



2012

Participation Report



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November 2012

CONTENTS

1. Introduction	4
2. Participation	5
2.1. Global participation	5
2.2. Participation by country	7
2.3. Golden Participants, Participants and Supporting Cities by country	9
2.4. Cities complying with at least one criterion of the EMW Charter	12
2.5. Organisation of Car-Free Day activities	13
3. Permanent measures	14
3.1. Results from the online classification	14
3.2. Top ten permanent measures implemented	17
4. Website visits & usage	18
4.1. Rate of visits in September 2012	18
4.2. Where are visitors from?	19
4.3. Comparison with previous EMW editions	21
4.4. Use of the online registration procedure	21
4.5. Website referrals	22
5. Social media coverage	23
5.1. Twitter	23
5.2. Facebook	23
6. Media and Marketing Communication	26
7. Highlights & main events	27
8. Conclusions and Recommendations	29



1. Introduction

This European Mobility Week (EMW) 2012 Participation Report is largely based on the information entered in the participant cities' database on the EMW website while the section on Highlights and Main Events (7) is based on information obtained from national coordinators. It includes participation rates for the European Mobility Week alone and the Car-Free Day (CFD) initiative as one part of the EMW. So as to visualise the campaign's development, the Participation Report compares the 2012 figures with previous editions.

Given that the website is one of the week's main communication tools, website visits, their origin and use of the online registration form as well as referral sources are displayed in order to better follow progress in this regard. This information is therefore obtained from the online tool itself. As there was also quite some activity on the EMW through social media (i.e. Twitter, Facebook), a new section (5) has been added on this.

Readers accustomed to this report will see section 7 of the Participation Report contains some highlights and main events from the EMW 2011 edition, while new sections on media coverage (6) and conclusions and recommendations (8) have also been included.

The following classification for cities and towns is used in the report:

Golden Participants: fulfilling all three criteria of the EMW Charter

Participants: fulfilling one or two criteria of the EMW Charter

Supporting Cities¹: officially fulfilling none of the criteria of the EMW Charter

The amount and types of permanent measures implemented in the participating municipalities in 2012 shall be considered separately so as to determine where the local authorities set their focus.

¹ Please note that this term will only be used on a working level between the European Commission, European coordination and national coordinators (please refer to 2.3 for more details).

2. Participation

2.1. Global participation

For the eleventh edition of the European Mobility Week 2,158 cities and towns from 39 countries participated – around one hundred less than in 2011. Some 862 cities went through the online registration form, and were validated by National Coordinators. The rest of the cities recorded online (i.e. 1,289) were added by the National Coordinators. This marks another fall in the number of cities using the online registration form. Some reasons for this are explored in Section 2.3.

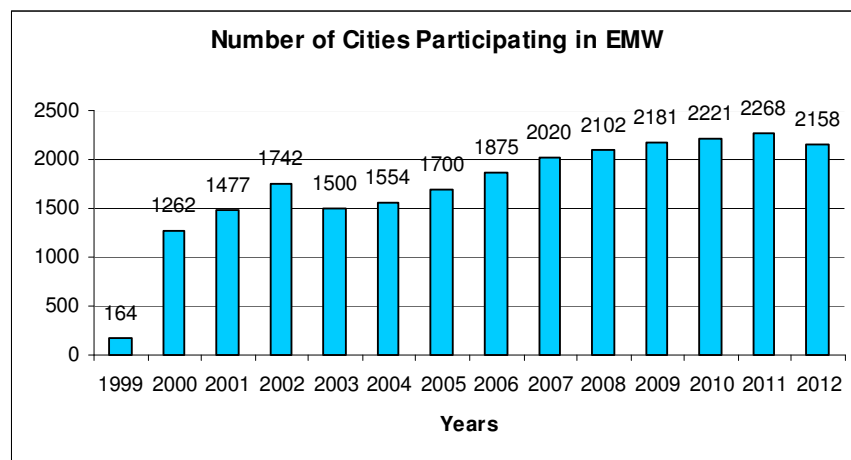
The officially organised EMW events and/or implemented permanent measures resulted in over 147.6 million people potentially being reached (please see table and graphs within Section 3 for more details). The general stagnation in the number of cities participating in the last five or so years can be partly attributed to the economic crisis and budget cutbacks within local authorities. However, one must also take into consideration the growing number of cities actively participating which simply don't register online (see the table within Section 4.4).^{2 3} This may also be attributable to the fact that in the course of 2011 and 2012 many experienced national coordinators have been replaced or affected by organisational changes, while others may have too many other tasks to devote sufficient attention to mobility week, even if they are nominated to this role on paper.

Some other interesting observations were made during the November meeting of the coordinators. In Luxembourg for instance, municipalities were merged, which meant the pool of potential participants diminished independent of cities and towns' will. Also, the week is no longer a novel campaign, and after ten years and many permanent measures implemented, a certain level of saturation appears to have been reached.

² Numerous national coordinators reported that they knew of a lot of cities that organised activities for the EMW, but couldn't be convinced to register officially, meaning that the actual number of participants is even higher.

³ NB: Due to a change in the classification, all cities fulfilling at least one criterion of the EMW Charter have been considered Participants from 2006 onwards. From 2007 onwards, all cities and towns have also been counted in the online international list available on the EMW website. This explains the rather significant increase in participation in some countries, e.g. in Austria.

Participation in the EMW		
Year	Number of cities	Estimated population ⁴
2012	2,158	147,586,247
2011	2,268	156,200,694
2010	2,221	221,174,367
2009	2,181	227,323,998
2008	2,102	218,204,152
2007	2,020	215,664,765
2006	1,875	207,480,514
2005	1,700	182,951,394
2004	1,554	163,372,888
2003	1,500	159,742,168
2002	1,742	154,736,447



⁴ Based on data supplied by cities during their registration, i.e. number of inhabitants reached. Note, however, that as many as 40 cities did not indicate their populations reached.

2.2. Participation by country

Looking at the general participation figures, Spain, Austria, and France once again claimed the podium positions (please refer to the table overleaf). The Spanish coordination managed to involve 614 cities and towns, which is in fact 150 cities lower than last year's figure. The number of French participants grew by 28 in absolute figures, while in Austria 82 more cities participated than last year.

Several European countries saw increases in their cities' participation, the largest seen in Bosnia-Herzegovina (200 percent) and the Netherlands (140 percent), while three Turkish cities also re-appeared as participants in Mobility Week. High increases were also seen in Ukraine (33 percent), Slovakia (44 percent), Lithuania (36 percent), France (27 percent) and Finland (62 percent). Bulgaria also managed a respectable 18 percent increase. Outside of Europe, Canada managed to double its cities' participation too (from one to two).

Among the most notable declines in European participation, Germany fell from 50 to 14 (70 percent), Latvia from 17 to 8 (53 percent), Luxembourg from 42 to 16 (62 percent), Poland from 111 to 89 (22 percent), and Slovenia from 31 to 14 (55 percent). Spanish participation too fell, by 19 percent. Outside Europe, Brazilian cities' participation declined from 7 to 2, representing a 71 percent fall. The economic downturn remains a viable reason for this drop. Other reasons justifying these falls have yet to be ascertained.

EMW participation per country						
Country	2007	2008	2009	2010	2011	2012
Albania	0	6	0	0	0	0
Argentina	1	0	0	1	1	0
Austria	396	378	400	430	466	548
Belgium	29	35	163	66	48	55
Bosnia and Herzegovina	-	-	5	5	1	3
Brazil	57	34	12	30	7	2
Bulgaria	47	48	39	45	27	32
Canada	3	2	2	1	1	2
Colombia	0	1	1	0	0	0
Croatia	9	10	32	20	18	16
Cyprus	0	2	2	3	4	3
Czech Republic	75	90	85	83	56	45
Denmark	0	0	0	0	1	0

Ecuador	1	1	2	1	1	1
Estonia	0	0	0	2	2	2
Finland	9	10	3	2	8	13
Former Yugoslav Rep. of Macedonia	2	0	1	0	2	0
France	143	180	157	147	103	131
Germany	36	57	51	52	50	<i>14</i>
Greece	13	3	2	6	7	6
Hungary	63	73	74	96	104	112
Iceland	1	4	5	7	5	3
Ireland	4	10	13	13	13	10
Italy	43	35	29	38	74	82
Japan	6	7	9	9	8	9
Kosovo (under UNSCR 1244)	-	3	0	1	0	0
Latvia	8	13	6	15	17	<i>8</i>
Liechtenstein	0	0	0	1	1	0
Lithuania	19	16	11	23	14	19
Luxembourg	35	100	51	45	42	<i>16</i>
Moldova	0	0	0	1	0	0
Montenegro	0	0	0	0	2	2
Netherlands	310	218	231	71	10	24
Norway	7	8	13	14	18	18
Poland	74	84	127	114	111	<i>89</i>
Portugal	83	69	65	66	66	64
Romania	100	108	62	58	48	48
Serbia	14	1	19	16	15	3
Slovakia	5	2	3	4	9	13
Slovenia	25	24	21	13	31	<i>14</i>
South Korea	0	1	1	0	0	0
Spain	305	366	390	567	764	<i>614</i>
Sweden	28	46	51	103	88	105
Switzerland	8	7	3	2	2	3
Taiwan	1	1	1	2	1	1
Thailand	1	0	0	0	0	0
Turkey	0	0	2	3	0	3
Ukraine	0	0	0	2	12	16
United Kingdom	59	48	37	43	9	9
Venezuela	0	1	0	0	0	0
USA	0	0	0	0	1	0
TOTAL	2,020	2,102	2,181	2,221	2,268	2,158

NB: *Bold* = increase, *Italic* = decrease

2.3. Golden Participants, Participants and Supporting Cities by country

The table overleaf indicates the actual number of cities that complied with the EMW Charter (i.e. Golden Participants and Participants) in comparison to the Supporting Cities (i.e. cities that did not comply with any of the EMW Charter's criteria).⁵

In 2012 there were around 50 fewer 'golden' participants than in 2011. In talking with the Slovak national coordinator, he noted "Success depends on cities understanding the minimum criteria to participate." A similar observation was made by the Lithuanian representative in the November mobility week coordination meeting, where ill-explained details, lack of information in the local language, and a lack of time causes cities to skip properly registering their city's achievements, even if they would qualify as golden cities.

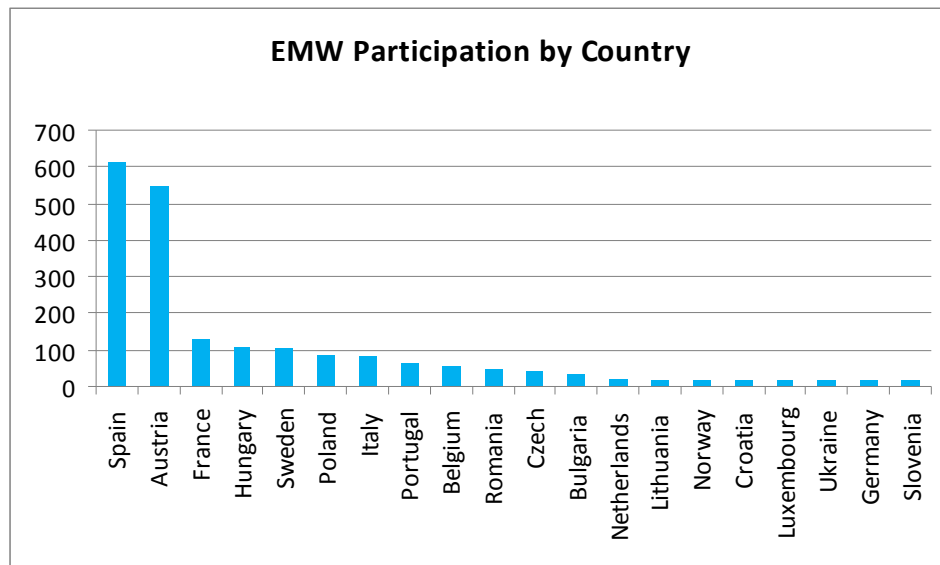
However, some countries did demonstrate an increase in their number of golden cities, namely: Austria, Germany, Ireland, Italy, Lithuania, Romania, Slovakia, and UK (all 2 more), Bosnia Herzegovina, Switzerland and Estonia (1 more), and Hungary (6 more).

The table also shows that the number of 'participants' (those cities fulfilling one or two criteria of the charter) fell marginally with 1,824 cities compared with 1830. Lastly, one can also see that the number of 'supporting' cities (cities not fulfilling any of the charter's criteria) declined, with just 15 in 2012 compared to 71 in 2011.

The greatest decline by percentage share, however, was seen in the share of supporting cities between 2011 and 2012 vis-à-vis the overall total, from 3 percent to less than one percent, while the share of participating cities marginally increased, from almost 81 percent to 84.5 percent.

⁵ A common reason for the latter is that a lot of cities organised awareness-raising actions but didn't explicitly link it to the EMW format. Moreover, many cities were registered by the national or European coordination, which only learned of events that took place during the EMW through research (e.g. collecting press clippings) and therefore lacked information.

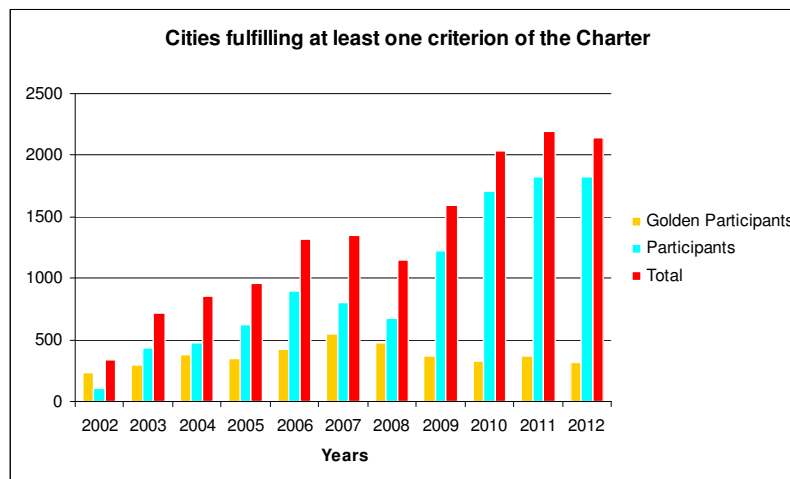
Country	Golden Participants	Participants	Supporting Cities	Total participation
Austria	17	522	9	548
Belgium	0	50	5	55
Bosnia and Herzegovina	1	2	0	3
Brazil	0	1	1	2
Bulgaria	4	28	0	32
Croatia	6	10	0	16
Cyprus	1	2	0	3
Czech Republic	21	24	0	45
Ecuador	1	0	0	1
Estonia	2	0	0	2
Finland	0	13	0	13
France	1	130	0	131
Germany	2	12	0	14
Greece	3	3	0	6
Hungary	24	88	0	112
Iceland	1	2	0	3
Ireland	2	8	0	10
Italy	24	57	0	82
Japan	0	9	0	9
Latvia	3	5	0	8
Lithuania	2	17	0	19
Luxembourg	0	16	0	16
Montenegro	1	1		2
Netherlands	0	24	0	24
Norway	9	9	0	18
Poland	12	76	0	89
Portugal	22	40	0	64
Romania	16	32	0	48
Serbia		3		3
Slovakia	6	7	0	13
Slovenia	2	12	0	14
Spain	108	506	0	614
Sweden	11	94	0	105
Switzerland	2	1	0	3
Taiwan	1	0	0	1
Turkey	0	3	0	3
Ukraine	7	9	0	16
United Kingdom	3	6	0	9
Total number in 2012	319 (14.7%)	1,824 (84.5%)	15 (0.8%)	2,158
Total number in 2011	367 (16.2%)	1,830 (80.7%)	71 (3.1%)	2,268



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

Taking a closer look at the EMW over the last decade, the number of cities and towns fulfilling at least one criterion of the Charter has as noted above, hardly changed in 2012 compared with 2011. The number of Golden Participants has, however, fallen more significantly (by around 50) – and with this the number of potential applicants for the EMW Award.

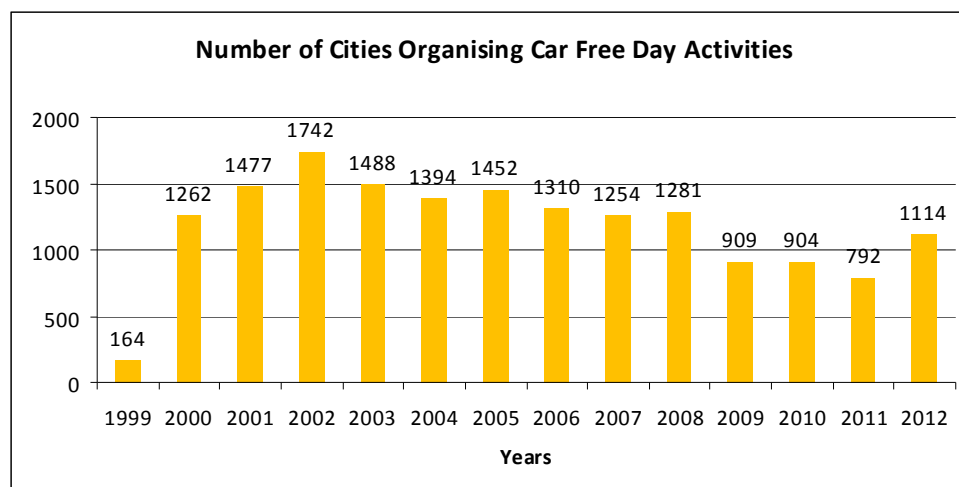
Year	Golden Participants	Participants	Total
2012	319	1,824	2,143
2011	367	1,830	2,197
2010	324	1,707	2,031
2009	368	1,222	1,590
2008	477	678	1,155
2007	550	805	1,355
2006	427	894	1,321
2005	346	618	964
2004	381	473	854
2003	293	428	721
2002	232	107	339



2.5. Organisation of Car-Free Day activities

While the number of cities organising Car-Free Day activities (formerly scheduled for 22 September) has continued to decline over recent years, in 2012 the figure increased once again to around a level closer to that last seen in 2008. The resurgence in popularity can probably best be explained by the fact that 22 September was a Saturday (the previous peak of 2002 was when the date fell on a Sunday), making it both politically and technically easier for the municipalities to organise activities accordingly. Nevertheless some 630 cities less than in 2002 organised the event, probably best explained by growing budget constraints on local authorities.

Organisation of Car-Free Day activities	
Year	Total
2012	1,114
2011	792
2010	904
2009	909
2008	1,281
2007	1,254
2006	1,310
2005	1,452
2004	1,394
2003	1,488
2002	1,742
2001	1,477
2000	1,262
1999	164



3. Permanent measures

3.1. Results from the online classification

Within the framework of the 2012 European Mobility Week, 1,103 cities declared they implemented at least one permanent measure. This equates to around 51 percent of all participating cities (including supporting cities). In this regard, it is necessary to bear in mind that a great many cities were registered by their national or the European coordination, who may not have had the complete data to fill in the permanent measures form (some 60% of participants did not use the online registration form and were therefore registered by third parties, see 4.4).

Looking at the total number of permanent measures, 7,717 were implemented this year, which represents an increase of around 13 percent on the 2011 figures, a fantastic result given the economic crises. This means that an average of 3.57 permanent measures were realised by each city or town implementing at least one permanent measure, a small improvement over the 3 permanent measures each city organised in 2011. Also, this year, in comparison to previous years, the 'others' category saw an increase, in six categories from a 2011 reported total of 0.

Overall, the municipal policies mainly focussed on:

- *Mobility management*, such as launching awareness-raising campaigns, elaborating educational materials, or developing urban mobility plans.
- *Accessibility*, such as lowering and enlarging pavements, removing architectonic barriers, or creating wheelchair ramps.
- *New or improved bicycle facilities*, with enhancements to both bicycle networks and facilities such as bicycle stands in public areas.
- *Public transport services*, with improvements and extensions to networks and services, particularly the development of new technologies and the launch of greater service integration.

Permanent measures	No. registered in online database in 2011	No. registered in online database in 2012
NEW OR IMPROVED BICYCLE FACILITIES		
Improvement of bicycle network	422	434
Creation of public bicycle or bicycle sharing schemes	142	132
Improvement of bicycle facilities	333	359
Others	0	67
Subtotal	897	992
PEDESTRIANISATION		
Creation or enlargement of pedestrian areas	263	291
Improvement of infrastructure	362	387
Extension or creation of new greenways	151	172
Others	34	45
Subtotal	810	895
PUBLIC TRANSPORT SERVICES		
Improvement and extension of the public transport network	238	247
Improvement and extension of the public transport services	161	185
Use of ecological vehicles for public transport fleets	134	133
Development of new technologies in order to improve the public transport network	94	169
Launch of integrated services for the various public transport modes	59	103
Development of accessible transport services for all	124	126
Others	0	53
Subtotal	810	1,016
TRAFFIC CALMING AND ACCESS CONTROL SCHEMES		
Speed reduction programmes in zones near schools	334	321
Reduction of outside parking zones	84	73
Creation of park and ride stations	118	128
New traffic regulations: traffic circulation and parking	183	199
Elaboration of new residential areas	86	79
Others	30	41
Subtotal	835	841
ACCESSIBILITY		
Creation of tactile pavements	132	133
Creation of wheelchair ramps	226	216
Lowering of pavements	281	242
Enlargement of pavements	240	217
Elaboration of sound devices in traffic lights	93	90
Removal of architectonic barriers	223	398
Launch of accessibility plans	2104	119
Creation of useful facilities for people with reduced mobility	126	114
Others	0	25
Subtotal	1,425	1,554
NEW FORMS OF VEHICLE USE AND OWNERSHIP		
Launch of online car-pooling and car-sharing schemes	100	100
Responsible car-use (eco-driving etc.)	150	144
Use of clean vehicles	138	164
Others	0	32
Subtotal	388	440

FREIGHT DISTRIBUTION		
New regulations for freight distribution	55	64
Use of clean vehicles	63	83
Creation of new unloading platforms for freight transfer	21	21
Others	0	19
Subtotal	139	187
MOBILITY MANAGEMENT		
Adoption of workplace travel plans	86	92
Adoption of school travel plans	128	135
Creation of mobility centres and online information services	65	99
Launch of awareness-raising campaigns	367	357
Elaboration of educational materials	195	307
Development of urban mobility plans in consultation with local actors	173	192
Provision of incentives and bonuses to employers	35	53
Permanent access restriction to city centres	76	76
Launch of seamless transport modes to facilitate access to business areas or other social areas	30	49
Creation of walking buses and cycling train schemes	137	153
Development of an air quality measurement tool and display in public spaces	79	63
Organisation of regular fora or surveys on public opinions and ideas	146	170
Others	0	46
Subtotal	1,517	1,792
Total permanent measures	6,821	7,717
Permanent measures per city with all cities taken into account	3	3.57
Number of cities that have implemented at least one permanent measure	892 (39.3%)	1103 (51%)

3.2. Top ten permanent measures implemented

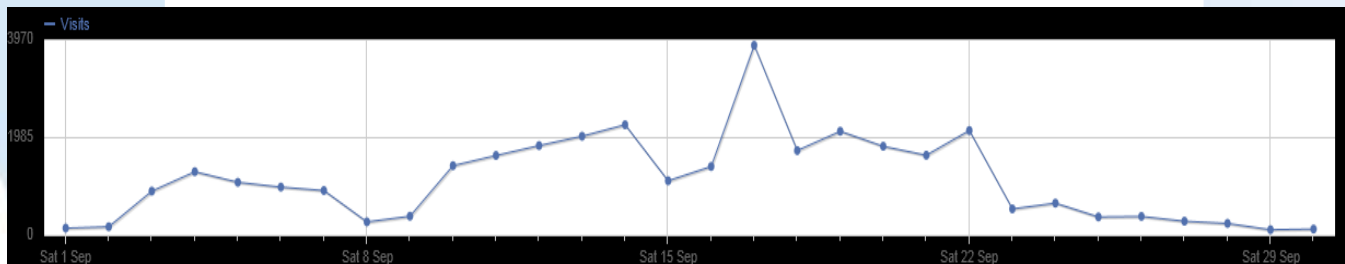
The top ten most popular permanent measures can be seen in the table below. This year sees two new entries to the list, including the removal of barriers to improve accessibility in second place with 298 measures, an increase of 175 measures over the number implemented in 2011. A second new entry was at No.7 where the elaboration of educational measures as a mobility management measure increased by a quantity of 112. This meant that two other 'accessibility' measures fell out of the top ten, including the enlargement of pavements and the installation of wheelchair ramps (itself a newcomer last year).

Rank*	Permanent measures	No. registered in online database in 2011	No. registered in online database in 2012
1 (1)	CYCLING: Improvement of bicycle network	422	434
2 (-)	ACCESSIBILITY: Removal of architectonic barriers	223	398
3 (2)	PEDESTRIANISATION: Improvement of infrastructure	362	387
4 (5)	CYCLING: Improvement of bicycle facilities	333	359
5 (3)	MOBILITY MANAGEMENT: Launch of awareness-raising campaigns	367	357
6 (4)	TRAFFIC CALMING: Speed reduction programmes in zones near schools	334	321
7 (-)	MOBILITY MANAGEMENT: Elaboration of educational materials	195	307
8 (7)	PEDESTRIANISATION: Creation or enlargement of pedestrian area	263	291
9 (9)	PUBLIC TRANSPORT: Improvement and extension of the public transport network	238	247
10 (6)	ACCESSIBILITY: Lowering of pavements	281	242
* Previous year's ranking in brackets.			

4. Website visits & usage

4.1. Rate of visits in September 2012

As with every year, the individual visits to, and clicks on, the EMW website showed a peak in the month of September. The graph below outlines the day-to-day visitor rate in September 2012.



EMW website visits in September 2012

September 2012 saw 29,554 unique visitors access the European Mobility Week website (see table below), a modest increase of 542 visitors from 2011. The yearly total was 56,939 unique visitors. Monday 17 September, the day after the official start of EMW, had the highest number of site visitors with 3,845. The final day of EMW, Saturday 22 September, saw 2,117 visitors, with the figures falling steeply afterwards (down to 305 by the last day of the month).

The monthly breakdown shows a sustained increase in visitors to the website on a monthly basis until the end of September:

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	0	0	0	0	0
Feb 2012	0	0	0	0	0
Mar 2012	2,728	5,581	31,315	31,315	613.38 MB
Apr 2012	3,016	6,164	37,668	37,668	728.48 MB
May 2012	3,156	7,135	35,140	35,140	634.33 MB
Jun 2012	3,462	7,264	34,793	34,793	643.65 MB
Jul 2012	4,519	9,328	41,493	41,493	796.36 MB
Aug 2012	7,073	13,635	64,750	64,750	1.28 GB
Sep 2012	29,554	45,232	185,272	185,272	4.64 GB
Oct 2012	3,431	6,003	22,487	22,487	503.79 MB
Nov 2012	0	0	0	0	0
Dec 2012	0	0	0	0	0
Total	56,939	100,342	452,918	452,918	9.74 GB

The distribution of visits to different sections of the website proved diverse: 48 percent for the homepage, 27 percent for the Cities section, 5 percent for Theme 2012, 3 percent each for the About, Join Us, Resources and News section, while just 2 percent used the Search tool. The following table shows the most popular pages in September 2012.

Ten most visited pages on the EMW website			
Rank	Page	Unique Page views	%
1.	Home	23884	48
2.	Cities	13500	27
3.	Theme 2012	2502	5
4.	View	1970	4
5.	Join us!	1684	3
6.	About	1436	3
7.	Resources	1331	3
8.	News	1307	3
9.	Search	1034	2
10.	Graphic Designers	963	2
		49611	100











In terms of individual page visits, as expected the home page leads the ranking. Interestingly the “Cities” page was the second most heavily viewed, indicating significant interest from users in tracking the number of registrations in nations across Europe. However, a general feeling from the European Coordination and the parties involved in organising the week is that the website is becoming more of a resource alone, a static domain serving up information. This is probably ok, when kept in tandem with the Facebook domain, which offers a communication platform and community building mechanism (see Section 5.2 below).

4.2. Where are visitors from?

As is clear from the table below, the vast majority of EMW website visitors in September 2012 (over 93%) came, unsurprisingly, from within Europe. However, a shift can be noticed in comparison with 2011, with North America dropping in line with the level of interest shown from Asia (which might also be attributable to a change in the way data is being collected/measured).

Continent	Visits	Percentage
Europe	31,191	93.27
North America	844	2.52
Asia	734	2.19
South America	314	0.94
Unknown	197	0.59
Oceania	69	0.21
Africa	59	0.18
Central America	33	0.1

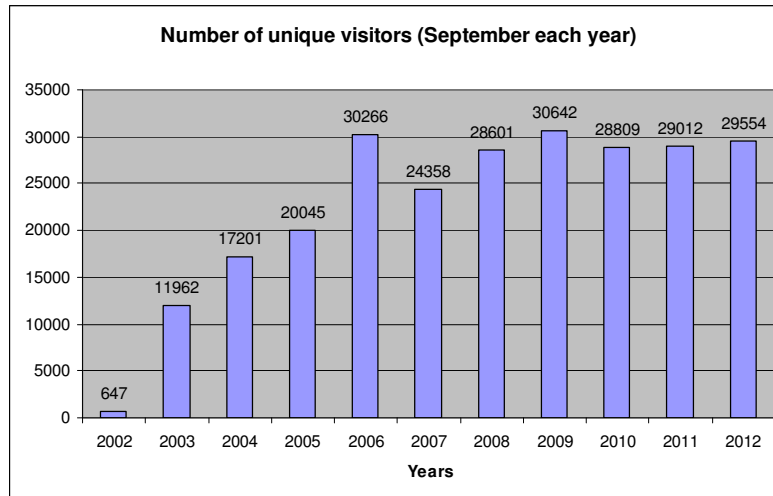
When categorised by country in the table below, Italy topped the list again, with Spain in second position followed by Belgium which moved up three ranks. Romania climbed seven places this year, moving from 13th to 6th, while Greece moved up six places, going from 11th position to 5th position (despite the fact there is no national coordinator, while just six Greek cities participated in mobility week). Poland dropped two positions, falling from 9th in 2011 to 11th in 2012.

Number of visits per country					
Rank	Country	Visits	Percentage September 2011*	Percentage of visits September 2012	Number of visits September 2012
1	 Italy	8218	19.27 (1)	24.57	8218
2	 Spain	2921	6.18 (3)	8.73	2921
3	 Belgium	1523	3.77 (6)	4.55	1523
4	 Germany	1508	3.26 (7)	4.51	1508
5	 Greece	1457	2.44 (11)	4.36	1457
6	 Romania	1398	2.41 (13)	4.18	1398
7	 Portugal	1141	4.61 (4)	3.41	1141
8	 France	986	5.33 (5)	2.95	986
9	 United Kingdom	950	6.25 (8)	2.84	950
10	 Sweden	893	2.90 (12)	2.67	893

*September 2011 ranking in brackets.

4.3. Comparison with previous EMW editions

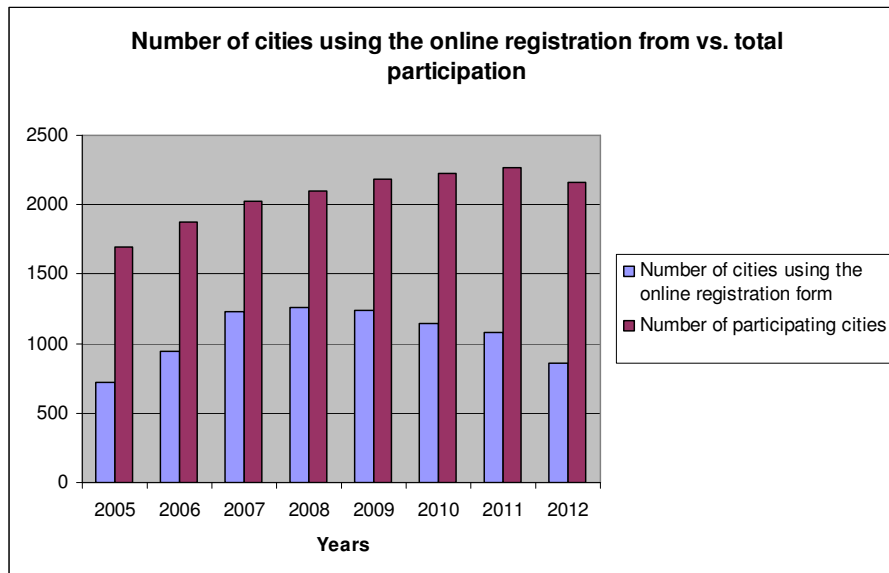
This year 29,554 unique visitors visited the website in September 2012; 2% (542) more than in 2011 (please see graph overleaf).



4.4. Use of the online registration procedure

In 2012, online registration represented just 40 percent of overall registration, the lowest level since 2005. Some 862 cities went through the online registration form and were validated by National Coordinators. The rest of the online cities (numbering therefore 1,295 or 60 percent) were added by the National Coordinators separately. This marks a fall of 217 in the number of cities using the online registration form since 2011.

Year	Number of cities using the online form	Total participating cities	Percentage of cities using the online form
2012	862	2,157	40
2011	1,079	2,268	47.57
2010	1,142	2,221	51.42
2009	1,237	2,181	56.72
2008	1,262	2,102	60.04
2007	1,227	2,020	60.74
2006	939	1,875	50.08
2005	721	1,700	42.41
2004	227	1,554	14.61



The decline witnessed in levels of online registration over last year is thought to be attributable to the revamping of the website as well as upgrades to the registration system. Nevertheless, cities were also late in registering themselves, with requests being submitted after the possibility to register was removed in mid-October.

4.5. Website referrals

The table below reveals the top ten referral sources to the European Mobility Week website during September 2012.

Rank	Website	Visits
1	www.facebook.com	2362
2	www.minambiente.it	844
3	www.bikefestival.gr	464
4	Europa.eu	437
5	t.co (Twitter)	378
6	www3.lastampa.it	249
7	www.comune.napoli.it	236
8	Ec.europa.eu	213
9	Myintracomm.ec.europa.eu	192
10	www.tallinn.ee	186

It can be seen that Facebook was the top referring source to the EMW website, redirecting 2,362 visitors in the month of September alone. This figure far surpasses any other source (the next highest being www.minambiente.it with 844 people, thanks to the ministry's establishing a page devoted to mobility week). However, the EC's website(s) too contributed 842 visits when combined. Twitter, another social media tool, appears in fifth place, having directed 378 visitors.

Youtube and flickr were not in the top 50 referring websites. This is to an extent expected as these sites are not relied on to drive traffic to the website, but rather to provide fora to exchange videos (which are expected to become increasingly useful in the future) and images.

5. Social media coverage

Both Facebook and Twitter were extensively used to promote the European Mobility Week by the European Coordination. These social media platforms allow the provision of instant information to a wide audience, to promote relevant materials such as news articles and the activities of participants, and build positive momentum through interaction.

5.1. Twitter

The European Coordination's Twitter account, @MobilityWeek, gained 664 followers. These include Citroën, the OECD's International Transport Forum, the European Environment Agency and many more. The European Coordination published over 140 announcements that intended to attract interest in the initiative, share results (pictures and video clips) and the newsletter, via the #mobilityweek hashtag. As a result, the @MobilityWeek Twitter feed was the fifth highest referrer to the EMW website.

Regrettably, further details on the "Life of the Hashtag" in Sept. 2012 are not available (e.g. number of citations, the most influential users and when etc.) since Twitter only publishes those of the last one month.

5.2. Facebook

The European Mobility Week's Facebook page is used in a similar way to Twitter, namely as a platform to share news and communicate with other EMW cities on what is happening across Europe during the week. Interestingly, many national coordinators (Hungary, Norway, Finland) and their cities use Facebook

to publish news and photographs, partly because it's much easier to do it this way than through official mechanisms, but also because it means they can do this in their own languages and therefore reach out to citizens in their own native tongues.

There are several ways to examine the success of a Facebook page. One can gauge the "reach" by looking at where the visitors came from. One can also explore the level of users' interactivity by checking how often they "liked" news and features. When a visitor "likes" a news item, they serve as a multiplier, because their action appears on their own page within their timeline and also on their newsfeeds. Exploring data on the time visitors spend visiting a page as well as the level of returning visitors are also potentially worth exploring. However, Facebook has recently changed its metrics and these statistics are no longer available to our knowledge.

In examining the Mobility Week's Facebook page's **"Reach"** (those who saw the page without necessarily interacting), the following countries and cities were most regular visitors:

Rank	Page reach by country	Visits
1	Poland (Lodz: 599; Warsaw: 159; Cracow: 54; Poznan: 36)	1,526
2	Italy (Rome: 105; Bologna: 89; Milan: 65; Lazio: 42; Turin: 37)	865
3	Spain (Madrid: 39)	255
4	Greece (Athens: 70; Thessaloniki: 42)	186
5	Croatia (Ogulin: 56; Zagreb: 53)	168
6	Germany	153
7	Romania (Bucharest: 43)	139
8	Portugal (Lisbon: 45)	129
9	Belgium (Brussels: 82)	125
10	France (Paris: 42)	121

This list of top ten visitors is almost identical to the list of top ten website visitors which can be seen in Section 4.2.

"Odd countries out" include Poland (11th in the 2012 website visitor ranking), besides Croatia. The remaining eight places are all taken by countries that appear in the top ten country visitors.

It may also be of interest to note that 52 percent of those who saw the page were female, while 45.4 percent were male.

In examining the page's "**Likes**" (i.e. the level of users' 'interactivity'⁶ with Mobility Week's Facebook page), we see a much different country and city ranking:

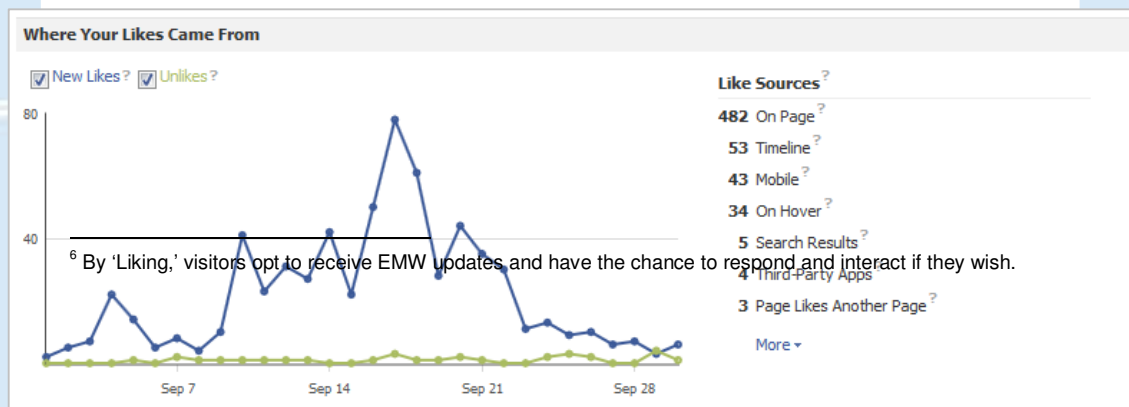
Rank	Country	"Likes"
1	Italy (Rome: 82; Milan: 54; Bologna: 31; Turin: 29; Bilbao: 25)	690
2	Spain (Madrid: 57, Barcelona: 29)	331
3	Portugal (Lisbon: 94)	284
4	France (Paris: 43)	136
5	Poland (Warsaw: 24; Lodz: 32)	128
6	Belgium (Brussels: 96)	127
7	Greece (Athens: 54; Thessaloniki: 24)	125
8	Romania (Bucharest: 45)	98
9	Germany	95
10	United Kingdom (London: 32)	78
11	Sweden	72
SUM		2,164

The table shows in no uncertain terms that the south European countries are more interactive on Facebook than the north Europeans. Among the top eleven countries listed, six are Mediterranean countries (besides Romania). Combined, they account for 77 percent of the total share.

Again Poland's appearance is somewhat surprising, as it does not appear in the top ten website visitor ranking for 2012 (See Section 4.2). Otherwise, the remaining ten countries in the list are identical.

It may also be of interest to note that 46 percent of those who saw the page were female, 50.5 percent were male. The remaining 3.5 percent did not specify their gender.

Despite this "achievement," the graph below indicates that only around 30 percent of the "likes" were received during the month of September. That highlights on the other hand the value of the page, year round.



One final statistic of note is the ages of those interacting with the Mobility Week Facebook page. The table below reveals that the 18-24 age group represents 12.4 percent, while the 25-34 age group represents 41.2 percent. Some 23.4 percent concern the 35-44 age group. Persons older than 65 represent just 2.3 percent.

Age range	Male (%)	Female (%)	Total (%)
13-17	0.8	0.3	1.1
18-24	6.2	6.2	12.4
25-34	19.7	21.5	41.2
35-44	13.4	10.0	23.4
45-54	6.7	5.4	12.1
55-64	2.4	1.5	3.9
65+	1.3	1.0	2.3

6. Media and Marketing Communication

A separate report examines the level of media and marketing communication coverage the Week picked up. In sum, 796 reports were documented during September 2012 based on Internet research (particularly using Google translate) and submissions by national coordinators. Almost all coverage was positive (97 percent). Fourteen percent came from outside Europe (note, however, that searches were only made for English language media citations which biases this result). Government administrations were responsible for publishing 26 percent of the online content while web portals published 33 percent of the coverage. Newspapers published 19 percent of the known content, online news portals 8 percent and broadcast media, three percent.

7. Highlights & main events

The focal theme for this year's Mobility Week was "Moving in the Right Direction." The following section offers a sample of some of the creative events that took place across the European continent. It is based on feedback offered by national coordinators at November 2012 coordination meeting as well as the campaign's October 2012 electric newsletter. Many more pictures and reaction can be gathered from the European Mobility Week facebook page.

At the European level, two events were organised on the 18th Sept to launch the campaign, including a hearing at the European Parliament that looked to explore how EU funding was being devoted to urban mobility matters. City representatives from Bologna, Vilnius and Ghent contributed together with the TRAN committee. Another Brussels event focused on cycling and multi-modality, entitled 'sustainable2wheels.' Various MEPs (European Parliament Members) joined in as well as the environment commissioner, Janez Potocnik.

Around Europe at the local level, plenty of innovations were to be found. In Porsgrunn, Norway, a bicycle race to a football stadium ahead of a game was organised, where the first 100 to arrive received free tickets – a great media attention grabber!

Across Hungary, ministry of national development staff were asked to hand in their driver's license and to set the example by biking to work. Over 70 did, and the plan next year is to extend this invitation to all public administrations.

In Finland, special car headlamp stickers were circulated ahead of car-free day to encourage motorists to put their cars 'to sleep'! The success was so great and the increase in bus ridership (60-220 percent) that bus service providers dropped prices until Jan. 2013! A popular rapper and opinion leader was also engaged (voluntarily) to lend support to the Finnish campaign.

Luxembourg really pulled out the stops, making the week a grand finale to a brace of activities implemented over the last 12 months, including new and improved public transport schedules (improving therefore inter-modality). Workshops for older people on mobility and companies on company travel planning were hosted, a new webpage at mobiliteit.lu maps details on public transport services on a geospatial platform.

Spain went from strength-to-strength, relying on its charter with associations, non-profits, companies and other stakeholders to involve them in the planning and implementation of mobility week activities – an approach that can serve as a model to other countries when challenged by how to involve third parties that want to contribute to the campaign but cannot register because they are not city

representatives themselves. Collaboration is key and even an award is offered to recognise the most successful partnerships.

In Italy, the environment ministry there promoted car-sharing services while the company behind offered discounts to customers. The fact that the ministry put up a special section on its own website helped ensure it became the second greatest referral source to the mobility week website too.

Some further exciting events included a 'Bicycle Ballet' in Nottingham, England, where, with the help of a local group of bike dancers and lots of enthusiasm from citizens, Nottingham staged a bicycle ballet, combining witty choreographies inspired by the cyclists' everyday experiences with jazz and samba rhythms. Locals were also encouraged to get in touch with the artistic side of their bike by participating in a workshop organised by the ballet cast. More info here: www.bicycleballet.com/2011/07/short-film-the-dance-of-cycling/

In Budapest, Hungary, a street biker fashion show was organised, capitalising on the movement promoting the "chic" side of bikes (including to date [Gent](#), [Copenhagen](#) and [London](#)). Testifying to the growing impact, the Hungarian capital was overwhelmed by 183 competition entries, vying for prizes varying from a trip to the cycling capital of Copenhagen to a fashion bag made from recyclables. For photos of the winning outfits, go to the Cycle chic blog online at: cyclechic.blog.hu/2012/09/27/ride_the_catwalk_fashionista_budapesti_bringasok_a_kifuton.

In Portugal, the Portuguese municipality of Leiria was the site of a treasure hunt that combined GPS technology, enthusiasm for exploring both the city and the great outdoors and a great deal of fun for all participating teams. The challenge was to use alternatives to the car to explore the town and its outskirts, while also learning about the environment and having a good time with your teammates. More information is available here: www.geocaching.com/seek/cache_details.aspx?wp=GC3TK3X.

Many more interesting initiatives can be found by looking up the new permanent measures implemented and which are reported on in Section 3.2.



Old-timer exhibition organised in Lisbon under the auspices of the Mobility Week.

8. Conclusions and Recommendations

By reinforcing and optimising the use of social media channels, the European Coordination succeeded in creating a higher level of interaction between the various stakeholders in the European Mobility Week community, including national coordinators, local campaigners and even individual citizens.

Considering the level of city participation in 2012 (2,157 cities compared with 2,268 last year), website traffic (29,554 visitors compared with 29,012 last year) besides the number of online city campaign registrations (40 percent compared with 47.5% last year), one might be tempted to conclude that despite the interest in and popularity of the social media pages, social media has had little impact, if any.

The assumption is that social media should raise interest in the campaign and in turn, raise the level of city registration.

Statistically, however, Facebook was the top referring source to the EMW website, redirecting 2,362 visitors in the month of September alone. This figure far surpasses any other source (the next highest being www.minambiente.it with 844 people). The question is then, how much lower would website traffic have been in 2012 were it not for Facebook and Twitter?

On the other hand, social media provides benefits which are not quantifiable by registration numbers. As the static website does not have any form of community building tool, Facebook fulfils this role.

Social media channels (which includes YouTube, Twitter and flickr also) allow European Mobility Week to directly engage with thousands of people. Facebook particularly has proved to be a useful platform for promoting activities and communications material. Cities also used social media to instantly promote their achievements - far more cities shared photographs and news items on the week's Facebook page than submitted news articles for the EMW website.

Social media also facilitated interaction with different target groups. Younger people in particular were more engaged as a result of social media activities (where 12.4 percent of those interacting with the mobility week's Facebook page were aged between 18-24 years old). These are not necessarily the people who will register new cities, but they do represent participating citizens. As the week is mainly an awareness raising campaign, it is necessary to keep citizen interaction in mind, as well as city-level interaction, hence the value of the Facebook domain.

With respect to **participation** in the Mobility Week and registration overall,

there's a slight decrease in almost every country - an evolution which is more outspoken in Central, Eastern and Mediterranean Europe. However, significant drops are also apparent in Germany (from 50 to 14) and Luxembourg (42 to 16). Danish cities have now completely disappeared off the EMW radar. European towns and cities are struggling with the impact of the financial crisis, which not only affects local campaign budgets but also typically means fewer city administration staff have to work much harder owing to staffing cuts. This too eats away at the time city officials can devote to the week.

Other challenges national coordinators face include limited political support (e.g. Belgrade, Serbia), or a lack of clearly defined responsibility which for instance meant Slovenia was without a national coordinator for a time. Talking to the national coordinator in Sweden in July revealed the most useful support the EC and European Coordination could assist with is to send a letter to the Minister asking a very direct question 'What are plans for the future vis-à-vis EMW?' She felt this would generate a direct response, and clarify matters for her organisation, the Swedish environmental protection agency.

For the future, therefore, particularly in terms of **re-engagement**, initiatives towards Germany and Denmark would be pertinent, while Estonia and Greece are without contacts point, even if both countries put in a reasonable performance in 2012, statistics-wise.⁷

Both Germany and Denmark also have cities that are renowned for their sustainable transport strategies but as there is no coordination structure in place, cities are not being persuaded to register. Leipzig is a case in point as the press clipping right reveals.

Meanwhile there are other countries where there is no national EMW website, and this also suggests attention could be directed here. These countries include Turkey, Serbia, Romania, FYR Macedonia, Montenegro, Malta, Liechtenstein and Latvia, Cyprus, Bosnia-Herzegovina and Albania.

Many coordinators and the European Coordination anticipate the DG MOVE-funded **SUM campaign**, to have an impact on the current and future campaigns. Not only does this bring in much-needed funding, but it also helps to cast the campaign in new light, and also provides a means for non-profits to get more formally involved in European Mobility Week. That should help engender awareness, public participation, and



⁷ NB: Greece, Italy, the UK, Bulgaria, Romania and Latvia are all targets of the Do the Right Mix campaign and this should be taken into account also.

greater involvement in turn from the authorities. Next year will give a better indication as to the impact it really has had.

Finally, given the usefulness demonstrated by resources such as **Facebook and Twitter** in terms of engaging with stakeholders and building communities of supporters, it seems pertinent to further nurse these sources with content, to foster them as platforms for communication. Youtube and Flickr are also sources with developing potential as time goes by.



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