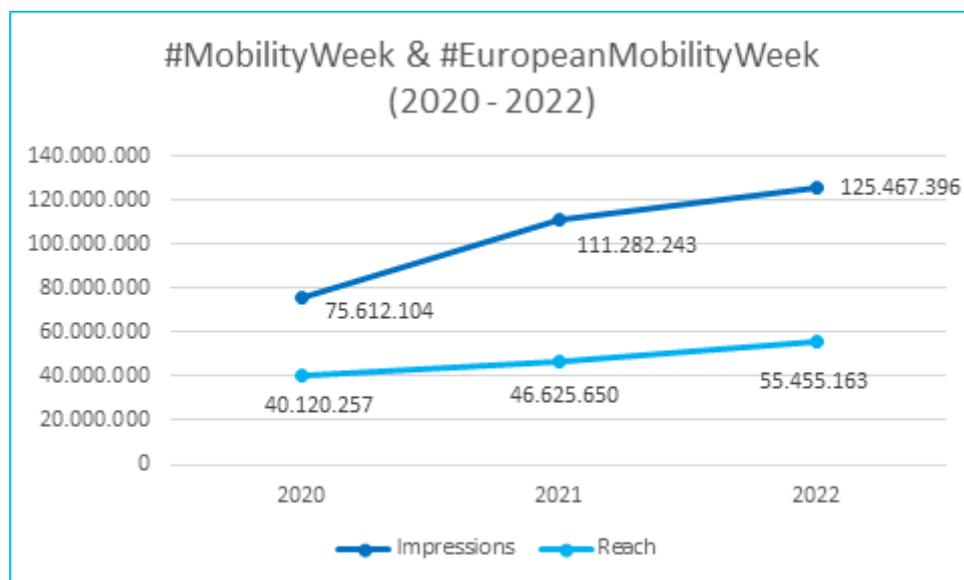
6.1.1 2022 Hashtag usage

The following categories were utilised to evaluate hashtag usage from 16–22

September 2022 on Twitter, Instagram and Facebook:

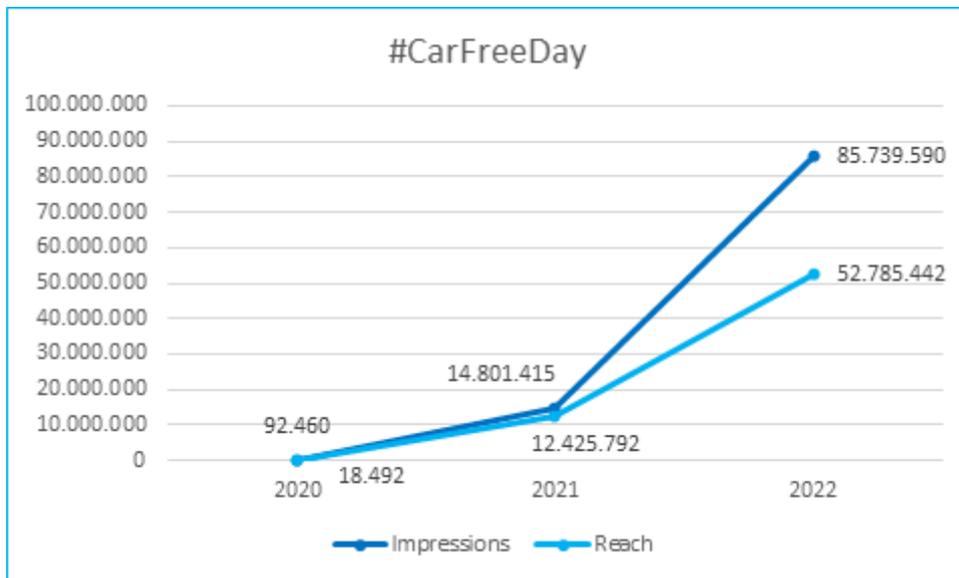
- **Posts** – posts on Twitter, Instagram or Facebook that include one of the specified hashtags;
- **Users** – accounts on Twitter, Instagram or Facebook that used one of the specified hashtags;
- **Engagements** – likes, retweets or comments on posts with the specified hashtags;
- **Reach** – the number 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.

Over the course of the main event week in 2022, EUROPEAN**MOBILITY**WEEK recorded its highest reach yet: 55.455.163. 8.829.513 more users saw at least one post with either #MobilityWeek or #EuropeanMobilityWeek than in 2021.



The number of impressions also grew significantly in 2022, as demonstrated in the figure above (2021: 111.282.243 v. 2022: 125.467.391)

Although #CarFreeDay is not an official campaign hashtag, World Car-Free Day and other Car-Free Days organised as part of the main event week are an important part of – and often associated with – EUROPEAN**MOBILITY**WEEK. The following figure illustrates the use of #CarFreeDay (from 16-22 September) in recent years:



Overall less engagements for posts employing one of the three tracked hashtags were reported in 2022 than in 2021. #EuropeanMobilityWeek experienced the most notable decrease: 220,016 engagements were recorded in 2021 and 70,312 in 2022. It is difficult to draw conclusions as to why the number of engagements for these hashtags decreased - while the reach and impressions grew substantially - without further analysis.

6.1.2 2022 Commonly used hashtags

To better understand what mobility topics are being discussed and shared alongside, or in relation to the campaign, commonly used hashtags posted alongside the three tracked hashtags were recorded for the first time in 2022.



regular updates regarding EUROPEAN MOBILITY WEEK via social media, we will take a look (where available) at the following demographics: gender⁵, age and

⁵All existing analytic platforms used for this report (Twitter Analytics, Facebook and Instagram Analytics and Tweepstap) only provide the categories of 'male' and 'female' for gender, in addition to classifying 'businesses/groups' for non-individual users.

country of use⁶. Unless stated otherwise, these figures are provided by the platform's own analytics.

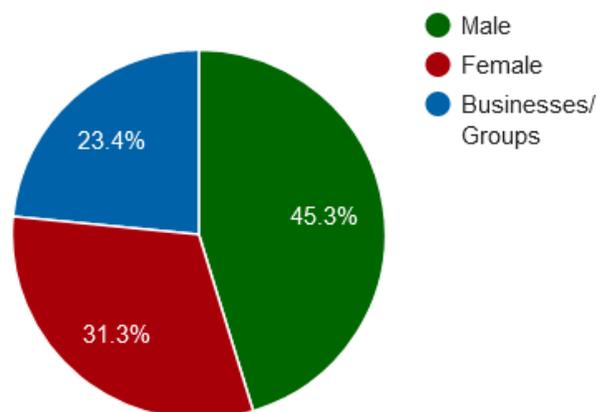
6.2.1 Twitter

According to Statista, 52,9% of Twitter users worldwide are between the ages of 25-49 and a large majority - 70,4% - are male. Based on the figures below, provided by Tweepmaps, we observe that the EUROPEANMOBILITYWEEK Twitter account has a relatively strong percentage of followers categorised as female in comparison to global statistics. A majority of the account's audience remains in the 24-64 age group. Top users are interacting from Spain, Belgium, Italy, the United Kingdom, France and Germany (which together represent over half of all interacting users, with other countries having significantly smaller numbers of interacting users). As these are larger countries, this is to be expected.

Almost 50% of the account's followers are communicating in English, according to Tweepmaps. With 17% communicating primarily in Spanish and 7.5% in Italian.

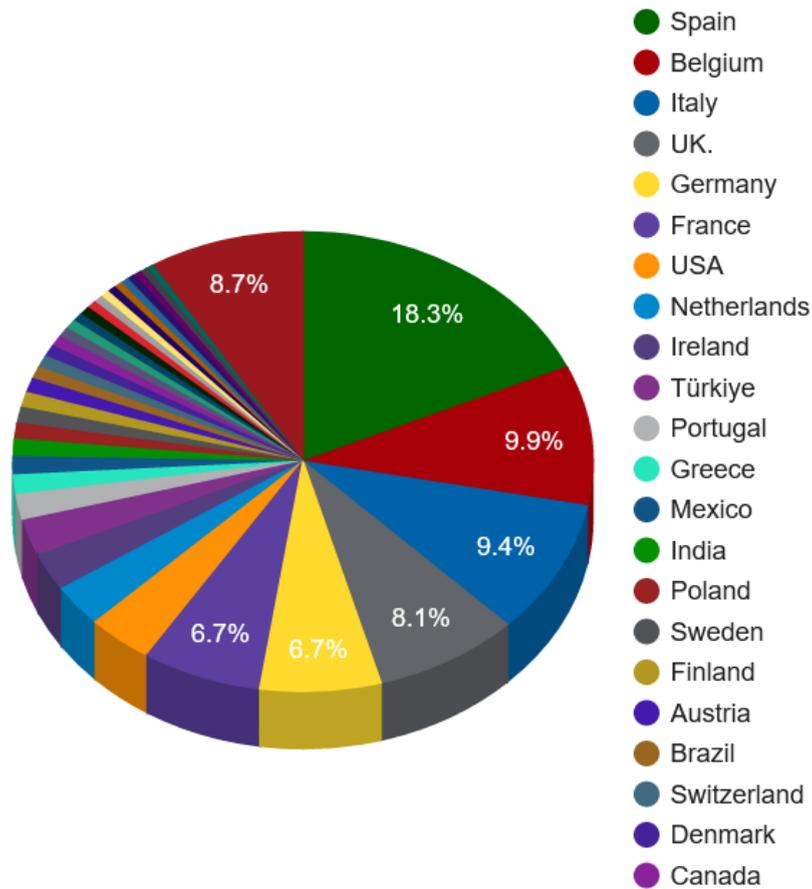
Followers by Gender

Followers By Gender :



Followers by Country

⁶Country of use refers to the country from which users are engaging; this does not necessarily mean that the user possesses the same nationality as the country they are using from.



6.2.2 Instagram

The EUROPEANMOBILITYWEEK Instagram account continues to grow steadily and is an important way to reach younger audiences. As of October 2021, 62,2% of all Instagram users worldwide are between the ages of 18-34.

Globally, Instagram has a smaller margin of difference between the percentage of male and female users than Facebook or Twitter. Male users account for 51,6% and female users account for 48,4%.

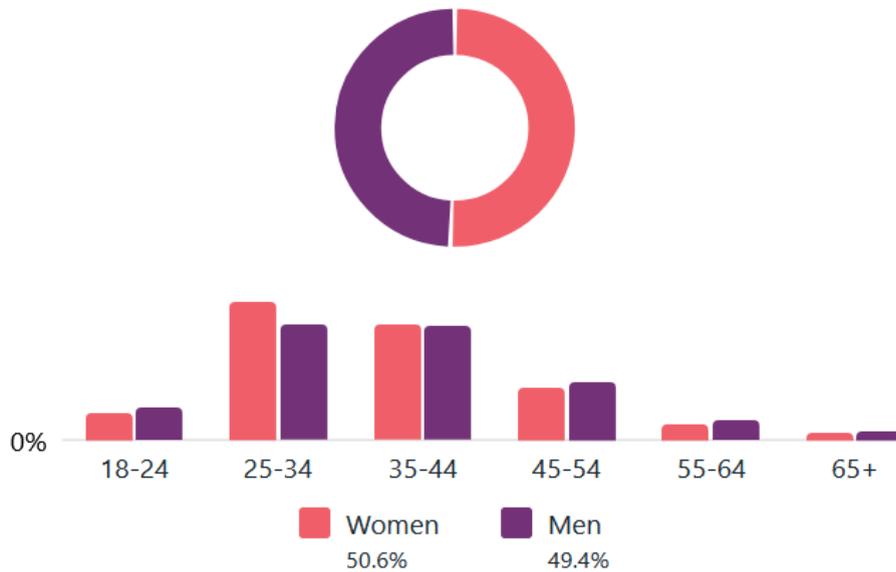
In addition, in contrast to the campaign's Twitter and Facebook accounts, and global Instagram statistics, a slight majority of users interacting with the EUROPEANMOBILITYWEEK Instagram account are classified as female.

EUROPEAN**MOBILITYWEEK**'s Instagram audience is the youngest of its three social media platforms, with most users between the ages of 25-44.

The top countries are Italy, Spain, Turkey, Germany and Portugal.

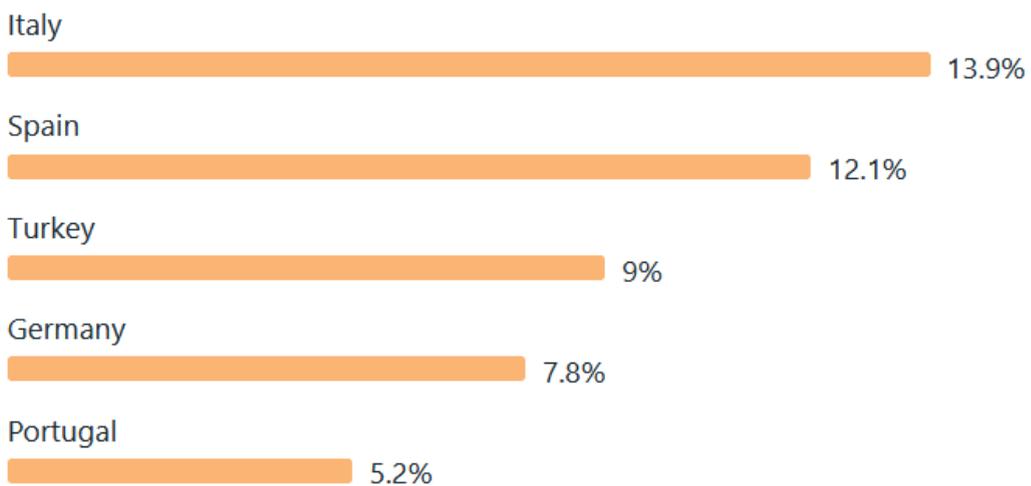
Followers by Age & Gender

Age & gender ⓘ



Followers by Country

Top countries



6.2.3 Facebook

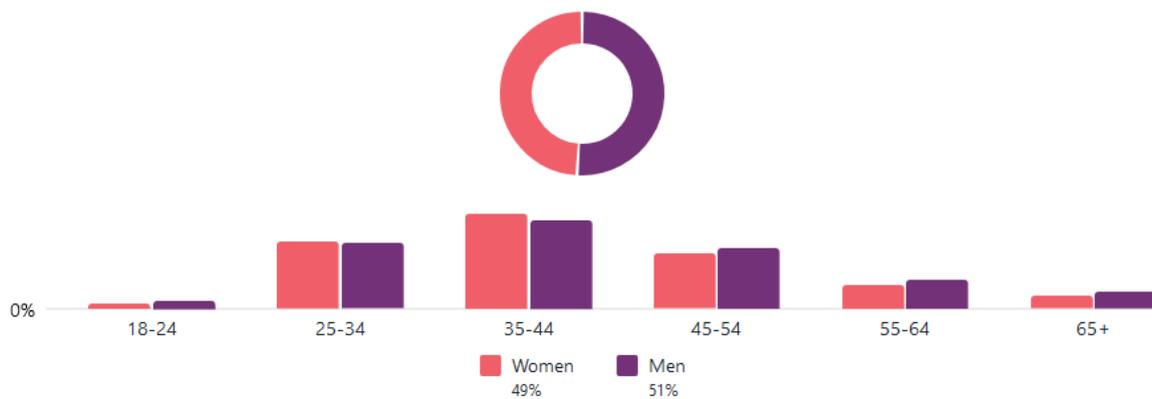
[The EUROPEAN**MOBILITYWEEK** Facebook account](#) is another effective way to

engage with individual users. While the Facebook account is more balanced than Twitter in terms of male and female users, male users still slightly outnumber female users reflecting global user data, however, the largest group of users as of December 2022 is women between the ages of 35-44.

The EUROPEAN**MOBILITYWEEK**'s Facebook audience is slightly older than the campaign's Twitter and Instagram audiences, with a larger following of people between the ages of 35-54. The top countries are Italy, Spain, Portugal and Greece.

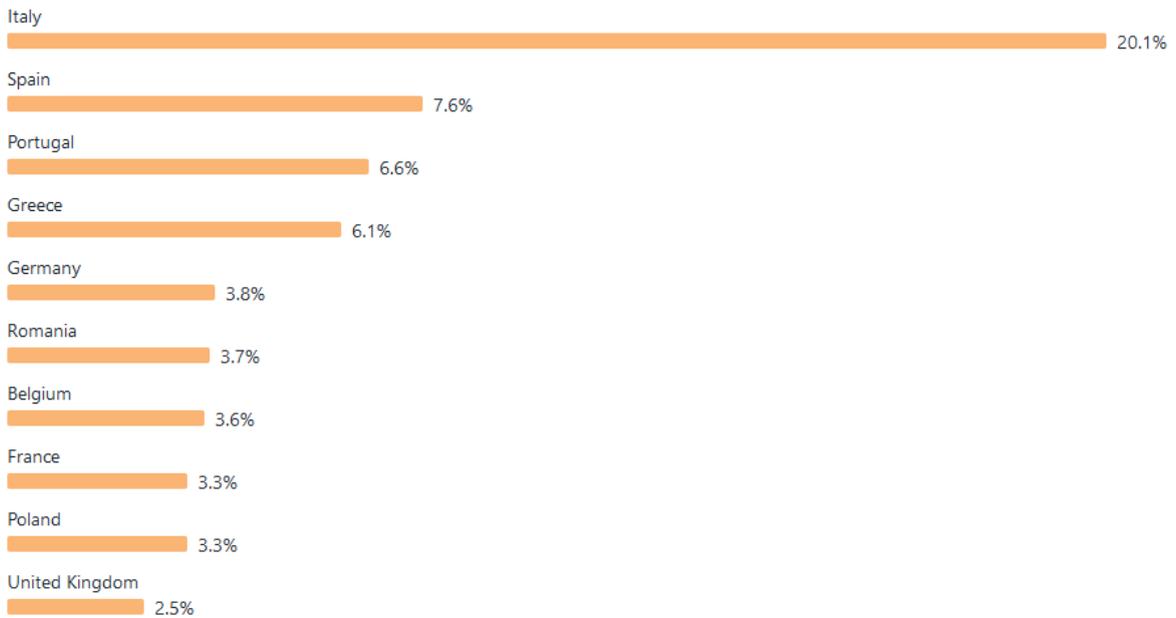
Followers by Age & Gender:

Age & gender ⓘ



Followers by Country:

Top countries



6.2.4 Audience growth rate

The following table shows the audience growth rate for each EUROPEANMOBILITYWEEK social media platform for the period from 9 December 2021 – 19 December 2022.

Platform	Total Audience - 2021	Total Audience – 2022	Followers Net Gain	Audience Annual Growth Rate 2022
Twitter	11.029	11.731	702	6,0%
Instagram	2.281	3.147	866	27,5%
Facebook	22.147	24.153	2.006	8,3%
All	35.457	39.031	3.574	9,2%

6.2.5 YouTube

The EUROPEANMOBILITYWEEK YouTube is often used as a component of social media posts on other channels rather than curated as unique content in its own

right. It currently has 953 direct subscribers. Content ranges from <1-3 minute short videos to 1hr+ recordings of events. Key statistics on YouTube videos issued in 2022 are included in the table below. The development of further detailed analysis and evaluation will be sought in the future, given the importance of multimedia communications.

This shows the relative popularity of both long format videos (such as the Award Ceremony) and short format video (such as the annual campaign video).

Video Title (in date order)	Views
European Commissioner for Transport Adina Vălean shares a message for EUROPEAN MOBILITY WEEK 2022	392
Rethymno: Winner of the EU Urban Road Safety Award 2021	247
Tampere: Winner of the 10th Award for Sustainable Urban Mobility Planning (SUMP Award)	234
Kassel: Winner of the European Mobility Week Award 2021 for larger municipalities	309
Valongo: Winner of the European Mobility Week Award 2021 for smaller municipalities	229
EUROPEAN MOBILITY WEEK 2022: 'Better Connections'	12.151
EUROPEAN MOBILITY WEEK Annual Workshops 2022 - Part 3	269
EUROPEAN MOBILITY WEEK Annual Workshops 2022 - Part 2	107
EUROPEAN MOBILITY WEEK Annual Workshops 2022 - Part 1	437
European Mobility Week Award Ceremony	1.292
Amadora, finalist of the European Mobility Week Award for larger municipalities 2021	378
Kassel, winner of the European Mobility Week Award for larger municipalities 2021	480
Lüleburgaz, finalist of the European Mobility Week Award for larger municipalities 2021	165
Alimos, finalist of the European Mobility Week Award for smaller municipalities 2021	280
Miajadas, finalist of the European Mobility Week Award for smaller municipalities 2021	428
Valongo, winner of the European Mobility Week Award for smaller municipalities 2021	344
Florence, finalist of the Urban Road Safety Award 2021	125
Rethymno, winner of the Urban Road Safety Award 2021	291
Warsaw, finalist of the Urban Road Safety Award 2021	226

Madrid, finalist of the 10th Award for Sustainable Urban Mobility Planning (SUMP Award)	264
Mitrovica South, finalist of the 10th Award for Sustainable Urban Mobility Planning (SUMP Award)	929
Tampere, winner of the 10th Award for Sustainable Urban Mobility Planning (SUMP Award)	292

6.3 Engagement

The following statistics provide more insight into how audiences interact with the campaign on social media. Engagement rate is a metric designed to assess the average number of interactions, namely likes, comments, shares, etc., that a social media post receives per follower. It gives an indication of how well content performs.

General consensus amongst social media marketing experts, and across sectors, reveals that a strong engagement rate is between 1% and 5%, with rates differing slightly between platforms and industries. According to Statista, the nonprofit sector, which is the closest category of measurement for EUROPEAN**MOBILITYWEEK**, the average engagement rate per Twitter post is 0,06%. The campaign's Twitter account noted an average engagement rate over the past four months (19 September - 19 December 2022) of 2,3%. In the same period, the posts shared on Facebook received over 1.2K post reactions, comments and shares. Meanwhile on Instagram, 991 interactions were recorded for reels and posts during this period.

6.3.1 Engagement rate example

The following examples show the engagement rate for posts shared leading up to the launch of EUROPEAN**MOBILITYWEEK** and shortly after the launch. Across each platform all likes, comments, shares, retweets, and favourites were measured for the related post.

Platform	Post date	Total interactions	Total followers at the time of posting	Engagement rate
Twitter	15 September 2022	200	11.299	1,77%

Instagram	16 September 2022	158	3.018	5,2%
Facebook	14 September 2022	181	23.453	0,8%

6.4 Moving forward

Social media analysis is a key component of assessing EUROPEAN**MOBILITYWEEK**'s ability to engage with its audience and to continue to reach new audiences. Social media offers a unique opportunity for the campaign to interact with individual users as opposed to collective entities like towns and cities.

To gain an even deeper understanding of social media communications and their role in the campaign, a more in-depth analysis of the different languages and hashtags used will be considered. Alongside such an analysis, we hope to broaden the scope of social media reporting to better understand what type of activity, channel(s) and content is more effective in delivering sustainable mobility messaging to different groups within the campaign's audience. This could be segmented by age, country, language, etc., and will have to be carefully examined.

7. MEDIA

Media plays an important role in the dissemination of campaign related information and developments, particularly during the main event week. Coverage of the campaign across countries offers further insights into what types of sustainable mobility activities and issues are relevant and provides a better understanding of how the campaign is received locally and nationally.

To better understand EUROPEAN**MOBILITYWEEK**'s media impact, each year a comprehensive press review is conducted. Media is tracked in 38 languages during the period directly before, during and after the main event week.

The press review also contextualises media exposure in relation to previous years, and offers recommendations to improve media monitoring in the future. Below are some observations from the 2022 press review.

7.1 Media snapshot

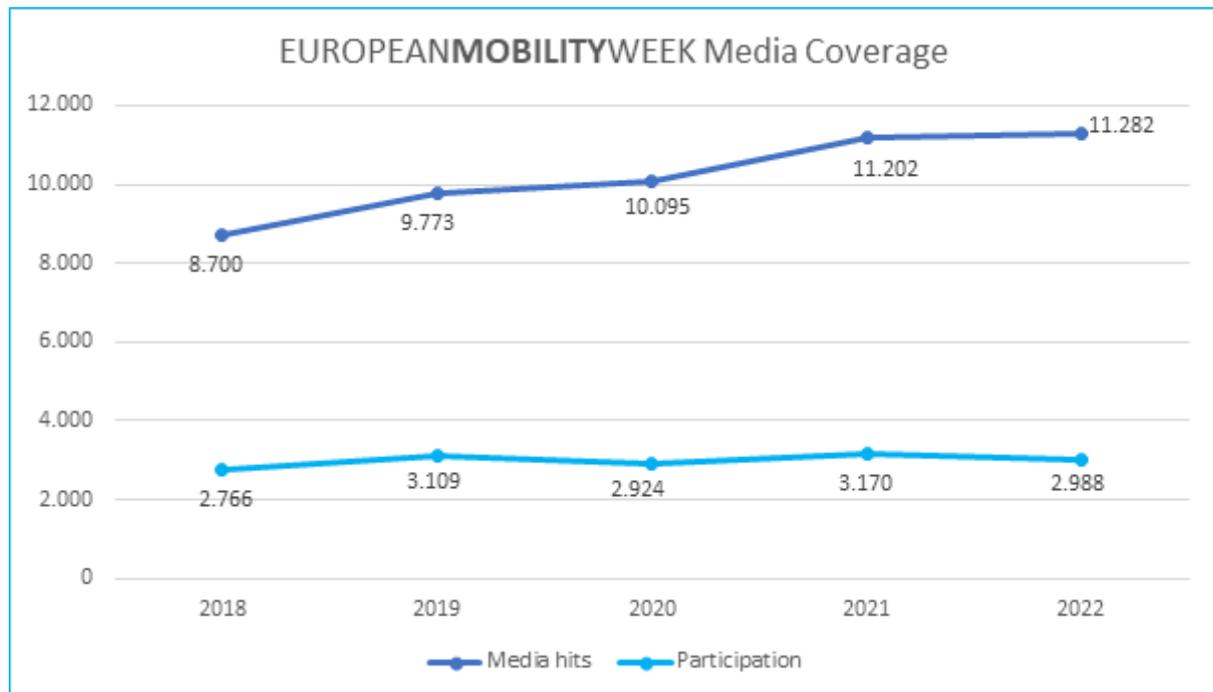
EUROPEAN**MOBILITYWEEK**'s media presence continued to grow in 2022. Items were published in popular European newspapers and specialty publications, including Politico, Le Monde, CNN, La Repubblica, Süddeutsche Zeitung, Le Soir, Corriere della Sera, ABC, 20 minutes, Pravda, Dnevni avaz, El Periódico de Catalunya, Metro, the Brussels Times, Elle, De Tijd, Smart Cities Portugal, and more.

It is critical for EUROPEAN**MOBILITYWEEK** to be present in Europe's top media to help influence the conversation on sustainable mobility at the European and national levels. In addition to national coverage, local newspapers, TV and radio stations also offer a closer look at campaign activities and key topics that resonate at the local level.



7.2 Media coverage

The campaign's media coverage experienced stable growth and recorded 11.282 hits; 82 more than in 2021.



Greece, Italy, Poland, Portugal, Spain and Turkey have consistently recorded the highest number of media hits of participating countries over the past several years. In 2022, Spain recorded 2.940 hits. Meanwhile, Turkey recorded 2.403, Italy 1.439, Poland 989 and Portugal 964. For Spain, Italy and Portugal, the number of items tracked in 2022 is the highest ever recorded. Portugal experienced a significant increase in the number of media hits: 491 more than in 2021, while the number of Greece's media hits decreased by 395.

7.3 Key topics

In 2022, special attention was paid to *who* was mentioning the campaign and *what* topics seemed to be closely associated with EUROPEAN**MOBILITYWEEK**. The word cloud below provides an idea of which topics were referenced heavily across countries in media headlines.



7.4 Moving forward

The 2022 press review pursued a deeper qualitative understanding of which publications are reporting on the campaign and what they have to say about it. Future media monitoring will aim to further assess country-specific differences related to the campaign and sustainable mobility topics.

Questions that should receive more focus in the future, include: How is the campaign received in different countries? What topics are important in different countries when discussing EUROPEANMOBILITYWEEK? Is the campaign seen positively or negatively? What top publications are reporting on the main event week and what do they have to say? What is the reach of these top publications and how does this compare to the number of smaller local media reporting on the campaign? How do the campaign's media partnerships impact its media presence, if at all?

8. THE MOBILITYAWARDS

In 2022, the European Commission and the EUROPEANMOBILITYWEEK Secretariat proposed an updated award scheme to reflect the ongoing developments of the campaign.

In the past, three separate but complementary awards associated with EUROPEAN**MOBILITYWEEK** were offered:

- EUROPEAN**MOBILITYWEEK** Awards,
- SUMP Award, and
- Urban Road Safety Award.

As of 2022, the SUMP Award and Urban Road Safety Award are no longer offered. The **MOBILITYACTION** Award was launched in October of 2022 to reward participants that demonstrate excellence in mobility management. This award is meant to target the participation of non-municipal entities in the campaign, including civil society organisations, schools, citizen initiatives, etc.

In addition to the **MOBILITYACTION** Award, the EUROPEAN**MOBILITYWEEK** Award remains, but is only offered as a single category (i.e. there is no Award for smaller municipalities vs. larger municipalities).

The Awards span campaign periods, with the 2021 award winners announced and published during 2022. The application process for the 2022 activities and awards was carried out in 2022, and the winners of the awards will be presented the following year in 2023. Below primarily summarises the initial progress for the 2022 awards.

The awards for the previous year (2021) were announced in 2022, and contribute towards the communications activities in 2023 (for example, see the YouTube reporting in Section 6).

8.1 EUROPEAN**MOBILITYWEEK** Award

65

EUROPEAN**MOBILITYWEEK** Award applications 2022

The EUROPEAN**MOBILITYWEEK** Award recognises a local authority judged to have done the most to raise awareness of sustainable mobility during EUROPEAN**MOBILITYWEEK** (16-22 September).

EUROPEAN**MOBILITY**WEEK offers numerous avenues for towns and cities to promote sustainable mobility within their communities. There are three criteria for participation which act as umbrellas for a variety of mobility related actions and events (below). When registering their participation, local administrations are given the option to select one or more of these. In order to apply for the award, towns and cities must have completed all three criteria (for more information see 8.1.1 Role of Golden Participants):

- Organised activities or events during the week of 16-22 September;
- Implemented at least one new permanent measure within the last 12 months;
- Hosted a Car-Free Day.

The EUROPEAN**MOBILITY**WEEK Award recognises local authorities who have done an exceptional job in raising awareness of sustainable mobility during the EUROPEAN**MOBILITY**WEEK main event.

8.1.1 Role of Golden Participants

Not only do these registration criteria provide a broad overview of towns and cities' participation across Europe, and beyond, but it is also the first step for ambitious local administrations to begin their applications for the EUROPEAN**MOBILITY**WEEK award. Local administrations that have completed the three criteria are referred to internally as 'Golden Participants.'

In addition to having to complete all three participation criteria as listed above, towns and cities who wish to apply for the award must also sign the EUROPEAN**MOBILITY**WEEK Charter.

In 2022, there were 549 Golden Participants, namely 549 towns and cities that also took the first step toward becoming eligible to apply for the EUROPEAN**MOBILITY**WEEK award.

The three countries with the most Golden Participants were Spain (143), Turkey (72) and Hungary (46). However, proportionally, several countries stood out for the amount of Golden Participants they had⁷: 55% of Croatia's, 63% of Greece's, 36% of Slovakia's and 39% of Portugal's registrations were Golden Participants, respectively.

8.1.2 EUROPEAN**MOBILITY**WEEK Award Applications in 2022

This year, 65 award applications were received.

⁷ The following examples each had a minimum of 10 registrations.

The three countries with the most award applications were Greece (16), Spain (13) and Portugal (10).

The following cities won the 2021 titles, announced at a hybrid award ceremony in Brussels on 28 March 2022:

- EUROPEAN**MOBILITYWEEK** Award for Larger Municipalities: Kassel (Germany)
- EUROPEAN**MOBILITYWEEK** Award for Smaller Municipalities: Valongo (Portugal)
- Award for Sustainable Urban Mobility Planning: Tampere (Finland)
- EU Urban Road Safety Award: Rethymno (Greece)

More information about the 2021 winners can be found online (<https://mobilityweek.eu/emw-awards/>).

8.2 MOBILITYACTION Award

44

MOBILITYACTION Award applications 2022

The **MOBILITYACTION** award rewards participants that demonstrate excellence in Mobility Management, including mobility plans, as well as measures and strategies which have a notable impact on sustainable mobility.

In 2022, for the first edition of the **MOBILITYACTION** Award, 44 award applications were received. The three countries with the most award applications were Belgium (12), Spain (11) and Italy (5).

The breakdown of applications was as follows: companies (16), civil society organisations (12), municipalities (8), educational institutions (2) and 'other' (5), including a drinking water public operator, health sector organisation, state owned company, public entity and association.

The first ever **MOBILITYACTION** Award winner will be announced in 2023.

9. CONCLUSIONS, IMPACT AND RECOMMENDATIONS

Some key findings of this report are summarised according to the EC Communication Network Indicators categories, below.

INPUTS	ACTIVITIES (internal)	OUTPUTS (external)	RESULTS ✓	IMPACTS
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Results

- Overall, 181 fewer towns and cities registered their participation than in 2021
- The number of participating countries remained relatively stable compared to 2021 with 2 fewer countries participating in 2022. As mentioned previously, Belarus and Russia were not invited to participate in the 2022 EUROPEAN**MOBILITY**WEEK campaign due to Russia's invasion of Ukraine.
- Most absolute growth was seen in Germany and Spain, though it should be noted that small increases in smaller countries should not be underestimated

INPUTS	ACTIVITIES (internal) ✓	OUTPUTS (external)	RESULTS	IMPACTS
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Activities of campaign (internal)

- Use of social media has increased across all three platforms in 2022 with increases in followers across all channels
- Increases in reach and impressions for tracked hashtags were noted over the course of the main event week in September
- The number of media hits increased by 82 in comparison to 2021 and coverage was tracked in many of Europe's leading newspapers
- The outputs of the project have continued to support participants, including downloads of guidance materials and graphics from the project website, and videos of events and publicity from its YouTube channel. The use of these outputs increased significantly in 2022
- 65 award applications from 548 eligible participating towns and cities

- 44 award applications (from organisations, schools, municipalities, etc.) for the first edition of the **MOBILITYACTION** Award

INPUTS	ACTIVITIES (internal)	OUTPUTS (external) ✓	RESULTS	IMPACTS
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Activities of external participants (outputs)

- Golden Participants: 549 participants in 2022 registered week-specific activities, a Car-Free Day and shared permanent measures (i.e. all three of the three components towns and cities can register, aside from **MOBILITYACTIONS**)
- Car-Free Days: Remained similar to 2021, with two more registrations (1.184)
- Permanent measures: There was a decrease in the number of permanent measures registered in 2022. Thematically, focus remained on registering measures in support of mobility management, active travel and accessibility
- **MOBILITYACTIONS**: 270 more actions were registered in 2022 than 2021, boosting the total number of actions known to be operating (including those from previous years) to 1.452 across 57 countries. As with permanent measures, there was a strong proportion of actions supporting active travel, but also education and social dialogue

INPUTS	ACTIVITIES (internal)	OUTPUTS (external)	RESULTS	IMPACTS ✓
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Impacts

- Work continues to be ongoing to further determine the effectiveness of the centrally produced and locally delivered interventions. This will inform recommendations for the future
- A workshop on communication through social media was held with National Coordinators to understand the tactics and strategies that work

best to reach, and engage with, diverse audiences regarding the campaign

- A Monitoring and Reporting guidance is currently being developed to support National Coordinators in understanding the successes and challenges of the campaign through national and local level reporting. This could support the evaluation of EUROPEAN**MOBILITY**WEEK and will be further investigated in 2023, given there is support for understanding this better within this community

Recommendations

- We will consider further Key Performance Indicators to better understand particular elements of campaign performance in 2023 e.g. Car-Free Day, Awards, and better/fairer ways to measure country level performance (e.g. municipalities, cities, local authorities and share of participants based on area size/population)
- We will continue to investigate how to improve monitoring and reporting of campaign participation at the national and local levels, in addition to developing guidance for National Coordinators