

European Mobility Week 2014

Participation Report



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1. Introduction

This European Mobility Week (EMW) 2014 Participation Report is based on the information gathered from the participant cities' database on the EMW website. The section on 'Highlights and Main Events' is based on information obtained from national coordinators. It includes participation rates for European Mobility Week, as well as for the Car-Free Day (CFD) initiative as an aspect of the week. So as to visualise the campaign's development, the Participation Report compares the 2014 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, European Mobility Week 2014 contained a number of positive results, including a higher participation rate than 2013, a greater number of permanent measures implemented, and the greatest population reach of any European Mobility Week held to date.

The level of social media interaction this year also surpassed previous editions with citizens eager to share their EMW experiences. The ability to almost instantaneously share EMW activities with a global community is an exciting development in the campaign.

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

Golden Participants: fulfilling all three criteria of the EMW Charter

Participants: fulfilling one or two criteria of the EMW Charter

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

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

The 13th edition of European Mobility Week saw 2013 cities from 44 countries take part – an increase of 82 cities from 2013. Whilst still comparatively lower to participation in previous years (bar 2013, it is the lowest result since 2006), 2014 marked the first upswing in participation numbers since 2011. It also lends credence to the narrative that the number of cities participating can be broadly tied to the economic situation of Europe.

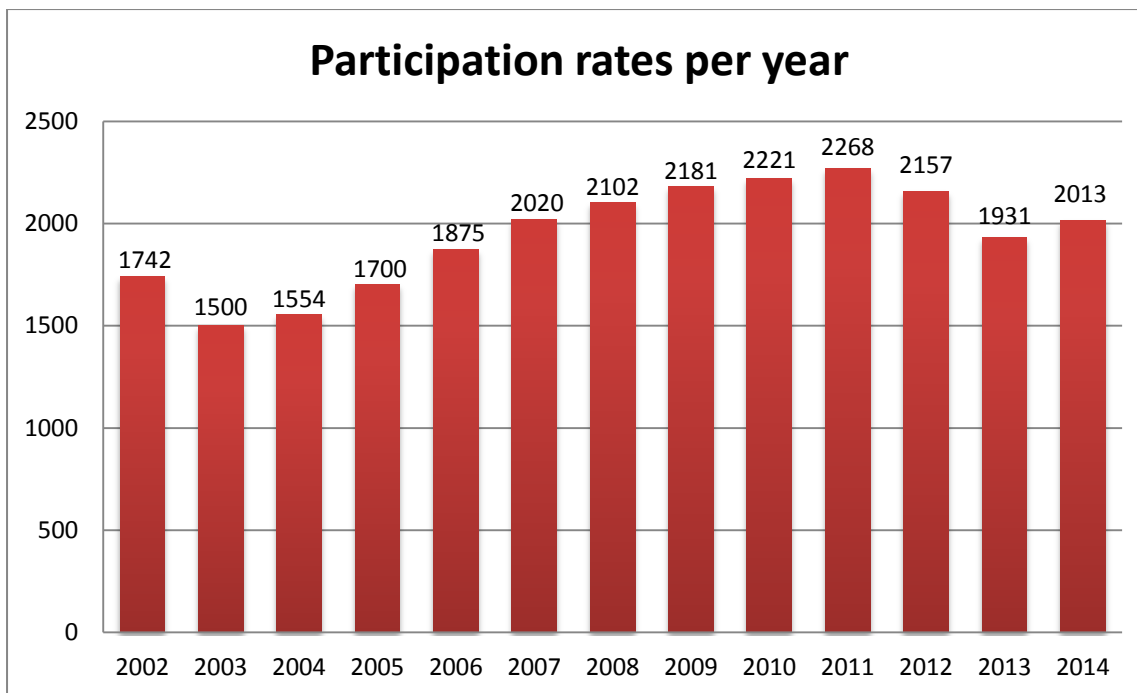
The campaign saw a reduction in the number of countries represented compared to 2013. Several of those missing, however, were from countries outside of Europe, such as Vietnam, Canada and the USA. It should be noted that the primary focus of the campaign remains on Europe, with external participation not pursued at Coordination level.

It should further 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 the EMW		
Year	Number of cities	Estimated population ³
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.



2.2 Participation by country

This year saw cities from 44 countries take part in the campaign. Previously participating cities from Vietnam, Canada, Argentina, Colombia, South Korea, Taiwan, Venezuela and the USA did not take part, marking a slight fall in the global reach of the campaign. This decline, however, was counteracted by the re-emergence of Ecuador, Malta and Denmark.

Austria once again led the way in terms of participation, surpassing its 2013 figure by one city for a total of 535 participating cities. The number of Spanish cities increased significantly from 2013, up to 490 from 406 the previous year. Italy also increased participation from 126 to 133 cities, a particularly large increase considering the 2012 total fell to double digits (82). Portugal and Greece rounded out an exceptional EMW for southern Europe, increasing their participation total to 73 and 21 respectively. Hungary also continued its upwards trend, reaching 145 cities this year compared to 129 in 2013 and 112 in 2012. The UK made a modest gain of four cities from 2013, reaching 10 participants, while Luxembourg more than doubled its 2013 registered total to 28 cities. Iceland repeated its 2010 high of seven cities participating.

Russia embraced EMW in a way not seen before, with 16 cities taking part (in 2013 only two cities participated). Both the Czech Republic and Lithuania also registered an increase this year, with the Czech Republic reversing last year's decline, and Lithuania going from two participating cities to 11.

Positively, the Former Yugoslav Republic of Macedonia, Greece, Italy, Slovakia and Slovenia set records in terms of their country's participation rate.

Conversely, Belgium saw a drastic fall, with 48 fewer cities registering this year compared to last for a total of 30. Romanian participation fell from 52 to 36, while Bulgaria saw 19 fewer cities take part for a total of 29. 17 fewer cities engaged with the campaign in Poland for a total of 10 - a major decrease from the 111 cities registered in 2011. Ireland saw its lowest ever participation, down five cities to two.

France also saw a decline in the number of registered cities to 99, falling from a high of 180 in 2008. The Netherlands decline in participating cities continued, dropping by four from 2013 to 14. This marks a precipitous fall from the 2009 figure of 231 participating cities. Germany, a country lacking a national coordinator, continued the downward trend started in 2008 for its worst ever showing at eight cities participating.

Ukraine managed to engage a total of nine cities (a two city decline from 2013) - an impressive feat when viewed in the light of the country's challenging political circumstances.

EMW participation per country								
Country	2007	2008	2009	2010	2011	2012	2013	2014
Albania	0	6	0	0	0	0	4	1
Andorra	0	0	0	0	0	0	1	2
Argentina	1	0	0	1	1	0	3	-
Austria	396	378	400	430	466	548	534	535
Belgium	29	35	163	66	48	55	78	30
Bosnia and Herzegovina	0	0	5	5	1	3	2	1
Brazil	57	34	12	30	7	2	9	1
Bulgaria	47	48	39	45	27	32	48	29
Canada	3	2	2	1	1	2	1	-
Colombia	0	1	1	0	0	0	0	-
Croatia	9	10	32	20	18	16	16	16
Cyprus	0	2	2	3	4	3	4	9
Czech Republic	75	90	85	83	56	45	20	29
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
Finland	9	10	3	2	8	13	29	27
Former Yugoslav Rep. of Macedonia	2	0	1	0	2	0	1	5
France	143	180	157	147	103	131	108	99
Germany	36	57	51	52	50	14	12	8

Greece	13	3	2	6	7	6	8	21
Hungary	63	73	74	96	104	112	129	145
Iceland	1	4	5	7	5	3	5	7
Ireland	4	10	13	13	13	10	7	2
Italy	43	35	29	38	74	82	126	133
Japan	6	7	9	9	8	9	13	<i>11</i>
Kosovo (under UNSCR 1244)	0	3	0	1	0	0	1	1
Latvia	8	13	6	15	17	8	8	7
Liechtenstein	0	0	0	1	1	0	0	-
Lithuania	19	16	11	23	14	19	2	11
Luxembourg	35	100	51	45	42	16	12	28
Malta	0	0	0	0	0	0	0	6
Moldova	0	0	0	1	0	0	0	-
Montenegro	0	0	0	0	2	2	2	2
Netherlands	310	218	231	71	10	24	18	14
Norway	7	8	13	14	18	18	18	18
Poland	74	84	127	114	111	89	27	10
Portugal	83	69	65	66	66	64	48	73
Romania	100	108	62	58	48	48	52	36
Russia	-	-	-	-	-	-	2	16
Serbia	14	1	19	16	15	3	9	10
Slovakia	5	2	3	4	9	13	11	28
Slovenia	25	24	21	13	31	14	31	38
South Korea	0	1	1	0	0	0	1	-
Spain	305	366	390	567	764	614	406	490
Sweden	28	46	51	103	88	105	98	87
Switzerland	8	7	3	2	2	3	4	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

Ukraine	0	0	0	2	12	16	11	9
United Kingdom	59	48	37	43	9	9	6	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

NB: *Bold = increase, Italic = decrease*

2.3 Golden Participants, Participants and Supporting Cities by country

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

2014 saw a positive increase in 'golden' participants compared to 2013 and 2012, as well as a decrease in the number of cities which fulfilled none of the three criteria. 54 more cities fulfilled all EMW criteria in real terms, leading to a 2 percent increase compared to 2013.

377 cities complied with all criteria, while 323 did so last year and 319 in 2012. This year also surpassed 2011, which saw 367 'golden' participants. In 2013, 10 cities met none of the listed criteria ('Supporting cities'), while 15 failed to do so in 2012, compared to only six this year. 50 percent of the supporting cities came from Serbia, while The Netherlands, Croatia and Austria all had one city a piece.

This year marks a high point in Golden Participants for some time, pointing to more engaged and enthusiastic participants.

Country	Golden Participants	Supporting Cities	Participants	Total participation
Albania			1	1
Andorra			2	2
Austria	12	1	522	535
Belgium	1		29	30
Bosnia and Herzegovina			1	1
Brazil			1	1
Bulgaria	7		22	29

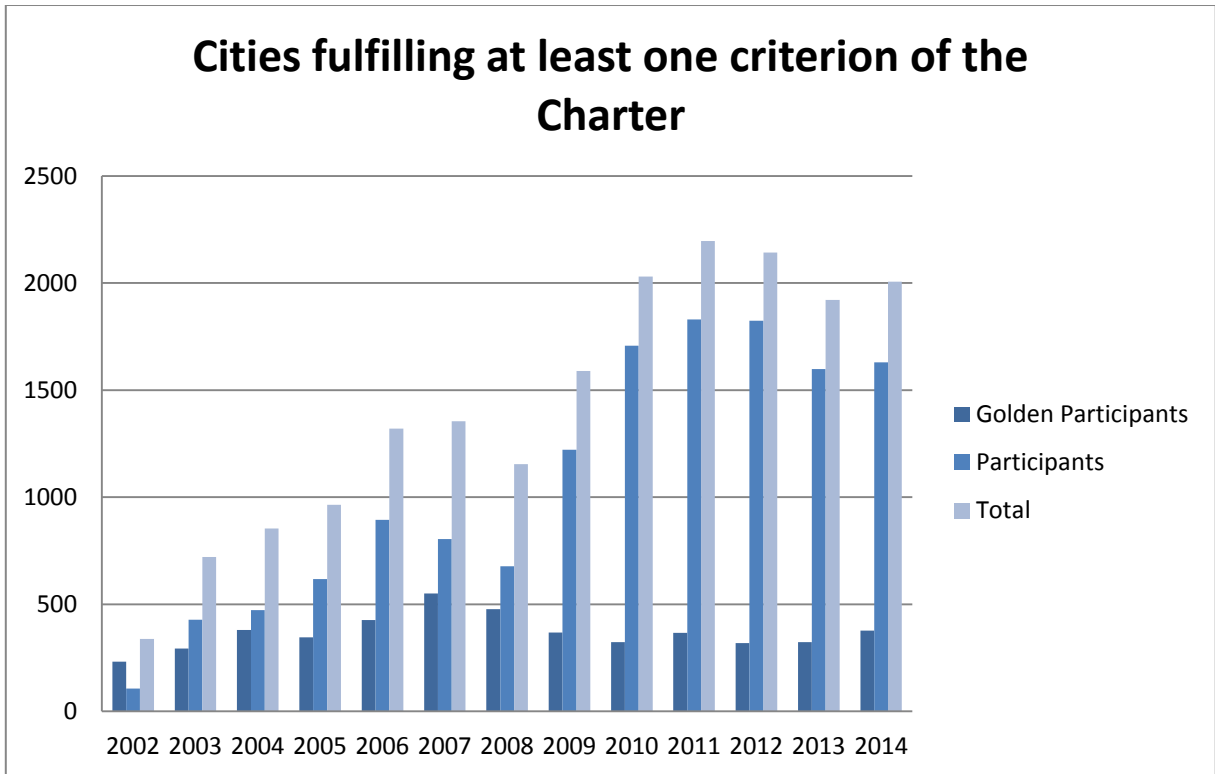
Croatia	6		10	16
Cyprus	3	1	5	9
Czech Republic	10		19	29
Denmark			1	1
Ecuador	1		0	1
Estonia	1		1	2
Finland	3		24	27
Former Yugoslav Republic of Macedonia	1		4	5
France			99	99
Germany			8	8
Greece	7		14	21
Hungary	27		118	145
Iceland	4		3	7
Ireland	1		1	2
Italy	62		71	133
Japan			11	11
Kosovo			1	1
Latvia	2		5	7
Lithuania	3		8	11
Luxembourg	2		26	28
Malta	1		5	6
Montenegro	1		1	2
Netherlands	1	1	12	14
Norway	8		10	18
Poland	3		7	10

Portugal	26		47	73
Romania	17		19	36
Russia	2		14	16
Serbia	1	3	6	10
Slovakia	9		19	28
Slovenia	7		31	38
Spain	129		361	490
Sweden	9		78	87
Switzerland	1		1	2
Turkey	2		0	2
Ukraine	4		5	9
United Kingdom	3		7	10
Total number in 2014	377 (18.73%)	6 (0.3%)	1,630 (80.97%)	2,013
Total number in 2013	323 (16.73%)	10 (0.52%)	1,598 (82.76%)	1,931
Total number in 2012	319 (14.7%)	15 (0.8%)	1,824 (84.5%)	2,158

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

The number of 'participants' (those cities fulfilling one or two criteria of the charter) rose to 1,630 in 2014 from 1,596 in 2013. This represents a minor fall percentage-wise (around two percentage points), due to the higher number of Golden Participants recorded. Overall, it represents a more or less constant percentage of those meeting one or two of the EMW criteria (81 percent in 2014, 83 percent in 2013, & 85 percent in 2012).

Year	Golden Participants	Participants	Total
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

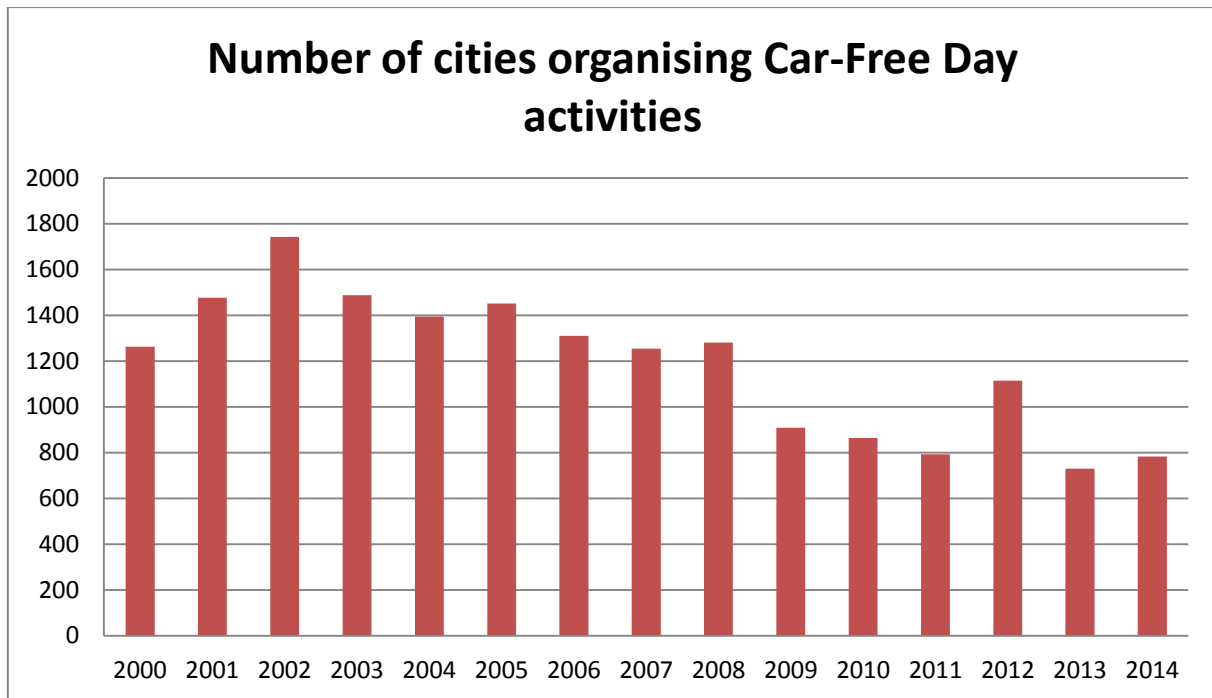


2.5 Organisation of Car-Free Day activities

Rising compared to last year, but still in 2012's shadow, the 2014 edition of EMW saw 783 cities take part in Car-Free Day. Apart from 2013, the figure is lower than any year since 1999.

As the day fell on a Monday, the lower figure is perhaps not surprising (Monday can be politically difficult to close streets to traffic due to commuter concerns). In more general terms, budget constraints may have played a factor in the poor showing when compared to previous years.

Organisation of Car-Free Day activities	
Year	Total
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



3. Permanent measures

3.1. Results from the online classification

Within this year's edition of European Mobility Week, 1032 cities declared they implemented at least one permanent measure. This equates to around 51.23 percent of all participating cities (including supporting cities). It is necessary to bear in mind that a number of cities were registered by their national or the European coordination, who may not have had the complete data to fill in the permanent measures form.

Overall, 8543 permanent measures were implemented by participating cities, an increase of 508 from last year. On average 4.24 measures per city were implemented, a slight increase on 2013.

Overall, the permanent measures mainly focused on:

- *Mobility management*, such as launching awareness-raising campaigns, elaborating educational materials, or developing urban mobility plans.
- *Accessibility*, such as lowering and enlarging pavements, removing architectonic barriers, or creating wheelchair ramps.
- *New or improved bicycle facilities*, with enhancements to both bicycle networks and facilities such as bicycle stands in public areas.
- *Pedestrianisation*, such as enlarging streets, improving infrastructure for pedestrians, and creating or extending greenways.

Permanent measures	No. registered in online database in 2012	No. registered in online database in 2013	No. registered in online database in 2013
NEW OR IMPROVED BICYCLE FACILITIES			
Improvement of bicycle network	434	458	474
Creation of public bicycle or bicycle sharing schemes	132	172	161
Improvement of bicycle facilities	359	396	425
Others	67	76	108
Subtotal	992	1102	1168
PEDESTRIANISATION			
Creation or enlargement of pedestrian areas	291	348	352
Improvement of infrastructure	387	436	483
Extension or creation of new greenways	172	168	191
Others	45	51	61
Subtotal	895	1003	1087
PUBLIC TRANSPORT SERVICES			
Improvement and extension of the public transport network	247	266	222
Improvement and extension of the public transport services	185	192	168
Use of ecological vehicles for public transport fleets	133	145	169
Development of new technologies in order to improve the public transport network	169	125	126
Launch of integrated services for the various public transport modes	103	70	81
Development of accessible transport services for all	126	153	141
Others	53	54	68
Subtotal	1016	1005	975
TRAFFIC CALMING AND ACCESS CONTROL SCHEMES			
Speed reduction programmes in zones near schools	321	340	406
Reduction of outside parking zones	73	86	101
Creation of park and ride stations	128	129	133
New traffic regulations: traffic circulation and parking	199	232	259
Elaboration of new residential areas	79	87	85

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

Launch of awareness-raising campaigns	357	515	430
Elaboration of educational materials	307	282	264
Development of urban mobility plans in consultation with local actors	192	174	189
Provision of incentives and bonuses to employers	53	46	71
Permanent access restriction to city centres	76	104	119
Launch of seamless transport modes to facilitate access to business areas or other social areas	49	32	44
Creation of walking buses and cycling train schemes	153	144	151
Development of an air quality measurement tool and display in public spaces	63	82	72
Organisation of regular fora or surveys on public opinions and ideas	170	141	175
Others	46	96	106
Subtotal	1792	1965	1966
Total permanent measures	7717	8035	8543
Permanent measures per city with all cities taken into account	3.57	4.16	4.22
Number of cities that have implemented at least one permanent measure	1103 (51%)	906 (46.92%)	1,032 (51.23%)

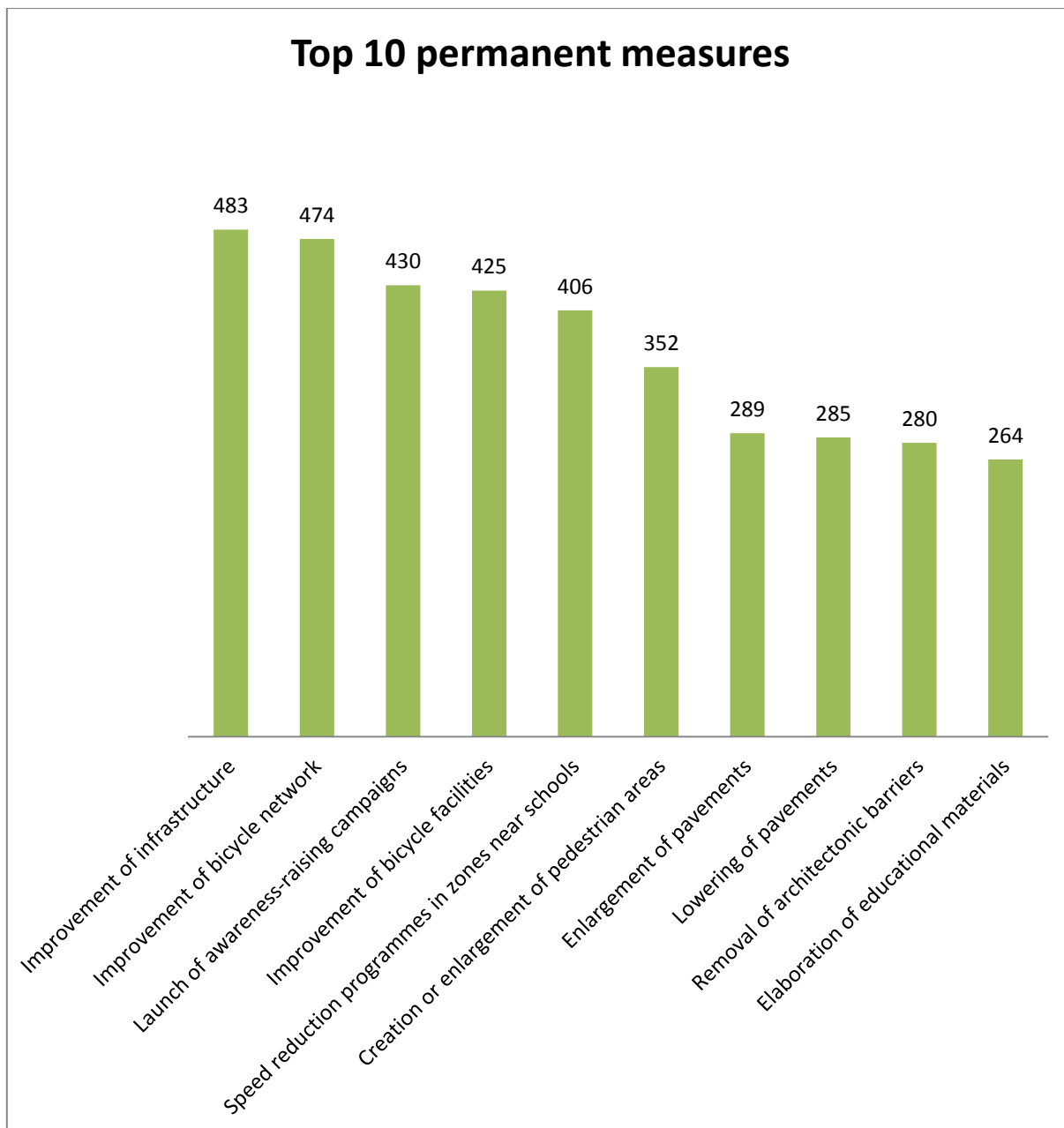
3.2 Top ten permanent measures implemented

'Improvement of infrastructure' jumped from third to first place this year, beating out 2013 number one permanent measure 'Launch of awareness-raising campaigns'.

'Improvement of bicycle network' remains in second place, while 'Creation or enlargement of pedestrian areas' climbs from eight position to fifth this year. 'Lowering of pavements' climbs one place to eighth, while 'Enlargement of pavements' and 'Elaboration of educational materials' swap places from last year, reaching seventh and tenth position respectively.

Rank*	Permanent measures	No. registered in online database in 2013	No. registered in online database in 2014
1 (3)	PEDESTRIANISATION: Improvement of infrastructure	436	483
2 (-)	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle network	458	474
3 (1)	MOBILITY MANAGEMENT: Launch of awareness-raising campaigns	515	430
4 (-)	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle facilities	396	425
5 (6)	TRAFFIC CALMING: Speed reduction programmes in zones near schools	340	406
6 (5)	PEDESTRIANISATION: Creation or enlargement of pedestrian areas	348	352
7 (10)	ACCESSIBILITY: Enlargement of pavements	234	289
8 (9)	ACCESSIBILITY: Lowering of pavements	253	285
9	ACCESSIBILITY: Removal of architectonic barriers	-	280
10 (7)	MOBILITY MANAGEMENT: Elaboration of educational materials	282	264

* Previous year's ranking in brackets.



4. Website visits & usage

September 2014 saw 73864 visits to the European Mobility Week website, including 38400 unique visitors. This is an increase of 7019 unique visitors compared to September 2013, and 8846 compared to September 2012.

Tuesday 16 September, the first day of the campaign, saw a drastic increase in visitor numbers, reaching 7623 - the highest number of visitors recorded in a single day during 2014. The 2013 record was 5469 visitors on a single day.

By the final day of the week, visitor numbers had declined to 3542 - still a substantial showing compared to previous years (2013, for example, saw 1158 website visitors on the Week's final day).

Visitor figures continue to decline following the week itself, with the final day of the month registering 1072 visits (compared to 216 in 2013).

In total, the EMW website saw 267,913 visitors in 2014, a reduction on the 281,857 visits recorded in 2013. 104,067 unique visitors were also recorded, an improvement over 2013's 98,548. This data indicates that more first time viewers visited the website, but were less inclined to return.

The monthly breakdown shows a build up in visitor numbers as the week grows closer:

Month	Unique visitors	Number of visits	Pages
Jan 2014	6,060	18,984	210,675
Feb 2014	5,799	17,913	196,615
Mar 2014	5,793	16,262	227,274
Apr 2014	5,871	19,097	146,724
May 2014	6,042	21,064	132,721
Jun 2014	6,986	19,743	193,268
Jul 2014	7,880	22,496	166,510
Aug 2014	9,603	24,878	180,519
Sep 2014	38,400	73,864	384,886
Oct 2014	8,656	25,633	153,601
Nov 2014	2,977	7,979	68,962
Dec 2014	0	0	0
Total	104,067	267,913	2,061,755

In terms of individual page visits, the Cities page, as per usual, far surpasses the others. 50931 visitors landed on the page in September, eclipsing the homepage as the most visited section of the website (possible thanks to a Google search of EMW providing the option to by-pass the homepage in favour of the Cities page). The question of which countries and cities are taking part in European Mobility Week, and to what degree cities are engaged in EMW, is the primary interest of visitors.

The News page had a stronger showing in 2014 than last year, with the Resources page also attracting significant traffic. Additionally, this year's theme proved popular with visitors, as did the Award page. The Join Us! page showed less traffic than in 2013 due to a change in the method of calculation.

Ten most visited pages (September, 2014)		
Rank	Page	Unique Page views
1.	Cities	35196
2.	Home page	25267
3.	News	6643
4.	Resources	4069
5.	Theme 2014	2311
6.	Join us!	1885
7.	Award	1785
8.	Registration	1291
9.	About	1206
10.	Search	1137

4.2 Where are visitors from?

Europe continues to dominate visitor rates, comprising 95 percent of website traffic. The ranking of the geographic areas remains in line with 2013. This year represents a slight fall in European visitors, with 1771 fewer than in 2013.

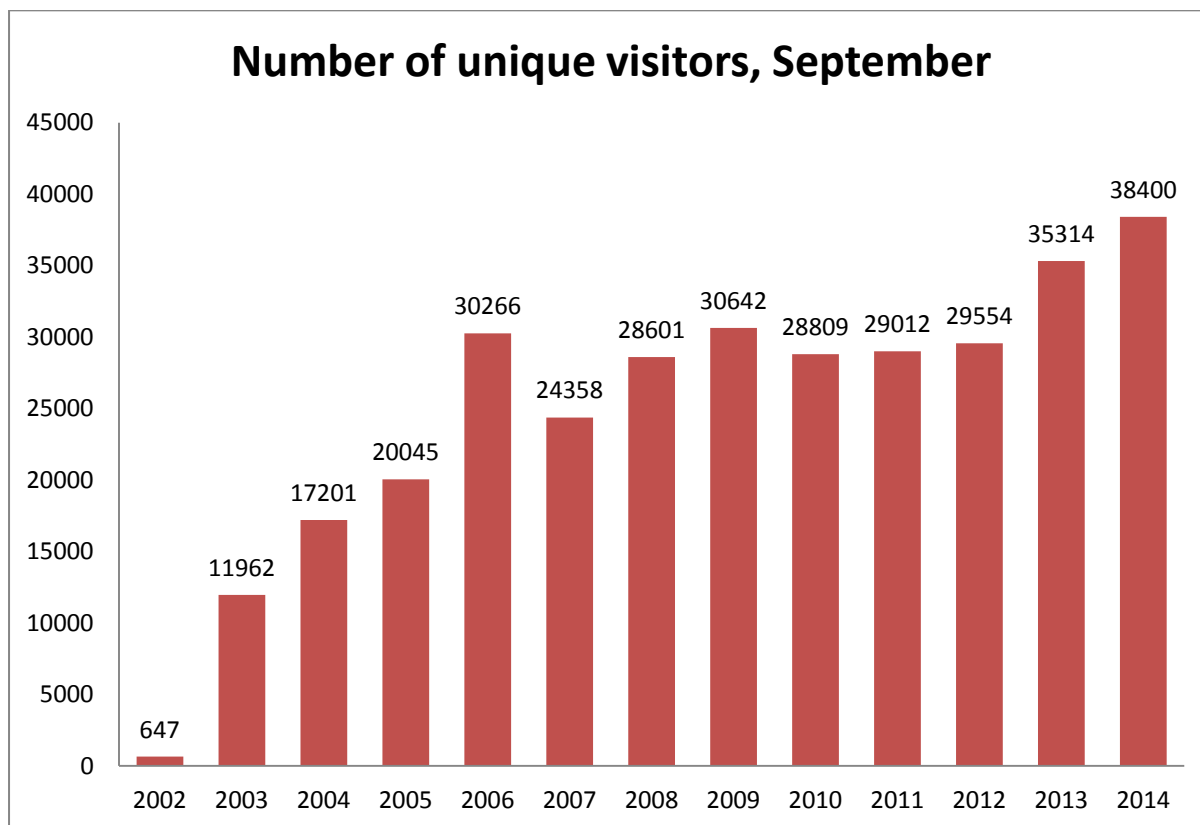
Continent	Visits	Percentage
Europe	35639	95.59%
North America	466	1.25%
Asia	419	1.12%
Unknown	347	0.93%
South America	282	0.76%
Oceania	81	0.22%
Africa	50	0.13%
Central America	19	0.05%

Italy and Spain remain in first and second position respectively this year, with both countries' grip over the total percentage of visitors falling. France, Belgium, Portugal and Greece all rose in position this year, to third, fourth, fifth and sixth place respectively, while Hungary and Slovakia fell to seventh and eighth position (down from third and fourth in 2013). Germany remained constant at ninth position, while the UK entered the top ten for the first time.

Number of visits per country					
Rank	Country	Visits September 2014	Percentage September 2014	Number of visits September 2013	Percentage of visits September 2013
1	Italy	7309	19.6%	8235	30% (1)
2	Spain	3899	10.45%	4297	15.71% (2)
3	France	2505	6.72%	2073	7.58% (5)
4	Belgium	2083	5.58%	1766	6.46% (6)
5	Portugal	1982	5.31%	1566	5.73% (7)
6	Greece	1897	5.09%	1212	4.43% (10)
7	Hungary	1555	4.17%	3081	11.26% (3)
8	Slovakia	1406	3.77%	2387	8.73% (4)
9	Germany	1171	3.14%	1249	4.57% (9)
10	UK	1108	2.97%	-	-
*September 2013 ranking in brackets.					

4.3 Comparison with previous EMW editions

38,400 unique visitors accessed the website in September 2014 - the highest rate since the start of the EMW campaign.

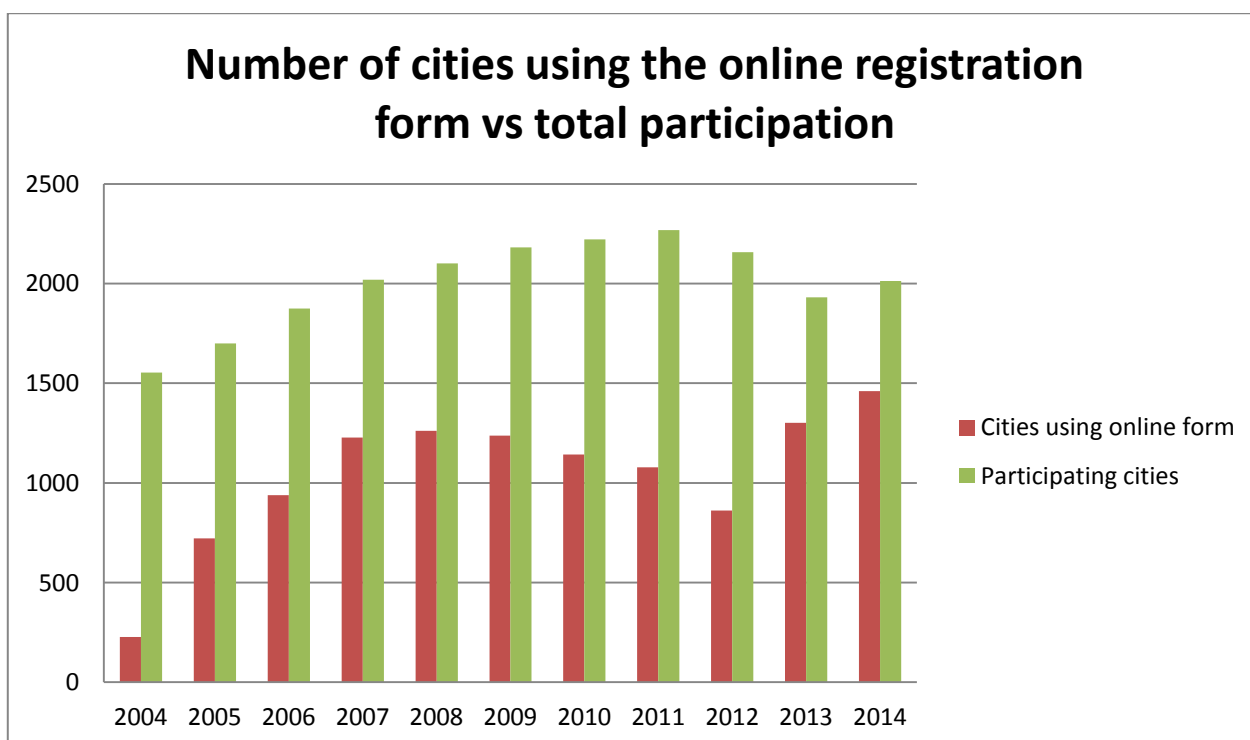


4.4 Use of the online registration procedure

Use of the online registration system surpassed 2013 to reach its highest ever level in 2014 at 1461, representing 72.58 percent of all registrations. This figure indicates an enhanced comfort with the online registration system. 552 cities were registered by national coordinators (27.42 percent).

Year	Number of cities using the online form	Total participating cities	Percentage of cities using the online form
2014	1461	2013	72.58
2013	1302	1931	67.34
2012	862	2157	40
2011	1079	2268	47.57

2010	1142	2221	51.42
2009	1237	2181	56.72
2008	1262	2102	60.04
2007	1227	2020	60.74
2006	939	1875	50.08
2005	721	1700	42.41
2004	227	1554	14.61



4.5 Website referrals

The table below shows the top ten website referrers in September 2014:

Rank	Website	Visits
1.	www.facebook.com	2572
2.	emh.kormany.hu	929
3.	www.minambiente.it	867
4.	www.twitter.com	802
5.	www.apambiente.pt	784
6.	www.developpement-durable.gouv.fr	690
7.	ec.europa.eu	538
8.	www.bikefestival.gr	507
9.	www.journeedutransportpublic.fr	423
10.	www.tyzdenmobility.sk	377

Facebook rose from second position in 2013 to reach the top of the referrers table, comfortably sending more traffic to the EMW website than any other source. This status shows the importance of EMW social media activities in spreading awareness of the campaign.

The Hungarian Mobility Week website 'emh.kormany.hu' came in second place, driving an impressive 929 visitors. This high referral rate indicates the continued interest in, and engagement with, EMW in Hungary. The Italian Ministry of Environment again came in third place, showing its commitment to EMW, while EMW social media channel Twitter came in fourth. The Portuguese Environment Agency reached fifth place, referring 784 visitors.

Two websites from France entered the top ten, with the French Ministry of Ecology, Sustainable Development & Energy at sixth place, and public transport website 'www.journeedutransportpublic.fr' at ninth.

The European Commission's promotion of EMW obviously made an impact, landing it at seventh place in the table, while the Athens Bike Festival (www.bikefestival.gr) successfully drove EMW traffic, reaching eighth place.

The regional EMW page of Slovakia www.tyzdenmobility.sk again entered the top ten in terms of referrers.

5. Social Media

Social media was a key part of the success of EMW 2014. Facebook, the social networking site, and Twitter, the micro blogging site, were used to share news, images and information about the campaign – both from the European Coordination and from others taking part in the project. Citizens and local governments shared content heavily on the social media channels, using them as a means to promote their campaigns and reach other interested parties from around the globe.

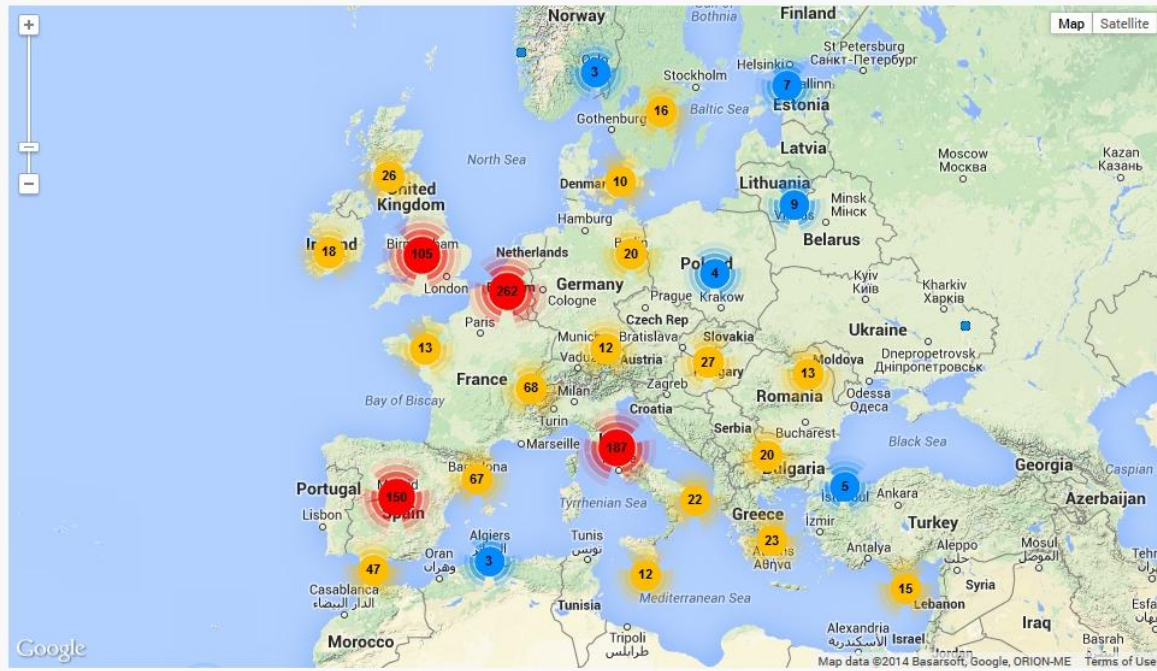
5.1 Twitter

The European Coordination's Twitter account, @MobilityWeek, now stands at 2,068 followers, an increase of 828 (67%) from 2013.

Geographically, followers are concentrated in cities and countries such as Brussels (Belgium), London (United Kingdom), Madrid (Spain) and Rome (Italy).

Mapped locations of mobilityweek's followers

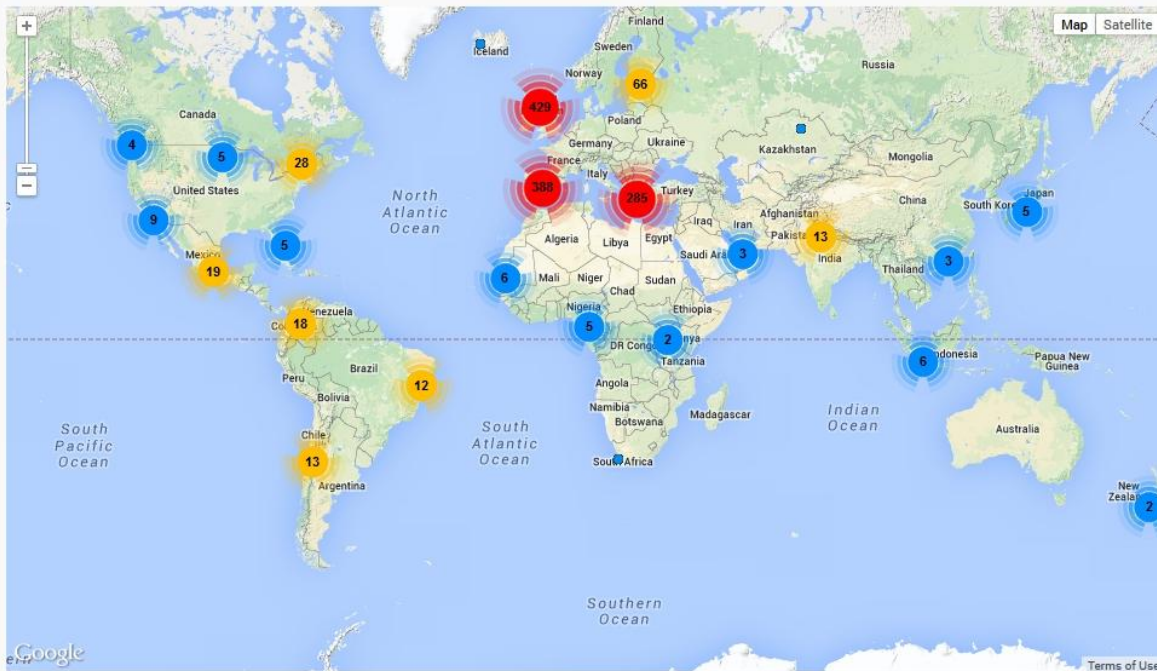
Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and so some points may be mapped incorrectly.



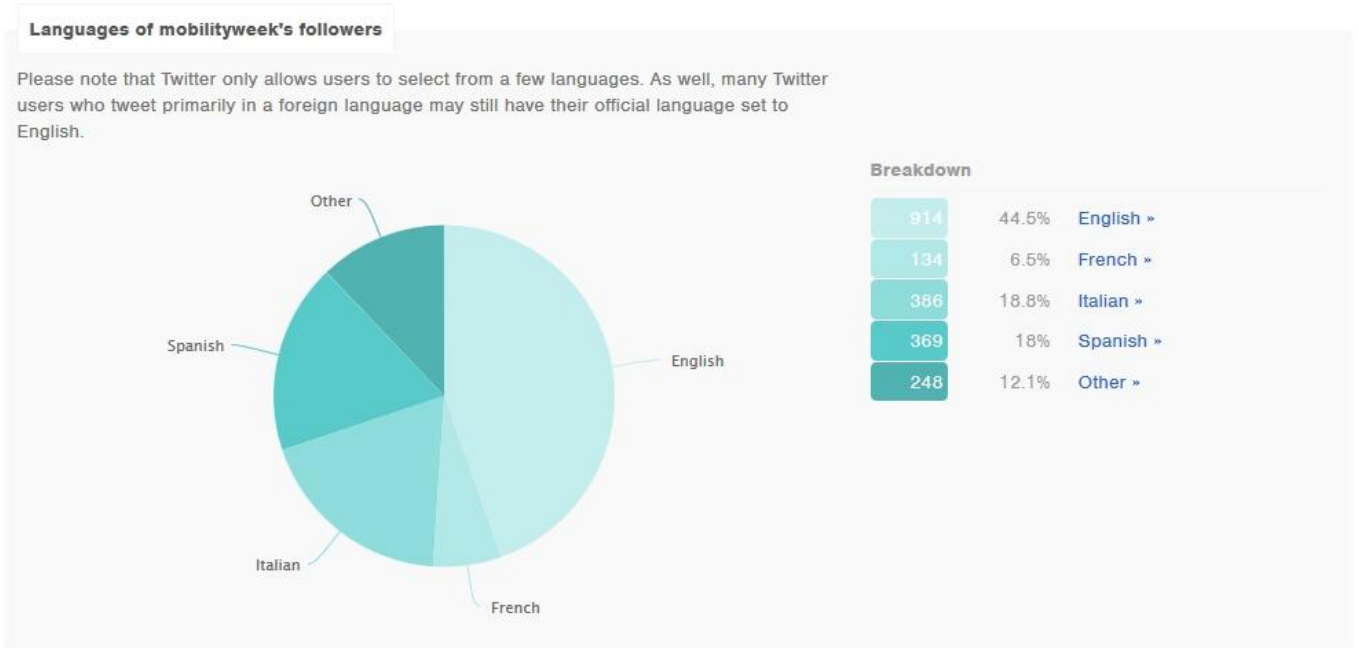
Outside of Europe, South America and the US lead the way in terms of follower numbers.

Mapped locations of mobilityweek's followers

Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and so some points may be mapped incorrectly.



As the pie chart below indicates, the largest share of followers tweet in English. Around two-fifths of users tweet in Italian or Spanish. “Other” makes up 12.1 percent, followed by French at 6.5 percent.

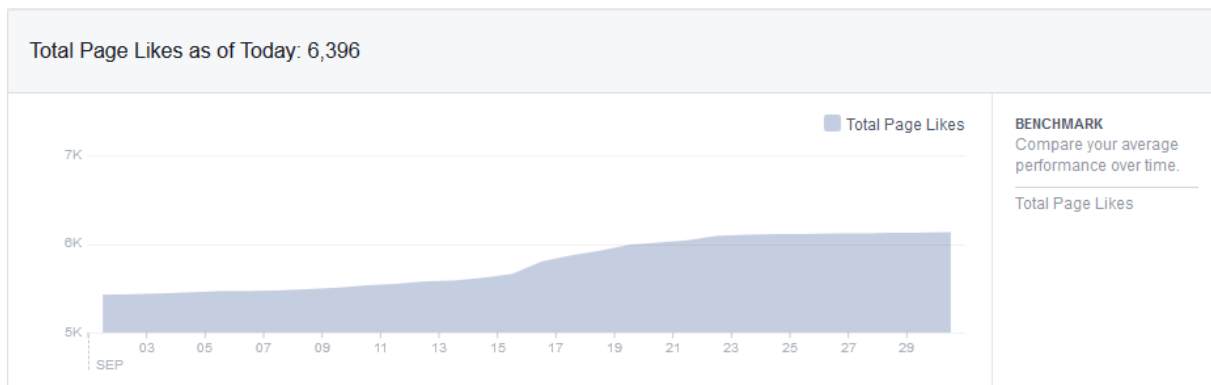


5.2 Facebook

Facebook was used as a means to share news, images and materials from cities across Europe and beyond partaking in EMW 2014. 2014 saw the popularity of the page increase dramatically, particularly as a means of promotion.

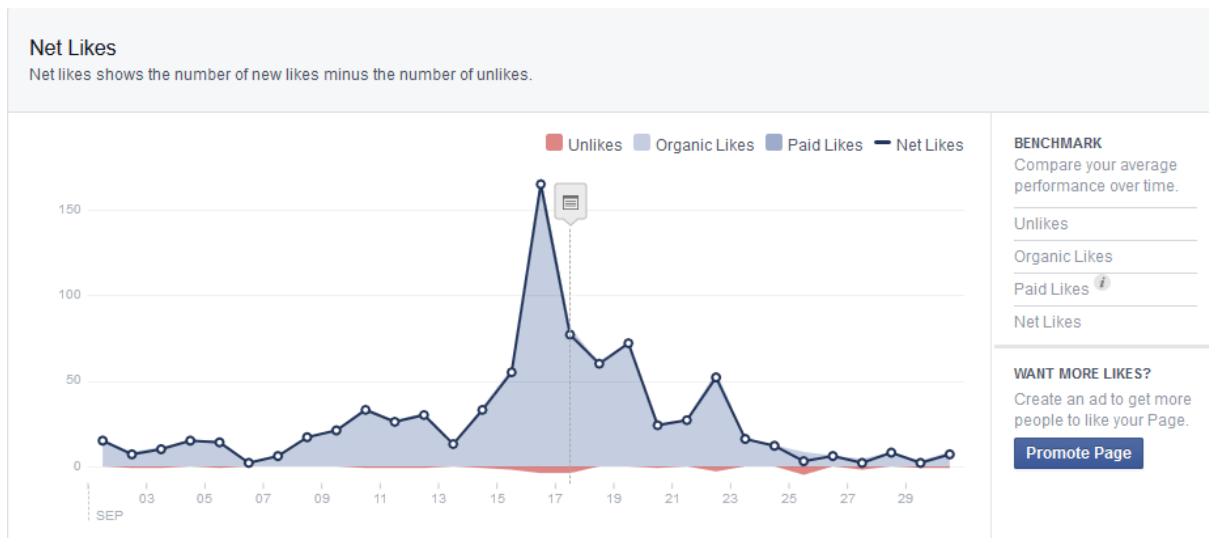
At the time of writing, the page has 6,396 “likes” (those who choose to follow the content of the page). In November 2013 the page had 4,817 “likes” – this represents a one year increase of 1,579 followers (a 33 percent rise).

A great deal of this growth came in the month of September, the month in which the week takes place. The graph below visualises this growth:

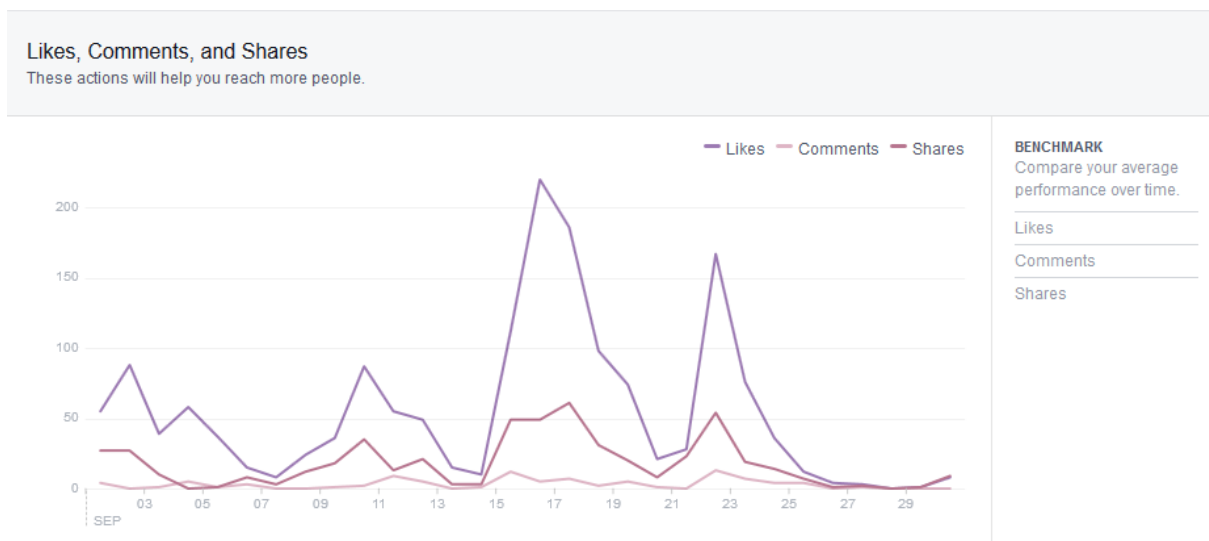


On 16 September (the official start of EMW) the number of likes increases sharply; it continues to grow for the duration of the week.

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



The graph below indicates the daily likes, shares and comments on posts from the Mobility Week Facebook page throughout September. This indicates relatively high engagement through liking and sharing, but low amounts of commenting and participating in discussions (presumably due to language barriers).



In analysing where Facebook users come from geographically, it quickly becomes apparent that the results are somewhat similar to those seen in the website statistics.

Italy leads the table, with 1,406 followers, an increase from 353 in 2013. In terms of cities, Rome remains in first place with 126 followers, followed by Brussels. Cities from southern and eastern Europe dominate, with Brussels, London and Paris the only exceptions. Some surprising entries are relatively small cities such as Skopje (FYRM) and Braga (Portugal).

Some countries in eastern Europe have overtaken others in northern and western Europe – the Mobility Week page now has more followers from Romania (214) than from France (206) and more from Croatia (133) and Bulgaria (107) than Sweden (99).

Although European countries make up the majority of followers, the United States and Brazil are surprising entries at 14th and 19th place respectively. These countries provide more followers than Finland, the Netherlands and Austria - well-represented countries in terms of city participation.

Rank	Country	“Likes”
1	Italy	1406
2	Spain	557
3	Portugal	498
4	Greece	282
5	Belgium	218
6	Romania	214
7	France	206
8	Poland	198
9	Germany	162
10	United Kingdom	149
11	Croatia	133
12	Macedonia	110
13	Bulgaria	107
14	USA	102
15	Sweden	99
16	Turkey	87
17	Serbia	87
18	Hungary	85
19	Brazil	83
20	Norway	81

Rank	City	“Likes”
1	Rome, Italy	175
2	Brussels, Belgium	146

3	Lisbon, Portugal	141
4	Milan, Italy	126
5	Athens, Greece	110
6	Bucharest, Romania	109
7	Madrid, Spain	103
8	Paris, France	71
9	Skopje, Macedonia	67
10	Sofia, Bulgaria	62
11	London, United Kingdom	59
12	Budapest, Hungary	55
13	Braga, Portugal	55
14	Thessaloniki, Greece	51
15	Turin, Italy	51
16	Naples, Italy	49
17	Bologna, Italy	47
18	Łódź, Poland	47
19	Barcelona, Spain	46
20	Zagreb, Croatia	45

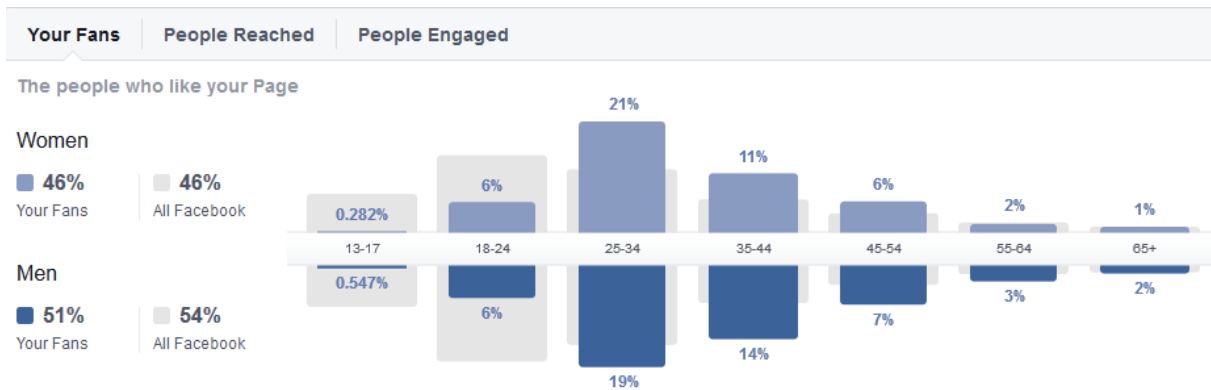
In terms of language, English is the highest spoken by quite some way (when US and UK listings are combined), followed by Italian, Spanish (when both entries are combined) Portuguese, French, and Greek.

Many users post in their native language, resulting in a truly international display on the Facebook page.

Rank	Language	Number of users
1	Italian	1294
2	English (US)	1190
3	English (UK)	801
4	Portuguese (Portugal)	432

5	Spanish	386
6	Spanish (Spain)	350
7	French (France)	284
8	Greek	181
9	German	173
10	Polish	169

As shown below, the EMW page has a remarkably even split between genders, with 46 percent female, and 51 percent male (3 percent are not known). In terms of age, 25 – 34 is the highest represented demographic, followed by those aged 35 – 44. This furthers the notion that Facebook allows the campaign to connect with young people who it may otherwise be unable to reach. The demographics remain in line with 2013 data.



6. Highlights and Main Events

This section presents some of the main activities which happened throughout the 2014 European Mobility Week. The events were marked by a variety and originality, which signifies the high level of dedication of the participating cities. Some of the most ingenious examples are presented here.

Emphasising the implementation and promotion of an eco-friendly means of transport in modern cities is undoubtedly a topic of great importance. Some cities took the opportunity to raise public awareness on the issue in unusual and very creative ways. During the Car Free Day on 22 September, the citizens of Riga were shown the difference between the amount of space a car and a bicycle take up on the public roads ([link to the article](#)).



The city of Madrid, for its contribution, popularised green areas during the EMW. The city chose to celebrate the week by arranging a 'PARK(ing) Day', to emphasise the importance of having green spaces in an urban environment. For the day, a parking space was taken over and converted into a green space ([link to the article](#)).



Similar initiatives, which are particularly in line with this year's theme, took place also in various cities in Sweden and Luxembourg.

Popular initiatives were organised during the EMW focusing on encouraging the use of bicycles as an alternative to cars. The city of Athens for example had a rather entertaining way of engaging its citizens by having a 'Skirt Ride' (see [here](#)). The event targeted women especially; inviting them to put on a dress or a skirt and high heels. The message behind the event was to demonstrate that riding a bicycle on a daily basis is as easy as any other activity ([link to the article](#)).

In the city of Bologna, the increasingly popular car free areas are becoming 'Social streets'. Residents of the historical city center use the opportunity to organise meetings, dinners, to debate and exchange books and newspapers in the street. The initiative is now becoming extremely popular in other cities and communities in Italy ([link to the website of the initiative here](#)).



Cities in the Czech Republic also tried to find an

innovative way to include its citizens in activities related to the EMW: an 'inline-skate racing' was organised inside an underground parking space, where a large number of young athletes and skating enthusiasts raced each other ([link to the event](#)).

In the Norwegian city of Lillestrom, local authorities tried to show their citizens the environmental, health, and economic benefits of walking or cycling compared to car use. Bikers and walkers received around €11 and €9 in Norwegian crown respectively ([link to the article](#)). Other Norwegian cities were also active in promoting public transport by decorating bus shelters ([link to the article](#)).

The online newspaper 'nachrichten.at' reported an interesting initiative which took place in the city of Linz. Readers were invited to apply for a competition where they were challenged to live during the European Mobility Week without their car . The selected family told to the newspaper how easy it was to reduce their dependency from cars ([link to the article here](#)).

The city of Chemnitz also had a number of interesting activities, some of which included children painting at popular spots in the city and sharing experience and ideas among residents for urban transport development particularly for impaired citizens. ([link to the article](#)).

The city of Skopje, in the Former Yugoslavian Republic of Macedonia, is very adept at combining the events of European Mobility Week with other measures related to the protection of the ozone layer and the promotion of energy efficiency in houses ([link to the article here](#)).

7. Conclusions and Recommendations

Overall the 2014 results are satisfying. Participation has increased, with many more citizens (potentially) reached, and a record number of permanent measures have been implemented. Additionally, there was a significant increase in website visitors, Twitter and Facebook followers, more use of the online registration tool, and more golden participants.

On the other hand, Car-Free Day participation declined from previous years (bar 2013) despite a trend which sees demand management measures such as access restrictions on the rise in Europe. This is perhaps most likely due to limited budgets, uncertainty over voters' interests and popularity concerns. This is unfortunate as European Mobility Week is the one time in the year when a city administration enjoys a freer hand to experiment and do something 'out of the box' to engage citizens and explore their reactions to what might initially be unpopular measures. When speaking to the European Coordination secretariat, cities expressed a preference to implement less controversial measures and 'pass' on Car-Free Day.

On the other hand, measures pertaining to permanent infrastructure have increased at the expense of awareness raising actions, debunking the view that severely constrained budgets are limiting actions during the week and in general.

The secretariat's bid to increase visibility on social media has paid dividends, considering the many more followers accumulated over the last year on both Twitter and Facebook. Establishing a presence on the professional social networking tool, Linked-In, is the obvious next step.

The statistics from social media websites, plus the homepage visitors offer those engaged in national (re)engagement a new weapon in its arsenal to encourage countries to appoint or better support their coordinators. Citizens in France, Belgium, Slovakia, UK, Germany, Romania, Croatia, Bulgaria and Poland clearly do care how their cities participate in the campaign judging by their online clicks and interest. Countries and coordinators ought to firmly encourage their cities to register their actions to increase their visibility locally, national and internationally.

National coordinators clearly play an important role. Lithuanian cities for instance benefited the arrival of a new coordinator as participation there registered a marked increase over the past year. Germany meanwhile registered its worst ever showing, continuing a downward trend which began in 2008 due to the absence of a dedicated national coordinator. Coordinators obviously should not be appointed for a single campaign, but need to be permanently appointed and to ensure continuity, noting also how temporary support offered under the Do The Right Mix campaign for instance doesn't seem to have had a great impact overall in Romania, Bulgaria, the UK and Latvia.

Encouragingly, Russia's participation figures suggest an interest in solidarity with EU initiatives which in the current political situation ought to be encouraged. In non-EU countries such as Ukraine, Bosnia-Herzegovina and Montenegro, more has to be done to support their coordinators who undertake the role voluntarily, for instance, by covering their expenses to attend coordinators' meetings. A small fund ought to be set aside for this purpose in order to ensure coordinators who express an interest to attend, can.