

EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER



Social Media Toolkit 2026

#MobilityWeek

www.mobilityweek.eu



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Social Media Toolkit

This **Social Media Toolkit** is designed for local and national campaigners, towns and cities, businesses, and organisations looking to communicate about their participation in EUROPEAN MOBILITY WEEK or their registered **MOBILITYACTIONS**. Users will find ready-to-use visuals, post suggestions, templates and more.

EUROPEAN MOBILITY WEEK channels



LinkedIn: EUROPEAN MOBILITY WEEK



Facebook: European Mobility Week



Instagram: @europeanmobilityweek



www.mobilityweek.eu



About EUROPEAN MOBILITY WEEK

EUROPEAN MOBILITY WEEK (16-22 September every year) is the European Commission's leading campaign on sustainable urban mobility. It promotes behavioural change in favour of active mobility, public transport and other clean transport solutions.

A **MOBILITYACTION** is an initiative promoting sustainable urban mobility, organised by businesses, educational institutions, civil society organisations, citizen initiatives, municipalities, etc., which can be registered all year round.

The 2026 Theme:

The 2026 EUROPEAN MOBILITY WEEK theme focuses on **Intergenerational Fairness**. This builds on the 2025 theme, *Mobility for Everyone*, and explores how collaboration between age groups and the use of each generation's skills and assets can make mobility more inclusive. It envisions societies where transport systems are adapted to all age groups and fulfil the needs of current and future generations.

For more information about *Mobility for Everyone*, download the **Thematic Fact Sheets** [here](#).

EUROPEAN MOBILITY WEEK Key Messages

Key messages for social media

- **Sustainable mobility is essential for healthier, greener cities.** Choosing active travel – like walking or cycling – or public transport helps make our streets safer, cleaner and more inclusive for everyone.
- **Clean mobility improves everyday life.** Mobility isn't just about transport – it's about clean air, better public spaces, improved health and quality of life.
- **A city that moves sustainably is a city that works for people.** Active mobility and public transport can effectively support people's daily mobility needs, while also decreasing emissions.

2026 Theme

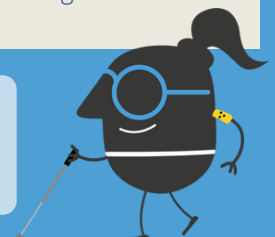
- **Mobility should work for every generation.** A truly inclusive mobility system offers diverse, reliable and affordable transport options for children, youths, adults and older people alike – today and for future generations.
- **Inclusive streets are better streets.** When public spaces and transport are designed for everyone – including people with disabilities, older adults and children – the whole community benefits.
- **Intergenerational fairness creates stronger communities.** When different generations are included in mobility discussions, cities can create solutions that respond to real everyday needs while building sustainable and accessible transport systems for the future.

Main hashtags

#MobilityWeek
#MobilityAction
#CarFreeDay

2026 Theme

#Mobility4Everyone



#MobilityWeek

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Social Media Assets

Ready to use posts:

1

Generic post



Instagram

Local change drives global impact 🌍

This @europeanmobilityweek cities and towns across Europe are stepping up with 🚶🚲🚊 initiatives that support more sustainable and accessible urban mobility.

Whether it's expanding bike lanes, improving public transport, or promoting #CarFreeDay — every initiative matters. ✅

💡 Local authorities are not just part of the solution — they're leading it. Let's move forward, together 🤝

#MobilityWeek #Mobility4Everyone #SustainableTransport

X

🌍 This #MobilityWeek, we're proud to take local action for cleaner, greener, and more inclusive transport 🚶🚲🚊

From small steps to big plans, cities and towns are leading the way! 💪

#Mobility4Everyone ❤️



2

Promote a local action within the sustainable urban planning theme



LinkedIn/Facebook

This #MobilityWeek, we're taking steps toward a greener city 🌱

👉 *[Insert your activity – e.g. "We're testing out car-free zones in the city centre" or "We've just launched a bike-share pilot for local schools"].* in *[insert name of your city/town or organisation].*

Mobility isn't just about transport — it's about health, air quality, and quality of life. Sustainable urban mobility is an essential part of smart, climate-conscious urban planning.

#MobilityAction #SustainableMobility #UrbanPlanning

4

Invite community participation



X

This #CarFreeDay, leave the car behind 🚲🚶🚊

Walk, bike, roll, or ride — it all counts toward cleaner, more inclusive streets 🌱

#Mobility4Everyone #MobilityWeek

LinkedIn/Facebook

Every step, pedal, or ride counts ❤️

We're inviting everyone to take part in #CarFreeDay by *[insert activity – e.g. joining a group walk, testing out e-scooters, hopping on the local tram].*

Sustainable urban mobility starts with everyday choices — and this week, we're making it easier to choose clean and active transport!

#MobilityWeek #Mobility4Everyone

3

Emphasise local authority leadership



LinkedIn/Facebook/ Instagram

As a local authority, we're committed to building a city that's easier — and cleaner — to move through 🚶🚲🚊

For **EUROPEAN MOBILITY WEEK**, *[insert name of your city/town]* is *[insert activity – e.g. offering free public transport for a day / unveiling a new cycling network / holding a town hall on mobility accessibility].*

Towns and cities play a key role in shaping the mobility of the future. Let's lead by example.

#MobilityWeek #Mobility4Everyone

5

Promote collaboration with NGOs, schools, or businesses



X

We're teaming up with #MobilityAction *[insert name of the partner]*, to bring sustainable mobility to life during #MobilityWeek 🚶🏠

Together, we're *[insert activity – e.g. running workshops, organising mobility challenges, launching school walkathons].*

#Mobility4Everyone

LinkedIn/Facebook/Instagram

Great mobility solutions need great partners 🤝

This **EUROPEAN MOBILITY WEEK**, we're working with Mobility Action *[insert name of organisation, business, school, etc.]*, to *[insert action – e.g. "host a cycling safety session for students" or "launch a workplace commuting challenge"]*.

When organisations lead by example, communities follow. Let's build the future of mobility — together 💪

#MobilityWeek #MobilityAction #Mobility4Everyone

6

2026 Theme and Accessibility



LinkedIn/Facebook/Instagram

Inclusive streets are better streets ❤️

As part of this year's **EUROPEAN MOBILITYWEEK** theme — Mobility for Everyone — we're making our city more accessible by *[insert activity – e.g. improving transit for wheelchair users / creating safe paths for all / running community audits on walkability].*

Accessibility is the key to truly sustainable urban mobility 🤝

#MobilityWeek #Mobility4Everyone





Customise and download!

Editable Frames and Visuals:

Visuals adapted to each platform are ready to use. A set of **social media frames** are also available under the main website's '[Campaign resources](#)' page and through editable Canva templates. **Adapt, download and share!**



Platform	Link to Frames	Editable Visuals
Landscape 1600x900px	EUROPEAN MOBILITY WEEK MOBILITY ACTION	Download here
Square 1080x1080px	EUROPEAN MOBILITY WEEK MOBILITY ACTION	Download here
Instagram post 4:5 1080x1350px	EUROPEAN MOBILITY WEEK MOBILITY ACTION	Download here
Instagram Stories 1080x1920px	EUROPEAN MOBILITY WEEK MOBILITY ACTION	Download here

Mascot collection

