EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2019

Walk with us!

PARTICIPATION REPORT
DECEMBER 2019

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CONTENTS

1. INTRODUCTION

The present Participation Report is based on the information gathered from the EUROPEAN**MOBILITY**WEEK 2019 participant's database.

To visualise the campaign's development, the Participation Report compares the 2019 figures with previous editions of the campaign.

Website visits and usage are analysed, providing an insight into the digital reach of the campaign. Social media interaction, a prominent communication tool, is also examined from a statistical standpoint.

Section number 6, 'Highlights and main events', is based on information obtained from award applications of towns and cities that showed excellence and creativity in organising the campaign.

EUROPEAN**MOBILITY**WEEK 2019 had the highest participation rate ever witnessed since its launch in 2002 (3,135 participating towns and cities), surpassing the record set by last year's campaign.
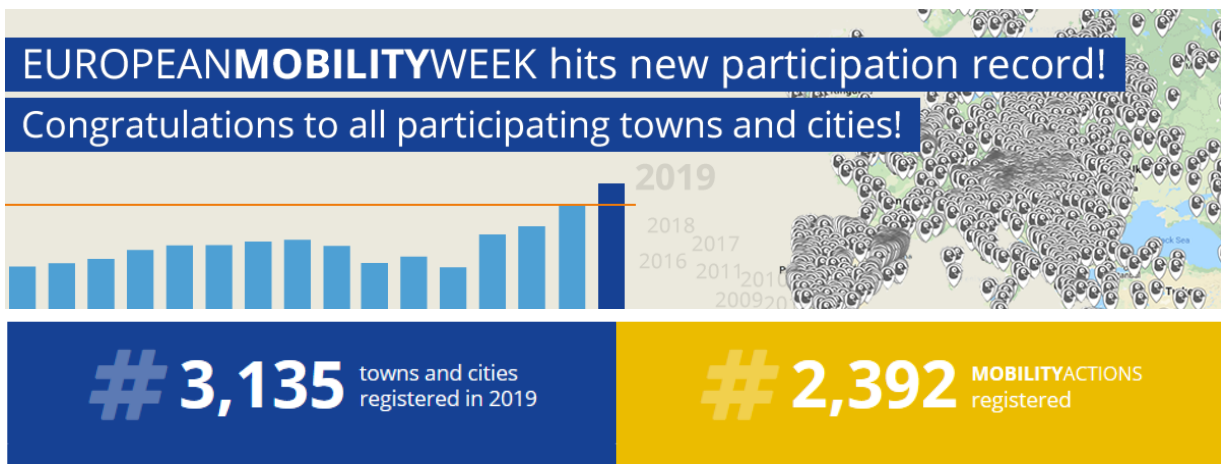
2. PARTICIPATION

This year's EUROPEAN**MOBILITY**WEEK marks the fourth year in a row in which the campaign has broken the participation record, with 3,135 towns and cities from 50 countries taking part in the campaign – an increase of 343 towns and cities from 2018.

Participating towns and cities by year
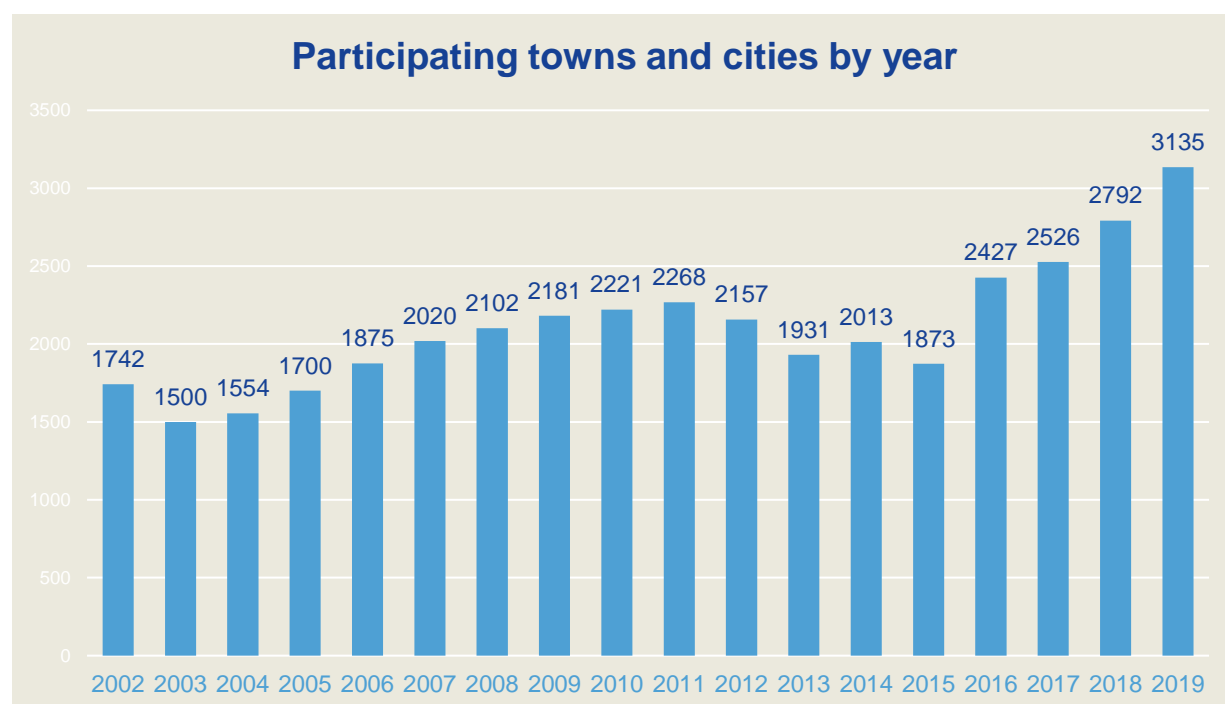
2.1 Participation by country

50 countries took part in the campaign, a decrease of four from 2018.

As in previous years, Spain, Austria and Hungary were the top three countries in terms of participation. The top spot this year went to Spain, registering 89 more cities than in 2018. In second place was Austria, who secured the spot despite seeing a decline in registrations from 559 in 2018 to 519 in 2019. In third place was Hungary, who saw an increase in registrations from 266 to 292.

Besides these three, there were some remarkable showings from elsewhere, with Russia doubling its 2018 participation figures – 132 in 2018 to 264 in 2019.

There were also marked improvements in participation levels over last year in several countries, including Poland (+42), Turkey (+38), Germany (+27), Greece (+24), Portugal (+13), Belarus (+12), the United Kingdom (+9), and Sweden (+9).

Overall, 17 countries broke previous records, a figure that includes two newcomers to the campaign too (Iran and Uzbekistan).

Furthermore, 22 countries improved upon or equalled last year's participation figures.

Quantitatively speaking, not all countries enjoyed the same success they experienced

in recent years. The most significant falls were seen in Austria (-40), Ukraine (-30), Moldova (-17), Belgium (-12), Romania (-7) and Croatia (-6), and negligible amounts in the Czech Republic (-4), France (-3) and Bulgaria (-2). Denmark, regrettably was again absent from the campaign in 2019.

Additionally, this year saw less countries participating in the campaign (50) in comparison to last years (54). The following 8 countries opted not to participate in this year's campaign: Andorra, Mexico, Moldova, Mongolia, Peru, San Marino, South Africa, and USA.

Comparison of recent years participation per country (in alphabetical order)											
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Albania	-	-	-	-	4	1	4	16	14	8	9
Andorra	-	-	-	-	1	2	1	1	1	1	-
Argentina	-	1	1	-	3	-	1	1	5	4	3
Austria	400	430	466	548	534	535	457	525	577	559	519
Belarus	-	-	-	-	-	-	3	19	48	66	78
Belgium	163	66	48	55	78	30	35	117	58	97	85
Bosnia and Herzegovina	5	5	1	3	2	1	1	3	5	6	8
Brazil	12	30	7	2	9	1	-	-	2	-	1
Bulgaria	39	45	27	32	48	29	21	28	39	25	23
Canada	2	1	1	2	1	-	-	3	-	-	-
Colombia	1	-	-	-	-	-	1	-	-	-	1
Croatia	32	20	18	16	16	16	11	12	11	16	10
Cyprus	2	3	4	3	4	9	5	3	4	2	4
Czech Republic	85	83	56	45	20	29	37	29	26	30	26
Denmark	-	-	1	-	-	1	-	9	2	-	-
Ecuador	2	1	1	1	-	1	-	-	-	2	2
Estonia	-	2	2	2	1	2	3	5	4	6	5
Finland	3	2	8	13	29	27	34	27	28	23	25
France	157	147	103	131	108	99	44	74	53	55	52
Georgia	-	-	-	-	-	-	-	-	-	1	1
Germany	51	52	50	14	12	8	11	29	44	52	79
Greece	2	6	7	6	8	21	53	86	87	62	86
Hungary	74	96	104	112	129	145	182	214	202	267	292
Iceland	5	7	5	3	5	7	5	5	6	5	4
Iran	-	-	-	-	-	-	-	-	-	-	1
Ireland	13	13	13	10	7	2	3	12	14	10	15
Italy	29	38	74	82	126	133	110	147	129	101	103
Japan	9	9	8	9	13	11	10	11	12	11	13
Kazakhstan	-	-	-	-	-	-	-	1	1	1	1

[1]Kosovo	-	1	-	-	1	1	1	2	4	7	15
Latvia	6	15	17	8	8	7	15	14	26	20	20
Liechtenstein	-	1	1	-	-	-	-	-	-	-	-
Lithuania	11	23	14	19	2	11	13	21	45	54	60
Luxembourg	51	45	42	16	12	28	20	41	33	33	36
Mali	-	-	-	-	-	-	-	1	-	-	-
Malta	-	-	-	-	-	6	1	7	7	5	9
Mexico	-	-	-	-	-	-	-	1	4	2	-
Moldova	-	1	-	-	-	-	-	-	-	17	-
Mongolia									1	1	-
Montenegro	0	0	2	2	2	2	3	7	7	3	5
Norway	13	14	18	18	18	18	20	33	28	25	26
Peru										2	-
Poland	127	114	111	89	27	10	10	30	105	160	202
Portugal	65	66	66	64	48	73	63	60	62	95	108
Republic of North Macedonia	1	-	2	-	1	5	15	13	12	13	16
Romania	62	58	48	48	52	36	30	30	61	39	32
Russia	-	-	-	-	2	16	36	52	55	132	264
San Marino	-	-	-	-	-	-	-	1	1	1	-
Serbia	19	16	15	3	9	10	14	12	8	21	22
Slovakia	3	4	9	13	11	28	30	47	49	54	58
Slovenia	21	13	31	14	31	38	60	74	71	77	80
South Africa										2	-
South Korea	1	0	0	0	1	-	15	8	6	2	2
Spain	390	567	764	614	406	490	378	451	467	473	561
Sweden	51	103	88	105	98	87	90	83	65	53	62
Switzerland	3	2	2	3	4	2	2	2	6	2	3
Taiwan	1	2	1	1	1	-	-	-	-	-	-
Thailand	0	0	0	0	0	-	-	-	-	-	-
The Netherlands	231	71	10	24	18	14	2	20	5	5	7
Turkey	2	3	0	3	2	2	2	1	7	26	64
Ukraine	0	2	12	16	11	9	11	18	12	50	20
United Kingdom	37	43	9	9	6	10	10	18	6	7	16
USA	-	-	1	-	1	-	-	3	2	1	-
Uzbekistan	-	-	-	-	-	-	-	-	-	-	1
Venezuela	-	-	-	-	-	-	-	-	-	-	-
Vietnam	-	-	-	-	1	-	-	-	-	-	-
TOTAL[2]	2,181	2,221	2,268	2,158	1,931	2,013	1,873	2,427	2,526	2,792	3,135

NB: Green=increase, Red=decrease (top three increase/decrease highlighted in filled cell)

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[1]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

[2] It is important to note that the totals listed here may vary slightly in comparison to the numbers listed on the website. This being due to duplicated and incorrect participate profiles.

2.2 Golden Participants and Participants by country

The table below shows the number of 'Golden Participants'– those towns and cities that met the three participation criteria of EUROPEAN**MOBILITY**WEEK:

- held events during the week of 16-22 September;

- implemented at least one new permanent measure in the last 12 months;

- hosted Car-Free Day.

'Participants' are those that met at least one of the criteria.

2019 saw 72 more Golden Participants than in 2018. However, despite this, the ratio between Golden Participants and Participants still remained below 20 percent, suggesting less chose to address mobility more substantively.

Standout countries (where more than half were Golden Participants) include: Turkey (39/64), Croatia (8/10), Iceland (4/4), Estonia (3/5), Montenegro (3/5), Ecuador (2/2), Brazil (1/1), Colombia (1/1), and Iran (1/1).

While those seeing less than 10 percent include: Argentina (0/3), Austria (9/519), Belgium (0/85), Cyprus (0/4), Finland (1/25), France (2/52), Georgia (0/1), Japan (0/13), Kazakhstan (0/1), Kosovo (1/15), Lithuania (1/60), Russia (22/264), Slovenia (4/80), South Korea (0/2), and Sweden (3/62).

Despite the overall fluctuating participation figures, the percentage of 'Golden Participants' remains broadly constant.
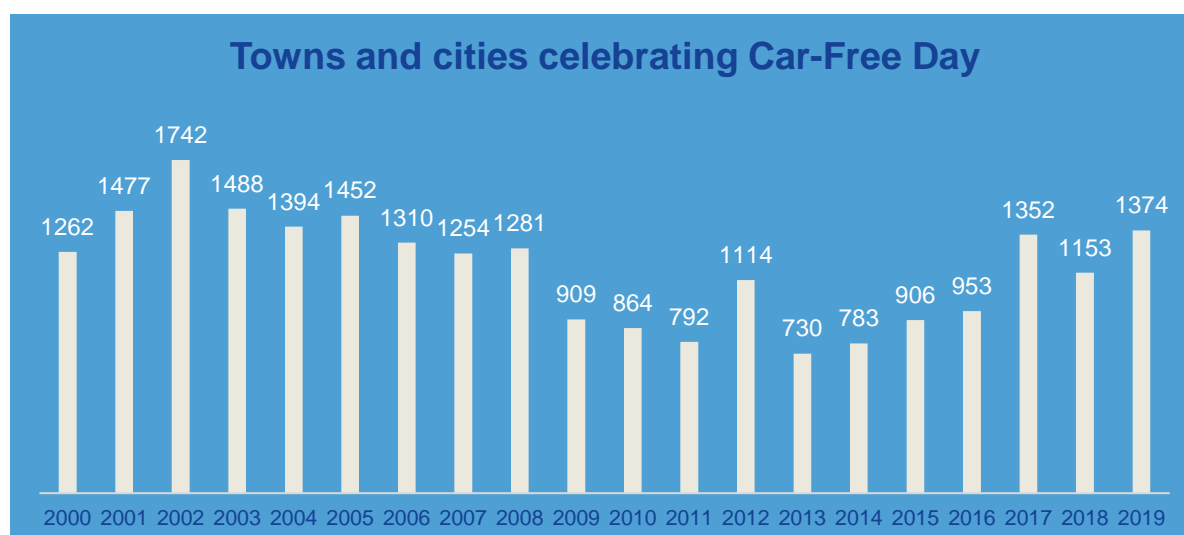
Country	Golden Participants (towns and cities that met all three criteria)	Participants (those that carried out at least one of the criteria)	Total number of towns and cities participating
Albania	2	7	9
Argentina	0	3	3
Austria	9	510	519
Belarus	20	58	78
Belgium	0	85	85
Bosnia and Herzegovina	3	5	8
Brazil	1	0	1
Bulgaria	7	16	23
Colombia	1	0	1
Croatia	8	2	10
Cyprus	0	4	4
Czech Republic	11	15	26
Ecuador	2	0	2
Estonia	3	2	5
Finland	1	24	25
France	2	50	52
Georgia	0	1	1
Germany	15	64	79
Greece	30	56	86
Hungary	54	238	292
Iceland	4	0	4

Iran	1	0	1
Ireland	6	9	15
Italy	23	80	103
Japan	0	13	13
Kazakhstan	0	1	1
Kosovo	1	14	15
Latvia	6	14	20
Lithuania	1	59	60
Luxembourg	7	29	36
Malta	1	8	9
Montenegro	3	2	5
Norway	5	21	26
Poland	59	143	202
Portugal	47	61	108
Republic of Macedonia	6	10	16
Romania	11	21	32
Russia	22	242	246
Serbia	6	16	22
Slovakia	15	43	58
Slovenia	4	76	80
South Korea	0	2	2
Spain	161	400	561
Sweden	3	59	62
Switzerland	1	2	3
The Netherlands	1	6	7
Turkey	39	25	64
Ukraine	3	17	20
United Kingdom	3	13	16
Uzbekistan	0	1	1
Total (2019)	**608** (19.39%)	**2527** (80.6%)	**3135**
Total (2018)	**536** (19.2%)	**2256** (80.8%)	**2792**
Total (2017)	**542** (21.46%)	**1984** (78.54%)	**2526**
Total (2016)	**465** (19.16%)	**1962** (80.84%)	**2427**
Total (2015)	**372** (19.86%)	**1501** (80.14%)	**1873**
Total (2014)	**377** (18.73%)	**1630** (80.97%)	**2013**

2.3 Organisation of Car-Free Day activities

This year saw an increase in Car-Free Day participation, with 1,374 towns and cities (of a total of 3,135) closing their street(s) to road traffic and opening them to people and sustainable modes of transport – 221 more than in 2018. This year's Car-Free Day (22 September) fell on a Sunday.

Organisation of Car-Free Day activities	
Year	Total
2019	1374
2018	1153
2017	1352
2016	953
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	1262

Towns and cities celebrating Car-Free Day

Year	Value
2000	1262
2001	1477
2002	1742
2003	1488
2004	1394
2005	1452
2006	1310
2007	1254
2008	1281
2009	909
2010	864
2011	792
2012	1114
2013	730
2014	783
2015	906
2016	953
2017	1352
2018	1153
2019	1374

According to the above chart, although participation remains nowhere close to the levels of 2002 and were in steady decline until 2012, generally the trend remains upwards since the all-time low reached in 2013.

In addition, the decline experienced last year has been overcome this year, adding to the general upward trend.

Further investigation reveals, however, that there is considerable fluctuation in towns and cities' year-to-year participation: just 600 towns and cities participated in Car-Free day in both 2018 and 2019, while 155 that participated in 2018 chose not to participate in 2019.

The following table reveals the level of involvement, by country. There were only two countries – Georgia and Kazakhstan - where no town or city organised a Car-Free day in 2019.

One can see that the 'strongest' performers (where 75 percent or more of their total participate in Car-Free Day) include: Bosnia and Herzegovina, Brazil, Colombia, Croatia, Cyprus, Ecuador, Hungary, Iceland, Iran, Malta, Montenegro, Republic of North Macedonia, Uzbekistan, and Turkey.

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

	Country	Registered Car-Free Days vs Total Registration (in brackets)
1.	Spain	245 (561)
2.	Hungary	227 (292)
3.	Russia	186 (264)
4.	Poland	109 (202)
5.	Portugal	77 (108)
6.	Austria	66 (519)
7.	Greece	51 (86)
8.	Turkey	51 (64)
9.	Italy	40 (103)
10.	Belarus	36 (78)
11.	Belgium	34 (85)
12.	Germany	23 (79)
13.	Slovakia	20 (58)
14.	Romania	19 (32)
15.	Serbia	16 (22)
16.	Czech Republic	16 (26)
17.	Republic of North Macedonia	14 (16)
18.	Bulgaria	13 (23)
19.	Luxembourg	11 (36)
20.	United Kingdom	10 (16)
21.	Croatia	9 (10)
22.	Latvia	8 (20)
23.	Norway	8 (26)
24.	Ireland	8 (15)
25.	Kosovo	8 (15)
26.	Malta	8 (9)
27.	Bosnia and Herzegovina	6 (8)
28.	Japan	6 (13)
29.	Slovenia	5 (80)
30.	Sweden	5 (62)
31.	Albania	5 (9)
32.	Ukraine	4 (20)
33.	Iceland	4 (4)
34.	Montenegro	4 (5)
35.	Estonia	3 (5)
36.	Cyprus	3 (4)
37.	Lithuania	3 (60)
38.	Ecuador	2 (2)
39.	France	2 (2)
40.	Finland	1 (25)
41.	Argentina	1 (3)
42.	South Korea	1 (2)
43.	The Netherlands	1 (7)
44.	Switzerland	1 (3)
45.	Iran	1 (1)
46.	Uzbekistan	1 (1)
47.	Brazil	1 (1)
48.	Colombia	1 (1)

3. PERMANENT MEASURES

3.1 Results from the online classification

Within this year's edition of EUROPEAN**MOBILITY**WEEK, 15,613 permanent measures[3] were implemented by participating towns and cities, a huge increase of 6,765 from last year and the highest since we began monitoring seven years ago – perhaps not surprising, given the record levels of participation.

On average, 4.98 measures per city were implemented, a figure which not only beats last year's figure of 3.17, but also sets a new record (the former was set in 2014 and stood at 4.22 measures per city).

The most popular permanent measures were in the fields of:

- Accessibility, such as lowering and enlarging pavements, creating wheelchair ramps, or removal of architectonic barriers *(2,875 measures implemented).*

- Mobility management, such as launching awareness-raising campaigns, elaborating educational materials, or the organisation of regular fora or surveys on public opinions and ideas *(2,802 measures implemented).*

- New or improved bicycle facilities, including enhancements to both bicycle networks and facilities, such as bicycle stands in public areas, and the creation of public bicycle or bicycle sharing schemes *(2,411 measures implemented).*

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

Permanent measures	# registered (2012)	# registered (2013)	# registered (2014)	# registered (2015)	# registered (2016)	# registered (2017)	# registered (2018)	# registered (2019)
NEW OR IMPROVED BICYCLE FACILITIES								
Improvement of bicycle network	434	458	474	393	525	552	562	815
Creation of public bicycle or bicycle sharing schemes	132	172	161	121	156	176	194	394
Improvement of bicycle facilities	359	396	425	326	424	453	455	654
Installation of charging points for e-bikes	-	-	-	-	-	-	78	241
Launch of free-floating bike-sharing schemes	-	-	-	-	-	-	50	188
Others	67	76	108	65	95	106	102	119
Subtotal	*992*	*1102*	*1168*	*905*	*1200*	*1287*	*1441*	*2411*
PEDESTRIANISATION								
Creation or enlargement of pedestrian areas	291	348	352	233	300	335	346	601
Improvement of infrastructure	387	436	483	369	479	517	508	759
Extension or creation of new greenways	172	168	191	140	173	206	221	421
Others	45	51	61	44	64	63	66	91
Subtotal	*895*	*1003*	*1087*	*786*	*1016*	*1121*	*1141*	*1872*
PUBLIC TRANSPORT SERVICES								
Improvement and extension of the public transport network	247	266	222	148	184	236	241	423
Improvement and extension of the public transport services	185	192	168	109	157	170	202	339

Use of ecological vehicles for public transport fleets	133	145	169	104	143	165	182	357
Development of new technologies in order to improve the public transport network	169	125	126	101	115	127	133	274
Launch of integrated services for the various public transport modes	103	70	81	53	60	70	84	208
Development of accessible transport services for all	126	153	141	100	126	146	157	283
Others	53	54	68	54	61	62	78	83
Subtotal	*1016*	*1005*	*975*	*669*	*846*	*976*	*1077*	*1967*
TRAFFIC CALMING AND ACCESS CONTROL SCHEMES								
Speed reduction programmes in zones near schools	321	340	406	238	337	370	352	519
Reduction of outside parking zones	73	86	101	61	82	87	106	228
Creation of park and ride stations	128	129	133	84	109	128	162	300
New traffic regulations: traffic circulation and parking	199	232	259	138	175	177	164	334
Elaboration of new residential areas	79	87	85	60	84	97	100	243
Introduction or expansion of Urban Vehicle Access Regulation Scheme	-	-	-	-	-	-	70	177
Others	41	69	69	34	48	65	62	60
Subtotal	*841*	*943*	*1053*	*615*	*835*	*924*	*1016*	*1861*

ACCESSIBILITY								
Creation of tactile pavements	133	131	159	112	146	148	179	330
Creation of wheelchair ramps	216	198	249	142	216	257	270	424
Lowering of pavements	242	253	285	194	264	267	311	452
Enlargement of pavements	217	234	289	188	259	268	310	448
Elaboration of sound devices in traffic lights	90	90	107	67	109	112	131	263
Removal of architectonic barriers	398	195	280	164	223	220	246	346
Launch of accessibility plans	119	115	128	85	106	112	118	277
Creation of useful facilities for people with reduced mobility	114	125	155	77	110	114	137	283
Others	25	23	29	30	38	30	45	52
Subtotal	*1554*	*1364*	*1681*	*1059*	*1471*	*1528*	*1747*	*2875*
NEW FORMS OF VEHICLE USE AND OWNERSHIP								
Launch of online car-pooling and car-sharing schemes	100	111	89	53	64	78	70	153
Responsible car-use (eco-driving etc.)	144	169	136	75	98	99	84	172
Use of clean vehicles	164	156	176	128	163	188	162	283
Charging points for electric vehicles	-	-	-	-	-	-	231	426
Mobility as a Service	-	-	-	-	-	-	30	113
Testing automated vehicles	-	-	-	-	-	-	28	96
Others	32	58	44	33	36	52	28	42
Subtotal	*440*	*494*	*445*	*289*	*361*	*417*	*633*	*1285*

FREIGHT DISTRIBUTION								
New regulations for freight distribution	64	55	60	43	48	54	71	151
Use of clean vehicles	83	73	77	44	52	64	68	146
Creation of new unloading platforms for freight transfer	21	18	17	23	18	26	29	97
Introducing cargo bikes	-	-	-	-	-	-	42	131
Others	19	13	14	10	12	11	17	15
Subtotal	*187*	*159*	*168*	*120*	*130*	*155*	*227*	*540*
MOBILITY MANAGEMENT								
Adoption of workplace travel plans	92	104	110	52	80	82	104	190
Adoption of school travel plans	135	151	162	100	120	157	152	275
Creation of mobility centres and online information services	99	94	73	44	49	46	37	136
Launch of awareness-raising campaigns	357	515	430	321	399	376	356	468
Elaboration of educational materials	307	282	264	159	196	210	204	309
Development of urban mobility plans in consultation with local actors	192	174	189	123	148	148	138	239
Provision of incentives and bonuses to employers	53	46	71	23	38	38	42	126
Permanent access restriction to city centres	76	104	119	67	83	97	89	197

Launch of seamless transport modes to facilitate access to business areas or other social areas	49	32	44	19	31	43	36	120
Creation of walking buses and cycling train schemes	153	144	151	106	118	123	97	187
Development of an air quality measurement tool and display in public spaces	63	82	72	58	65	67	96	203
Organisation of regular fora or surveys on public opinions and ideas	170	141	175	103	155	148	160	283
Others	46	96	106	39	45	50	54	69
Subtotal	*1792*	*1965*	*1966*	*1214*	*1527*	*1585*	*1565*	*2802*
Total permanent measures	**7717**	**8035**	**8543**	**5657**	**7386**	**7993**	8847	15,613
Permanent measures per city with all cities taken into account	3.57	4.16	4.22	3.02	3.04	3.16	3.17	4.98
Number of cities that have implemented at least one permanent measure	1103	906	1032	799	1229	1074	1001	1224
	(51%)	(46.92%)	(51.23%)	(42.66%)	(50.66%)	(42.52%)	(35.85%)	(39.04%)

1,224 towns and cities (of 3,135) declared that they had implemented at least one permanent measure (see penultimate row in the above table). Although this figure is only 5 short of the 2016 record high of 1,229, when calculated as a percentage of all participating cities, the number is less impressive. This figure equates to around 39 percent of all participating cities, which although being better than last year, is the second lowest among the seven years, percentage wise.

3.2 Top ten permanent measures implemented

Rank*	Permanent measures	# registered in 2019
1.	NEW OR IMPROVED BICYCLE FACILITIES: **Improvement of bicycle network**	815
2.	PEDESTRIANISATION: **Improvement of infrastructure**	759
3.	NEW OR IMPROVED BICYCLE FACILITIES: **Improvement of bicycle facilities**	654
4.	PEDESTRIANISATION: **Creation or enlargement of pedestrian areas**	601
5.	TRAFFIC CALMING AND ACCESS CONTROL SCHEMES: **Speed reduction programmes in zones near schools**	519
6.	MOBILITY MANAGEMENT: **Launch of awareness-raising campaigns**	468
7.	ACCESSIBILITY: **Lowering of pavements**	452
8.	ACCESSIBILITY: **Enlargement of pavements**	448
9.	NEW FORMS OF VEHICLE USE AND OWNERSHIP: **Charging points for electric vehicles**	426
10.	ACCESSIBILITY: **Creation of wheelchair ramps**	424

In terms of year-on-year activity vis-à-vis the permanent measure categories, there is some slight change, with 'Creation or enlargement of pedestrian areas' growing in popularity. Additionally, 'Removal of architectonic barriers,' fell again from the top ten, being replaced with 'Charging points for electric vehicles'. Cycling and pedestrianisation measures grew in popularity, while accessibility measures continued to see steady growth.

Top 10 permanent measures

Measure	2019	2018
Improvement of bicycle network	815	562
Improvement of infrastructure	759	508
Improvement of bicycle facilities	654	455
Creation or enlargement of pedestrian areas	601	346
Speed reduction programmes in zones near schools	519	352
Launch of awareness-raising campaigns	468	356
Lowering of pavements	452	311
Enlargement of pavements	448	310
Charging points for electric vehicles	426	270
Creation of wheelchair ramps	424	270

■2019 ■2018

4. WEBSITE VISITS AND USAGE

September 2019 saw 45,306 unique visitors to the website, a figure, which is lower than 2018's figure of 61,625 unique visitors. These visitors accessed the website a total of 78,411 times, which equates to approximately 1.73 visits per visitor. This compares to 1.44 visits per visitor in 2018. Additionally, the approximate number of pages viewed per visit in 2019 is 4.5 pages per visit, in comparison to 2.89 pages per visit in 2018.

This tells us that although there were less unique visitors in comparison to last year, they visited the website more often and viewed more pages on the website in comparison to last year. Therefore, although the total number of visits declined, the level of interaction increased.

Monday 16 September saw the highest level of traffic to the site, with 8,703 unique visitors recorded - the highest number observed in a single day during 2019.

It should be noted that many countries now have national EUROPEAN**MOBILITY**WEEK websites, meaning the central website may not be the first port of call for many web-users interested in the campaign.

Month	Unique visitors	Number of visits
January 2019	7,879	13,339
February 2019	6,594	11,899
March 2019	8,095	15,364
April 2019	7,962	15,490
May 2019	8,881	16,619
June 2019	9,810	17,932
July 2019	11,750	22,068
August 2019	15,600	30,234
September 2019	45,306	78,411

Aside from the homepage, 'Registered **MOBILITY**ACTIONS' emerged as the most popular page to visit. Unsurprisingly, given the growth in popularity **MOBILITY**ACTIONS saw over the year – at the time of writing, 1,028 actions from 56 countries registered this year, this compares to 2018, which saw 721 registered actions in 49 countries.

EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2019

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Registered actions

MOBILITYACTIONS 2019   (**1028** actions in **56** countries)

	Albania	10
	Argentina	3
	Australia	2
	Austria	4
	Belarus	2
	Belgium	17
	Bosnia and Herzegovina	13

MOBILITYACTIONS archive
[All years]
2019
2018
2017
2016
2015

The top 10 pages in terms of views during September can be seen below:

Ten most visited pages (September 2019)		
Rank	**Page**	**Unique page views**
1.	Home	17,629
2.	Registered **MOBILITY**ACTIONS	9,147
3.	Theme 2019	2,718
4.	News	1,993
5.	Campaign resources for 2019	1,948
6.	Communication toolkit	1,758
7.	2019 participants	1,608
8.	About the campaign	1,359
9.	Registrations	1,160
10.	**MOBILITY**ACTIONS	1,105

4.1 Where are website visitors from?

Italy surpassed Spain to reach the top of the table this year, with 8,489 visitors. Portugal dropped again from 3rd place to 6th, while new entries to the top 10 included Turkey (3,938) and Greece (2,404).

Despite being the top performers in terms of towns and cities taking part, Austria and Hungary did not fall within the top 10 for website visitors.

Rank	Country	Visits September 2019	Visits September 2018
1.	Italy	8,489	6,293 (2)
2.	Spain	7,231	7,438 (1)
3.	Turkey	3,938	-
4.	France	3,533	2,674 (5)
5.	Slovakia	2,729	1,950 (10)
6.	Portugal	2,711	2,852 (3)
7.	Germany	2,485	2,005 (9)
8.	Belgium	2,453	2,713 (4)
9.	Greece	2,404	-
10.	Poland	2,310	2,100 (8)

4.2 Comparison with previous editions

From 2015-2017, we saw a growing number of unique visitors accessing the website, reaching a peak in 2017 at 76,232 visitors. Since then, the number of unique visitors visiting the website has declined and is currently less than the figure reached in 2015. However, we are seeing that the number of page views per visit is increasing year-on-year – 2016: 3.79 pages per visit, 2017: 2.85 pages per visit, 2018: 2.89 pages per visit, and 2019: 4.5 pages per visit. So, although the overall number of unique visitors accessing the website is in decline, we see that those who are accessing the website are engaging with it more than in previous years.

Unique website visitors
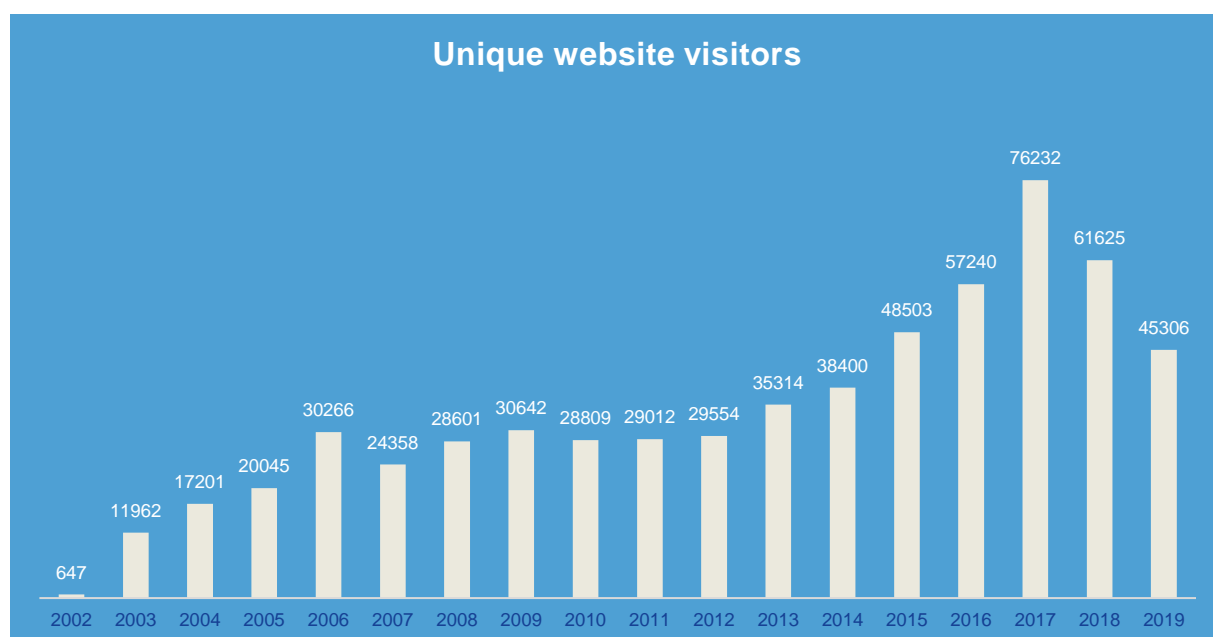
4.3 Website referrals

The following table shows the top 10 websites that drove traffic to www.mobilityweek.eu in September 2019:

Rank	Website	Visits
1.	ww.facebook.com	2926
2.	eurotm2018.eurotm.sk	1882
3.	7000.ru	1053
4.	www.isprambiente.gov.it	750
5.	www.twitter.com	383
6.	registration.mobilityweek.eu	329
7.	www.recs.es	277
8.	www.kleiner-kalender.de	267
9.	mobility-action.mobilityweek.eu	216
10.	www.learningpaths.com	196

Facebook continues to be the strongest referrer to the campaign website, cementing its importance in the campaign's online activities. Twitter also performed well, but fell back to fifth position, where it was in 2017.

Similar to last year, the Slovak EUROPEAN**MOBILITY**WEEK website appeared in the top three - this year referring the second highest number of visitors.

ISPRA, the Italian institute for environmental protection and research, ranked 4th in this year's listing and RECS (Red Española de Ciudades Saludables) – the Spanish network of healthy cities ranked 7th

This year again saw the registration pages for EUROPEAN**MOBILITY**WEEK and **MOBILITY**ACTIONS act as referrers, indicating that visitors are logging on to these registration portals prior to visiting the website.

5. SOCIAL MEDIA

5.1 Hashtag usage

The following core statistics categories related to hashtag use are referenced:

- **Posts**: the number of posts including one of the specified hashtags
- **Users**: the number of users who used one of the specified hashtags
- **Engagements**: the number of likes, retweets or comments on posts with the specified hashtags
- **Reach**: the number of users that saw at least one post with the specified hashtags
- **Impressions**: the number of times all posts with the specified hashtags were seen. A single user can deliver multiple impressions

Comparing hashtag usage from 2018 to 2019

Comparing numbers from previous years, the combined core statistics (posts, users, engagements, reach, and impressions) decreased from 2018 to 2019. The chart on the following page details this. The hashtags used this year were **#WalkWithUs** and **#MobilityWeek**.

Although the combined core statistics are lower this year in comparison to last year, what we are seeing is that even though less people used the hashtags, those who did had a broader reach and thus a greater impact. Therefore although the quantity of posts generated is lower, the impact they are having is greater. To quantify this – In 2018, each post had an approximate reach of 2,362, whereas this year each post had an approximate reach of 4,105.

It should be noted that the European Secretariat encourages National Coordinators to establish their own social media channels to relay local news. It is presumed that this broad spread of accounts has an effect on the follower rates of the official channels (which are provided primarily in English).

In addition, in many cases the National Coordinators translate the official campaign hashtags into their local languages and use these as opposed to the hashtags in English on their own social media channels. This also has an impact on reporting, as we currently only track hashtags in English.

	#mobilityweek		#WalkWithUs		Combined totals, 2019[4] (#mobilityweek and #walkwithus)	Total figures - 2018[5]
	Twitter	**Instagram**	**Twitter**	**Instagram**		
Posts	6,300	570	2,909	115	**9,894**	22,627
Users	4,476	-	2,075	-	**6,551**	12,324
Engagements	8,235	24,102	5,234	4,811	**42,382**	151,554
Reach	26,230,509	-	14,385,605	-	**40,616,114**	53,460,473
Impressions	49,671,702	-	32,268,977	-	**81,940,679**	147,718,003

[4] These totals may include duplicates where both hashtags were used

[5] These totals may include duplicates where both hashtags were used

Top #mobilityweek posts on Twitter:

Most Engaging		Most Recent
@EU_ENV Sep 16		135 ⟲ 139 ☐
Happy European #MobilityWeek! 2.800 cities invite you to #WalkWithUs and join the change for health & #AirQuality ☁ Traffic is not the only source of…		
@RoulonsA Sep 16		72 ⟲ 184 ☐
C'est la #SemaineDeLaMobilité ! 🚶🛵🛵🚗 Piétons, cyclistes, motards, automobilistes… pour des déplacements apaisés en toute sécurité, partageons la route !…		
@EU_Commission Sep 16		94 ⟲ 130 ☐
Walk with us! What better time to start walking or cycling to move around your city that during the European #mobilityweek? 🚲🚶 Find out about local events across		

View All Posts By Engagement ›

Influential Users

Most Engaging		Most Frequent
@eu_env 🇪🇺 75,686 Followers 274 Avg Engagements	**@roulonsa** 🇪🇺 21,090 Followers 256 Avg Engagements	**@eu_commi…** 🇪🇺 1.14m Followers 223 Avg Engagements
@min_ecologie 🇪🇺 161,303 Followers 163 Avg Engagements	**@fatmasahin** 🇪🇺 1.38m Followers 101 Avg Engagements	**@eu_eurostat** 🇪🇺 140,001 Followers 68 Avg Engagements
@bulc_eu 🇪🇺 37,840 Followers 63 Avg Engagements	**@elkevdbrandt** 🇪🇺 3,669 Followers 56 Avg Engagements	**@policenation…** 🇪🇺 472,938 Followers 54 Avg Engagements

View All Influencers By Engagement ›

Top #mobilityweek posts on Instagram:

Most Engaging	Most Recent
Sep 16	652 ☐ 127 ☐
Comme vous avez pu le voir dans mes stories j'ai eu l'occasion de faire une visite de la ville de Bruxelles en Trottinette et franchement c'était Génial ! C'EST POUR ÇA…	
Sep 16	695 ☐ 7 ☐
Nuestra ciudad celebra la Semana Europea de la Movilidad. Y empezamos el lunes recorriendo Gran Vía en bicicleta 🚲. El futuro será sostenible o no será. 🚩 El…	
Sep 16	634 ☐ 4 ☐
One step at a time, let's walk across this week! #europeanmobilityweek #besustainable . . . #marvistoothpaste #marvisofficial #marvis #toothpaste…	
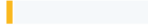
View All Posts By Engagement ›

5.2 Twitter account

The campaign Twitter account **(@mobilityweek**) has 8,903 followers as of time of writing, an increase of 1,397 from 2018. During the month of September, the account gained 568 followers.

Twitter followers by country

Twitter users from Spain and Italy made up the highest percentage of followers, coming in at 19 and 11 percent respectively, with Belgium in third place with a 9 percent share. Greece has fallen from the top ten this year, with the tenth highest percentage of Twitter followers this year instead coming from Ireland.

Country

Country name	% of audience	
Spain	19%	
Italy	11%	
Belgium	9%	
United Kingdom	8%	
France	7%	
Germany	5%	
United States	3%	
Netherlands	3%	
Turkey	3%	
Ireland	2%	

Twitter followers by language

English is the most widely used langauge of followers of the Twitter page, with Spanish and Italian coming in second and third respectively. This is followed by French in fourth and German in fifth.

Languages

English	Spanish	Italian	French	German
72%	25%	10%	9%	5%
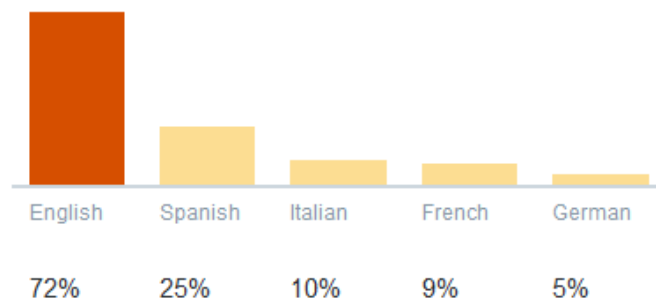
Twitter followers by gender

In terms of gender balance, the Twitter page is more popular with men than women.

Gender

Male	Female
55%	45%
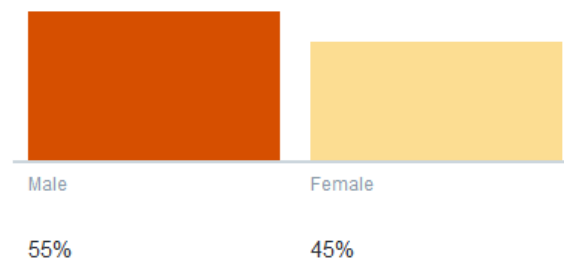
5.3 Facebook account

At the time of writing, the EUROPEAN**MOBILITY**WEEK Facebook account has 19,325 followers, an increase of 4,412 followers from 2018.

Over the course of the week itself, the campaign's Facebook account gained 352 followers.
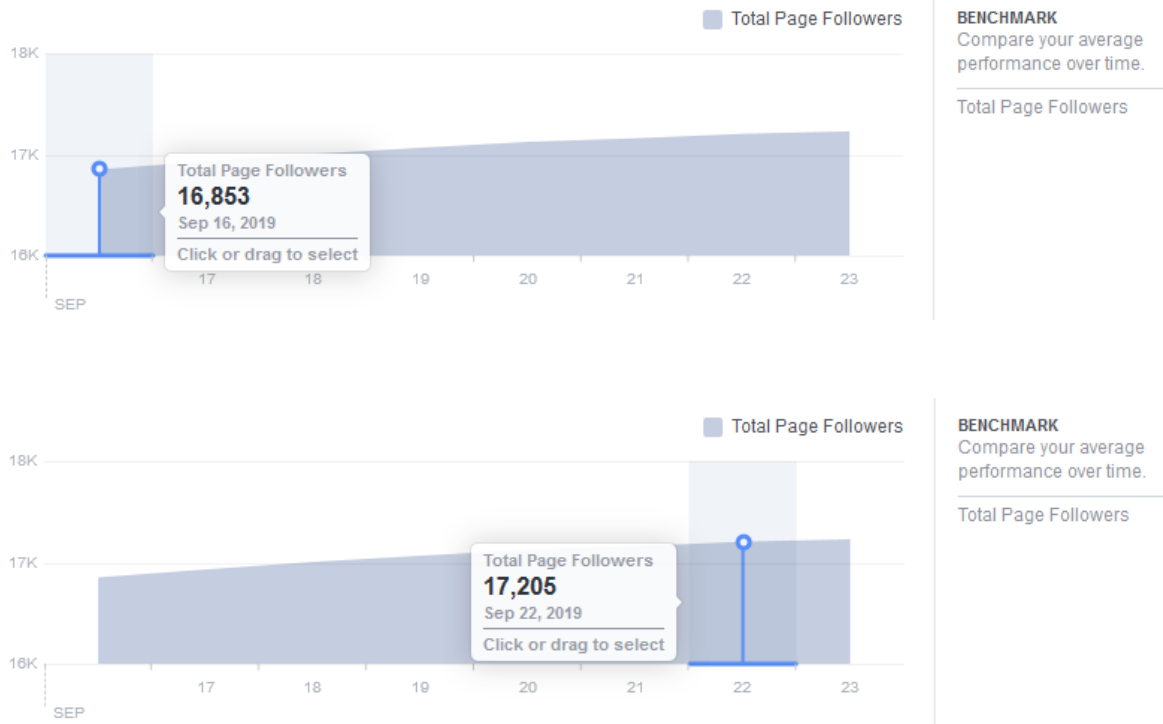
Facebook followers by gender and age

In terms of gender balance, the page strikes a relatively even balance between men and women (47% women to 51% men). Similar to 2018, the majority of followers are aged between 25 and 34 years of age. However, when compared with last year's figures, we see a marginal (1%) increase in popularity among those aged between 45 and 54 years of age.
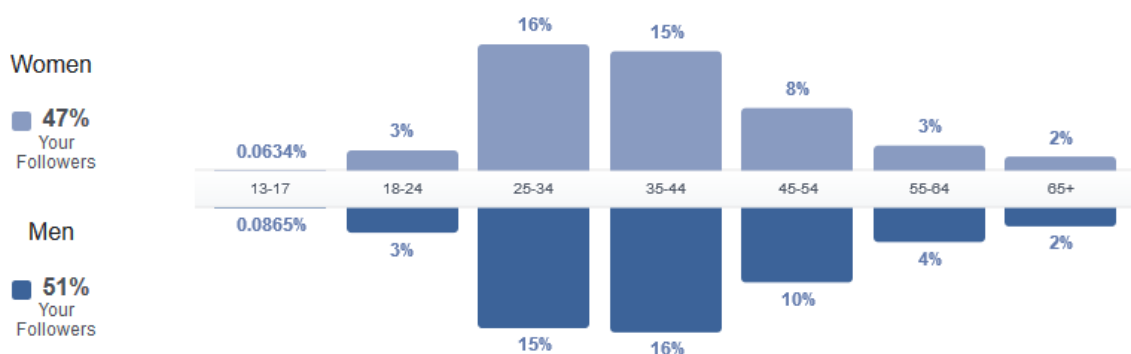
Facebook followers by country

Followers of the Facebook page are mostly concentrated in Mediterranean countries, with Italy, Spain, Portugal and Greece taking the top four positions. The top ten largely stayed the same, with the only change being Poland rising to 9th position and the United Kingdom dropping to 10th.

	Facebook followers by country	
	Country	**Followers**
1.	Italy	3,412
2.	Spain	1,29
3.	Portugal	1,184
4.	Greece	990
5.	Belgium	670
6.	Romania	666
7.	Germany	650
8.	France	574
9.	Poland	481
10.	United Kingdom	458

Facebook followers by language

English remains the most widely used language among followers of the Facebook page (when "US" and "UK" versions are added), with Italian the second most used language. Spanish and Portuguese follow in the rankings, with Greek, French, and German also popular among followers. In a change to the top 10 this year, Polish has fallen from tenth position, with Romanian being the tenth most popular language used among followers of the Facebook page.

	Facebook followers by language	
	Country	**Followers**
1.	Italian	3,366
2.	English (US)	2,733
3.	English (UK)	2,221
4.	Portuguese (Portugal)	1,069
5.	Spanish	930
6.	Greek	842
7.	French	788
8.	Spanish (Spain)	749
9.	German	595
10.	Romanian	451

5.4 Instagram account

The EUROPEAN**MOBILITY**WEEK Instagram account was launched last year and since then has grown in strength. The account has 1,003 followers as of time of writing, an increase of 678 from 2018. During the month of September, the account gained 350 followers.

Instagram followers by country
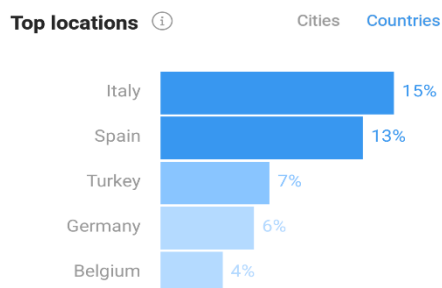
The top countries in terms of the account's audience mirror that of other social media channels, with Italy and Spain taking the top positions.

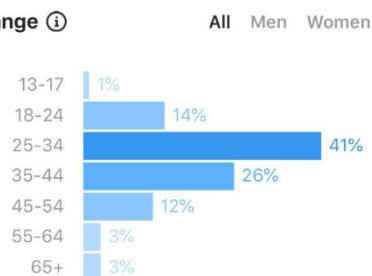### Instagram followers by gender and age

Unlike the campaigns other social media accounts, which tend to show the inverse, the EUROPEAN**MOBILITY**WEEK Instagram account has a marginally greater female following.
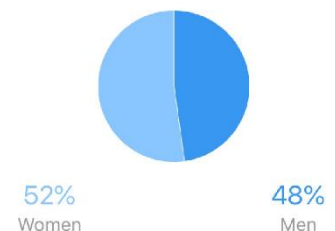
Similar to Facebook, the majority of the followers are aged 25-34 years of age.

6. HIGHLIGHTS AND MAIN EVENTS

This section aims to present selected examples of activities which happened in some of the 3,135 towns and cities celebrating EUROPEAN**MOBILITY**WEEK in 2019. Many activities focused on the annual theme 'Safe Walking and Cycling', with the safety and cycling aspects being more easily promoted. However, there are many very good examples of walking activities.

As a decentralised campaign, towns and cities are responsible for organising their own events in line with the common guidelines, but also taking into account their priorities. It is a real challenge to select only a limited number of good examples from such a high number of local programmes. Input from National Coordinators and local campaigners, as well as the awards applications from towns and cities are a very helpful basis for this selection.

Walk with us!

Cork (Ireland) held a step challenge for commuters, in association with the National Transport Authority. Commuters who decided to walk to work were rewarded with prizes, like shopping vouchers. In addition, the City challenged people to 'race against Rob', a famous local athlete, in a fun competition.

Zadar (Croatia) took it easy by organising relaxed walks, and a slow bike ride for children and adults - an original way of raising awareness among local residents of the need to change their travel behaviours.

Walk with us!

Walk with us!

Liepaja (Latvia) developed a dedicated website to encourage people to walk in and discover one of the city's most famous parks. The project was hugely successful, with many local residents participating.

Cities across Europe took **pedestrian crossings** as an iconic symbol to advocate for increasing walking as a mode of transport in our urban areas. The initiative, which was the brainchild of our German National Coordinator, saw groups of people crossing streets like The Beatles did it in Abbey Road in 1969.

Although the promotion of walking was limited to pedestrian crossings (i.e. wider pavements, car-free zones, nice urban furniture, etc.) this element was used to raise awareness by becoming more visible, attractive, and colourful.

Images from **Igoumenitsa**, **Pallini** (Greece) and **Barcelona** (Spain)

Wodzisław Śląski (Poland) gave a second life to old bicycles. During the week, local residents could donate their old or unused bicycles to the municipality. The bicycles were then repaired by local mechanics and art schools, and redistributed to local residents in need of bicycles. The project made cycling safe and accessible to all.

There is no better opportunity to launch public surveys as part of the Sustainable Urban Mobility Plan (SUMP) process than during EUROPEAN**MOBILITY**WEEK. This was the case in **Šabac** (Serbia), who gathered hundreds of answers.

Terracina (Italy) organised a mixture of cultural, leisure and social events to promote walking and cycling, illustrating that partnerships and a good communication strategy are essential for a successful campaign on sustainable urban mobility.

Involving local media is crucial in raising awareness of sustainable mobility. Inspired by this **Banja Luka** (Bosnia and Herzegovina) organised a breakfast with journalists and representatives of the City administration to discuss the theme of 'Safe Walking and Cycling'. In addition, more than 3,000 people completed a survey to update the data on the modal split in the city.

Image: Press conference on 16 September 2019 in **Zagreb** (Croatia)

Birmingham (United Kingdom) converted a section of the iconic A38 Aston Expressway into a paved park, making around 1.6 km of the motorway car free for the first time ever.

On 16 September, the European Secretariat organised the official **Launch Event of** EUROPEAN**MOBILITY**WEEK **2019** in Brussels (Belgium). From 08:00-14:00, the area between the headquarters of the European Commission and the European Council hosted activities, inviting residents and passers-by to '*Walk with us!'*. People could prepare a delicious smoothie, using a bicycle powered smoothie maker, and grab a coffee from a cargo-bike.

Walk with us!

This year, the event was run in parallel with a roundtable on road safety. The European Commission, alongside European Cities, presented the Global Alliance of NGOs on Road Safety with road safety commitments, and signed "The new paradigm for safe city streets" declaration.

7. CONCLUSIONS AND RECOMMENDATIONS

Participation

Unprecedented participation levels
(significant increases over last year in brackets and non-EU indented):
- o Belarus (+12)
- Germany (+27)
- Greece (+24)
- Hungary (+25)
- Kosovo* (+8)
- Lithuania (+6)
- Poland (+42)
- Portugal (+13)
- o Russia (+132)
- Spain (+8)
- Sweden (+9)
- o Turkey (+38)

Also better than 2018:
(Non-EU indented):
- o Albania
- o Bosnia and Herzegovina
- Cyprus
- Finland
- France
- Ireland
- Italy
- o Japan
- Lithuania
- Luxembourg
- Malta
- o Montenegro

- o Norway
- o Republic of North Macedonia
- o Serbia
- Slovakia
- Slovenia
- o Switzerland
- The Netherlands
- United Kingdom

Same as last year:
(Non-EU indented)
- o Ecuador
- o Georgia
- o Kazakhstan
- Latvia
- o South Korea

Significant falls
(in the context of last year's result and non-EU indented):
- Austria (-40)
- Belgium (-12)
- Croatia (-6)
- Czech Republic (-4)
- Romania (7)
- o Ukraine (-30)
- o Moldova (-17)

Notable absentees:
- Denmark

Reflections

- Overall, 343 more towns and cities than 2018

- The number of participating countries fell from 54 to 50. The same number as in 2017

- Most levels of unprecedented participation were seen in Central Eastern, and Southern European countries, and in some countries outside of Europe – notably, Russia. Additionally, many countries throughout Europe saw marginal to large increases in participation rates in comparison to 2018 figures.

- **Golden Participants:** 72 more than last year. However, this still equates to under 20 percent of all participants. Standout countries where more than half of their cities are 'golden' include: Turkey (39/64), Croatia (8/10), Iceland (4/4), Estonia (3/5), Montenegro (3/5), Ecuador (2/2), Brazil (1/1), Colombia (1/1), and Iran (1/1).

- **Car-Free Days**: participation increased on last year, with the figure rising from 1,153 to 1,375. There remains considerable fluctuation in cities' year-to-year participation, although generally the trend continues to remain upward since the all-time low reached in 2013. Standout countries where 75 percent or more of their total participated in Car-Free Day include: Bosnia & Herzegovina, Brazil, Colombia, Croatia, Cyprus, Ecuador, Hungary, Iceland, Iran, Malta, Montenegro, Republic of North Macedonia, Uzbekistan, and Turkey. Conversely, the weakest performers (where participation is below 15 percent) include: Austria, Finland, France, Lithuania, The Netherlands, Slovenia, and Sweden

- **Permanent measures**: There was a huge increase in permanent measures, with 6,765 more permanent measures than in 2018 (15,613 vs 8,848) – the highest since we began monitoring seven years ago. There was also an increase in the number of cities implementing those, which rose to 1,224, only 5 short of the record high set in 2016. In 2019, this equated to around 39 percent of all participating cities, which although being better than last year, is the second lowest among the seven years, percentage wise. Thematically speaking, cycling measures, pedestrianisation, and charging points for electric vehicles all saw steady growth.

- **MOBILITY**ACTIONS: A rise of 307 actions over last year: 1028 in 56 countries compared with 721 actions in 49 countries in 2018.

Conclusions

EUROPEAN**MOBILITY**WEEK continues to be an integral part of the portfolio, and the flagship campaign, of the European Commission' Directorate General for Transport and Mobility – DG MOVE. Among the European Commission and their Directorate Generals, it is probably their most well-known campaign world-wide.

Good proof of that is the fact that, in every mission abroad, European Commissioner for Transport, Violeta Bulc presented the campaign as a successful EU story in the promotion of sustainable urban mobility:

It wasn't by coincidence that EUROPEAN**MOBILITY**WEEK has seen its highest participation levels ever under Violeta Bulc's mandate, who has always shown her political support and personal involvement in the campaign. Towns and cities have known how to answer her call with commitments and tangible results in the promotion and awareness-raising of sustainable urban mobility at local level.

One of the key reasons for the success of the initiative is the well-established network of National Coordinators. The network is more or less complete, with some flaws in Denmark and France. On the other hand, Czech Republic and Hungary have reserved funds to help towns and cities with the organisation of their local campaigns.

The European Secretariat continues to invest funds and time in supporting annual information events in countries that require our support. Beyond the three annual meetings, where the format is in constant change to ensure a good exchange of best practices, the European Secretariat is available during the whole year for National Coordinators.

The unexpected popularity of **MOBILITY**ACTIONS has helped to widen the community of local campaigners, including organisations other than cities.

The European Secretariat ensures the campaign stays relevant and topical through connecting it to the most pressing global issues faced by local actors: the fight against climate change, in the framework of the forthcoming European Green Deal; the challenge of new mobility services and actors, like the e-scooters; and the importance of making sustainable transport accessible and affordable for all, etc.

Recommendations

- Share and exchange experience and increase attention in countries where shortfalls occur or National Coordination structures are non-respondent (i.e. Bulgaria, Italy, Romania, Denmark and France)

- Put in place a strategy to ensure a smooth transition in the National Coordinators structures and make them less dependent on individuals

- Maintain a presence at third party events (i.e. EU Urban Mobility Days, EUROCITIES Mobility Forum, POLIS Conference, etc.)

- Recognise the decentralised approach of the campaign, respecting the different priorities in the different regions of Europe, while sharing a common message

- Improve the timing of the delivery of campaign materials

- Act as a knowledge exchange platform for all kinds of local campaigners, not only National Coordinators, especially taking into account the popularity of **MOBILITY**ACTIONS

- Encourage the implementation of permanent measures

- Keep the campaign fresh by having a new theme each year