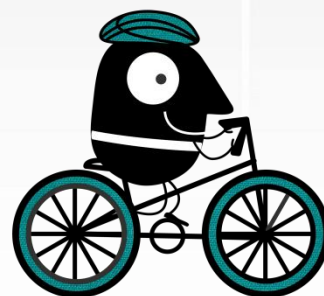
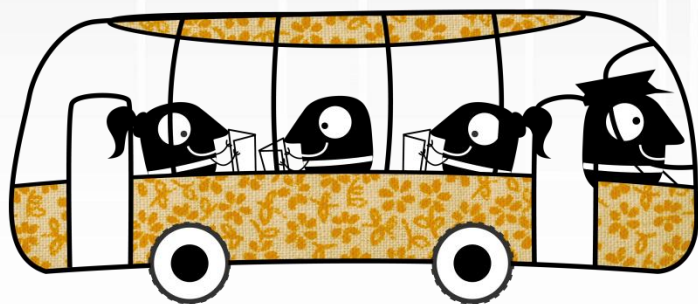
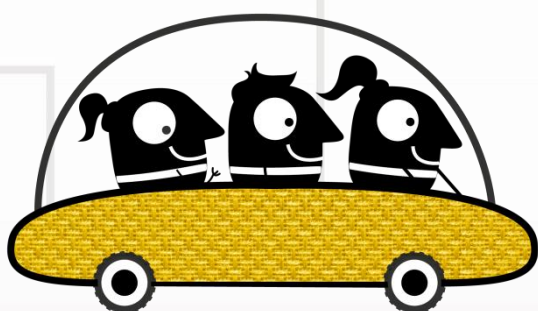


EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER, 2015



PARTICIPATION REPORT 2015



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1. INTRODUCTION

This EUROPEANMOBILITYWEEK (EMW) 2015 Participation Report is based on the information gathered from the participant cities' database on the campaign website. The section on 'Highlights and Main Events' is based on information obtained from national coordinators. It includes participation rates for EMW, as well as for the Car-Free Day initiative as an aspect of the week. So as to visualise the campaign's development, the Participation Report compares the 2015 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, providing an insight into the digital reach of the campaign. Following in this vein, social media interaction, an increasingly prominent communication tool, is also analysed from a statistical standpoint.

As evident by the data below, EMW 2015 contained a number of positive results, including record levels of registration in Hungary, Slovenia, FYR Macedonia, Finland, Russia and Greece. However, their gains were offset by heavy falls in Austria, Spain, France, Italy, the Netherlands and Portugal, despite participation from 45 countries. The 2015 edition of EMW saw a significant resurgence in the number of cities taking part in Car-Free Day, with a total of 906 – 123 more than in the previous year, although a fewer number of permanent measures were implemented than in 2014, around three per city, 5657 in total, with new or improved bicycle facilities and networks proving most popular alongside improvements to pedestrian infrastructure.

September 2015 saw 48,503 unique website visitors (up from 38,400 in 2014) while Wednesday 16 September, the first day of the campaign, saw the highest level of traffic to the site, with 5200 visitors recorded - the highest number observed in a single day during 2015. The average duration of each visit was three minutes and 24 seconds. The cities page was the most popular, with 43,656 unique visitors viewing the page 62,989 times, confirming that the activities of cities are the primary interest of website visitors. The newly instated "registered actions" page came in 4th place.

The level of social media interaction this year also surpassed previous editions with citizens eager to share their experiences, particularly in Italy, Spain, Belgium, the UK, France and Germany via Twitter and through Facebook in Italy, Spain, Portugal, Greece and Romania.

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 Cities ¹ :	officially fulfilling none of the criteria of the EMW Charter

¹ Please note that this term will only be used on a working level between the European Commission, European coordination and national coordinators

2. PARTICIPATION

This year's edition of EUROPEANMOBILITYWEEK saw 1873 cities from 45 countries take part – a decrease of 140 cities from 2014. The result is the lowest since 2006, which saw 1875 cities take part. Both Austria and Spain registered fewer cities than in previous years, which had a significant impact on the final participation figure, although they were by no means alone in witnessing falls in participation.

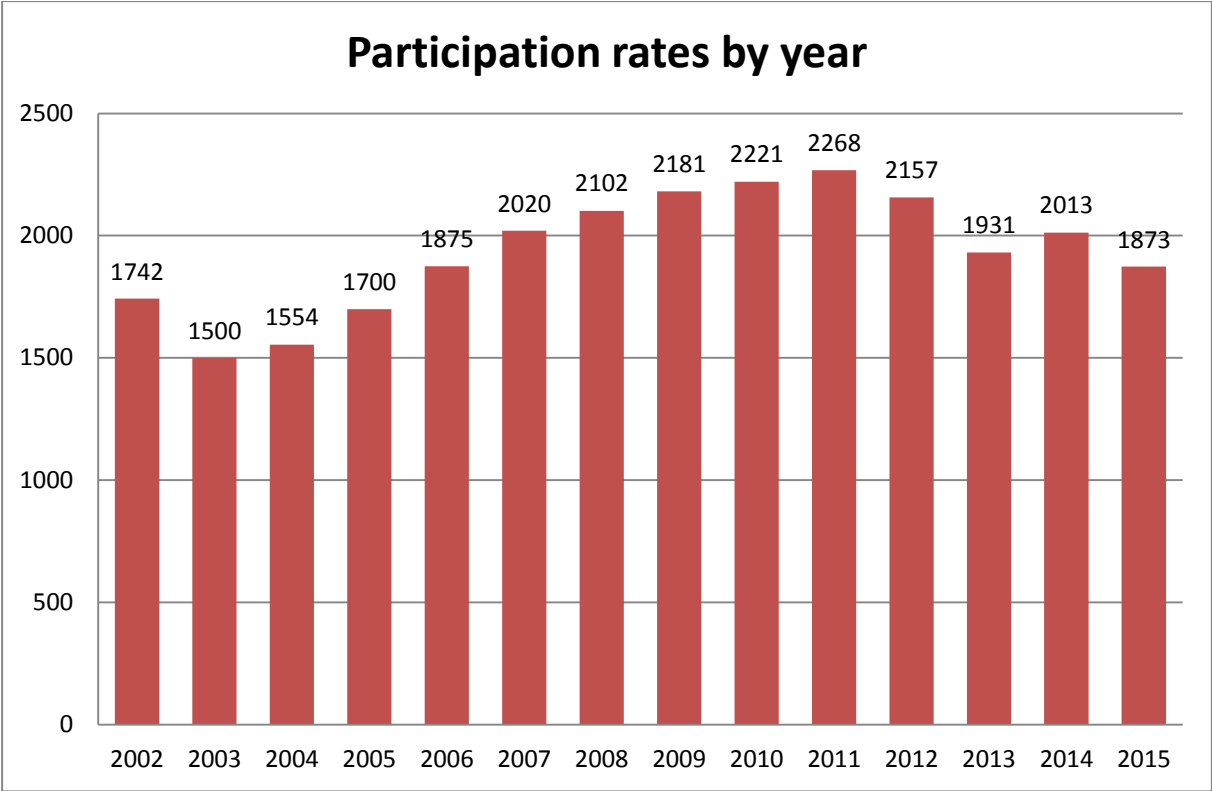
Despite the lower city participation rate, overall the country spread was wider, with Russia and South Korea both recording impressive participation figures, whilst significant gains were also witnessed in FYR Macedonia, Greece, Hungary and Slovenia.

It should be noted that a number of cities which take part in the campaign do not register their activities, and so are not represented in the statistical analysis.²

Participation in EUROPEANMOBILITYWEEK		
Year	Number of cities	Estimated population ³
2015	1873	207,522,488
2014	2013	243,867,737
2013	1931	176,118,664
2012	2157	147,586,247
2011	2268	156,200,694
2010	2221	221,174,367
2009	2181	227,323,998
2008	2102	218,204,152
2007	2020	215,664,765
2006	1875	207,480,514
2005	1700	182,951,394
2004	1554	163,372,888
2003	1500	159,742,168
2002	1742	154,736,447

² A number of national coordinators stated that several cities which took part in EMW did not register their activities online. This was either due to difficulties, or a failure to see the benefit of the extra online step.

³ Based on data supplied by cities during their registration, i.e. number of inhabitants reached. Note, however, that 22 cities did not indicate their populations reached.



2.1. Participation by country

This year saw cities from 45 countries take part in the campaign. Previously participating cities from Ecuador and Brazil did not take part, but these were offset by participation from cities in South Korea, Argentina, and Colombia. Belarus also took part for the first time, displaying particular enthusiasm. South Korea had a particularly strong showing, registering 15 cities.

Austria once again led the way in terms of cities registered, despite a participation drop of 78. The number of Spanish cities fell significantly from 2014, down to 378 from 489 in 2014 – a drop of 111 cities. Elsewhere, heavy falls were seen in France, Italy, the Netherlands and Portugal. Hungary had a record participation rate of 182 cities, surpassing last year’s total of 145, as did Slovenia, FYR Macedonia, Finland, Russia and Greece.

EUROPEANMOBILITYWEEK participation per country									
Country	2007	2008	2009	2010	2011	2012	2013	2014	2015
Albania	0	6	0	0	0	0	4	1	4
Andorra	0	0	0	0	0	0	1	2	1
Argentina	1	0	0	1	1	0	3	-	1
Austria	396	378	400	430	466	548	534	535	457

Belarus	-	-	-	-	-	-	-	-	3
Belgium	29	35	163	66	48	55	78	30	35
Bosnia and Herzegovina	0	0	5	5	1	3	2	1	1
Brazil	57	34	12	30	7	2	9	1	-
Bulgaria	47	48	39	45	27	32	48	29	21
Canada	3	2	2	1	1	2	1	-	-
Colombia	0	1	1	0	0	0	0	-	1
Croatia	9	10	32	20	18	16	16	16	11
Cyprus	0	2	2	3	4	3	4	9	5
Czech Republic	75	90	85	83	56	45	20	29	37
Denmark	0	0	0	0	1	0	0	1	-
Ecuador	1	1	2	1	1	1	0	1	-
Estonia	0	0	0	2	2	2	1	2	3
Finland	9	10	3	2	8	13	29	27	34
FYR Macedonia	2	0	1	0	2	0	1	5	15
France	143	180	157	147	103	131	108	99	44
Germany	36	57	51	52	50	14	12	8	11
Greece	13	3	2	6	7	6	8	21	53
Hungary	63	73	74	96	104	112	129	145	182
Iceland	1	4	5	7	5	3	5	7	5
Ireland	4	10	13	13	13	10	7	2	3
Italy	43	35	29	38	74	82	126	133	110
Japan	6	7	9	9	8	9	13	11	10
Kosovo ⁴	0	3	0	1	0	0	1	1	1
Latvia	8	13	6	15	17	8	8	7	15
Liechtenstein	0	0	0	1	1	0	0	-	-
Lithuania	19	16	11	23	14	19	2	11	13

⁴ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence

Luxembourg	35	100	51	45	42	16	12	28	20
Malta	0	0	0	0	0	0	0	6	1
Moldova	0	0	0	1	0	0	0	-	-
Montenegro	0	0	0	0	2	2	2	2	3
Netherlands	310	218	231	71	10	24	18	14	2
Norway	7	8	13	14	18	18	18	18	20
Poland	74	84	127	114	111	89	27	10	10
Portugal	83	69	65	66	66	64	48	73	63
Romania	100	108	62	58	48	48	52	36	30
Russia	-	-	-	-	-	-	2	16	36
Serbia	14	1	19	16	15	3	9	10	14
Slovakia	5	2	3	4	9	13	11	28	30
Slovenia	25	24	21	13	31	14	31	38	60
South Korea	0	1	1	0	0	0	1	-	15
Spain	305	366	390	567	764	614	406	490	378
Sweden	28	46	51	103	88	105	98	87	90
Switzerland	8	7	3	2	2	3	4	2	2
Taiwan	1	1	1	2	1	1	1	-	-
Thailand	1	0	0	0	0	0	0	-	-
Turkey	0	0	2	3	0	3	2	2	2
Ukraine	0	0	0	2	12	16	11	9	11
United Kingdom	59	48	37	43	9	9	6	10	10
USA	0	0	0	0	1	0	1	-	-
Venezuela	0	1	0	0	0	0	0	-	-
Vietnam	0	0	0	0	0	0	1	-	-
TOTAL	2,020	2,102	2,181	2,221	2,268	2,158	1,931	2,013	1,873

NB: *Bold = increase, Italic = decrease*

2.2. Golden Participants and Participants by country

The table below shows the number of cities that carried out the three EMW criteria. Golden Participants are those that carried out all three EMW criteria, while Participants are those that met at least one. Cities that did not meet any of the criteria, titled Supporting Cities in previous editions, were not eligible to register for EUROPEANMOBILITYWEEK 2015.

Despite a lower overall participation base, 2015 saw only a marginal decrease in Golden Participants compared to 2014, from 377 to 372. This year also saw a higher overall percentage of golden participants compared to 2014 and 2013.

Country	Golden Participants (cities that met all three criteria)	Participants (Those that carried out at least one of the criteria)	Total participation
Albania		4	4
Andorra		1	1
Argentina	1		1
Austria	20	437	457
Belarus	1	2	3
Belgium	1	34	35
Bosnia and Herzegovina		1	1
Brazil			
Bulgaria	5	16	21
Colombia	1		1
Croatia	4	7	11
Cyprus	1	4	5
Czech Republic	12	25	37
Denmark			
Ecuador			
Estonia		3	3
Finland	4	30	34
FYR Macedonia	2	13	15
France	1	43	44

Germany	1	10	11
Greece	14	39	53
Hungary	40	142	182
Iceland	4	1	5
Ireland	1	2	3
Italy	30	80	110
Japan		10	10
Kosovo		1	1
Latvia		15	15
Lithuania	3	10	13
Luxembourg	1	19	20
Malta		1	1
Montenegro	2	1	3
Netherlands		2	2
Norway	9	11	20
Poland	2	8	10
Portugal	21	42	63
Romania	12	18	30
Russia	7	29	36
Serbia	5	9	14
Slovakia	9	21	30
Slovenia	21	39	60
South Korea	6	9	15
Spain	111	267	378
Sweden	10	80	90
Switzerland	1	1	2
Turkey	2		2
Ukraine	4	7	11
United Kingdom	3	7	10
Total (2015)	372	1501	1873

	(19.86%)	(80.14%)	
Total (2014)	377 (18.73%)	1630 (80.97%)	2013
Total (2013)	323 (16.73%)	1598 (82.76%)	1931

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

This year, participation in EUROPEANMOBILITYWEEK was dependent on meeting at least one criterion. Therefore, all 1873 can be considered as having complied with at least one of the three criteria.

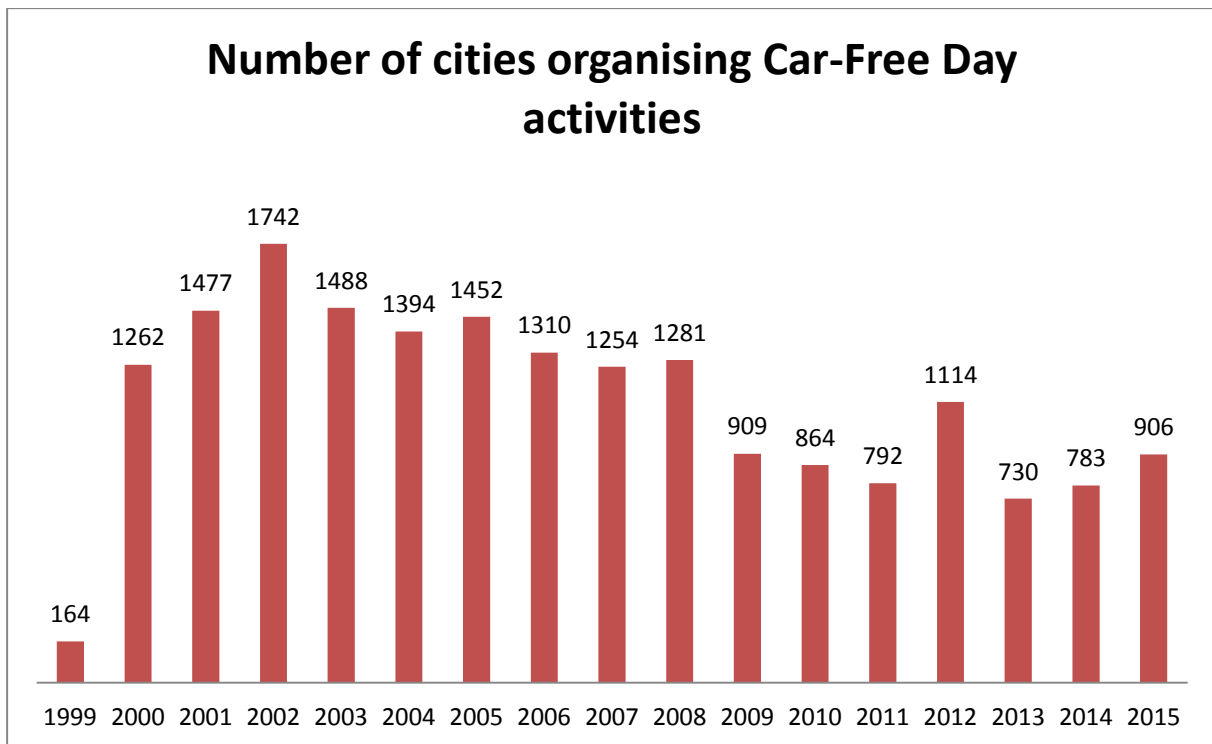
Year	Golden Participants	Participants	Total
2015	372	1495	1873
2014	377	1630	2007
2013	323	1598	1921
2012	319	1824	2143
2011	367	1830	2197
2010	324	1707	2031
2009	368	1222	1590
2008	477	678	1155
2007	550	805	1355
2006	427	894	1321
2005	346	618	964
2004	381	473	854
2003	293	428	721
2002	232	107	339

2.4. Organisation of Car-Free Day activities

The 2015 edition of EMW saw a significant resurgence in the number of cities taking part in Car-Free Day, with a total of 906 – 123 more than in the previous year despite lower overall participation. This figure marks the highest participation rate since 2012. It is also interesting to witness the growth of car-free days outside of the week too. Paris hosted its event on September 27 (five days after the official car free day)⁵ and Tirana in Albania did the same on October 19 when it celebrated Mother Theresa Day.

Organisation of Car-Free Day activities	
Year	Total
2015	906
2014	783
2013	730
2012	1114
2011	792
2010	864
2009	909
2008	1281
2007	1254
2006	1310
2005	1452
2004	1394
2003	1488
2002	1742
2001	1477
2000	1,262
1999	164

⁵ <http://www.bbc.com/news/world-europe-34374125>



3. PERMANENT MEASURES

3.1. Results from the online classification

Within this year's edition of EUROPEANMOBILITYWEEK, 799 cities declared they implemented at least one permanent measure. This equates to 42.66 percent of all participating cities.

Overall, 5657 permanent measures were implemented by participating cities, a decrease of 2886 from last year, reflecting the lower participation rate. On average 3.02 measures per city were implemented, a decrease from 4.22 recorded in 2014.

One possible reason for the fall in numbers is that for the first time this year participants could indicate that they would carry out a permanent measure without choosing which measure they would implement. Overall 887 participants stated that they would carry out a permanent measure, while only 799 indicated the measure on the list below during the registration process. It is therefore possible that the number of permanent measures is higher than the statistics reflect.

Overall, the most popular permanent measures were in the fields of:

- *Mobility management*, such as launching awareness-raising campaigns, elaborating educational materials, or developing urban mobility plans (1214 measures implemented).
- *Accessibility*, such as lowering and enlarging pavements, removing architectonic barriers, or creating wheelchair ramps (1059 measures implemented).
- *New or improved bicycle facilities*, including enhancements to both bicycle networks and facilities such as bicycle stands in public areas (905 measures implemented).

Permanent measures	# registered (2012)	# registered (2013)	# registered (2014)	# registered (2015)
NEW OR IMPROVED BICYCLE FACILITIES				
Improvement of bicycle network	434	458	474	393
Creation of public bicycle or bicycle sharing schemes	132	172	161	121
Improvement of bicycle facilities	359	396	425	326
Others	67	76	108	65
Subtotal	992	1102	1168	905
PEDESTRIANISATION				
Creation or enlargement of pedestrian areas	291	348	352	233
Improvement of infrastructure	387	436	483	369
Extension or creation of new greenways	172	168	191	140
Others	45	51	61	44
Subtotal	895	1003	1087	786
PUBLIC TRANSPORT SERVICES				
Improvement and extension of the public transport network	247	266	222	148
Improvement and extension of the public transport services	185	192	168	109
Use of ecological vehicles for public transport fleets	133	145	169	104
Development of new technologies in order to improve the public transport network	169	125	126	101
Launch of integrated services for the various public transport modes	103	70	81	53
Development of accessible transport services for all	126	153	141	100
Others	53	54	68	54
Subtotal	1016	1005	975	669
TRAFFIC CALMING AND ACCESS CONTROL SCHEMES				
Speed reduction programmes in zones near schools	321	340	406	238
Reduction of outside parking zones	73	86	101	61
Creation of park and ride stations	128	129	133	84
New traffic regulations: traffic circulation and parking	199	232	259	138
Elaboration of new residential areas	79	87	85	60

Others	41	69	69	34
Subtotal	841	943	1053	615
ACCESSIBILITY				
Creation of tactile pavements	133	131	159	112
Creation of wheelchair ramps	216	198	249	142
Lowering of pavements	242	253	285	194
Enlargement of pavements	217	234	289	188
Elaboration of sound devices in traffic lights	90	90	107	67
Removal of architectonic barriers	398	195	280	164
Launch of accessibility plans	119	115	128	85
Creation of useful facilities for people with reduced mobility	114	125	155	77
Others	25	23	29	30
Subtotal	1554	1364	1681	1059
NEW FORMS OF VEHICLE USE AND OWNERSHIP				
Launch of online car-pooling and car-sharing schemes	100	111	89	53
Responsible car-use (eco-driving etc.)	144	169	136	75
Use of clean vehicles	164	156	176	128
Others	32	58	44	33
Subtotal	440	494	445	289
FREIGHT DISTRIBUTION				
New regulations for freight distribution	64	55	60	43
Use of clean vehicles	83	73	77	44
Creation of new unloading platforms for freight transfer	21	18	17	23
Others	19	13	14	10
Subtotal	187	159	168	120
MOBILITY MANAGEMENT				
Adoption of workplace travel plans	92	104	110	52
Adoption of school travel plans	135	151	162	100
Creation of mobility centres and online information services	99	94	73	44
Launch of awareness-raising campaigns	357	515	430	321

Elaboration of educational materials	307	282	264	159
Development of urban mobility plans in consultation with local actors	192	174	189	123
Provision of incentives and bonuses to employers	53	46	71	23
Permanent access restriction to city centres	76	104	119	67
Launch of seamless transport modes to facilitate access to business areas or other social areas	49	32	44	19
Creation of walking buses and cycling train schemes	153	144	151	106
Development of an air quality measurement tool and display in public spaces	63	82	72	58
Organisation of regular fora or surveys on public opinions and ideas	170	141	175	103
Others	46	96	106	39
Subtotal	1792	1965	1966	1214
Total permanent measures	7717	8035	8543	5657
Permanent measures per city with all cities taken into account	3.57	4.16	4.22	3.02
Number of cities that have implemented at least one permanent measure	1103 (51%)	906 (46.92%)	1032 (51.23%)	799 (42.66%)

3.2. Top ten permanent measures implemented

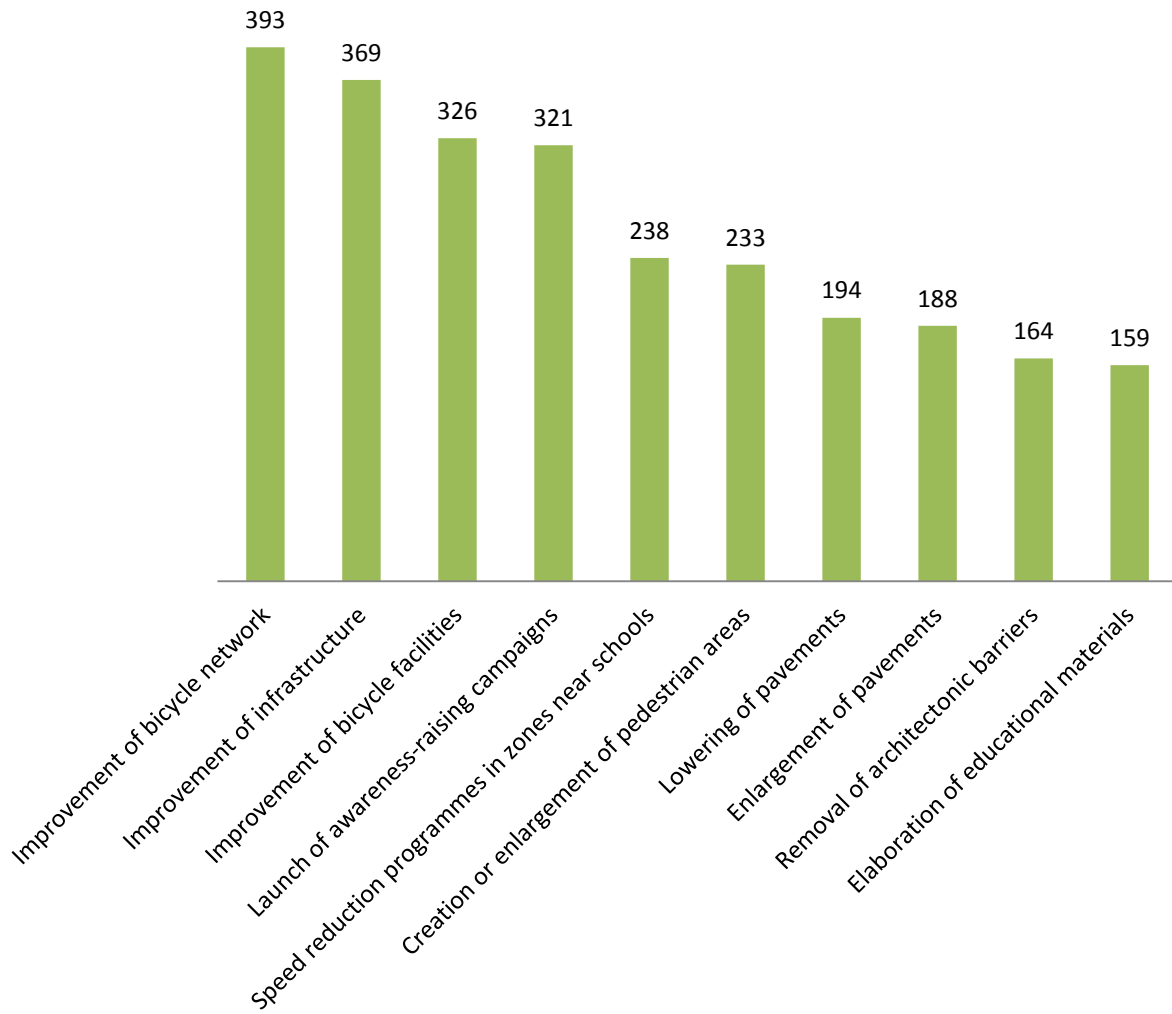
In regards to ranking the permanent measures implemented and comparing these with 2014, 'Improvement of bicycle network' moves up a spot to land first place this year, with 'improvement of infrastructure' falling to second. 'Improvement of bicycle facilities' also rises one place, while 'launch of awareness-raising campaigns' falls from third to fourth place.

The bottom half of the table below is remarkably similar in composition to 2014, with only 'Lowering of pavements' and 'Enlargement of pavements' switching places.

Rank*	Permanent measures	No. registered in online database in 2014	No. registered in online database in 2015
1 (2)	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle network	474	393
2 (1)	PEDESTRIANISATION: Improvement of infrastructure	483	369
3 (4)	NEW OR IMPROVED BICYCLE FACILITIES Improvement of bicycle facilities	425	326
4 (3)	MOBILITY MANAGEMENT: Launch of awareness-raising campaigns	430	321
5 (5)	TRAFFIC CALMING: Speed reduction programmes in zones near schools	406	238
6 (6)	PEDESTRIANISATION: Creation or enlargement of pedestrian areas	352	233
7 (8)	ACCESSIBILITY: Lowering of pavements	285	194
8 (7)	ACCESSIBILITY: Enlargement of pavements	289	188
9 (9)	ACCESSIBILITY: Removal of architectonic barriers	280	164
10 (10)	MOBILITY MANAGEMENT: Elaboration of educational materials	264	159

* *Previous year's ranking in brackets*

Top 10 permanent measures implemented in 2015



4. WEBSITE VISITS & USAGE

September 2015 saw 94,559 visits to the EUROPEAN**MOBILITYWEEK** website, including 48,503 unique visitors (up from 38,400 in 2014 – see the graph on pg. 22).

Wednesday 16 September, the first day of the campaign, saw the highest level of traffic to the site, with 5200 visitors recorded - the highest number observed in a single day during 2015. Visitor levels stayed high throughout the week, with the final day of EUROPEAN**MOBILITYWEEK** 2015 seeing 4244 visitors logging on to the website, an increase of 702 compared to 22 September 2014. Visitor levels dipped to 1311 and 1144 visits respectively on Saturday 19 and Sunday 20 September, though Monday 21 September saw something of a resurgence with 4829 visits.

As with previous years, visitor numbers fell sharply following the week itself, with 23 September recording 1236 visits, declining to 479 by the final day of the month. The average duration of each visit was three minutes and 24 seconds.

Within September alone, 9308 items were downloaded from the website by 7722 people.

Regarding individual pages, the cities page, which lists the areas participating in EUROPEAN**MOBILITYWEEK** and provides information on the activities they intend to carry out, was the most popular, with 43,656 unique visitors viewing the page 62,989 times. This continues a trend observed over several years, confirming that the activities of cities are the primary interest of website visitors. The newly instated “registered actions” page came in 4th place, indicating that there is also a strong interest in the mobility endeavours of other actors across Europe.

Ten most visited pages (September 2015)		
Rank	Page	Unique page views
1.	Cities	43656
2.	Home	34236
3.	News	6738
4.	Registered actions	2668
5.	Resources	2598
6.	Design resources	2270
7.	Join us!	1948
8.	Mobility Actions	1889
9.	Theme 2015	1809
10.	Award	1295

4.1. Where are visitors from?

European residents make up the vast majority of visitors to the EUROPEANMOBILITYWEEK website; the percentage of visitors from other regions remains in line with the 2014 figures.

Continent	Visits	Percentage
Europe	47674	94.39%
North America	807	1.60%
Unknown	657	1.30%
Asia	598	1.18%
South America	589	1.17%
Oceania	102	0.20%
Africa	58	0.11%
Central America	20	0.04%

In respect to countries, Spain surpassed Italy in terms of website visits this September, achieving an impressive total of 8008 - a significant increase from the 3899 visits recorded in 2014. Romania also had a particularly good showing, entering the top 10 for the first time in 3rd place. As can be seen in section 4.4, a number of popular Romanian websites managed to drive traffic to mobilityweek.eu.

Portugal precisely maintained its rate of visitors from 2014, while Hungary and Germany saw positive increases. France recorded a slight dip in visitors from 2014, falling from 3rd to 5th place.

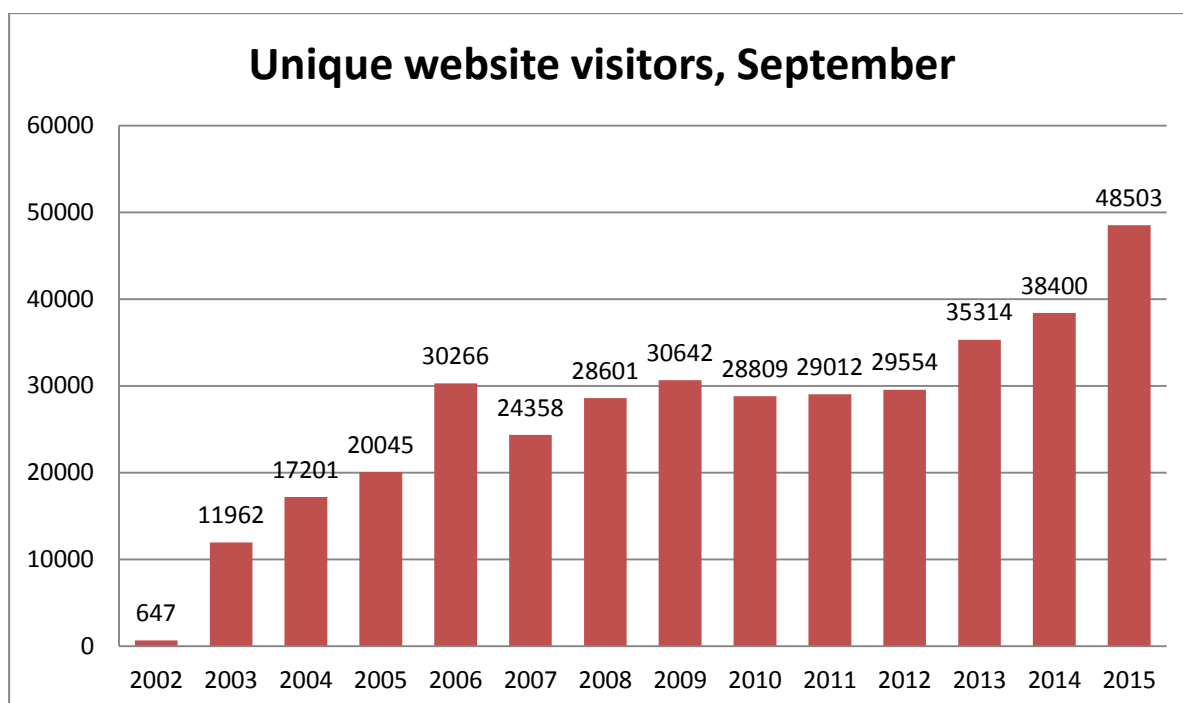
The UK left the top 10 this year, with Germany, Greece and Slovakia taking 8th, 9th and 10th place respectively.

Number of visits per country			
Rank	Country	Visits September 2015	Visits September 2014
1.	Spain	8008	3899 (2)
2.	Italy	7372	7309 (1)
3.	Romania	4885	-
4.	Belgium	2547	2083 (4)
5.	France	2437	2505 (3)
6.	Portugal	1982	1982 (5)

7.	Hungary	1956	1555 (7)
8.	Germany	1940	1171 (9)
9.	Greece	1871	1897 (6)
10.	Slovakia	1710	1406 (8)
*September 2014 ranking in brackets			

4.2. Comparison with previous EMW editions

Some 48,503 unique visitors accessed the website in September 2015 - the highest rate since the start of the EMW campaign.



4.3. Website referrals

The following table shows the top 10 websites that drove traffic to the EUROPEAN**MOBILITY**WEEK website in September 2015:

Rank	Website	Visits
1	www.facebook.com	2879
2	stirileprotv.ro	2197
3	emh.kormany.hu	1281
4	www.developpement-durable.gouv.fr	985
5	www.minambiente.it	834
6	www.parlamentor.ro	770
7	twitter.com	583
8	www.realitatea.net	538
9	www.setmanamobilitat.org	525
10	www.eurotm.sk	421

As in 2014, Facebook is the number one referrer to the campaign website, confirming its important position within the overall promotion of EUROPEAN**MOBILITY**WEEK. Twitter drops three places compared to 2014, coming in at 7th position. For the first time “stirileprotv.ro”, a Romanian news website, enters into the table, driving an impressive 2197 visitors to the website.

The Hungarian EUROPEAN**MOBILITY**WEEK website “emh.kormany.hu” was responsible for 1281 visits, surpassing last year’s total of 929. The French Ministry of Ecology, Sustainable Development & Energy (www.developpement-durable.gouv.fr) and the Italian Ministry of Environment (www.minambiente.it) both registered impressive referral rates, coming in at 3rd and 4th place respectively.

“Parlamentor.ro”, a European Parliament funded website aimed at providing news to Romanian young people, enters the table at 6th place, while another Romanian news site, “realitatea.net”, comes in for the first time at 8th place.

French sustainable mobility website “setmanamobilitat.org”, which includes a direct link to EUROPEAN**MOBILITY**WEEK within its navigation buttons, sent over 500 visitors to the campaign website, earning it 9th place. The final entry in the top 10 is the Slovakian EUROPEAN**MOBILITY**WEEK/DO THE RIGHT MIX website “eurotm.sk”, which has been designed to inform visitors about both the campaign and the benefits of sustainable mobility.

The Portuguese Ministry for the Environment and the Greek bicycle festival website “bikefestival.gr” dropped out of the top 10 this year, coming in 11th and 12th place respectively.

Surprisingly the European Commission website did not make the top 10, despite coming in 7th place in 2014. It also surprising that websites from those countries leading in terms of registration such as Austria, Spain, Sweden and Slovenia neither make the top 10, which suggests that more effort here could land more traffic to mobilityweek.eu.

5. SOCIAL MEDIA

Social media continued to be a strong aspect of the campaign’s communications. Facebook, the social networking site, and Twitter, the micro blogging site, were used to share news, images, and information from the campaign, as well as interesting and inspiring news stories. Content was produced both by the European Coordination and national campaigns and cities taking part.

5.1. Twitter

Twitter was primarily used as a means to share news and announcements from the campaign and also to make links with related projects, initiatives, and news outlets by favouriting and retweeting their content.

The Twitter account, @mobilityweek, now stands at 2,785 followers, an increase of 717 (35 percent) from 2014. In September 2015, the number of Twitter followers increased by 293, with many of these coming during EUROPEAN**MOBILITYWEEK** itself. The graph below shows the growth in the number of followers in September:



Half of the account's followers come from Italy, Spain, or Belgium, with smaller numbers from the United Kingdom, France, Germany, and other European countries. It is evident that despite their cities strong showing in EMW in Austria, Sweden, Slovenia, Hungary are absent from the list below:

Country

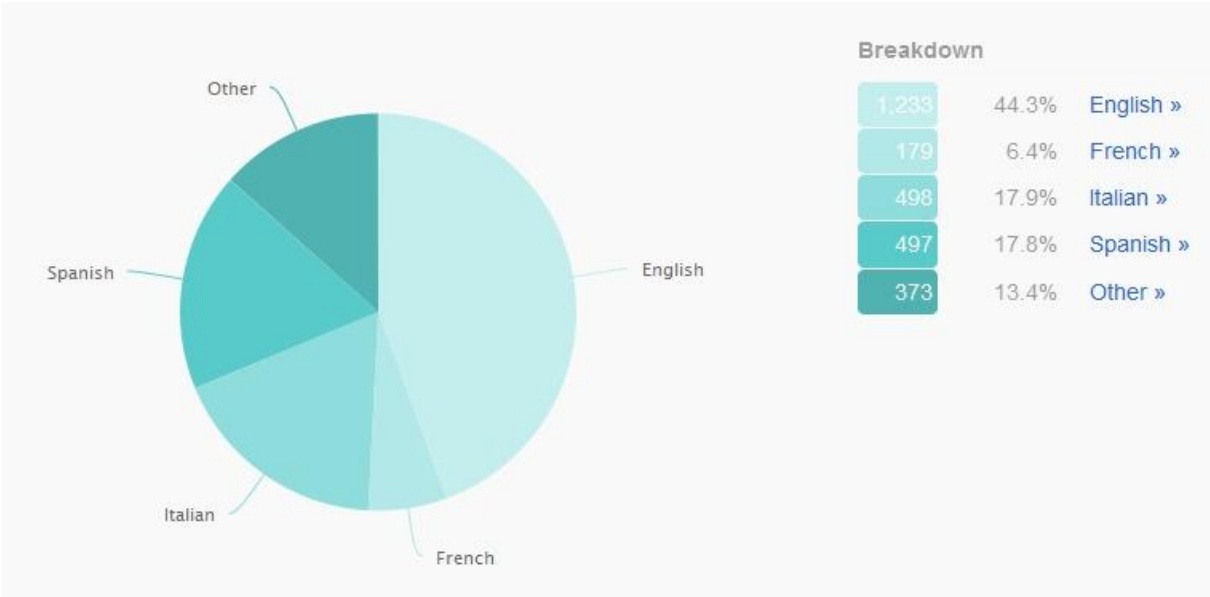
Country name	% of audience
Italy	20%
Spain	20%
Belgium	10%
United Kingdom	9%
France	5%
Germany	4%
Netherlands	3%
Greece	2%
United States	2%
Ireland	2%

This is also shown in the list of regions from which followers originate; Italian and Spanish cities predominate:

Region

State or region	% of audience
England, GB	7%
Comunidad de Madrid / Community of Madrid, ES	4%
Greater London, GB	3%
Cataluña / Catalonia, ES	3%
Lombardia / Lombardy, IT	3%
Barcelona, ES	2%
Lazio, IT	2%
Roma / Rome, IT	2%
Andalucía / Andalusia, ES	2%
Milano / Milan, IT	2%

The most common languages of the followers of @mobilityweek also match this trend: a large number of followers tweet in English, followed by approximately equal numbers of followers speaking Spanish and French. All other languages make up 13.4 percent of the total, while a final 6.4 percent of followers tweet in French:



Twitter statistics remain broadly in line with data from 2014.

5.2. Facebook

Facebook was used as a means to share news, images and materials from cities across Europe and beyond partaking in EUROPEANMOBILITYWEEK 2015. 2015 saw the popularity of the page increase in line with the increase recorded in 2014.

At the time of writing, the page has 7,573 “likes” (Facebook users who have chosen to follow content posted by the page). In November 2014 the page had 6,396 “likes” – this represents a one year increase of 1,177 (an 18 percent rise).

A large proportion of this growth came in September 2015, when EUROPEANMOBILITYWEEK took place. The graph below visualises this growth:

Total Page Likes as of Today: 7,573



BENCHMARK
Compare your average performance over time.

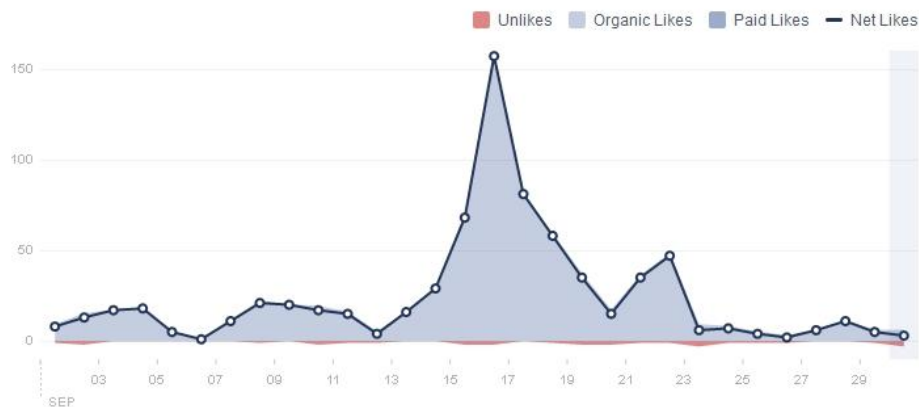
Total Page Likes

On 16 September (the official start of EUROPEANMOBILITYWEEK) the number of likes increases sharply; it continues to grow for the duration of the week.

The graph below shows this more clearly, charting the number of likes (and “unlikes”, where users chose to stop following the page) on a daily basis. Again, 16 September sees a drastic increase in the number of likes:

Net Likes

Net likes shows the number of new likes minus the number of unlikes.



BENCHMARK
Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes

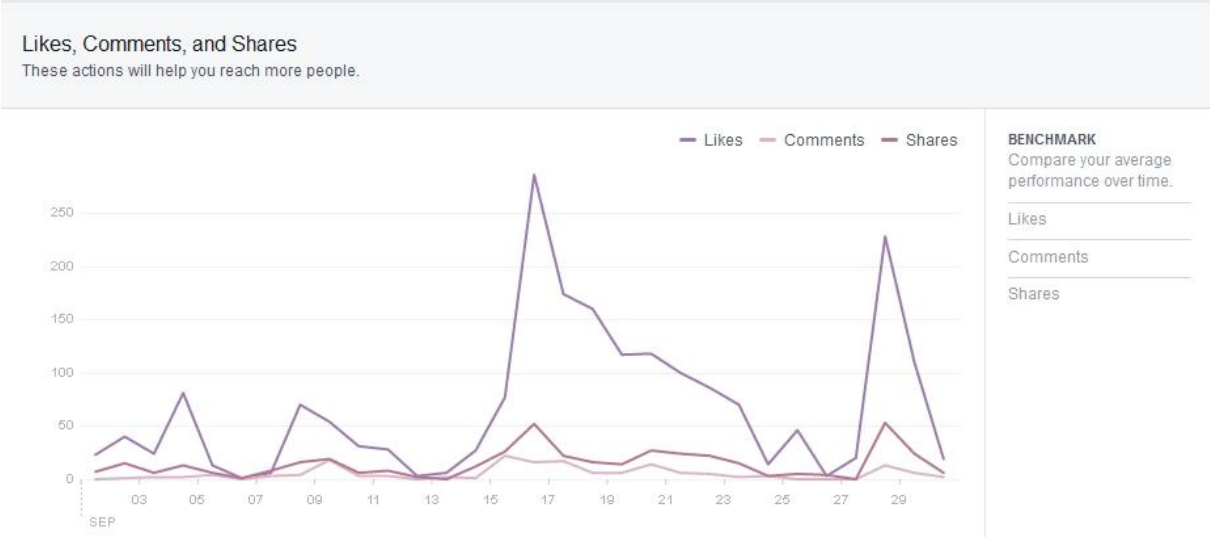
Net Likes

WANT MORE LIKES?

Create an ad to get more people to like your Page.

Promote Page

The graph below indicates the daily likes, shares and comments on posts from the page throughout September. This indicates relatively high engagement through liking and sharing, but lower amounts of commenting and participation in discussions:



In analysing where Facebook users come from geographically, it is clear that there is a great amount of engagement from southern Europe.

Italy leads with a large share of the total “likes” – 1,635 at the time of writing. This has increased by 229 from the previous year. It is followed by Spain (677), Portugal (556), Greece (370), and Romania (275). In terms of which cities provide the most followers, Rome and Milan are first and second, followed by Brussels. Cities from southern and eastern Europe dominate, with Brussels, Paris, and London notable exceptions.

Although European countries provide the majority of followers, there are more followers from the United States, Brazil, Argentina and Mexico than from countries with high rates of participation in EUROPEANMOBILITYWEEK such as Austria, Slovenia, and Finland.

Rank	Country	“Likes”
1	Italy	1,635
2	Spain	677
3	Portugal	556
4	Greece	370
5	Romania	275
6	Belgium	242
7	Poland	226

8	France	218
9	Germany	201
10	United Kingdom	196
11	Croatia	144
12	Bulgaria	136
13	Former Yugoslav Republic of Macedonia	127
14	Sweden	119
15	Brazil	114
16	United States of America	106
17	Norway	105
18	Hungary	100
19	Turkey	100
20	Serbia	90

Rank	City	“Likes”
1	Rome, Italy	202
2	Milan, Italy	179
3	Brussels, Belgium	168
4	Lisbon, Portugal	164
5	Athens, Greece	135
6	Bucharest, Romania	128
7	Madrid, Spain	111
8	Skopje, FYROM	86
9	Paris, France	80
10	Sofia, Bulgaria	74
11	London, United Kingdom	72
12	Budapest, Hungary	69
13	Turin, Italy	62
14	Barcelona, Spain	58

15	Thessaloniki, Greece	56
16	Braga, Portugal	56
17	Bologna, Italy	55
18	Zagreb, Croatia	50
19	Valencia, Spain	50
20	Lodz, Poland	48

In terms of language, English is clearly the highest common language for followers of the page (when US and UK English are combined) followed by Italian, Spanish (whether from Spain or elsewhere), Portuguese, French, and Greek.

Rank	City	“Likes”
1	Italian	1,532
2	English (US)	1,395
3	English (UK)	982
4	Portuguese (Portugal)	476
5	Spanish	453
6	Spanish (Spain)	412
7	French (France)	328
8	Greek	245
9	German	211
10	Polish	187

As shown below the Facebook page has a fairly even split between genders, with 46 percent female, and 51 percent male (3 percent are not counted as either male or female). In terms of age, 25-34 is the highest represented age group, followed by those aged 35-44. The demographics are in line with data from 2014.

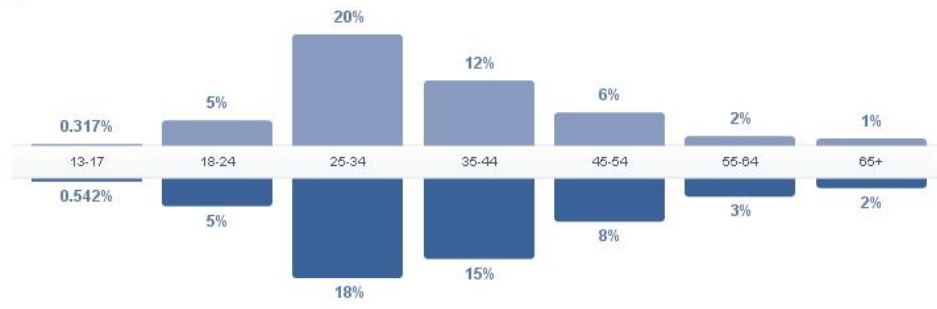
The people who like your Page

Women

46%
Your Fans

Men

51%
Your Fans



6. HIGHLIGHTS AND MAIN EVENTS

This section presents some of the most ingenious examples of activities which happened throughout EUROPEANMOBILITYWEEK 2015. The events were marked by a variety and originality, which signifies the high level of dedication of the participating cities.

Strongly linked to the annual theme of multimodality, this activity demonstrated that there is more life beyond the car. In the Portuguese city of Guimarães, several associations and companies joined the initiative with a series of events held throughout the week. A group of children drew drivers' attention for the velocity, through the action '30 in my neighborhood'. Read more on the whole week of activities in this city (in Portuguese) www.quimaraesdigital.com/noticias/61338/uma-semana-a-sensibilizar-os-vimaranenses-para-a-mobilidade-e-sustentabilidade



Local campaigners are very sensitive to current affairs, as it was the case of Samos in Greece concerning the refugees issue. Close to the Turkish borders and one of the entry points for immigrants in Greece, the municipality organised a relay-race starting from the central square and finishing in the camp set for refugees where the municipality were giving free milk and food to those people. The city managed to involve refugees in EUROPEANMOBILITYWEEK and give joy to the children fleeing from Syria.



The Cypriot city of Larnaka has developed a board game called 'eco-Polis' based on the theme of choosing and combining different modes of transport. They presented the game during a big activity in a square of the city. More about this and other activities here in-cyprus.com/get-out-and-get-active-for-mobility-week-2015/

As in previous editions, the Car-Free Day gather media and people's attention. This year European capital cities like Paris, Stockholm and Madrid contributed to make this event more popular: ccaa.elpais.com/ccaa/2015/09/21/madrid/1442852839976873.html

7. CONCLUSIONS AND RECOMMENDATIONS

The 2015 edition of EMW saw a significant resurgence in the number of cities taking part in Car-Free Day, with a total of 906 – 123 more than in the previous year, although a fewer number of permanent measures were implemented than in 2014, around three per city, 5657 in total, with new or improved bicycle facilities and networks proving most popular alongside improvements to pedestrian infrastructure.

However, despite strong city turn-out overall, the campaign was the least successful in a decade of EUROPEAN**MOBILITYWEEK**. Significant losses were sustained in Austria, Spain, France, Italy, the Netherlands and Portugal (301 in total). These were to an extent offset by gains in Hungary, Slovenia, FYR Macedonia, Finland, Russia and Greece as well as South Korea and elsewhere. For instance, Belarus joined this year's campaign. The sum of these gains amounted to 172.

Among the factors explaining these falls were the late arrival of the campaign materials to national coordinators which occurred early in the summer period after EMW missives to local authorities had already been mailed (so as to avoid vacation season).

Furthermore, the limited participation in larger and more established EU Member States such as the UK, France, Netherlands, Spain, Denmark, Germany and Poland reflects what is perceived as a certain lethargy towards 'EU'-branded initiatives. Furthermore, in the UK, (as in Ireland), the term 'mobility' itself is also often affiliated with disability which further inhibits campaign success.

While the emergence of non-EMW schemes and campaigns such as national bike-to-work weeks (UK) or car-free days (Paris, Tirana) should be interpreted as a positive knock-on effect of EMW, it can stretch municipality budgets to the point of having to prioritise spending. Indeed, many municipalities in Spain reported that they work very hard towards sustainable mobility but have no time to be part of EMW. In Denmark, comments were received such as it is "mobilityweek for me each week." The Netherlands is another country that appears to have diminishing need for EMW, (despite it sourcing the 7th highest number of followers via Twitter), while resources in countries like the UK have also been put into infrastructure rather than soft behavioural change/measures. EMW is by now well-established and there may also be simply campaign fatigue.

Losses in numbers in Austria and Spain have been attributed to rationalization of municipalities as well as local elections (respectively). Local language registration in almost all EMW countries alongside informative national websites may have helped ensure the losses were not greater.

A remark was also heard regarding the campaign slogan: 'Choose.Change.Combine.' "Sounds really nice but it can only be applied to large cities. In smaller size cities it has zero to very limited application." Smaller towns also have fewer environmental problems.

More optimistically speaking, the positive showings among those states looking towards membership or more 'recent' EU members suggests EU-branded campaigns are far from past their 'use-by' date.

Overall then, one can still consider this year's result an achievement, particularly given the confusion surrounding the campaign visuals and branding, as late as June.

Next Steps

In seeking to better the 2015 level of participation and get closer to the heady results of 2011, proactive and frequent interaction between national coordinators and cities is obviously key, with city associations playing an important role. To this end, mapping the number of towns/cities/municipalities in each country can help in targeting future outreach, while comparing the current levels of participation with this total number will help in determining the potential per country.

We can also look to strengthen showings in countries where results have fallen or are negligible. To this end, an analysis that compared countries' rankings by city registrations and population size has helped to determine a 'performance index' (where the greater the difference = the greater the performance). It is overleaf.

Slovenia emerges top of the performance index, since it is the sixth best ranked country in terms of EMW participation yet the 38th 'largest' in the EU. Therefore its performance score is 32, thus topping the performance table since it 'punches' well above its 'weight.' The Netherlands conversely came in 36th in terms of EMW registrations but is the 12th largest EU country, thus its score is -24. (Only Turkey ranks lower, largely because it has no national coordinator).

The index illustrates which countries require attention and Turkey, Denmark and Belarus emerge strong candidates alongside Ukraine, Poland, Germany and the UK. Note too that Turkey, Belarus, Denmark and Moldova (where there are no national coordinators) combined host 11.42 percent of Europe's population. Attention to appointments here could make a significant difference.

Ireland and the Netherlands remain of particular concern and an idea would be not only to undertake direct outreach but to host an EMW information session within, for instance, the EC's Expert Group on Urban Mobility. One of the aims of this session would be to highlight the keys to success in the top performing countries, which has now been documented as part of the 'EMW newcomers' toolkit.' Indeed, it is a collection of best-practices in national coordination that can be useful not only to newcomers, but all EMW coordinators, as a refresher (Slovenia for instance has already expressed interest to host a dedicated session during the March workshops).

Country	#/Registrations (2015)	Rank (Registrations)	Population Share in Europe (%) ¹	Rank (Population)	Perf. Index (E-C) (>0=over-; <0=under-)
Slovenia	60	6	0.24	38	32
Luxembourg	20	17	0.07	44	27
Austria	457	1	1.01	21	20
Latvia	15	19	0.23	39	20
Iceland	5	28	0.04	46	18
FYRo Macedonia	15	20	0.24	37	17
Hungary	182	3	1.15	17	14
Sweden	90	5	1.15	18	13
Finland	33	13	0.64	26	13
Lithuania	13	22	0.34	35	13
Cyprus	5	29	0.1	42	13
Slovakia	30	15	0.64	27	12
Montenegro	3	31	0.07	43	12
Norway	20	18	0.61	28	10
Portugal	60	7	1.21	16	9
Estonia	3	32	0.15	41	9
Andorra	1	38	0.01	47	9
Bulgaria	21	16	0.84	23	7
Croatia	11	23	0.5	30	7
Greece	53	8	1.26	14	6
Albania	4	30	0.34	36	6
Spain	378	2	5.44	7	5
Czech Rep.	37	10	1.24	15	5
Malta	1	40	0.05	45	5
Serbia	14	21	0.83	24	3
Italy	110	4	7.16	6	2
Belgium	35	12	1.32	13	1
Kosovo	1	39	0.22	40	1
Romania	30	14	2.33	10	-4
Ireland	3	33	0.54	29	-4
France	44	9	7.76	4	-5
Russia	36	11	16.91	1	-10
Bosnia and Herzegovina	1	41	0.44	31	-10
Switzerland	2	35	0.97	22	-13
Belarus*	3	34	1.13	20	-14
Ukraine	11	25	5.08	8	-17
Poland	10	27	4.52	9	-18
United Kingdom	10	26	7.64	5	-21
Germany	11	24	9.54	2	-22
Netherlands	2	36	1.99	12	-24
Turkey*	2	37	9.18	3	-34
Argentina	1				
Colombia	1				
Japan	10				
South Korea	15				

National EMW Website? (w an obvious 'EMW 2015')	Local language registration?
✓	×
✓	✓
✓	✓
✓ (Facebook)	✓
✓ (Facebook)	✓
✓	✓
✓	✓
✓	✓
×	✓
×	✓
×	×
×	×
×	✓
×	✓
×	✓
×	×
✓	✓
×	✓
✓ (hard to find a 2015 ref)	✓
✓	✓
✓ (Facebook)	×
✓	✓
✓	✓
✓ (not Walloon)	✓
×	✓
×	✓
✓ (not updated in 2015)	✓ (English)
✓	✓
×	×
×	×
×	✓
×	×
×	✓
×	×
×	✓
×	✓
✓	✓
✓	✓

Countries not engaging in EMW				
Kazakhstan	0	-	2.06	11
Azerbaijan	0	-	1.13	19
Denmark	0	-	0.67	25
Georgia	0	-	0.44	32
Moldova	0	-	0.42	33
Armenia	0	-	0.35	34
Transnistria	0	-	0.06	
Liechtenstein	0		0	48

*Countries without a national coordinator

**It is harder to evaluate by city/town numbers owing to diverse definitions. See:

https://en.wikipedia.org/wiki/Lists_of_cities_in_Europe. It is perhaps neither straightforward to apply an urban/rural 'factor.'

1: Data retrieved from https://en.wikipedia.org/wiki/List_of_European_countries_by_population

Nevertheless, these observations are oriented towards improving the quantity of participating cities and accents less on the quality of their campaigns. To this end, national coordinators are encouraged to foster the registration of local mobility actions throughout the year at: mobilityweek.eu/mobility-actions, which can be a source of inspiration to countries and cities own campaign actions.

Finally, the importance of up-to-date national websites are not to be under estimated as the campaigns in-country reference point. It's also an important referral source for

the mobilityweek.eu webpage (see the table on pg. 22 within section 4.3. Website referrals). Sadly, in a number of countries there is not a national webpage (see the table on the previous page), not even a simple landing page/point of reference to the national coordinator.

National coordinators are asked to encourage cities to register sooner rather than later and also to regularly approve city registrations in the EMW system. . The lists of cities under each country on the EMW website are a valuable resource to the media, and better media coverage can drive more cities to join EMW. One only need take note of the table at the top of pg. 20 to see that 44 percent of the traffic to the EMW website is the cities page. Therefore it's importance ought not be underestimated.