

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2020



PARTICIPATION REPORT DECEMBER 2020

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1. INTRODUCTION

The present Participation Report is based on the information gathered from the EUROPEAN**MOBILITYWEEK** 2020 participants' data base.

To visualise the campaign's development, the Participation Report compares the 2020 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.

This year, in light of the COVID-19 pandemic, towns and cities had maximum flexibility when participating in EUROPEAN**MOBILITYWEEK**. Local authorities could register their events and permanent infrastructure initiatives as usual, but also their online alternatives and their short-term measures to help people move around safely during the pandemic.

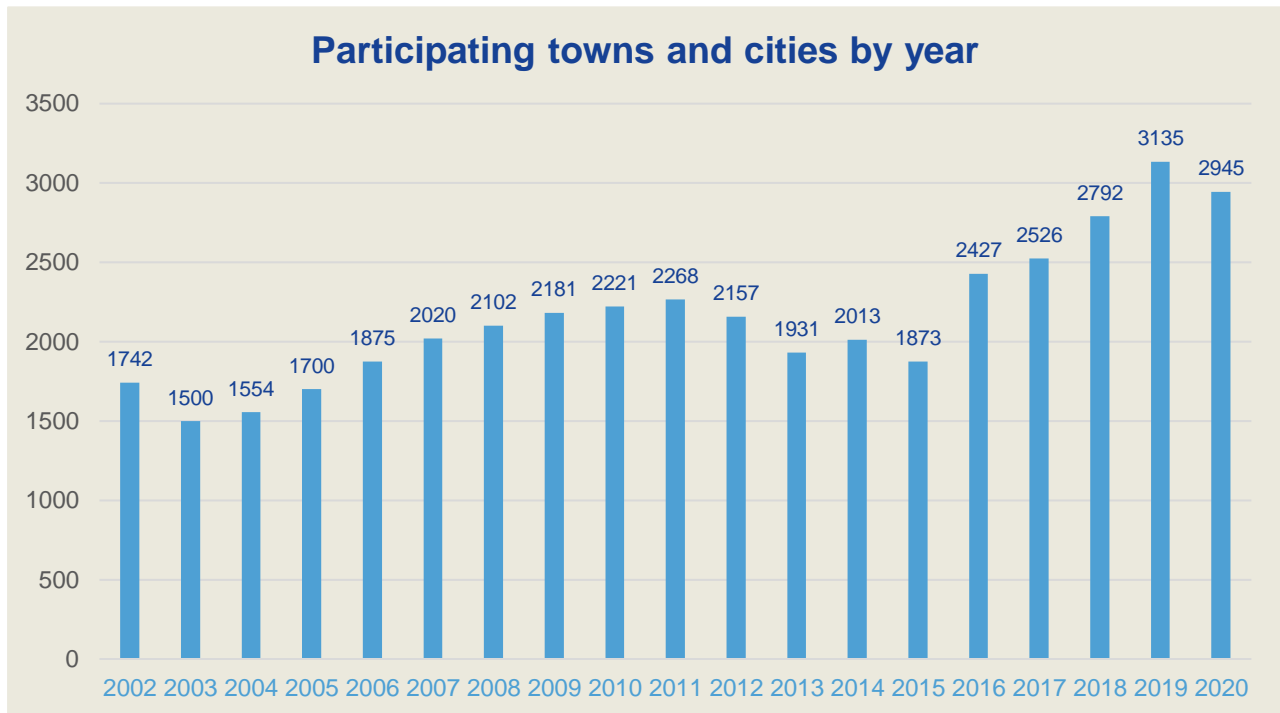
Despite the challenges faced by many towns and cities across Europe, and indeed further afield, participation in EUROPEAN**MOBILITYWEEK** remained high, with 2,945 towns and cities participating. Although this represents a decline of 190 towns and cities when compared with participation rates from 2019, it is the second highest participation rate ever witnessed since the campaign was launched in 2002.

2,945 towns and cities
registered in 2020

894 **MOBILITYACTIONS**
for 2020 registered

2. PARTICIPATION

This year's edition of EUROPEANMOBILITYWEEK saw 2,945 towns and cities from 53 countries take part – this figure is well above the average of the last five years.



2.1 Participation by country

53 countries took part in the campaign, an increase of three from 2019. As in previous years, Austria and Spain were among the top three countries in terms of participation. Joining them this year in the top 3 was Turkey, who registered the most towns and cities overall. In total, 551 Turkish towns and cities participated in this year's campaign, a massive increase of 487 when compared with 2019.

In second place was Austria, which also saw an increase in registrations from 519 in 2019 to 534. In third place was Spain, which secured the spot despite seeing a slight decline in registrations from 561 to 531.

Despite the pandemic, there were also marked improvements in participation levels over last year in several countries, including Poland (+32), Germany (+18), Bulgaria (+10), Serbia (+9), and Belarus (+6). In addition, both Cyprus and the Czech Republic saw their participation numbers increase by 2, while Greece, Iceland, and Norway saw their participation numbers increase by 1.

Overall, 7 countries broke previous records, a figure that also includes one newcomer from beyond Europe (Chile).

24 countries improved upon or equalled last year's participation figures. This year also saw 5 countries re-join the campaign: Denmark, Mexico, Moldova, Peru, and USA.

Quantitatively speaking, not all countries enjoyed the same success they experienced in recent years. The most significant decline was seen in Hungary (-253), Russia (-250), Belgium (-34), Portugal (-31), Spain (-30), Italy (-23), France (-20), Sweden (-20), Latvia (-17), Luxembourg (-14), and the United Kingdom (-14).

However, this year saw more countries participating in the campaign (53) in comparison to last year (50). Despite this, the following 2 countries opted not to participate in this year's campaign: Colombia and Kazakhstan.

Comparison of recent years participation per country (in alphabetical order)												
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Albania	-	-	-	-	4	1	4	16	14	8	9	-
Andorra	-	-	-	-	1	2	1	1	1	1	-	-
Argentina	-	1	1	-	3	-	1	1	5	4	3	1
Austria	400	430	466	548	534	535	457	525	577	559	519	534
Belarus	-	-	-	-	-	-	3	19	48	66	78	84
Belgium	163	66	48	55	78	30	35	117	58	97	85	51
Bosnia and Herzegovina	5	5	1	3	2	1	1	3	5	6	8	5
Brazil	12	30	7	2	9	1	-	-	2	-	1	1
Bulgaria	39	45	27	32	48	29	21	28	39	25	23	33
Canada	2	1	1	2	1	-	-	3	-	-	-	-
Chile	-	-	-	-	-	-	-	-	-	-	-	1
Colombia	1	-	-	-	-	-	1	-	-	-	1	-
Croatia	32	20	18	16	16	16	11	12	11	16	10	7
Cyprus	2	3	4	3	4	9	5	3	4	2	4	6
Czech Republic	85	83	56	45	20	29	37	29	26	30	26	28
Denmark	-	-	1	-	-	1	-	9	2	-	-	1
Ecuador	2	1	1	1	-	1	-	-	-	2	2	2
Estonia	-	2	2	2	1	2	3	5	4	6	5	4
Finland	3	2	8	13	29	27	34	27	28	23	25	20
France	157	147	103	131	108	99	44	74	53	55	52	32
Georgia	-	-	-	-	-	-	-	-	-	1	1	1
Germany	51	52	50	14	12	8	11	29	44	52	79	97
Greece	2	6	7	6	8	21	53	86	87	62	86	87
Hungary	74	96	104	112	129	145	182	214	202	267	292	39
Iceland	5	7	5	3	5	7	5	5	6	5	4	5
Iran	-	-	-	-	-	-	-	-	-	-	1	1
Ireland	13	13	13	10	7	2	3	12	14	10	15	11
Italy	29	38	74	82	126	133	110	147	129	101	103	80
Japan	9	9	8	9	13	11	10	11	12	11	13	9
Kazakhstan	-	-	-	-	-	-	-	1	1	1	1	-

¹ Kosovo	-	1	-	-	1	1	1	2	4	7	15	4
Latvia	6	15	17	8	8	7	15	14	26	20	20	3
Liechtenstein	-	1	1	-	-	-	-	-	-	-	-	-
Lithuania	11	23	14	19	2	11	13	21	45	54	60	60
Luxembourg	51	45	42	16	12	28	20	41	33	33	36	22
Mali	-	-	-	-	-	-	-	1	-	-	-	-
Malta	-	-	-	-	-	6	1	7	7	5	9	5
Mexico	-	-	-	-	-	-	-	1	4	2	-	3
Moldova	-	1	-	-	-	-	-	-	-	17	-	1
Mongolia									1	1	-	-
Montenegro	0	0	2	2	2	2	3	7	7	3	5	2
Norway	13	14	18	18	18	18	20	33	28	25	26	27
Peru										2	-	15
Poland	127	114	111	89	27	10	10	30	105	160	202	234
Portugal	65	66	66	64	48	73	63	60	62	95	108	77
Republic of North Macedonia	1	-	2	-	1	5	15	13	12	13	16	6
Romania	62	58	48	48	52	36	30	30	61	39	32	23
Russia	-	-	-	-	2	16	36	52	55	132	264	14
San Marino	-	-	-	-	-	-	-	1	1	1	-	-
Serbia	19	16	15	3	9	10	14	12	8	21	22	31
Slovakia	3	4	9	13	11	28	30	47	49	54	58	55
Slovenia	21	13	31	14	31	38	60	74	71	77	80	79
South Africa										2	-	-
South Korea	1	0	0	0	1	-	15	8	6	2	2	1
Spain	390	567	764	614	406	490	378	451	467	473	561	531
Sweden	51	103	88	105	98	87	90	83	65	53	62	42
Switzerland	3	2	2	3	4	2	2	2	6	2	3	1
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	4
Turkey	2	3	0	3	2	2	2	1	7	26	64	551
Ukraine	0	2	12	16	11	9	11	18	12	50	20	10
United Kingdom	37	43	9	9	6	10	10	18	6	7	16	2
USA	-	-	1	-	1	-	-	3	2	1	-	1
Uzbekistan	-	-	-	-	-	-	-	-	-	-	1	1
Venezuela	-	-	-	-	-	-	-	-	-	-	-	-
Vietnam	-	-	-	-	1	-	-	-	-	-	-	-
TOTAL²	2,181	2,221	2,268	2,158	1,931	2,013	1,873	2,427	2,526	2,792	3,135	2,945

NB: Green=increase, Red=decrease

¹This 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 traditional participation criteria of EUROPEANMOBILITYWEEK:

- 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.

Despite towns and cities having maximum flexibility when participating in EUROPEANMOBILITYWEEK 2020, 516 out of 2,945 are Golden Participants. Although this is 92 less than in 2019, the figure is still impressive especially as this year there were no incentives to encourage participants to become Golden Participants.

The top three countries with the most Golden Participants were Spain (141), Turkey (128), and Poland (45).

Other standout countries (where more than half were Golden Participants) include: Croatia (5/7), Estonia (2/4), Iceland (2/3), Ecuador (1/2), Iran (1/1).

But not all countries enjoyed the same proportion of Golden Participants. Notably Austria (4/534), Bulgaria (5/33), France (3/32), Germany (9/97), Italy (12/80), Lithuania (4/60), Luxembourg (3/22), Slovenia (3/79), Sweden (2/42), Russia (1/14), Ukraine (1/10).

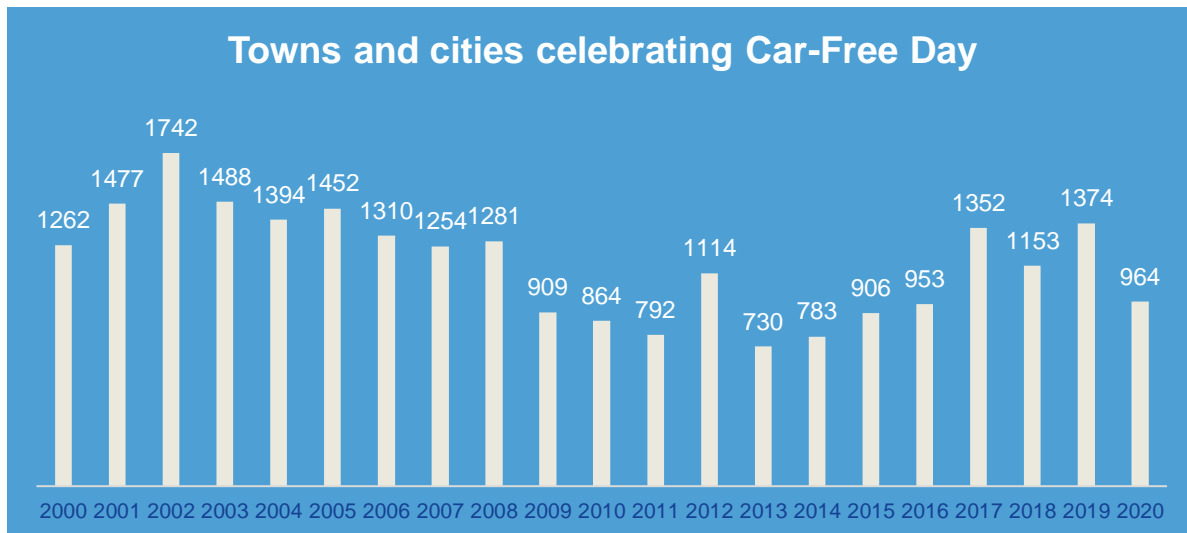
Country	Golden Participants (towns and cities that met all three criteria)	Non-Golden Participants	Total number of towns and cities participating
Argentina	0	1	1
Austria	4	530	534
Belarus	12	72	84
Belgium	0	51	51
Bosnia and Herzegovina	2	3	5
Brazil	0	1	1
Bulgaria	5	28	33
Chile	0	1	1
Croatia	5	2	7
Cyprus	1	5	6
Czech Republic	8	20	28
Denmark	0	1	1
Ecuador	1	1	2
Estonia	2	2	4
Finland	1	19	20
France	3	29	32
Georgia	0	1	1
Germany	9	88	97
Greece	39	48	87
Hungary	9	30	39
Iceland	2	3	5
Iran	1	0	1

Ireland	3	8	11
Italy	12	68	80
Japan	0	9	9
Kosovo	1	3	4
Latvia	0	3	3
Lithuania	4	56	60
Luxembourg	3	19	22
Malta	0	5	5
Mexico	0	3	3
Moldova	0	1	1
Montenegro	0	2	2
Norway	8	19	27
Peru	3	12	15
Poland	45	189	234
Portugal	24	53	77
Rep. of North Macedonia	0	6	6
Romania	6	17	23
Russia	1	13	14
Serbia	10	21	31
Slovakia	17	38	55
Slovenia	3	76	79
South Korea	0	1	1
Spain	141	390	531
Sweden	2	40	42
Switzerland	0	1	1
The Netherlands	0	4	4
Turkey	128	423	551
Ukraine	1	9	10
United Kingdom	0	2	2
United States of America	0	1	1
Uzbekistan	0	1	1
Total (2020)	516 (17.52%)	2429 (82.48%)	2945
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

2020 saw a decrease in Car-Free Day participation, with 964 towns and cities (of a total of 2,945) closing their street(s) to road traffic and opening them to people and sustainable modes of transport – 410 less than in 2019. In 2020, Car-Free Day (22 September) fell on a Tuesday, rather than on a Sunday, as in 2019.

Organisation of Car-Free Day activities	
Year	Total
2020	964
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



Although participation is lower than it was in the last three years, generally the trend remains upward since the all-time low reached in 2013. Despite the COVID-19 pandemic, and Car-Free Day falling on a Tuesday, participation was for example still higher this year than it was in 2016.

The following table reveals the level of involvement, by country.

The top three countries with the most registered Car-Free Days were: Turkey (276), Spain (218), and Poland (79),

Other strong performers (where 70 percent or more of their total participate in Car-Free Day) include: Bosnia and Herzegovina, Croatia, Hungary, Kosovo, Malta, Montenegro, Serbia, Chile, Iran, and Moldova.

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

	Country	Registered Car-Free Day vs. Total Registration (in brackets)
1.	Turkey	276 (551)
2.	Spain	218 (531)
3.	Poland	79 (234)
4.	Greece	56 (87)
5.	Portugal	42 (77)
6.	Hungary	29 (39)
7.	Austria	27 (534)
8.	Serbia	23 (31)
9.	Slovakia	23 (55)
10.	Italy	20 (80)
11.	Bulgaria	16 (33)
12.	Czech Republic	15 (28)
13.	Belarus	14 (84)
14.	Belgium	14 (51)
15.	Romania	14 (23)
16.	Germany	12 (97)
17.	Lithuania	11 (60)
18.	Norway	11 (27)
19.	Russia	6 (14)
20.	Croatia	6 (7)
21.	Peru	5 (15)
22.	Bosnia and Herzegovina	4 (5)
23.	Luxembourg	4 (22)
24.	Malta	4 (5)
25.	France	3 (32)
26.	Ireland	3 (11)
27.	Kosovo	3 (4)
28.	Republic of North Macedonia	3 (6)
29.	Slovenia	3 (79)
30.	Sweden	3 (42)
31.	Estonia	2 (4)
32.	Iceland	2 (5)
33.	Montenegro	2 (2)
34.	Ukraine	2 (10)
35.	Chile	1 (1)
36.	Cyprus	1 (6)
37.	Ecuador	1 (2)
38.	Finland	1 (20)
39.	Iran	1 (1)
40.	Japan	1 (9)
41.	Latvia	1 (3)
42.	Moldova	1 (1)
43.	United Kingdom	1 (2)

3. PERMANENT MEASURES

3.1 Results from the online classification

During EUROPEANMOBILITYWEEK 2020, 16,087 permanent measures³ were implemented by participating towns and cities, an increase of 474 compared with 2019 and the highest since we began monitoring seven years ago. Particularly impressive given the decline in participation figures.

On average, 5.46 measures per city were implemented, a figure which not only beats last year's record high of 4.98, but also sets a new record

The most popular permanent measures were in the fields of:

- **Mobility management**, such as launching awareness-raising campaigns, preparing educational materials, or organising regular fora or surveys on public opinions and ideas (*3,044 measures implemented*).
- **Accessibility**, such as lowering and enlarging pavements, creating wheelchair ramps, or removing architectonic barriers (*3,032 measures implemented*).
- **New or improved bicycle facilities**, including enhancement of bicycle networks and facilities, such as bicycle stands in public areas, and the creation of public bicycle or bicycle sharing schemes (*2,311 measures implemented*).

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)	# registered (2020)
NEW OR IMPROVED BICYCLE FACILITIES									
Improvement of bicycle network	434	458	474	393	525	552	562	815	728
Creation of public bicycle or bicycle sharing schemes	132	172	161	121	156	176	194	394	399
Improvement of bicycle facilities	359	396	425	326	424	453	455	654	604
Installation of charging points for e-bikes	-	-	-	-	-	-	78	241	260
Launch of free-floating bike-sharing schemes	-	-	-	-	-	-	50	188	212
Others	67	76	108	65	95	106	102	119	108
Subtotal	992	1102	1168	905	1200	1287	1441	2411	2311
PEDESTRIANISATION									
Creation or enlargement of pedestrian areas	291	348	352	233	300	335	346	601	568
Improvement of infrastructure	387	436	483	369	479	517	508	759	630
Extension or creation of new greenways	172	168	191	140	173	206	221	421	433
Others	45	51	61	44	64	63	66	91	71
Subtotal	895	1003	1087	786	1016	1121	1141	1872	1702
PUBLIC TRANSPORT SERVICES									
Improvement and extension of the public transport network	247	266	222	148	184	236	241	423	380
Improvement and extension of the public transport services	185	192	168	109	157	170	202	339	320

Use of ecological vehicles for public transport fleets	133	145	169	104	143	165	182	357	327
Development of new technologies in order to improve the public transport network	169	125	126	101	115	127	133	274	274
Launch of integrated services for the various public transport modes	103	70	81	53	60	70	84	208	213
Development of accessible transport services for all	126	153	141	100	126	146	157	283	308
Others	53	54	68	54	61	62	78	83	52
Subtotal	1016	1005	975	669	846	976	1077	1967	1874
TRAFFIC CALMING AND ACCESS CONTROL SCHEMES									
Speed reduction programmes in zones near schools	321	340	406	238	337	370	352	519	556
Reduction of outside parking zones	73	86	101	61	82	87	106	228	279
Creation of park and ride stations	128	129	133	84	109	128	162	300	304
New traffic regulations: traffic circulation and parking	199	232	259	138	175	177	164	334	356
Elaboration of new residential areas	79	87	85	60	84	97	100	243	307
Introduction or expansion of Urban Vehicle Access Regulation Scheme	-	-	-	-	-	-	70	177	223
Others	41	69	69	34	48	65	62	60	48
Subtotal	841	943	1053	615	835	924	1016	1861	2073

ACCESSIBILITY									
Creation of tactile pavements	133	131	159	112	146	148	179	330	358
Creation of wheelchair ramps	216	198	249	142	216	257	270	424	478
Lowering of pavements	242	253	285	194	264	267	311	452	469
Enlargement of pavements	217	234	289	188	259	268	310	448	451
Elaboration of sound devices in traffic lights	90	90	107	67	109	112	131	263	287
Removal of architectonic barriers	398	195	280	164	223	220	246	346	374
Launch of accessibility plans	119	115	128	85	106	112	118	277	299
Creation of useful facilities for people with reduced mobility	114	125	155	77	110	114	137	283	276
Others	25	23	29	30	38	30	45	52	40
Subtotal	1554	1364	1681	1059	1471	1528	1747	2875	3032
NEW FORMS OF VEHICLE USE AND OWNERSHIP									
Launch of online car-pooling and car-sharing schemes	100	111	89	53	64	78	70	153	163
Responsible car-use (eco-driving etc.)	144	169	136	75	98	99	84	172	172
Use of clean vehicles	164	156	176	128	163	188	162	283	294
Charging points for electric vehicles	-	-	-	-	-	-	231	426	400
Mobility as a Service	-	-	-	-	-	-	30	113	152
Testing automated vehicles	-	-	-	-	-	-	28	96	125
Others	32	58	44	33	36	52	28	42	65
Subtotal	440	494	445	289	361	417	633	1285	1371

FREIGHT DISTRIBUTION									
New regulations for freight distribution	64	55	60	43	48	54	71	151	186
Use of clean vehicles	83	73	77	44	52	64	68	146	188
Creation of new unloading platforms for freight transfer	21	18	17	23	18	26	29	97	154
Introducing cargo bikes	-	-	-	-	-	-	42	131	177
Others	19	13	14	10	12	11	17	15	14
Subtotal	187	159	168	120	130	155	227	540	719
MOBILITY MANAGEMENT									
Adoption of workplace travel plans	92	104	110	52	80	82	104	190	221
Adoption of school travel plans	135	151	162	100	120	157	152	275	274
Creation of mobility centres and online information services	99	94	73	44	49	46	37	136	167
Launch of awareness-raising campaigns	357	515	430	321	399	376	356	468	453
Elaboration of educational materials	307	282	264	159	196	210	204	309	330
Development of urban mobility plans in consultation with local actors	192	174	189	123	148	148	138	239	267
Provision of incentives and bonuses to employers	53	46	71	23	38	38	42	126	163
Permanent access restriction to city centres	76	104	119	67	83	97	89	197	226

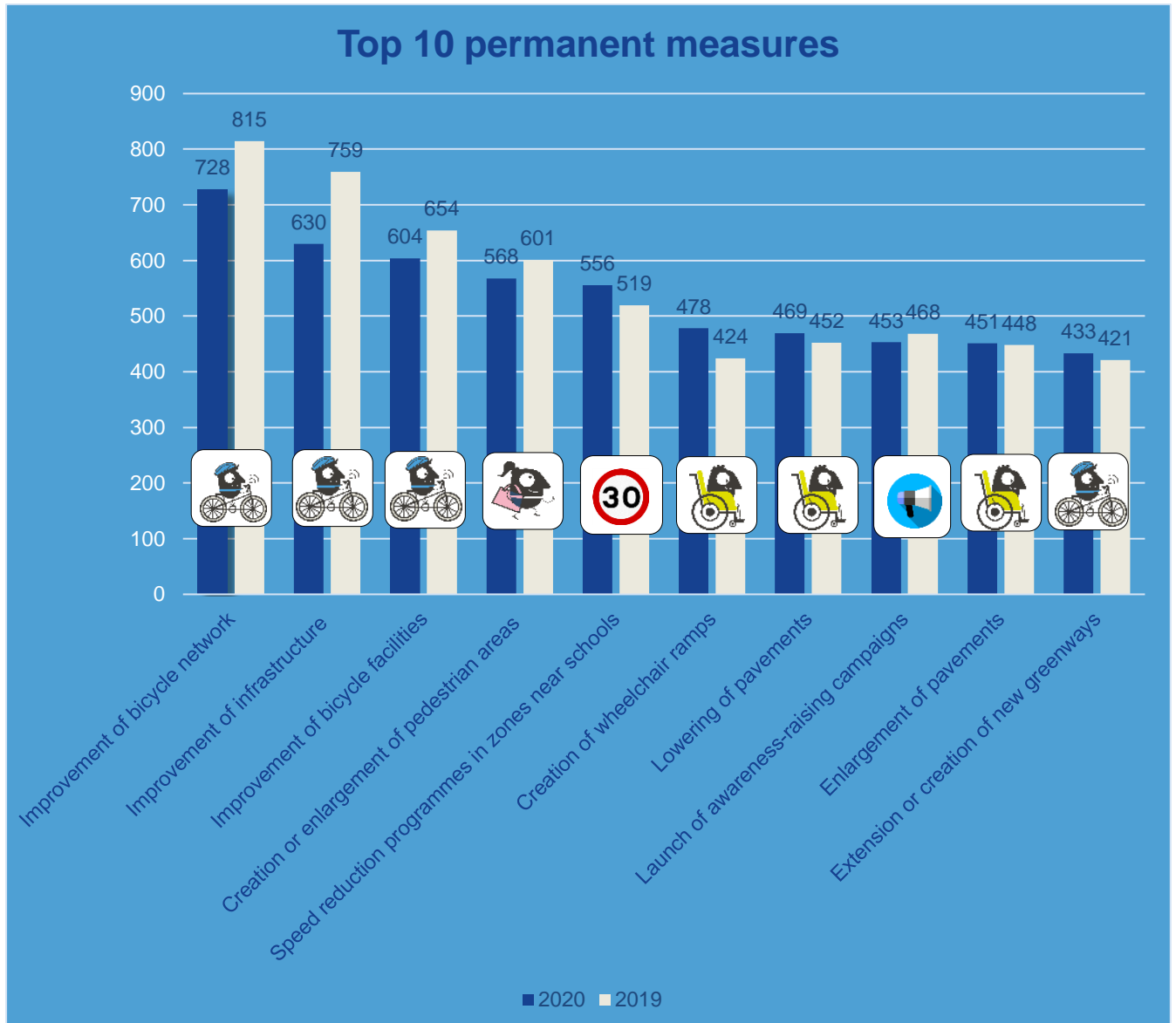
Launch of seamless transport modes to facilitate access to business areas or other social areas	49	32	44	19	31	43	36	120	163
Creation of walking buses and cycling train schemes	153	144	151	106	118	123	97	187	207
Development of an air quality measurement tool and display in public spaces	63	82	72	58	65	67	96	203	241
Organisation of regular fora or surveys on public opinions and ideas	170	141	175	103	155	148	160	283	288
Others	46	96	106	39	45	50	54	69	44
Subtotal	1792	1965	1966	1214	1527	1585	1565	2802	3044
Total permanent measures	7717	8035	8543	5657	7386	7993	8,847	15613	16087
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	5.46
Number of cities that have implemented at least one permanent measure	1103	906	1032	799	1229	1074	1001	1224	1006
	(51%)	(46.92%)	(51.23%)	(42.66%)	(50.66%)	(42.52%)	(35.85%)	(39.04%)	(34.16%)

1,006 towns and cities (of 2,945) declared that they had implemented at least one permanent measure (see penultimate row in the above table). In light of the fact that towns and cities did not need to implement a permanent measure in order to participate in this year's campaign, this figure is quite impressive. However, when it is calculated as a percentage of all participating cities, the number is less impressive. This figure equates to around 34 percent of all participating cities, which is the lowest in nine years, percentage wise.

3.2 Top ten permanent measures implemented

Rank*	Permanent measures	# registered in 2020
1.	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle network	728
2.	PEDESTRIANISATION: Improvement of infrastructure	630
3.	NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle facilities	604
4.	PEDESTRIANISATION: Creation or enlargement of pedestrian areas	568
5.	TRAFFIC CALMING AND ACCESS CONTROL SCHEMES: Speed reduction programmes in zones near schools	556
6.	ACCESSIBILITY: Creation of wheelchair ramps	478
7.	ACCESSIBILITY: Lowering of pavements	469
8.	MOBILITY MANAGEMENT: Launch of awareness-raising campaigns	453
9.	ACCESSIBILITY: Enlargement of pavements	451
10.	PEDESTRIANISATION: Extension or creation of new greenways	433

In terms of year-on-year activity vis-à-vis the permanent measure categories, there is some slight change, with 'Creation of wheelchair ramps' growing in popularity. Additionally, 'Charging points for electric vehicles' fell from the top ten, being replaced with 'Extension or creation of new greenways'. Cycling and pedestrianisation measures grew in popularity, while accessibility measures continued to see steady growth.



4. WEBSITE VISITS AND USAGE

September 2020 saw 45,462 visitors to the website, a slight increase from 2019's figure of 45,306. These visitors accessed the website a total of 75,514 times, which equates approximately to 1.66 visits per visitor, compared to 1.73 visits in 2019 and 1.44 visits per visitor in 2018. Additionally, the approximate number of pages viewed per visit in 2020 is 3.44 compared to 4.5 in 2019 and 2.89 pages per visit in 2018.

Although the number of registered participants was lower than last year, interest in the campaign remained very high, with many people visiting and spending time exploring the website.

The general trend over the last years shows that more and more people are visiting the website, and that when they do, they spend time reading several pages. This tells us that the campaign website is a well-established resource, and a good source of information for both participants and interested parties.

Similar to last year, Wednesday 16 September saw the highest level of visits to the website, with 13,055 visits recorded (8,703 in 2019).

It should be noted that many countries have established national EUROPEANMOBILITYWEEK websites, meaning the central website may not be the first or only port of call for many web-users interested in the campaign.

Month	Unique visitors* ⁴	Number of visits
January 2020	8,229	14,143
February 2020	9,307	16,308
March 2020	7,998	15,331
April 2020	7,150	31,453
May 2020	10,261	27,906
June 2020	10,417	18,024
July 2020	12,987	22,428
August 2020	17,991	29,628
September 2020	45,462	75,514

⁴ Unique Visitors indicate the number of people that visited www.mobilityweek.eu in September. Each visitor might have visited the website and different pages multiple times throughout the month.

The Home page emerged as the most popular page in 2020, followed by the '2020 Participants' page. Last year's second most popular page 'Registered **MOBILITYACTIONS**' claimed third position. This tells us that despite a drop in the number of registered **MOBILITYACTIONS** – due to COVID-19 which brought significant changes to commuting habits and work environments – there is strong interest in **MOBILITYACTIONS**. At the time of writing, 894 actions from 50 countries have already registered in 2020, compared to 1,028 actions from 56 countries registered in 2019 and 721 from 49 countries in 2018.

Registered actions		
MOBILITYACTIONS 2020 (894 actions in 50 countries)		MOBILITYACTIONS archive
		[All years]
 Europe wide	13	2020
 Albania	3	2019
 Austria	2	2018
 Belgium	16	2017
		2016
		2015

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

Ten most visited pages (September 2020)		
Rank	Page	Unique page views
1.	Home	23,412
2.	2020 participants	9,116
3.	Registered MOBILITYACTIONS	8,632
4.	Useful Resources - Campaign	5,454
5.	Theme 2020	6,034
6.	Communication Toolkit	3,886
7.	About – The campaign	2,433
8.	About MOBILITYACTIONS	2,347
9.	About - Registration	2,146
10.	EU Initiatives	1,548

4.1 Where are website visitors from?

Changing top spots again, Spain surpassed Italy this year reclaiming the top of the table in 2020 with 5,659 visitors. In third came France with 3,394 visitors, with Turkey following in fourth position. The most notable movement in the table was Poland moving from 10th to 5th spot.

Rank	Country	Visits September 2020	Visits September 2019
1.	Spain	5,659	7,231 (2)
2.	Italy	4,958	8,489 (1)
3.	France	3,394	3,533 (4)
4.	Turkey	3,235	3,938 (3)
5.	Poland	2,484	2,310 (10)
6.	Germany	2,461	2,485 (7)
7.	Slovakia	2,180	2,729 (5)
8.	Greece	2,173	2,404 (9)
9.	Portugal	2,122	2,711 (6)
10.	Belgium	1,859	2,453 (8)

4.2 Comparison with previous editions

Since the peak of unique visitors reached in 2017 with 76,232 the number of unique visitors continues to be lower. However, these visitors also continue to be more actively engaged by visiting more pages on average since 2017. 2.85 pages per visit in 2017, 2.89 pages per visit in 2018, 4.5 pages per visit in 2019 and 3.44 pages per visit in 2020. This shows that although the overall number of unique visitors accessing the website has not reached the peak of 2017, those who are accessing the website are engaging with it more actively, visiting more pages, and spending more time on the website.



4.3 Website referrals

The following table shows the top 10 websites that drove traffic to www.mobilityweek.eu in September 2020:

Rank	Website	Visits
1.	facebook.com	2197
2.	eurotm2020.eurotm.sk	1517
3.	ademe.fr	1109
4.	twitter.com	681
5.	ecologie.gouv.fr	550
6.	minambiente.it	420
7.	ypeka.gr	405
8.	apambiente.pt	390
9.	mobility-action.mobilityweek.eu	216
10.	www.emh.kormany.hu	348

Facebook continues to be a strong referrer to the campaign website much like in previous years, and remains to be an important platform for the campaign's online activities. Twitter also continues to cement its importance climbing from 2019's fifth position to the fourth spot.

For the third year in a row the Slovak EUROPEAN**MOBILITYWEEK** website appeared in the top three and even claimed this year's 2nd spot.

In 3rd and 5th position this year was Ademe, the French Agency for the ecological transition and the website of the French Ministry for the ecological transition in line with the countries high ranking in website visitors overall.

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 2019 to 2020

In comparison to previous editions of the campaign, this year only one hashtag was used: **#MobilityWeek**. Last year, the hashtags used were **#WalkWithUs** and **#MobilityWeek**.

When the statistics for **#MobilityWeek** are compared with previous years, the combined core statistics (posts, users, engagements, reach and impressions) all increased from 2019 to 2020. In fact, in 2019 only 6,300 twitter posts used **#MobilityWeek**. This year the number increased to 16,036. Massive increases were also seen in engagement, which increased from 8,235 in 2019 to 70,171; reach, which increased from 26,230,509 to 34,543,796; and impressions, which increased from 49,671,702 to 67,366,144. The charts on the following pages further detail this – the first one details social media statistics for 2020, and the second one details social media statistics for 2019.

Social Media Statistics 2020

	#MobilityWeek		#EuropeanMobilityWeek		Combined totals, 2020 ⁵ (#MobilityWeek and #EuropeanMobilityWeek)
	Twitter	Instagram	Twitter	Instagram	
Posts	16,036	1,327	1,470	530	19,363
Users	10,051	-	1,255	-	11,306
Engagements	70,171	175,535	4,802	57,079	307,587
Reach	34,543,796	-	4,456,009	-	38,999,805
Impressions	67,366,144	-	5,882,915	-	73,249,059

⁵ These totals may include duplicates where both hashtags were used

Social Media Statistics 2019

	#MobilityWeek		#WalkWithUs		Combined totals, 2019 ⁶ (#MobilityWeek and #WalkWithUs)
	Twitter	Instagram	Twitter	Instagram	
Posts	6,300	570	2,909	115	9,894
Users	4,476	-	2,075	-	6,551
Engagements	8,235	24,102	5,234	4,811	42,382
Reach	26,230,509	-	14,385,605	-	40,616,114
Impressions	49,671,702	-	32,268,977	-	81,940,679

⁶ These totals may include duplicates where both hashtags were used

Top #MobilityWeek posts on Twitter:

Most Engaging
Most Recent



@a_pekyatirmaci Sep 18

3,812 3,692

'Herkes için Sıfır Emisyonlu Hareketlilik' • Gif'te bulunan görselin tam ekran fotoğrafını yorum olarak atan 20 kişiye çekilişle bisiklet hediye ediyoruz. • Takip etmeyi ve Retwee...



@asimbalci Sep 16

916 1,351

BİSİKLET HEDİYELİ YAPBOZ 🚲 🚲 Yapbozu tamamlayınız 🚲 Bir arkadaşınızı etiketleyerek görseli yoruma atınız 🚲 Takip ediniz 3 kişiye bisiklet hediye ederiz 🚲 😊 #MobilityWee...



@turgutaltinok06 Sep 17

1,083 1,052

Hareket Ediyoruz Spor Yapıyoruz 🏃 🏃 ✓Hesabımızı Takip Eden ✓RT Yapan ✓1 Arkadaşını Etiketleyen 10 Kişiye FUTBOL TOPU 🏆 10 Kişiye BASKETBOL TOPU 🏀 10 Kişiy...

[View All Posts By Engagement >](#)

Influential Users ?

Most Engaging
Most Frequent

@a_pekyati... 31,969 Followers 7,504 Avg Engagements	@asimbalci 56,652 Followers 2,267 Avg Engagements	@emingeyla... 7,902 Followers 2,081 Avg Engagements
@fatmasahin 1.41m Followers 1,882 Avg Engagements	@murat_kurum 329,314 Followers 1,498 Avg Engagements	@transdev 4,338 Followers 1,390 Avg Engagements
@rhiscaklioglu 217,051 Followers 1,144 Avg Engagements	@gaziantepbeld 141,175 Followers 1,130 Avg Engagements	@turgutaltinok... 58,626 Followers 1,117 Avg Engagements

[View All Influencers By Engagement >](#)

Related Topics ?

Hashtags
Keywords

#eugreendeal #sifiremisyonluhareket
 #europeanmobilityweek
#avrupahareketlilikhaftasi
 #semanaeuropeadelamovilidad
 #hareketlilikhaftasi #hareketegeç #mobility
 #sem2020 #movilidadsostenible
 #avrupahareketlilikhaftasi
 #sifiremisyonluhareketlilik
 #mobilitat2020 #0emisyonluhareketlilik
 #covid19 #tbb #zeroemission
 #mobilité #semainedelamobilité
 #choosesustainablemobility

[View Trending Topics >](#)

Related Topics ?

Hashtags
Keywords

retweet görselin
 hediye ediyoruz
 için raf foto
 etmeyi iye unutmay
 tam çekili atan
 olarak takip bisiklet
 yorum ekran hareketlilik
 emisyonlu

[View Trending Topics >](#)

Top #MobilityWeek posts on Instagram:

Top Posts ?

Most Engaging	Most Recent
 <p>Instagram Account · Sep 20 · 19,159 ❤️ 419 🗨️</p> <p>Enjoying today's car-free day in Brussels with a morning run. Best way to recharge batteries and celebrate EU MobilityWeek. Wishing you all a happy Sunday!...</p>	
 <p>Instagram Account · Sep 21 · 14,359 ❤️ 166 🗨️</p> <p>Un giorno, quando la mobilità sostenibile sarà la norma, forse non dovremmo più cercare parcheggio. Secondo una ricerca inglese, gli automobilisti sprecano circa 2.549 ore...</p>	
 <p>Instagram Account · Sep 18 · 2,395 ❤️ 6,381 🗨️</p> <p>#AvrupaHareketlilikHaftası münasebetiyle 20 kişiye bisiklet hediye edeceğiz. Yapmanız gereken • Paylaşımı beğenip • İki arkadaşınızı etiketlemek Bol şanslar. #MobilityWeek</p>	

[View All Posts By Engagement >](#)

Related Topics ?

Hashtags	Keywords
<p>#zeroemission #wemovesmart #mobilit #0emissionmobility #hareketlilikhaftas #zeroemissions #avrupahareketlilikhaftas #sustainability #europeanmobilityweek #sem2020 #repost #hareketege #mobility #tbb #cycling #0emisyonluhareketlilik #semanauropeadelamovilidad #movilidadsostenible #smartmobility #sustainablemobility</p>	

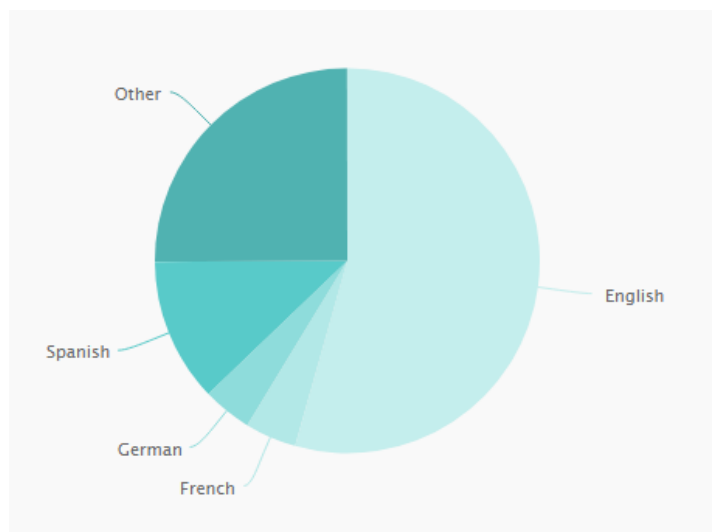
[View Trending Topics >](#)

5.2 Twitter account

The campaign Twitter account (**@mobilityweek**) has 9,965 followers as of time of writing, an increase of 1,062 from 2019. During the month of September, the account gained 514 followers.

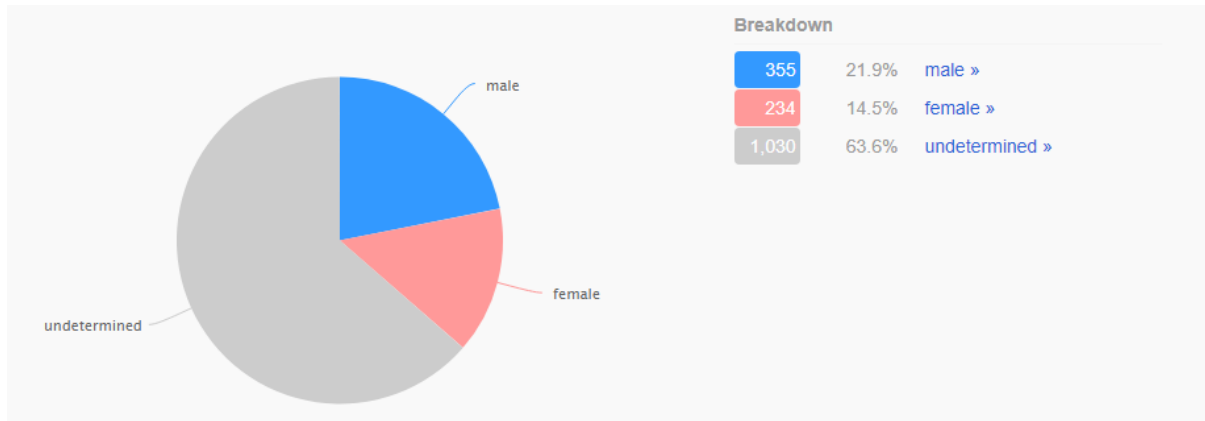
Twitter followers by language

English is the most widely used language of followers of the Twitter page, with Spanish, French and German coming in second, third, and fourth respectively.



Twitter followers by gender

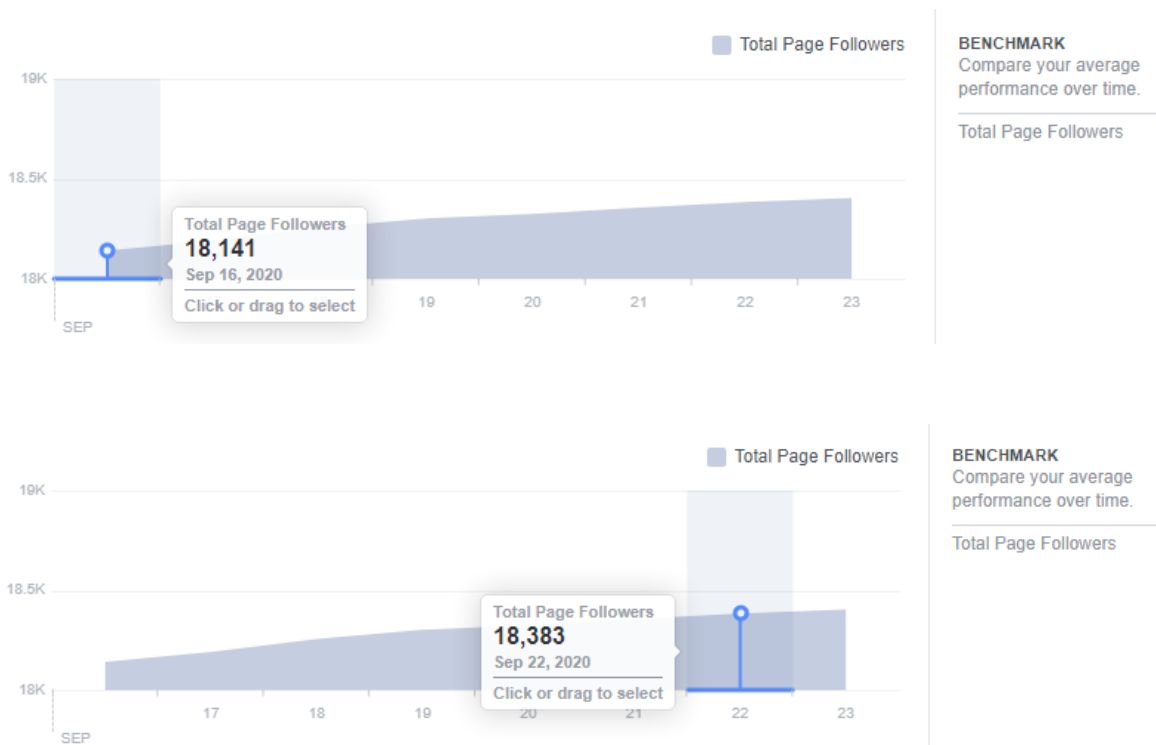
In terms of gender balance, the Twitter page remains to be more popular with men than women. According to the following graph, 21.9 percent of the account followers are men, while 14.5 percent are women, and 63.6 percent are undetermined. In this case, undetermined are twitter accounts associated with press and media, business, local government, civil society organisations, research institutes, universities, etc.



5.3 Facebook account

At the time of writing, the EUROPEANMOBILITYWEEK Facebook account has 20,874 followers, an increase of 1,549 followers from 2019.

Over the course of the week itself, the campaign’s Facebook account gained 242 followers.



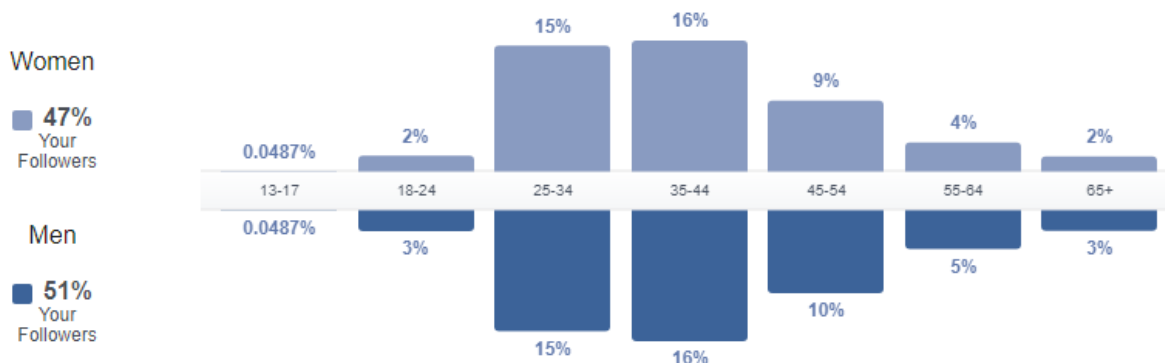
Facebook followers by gender and age

In terms of gender balance, the page strikes a relatively even balance between men and women (47% women to 51% men). When compared with the 2019 figures, we see that the page is becoming more popular with adults and less popular with youth and young people.

In 2019, 31 percent of the followers were aged either between 25 and 34 years of age, or 35 and 44 years of age. This year, the majority of followers (32 percent) are aged between 35 and 44 years of age. The account still remains popular with followers aged between 25 and 34, with this age bracket representing 30 percent of the overall number of followers.

The account however has become less popular with younger followers, with only 5 percent of the followers being aged between 18 and 24 years of age - 1 percent fewer than last year.

We also see marginal increases in popularity among older followers. There was a 1 percent increase among those aged between 45 and 54 years of age, a 2 percent increase among those aged between 55 and 64 years of age, and a 1 percent increase among those who are aged 65 years and over.



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 changes being Belgium falling from 5th to 7th, Romania increasing from 6th to 5th, and Germany increasing from 7th to 6th.

Facebook followers by country		
1.	Italy	3,639
2.	Spain	1,403
3.	Portugal	1,278
4.	Greece	1,153

5.	Romania	705
6.	Germany	693
7.	Belgium	680
8.	France	577
9.	Poland	511
10.	United Kingdom	444

Facebook followers by language

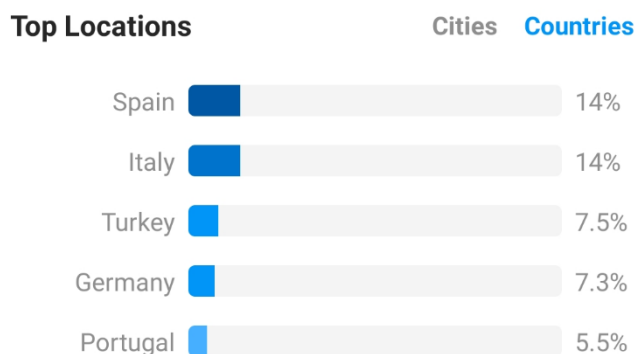
English remains the most widely used language among followers of the Facebook page (when “US” and “UK” versions are added), with Italian the second most used language. Spanish and Portuguese follow in the rankings, with Greek, French, German, and Romanian also popular among followers.

Facebook followers by language		
1.	Italian	3,541
2.	English (US)	2,834
3.	English (UK)	2,252
4.	Portuguese (Portugal)	1,165
5.	Spanish	1,012
6.	Greek	979
7.	French	846
8.	Spanish (Spain)	787
9.	German	679
10.	Romanian	486

5.4 Instagram account

The EUROPEANMOBILITYWEEK Instagram account has continued to grow in strength. The account has 1,501 followers as of time of writing, an increase of 498 from 2019. During the month of September, the account gained 250 followers.

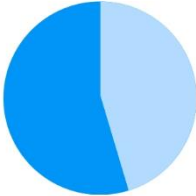
Instagram followers by country



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

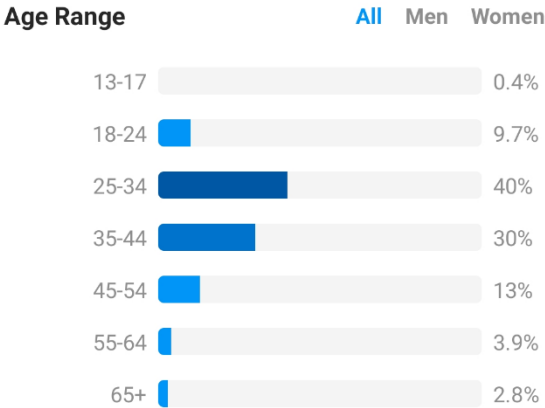
Instagram followers by gender and age

Unlike the campaign's other social media accounts, which tend to show the inverse, the EUROPEANMOBILITYWEEK Instagram account has a greater female following.



55%
Women

45%
Men



The majority of the followers are aged 25-34 years of age.

6. HIGHLIGHTS AND MAIN EVENTS

Similar to other events taking place in 2020, EUROPEANMOBILITYWEEK was special, due to the limits imposed by the pandemic. However, participating towns and cities offered a good mix of virtual activities and traditional physical events, which took place on a smaller scale.

With almost 3,000 towns and cities organising activities across Europe, it is a real challenge to select only a few examples. Thanks to the input from National Coordinators and looking at the award applications submitted afterwards by towns and cities, the European Secretariat has compiled the following selection.

Many activities focused on the annual theme of 'Zero-emission mobility for all', but it was not necessarily reflected in all of the activities presented here.

During the months of lockdown, prior to the celebration of the campaign, many people turned to online commerce, often purchasing products without paying much attention to the travel miles associated with their purchases. **Bruck an der Leitha** (Austria) wanted to raise awareness of this, and did so by advertising the number of kilometres products travelled to reach the local market.



Alimos (Greece) replicated one of the solidarity actions that we have seen in all European cities since March: using balconies as a platform to express their feelings. Children decorated their balconies with drawings depicting their vision of urban mobility and city life.

Also in Alimos, a dye was added to the smoke coming from the exhaust pipes of cars, so as to raise awareness of, and highlight the invisible pollutants produced by cars.





The theme of EUROPEANMOBILITYWEEK 2020 – ‘Zero-emission mobility for all’ – put the spotlight on the need for accessible public transport. **Kozani** (Greece) put this into practice, with some of their activities involving the use of a sign language interpreter. Older people weren’t left out either, and participated in activities, planned with COVID-19 safety measures and precautions in mind.

Thousands of acts of solidarity have been seen in European cities during the hardest moments of the first lockdown, when some people couldn’t go out to buy essential products. These images are touching our hearts, but if you add a cargo-bike as well, it will also wake up our minds. This is what **Albergaria-a-Velha** (Portugal) did.



Bologna (Italy) also highlighted the way goods move in our cities. They launched a platform called ‘Ethical deliveries’, which brings together local traders, delivery companies, bookshops, etc.

It is important to involve local retailers in the EUROPEANMOBILITYWEEK activities, especially in times of crisis. This cooperation can be a win-win for both local shops and the campaign itself. **Arta** (Greece) and **Miajadas** (Spain) collaborated with local shops to offer discounts to customers who used public transport, and made bicycle-repair stations available to customers who cycled.

In **Bansko** (Bulgaria), the Mayor decided to close the roads to cars on a bank holiday – a day which usually attracts many tourists seeking to visit the city, and a nearby mountain.

Sombor (Serbia) took the annual theme seriously and monitored the air quality during the whole year. Health was also an important issue, as well as safety, with the distribution of light equipment for cyclists.



Re-cycling is very important for the environment, for a better quality of life, and for the economy. **Belgrade** (Serbia) walked the talk, creating a big bicycle shaped rubbish bin, which children and others could use to recycle cans.

In 2020, everyone agreed that public space is precious and that if used well, will benefit everyone. In **Karlskrona** (Sweden), EUROPEANMOBILITYWEEK activities took over public space in order to present the streets in a new light.



For obvious reasons, activities such as demonstrating electric vehicles, unveiling charging points, or introducing new fleets of electric municipal vehicles, were very common, as they were in line with the theme of 'Zero-emission mobility for all'. That was the case, for example in **Torrent** (Spain).

Many cities created both temporary and permanent cycle routes. One such city to do so was **Kırklareli** (Turkey).

Once again, our mascot invaded the streets of European cities, inviting people to walk, cycle or take public transport, as seen in the images below from **Essen** (Germany).



Indeed, public transport needed the campaign's support to rebuild trust among users. To this aim, a short videoclip was launched just before **EUROPEAN MOBILITY WEEK**.



But one of the most powerful images came from last year's winner **Karditsa** (Greece). This time it was not the pandemic causing struggles, but a natural disaster, which reminds us of the need to move sustainably, so as to protect our planet and future.

This year, due to the COVID-19 pandemic, the Launch Event which was initially foreseen to take place outside the European Commission building in Brussels, was cancelled. Instead the European Commissioner for Transport, Adina Vălean delivered a video message that still resonates online, with more than 1,000 views on YouTube.



7. CONCLUSIONS AND RECOMMENDATIONS

Participation

Unprecedented participation levels

(significant increases over 2018 in brackets and non-EU indented):

- Bulgaria (+10)
- Germany (+18)
- Poland (+32)
 - Serbia (+9)
 - Turkey (+487)

Also better than 2019:

(Non-EU indented):

- Belarus
- Cyprus
- Czech Republic
- Greece
 - Iceland
 - Norway

Same as 2019:

(Non-EU indented)

- Brazil
- Ecuador
- Georgia
- Iran
- Lithuania
 - Uzbekistan

Significant falls

(non-EU indented):

- Belgium (-34)
- France (-20)
- Hungary (-253)
- Italy (-23)
- Latvia (-17)
- Luxembourg (-14)
- Portugal (-31)
- Spain (-30)
- Sweden (-20)
 - Russia (-250)
 - United Kingdom (-14)

Reflections

- Overall, 190 fewer towns and cities than 2019.
- The number of participating countries rose from 50 to 53.
- Most levels of unprecedented participation were seen in Central Eastern, and Southern European countries, and in some countries outside of Europe – notably, Turkey. Additionally, some countries throughout Europe saw marginal increases in participation rates in comparison to 2019 figures.
- **Golden Participants:** 92 fewer than 2019. Standout countries include: Spain (141/531), Turkey (128/551), Poland (45/234), Croatia (5/7), Estonia (2/4), Iceland (2/3), Ecuador (1/2), Iran (1/1).
- **Car-Free Day:** participation fell since 2019, with the figure falling from 1,374 to 964. There remains considerable fluctuation in cities' year-to-year participation, although generally the trend continues upwards since the all-time low reached in 2013. The top three countries with the most registered Car-Free Days were: Turkey (276), Spain (218), and Poland (79). Other strong performers (where 70 percent or more of their total participate in Car-Free Day) include: Bosnia and Herzegovina, Croatia, Hungary, Kosovo, Malta, Montenegro, Serbia, Chile, Iran, and Moldova.
- **Permanent measures:** There was an increase in permanent measures, with 474 more permanent measures than in 2019 (16,087 vs 15,613) – the highest since we began monitoring in 2012. Thematically speaking, cycling measures, pedestrianisation, and creation of wheelchair ramps all saw steady growth.
- **MOBILITYACTIONS:** A fall of 134 actions since 2019: 964 actions in 50 countries compared with 1028 actions in 56 countries in 2019.

Conclusions

In general, and contrary to what one could think in the month of March when most of the world went into lockdown, EUROPEAN**MOBILITYWEEK** has survived this situation. The figures and the examples shown in this report are satisfactory.

EUROPEAN**MOBILITYWEEK** continues to be the flagship campaign of the European Commission's Directorate General for Mobility and Transport – DG MOVE. It is probably their most well-known campaign world-wide and the dates were kept saved in the local agendas of thousands of towns and cities.

One of the key reasons for the success of the initiative is the well-established network of National Coordinators.

The European Secretariat decided to expand its support to National Coordinators that require help to produce promotional material or hybrid events to engage local authorities. The lack of physical meetings with them in 2020 did not have any impact.

The popularity of **MOBILITYACTIONS** keeps on growing, despite the small decrease in number this year. This feature helps to widen the community of local campaigners by 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 European Green Deal; the challenge of new mobility services and actors; and the importance of making sustainable transport accessible and affordable for all.

Recommendations

- Recognise the decentralised approach of the campaign, while sharing a common message
- Increase attention in countries where shortfalls occur, or National Coordination structures are non-respondent
- Encourage the implementation of permanent measures
- Encourage National Coordinators to refer to the main website, as we have seen how website referrals are important for the main website traffic
- Engage with young people on social media, since the monitoring data shows that the campaign is lacking young online followers