



16-22 SEPTEMBER 2021

IMPACT REPORT



European Secretariat



EUROCITIES

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1. Executive Summary

This Impact Report aims to cover five key evaluation areas (inputs, activities, outputs, results and impacts) and summarises the current assessment of EUROPEAN**MOBILITYWEEK** activities in 2021. It also examines EUROPEAN**MOBILITYWEEK** in its broad sense, including the period of the week itself (16-22 September 2021), alongside supporting activities through the whole year such as **MOBILITYACTIONS** (actions delivered at any time by predominantly non-public sector stakeholders); the three annual Awards (from application to award); and ongoing communications activities (including publications and social media via the various communications channels of the project, those of its participants and externally).

The indicators included in this report map onto a behaviour change intervention process in the table as follows. The purpose of this Impact Report is to create a framework towards further understanding behavioural impacts in 2021 and its development in following years.

INPUTS	ACTIVITIES (internal)	OUTPUTS (external)	RESULTS	IMPACTS
Factors such as planning and resourcing are reported in the separate Final Report.	Records of centrally issued communications are summarised within this report and in the separate Social Media Report, and those of local authorities and National Coordinators in the separate Media Report. Reports from each country and participant are not formally requested nor collected at present.		A pilot set of focus groups has been convened to further understand the public's reception of activities and outputs delivered both centrally as well as by participating cities (new in 2021).	As yet, the impact on behaviour change is not well understood, however it has been ascertained this is an interest of National Coordinators and there are some local areas of practice which will be explored and developed further in 2022.

3.184

PARTICIPANTS

53

COUNTRIES

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2021



Move Sustainably. Stay Healthy

2.368

WEEK OF ACTIVITIES

1.186

CAR FREE DAYS

Top Permanent Measures and MOBILITYACTION interests



Pedestrianisation

Create or enlarge pedestrian streets
Improvement of infrastructure

Accessibilities

Create wheelchair ramps
Lowering of pavements
Enlargement of pavements
Active Mobility **MOBILITYACTIONS**



New or improved bicycle facilities

Improvement of bicycle network
Improvement of bicycle facilities
Active Mobility **MOBILITYACTIONS**

Traffic calming and access control scheme

Speed reduction programmes in zones near schools

New forms of vehicle use and ownership

Charging points for electric vehicles
Education **MOBILITYACTIONS**



16.652

PERMANENT MEASURES



104M

impressions

#MobilityWeek



34,2 %

more Followers



6.160

Campaign video views

115 Award applications



EUROPEAN
**MOBILITY
WEEK**
Awards

89

10-SUMP
Award
Safe and Healthy
with Sustainable Mobility

14

Urban
RoadSafety
Award

12

2. Introduction

The EUROPEAN**MOBILITY**WEEK consortium is excited to introduce its very first Impact Report, which will replace the Participation Report from previous years.

The purpose of the following report is to provide a deeper understanding of the significance of the campaign - and related events, communications, measures and more - for European sustainable mobility culture.

As 2021 marks the launch of the Impact Report, its central aim is to set the stage for detailed analysis and assessment over the next couple of years. By looking more closely at the potential effects that EUROPEAN**MOBILITY**WEEK has on local and regional administrations, organisations and individual citizens and behavioural change, the consortium hopes to improve the efficacy of the campaign and to build on twenty years of success.

To begin analysing the campaign's impact, the 2021 Impact Report offers an in-depth overview of 2021 figures, including the number of participating towns and cities, permanent measures and **MOBILITY**ACTIONS, registered by organisations other than cities, as well as information about website usage and social media statistics, award applications and much more. This is mapped onto a five stage evaluation process, based on the European Commission's Communication Network Indicators approach¹.

INPUTS	ACTIVITIES (internal)	OUTPUTS (external)	RESULTS	IMPACTS
Factors such as planning and resourcing are reported in the separate Final Report.	Records of centrally issued communications are summarised within this report and in the separate Social Media Report, and those of local authorities and National Coordinators in the separate Media Report. Reports from each country and participant are not formally requested nor collected at present.		A pilot set of focus groups has been convened to further understand the public's reception of activities and outputs delivered both centrally as well as by	As yet, the impact on behaviour change is not well understood, however it has been ascertained this is an interest of National Coordinators and there are some local areas of practice which will be explored and

¹ https://ec.europa.eu/regional_policy/sources/informing/webinar/ec_common_set_indicators.pdf

		participating cities (new in 2021).	developed further in 2022.
<i>Final Report</i>	<i>External participation: Section 3;</i> <i>Central communications: Sections 4, 5, 6 and 7</i>	<i>Section 3.2 and separate report (to follow)</i>	<i>Section 8 (and recommendations for 2022)</i>

Despite the continuing challenges caused by the COVID-19 pandemic, EUROPEAN**MOBILITY**WEEK experienced its highest level of cities' participation yet with record-breaking numbers of registered towns and cities. During the 2021 main event week - taking place from 16 to 22 September - 3.184 towns and cities across 53 countries registered their participation. This was a particularly important achievement as the campaign recovered to above 2019 levels after experiencing a COVID related dip in 2020. Alongside in-person events and permanent measures, local authorities, organisations and more continued to organise online events to maximise engagement in spite of any restrictions. In addition to marking this participation milestone, EUROPEAN**MOBILITY**WEEK also celebrated its twentieth anniversary.

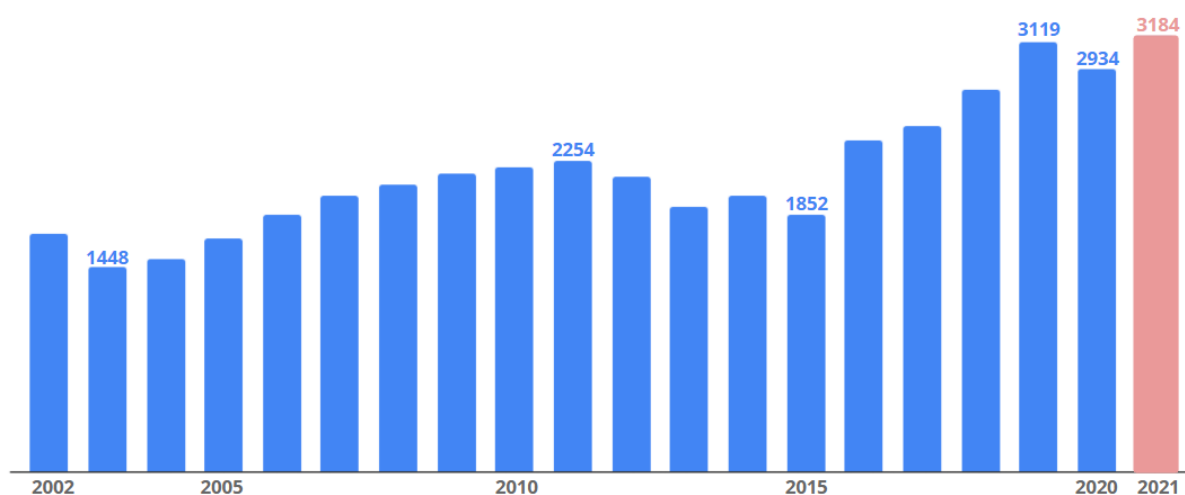
Finally, the Impact Report will provide insights and recommendations, based on this year's observations, which the consortium believes could strengthen the development of the campaign in the future and boost EUROPEAN**MOBILITY**WEEK's awareness-raising potential as well as its ability to influence sustainable mobility culture and behaviour in Europe.



3. Participation during EUROPEANMOBILITYWEEK

This year's edition of EUROPEANMOBILITYWEEK saw 3.184 towns, cities and city districts ("participants") from 53 countries take part in initiatives during the week itself – an increase of 250 from 2020. This is the highest level of participation since the campaign was launched in 2002.

Participating towns and cities by year



3.1 Participation by country

Participants from 53 countries took part in activities during EUROPEANMOBILITYWEEK in 2021, the same amount as in 2020.

Participation from countries in the European Union remained stable. However, from outside of the EU, and in comparison to 2020, participants from three countries re-joined the campaign: Albania (2), Azerbaijan (1) and Colombia (2), while three countries, that had participants in 2020, did not have any registrations in 2021: Chile, South Korea and the United States.

The countries with the highest number of participating cities in absolute numbers for 2021 are: Turkey (617), Spain (463), Austria (438), Poland (256), Hungary (238), Germany (129), Belgium (108), Italy (103), Greece (90) and Portugal (86).

It is noted that countries with very expansive cities and urban areas

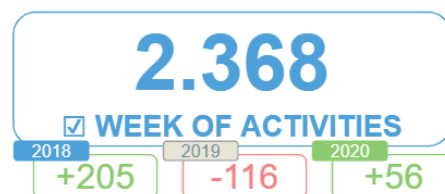
sometimes submit multiple registrations per “city,” and this can be observed in Turkey (e.g. Istanbul) where different and distinct districts have submitted registrations.

In 2021, the countries with the highest increase of registrations (in absolute numbers) are: Hungary (+199), Turkey (+66), Belgium (+57), Germany (+32), France (+25), Italy (+23), Poland (+22) and Sweden (+18).

Countries with the highest decrease of registrations (in absolute numbers) in 2021 are: Austria (-95), Spain (-68), Belarus (-20), Lithuania (-19) and Bulgaria (-16).

It is noted that the analysis performed can naturally give greater prominence to larger countries with many urban areas and therefore potentially greater numbers of, and variation in, participants. Equally, it can hide or underexpose significant swings in smaller countries. Further metrics will be discussed and developed in the next period, with the aim of comparing countries of different populations more meaningfully (e.g. participants by capita, number of urban areas over 100k, etc.), on the basis of the examples set out above.

3.2 Days of Activities

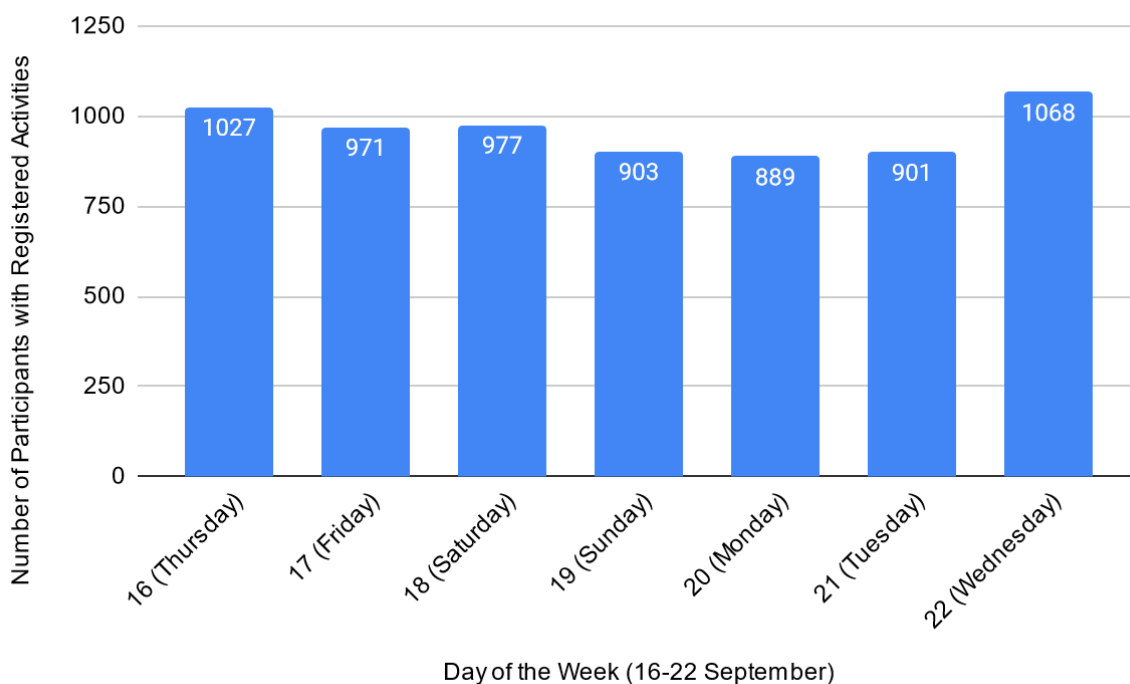


Organise activities that celebrate sustainable urban transport. The celebrations can take any form - from guided walks or bicycle rides to street games to public lectures. As long as the activities promote public transport, cycling, walking and other forms of sustainable mobility, they're valid.

‘Days of Activities’ refers to the number of registered days across all participating areas for which an activity(ies) has been registered. This is higher than the level of participants, as participants frequently register more than one day of activities during the EUROPEAN**MOBILITY**WEEK main event. When more than one activity is registered on a single day, as is common, this still counts as one day. The day can be a full day event, such as a Car-Free Day, or a single discrete activity such as a webinar or short launch event. ‘Days of Activities’ may therefore not be sensitive to

participants increasing the intensity of activities in single days, such as on weekends, but it does indicate if they have expanded their activities across the week.

A total of 22,288 potential days were available to all of the 3,184 participants (i.e. across the seven days of EUROPEAN**MOBILITY**WEEK). Participants as a whole registered activities on approximately a quarter of these days. In the vast majority of countries, activities were registered across the week reasonably evenly across the week, irrespective of day of the week. It is evident that most countries have around 50% of their registered participants active on any one day. 22 September - which occurred on a Wednesday this year - is traditionally the most high profile day of the week as it is the closing day of the main event and it overlaps with World Car-Free Day. Relatedly, 22 September was the most registered day, after the launch of the week on 16 September. It should be noted that the graph below does not show the number of activities on each day, and therefore one day-long event is not currently differentiated from many different events occurring on the same day, in the readily available metrics.



Registered activities are not tagged in the same way as permanent measures and **MOBILITY**ACTIONS; these are commonly communicational measures. In order to understand the impact of EUROPEAN**MOBILITY**WEEK activities carried out by cities on their target

audiences (vis-à-vis the travelling public), the European Secretariat is supporting focus groups with representatives of members of the public in three sample cities. Results are due to be reported in early 2022.

3.2.1 EUROPEANMOBILITYWEEK Focus Groups 2021

What?

Focus groups have been asked to discuss:

- Information consumption habits in relation to transport
- Understanding of Sustainable Mobility
- Awareness of EUROPEAN**MOBILITYWEEK** and local mobility campaigns
- Reception of EUROPEAN**MOBILITYWEEK** activities such as challenges and events (e.g. speakers, online communications, on-street events) and permanent measures
- EUROPEAN**MOBILITYWEEK** identity and branding

Where?

A sample of three European cities has been employed. Together, these cities represent a spectrum of mobility cultures, European regions, city sizes and levels of historic and recent engagement in different activities in EUROPEAN**MOBILITYWEEK**:

- Cesena, Italy
- Copenhagen, Denmark
- Krakow, Poland

How?

Discussion of circa 90 minutes have been held online locally, facilitated by an independent research company to ensure independence and help eliminate bias. The focus groups have been assisted by a discussion guide and stimuli tailored to each city in the sample, in addition to being informed by other best practices in sustainable mobility behavioural change research (e.g. Merseyside, Bristol, Edinburgh), as guided by the European Secretariat.

Who?

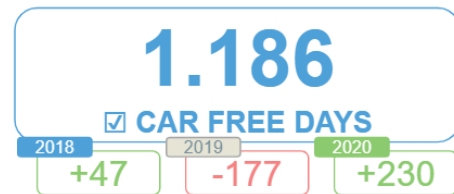
Around 10 participants were invited to take part in each focus group. These groups aimed to provide a range of perspectives with a balanced sample factoring in:

- Gender

- Level of regular use of different transport options
- Awareness and participation in EUROPEAN**MOBILITY**WEEK
- Other factors, such as age, where possible

To support a better understanding of campaign activities in 2021, a workshop with National Coordinators was also held to reflect on successes, challenges and recommendations. This internal meeting will inform guidance and approaches to be taken forward in 2022, focusing on practical tips for both National Coordinators and participants that will help maximise the impact of their activities and resources.

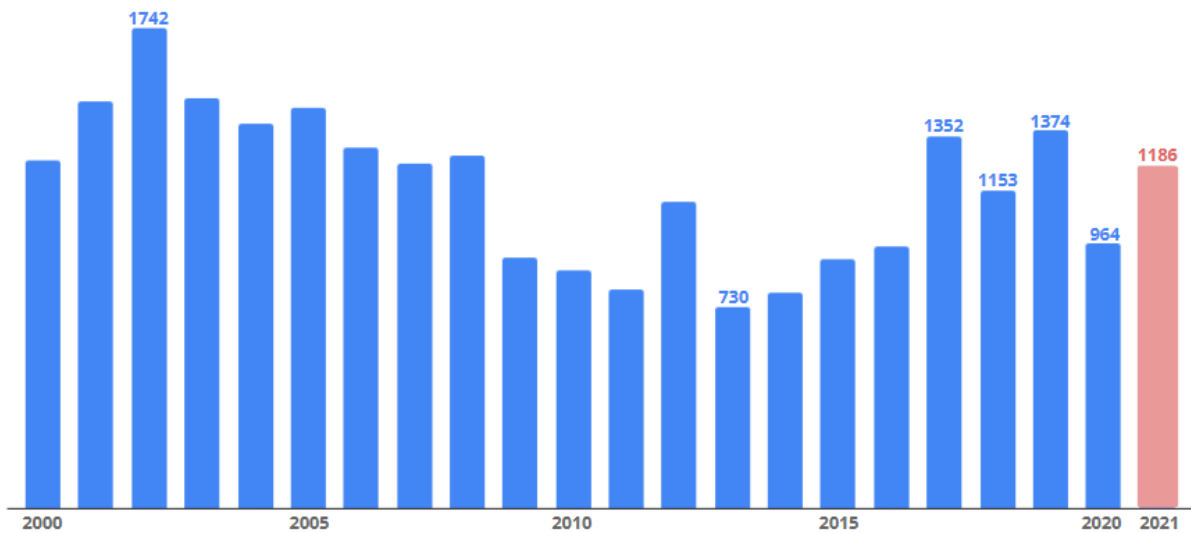
3.3 Organisation of Car-Free Day activities



Hold a Car-Free Day event by closing one or more streets to traffic, and instead opening them to pedestrians, cyclists and public transport. This should preferably happen on 22 September to mark your town or city's link to World Car-Free Day.

2021 saw an increase in registered Car-Free Day participation, with 1.186 towns and cities closing street(s) to motorised road traffic and opening them to people using sustainable modes of transport. However, the number of registrations has not quite recovered to pre-COVID levels of 2019, but it is still consistent with an overall upward trend. It is acknowledged that the COVID pandemic has required cities to increasingly introduce car free or open streets throughout the year, and hence the novelty and uniqueness of the specific September event may be less strong than it was earlier in the campaign.

As usual, Car-Free Day formally falls on the last day of the EUROPEAN**MOBILITY**WEEK main event week, on 22 September. This year it fell on a Wednesday and the day saw 222 more registrations than in 2020.

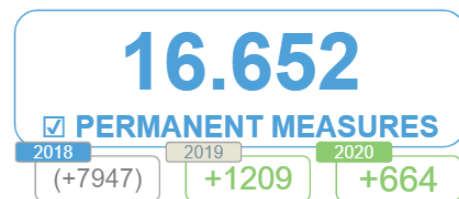


The top three countries with the most registered Car-Free Days were: Turkey (242), Spain (199) and Hungary (185).

Other strong European performers (where 50 percent or more of their total participate in Car-Free Day) include: Albania, Bosnia and Herzegovina, Croatia, Iceland, Moldova, Serbia, Estonia, Greece, Montenegro, Portugal, Republic of North Macedonia, Romania, Ukraine and the United Kingdom.

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

3.4 Permanent measures



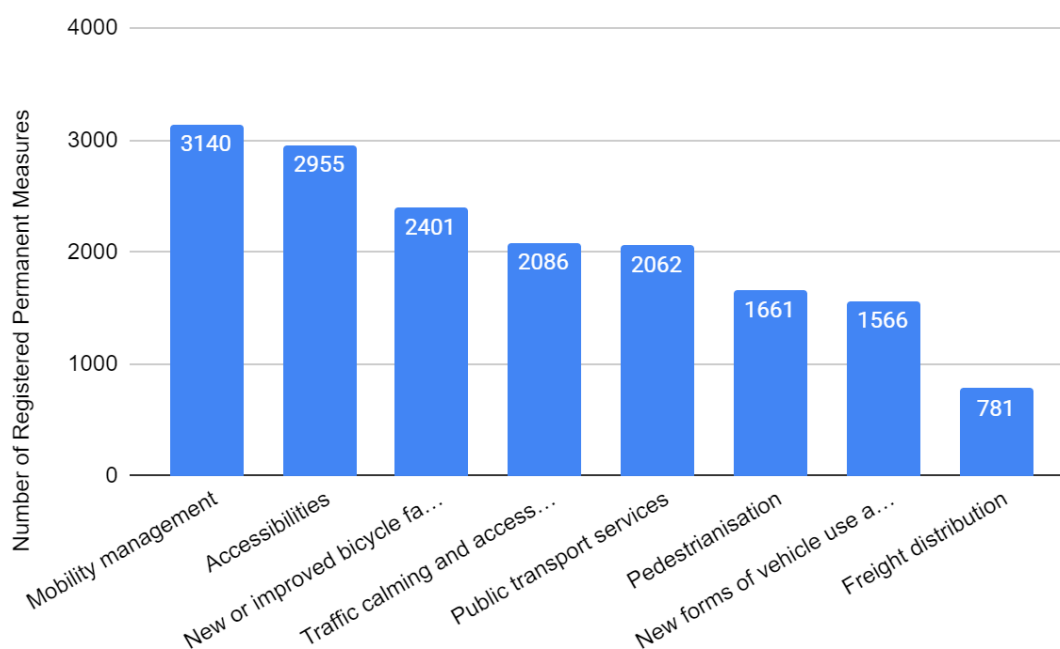
Implement or promote permanent infrastructure that helps people make sustainable transport choices. These 'permanent measures' don't need to be expensive: the aim is to show the commitment of the town or city to sustainable urban mobility.

3.4.1 Results from the online classification

During EUROPEAN**MOBILITYWEEK** 2021, 16.652 permanent measures² were registered by participating towns and cities, which continues the annual increase by 664 schemes in comparison to 2020. While the number of measures on its own is not particularly significant, as it does not reveal the scale of the activities nor their effects, the areas in which cities are active is interesting from a campaign and mobility planning perspective.

3.4.2 Top permanent measures implemented

The most popular permanent measures in 2021 are shared below. This information emphasises the value local participants place on interventions related to inclusive active travel (e.g. walking and cycling). Permanent mobility management and awareness raising campaigns can also provide a solid foundation for specific campaigns and activities during EUROPEAN**MOBILITYWEEK**'s main event. In fact, the most popular group of permanent measures in 2021 was Mobility Management, and this includes the broad communicational activities that may be expected as part of EUROPEAN**MOBILITYWEEK** as well as over the course of a year to communicate sustainable mobility options to the public.



²Although the term "permanent" measure is used, the category simply reflects measures that continue to have a positive effect outside of the week itself and may include installed infrastructure or equipment, launched new services or regulations and/or adopted mobility plans.

Each category of permanent measure has a number of particular measures, providing 16.652 registered measure in total; of these, the 10 most popular specific permanent measures are:

New or improved bicycle facilities

1. Improvement of bicycle network (creation of new lanes, extension, renovation, signposting, etc.) (717)
2. Improvement of bicycle facilities (parking, locks, etc.) (633)

Pedestrianisation

3. Create or enlargement of pedestrian streets (553)
4. Improvement of infrastructure (new foot bridges, pavements, road crossings, zebra crossings, etc.) (628)

Traffic calming and access control scheme

5. Speed reduction programmes in zones near schools (536)

Accessibilities

6. Create wheelchair ramps (424)
7. Lowering of pavements (446)
8. Enlargement of pavements (435)

New forms of vehicle use and ownership

9. Charging points for electric vehicles (467)

Mobility management

10. Launch of awareness-raising campaigns (465)

It should be noted that, whilst public transport services do not appear in the "Top 10" individual measures shown in the list above, as a whole public transport services figure highly in permanent measure registrations and form a strong support to EUROPEAN**MOBILITY**WEEK interventions and goals.

1.187 towns and cities declared that they had implemented at least one permanent measure, with 1.024 of these towns and cities entering information to classify these measures (note that towns and cities do not need to implement a permanent measure in order to participate in the campaign). This potentially shows the value that participants place on other activities during the week rather than just the registration of permanent measures, which are likely to happen all year round in many

cases. However, based on the number of registrations, it is clear to see that participants do use EUROPEAN**MOBILITY**WEEK as an opportunity to combine infrastructure and communications messages to reinforce their sustainable mobility concepts.

4. MOBILITYACTIONS 2021

Businesses, NGOs, schools and other actors, including cities, who want to get involved in the EUROPEANMOBILITYWEEK campaign are encouraged to register their MOBILITYACTION. A MOBILITYACTION can be organised and registered at any time of the year.

Categorisation started in 2021, and we have seen 644 **MOBILITYACTIONS** categorised this year (in descending order):

- Active Mobility: 366
- Education: 167
- Social Engagement & Dialogue: 135
- Road Safety: 73
- Infrastructure: 67
- Public Health: 58
- Inclusion & Accessibility: 55
- Business Solutions & Start Ups: 52
- Public Transport Offers: 50
- Sport & Tourism: 42
- Parking & Space Management: 31

As with the permanent measures, there is strong interest in active travel. The following table shows Permanent Measures classification and the approximate related **MOBILITYACTIONS** classification.

MOBILITYACTIONS	Permanent Measure
Active Mobility	New or improved bicycle facilities; Pedestrianisation
Education	Mobility Management
Social Engagement & Dialogue	Mobility Management
Road Safety	Traffic calming and access control schemes; Mobility management
Infrastructure	New or improved bicycle facilities;

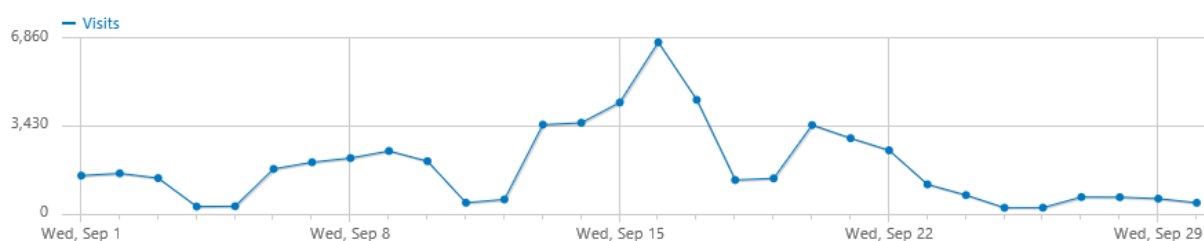
	Pedestrianisation; Accessibilities
Public Health	Mobility management
Inclusion & Accessibility	Accessibilities
Business Solutions & Start Ups	New forms of vehicle use and ownership
Public Transport Offers	New forms of vehicle use and ownership; Mobility management; Public transport services
Sport & Tourism	Mobility Management
Parking & Space Management	Traffic calming and access control scheme
n/a	Freight Distribution

5. Website visits and usage

The website is used throughout the year to provide information regarding all aspects of the campaign, including news and updates on the campaign and relevant mobility issues. It also offers resources and support for National and local coordinators, including all relevant information on related awards and **MOBILITYACTIONS**.

This year the consortium introduced a new website monitoring tool which provides a dashboard to help assess website usage and optimisation. As a result, the following section focuses on the EUROPEAN**MOBILITYWEEK** main event. In the future, further information will be provided regarding year round usage and statistics.

September 2021 saw 55.140 visitors with 105.368 page views and more than 18.400 resource downloads.



More than half of the users (52%) visited more than one page on the website and the average user carried out four website actions (page view, download, search, etc.) spending an average 3:31 minutes on the website.

Interpretation:

- as in the past: most active day is 16 September (as the launch day)
- decrease in visits over the course of the week and following it, with notably fewer visits on Saturday and Sunday before and during EUROPEAN**MOBILITYWEEK**
- no significant, visible raise of interest for Car-Free Day (22nd September)
- these trends suggest that the website may be a useful preparation and media tool in the build up and in particular at the launch to the week, the lack of sustained heightened levels of visits may mean the

website may not currently act as a portal that the public or others return to on a daily basis as the week progresses

Top 10 viewed pages (including page views) during 2021

⊕ home	38,147
⊕ registered-actions	13,693
⊕ 2021-participants	15,095
⊕ campaign-resources-for-2021	8,934
⊕ theme-2021	5,303
⊕ the-campaign	3,748
⊕ communication-toolkit	3,561
⊕ registration	3,119
⊕ about-mobilityactions	2,943
⊕ eu-initiatives	1,601

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#MobilityWeek
www.MobilityWeek.eu

EUROPEAN MOBILITY WEEK

EUROPEAN MOBILITY WEEK is the European Commission's flagship awareness-raising campaign on sustainable urban mobility. It encourages behavioural change in favour of active mobility, public transport and other clean, intelligent transport solutions.

With more towns and cities joining each year, the campaign continues to drive Europe, and beyond, toward sustainable urban mobility. Explore past campaigns, mobility actions and news via our website

Interpretation:

- This shows that information about the measures to be undertaken/arranged during the week itself are the most popular pages (2021 Participants and Registered Actions; it should be noted that Registered Actions refers only currently to **MOBILITYACTIONS**)

- The explanatory and supporting information regarding the week itself, such as the campaign resources and communications toolkit is also visited
- The Awards and News sections of the website is less well visited by comparison

Top 10 downloads

/2021/Thematic_guidelines-/2021_EMW_Thematic_Guidelines.pdf	1,997
2021/Complete Communication Toolkit.zip	716
/2021/Logos/2021_EMW_Heart_Pink.png	670
2020/EMW_Visual_Guidelines.pdf	664
/2021/Thematic_guidelines/EU_languages-/2021_EMW_Thematic_Guidelines_ES.pdf	567
/2021/2020_EMW_Participation_Report.pdf	535
/2021/Logos/2021_EMW_Heart_White.png	535
2019/EMW Mascot.zip	495
2019/EMW Social Media Banners.zip	490
/2021/Thematic_guidelines/EU_languages-/2021_EMW_Thematic_Guidelines_FR.pdf	476

Interpretation:

- The downloads also reflect the interests in the different pages of the website from where they may be downloaded, with the thematic guidelines atop interest including different language versions
- Downloads of visuals to support the campaign are of interest, principally the heart logo was a popular element in 2021 and other individual image elements that could be used in local social media such as the mascot and social media banners

Top 10 visitor countries

 Spain	6,672
 Italy	5,530
 Turkey	3,812
 France	3,236
 Portugal	2,914
 Germany	2,420
 Greece	2,130
 Poland	2,116
 Belgium	2,102
 United States	1,937

Interpretation:

- Top country visitors are close to top participating countries, but this also reflects country size (further metrics will be explored in 2022 that better reflect visits from smaller countries)
- Austria as an active participant is missing, but this may reflect them having an established national website

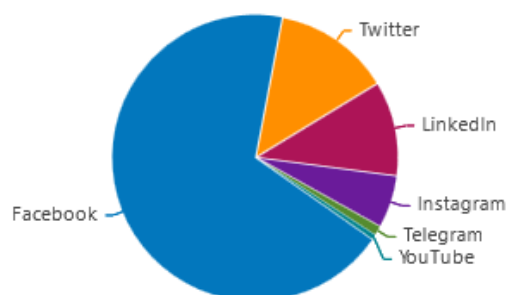
Top 10 referrals

 (social network) Facebook	2,647
(website) eurotm2021.eurotm.sk	1,034
(website) www.miteco.gob.es	798
(website) www.ecologie.gouv.fr	787
(website) emh.kormany.hu	723
 (social network) Twitter	516
 (social network) LinkedIn	418
(website) www.mite.gov.it	369
(website) apambiente.pt	315
 (social network) Instagram	232

Facebook continues to offer a strong click-through or referral rate, similar to previous years. Click-Through Rate, or CTR, is a metric that measures how often people click on a call-to-action link; it is specifically tied to a link that will bring the audience to other content such as a website.

Facebook's place at the top of the list reflects global CTR trends as the [average CTR for Facebook is 0,89%](#)³ whereas the [average CTR for Twitter \(for users with 10.000+ followers\) is 0,45%](#).

— Visits



Social media network referrals only

³ This statistic refers specifically to Facebook Ads, however, it still provides a good indication of how often Facebook audiences are clicking on the content shown to them by certain brand or business pages.

The campaign has not tracked CTR in the past, but this could be another useful metric to consider in the future to provide more insight into what type of social media content encourages target audiences to click on content links.

For the third year in a row the Slovak EUROPEAN**MOBILITY**WEEK website appeared in the top three of known referrals and even claimed this year's 3rd spot, in spite of their moderate number of registered participants and lack of prominence in other statistics. Portals in Spain, France, Hungary, Italy, and Portugal - reflecting established interest in these countries.

Unfortunately, many referrals (14,166) are not trackable as independent users are able to select whether or not they wish to be tracked (e.g. website cookies) so we cannot draw any conclusions about which platform or website absolutely offers the most referrals.

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

These are some examples of dedicated national websites:

- Austria - <https://www.mobilitaetswoche.at/>
- Belgium - Flemish Region - <https://www.duurzame-mobiliteit.be/>
- Bosnia and Herzegovina - <http://sedmicamobilnosti.ba/>
- Luxembourg - <https://www.mobiliteitswoch.lu/>
- Norway - <http://www.mobilitetsuken.no/>
- Slovakia - <https://eurotm2021.eurotm.sk/>

Please find the exhaustive current list (to be updated in 2022) on:

- <https://mobilityweek.eu/national-websites/>

6. Social Media

EUROPEAN**MOBILITYWEEK**'s social media channels are used not only to promote and disseminate campaign related information and content, but also to assess the awareness and engagement of the campaign's audience, in particular individual users – as opposed to local administrations, organisations and other collective entities.

Social media is an easy way for all campaign participants to interact regularly with EUROPEAN**MOBILITYWEEK** related content both as individuals and alongside their local governments, organisations and as part of promoted activities.

To better understand EUROPEAN**MOBILITYWEEK**'s social media impact, we have taken a look at several metrics across our [Twitter](#), [Instagram](#), [Facebook](#) and [YouTube](#) accounts. In addition, a general overview of hashtag usage for #MobilityWeek, #EuropeanMobilityWeek and #CarFreeDay will be provided alongside recommendations for future social media tracking.

6.1 Hashtag Usage

One way to evaluate social media engagement and awareness is by tracking hashtag usage. For the past several years, the campaign has tracked hashtag usage for three popular English language hashtags used during the main event from 16 to 22 September. These hashtags provide insight into the campaign's English language reach on Twitter, Instagram and Facebook.

However, in addition to #MobilityWeek (the shorter, most used English variant), #EuropeanMobilityWeek and #CarFreeDay, other hashtags are used in local languages to promote the campaign at the national and regional levels. For example, #SemanaEuropeaMovilidad and #AvrupaHareketlilikHaftası were employed to promote EUROPEAN**MOBILITYWEEK** related activities in Spain and Turkey, respectively.

In fact, many countries seem to rely on their own hashtags, or translations of the three main English language hashtags, to boost the campaign locally. In future years, to improve social media tracking and create a fuller picture of EUROPEAN**MOBILITYWEEK**'s outreach across Europe, and

beyond, we are considering how to more systematically assess which hashtags are promoted in different countries, and which hashtags are ultimately being used for the campaign. This will also be informed by further discussion with National Coordinators and desktop analysis in 2022.

6.1.1 2021 Hashtag Usage

The following categories were utilised to evaluate hashtag usage from 16–22 September 2021 on Twitter, Instagram or Facebook:

Users – number of accounts that used one of the specified hashtags;

Posts – number of posts that include one of the specified hashtags;

Engagements – number of likes, retweets or comments on posts with the specified hashtags;

Reach – number of users that saw at least one post with the specified hashtags;

Impressions – number of times all posts with the specified hashtags were seen. A single user can generate multiple impressions.

	#MobilityWeek	#EuropeanMobilityWeek	#CarFreeDay
Users	8.026	557	1.582
Posts	14.089	1.099	2.619
Engagement	250.792	222.016	30.784
Reach	41.927.118	4.698.532	12.425.792
Impressions	103.985.487	7.296.756	14.801.415

EUROPEAN**MOBILITY**WEEK 2021 Hashtag Usage

The above figures demonstrate a wide reach in relation to the total number of users that posted content with one of the specified hashtags. In particular, #CarFreeDay experienced a surge in use in comparison to 2020 levels most likely because Car-Free Day would have been relatively

obsolete in 2020 as a result of COVID restrictions. In 2020, only 8 posts were recorded, 4 users, 1.987 engagements, a reach of 18.492 and 92.460 impressions.

The results also suggest that the posts and users sharing content throughout the main event have a significant amount of followers and influence. For example, for 14.809 users we see a reach of 41.927.118 for the use of #MobilityWeek. The campaign's strategic efforts to build a rapport with key influencers and accounts could partially explain the correlation between posts and users and reach and impressions.

6.2 Audience

The following statistics provide an in-depth look at EUROPEAN**MOBILITYWEEK**'s audience across social media channels. Who is engaging with the campaign? Where are they interacting from? How is this changing over time? This information will help better understand with whom EUROPEAN**MOBILITYWEEK** messages resonate and with which target audience(s) communication could be improved.

In order to gain a deeper understanding of who follows, interacts and receives regular updates regarding EUROPEAN**MOBILITYWEEK** via social media, we will take a look (where available) at the following demographics: gender⁴, age and country of use⁵. Unless stated otherwise, these figures are provided by the platform's own analytics and are specifically relevant to the corresponding EUROPEAN**MOBILITYWEEK** account and audience.

6.2.1 Twitter

[EUROPEAN**MOBILITYWEEK**'s Twitter account](#) is a valuable way to disseminate new information and content to a wide audience, including individual citizens, National EUROPEAN**MOBILITYWEEK** campaigns and key stakeholders at the local, national and European levels. The campaign's Twitter account has 11.029 followers as of 9 December 2021.

According to [Statista](#), 52,9% of Twitter users worldwide are between the ages of 25-49 and a [large majority, 70,4%, are male](#).

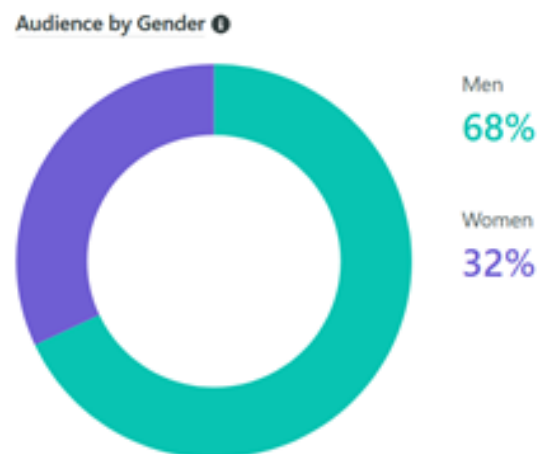
Based on the figures below, we observe that the

⁴ All existing analytic platforms used for this report (Twitter Analytics, Facebook and Instagram Analytics and Tweepstmap) only provide the categories of 'male' and 'female' for gender.

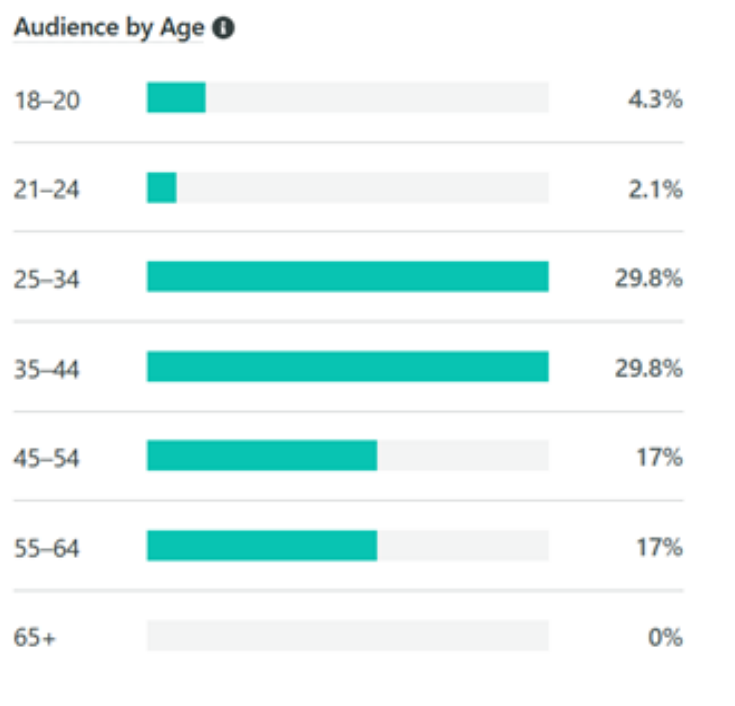
⁵ Country of use refers to the country from which users are engaging; this does not necessarily mean that the user possesses the same nationality as the country they are using from.

EUROPEAN**MOBILITY**WEEK Twitter account generally reflects global trends with 68% of users categorised as male but with an older average audience of which approximately 60% are between the ages of 25–44. Its top users are interacting from Spain, Belgium, Italy, the UK, France and Germany (which together represent over half of all interacting users, with other countries having significantly smaller numbers of interacting users). As these are large countries, this is to be expected.

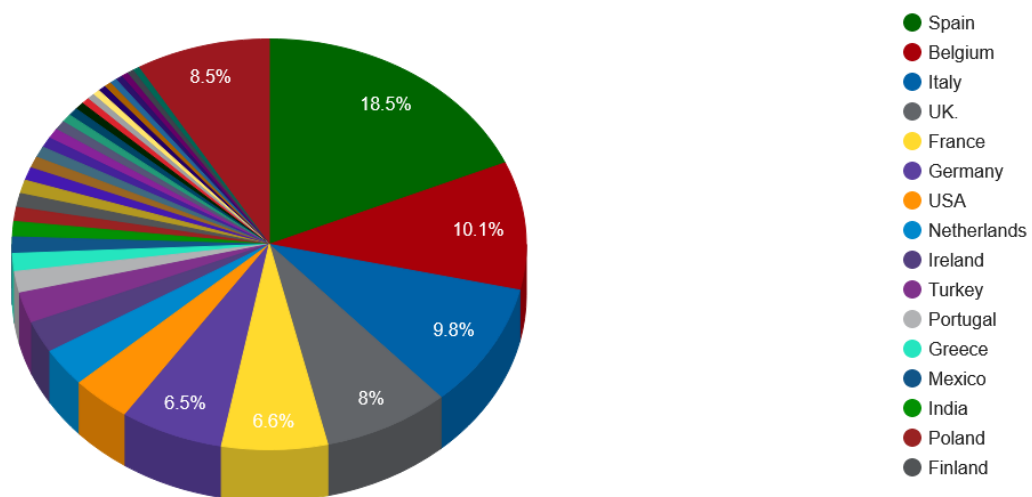
Gender



Age



Country



Tweepsmap Analytics

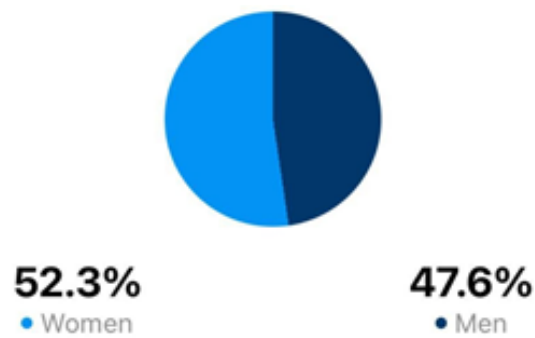
6.2.2 Instagram

[The EUROPEANMOBILITYWEEK Instagram account](#) continues to grow steadily and is an important way to reach younger audiences. As of October 2021, [62.2% of all Instagram users worldwide are between the ages of 18-34](#). Since the European Commission has dubbed 2022 as [‘the Year of European Youth’](#) it is important to keep investing in Instagram.

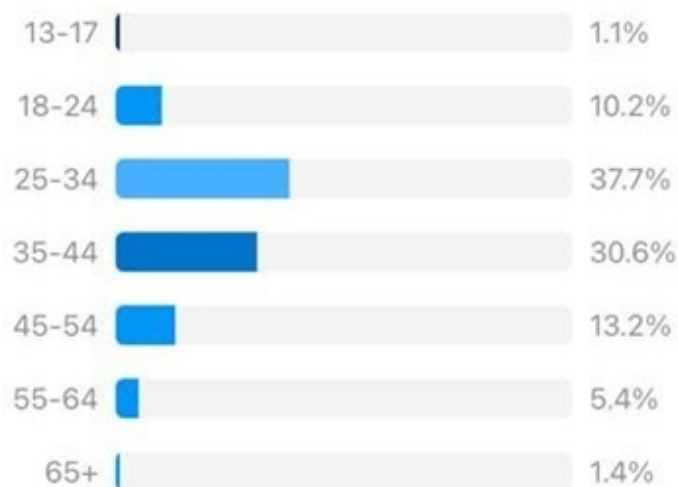
Globally, Instagram has a [smaller margin of difference](#) between the percentage of male and female users than Facebook or Twitter. Male users account for 51,6% and female users account for 48,4%.

In addition, in contrast to the campaign’s Twitter and Facebook accounts, and global Instagram statistics, a majority of users interacting with the EUROPEANMOBILITYWEEK Instagram account are women. While EUROPEANMOBILITYWEEK’s Instagram audience is the youngest of its three social media platforms, it is slightly older than the global average; 48% of users are between the ages of 18–34.

Gender



Age



Country

Instagram analytics has its own feature that differentiates between engaged audience and reached audience, namely who is interacting the most with the content and who is most likely to simply see the content.

Top Countries – Engaged Audience (number of likes, shares or comments on posts with the specified hashtags):

1. Turkey – 29,3%
2. Italy – 10%
3. Germany – 6,3%
4. Spain – 5,5%

Top Countries – Reached Audience (number of users that saw at least one post with the specified hashtags):

1. Turkey – 42,6%
2. Bosnia and Herzegovina – 22,6%
3. Serbia – 10,7%
4. Albania – 9,2%

This shows that Instagram is clearly a powerful tool in non-EU countries in the East (in particular Turkey), whilst also supporting other channels in Europe.

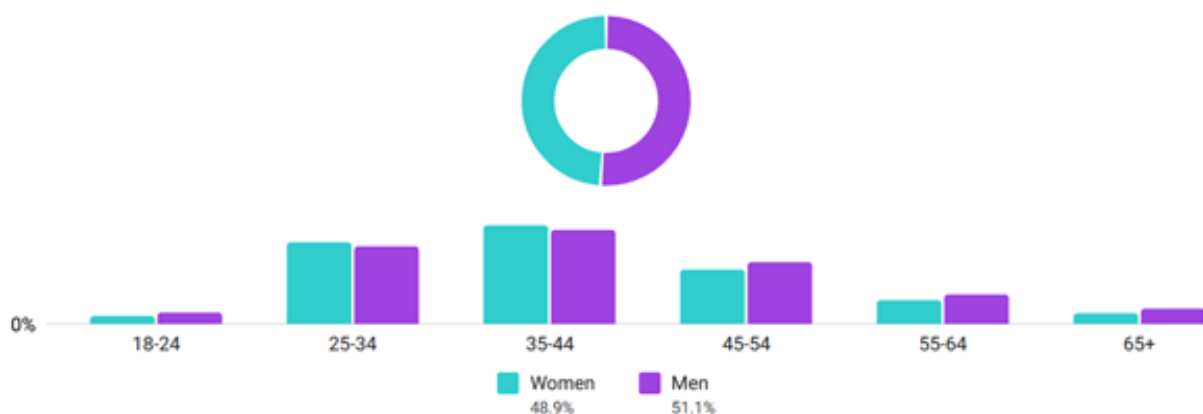
6.2.3 Facebook

[The EUROPEANMOBILITYWEEK Facebook account also](#) offers a useful way to reach Mobility Week audiences. While the Facebook account is more balanced than Twitter in terms of male and female users, male users still slightly outnumber female users reflecting [global user data](#): as of October 2021, a majority of Facebook users are male between the ages of 25–34.

The EUROPEANMOBILITYWEEK’s Facebook account has more gender balance than global Facebook trends, which are skewed male. Its audience is also slightly older than the campaign’s Twitter and Instagram audiences with a larger following of people between the ages of 35-54. Its top users interact from Italy and Spain. It is interesting that smaller countries by population (e.g. Portugal, Greece, Romania, Belgium) also appear within this list, suggesting relatively high popularity within these countries.

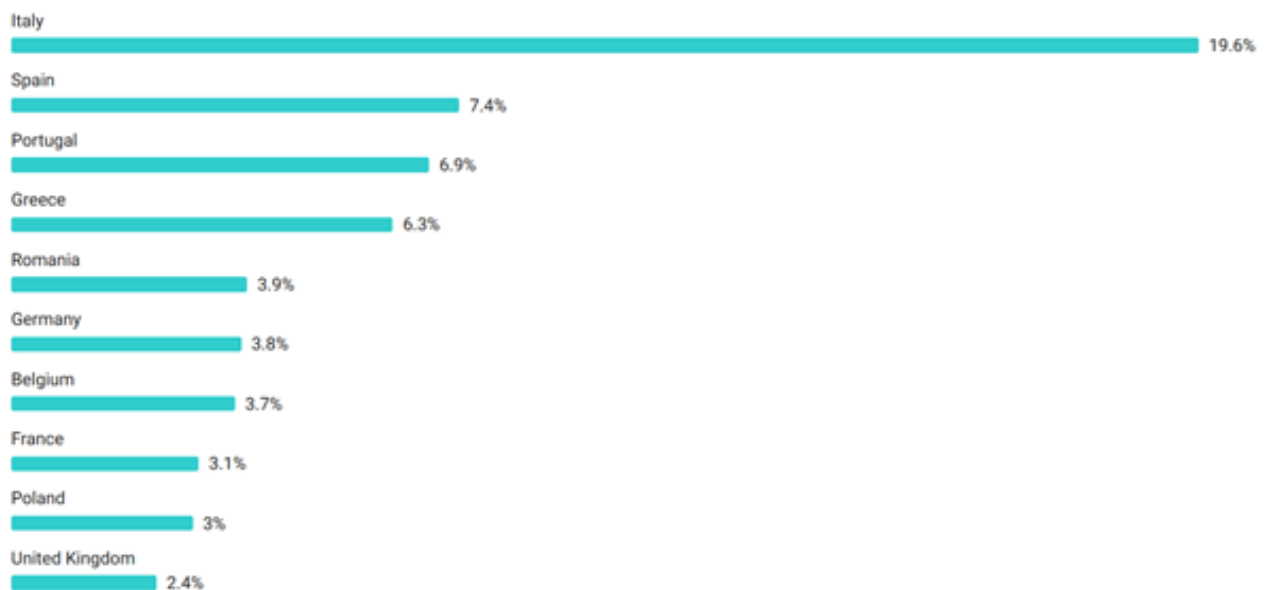
Age & Gender

Age & Gender ⓘ



Country

Top Countries



Country Observations

In addition to resonating with different ages and genders, EUROPEANMOBILITYWEEK's Facebook, Instagram and Twitter accounts have a variety of top countries - but with a few key players.

Facebook and Twitter both count Spain and Italy in their top five of countries where users commonly interact with or are reached by the accounts' content. Twitter's top five are Spain, Belgium, Italy, the United Kingdom and France. Meanwhile, Facebook's top five are Italy, Spain, Portugal, Greece and Romania.

Instagram seems to resonate with different groups of users from countries not seen on Facebook and Twitter's lists; its top four countries in which users are reached are: Turkey, Bosnia and Herzegovina, Serbia and Albania. However, if we look at 'engaged audience' (as specified above) we do see several familiar faces with Turkey, Italy, Spain and Germany rounding out the top four.

It is also noted that despite high levels of participation, some countries (e.g. Austria, Hungary) do not feature in the top social media users in any channel. However, in contrast, the relatively high level of Facebook interactions from the UK suggest there is a level of interest within the population that is not necessarily reflected in the low level of registered towns and cities in 2021.

6.2.4 Audience Growth Rate

The following table shows the audience growth rate for each EUROPEANMOBILITYWEEK social media platform for the period from 9 December 2020 – 9 December 2021.

Platform	Total Audience - 2020	Total Audience - 2021	Followers Net Gain	Audience Annual Growth Rate 2021
Twitter	9.965	11.029	1.064	9,6%
Instagram	1.501	2.281	780	34,2%
Facebook	20.874	22.147	1.273	5,7%
All	32.340	35.457	3.317	9,4%

EUROPEANMOBILITYWEEK Audience Growth Rate

6.2.5 YouTube

[EUROPEANMOBILITYWEEK YouTube](#) has been added to the reporting this year but analysed separately to social media, as it is often used as a component of social media posts on other channels rather than curated as unique content in its own right (although it does have 834 direct subscribers). Content ranges from <1-3 minute short videos to 1hr+ recordings of events. Key statistics on YouTube videos issued in 2021 are included in the table below. The development of further detailed analysis and evaluation will be sought in 2022, given the growth in importance in multimedia communications.

This shows the relative popularity of both long format videos (such as the Award Ceremony) and short format video (such as the annual campaign video).

Video Title (in date order)	Views
Bilbao, finalist of the EU Urban Road Safety Award 2021	556

Heraklion, finalist of the EU Urban Road Safety Award 2021	215
Quart de Poblet, finalist of the EU Urban Road Safety Award 2021	197
Belgrade, finalist of the 9th SUMP Award	240
Bilbao, finalist of the 9th SUMP Award	284
Greater Grenoble Area Mobility Authority, finalist of the 9th SUMP Award	242
Bruck an der Leitha, finalist of the EUROPEAN MOBILITY WEEK Award 2020 for smaller municipalities	169
Lilienthal, finalist of the EUROPEAN MOBILITY WEEK Award 2020 for smaller municipalities	292
Nea Moudania, finalist of the EUROPEAN MOBILITY WEEK Award 2020 for smaller municipalities	589
Granada, finalist of the EUROPEAN MOBILITY WEEK Award 2020 for larger municipalities	474
Mönchengladbach, finalist of the EUROPEAN MOBILITY WEEK Award 2020 for larger municipalities	321
Sofia, finalist of the EUROPEAN MOBILITY WEEK Award 2020 for larger municipalities	152
European Commission's Sustainable Urban Mobility Award Ceremony	2,844
EUROPEAN MOBILITY WEEK 2021: 'Move Sustainably. Stay Healthy.'	6,160
Mönchengladbach, winner of the EUROPEAN MOBILITY WEEK Award 2020 for larger municipalities	556
Lilienthal, winner of the EUROPEAN MOBILITY WEEK Award 2020 for smaller municipalities	385
Greater Grenoble Mobility Authority, winner of the 9th Award for Sustainable Urban Mobility Planning	343
Bilbao, winner of the EU Urban Road Safety Award	427
Youth on the Move: Engaging young people in urban mobility planning and campaigns	219

EUROPEAN MOBILITY WEEK meets the EU Year of Rail 2021	685
20 Years of EUROPEAN MOBILITY WEEK	994
Video message by Commissioner Adina Vălean for EUROPEAN MOBILITY WEEK 2021	960
MOBILITY ACTIONS Webinar - Guide to outstanding examples from 2021	118

6.3 Engagement

The following statistics provide more insight into how audiences interact with the campaign. Engagement rate is a metric designed to assess the average number of interactions, namely likes, comments, shares, etc., that a social media post receives per follower. It gives an indication of how well content performs.

General consensus amongst social media marketing experts, and across sectors, reveals that a [good engagement rate is between 1% and 5%](#), with rates differing slightly between platforms and industries. According to Statista, the nonprofit sector, which is the closest category of measurement for EUROPEANMOBILITYWEEK, [the average engagement rate per Twitter post in 2020 was 0,06%](#). The campaign's Twitter account noted an average engagement rate over the past four months of 1,9%.

6.3.1 – Applause Rate Example

The applause rate is the number of approval actions, e.g. likes, that a post receives in relation to the total number of followers. When a follower likes a post, they are demonstrating that this post is valuable to them in some way.

As an example, the following table provides the applause rate for a #MobilityAction social media competition post on Twitter, Instagram and Facebook. Each post was shared on 6 December and 'likes' [3] were tracked for a period of one week.

Platform	Number of likes	Total followers	Applause rate
Twitter	156	11.029	1,4%

Instagram	162	2.281	7,1%
Facebook	447	22.147	2%

EUROPEAN**MOBILITY**WEEK Applause Rate

[3] This includes all likes in Twitter and Facebook threads.

6.3.2 – Engagement Rate Example

The following examples show the engagement rate for a post shared on 6 December during the #MobilityAction social media competition and a post shared at the beginning of this year’s EUROPEAN**MOBILITY**WEEK main event on 16 September. Across each platform all likes, comments, shares, retweets, and favourites were measured for the related post.

Platform	Post	Total interactions	Total followers	Engagement rate
Twitter	#MobilityAction	227	11.029	2,05%
	#MobilityWeek	2.838		25,7%
Instagram	#MobilityAction	182	2.281	8%
	#MobilityWeek	291		12,8%
Facebook	#MobilityAction	550	22.147	2,5%
	#MobilityWeek	173		0,8%

EUROPEAN**MOBILITY**WEEK Engagement Rate

6.4 Moving forward

Social media analysis is a critical, but not complete, component of assessing EUROPEAN**MOBILITY**WEEK’s impact and can offer new opportunities both for engagement and outreach. As the above metrics have demonstrated, each platform targets slightly different users with Instagram emerging as one key platform to exploit in 2022. All three

platforms reflected strong audience growth rates, and Instagram and Twitter in particular had exceptional examples of content engagement and applause rates.

In the near future, we aim to analyse a broader selection of hashtags to reflect what countries across Europe are using to actively promote **EUROPEANMOBILITYWEEK** and related activities. Additionally, we hope to organise focus groups to access a deeper understanding of social media engagement across channels and countries, and what type of activity is most useful for spreading awareness of the campaign and engaging with both old and new target audiences.

7. The sustainable urban mobility awards

The European Commission offers three separate but complementary awards that are associated with EUROPEAN**MOBILITY**WEEK:

- EUROPEAN**MOBILITY**WEEK Awards,
- SUMP Award, and
- Urban Road Safety Award.

The Awards span campaign periods, with the 2020 award winners announced and published during 2021. The application process for the 2021 activities and awards was carried out in 2021, and the winners of the awards were presented the following year in 2022. Below primarily summarises the initial progress for the 2021 awards; impact of 2021 applications and awards will further be measured and reported in the 2022 Impact Report.

The awards for the previous year (2020) were announced in 2021, and contribute towards the communications activities in 2021 (for example, see the YouTube reporting in Section 6).

7.1 EUROPEAN**MOBILITY**WEEK Awards

*The EUROPEAN**MOBILITY**WEEK Awards recognise local authorities judged to have done the most to raise awareness of sustainable mobility during EUROPEAN**MOBILITY**WEEK (16-22 September).*

EUROPEAN**MOBILITY**WEEK offers numerous avenues for towns and cities to promote sustainable mobility within their communities. There are three criteria for participation which act as umbrellas for a variety of mobility related actions and events (below). When registering their participation, local administrations are given the option to select one or more of these. In order to apply for any award, towns and cities must have completed all three criteria (for more information see 7.1.1 Role of Golden Participants):

- Organised activities or events during the week of 16-22 September;
- Implemented at least one new permanent measure within the last 12 months;
- Hosted a Car-Free Day.

The EUROPEAN**MOBILITY**WEEK Awards are also given out in two categories: one for municipalities larger than 100.000 inhabitants, and one

for smaller municipalities under this threshold. The awards recognise local authorities who have done an exceptional job in raising awareness of sustainable mobility during the EUROPEAN**MOBILITYWEEK** main event.

7.1.1 Role of Golden Participants

Not only do these registration criteria provide a broad overview of towns and cities' participation across Europe, and beyond, but it is also the first step for ambitious local administrations to begin their applications for the EUROPEAN**MOBILITYWEEK** awards. Local administrations that have completed the three criteria are referred to as 'Golden Participants.'

In addition to having to complete all three participation criteria as listed above, towns and cities who wish to apply for the awards must also sign the EUROPEAN**MOBILITYWEEK** Charter.

In 2021, there were 572 Golden Participants, namely 572 towns and cities that also took the first step toward becoming eligible to apply for the EUROPEAN**MOBILITYWEEK** awards.

The three countries with the most Golden Participants were Spain (152), Turkey (104) and Hungary (54). However, proportionally, several countries stood out for the amount of Golden Participants they had⁶: 58% of Croatia's, 49% of Greece's, 37% of Serbia's, 32% of the Czech Republic and Romania's and 30% of Portugal's registrations were Golden Participants, respectively.

7.1.2 EUROPEAN**MOBILITYWEEK** Award Applications in 2021

This year, 89 award applications were received; 36 for larger municipalities and 53 for smaller municipalities.

The three countries with the most award applications for larger municipalities were Turkey (22), Spain (5) and Greece (2); for smaller municipalities the most applications were also received from Greece (23), Spain (7) and Turkey (6).

The following cities won the 2021 titles, announced at a hybrid award ceremony in Brussels on 28 March 2022:

- EUROPEAN**MOBILITYWEEK** Award for Larger Municipalities: Kassel (Germany)
- EUROPEAN**MOBILITYWEEK** Award for Smaller Municipalities: Valongo (Portugal)

⁶ The following examples each had a minimum of 10 registrations.

- Award for Sustainable Urban Mobility Planning: Tampere (Finland)
- EU Urban Road Safety Award: Rethymno (Greece)

More information about the 2021 winners can be found online (<https://mobilityweek.eu/emw-awards/>).

7.2 Award for Sustainable Urban Mobility Planning (SUMP Award)

The aim of the award is to encourage the adoption of Sustainable Urban Mobility Plans (SUMPs) by local authorities across Europe and to reward outstanding achievements in each year's thematic priority area.

In 2021, 14 award applications were received. The three countries with the most award applications were Spain, Germany and Portugal (2 each). The 2021 winner is yet to be announced.

Profiles of the 2020 winner, announced in 2021, can be found online (<https://mobilityweek.eu/sump-award/>).

7.3 EU Urban Road Safety Award

The EU Urban Road Safety Award highlights the contribution made by local authorities towards improving the safety of European roads.

In 2021, 12 award applications were received. The three countries with the most award applications were Greece (3), Romania (2) and Turkey (2). The 2021 winner is yet to be announced.

Profiles of the 2020 winner, announced in 2021, can be found online (<https://mobilityweek.eu/urban-road-safety-award/>).

8. Conclusions, impact and recommendations

Some key findings of this report are summarised according to the EC Communication Network Indicators categories, below.

INPUTS	ACTIVITIES (internal)	OUTPUTS (external)	RESULTS ✓	IMPACTS
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Results

- Overall, 250 more towns and cities registered than in 2020
- The number of participating countries was stable compared to 2020 at 53.
- Most absolute growth was seen in Hungary, though it should be noted that small increases in smaller countries should not be underestimated

INPUTS	ACTIVITIES (internal) ✓	OUTPUTS (external)	RESULTS	IMPACTS
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Activities of campaign (internal)

- Active use of social media has been sustained with increases in followers across all channels.
- Analysis reveals different patterns in the use in different channels across Europe, between Twitter, Facebook and Instagram. This can be further understood and targeted in coming years to exploit the demonstrated online interest in EUROPEAN**MOBILITY**WEEK, highlighting the challenges and opportunities of running a campaign across such a wide and disparate audience (both culturally and geographically).
- The outputs of the project have continued to support participants, including downloads of guidance materials and graphics from the project website, and videos of events and publicity from its YouTube channel.

- 89 award applications from 572 eligible participating towns and cities

INPUTS	ACTIVITIES (internal)	OUTPUTS (external) ✓	RESULTS	IMPACTS
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Activities of external participants (outputs)

- Golden Participants: 572 participants in 2021 registered week-specific activities, a Car-Free day and shared permanent measures (i.e. all three of the three components towns and cities can register, aside from **MOBILITYACTIONS**).
- Car-Free Days: This recovered from 2020 to 1.186 registrations, supporting and regaining the general trend continuing upwards since 2013.
- Permanent measures: There was an increase in the number of permanent measures registered in 2021, with 664 more permanent measures registered than in 2020. Thematically, focus remained on registering measures in support of mobility management and active travel.
- **MOBILITYACTIONS**: 645 actions were registered in 2021, boosting the total number of actions known to be operating (including those from previous years) to 1.067. As with permanent measures, there was a strong proportion of actions supporting active travel.

INPUTS	ACTIVITIES (internal)	OUTPUTS (external)	RESULTS	IMPACTS ✓
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Impacts

- Work continues to be ongoing to further determine the effectiveness of the centrally produced and locally delivered interventions, through a series of focus groups with citizens in a sample of European cities. This will inform recommendations for 2022.
- A workshop has been held with National Coordinators to

understand successes and challenges, and this has revealed some national and local level reporting which could support the evaluation of EUROPEAN**MOBILITY**WEEK. This will be further investigated in 2022, given there is support for understanding this better within this community.

Recommendations

- We will consider further Key Performance Indicators to better understand particular elements of campaign performance in 2022 e.g. Car-Free Day, Awards, and better/fairer ways to measure country level performance (e.g. municipalities, cities, local authorities and share of participants based on area size/population)
- We will investigate how **MOBILITY**ACTIONS can be presented alongside other aspects of EUROPEAN**MOBILITY**WEEK so interventions of both the public, private and independent sectors can be showcased and learnt from together
- On the basis of this report, in early 2022 we will further review the plans for the campaign to further enact recommendations and refinements in the presentation, operation and monitoring of the campaign for 2022, working alongside the European Commission and National Coordinators.