

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2023



**IMPACT REPORT
2023**

European Secretariat



Eurocities

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February 2024

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1. EXECUTIVE SUMMARY

EUROPEANMOBILITYWEEK is the European Commission's flagship awareness-raising campaign on sustainable urban mobility. Since 2002, it has promoted behavioural change towards active mobility, public transport, and other solutions that reduce the use of cars within towns and cities. The main event takes place from 16–22 September annually.

This report reflects on the efforts and outcomes of the 2023 campaign, including efforts organised by municipalities during the week itself and supporting **MOBILITYACTIONS** delivered throughout the year by predominantly non-municipal stakeholders. It also offers a preliminary review of the annual Award applications.

The report is structured into five chapters, consistent with European Commission guidance on campaign evaluation: Inputs, Activities, Outputs, Results, and Impacts. An Annex provides additional insights about technical performance (e.g. statistics about website usage) and long-form data tables (e.g. list of first-time participant towns and cities).

Each annual Impact Report aims to incorporate more robust analysis that offers new insights into the efficacy of the EMW campaign. This report represents a transitional moment, as strategies are under development to introduce more systematic evaluation efforts into the 2024 campaign.



Educating school children on public transport use in Podgorica (Montenegro)



Installation of chargers for electric bus fleet in Malaga (Spain)



Bike maintenance masterclass on Car-Free Day in Lviv (Ukraine)



Mobility awareness walk, bike, skate, and scoot event in Nicosia (Cyprus)

Figure 1. Representative photos of EUROPEANMOBILITYWEEK 2023

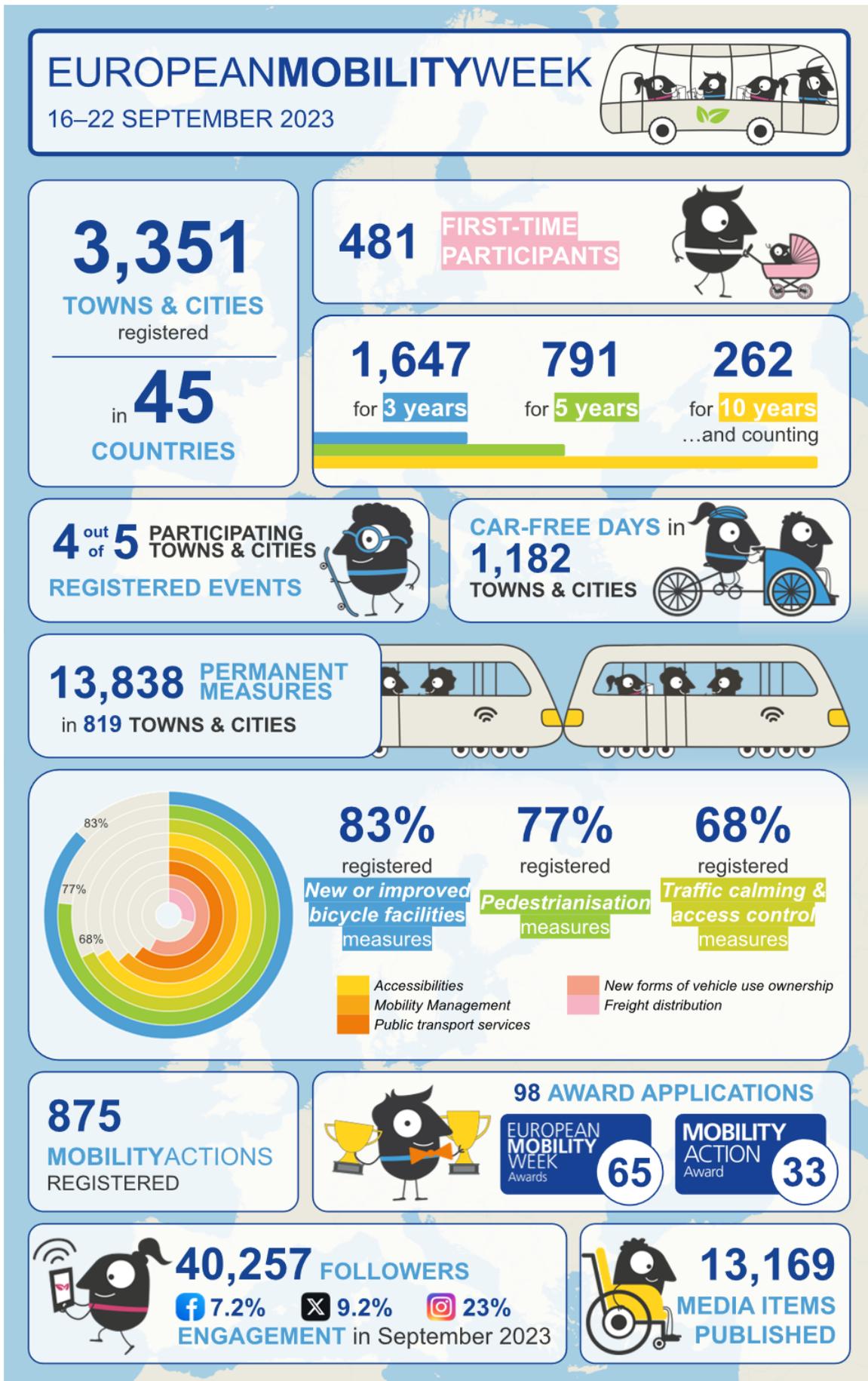


Figure 2. Summary of EUROPEANMOBILITYWEEK 2023

2. INTRODUCTION

EUROPEANMOBILITYWEEK is the European Commission's flagship awareness-raising campaign on sustainable urban mobility. It promotes behavioural change in favour of active mobility, public transport, and other transport solutions that reduce the use of cars within towns and cities. The main event takes place from 16–22 September annually, culminating in the popular Car-Free Day event. The campaign is currently the largest event promoting sustainable urban mobility globally.

Local authorities are encouraged to use the main week to trial innovative mobility measures, introduce new infrastructure and mobility management programmes, promote new services and technologies, organise enjoyable and impactful mobility-related activities, and host events that celebrate people-centric uses of public spaces typically reserved for motor vehicles – all in relation to an annual campaign theme. To help understand the effects of the campaign, authorities are encouraged to monitor the public's use of the measures and engagement with activities, evaluate outcomes in terms of relevant indicators, and solicit feedback from the public.

The campaign has three core objectives:

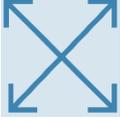
1. *Raise awareness* – Combining local action with high-profile media and political support, the campaign provides a well-established brand and coordinated resources with which municipalities and civil society organisations can promote sustainable urban mobility to their residents and visitors and increase their awareness of its role in achieving EU sustainability targets.
2. *Encourage modal shift* – Through public encouragement activities like Car-Free Day and events celebrating the implementation of new permanent changes in favour of sustainable modes, the campaign invites people to adopt more multimodal modes of travel for more of their travel needs. This means more frequently walking, cycling, and using public transport to get to the places they need and want to go – and driving less frequently, especially alone.
3. *Create a dialog platform* – The campaign creates momentum for local authorities across Europe to engage their residents and stakeholders in the transition to climate-neutral urban mobility, providing opportunities for them to experience positive change first-hand, understand what it means for them, and get involved in planning and decision-making processes to help shape future efforts.

Since its introduction in 2002, EUROPEANMOBILITYWEEK (EMW) has helped thousands of towns and cities across Europe make meaningful progress related to these objectives. By facilitating and amplifying the efforts of local actors, it has helped to foster more pleasant, liveable, healthy environments for people of all ages and abilities; to reduce mobility-related energy consumption; to improve traffic safety; and more.

This report offers insights into the positive effects the EMW campaign had in 2023. Quantitative findings are presented alongside their context and implications to the extent possible. The report also outlines the campaign's aspirations for delving more deeply into the long-term impact that EMW activities have on the public's perceptions, attitudes, and behaviours related to sustainable urban mobility.

The report is structured into five chapters, consistent with indicator groups defined by the European Commission.¹ These are summarised in Table 1 below and elaborated in the respective chapter.

Table 1. Indicator groups and their application to EMW

	Chapter 3: Inputs	What is needed to plan, design, and implement the campaign and its mobility measures	Staff time, expenditures, stakeholders, drivers, barriers, and supporting measures
	Chapter 4: Activities	What the campaign produces vis-à-vis mobility measures and communications	Participation, events, permanent measures, and communications
	Chapter 5: Outputs	The extent to which the target audience is reached by and engages with the activity	Reach, exposure, and publicity volume (e.g. attendees, shares, articles)
	Chapter 6: Results	The short- and intermediate-term response of the audience to the activity and its effects	Awareness, acceptance, perceptions, counts (e.g. people), measures (e.g. emissions)
	Chapter 7: Impacts	The change in attitude and behaviour that is reasonably attributable to the activity	Long-term change in behaviour, stage of change, mode split, system indicators (e.g. environ.)

¹ 2022 EC Communication Indicators. <https://commission.europa.eu/system/files/2023-02/2022%20EC%20Comm%20indicators.pdf>

3. INPUTS

Inputs are the resources employed to undertake EMW activities, from planning through implementation, including people, money, time, and supplies.

EMW has a decentralised approach to campaign implementation. The European Secretariat provides technical and communications resources and administrative support to National Coordinators, who provide various forms of facilitation and promotional support to Local Administrators. The core campaign activities – urban mobility-related events and permanent measures – are organised and implemented voluntarily at a local level with local funding.

National Coordinators serve a key role in promoting EMW, encouraging towns and cities to register, and ensuring that Local Administrators have the tools they need to implement EMW activities. The final point is particularly relevant for campaign monitoring and evaluation efforts. The presence of National Coordinators may be understood as the most fundamental input for implementation of the EMW campaign on the international scale.

In 2023, there were 43 countries with National Coordinators registered on Basecamp – the collaboration platform used by the European Secretariat to disseminate resources to National Coordinators. Figure 3 illustrates the countries with National Coordinators in 2023. Only one EU member state (Denmark), two EU candidate countries (Albania and Moldova), and one EFTA state (Switzerland) did not have National Coordinators registered in 2023.

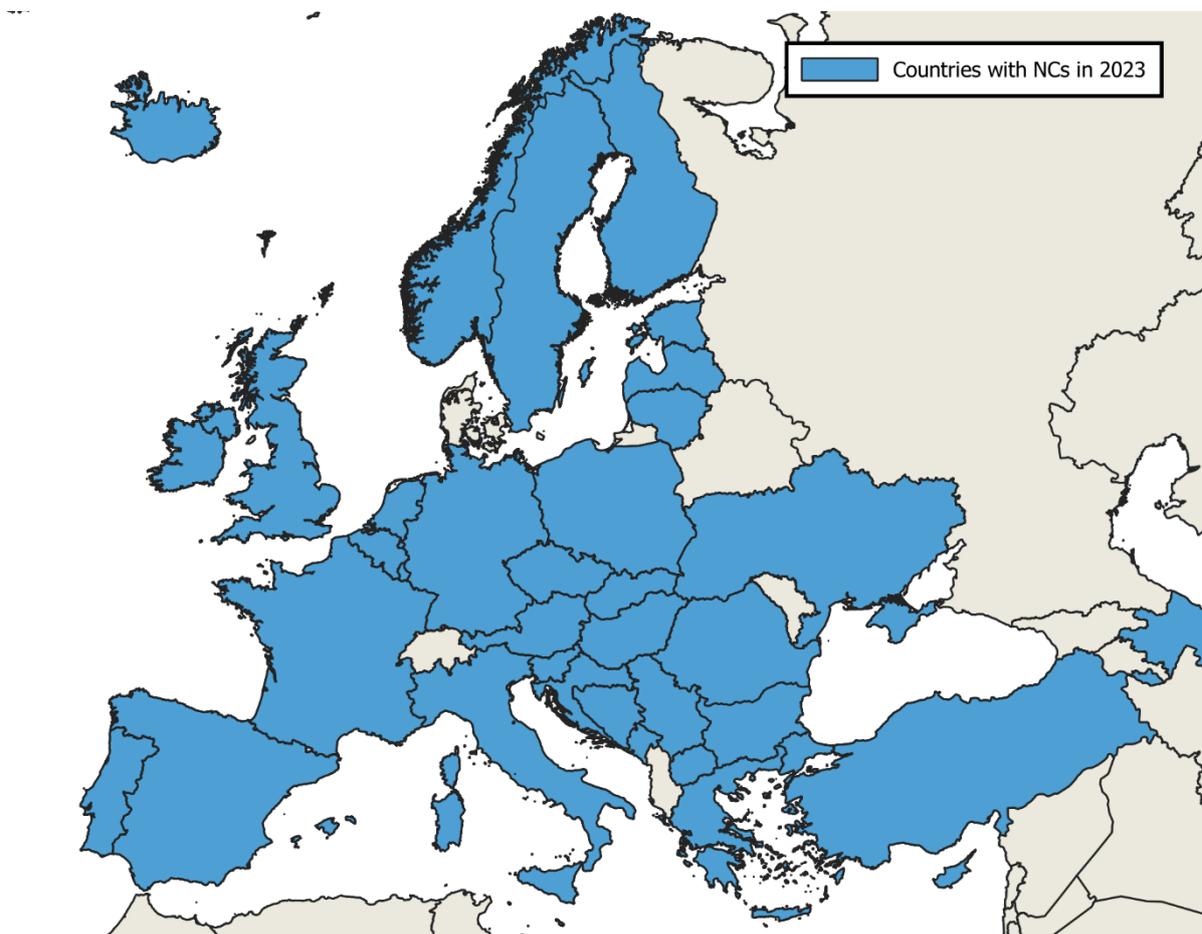


Figure 3. Countries with National Coordinators in 2023

Despite being a Europe-oriented campaign, there are also National Coordinators representing countries in Africa (South Africa), East Asia (Japan, South Korea), the European Neighbourhood (Azerbaijan), and Latin America (Chile, Peru) – a clear signal of the campaign’s widely perceived effectiveness.

Nearly three-quarters (72%) of registered countries have National Coordinators who are representatives of national ministries or agencies. While sustainable mobility is within the purview for all these public authorities, their titles include reference to environment and climate (42%); transport, mobility, or infrastructure (37%); development or physical planning (16%); energy (14%); and/or innovation or technology (5%). Most other countries are represented either by non-governmental organisations (14%) or networks of cities (9%).

National Coordinators are key conduits in the campaign implementation strategy – indeed, they may be regarded as its backbone – but a country does not need to have a designated National Coordinator for cities therein to participate in EMW. As shown in Figure 4, three of the four countries identified without a registered National Coordinator – Albania, Moldova, and Switzerland (plus Georgia too) – nevertheless had at least one city participate. Denmark was the lone country in contiguous Europe without a single participating city in 2023.

Additional resource data – namely that related to finances, staff and volunteer time, and supplies – is difficult to collect because of the campaign’s decentralised implementation approach. Additional indicators and viable methods to collect the necessary data are being considered for the future.

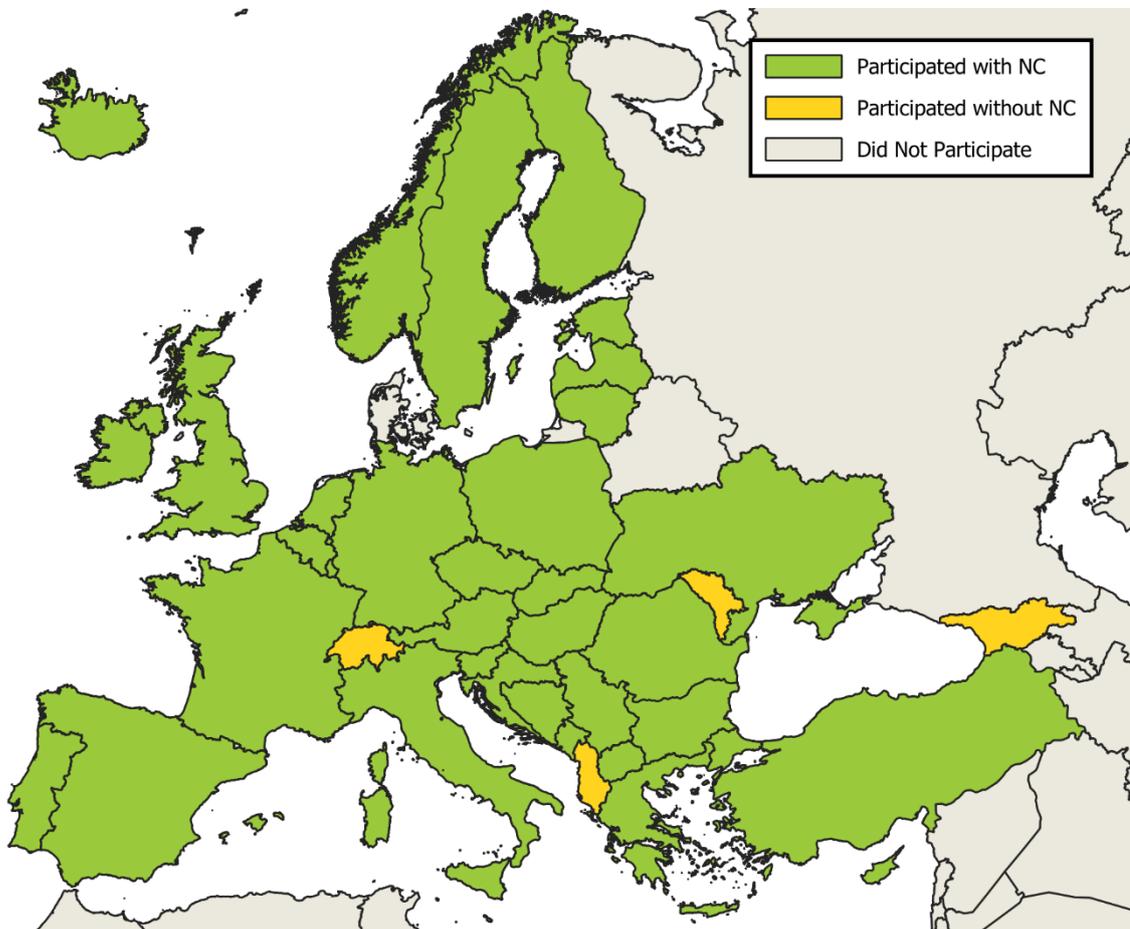


Figure 4. Countries with at least one participating city in 2023

4. ACTIVITIES

Activities are the interventions implemented to influence mobility behaviour, including the full spectrum from “hard” to “soft” mobility measures.

Mobility measures may include physical changes and services, costs and regulations, and mobility management efforts like communication, education, and training. For the European Secretariat, the participation of towns and cities represents the most fundamental indicator of activity for the overarching EUROPEANMOBILITYWEEK campaign. Beyond mere participation, the specific activities undertaken – or not undertaken – are also revealing about the progress, priorities, and possibilities in towns and cities across Europe.

Above all, it must be emphasised that the activities data and interpretations thereof presented here aim to support National Coordinators in celebrating successes and identifying opportunities for growth in future years. Each town or city is on its own journey towards sustainable urban mobility. For some, EMW is already a routine part of it; for others, it is a matter of determining how to help them opt in. What is not yet, can still be.

This chapter aims to provide means by which to address the following kinds of questions:

- How might EMW activities shed light on the priorities of different places, from individual towns and cities to countries and regions?
- How can we best focus evaluation resources in 2024 to maximise their uptake?
- How might our understanding of where efforts are being directed for EMW suggest avenues for collaboration with other EU-funded urban mobility initiatives?

4.1. PARTICIPATION

This section considers general participation in multiple ways: at multiple scales (i.e., in aggregate, summarised by country, and at the city-level), in absolute and relative terms, for this year alone and trends over time. Each of these approaches helps tell a fuller story.

In 2023, EUROPEANMOBILITYWEEK set a record for campaign participation, with 3,351 towns and cities registering activities. The previous record was set in 2021 (3,170 towns and cities). Figure 5 depicts annual participation since the campaign’s inaugural year in 2002, indicating that participation has nearly doubled over the past 22 years.

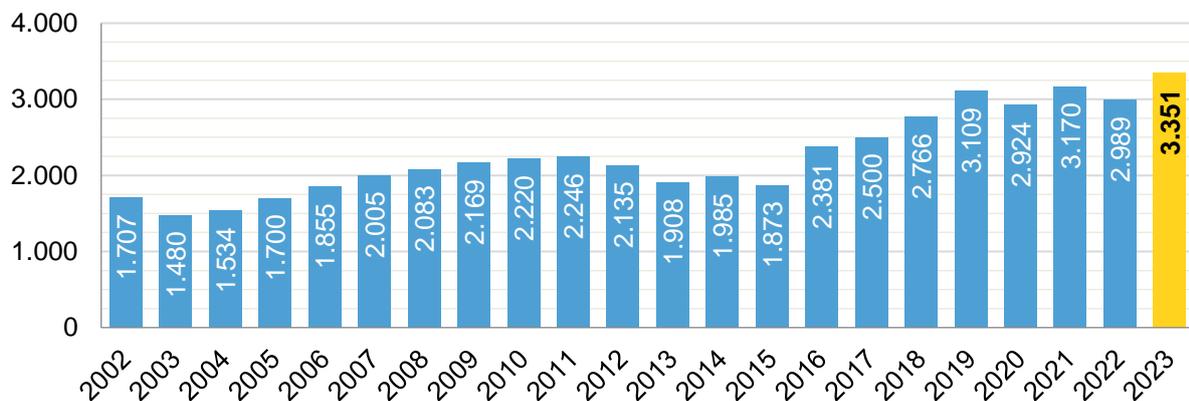


Figure 5. Participating towns and cities by year

4.1.1. SUMMARY BY COUNTRY

Towns and cities from 45 countries took part in EUROPEANMOBILITYWEEK's main event week from 16–22 September 2023. Figure 6 illustrates the number of towns and cities that registered for EMW from participating countries in and around Europe.

The ten countries with the highest absolute number of participating towns and cities in 2023 were: Türkiye (670), Austria (635), Spain (389), Poland (242), Hungary (231), Germany (188), Belgium (186), Portugal (117), Slovenia (99), and Italy (91). In general, Eastern and Southeastern Europe, Scandinavia, the British Isles, and the Netherlands had lower numbers of participating towns and cities than other regions.

The 2023 campaign also attracted participation from cities outside of Europe including in East Asia (Japan, South Korea) and Latin America (Argentina, Ecuador, Mexico, Peru). While these are not reflected in Figure 6 or any other maps presented in this report, their efforts are included in campaign-wide statistics.

In 2023, the countries with the largest increase in registrations in absolute numbers were: Belgium (+180), Türkiye (+161), Austria (+103), Hungary (+38), and Germany (+31).

Conversely, countries with the largest decrease in registrations in absolute numbers were: Spain (-100), Lithuania (-28), Greece (-24), Sweden (-13), and France (-12).

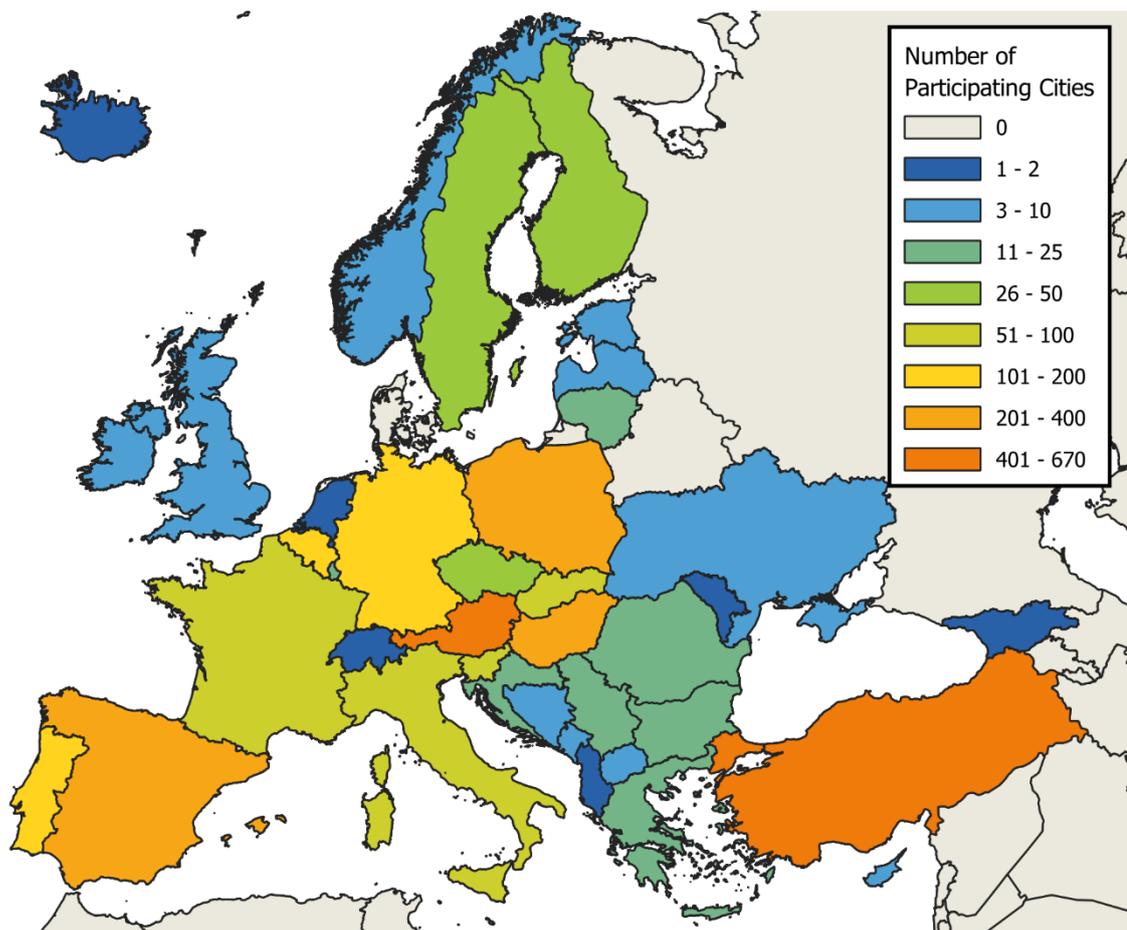


Figure 6. Number of participating cities in 2023 by country

It should be noted that expansive metropolitan cities sometimes submit multiple registrations per “city,” which influences the registration totals when summarised by country. This can be observed in Türkiye, for example with Istanbul, where 19 constituent districts submitted their own registrations in addition to the Istanbul Metropolitan Municipality.

While the number of registered participants provides key information about the campaign’s coverage and growth, the use of absolute numbers may tend to overemphasise larger countries with many urban areas and therefore more potential participants. It can also hide or underexpose significant year-on-year changes in smaller countries. Additional indicators are being considered for future EMW Impact Reports with the aim of comparing countries of different populations more meaningfully.

Figure 7 offers a first attempt at such population-oriented indicators, summarising the cumulative number of inhabitants in all towns and cities that participated in 2023 by country. This offers a rough estimate of the *potential* audience for EMW activities. As EMW aims to raise awareness and change the behaviour of *people*, knowing how many people live near EMW activities provides a better barometer for their exposure and impact than the number of towns and cities alone.

By comparing Figure 6 and Figure 7, one may note for example that the cumulative population of participating towns and cities in Italy is comparable to those in Poland and Spain, despite Italy having less than half the number of participating towns and cities.

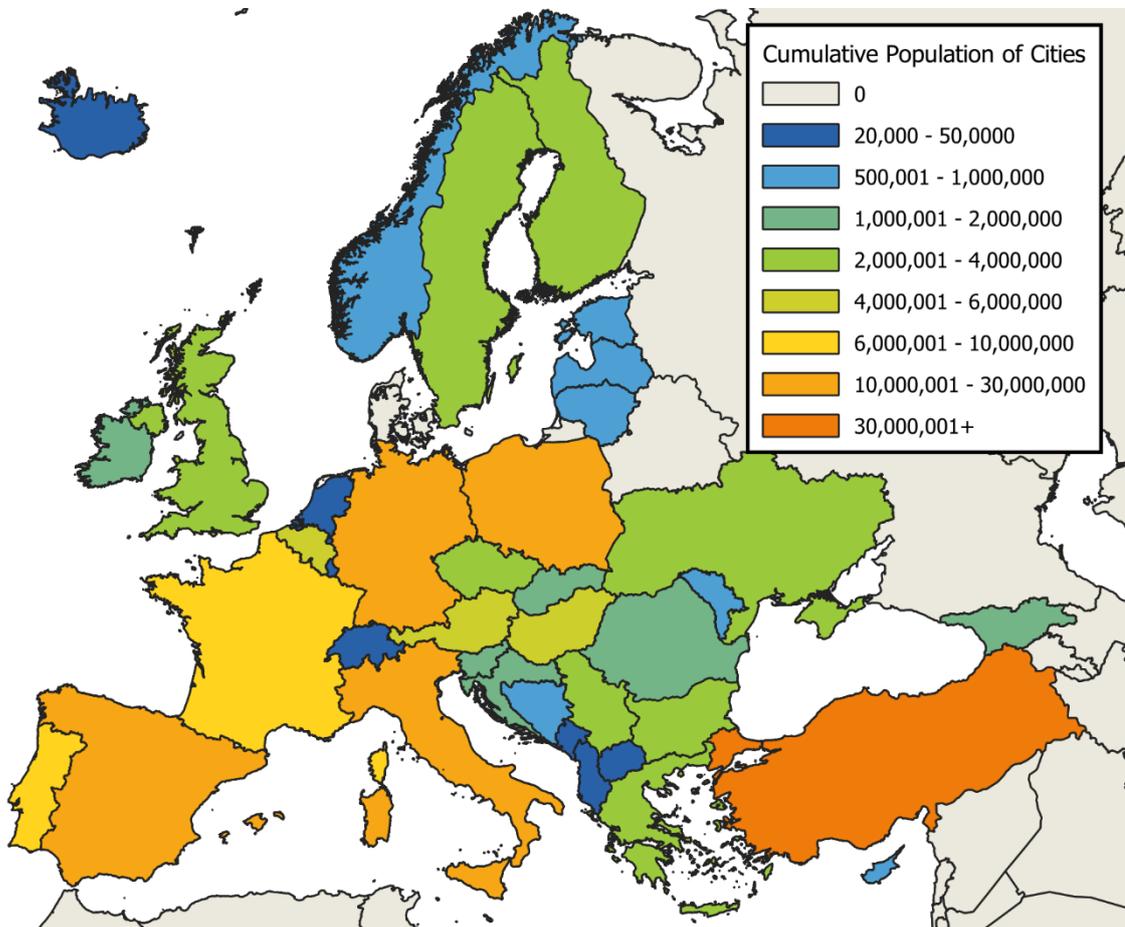


Figure 7. Cumulative population of participating cities in 2023 by country

Though instructive, these absolute numbers may seem abstract and challenging to conceptualise. To help contextualise them, Figure 8 sets the cumulative populations in relation to the total population of each country, presenting EMW participation in percentage terms. For six countries, the cumulative population of participating towns and cities represents more than half of the country's overall population: Cyprus (64%), Slovenia (64%), Poland (61%), Portugal (59%), Finland (56%), and Austria (53%). Among EU Member States, nearly a third (32%) of the population lives in a town or city that participated in EMW in 2023. This suggests *potentially* extensive reach and opportunity to influence mobility attitudes and behaviours – as well as significant opportunity for further campaign growth.

Importantly, this is not meant to suggest that all – nor any particular share of – the residents of participating towns and cities were actually aware of or directly participated in EMW activities where they live. Still, we may reasonably expect that people who live in these towns and cities are more likely to be part of the target audience for EMW activities than those who do not.

Data Note: The city-level population figures used here were self-reported by participating towns and cities upon registering in 2023. Of the 1,351 participating towns and cities, 201 (6%) did not report their population, resulting in low estimates for some countries – especially Austria and Belgium. Conversely, the double-registration previously noted for metropolitan cities in Türkiye (e.g. Istanbul) results in significant over-counting of their populations. Because of this unresolved double-counting, data for Türkiye is excluded from the map below. Efforts will be made to resolve such anomalies in the 2024 Impact Report.

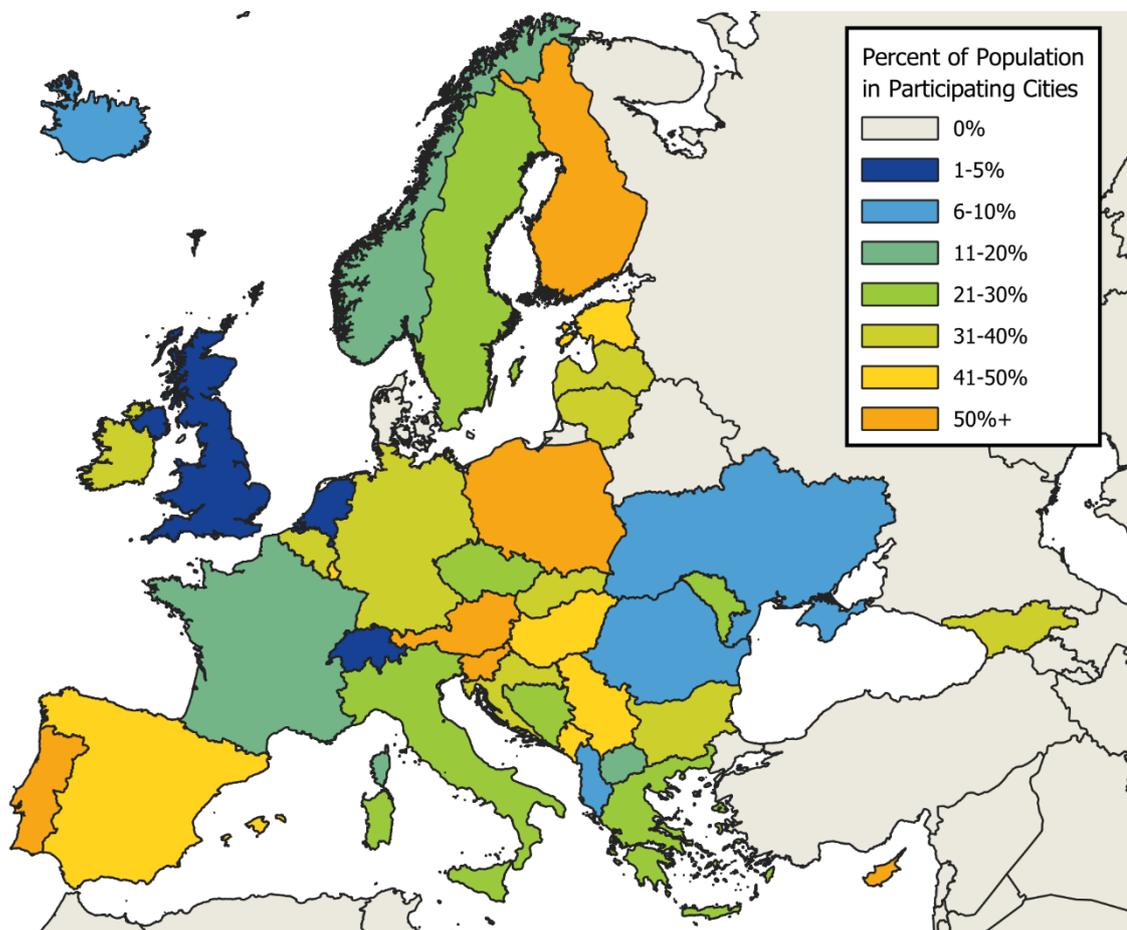


Figure 8. Percent of national population in participating cities in 2023 by country

4.1.2. SUMMARY BY CITY SIZE

As implied by the way we refer to EUROPEANMOBILITYWEEK participants – towns and cities – there is incredible diversity in the size of places that register activities. This report classifies city sizes based on the following definitions from the OECD²:

- *Large metropolitan area*: More than 1.5 million inhabitants
- *Metropolitan area*: 500,000–1.5 million inhabitants
- *Medium-sized urban area*: 200,000–500,000 inhabitants
- *Small urban area*: 50,000–200,000 inhabitants
- *Town*: Less than 50,000 inhabitants

Some realities are consistent across places of all sizes, such as the need to drive a shift from private automobiles to sustainable modes. But the most applicable and effective measures of accomplishing such an objective may vary greatly. For example, towns and small cities may have limited or no public transport services, so EMW measures will naturally favour other approaches. Table 2 summarises the size of the towns and cities that participated in 2023 according to the above definitions. This categorisation is used throughout the report to consider variations in campaign participation.

Table 2. Participants by city size

Large Metropolitan City (>1.5M)	27	0.4%
Metropolitan City (500k–1.5M)	79	2%
Medium-Sized City (200–500k)	180	4%
Small City (50–200k)	507	14%
Town (<50k)	2,558	79%
<i>Total</i>	<i>3,351</i>	

As shown in Table 3, despite representing less than 1% of participants in EU member states, large metropolitan cities account for nearly one-fifth (17%) of the cumulative population of participating towns and cities in the EU in 2023. Conversely, though towns represent 80% of all EU participants, they account for the smallest share of EMW's potential audience.

Table 3. Participants from EU countries by city size

	EU Participants		Cumulative Population ³	
Large Metropolitan City (>1.5M)	10	0.4%	24,311,732	17%
Metropolitan City (500k–1.5M)	40	2%	29,913,919	21%
Medium-Sized City (200–500k)	102	4%	29,872,384	21%
Small City (50–200k)	358	14%	34,209,190	24%
Town (<50k)	2,080	80%	23,701,908	17%
<i>Total</i>	<i>2,590</i>		<i>142,009,133</i>	

In the coming years, evaluation efforts will expand the use of geospatial datasets maintained by Eurostat, including the use of city point feature data to develop finer-grained analysis of the distribution of participating (and non-participating) towns and cities.

² OECD. 2012. *Redefining "Urban": A New Way to Measure Metropolitan Areas*. OECD Publishing. 14–15. <https://doi.org/10.1787/9789264174108-en>

³ The data note on page 14 also applies to the population estimates in this table.

4.1.3. ALIGNMENT WITH OTHER EU INITIATIVES

Cities that participate in other EU-funded urban mobility initiatives may be present unique opportunities to align efforts, collaborate on messaging or measure implementation, or otherwise foster synergies. Two such initiatives are considered in this report, though others may warrant consideration in the future.

CIVITAS Initiative

The CIVITAS Initiative ([Z](#)) supports urban mobility research and innovation projects among its growing network of more than 380 cities. It has facilitated the implementation of more than 900 mobility measures since 2002 and serves as an open platform for the evaluation, dissemination, uptake, and replication of mobility solutions. Over the coming years, CIVITAS will undertake diverse activities to connect stakeholders across the urban mobility community with knowledge, resources, their peers, and market-ready solutions, including transfer programmes for cities and projects, training for practitioners and students, and fora for collaboration among politicians and industry.

As an established community of cities committed to sustainable urban mobility, CIVITAS cities may be ideal living labs in which to trial activities during EUROPEANMOBILITYWEEK. Moreover, the CIVITAS Evaluation Framework (CEF) offers a standardised methodology and catalogue of indicators to support the monitoring and evaluation of urban mobility measures. Cities actively engaged in CIVITAS projects may be well positioned to apply the CEF to EMW activities. Among the towns and cities that participated in EMW in 2023, 92 self-identified as CIVITAS cities, representing 24% of the 381 cities in the CIVITAS network. This suggests significant potential for increasing collaboration with the CIVITAS Initiative in the future.

Climate-Neutral and Smart Cities Mission

The Cities Mission ([Z](#)) recognises that European cities can substantially contribute to the Green Deal target of reducing emissions by 55% by 2030 and, in more practical terms, to offer cleaner air, safer transport and less congestion and noise to their citizens. By involving local authorities, citizens, businesses, investors, and regional and national authorities, the Cities Mission aims to deliver 100 climate-neutral and smart cities in the EU by 2030. These cities, representing all 27 member states – plus 12 additional cities in countries associated or in the process of being associated to Horizon Europe – will serve as experimentation and innovation hubs to enable all European cities to follow suit by 2050.

The project NetZeroCities ([Z](#)) supports the Cities Mission by providing expertise and services tailored to their needs, helping them to overcome the current structural, institutional, and cultural barriers they face to achieve climate neutrality by 2030. Of the 127 cities selected to participate in the Cities Mission, only 69 (54%) participated in EMW in 2023. The European Secretariat will engage with NetZeroCities to explore opportunities for greater collaboration between these initiatives in 2024.

4.1.4. TRENDS

The report has already explored a few ways the European Secretariat can understand the perception of EMW’s impact among local authorities: the absolute number of participating towns and cities, their cumulative population relative to their respective national populations, and the share of CIVITAS and Mission cities who participate in EMW. This section considers novelty and consistency in participation among towns and cities. Developing awareness about a campaign and its cause takes time, so cities that participate routinely, year-after-year, are more likely to succeed in cultivating change in mobility attitudes and behaviours.

Regular Participants

Three levels of “regular” participation are considered here: annual registration for 3-, 5-, and 10 consecutive years. Figure 10 on page 17 compares the number of towns and cities who have registered with each of these levels of regularity to the total number of participants in 2023. While nearly half (49%) of all participants in 2023 have participated for three consecutive years, less than one in ten (7%) have participated for ten consecutive years. Figure 9 illustrates the share of ten-year annual participants in each country in 2023. A few countries are particularly notable: Spain (90), Austria (43), Slovenia (27), and Portugal (21) have the most long-term regular participants in absolute terms, and in relative terms, Croatia (38%), Slovenia (27%), and Spain (23%) have the greatest shares.

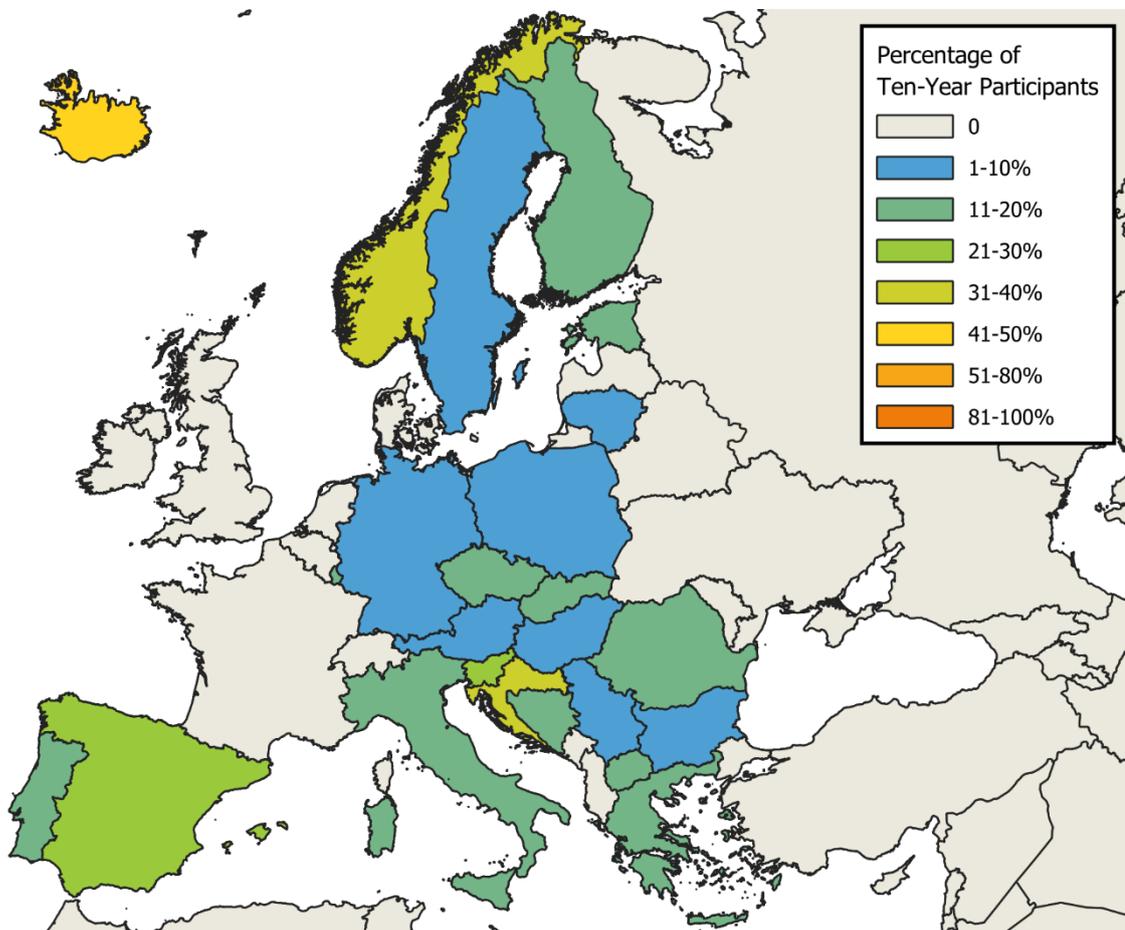


Figure 9. Percentage of ten-year annual participants in 2023 by country

First-Time Participants

In 2023, 481 towns and cities participated in EMW for the first time – about 14% percent of all registrants (see Figure 10). Figure 11 illustrates the share of first-time participants in each country. Four countries stand out for having an especially large number and share of first-time participants in 2023: Austria (115 / 18%), Belgium (60 / 32%), Germany (54 / 29%), and France (36 / 54%). Given these are considerably greater than most other countries, discussion with their National Coordinators is warranted to help understand any factors that may have contributed to this dramatic uptake.

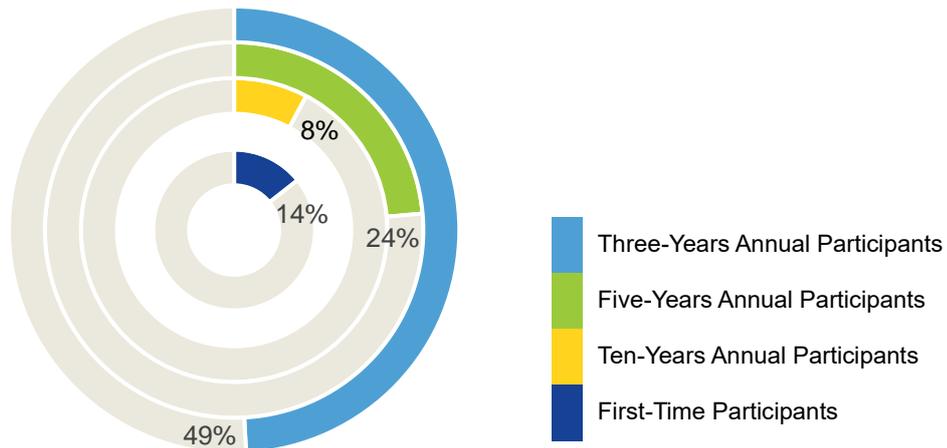


Figure 10. Percentage of regular and first-time participants in 2023

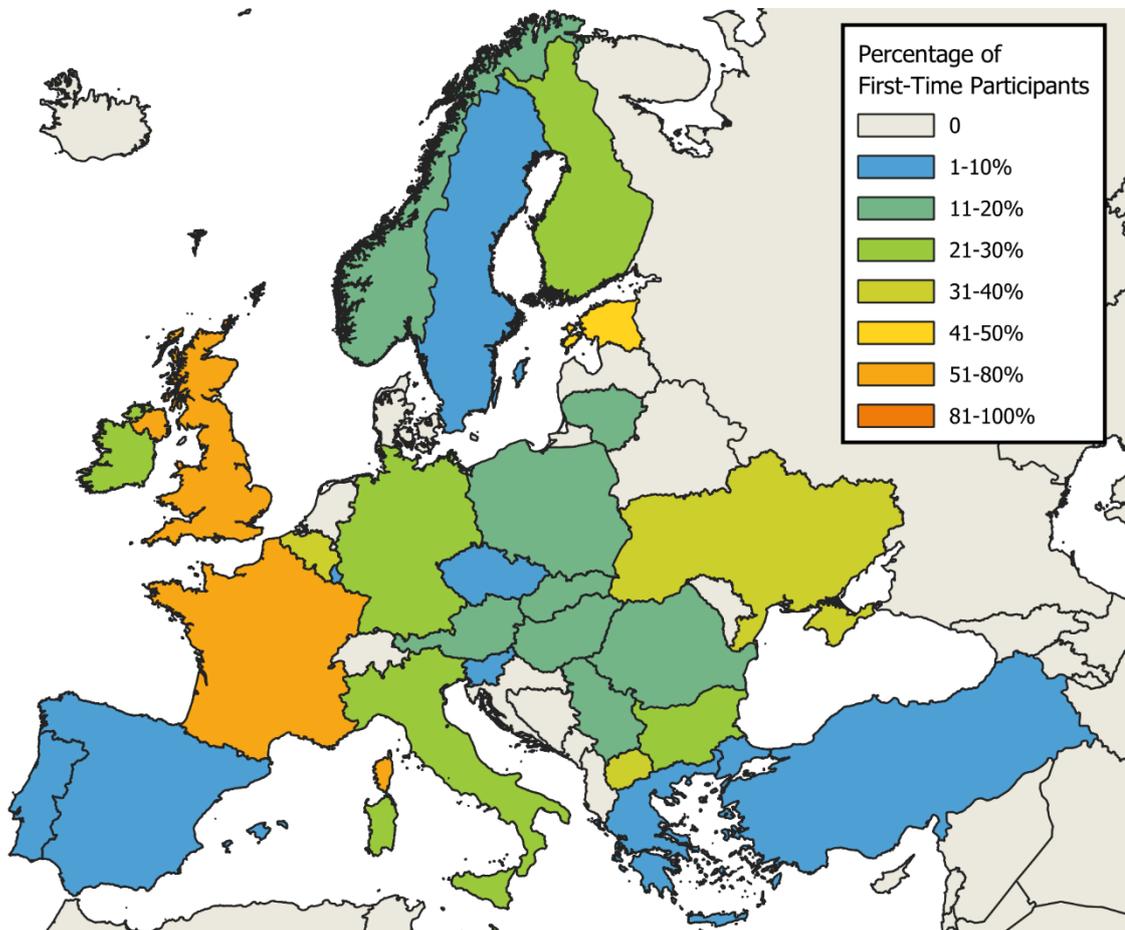


Figure 11. Percentage of first-time participants in 2023 by country

4.2. SORTS OF ACTIVITIES

Participation in EUROPEANMOBILITYWEEK can take various forms and range from targeted efforts in a single day to a robust agenda of activities throughout the week. There are three sorts of activities that towns and cities can register to participate in EMW:

- 1) register mobility-related events during the main EMW week from 16–22 September;
- 2) organise a Car-Free Day;
- 3) implement permanent mobility measures at any time during the year.

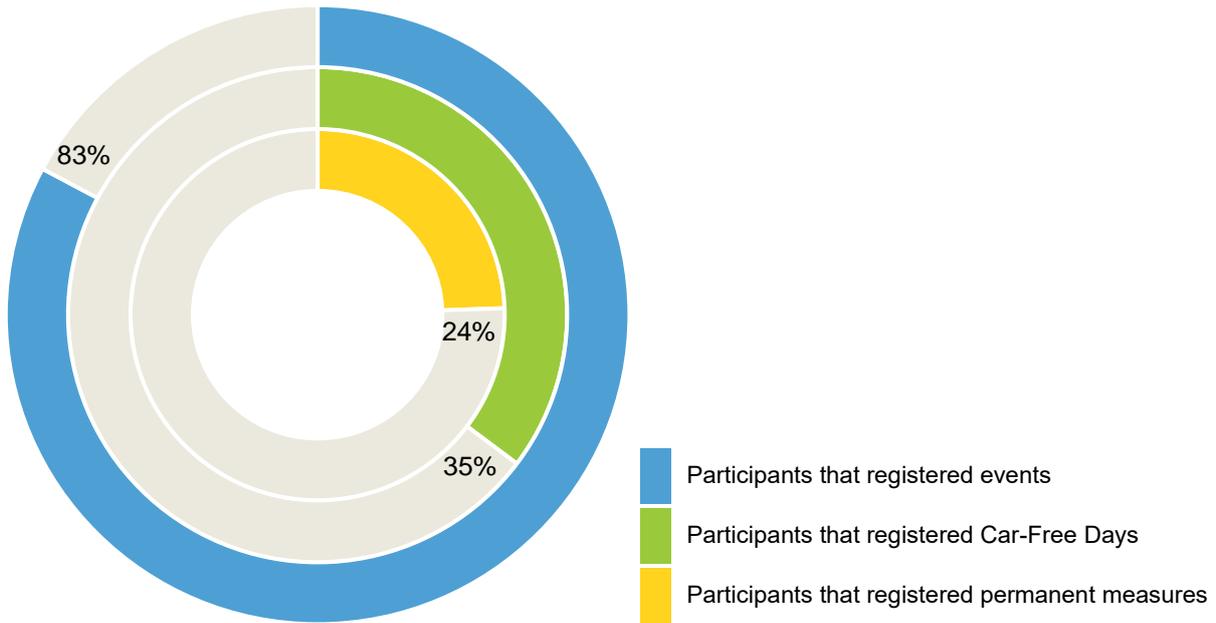


Figure 12. Percentage of participating towns and cities that registered each activity sort in 2023

4.2.1. EVENTS

Events are any time-limited activity that celebrates sustainable urban transport during EUROPEANMOBILITYWEEK from 16–22 September. There is no limit to the diverse forms these celebrations can take, with common examples including everything from guided walks to bicycle rides, street games to public lectures, press conferences unveiling new infrastructure to promotions for new mobility services. Any event that promotes walking, cycling, public transport, and other forms of sustainable mobility may be registered. The programme for each participating town and city is defined by its local administrator, typically with input from various local stakeholders.

In 2023, four out of five (83%) participating cities registered an event during EMW, making these the most common campaign activity by a significant margin. High levels of participation in this activity were recorded in most countries (see Figure 13). In half of all countries with participating towns and cities, 90% or more of those participants (657 in total) registered an EMW event. Four countries are notable for having both many participants and virtually universal registration of EMW events: France (97% of 69 participants), Germany (98% of 188 participants), Slovenia (98% of 99 participants), and Sweden (100% of 49 participants.) Hungary was the lone EU member state where events were registered in fewer than half of their participating towns and cities (45% of 231 participants).

There was some relationship between city size and registration of EMW events in 2023. Among EU member states, all ten large metropolitan cities registered events, while just 80% of towns and 88% of small cities did so.

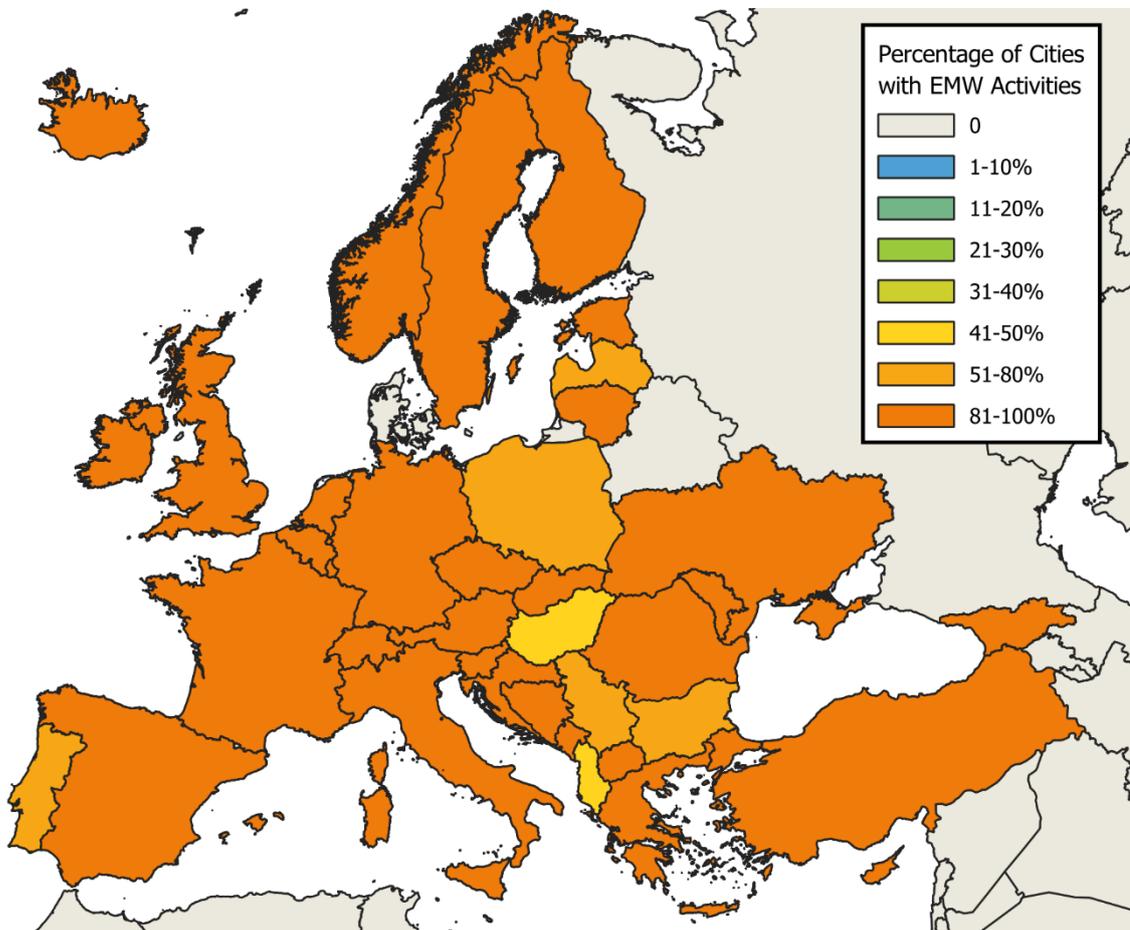


Figure 13. Percentage of participating cities with EMW activities reported in 2023 by country



Clean-up of the cycling and pedestrian route along the Prut River in Chernivtsi (Ukraine).



Making of Ti&Ti Park in Busto Arizio (Italy).



Piazza Maggiore was transformed into a “square of mobility” with activities in Bologna (Italy).



Workshop for seniors, to map their routes and provide mobility app training in Wroclaw (Poland).



Activities were carried out in kindergartens in Albergaria-a-Velha (Portugal) to promote cycling.



EMW mascots walked the streets with messages of energy conservation in Alimos (Greece).



Fun traffic light quiz in Herne (Germany).



Sensory mobility circuit in Cartagena (Spain).

4.2.2. CAR-FREE DAY

Car-Free Day (CFD) is a key part of EUROPEANMOBILITYWEEK. It is a special event but may be coordinated with other events and activities organised as part of the campaign. On Car-Free Day, a local authority opens one or more streets to people – to walk, cycle, use public transport, play, learn, dance, exercise, gather, enjoy live music, and more – by closing the street(s) to general motor vehicle traffic. The event is meant to provide people who live, work, and visit participating towns and cities an indication of what these places would be like if the presence and effects of cars were significantly reduced or eliminated.

The European Secretariat encourages participating towns and cities to host their Car-Free Day event on 22 September, which is officially recognised as World Car-Free Day; however, towns and cities may register a Car-Free Day on any day from 16–22 September. Because that date lands on a different day of the week every year, some participants choose to celebrate Car-Free Day on other days instead – most commonly on a Sunday, but sometimes spanning an entire weekend.

After widespread participation in the earliest years of EMW – when Car-Free Day was the primary focus of the campaign – the number of Car-Free Day events held generally declined annually to a low point in 2013. Since 2017, the number of Car-Free Day events registered has remained relatively consistent, with an average of just under 1,200 (see Figure 14). In relative terms, the share of participating towns and cities that registered a Car-Free Day in 2023 was among the lowest levels to date (see Figure 15).

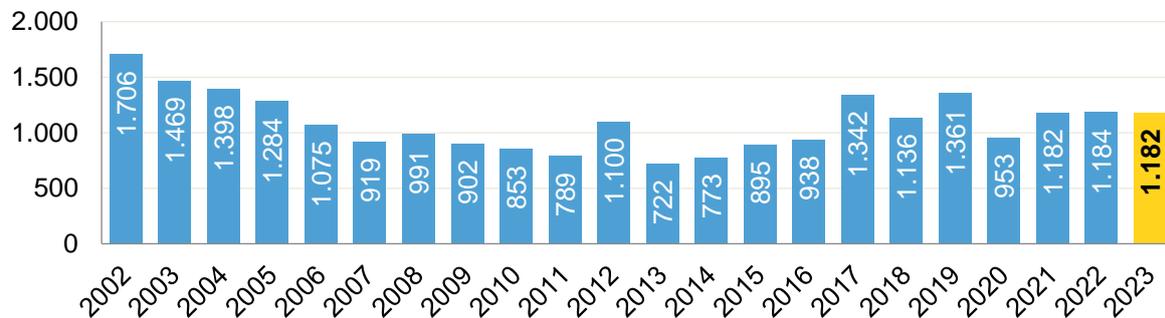


Figure 14. Number of Car-Free Day events registered annually

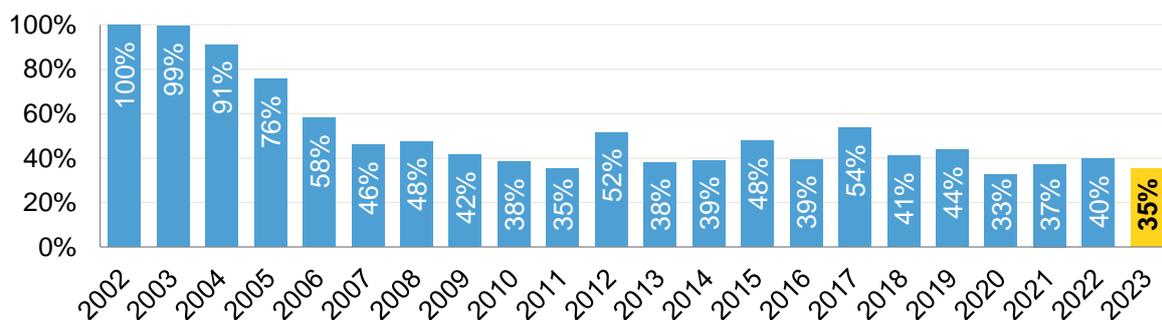


Figure 15. Annual percentage of participating cities that held Car-Free Day events

In 2023, more than one third (35%) of all participating towns and cities registered a Car-Free Day event, making it the second most common campaign activity. There were eight EU member states where at least half of all participants held a Car-Free Day. Especially notable among these is Hungary, where 186 (81%) of its 231 participating towns and cities registered Car-Free Days – in stark contrast to only 45% registering other EMW events throughout the week. Portugal is also notable for having many participants and a high share that held Car-Free Days (62% of 117 participants).

Conversely, Car-Free Days were uncommon in several countries where high shares of participating towns and cities registered events throughout the week, including Finland (2% of 45 participants), France (6% of 69 participants), Sweden (6% of 49 participants), and Germany (15% of 188 participants).

Unlike with EMW events in general, there was little variation in Car-Free Day registration based on city size. Whether considering all participating towns and cities or only those in EU member states, between 33% and 45% of all city size categories held Car-Free Days in 2023.

The geographic and temporal scope of Car-Free Day activities vary widely among participants. For example, Brussels closes the entire city to cars for its annual Car-Free Sunday, while Budapest closed more than 4 km of riverfront streets and bridges to cars for an entire Car-Free Weekend. More common are closures of short sections of street, for example adjacent to schools. Data available for 2023 does not allow for the scope and scale of Car-Free Day activities to be readily quantified, but efforts will be made to do so in future years.

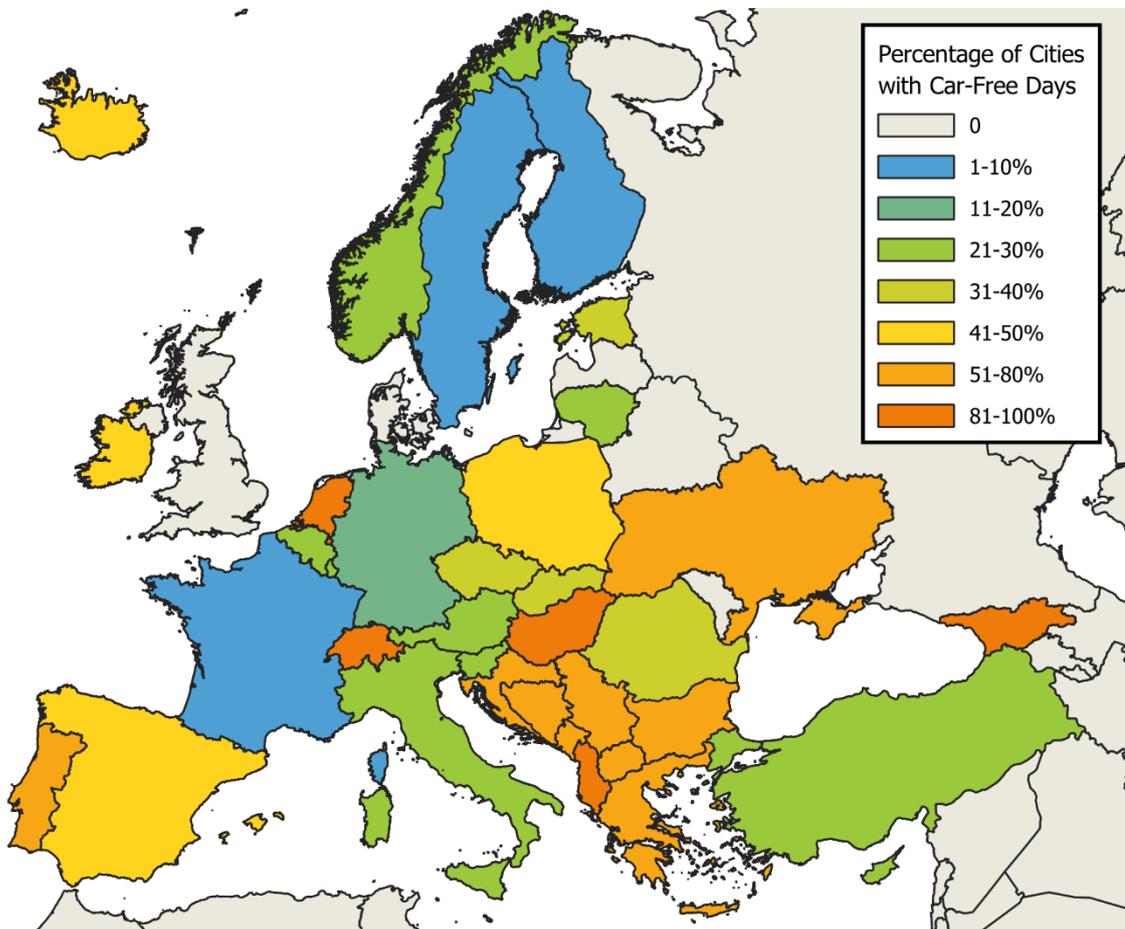


Figure 16. Percentage of participating cities with Car-Free Days in 2023 by country



In Vitoria-Gasteiz (Spain), public transport in the capital of Alava was free of charge on CFD.



Sichovych Striltsiv Street temporarily opened for people, with thematic events, in Lviv (Ukraine).



In Panevezio Miestas (Lithuania), staff of companies were encouraged to cycle to work.



A concert by an up-and-coming duo from the city was held on the street in Granada (Spain).



Students used chalk to decorate the temporarily car-free Karl-Loy Street in Wels (Austria).



In Xativa (Spain), 800 students participated in a bike tour that went from school to school on CFD.



Póvoa de Varzim (Portugal) celebrated CFD with sport and arts activities on Avenida dos Banhos.



In 2023, Budapest (Hungary) held both a Car-Free Weekend (16-17 Sep) and Car-Free Day (22 Sep).

4.2.3. PERMANENT MEASURES

Permanent measures are included in EUROPEANMOBILITYWEEK to offer an opportunity for towns and cities to experiment with and/or showcase the efforts they invest in sustainable urban mobility throughout the year. Though permanent measures are generally not directly attributable to EMW, the decision to align the launch, implementation, or promotion of a permanent measure with EMW indicates a perception of the campaign’s ability to help increase public awareness of those measures and contribute to their long-term impact.

There were 819 participating towns and cities that registered permanent measures in 2023, representing about one quarter (24%) of all participants. Smaller shares of participating towns and small cities registered permanent measures (20% and 37%, respectively) than did the remaining, larger city size classifications (42–44%) (see Table 4).

Table 4. Participants that registered permanent measures by city size

	All Participants		EU Participants	
Large Metropolitan City (>1.5M)	12	44%	5	50%
Metropolitan City (500k–1.5M)	33	42%	19	48%
Medium-Sized City (200–500k)	78	43%	49	48%
Small City (50–200k)	187	37%	155	43%
Town (<50k)	509	20%	454	22%
<i>Total</i>	<i>819</i>	<i>24%</i>	<i>682</i>	<i>26%</i>

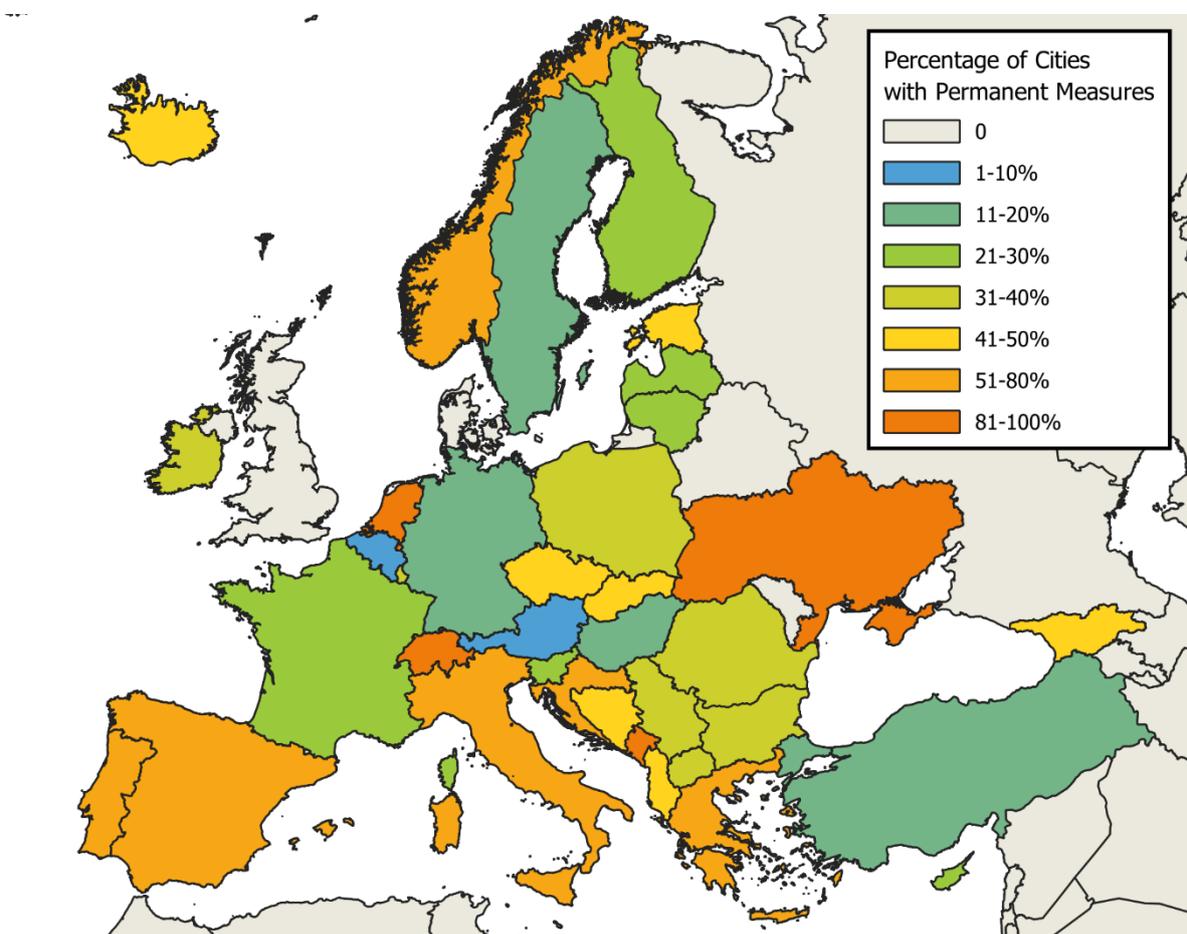


Figure 17. Percentage of participating cities that registered permanent measures in 2023 by country

The European Secretariat groups EMW permanent measures into eight categories related to travel mode (e.g. walking, bicycling, public transport) and travel purpose (e.g. personal mobility, freight distribution). The two categories of permanent measure registered by the most cities were *New or Improved Bicycle Facilities* and *Pedestrianisation*, which were implemented or planned by 87% and 77%, respectively, of all cities who registered permanent measures (see Figure 18). These rankings are true not just overall but also for each city size classification, though the percentages vary somewhat (e.g. 95% of medium-sized cities registered bicycle facilities, while 83% of towns did so).

Conversely, *Freight Distribution* was the category of permanent measure registered by the fewest participating cities (30%). While this also remains true across city size classifications, such measures were implemented or planned by significantly higher shares of cities that are medium-sized and larger (56–61%) than by smaller communities (20–38%).

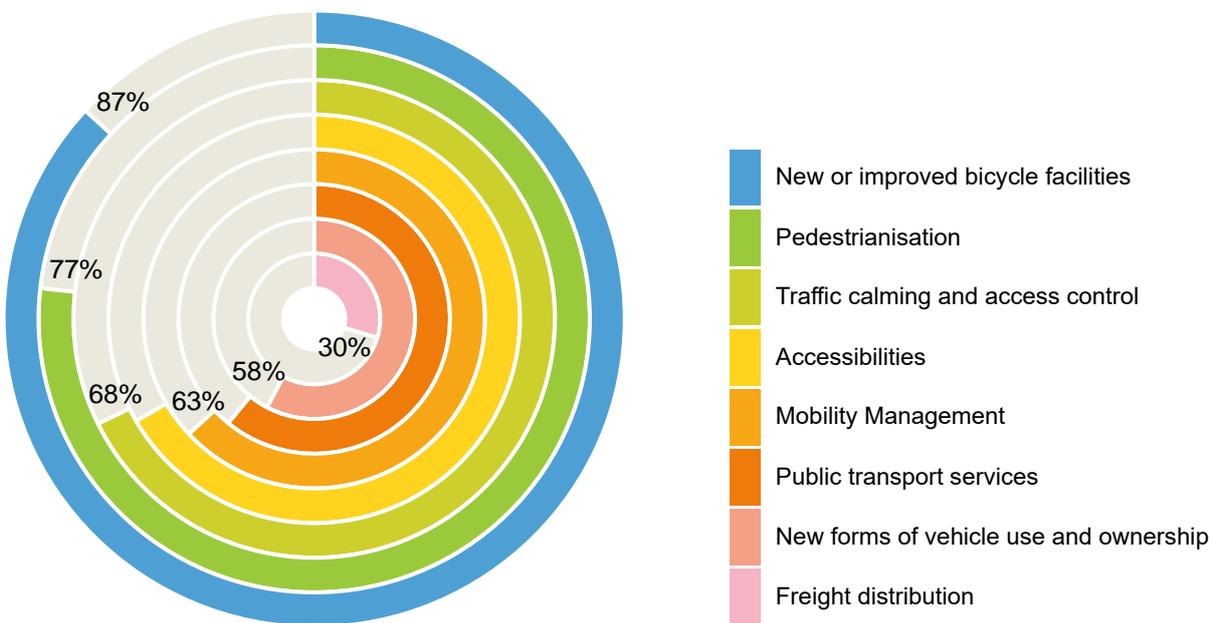


Figure 18. Percentage of PM-Cities that registered one or more measures of each category

The following pages present the specific measure types included in each category and the number of them registered. Participating towns and cities can register permanent actions of multiple types within each category. For example, within the category of *Mobility Management*, a city may launch an awareness-raising campaign, develop and distribute educational materials, and plan to adopt work and school travel plans. Cumulatively, there were 13,838 permanent measures registered as part of EMW in 2023 by all participating towns and cities.

New or Improved Bicycle Facilities

There were a total of 1,992 permanent measures registered as part of the *New or Improved Bicycle Facilities* category in 2023. The measures implemented or planned relate to six measure types (see Figure 19). The most popular measure type among towns and cities within this category was the improvement of the bicycle network. In an aim to improve sustainable mobility in the urban area and to ensure that students traveling by bike or scooter have a safe connection to the city centre, Nicosia (Cyprus) expanded the network to connect the Universities of Nicosia with the city centre. Cities like Vaasa (Finland) improved their existing bicycle network by installing approximately 600 signs along seven main cycling routes to improve wayfinding for people cycling, as well as improve attractiveness and safety at the same time.

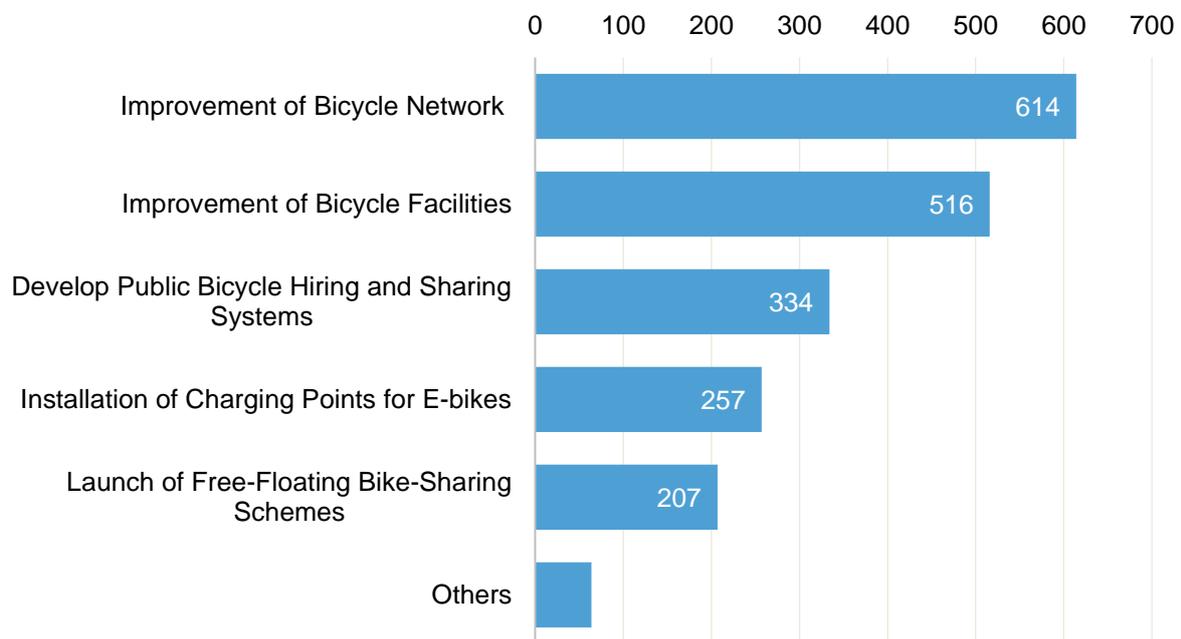


Figure 19. Types of bicycle facility measures registered in 2023

Another measure type that was popular in 2023 was the improvement of bicycle facilities. In Palencia (Spain), for example, the installation of smart bicycle parking, equipped with digital services for their operation, was seen as a step forward towards the replacement of cars with bicycles for daily trips. In other places, the focus was on developing public bicycle hiring and sharing systems. In Tepebaşı, Eskişehir (Türkiye), an electric bicycle rental and sharing system was established, marking the first time an independent shared electric bicycle system was introduced in Türkiye. The number of shared bicycles have since increased from 170 in the first phase to 500, and they have already contributed to increased cycling in the city.



Installation of bike racks in schools to encourage cycling of children in Murcia (Spain).



Transformation of parking into bikeways on two streets and a square in Varazdin (Croatia).



Expansion of the cycling network is progressing in Hannover (Germany).



A corral provides parking for eight bicycles instead of one car in Aglantzia (Cyprus).



Implementation of bike lane on Calle Héroe de Sostoa and Ave. Cervantes in Malaga (Spain).



Three new signposted routes, connecting outskirts and city centre, in Budapest (Hungary).



A new bicycle garage, outside (left) and in (right), at a multimodal hub in Vaasa (Finland).



Pedestrianisation

Many towns and cities showcased their commitment to sustainable urban mobility through the implementation of permanent measures in the *Pedestrianisation* category. In 2023, a total of 1,365 measures were registered under this category; Figure 20 illustrates the balance of four specific measure types. The examples provided by cities show a great range with regard to the duration of measure implementation, complexity, and outcomes.

When considering improvement of infrastructure, for example, cities like Jerez de la Frontera (Spain) sought to increase pedestrian safety and thereby foster walking by adding illuminated panels to and elevating pedestrian crossings along roads with higher traffic volumes. Other cities chose to create or enlarge pedestrian streets, including Chernivtsi (Ukraine), which sought to improve the pedestrian connection between two squares through the pedestrianisation of Chaikovs'koho Street. Mezitli, Mersin (Türkiye), recognising the vital role played by green spaces for active and passive recreational activities, decided to expand the amount of green space by 16,955 square metres. Several visual examples of the pedestrian measures implemented in 2023 are showcased on the following page.

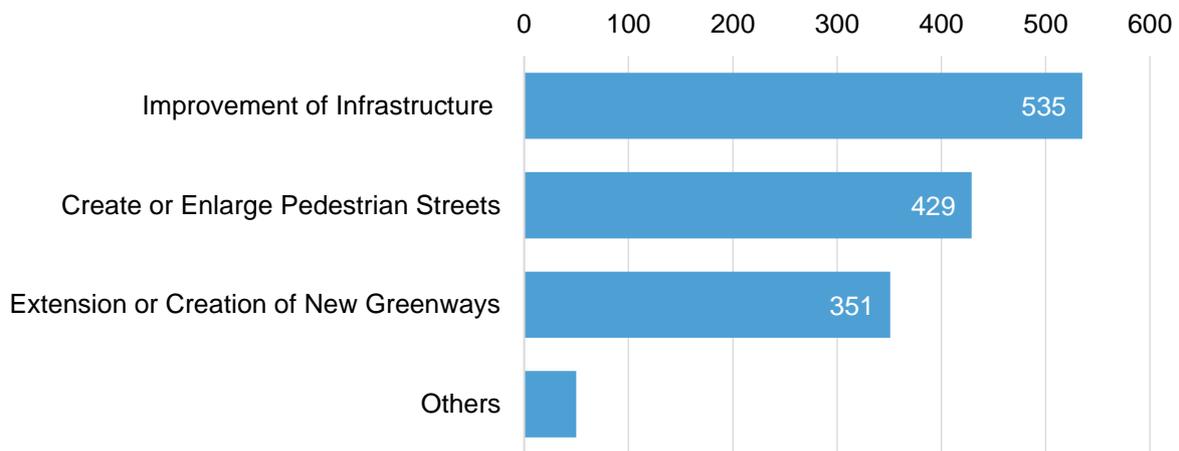


Figure 20. Types of pedestrianisation measures registered in 2023



Creation of play streets for children in Karsiyaka, Izmir (Türkiye).



Construction of a footbridge for pedestrian and cyclist use in Hradec Kralové (Czechia).



Creation of pedestrian space and meeting area on Albade Street in Vitoria-Gasteiz (Spain)



New zebra crossing near daycare, kindergarten, and primary school in Budapest (Hungary).



Continuation of pedestrian zone during summer months in Vaasan Kaupunki (Finland).



Transformation of streets into pedestrian spaces in Sakarya Buyuksehir Belediyesi (Türkiye).

Traffic Calming and Access Control Scheme

There were 1,721 measures implemented or planned related to the *Traffic Calming and Access Control Scheme* category in 2023. The most popular measure type was the establishment of speed reduction programmes in zones near schools. As part of its aim to ensure safety, Mezitli, Mersin (Türkiye) added speed humps on roads around schools and where traffic flow was heavy. With a similar goal in mind, Sofia (Bulgaria) installed a special, red-painted road surface that reduces stopping distances in fifteen key locations near schools and kindergartens. In Albergaria-a-Velha (Portugal), a 30 km/h speed limit was implemented near schools, kindergartens, and in the city centre.

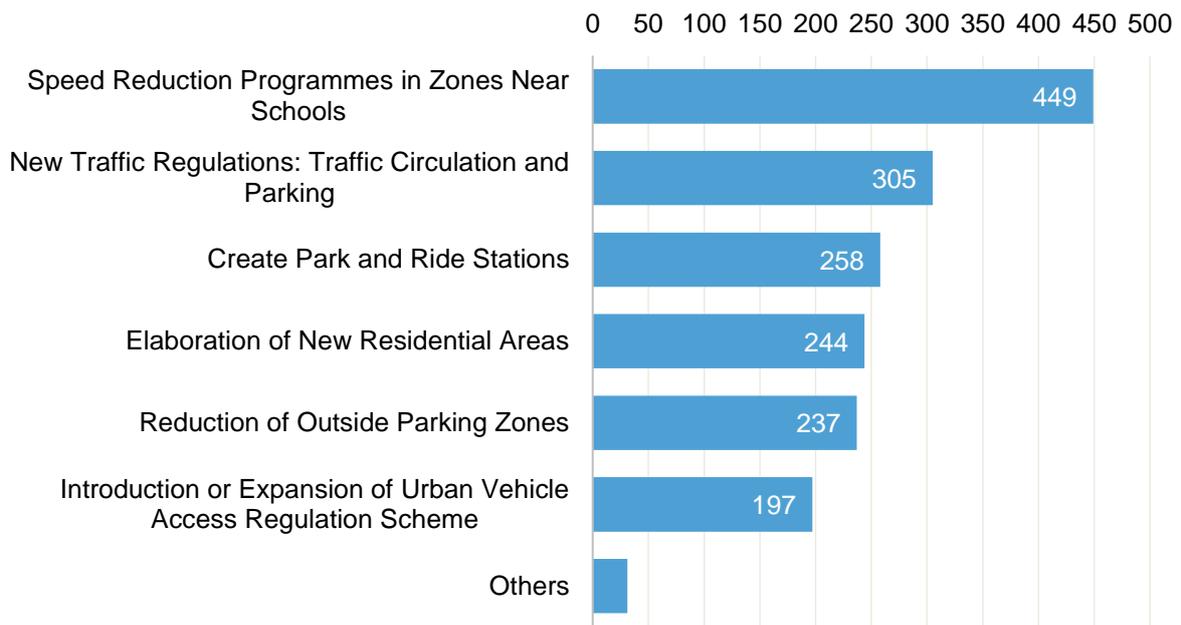


Figure 21. Types of traffic calming and access control measures registered in 2023

Another common measure type was the elaboration of new residential areas. In Panevėžio Miestas (Lithuania), 17 km of streets with heavy car traffic have been designated as residential zones, reducing the speed limit to 20 km/h and giving priority people walking and cycling. An example of the reduction of outside parking zones comes from the city of Vitoria-Gasteiz (Spain), where parking spaces for motor vehicles on Portal del Rey Street were eliminated and replaced by a bike lane.



The city of Bologna (Italy) adopted a general 30 km/h limit in 2023. Objectives included improving road safety, increasing walking and cycling, reducing emissions, and improving public space.

Accessibilities

The *Accessibilities* category had the second most permanent measures registered in 2023. Of the nine associated measure types, the lowering of pavements was most common. Mezitli, Mersin (Türkiye) tackled two measure types at once when it lowered pedestrian pavements and created wheelchair ramps to ensure equal access to services and comfort. The city of Krusevac (Serbia) had easy movement and safety in mind when it decided to remove parking spaces and widen pavements on Kosovska Street.

The removal of architectonic barriers was another popular measure type among towns and cities. Amadora (Portugal) was similarly guided by a goal to create a more accessible city for citizens when it removed barriers in front of buildings on Brazil Avenue, an area characterised by its senior community. In Povoia de Varzim (Portugal), the Rocha Peixoto Street was redeveloped with people with reduced mobility in mind. Specifically, easily identifiable and directional tactile pavements were applied and organised according to the signage system, thereby allowing for easier pedestrian movement and improving the accessibility of the route.

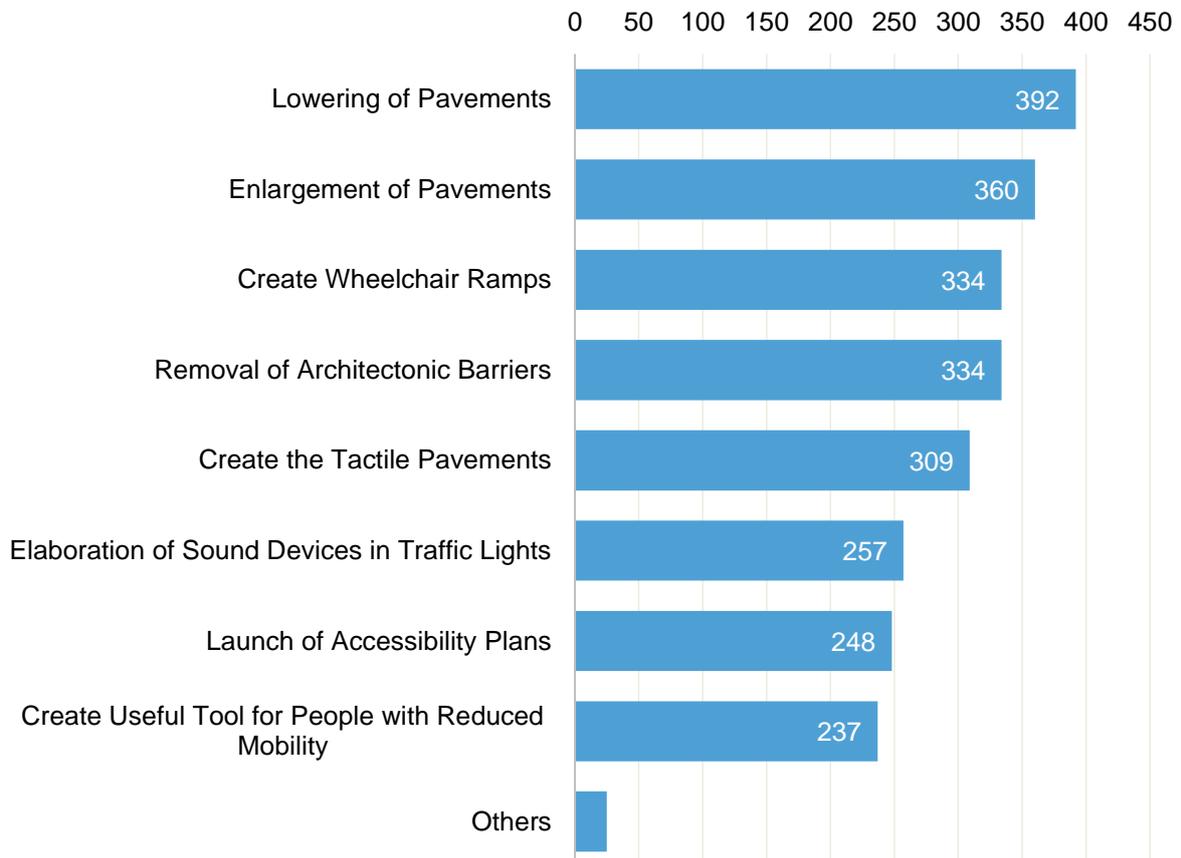


Figure 22. Types of accessibility measures registered in 2023



In Lviv (Ukraine), a total of 700 pedestrian crossings were reconstructed, which included widening, lowering of the curbs, and the addition of tactile tiles, with the aim of allowing people with disabilities to freely move around. To draw attention to the importance of addressing the mobility challenges faced by people with disabilities, a circuit was set up during Car-free Day for people to go through using a wheelchair.

Mobility Management

In 2023, the total number of registered permanent measures in the *Mobility Management* category was 2,543 – the most of any category. The measures were grouped according to thirteen measure types, with the most common one being the launch of awareness-raising campaigns.

It should be noted that, more than other categories of permanent measures, there is potential for overlap between the *Mobility Management* measure types. For example, the adoption of work travel plans and the provision of incentives by employers may both be undertaken by a single mobility management campaign. The same may be true for the creation of systems for walking trains, the adoption of school travel plans, and the elaboration of educational materials. This does not diminish the value of each of the individual activities (i.e., measure types) undertaken, but it may help to explain why *Mobility Management* measures are the most numerous overall despite being implemented by less than one third (63%) of participating towns and cities – ranking fifth when considered thusly.

In Palaio Faliro (Greece), schools and scientific organisations collaborated to raise awareness about ecological and environmental issues among students. This awareness-raising has led to more active participation among the youth, and residents more generally, supporting Palaio Faliro's efforts to become a green city. In Germany, the city of Herne also participated in a road safety campaign, called Love Needs Space.

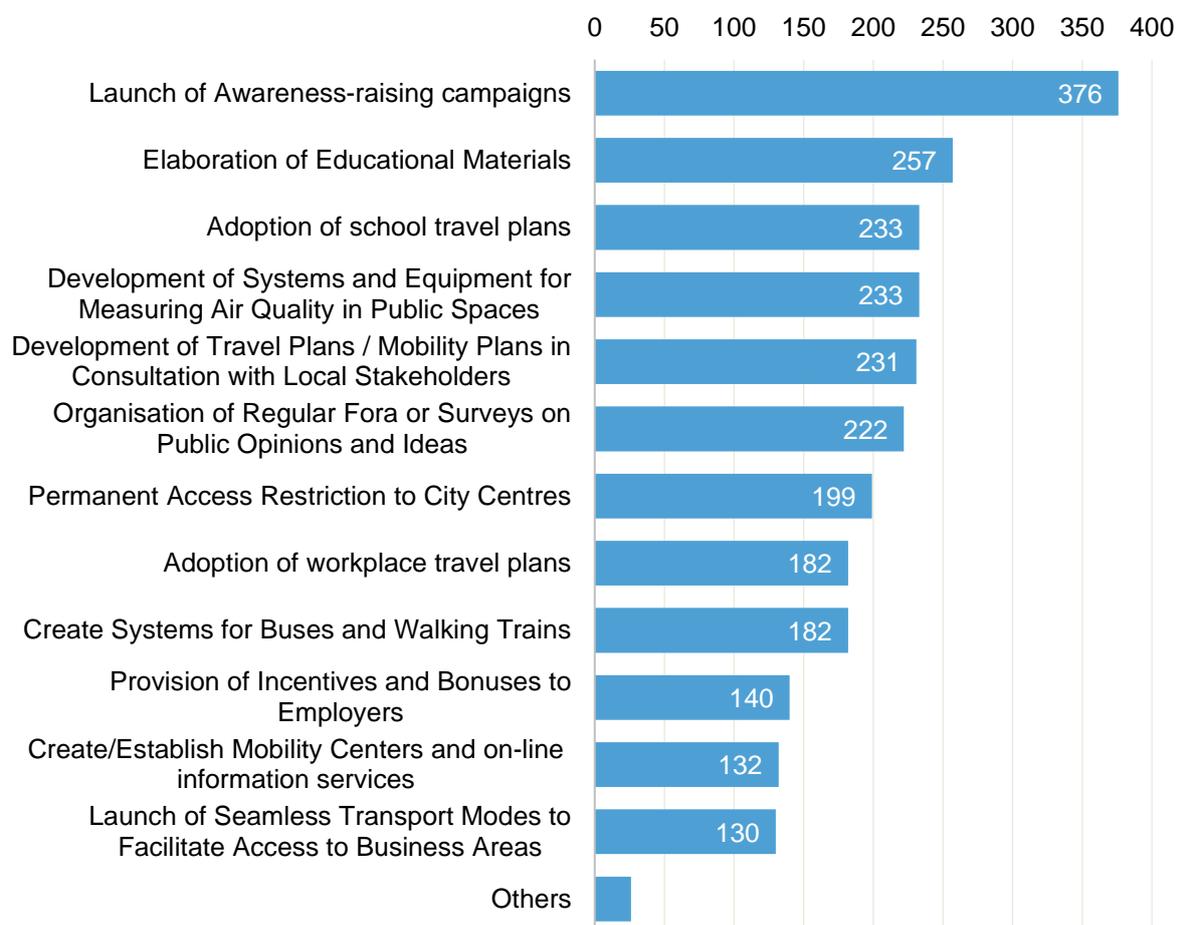


Figure 23. Types of mobility management measures registered in 2023

Another measure related to the establishment of mobility centres and online information service. An example for this comes from Amadora (Portugal), which seeks to simplify the process of locating electric vehicle charging points by continuously updating Amadora Move, a geo-referenced map of all public and private stations, that is hosted on the municipality's website.



Car-Free Day Awareness Walk, focusing on the space that cars take up in Konya Buyuksehir Belediyesi (Türkiye).



Social media campaign showing Edgar, the EMW mascot, using varying transport modes in Bad Honnef (Germany).



Contest launched in Enna (Austria), asking participants to send selfies of them using public transport or on bikes.



Press conference on EMW and energy saving, and public space exhibition, in Budapest (Hungary).

Public Transport Services

Of the measures registered in 2023, there were 1,816 related to the *Public Transport Services* category. The category is further divided according to seven measure types. As shown in Figure 24, the most common measures implemented related to the use of ecological vehicles for public transport fleets. In places like Herne (Germany) and Albergaria-a-Velha (Portugal), efforts were made to replace previous vehicles in their public transport fleets with ecological ones.

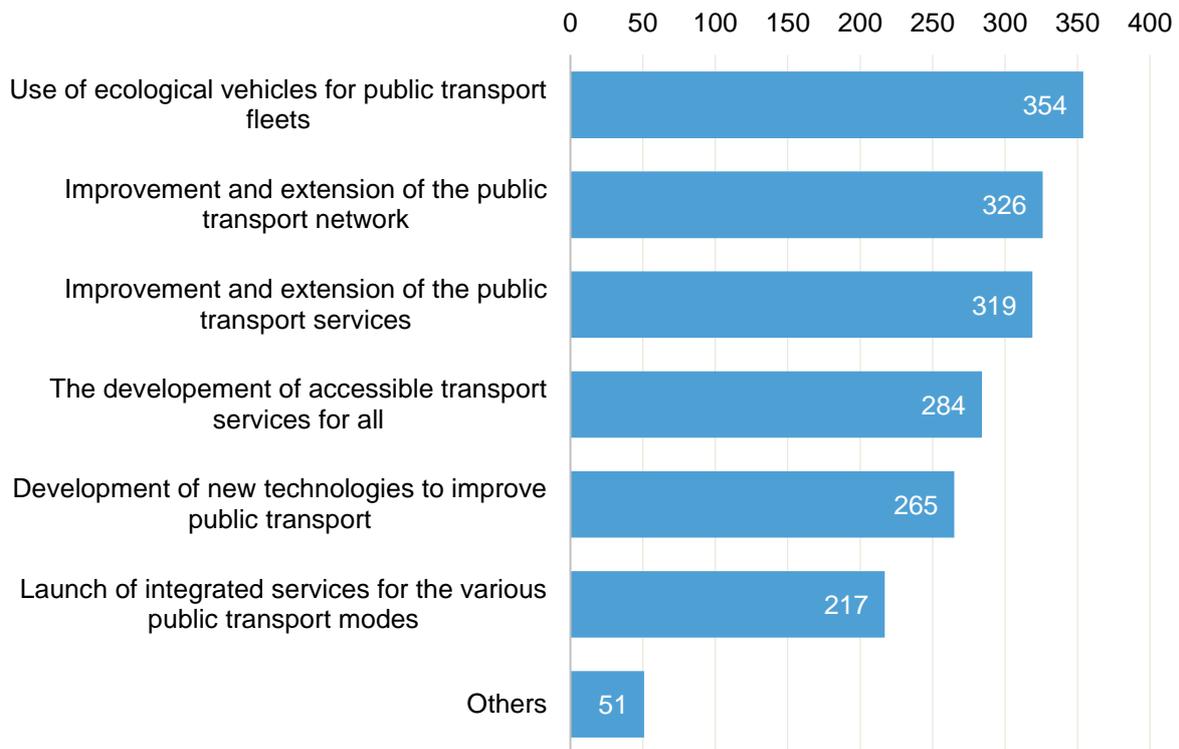


Figure 24. Types of public transport measures registered in 2023

The second most popular measure related to the improvement and extension of the public transport network. In Sofia (Bulgaria), for example, five new bus lines were introduced to provide a connection to major metro and tram stops. In addition to new lines, Sofia also worked on creating a dedicated bus lane to increase reliability on public transport as a direct result of reduced delays caused by car traffic. In Malaga (Spain), efforts were also undertaken to develop new technologies to improve public transport. More specifically, the city implemented new digital screens at 340 bus stops to indicate waiting times as well as improved accessibility by including an audio information system to cater to people with visual impairments. Additional visual examples of some of the measures implemented are depicted on the following page.



Public transport fleet renewal, including of trams and buses, in Sofia (Bulgaria).



Introduction of electronic ticket system in public transport in Panevezio Miestas (Lithuania).



Transitioning of city's bus fleet to electric buses in Herne (Germany).



Construction of separated bus and bicycle lanes in Murcia (Spain).

New Forms of Vehicle Use and Ownership Electrification

The *New Forms of Vehicle Use and Ownership* category was less popular among participating towns and cities in 2023. Of the 1,276 registered measures in this category, a majority were related to charging points for electric vehicles. With the increasing emphasis on as well as availability of electric vehicles, a growing number of cities are taking action to accommodate this transition by putting the necessary infrastructure in place. In Herne (Germany) a cross-sector working group on electric vehicle charging stations was established, and ultimately lead to the expansion of the city's charging network to include 81 charging points. To enable the easy identification of the number and locations of charging points, cities like Amadora (Portugal) have made a geo-referenced map of all stations publicly available on the municipal website.

In addition to expanding its charging network as discussed above, the city of Herne (Germany) is also working to reduce carbon dioxide levels directly by replacing existing vehicles its own fleet with electric vehicles, with many departments already using electric vehicles exclusively. With similar goals to reduce greenhouse gas emissions and improve air quality, Gaziantep Büyükşehir Belediyesi (Türkiye) added electric vehicles to its inventory, including five electric street sweepers and two electric garbage collectors. A number of cities have also launched electric car-sharing schemes with the aim of reducing car ownership. Vaasa (Finland), for example, has the shared car Mini-Lifti service in place, which service offers the public the possibility to reserve the city's electric car fleet in the evenings and weekends for a low price.

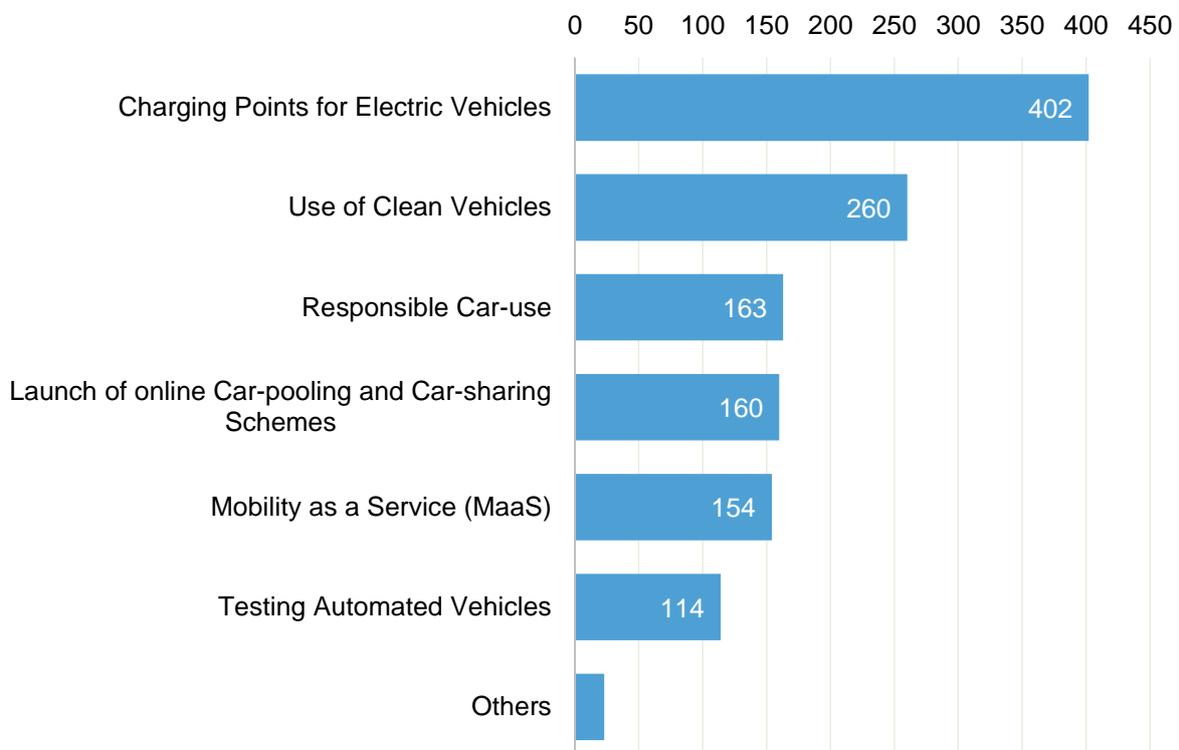


Figure 25. Types of vehicle use and ownership measures registered in 2023



The Mini-Lifti fully-electric shared car service in Vaasa (Finland).

Freight Distribution

Freight distribution was the least popular of the eight permanent measure categories in 2023, with a total of only 629 associated measures registered. The most popular measure type was related to the use of clean vehicles for transport and deliveries. For example, when Gaziantep Büyükşehir Belediyesi (Türkiye) added electric vehicles to its inventory to reduce emissions, it also included eight electric cargo vans for freight distribution.

The second most popular measure type was related to the introduction of cargo bikes. Albergaria-a-Velha (Portugal) introduced cargo bikes and took action to simplify the training and use of cargo bikes in the municipal market. As a complement to this, the city also included a cargo bike workshop as part of its EMW events and invited participants to try out cargo bikes during Car-free Day. Through these actions, Albergaria-a-Velha (Portugal) expects to see an increase in the use of cargo bikes throughout the city.

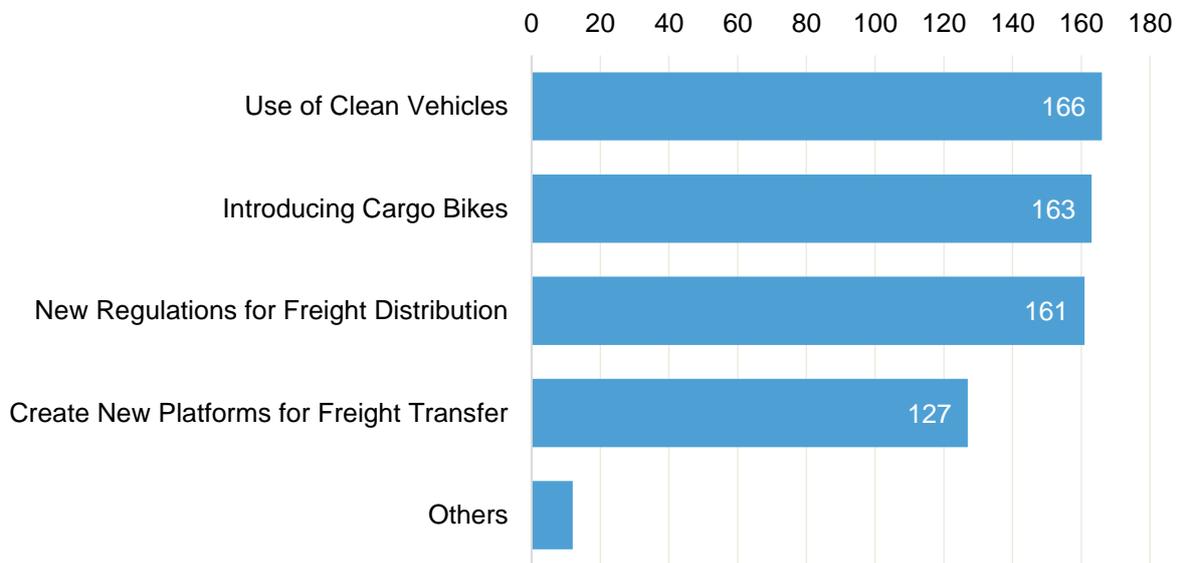


Figure 26. Types of freight measures registered in 2023



Introducing cargo bikes to support recycling utility services in Bonn (Germany).



Albergaria-a-Velha (Portugal) seeks to simplify the training and use of cargo bikes in the municipal market.

4.3. GOLDEN PARTICIPANTS

Towns and cities in Europe that undertake all three forms of participation are known informally as “Golden Participants,” which is one of the requirements to be eligible to apply for the annual EUROPEANMOBILITYWEEK Award. More meaningfully, being a “Golden Participant” is an indication of a heightened commitment to EMW and to advancing sustainable urban mobility.

Of the 3,351 towns and cities that registered in 2023, 418 (12.5%) are Golden Participants. Figure 27 summarises the number of Golden Participants by country. Spain (106) and Türkiye (64) have the most Golden Participants in absolute terms, followed by Portugal (34), Hungary (32), and Poland (32). Though Austria has the second-highest number of participants overall (635), few of them are Golden Participants (9).

Figure 28 on page 39 illustrates Golden Participation in relative terms, as a share of all participating towns and cities in each country. The only countries with universal Golden Participation – the Netherlands, Switzerland, Mexico, and Ecuador – had only one registered town or city each. Among countries with at least three registrants, Croatia (77% / 10 GPs) and Ukraine (75% / 6 GPs) had the highest share of Golden Participants, followed by Montenegro (67% / 2 GPs) and Greece (40% / 10 GPs). Table 5 indicates that compared with participants overall, a lower share of Golden Participants are towns and a higher share are small and medium-sized cities.

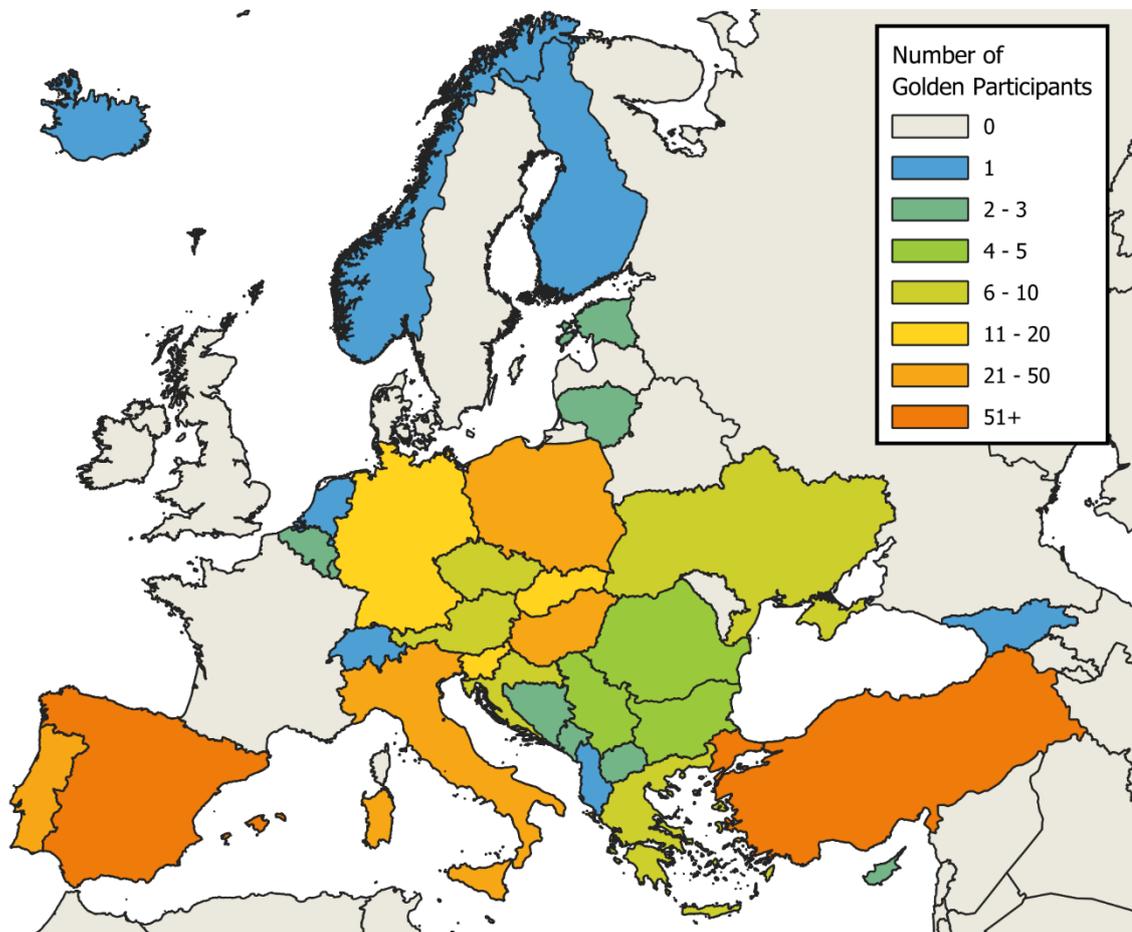


Figure 27. Number of Golden Participants by country

Table 5. Number of Golden Participants by City Size

	All Participants		Golden Participants	
Large Metropolitan City (>1.5M)	27	0.4%	9	2%
Metropolitan City (500k–1.5M)	79	2%	23	6%
Medium-Sized City (200–500k)	180	4%	55	13%
Small City (50–200k)	507	14%	111	27%
Town (<50k)	2,558	79%	220	53%
<i>Total</i>	<i>3,351</i>		<i>418</i>	

The acknowledgement here of Golden Participants is not meant to suggest a competition between countries. Instead, these figures can be used as a baseline and point of reference for National Coordinators who aspire to increase participation by their towns and cities. Campaign growth at the national level need not be limited to increasing the number of towns and cities registering; it may also include expanding the degree to which past registrants participate in the future – that is, increasing the share of participants who register activities in all three categories.

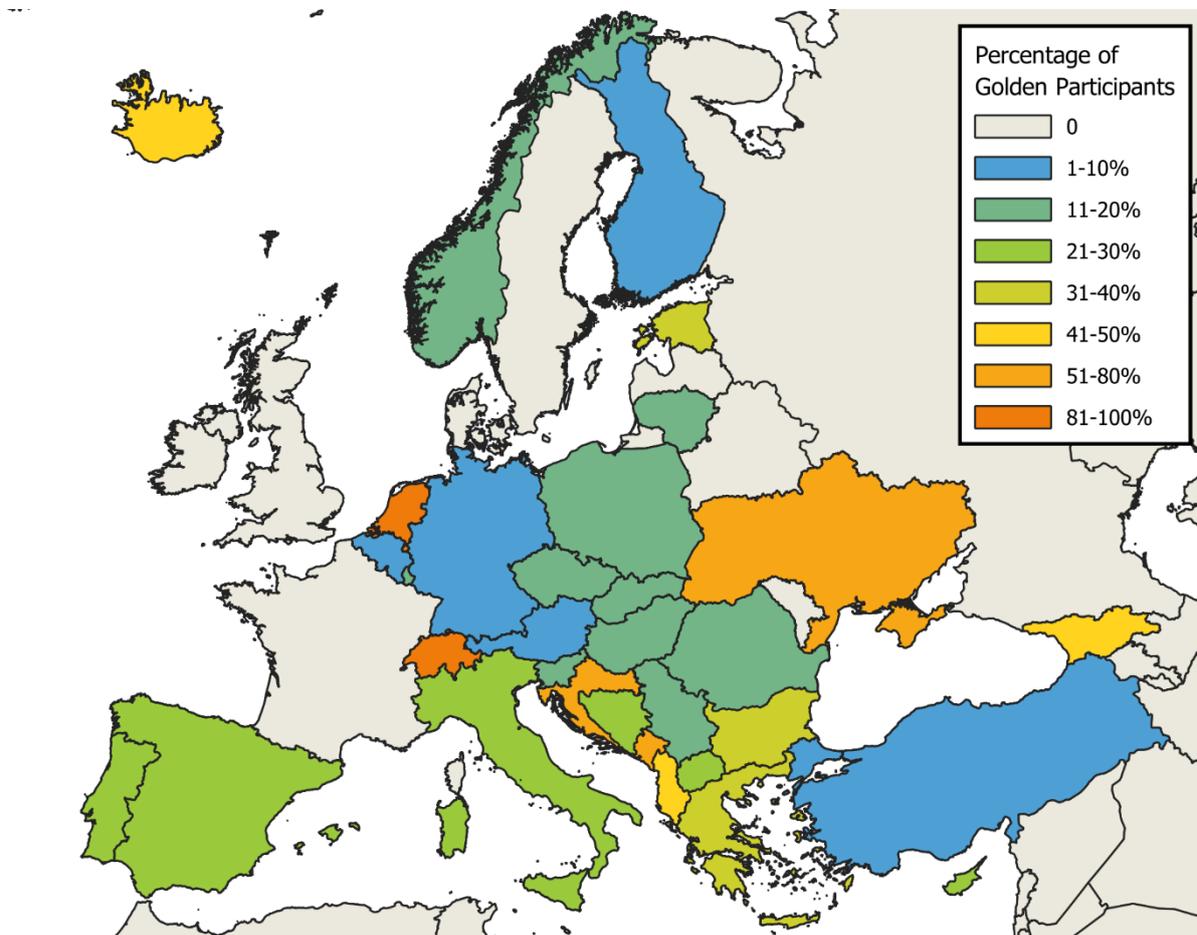


Figure 28. Percentage of towns and cities that are Golden Participants by country

4.4. MOBILITYACTIONS

While the core form of participation in EUROPEANMOBILITYWEEK is limited to towns and cities, **MOBILITYACTIONS** may be registered by everyone – groups of people, NGOs, social partners, education and research institutions, local and national authorities, public institutions, and private companies. In 2023 there were 875 **MOBILITYACTIONS** registered.

Whereas EMW activities relate solely to the main event week from 16–22 September, a **MOBILITYACTION** can happen during EUROPEANMOBILITYWEEK or at any other time throughout the year and can be limited to a specific day or last for several weeks or months. Despite this flexibility, 60% of **MOBILITYACTIONS** are registered during the month of September and another 19% in August, suggesting that the period before and during the main event week provide heightened awareness of and visibility for these activities.

MOBILITYACTIONS must meet the following conditions:

- The registration form must be submitted in clear, standard English.
- The action must promote a behavioural shift towards a more sustainable urban mobility culture.
- The organisation promoting the registered action must not be involved in the production or the promotion of any products, actions or events that are potentially harmful to citizens.
- The action must not encourage unlawful behaviour or civil disobedience.
- Entrants must be aged 18 or older.

Figure 29 summarises the types of activities registered as **MOBILITYACTIONS** in 2023. Some examples of specific actions include a bicycle mayors programme, implementation of zero-emission home deliveries by retailers, competitions encouraging walking and cycling to work or school, Park(ing) Day events, free or discounted ride promotions by transit authorities and shared micromobility service providers, raffles, workshops, webinars, photography contests, film screenings, and much more.

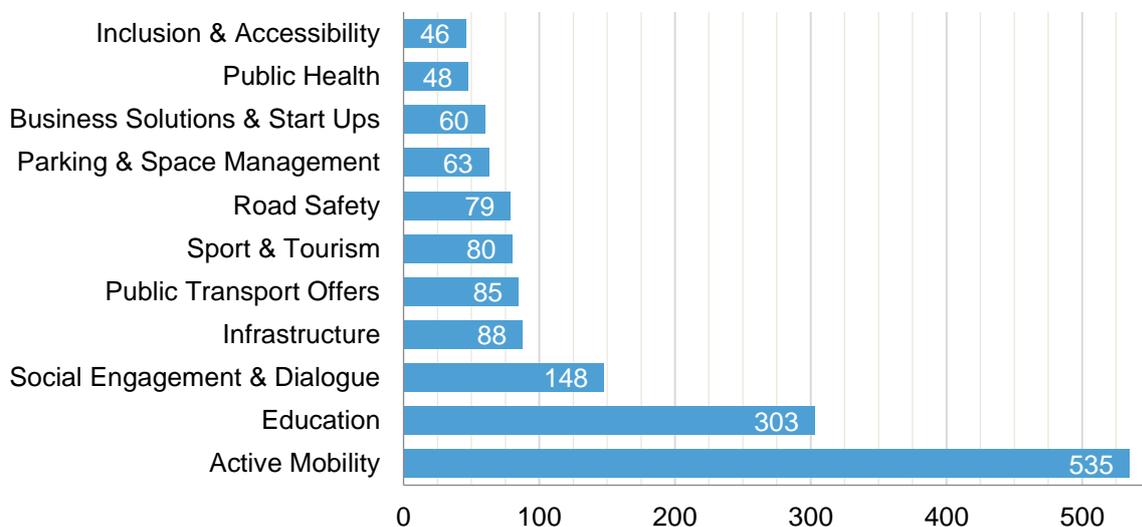


Figure 29. Types of **MOBILITYACTIONS** registered in 2023

As with the core EMW activities, there is the extent of **MOBILITYACTION** registrations varies significantly by country (see Figure 30). Nearly one-third (30% / 263) of all registrations came from entities in Spain alone. Together with entities in Italy (109 / 12%) and Germany (68 / 8%), these countries account for half of all registrations. These were also the three countries with the largest increase in registrations in absolute numbers from 2022 to 2023: Italy (+24), Spain (+21), and Germany (+19).

The countries with the largest decrease in registrations from 2022 were: France (-83), Lithuania (-40), and Belgium (-24).

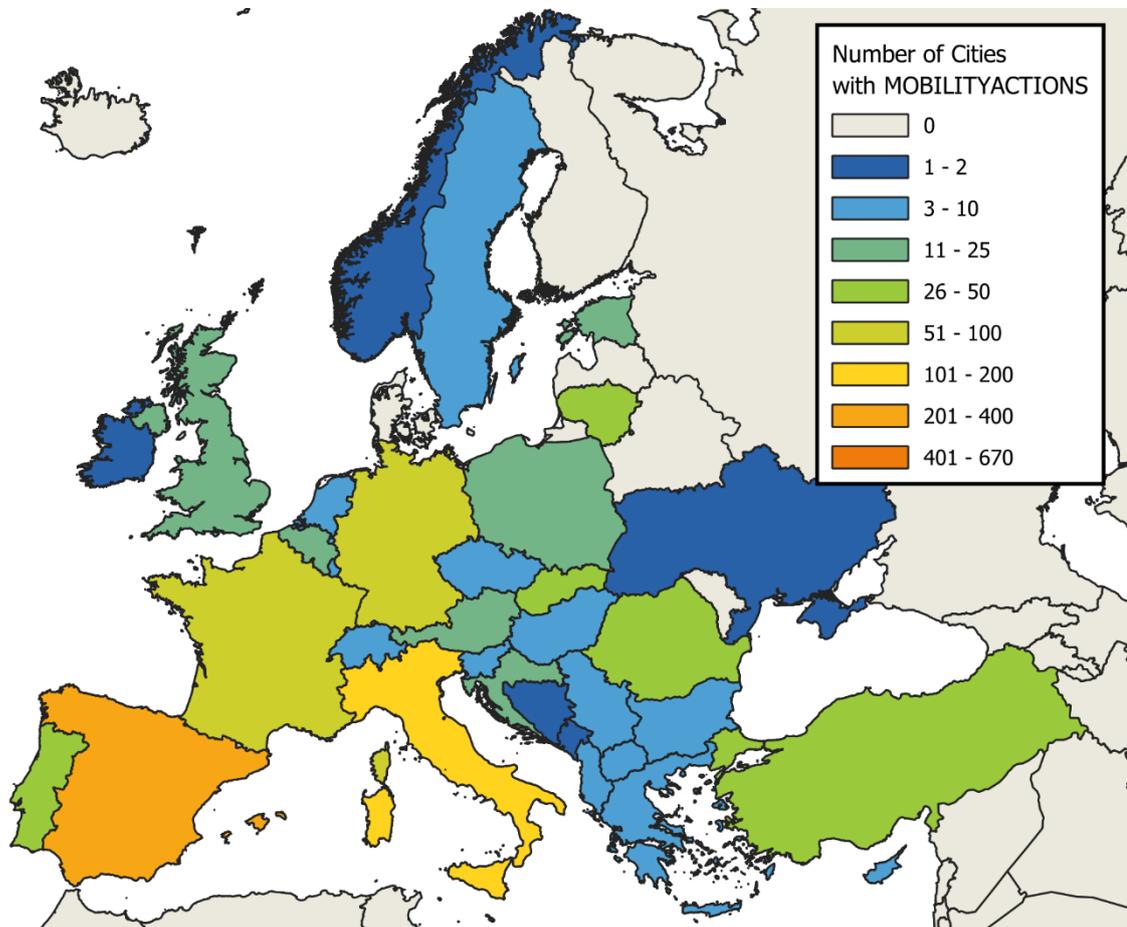


Figure 30. MOBILITYACTION registrations by country in 2023

5. OUTPUTS

Measurable, tangible, and direct products of activities that offer information on the tangible results of an intervention and campaigning efforts.

5.1. SOCIAL MEDIA

5.1.1. REACH & IMPRESSIONS

EUROPEANMOBILITYWEEK’s social media channels – Twitter, Instagram, Facebook, and YouTube – are used to promote and disseminate campaign-related content. Built-in analytics provide statistics on the platforms’ performance and offer further information about the audiences reached. While EUROPEANMOBILITYWEEK and MOBILITYACTION registrations clearly identify participating local administrations, organisations, businesses, and other institutions, data collected from the campaign’s social media activity and accounts provides insights about individual users interested in EMW. To better understand whom the campaign is reaching, and how its messages are received by this audience, internal account metrics were explored as well as public social media activity.

Reach: The number of users that saw at least one post.

Impressions: The number of times posts were seen; a single user can register multiple impressions.

In 2023, five hashtags related to EUROPEANMOBILITYWEEK were tracked from 6–24 September via the social media analytics platform Keyhole. In addition to the regularly tracked hashtags #MobilityWeek, #EuropeanMobilityWeek, and #CarFreeDay, two non-English hashtags were monitored for the first time: #MöbilitätsWoche (German) and #SEM2023 (Spanish). The reach of each tracked hashtag during the evaluation period, except for #MöbilitätsWoche, was in the millions, suggesting that the campaign resonates with many active social media users. Meanwhile, the number of impressions recorded for each hashtag suggests that many users interacting with the content did so more than once. This may indicate that the information users received was of interest or significance to them.

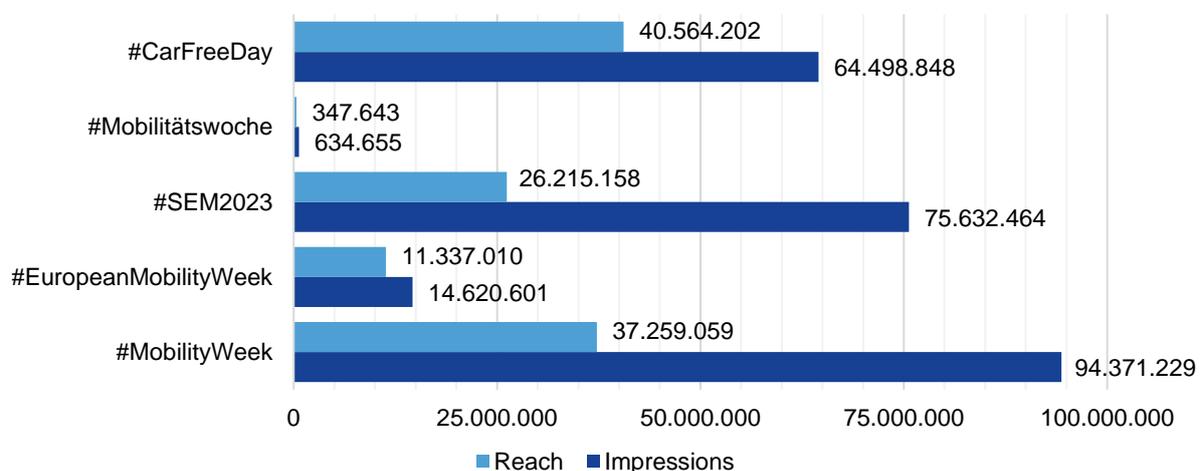


Figure 31. Overview of hashtag reach and impressions in 2023

A clear difference in the reach and impressions can be observed between the German and Spanish campaign hashtags. This reflects the countries' campaign registration numbers and media coverage: Spain recorded 389 registrations and Spanish-language media published 3,350 items between 6–24 September mentioning EMW. Meanwhile, Germany recorded 188 registrations and 758 media items were published. In addition, internal platform metrics show that Spain tops the list of countries with the most followers on the campaign's Twitter and YouTube profiles and is the country with the second most followers for EMW's Facebook and Instagram pages.

To continue developing a deeper understanding of who the campaign's audience is and with whom the related content resonates – or does not – popular campaign related hashtags in other languages will be explored in the future.

5.1.2. AUDIENCE

Alongside hashtag tracking in different languages, which provides a look into the broader scope of the campaign's reach and audience, the EUROPEANMOBILITYWEEK social media accounts offer information about the campaign's most dedicated followers – namely those who follow the campaign on social media year-round. This section describes EMW's social media audience, including their age, gender, and the country from which users are interacting.⁴

Platform

Figure 32 presents the number of followers per platform as of 7 December 2023. At the time of writing, Facebook had 23,471 followers; Twitter had 12,050; Instagram had 3,716; and YouTube had 1,020 subscribers. Of the four platforms, Instagram is the newest for EMW and has experienced the highest rate of growth over the past few years.

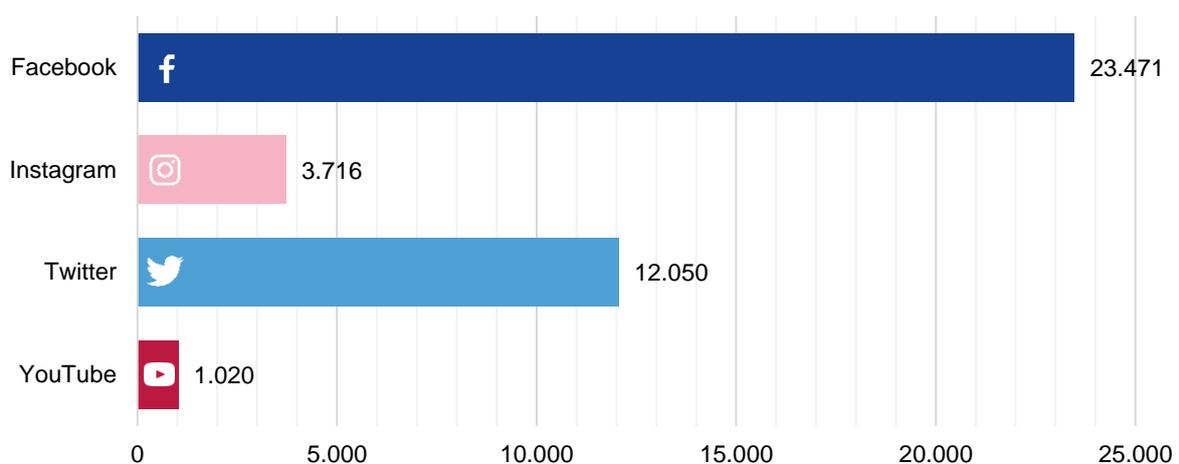


Figure 32. Overview of hashtag reach and impressions in 2023

⁴ All data is derived from built-in platform analytics except for the campaign's Twitter account, for which data is extracted by the social media analytics tool Fedica. Data collection methods may differ between platforms, and some statistics available for certain platforms may not be available for others.

Table 6 details which countries have the most followers per campaign platform. This is not necessarily representative of the users’ nationalities, only the country from which they are interacting. The top five “follower countries” are shown for each platform, from left to right.

Table 6. Top five EMW follower countries by social media platform

		#1	#2	#3	#4	#5
	Facebook	Italy	Spain	Portugal	Greece	Germany
	Instagram	Italy	Spain	Türkiye	Germany	Portugal
	Twitter	Spain	Belgium	Italy	UK	Germany
	YouTube	Spain	Italy	Belgium	Portugal	Slovenia

Additional information was available about Facebook and Twitter users. Rounding out Facebook’s top ten follower countries are: Belgium, Poland, Romania, France, and the United Kingdom. Meanwhile, the remainder of Twitter’s top ten includes: France, the United States of America, the Netherlands, Türkiye, and Ireland.

Age Distribution

Consistent with more general age-based platform usage trends, the age of social media audiences for EUROPEANMOBILITYWEEK also vary by platform. As shown in Figure 33, the EMW audience on Instagram skews significantly younger, with 11% of users under 25 years and nearly half (45%) under 35 years. In contrast, YouTube has the lowest share of young users – just 17% are under 35 years old – and it has the largest share of users aged 45–54 years. Facebook has the largest share of EMW followers at the upper end of the age spectrum, with 18% over 55 years and 7% over 64 years. The use of multiple social media platforms is therefore crucial to reaching diverse audiences.⁵

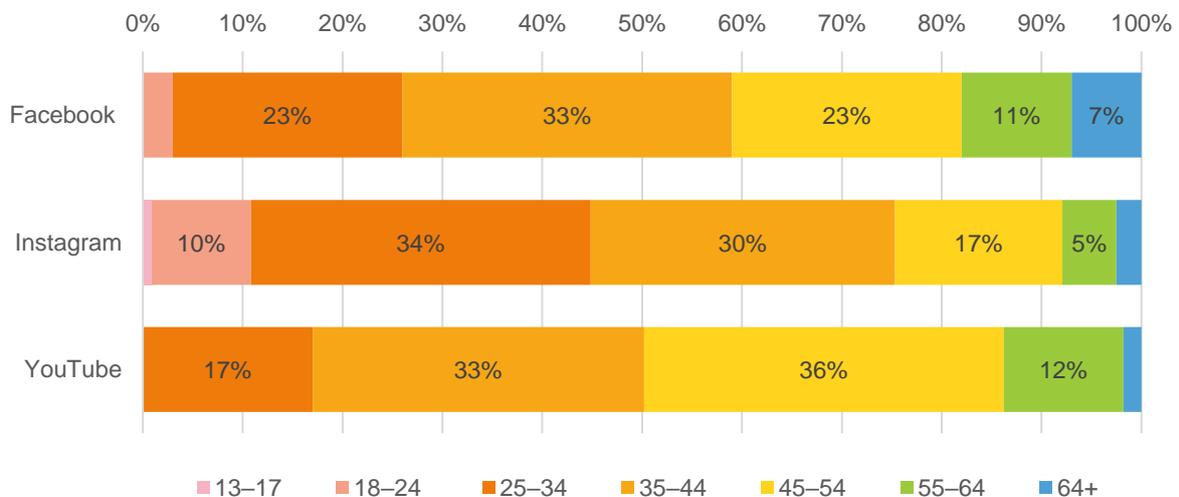


Figure 33. Age distribution of EMW social media audiences by platform

⁵ Age data was not available for Twitter users.

Gender Distribution

Finally, the built-in platform analytics are able to offer information about users' gender; however, how they categorise or collect data on this is unclear, and the only categories offered for gender are "male" and "female." On Facebook, 51.3% of the EMW follower audience is categorised as male and the other 48.7% as female. Similarly, the Instagram audience is composed of 50.8% male users and 48.7% female users. YouTube has the largest percentage of female users of the four platforms, with 57.7% female users and 42.3% male users. Fedica differentiates between Twitter's personal users and accounts for groups, organisations, or businesses, with 45.8% male users, 30.9% female users, and 23.3% businesses or groups.

5.1.3. ENGAGEMENT

Throughout the year, the EUROPEANMOBILITYWEEK Facebook, Twitter, Instagram, and YouTube channels share tailored sustainable mobility content that (1) informs audiences about relevant campaign developments and timelines, (2) introduces interesting topics related to the different dimensions of mobility and behaviour, and (3) shares key updates, opportunities, and initiatives surrounding the topic of sustainable and active mobility. Though it is difficult to infer what the EMW social media audience does with the information shared – beyond interactions on the platforms themselves – the engagement rate metric offers a glimpse of how the audience receives the material shared.

Engagement rate: A metric designed to assess the average number of interactions (e.g. likes, comments, shares) that a social media post receives per follower. It provides an indication of how well content performs and/or resonates with the target audience.



Figure 34. EMW social media engagement rates in September 2023

Social media marketing experts consider 1–5% to be a strong engagement rate, with slight differences between platforms and industries. For Facebook, media marketing experts note that a good engagement rate is between 1–2% for larger brands (e.g. Coca-Cola) and about 5% for smaller brands. The social media monitoring platforms Hootsuite and Scrunch identify 1–5% as the average engagement rate range for Instagram, with anything above 6% considered high. On Twitter, Statista identifies the average engagement rate per post as 0.06% for the non-profit sector, which is the closest category of measurement for EMW.

For the period from 6–24 September 2023, the EMW campaign's Facebook and Instagram posts generated average engagement rates of 7.2% and 23%, respectively. And according to the social media analytics platform Keyhole, the EMW campaign's Twitter account had an average engagement rate of 9.2% from 6–24 September. These figures indicate that the topics, format, and content of the campaign's social media communications are well received, especially directly before, during, and after the main event week.

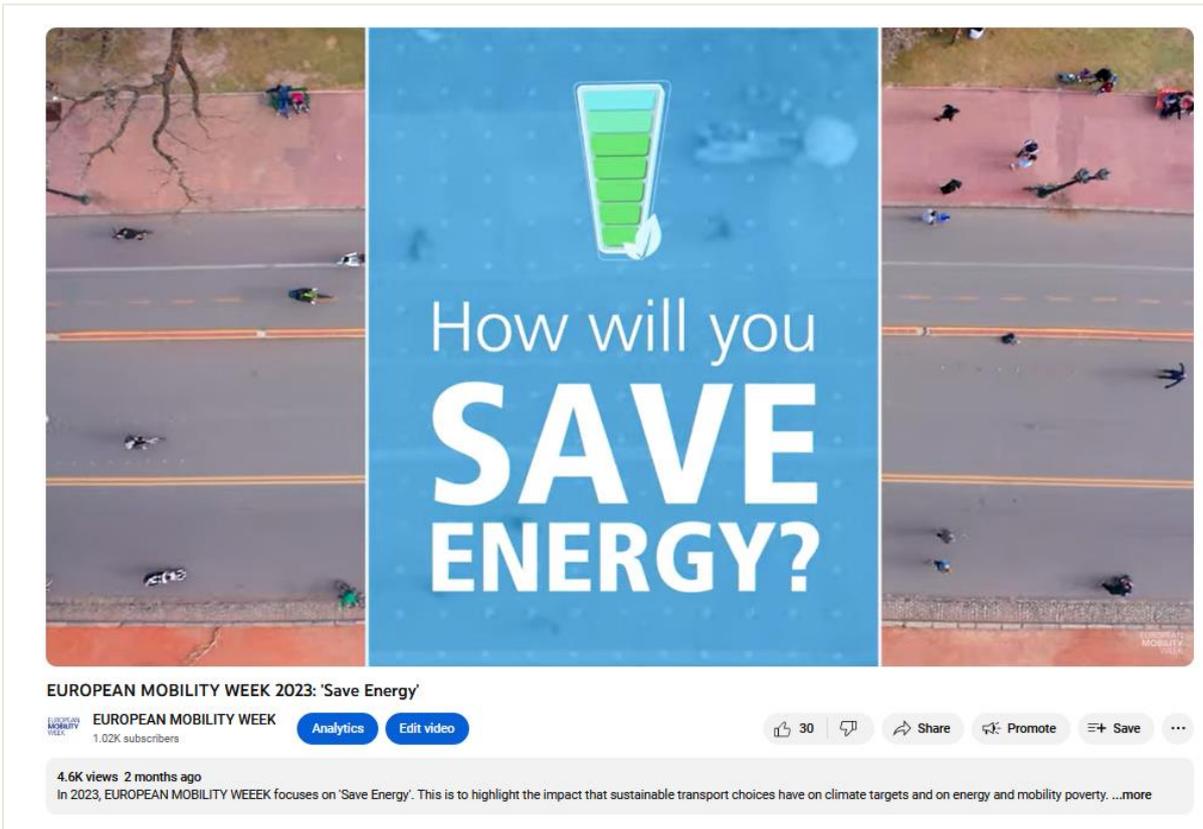


Figure 35. EMW posts on Instagram (top left), Facebook (top right), and YouTube (bottom)

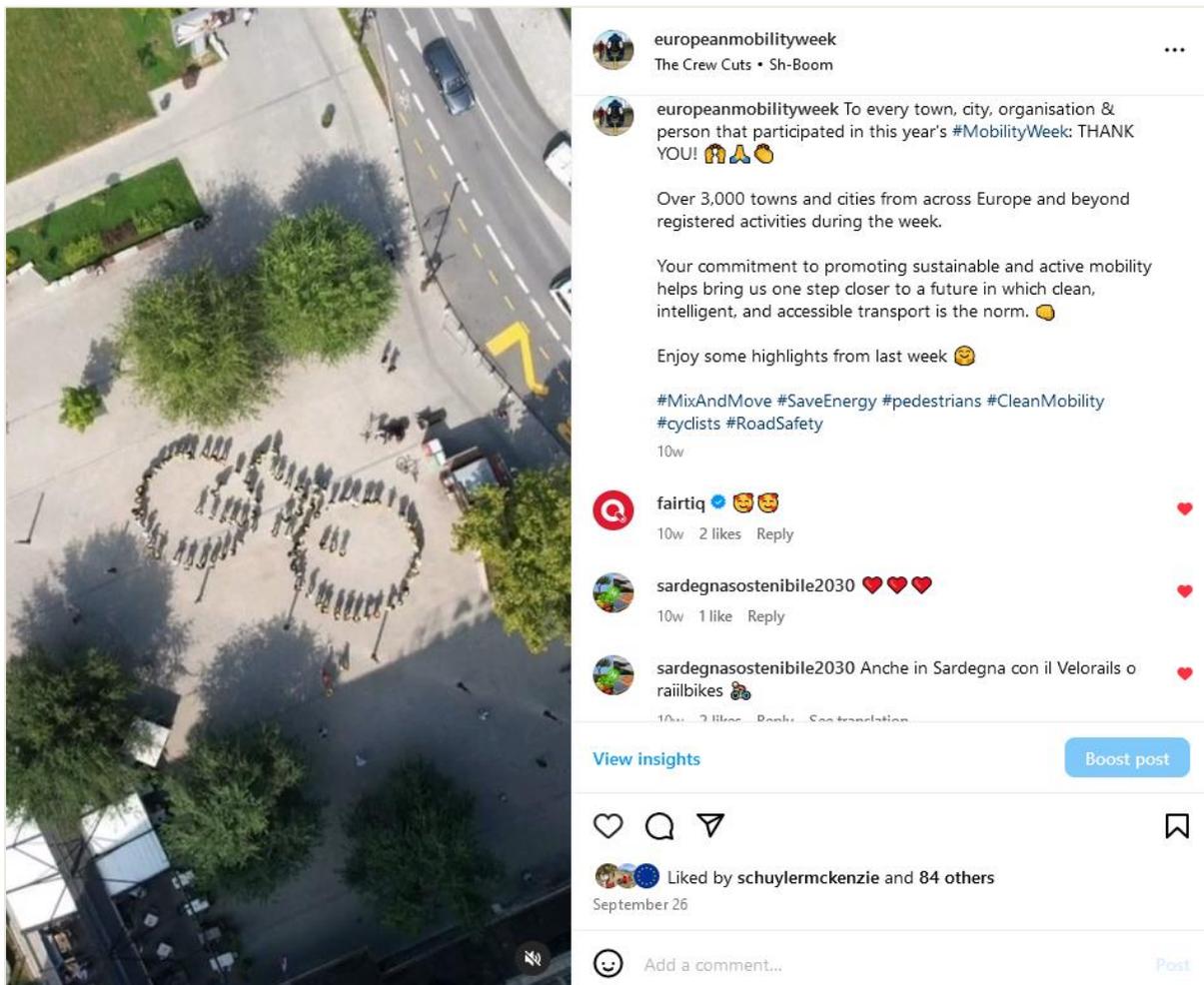
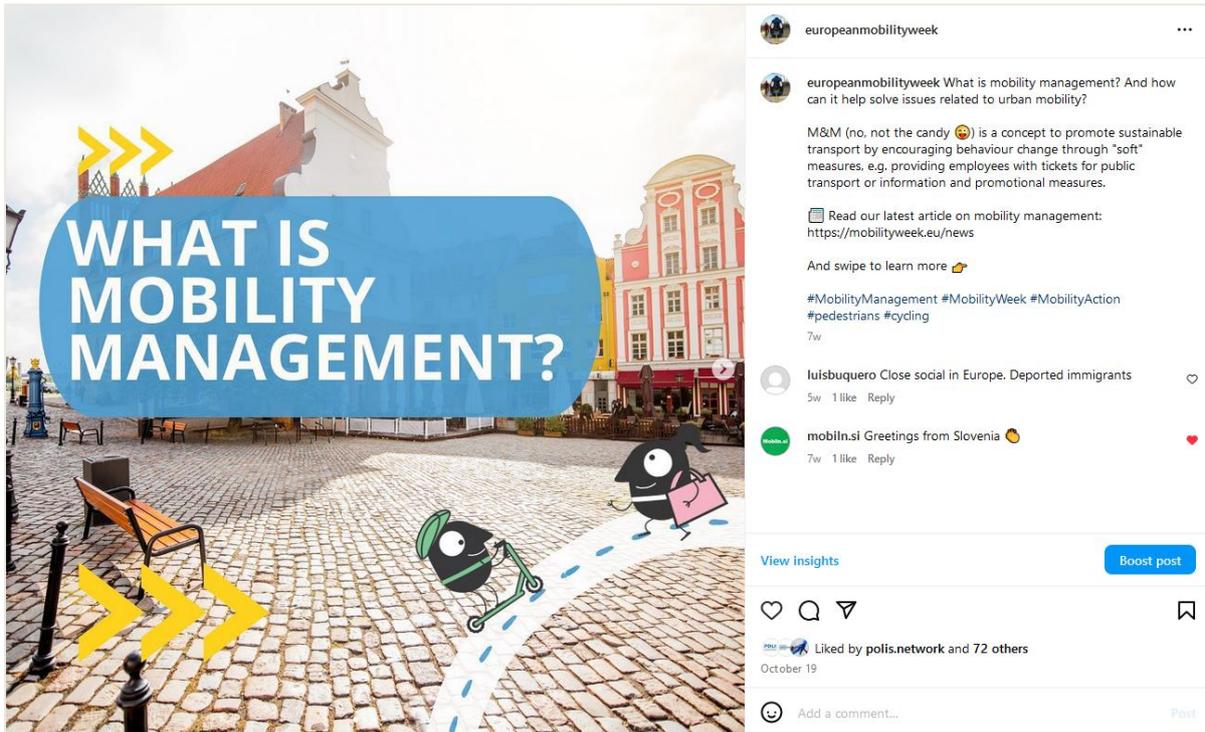


Figure 36. Examples of engagement with EMW posts on Instagram

5.2. MEDIA COVERAGE

Media plays an important role in the dissemination of campaign-related information and developments. Coverage of the campaign across countries offers further clues into what types of sustainable mobility activities and issues are relevant. It also provides a better understanding of how the campaign is received locally and nationally, in addition to showcasing potential examples of behaviour change influenced by the campaign or campaign-related activities.

EUROPEANMOBILITYWEEK's media presence continues to grow. The campaign's media coverage increased from 11,282 media hits in 2022 to 13,169 items in 2023. Articles mentioning the campaign were published in popular national and European newspapers including POLITICO, The Brussels Times, Cities Today, La Repubblica, Corriere della Sera, El Mundo, La Razón, La Libre, VRT Novi List, La Voce del Popolo, Glas Istre, Le Parisien, CNN, Der Spiegel, Süddeutsche Zeitung, Budapest Times, Diena, Lietuvos Rytas, Warsaw Insider, Espresso, La Vanguardia, Večernje Novosti, and more. Figure 37 offers a sample of some of the headlines that different media shared.



Figure 37. EMW-related headlines in major European media

Every year, several countries stand out for the number of media items they publish in relation to the EUROPEANMOBILITYWEEK campaign. Over the past five years, Greece, Poland, Italy, Portugal, Spain, and Türkiye have regularly topped the list for most media hits. In 2023, France (381), Portugal (738), Germany (758), Italy (1,795), Spain (3,350), and Türkiye (4,333) recorded the most media hits of the 62 countries analysed.

5.3. AWARD APPLICATIONS

Through the EUROPEANMOBILITYWEEK award and the **MOBILITYACTION** award, the European Commission seeks to recognise local authorities and organisations that have demonstrated excellence in the areas of sustainable urban mobility awareness-raising and management during the 2023 campaign period. The number, diversity, and content of award applications offer insights into the direct products of EMW campaign activities.

5.3.1. EMW AWARD

There were 65 award applications submitted by participating towns and cities in 2023. Of these, 57 were judged to be complete, and 45 were deemed eligible for evaluation. To be eligible to apply for an award, towns and cities must:

- have registered their activities online on www.mobilityweek.eu;
- be a “Golden Participant,” meaning they have registered activities of all three sorts:
 - (1) organise mobility activities during the main event week (16–22 September);
 - (2) implement one or more permanent transport measures;
 - (3) hold a Car-Free Day;
- have signed the EUROPEANMOBILITYWEEK charter ([↗](#));
- be located in one of the 43 countries that are in the European Union, EU Candidate Countries, or Potential EU Candidate Countries that are part of Stabilisation and Association Process (SAP), European Economic Area (EEA), European Free Trade Area countries (EFTA), or the Eastern Partnership (EaP).

The remaining statistics presented here relate only to the applications there were deemed eligible. Figure 38 illustrates the number of eligible EMW award applicant cities by country. The five countries with the highest share of Golden Participants that submitted eligible award applications were: Finland (100% [1 of 1]), Austria (33% [3 of 9]), Lithuania (33% [1 of 3]), Bulgaria (20% [1 of 5]), and Serbia (20% [1 of 5]). For all others, less than 10% of Golden Participants submitted eligible award applications.

5.3.2. MOBILITYACTION AWARD

There were 33 **MOBILITYACTION** award applications submitted by non-municipal stakeholders (e.g. businesses, institutions, organisations) in 2023. Table 7 summarises the types of entities that applied for awards in 2023, and Figure 39 illustrates the number of applicants by country.

Table 7. Entities that applied for **MOBILITYACTION** awards in 2023

For-Profit Entities	10	30%
Non-Profit Organisations	9	27%
Public Authorities	7	21%
Educational Institution	4	12%
Other	3	9%
<i>Total</i>	33	

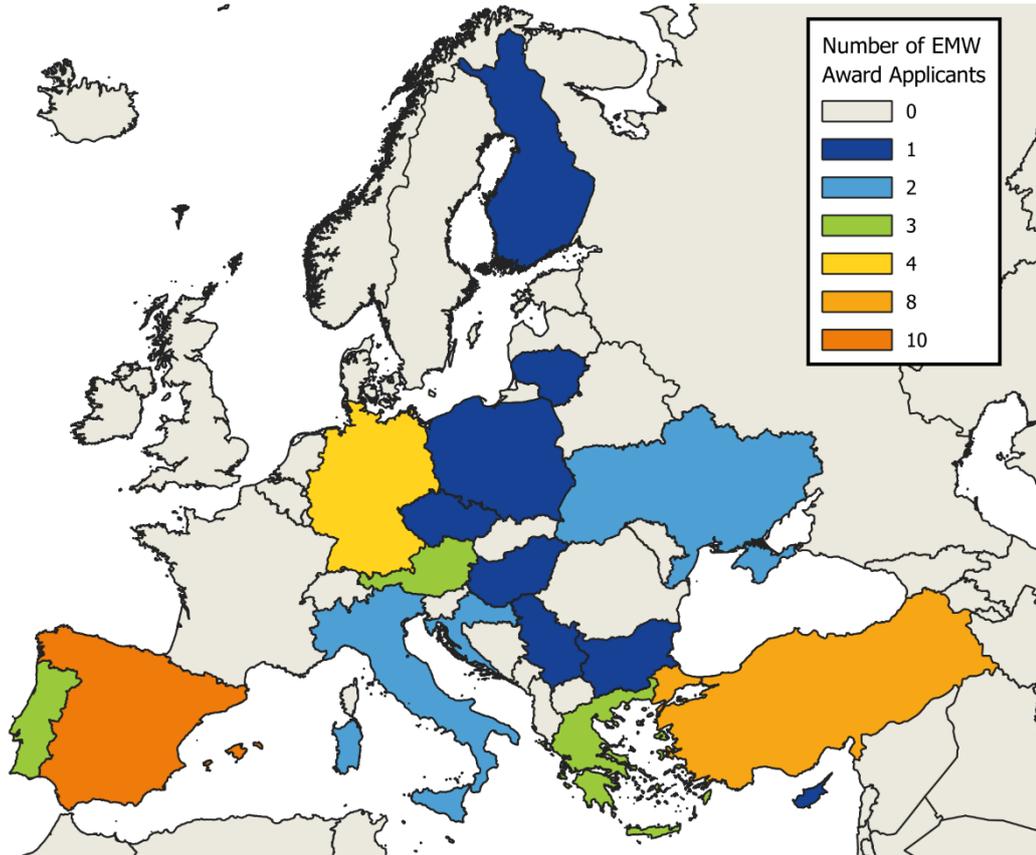


Figure 38. Eligible EMW award applications in 2023 by country

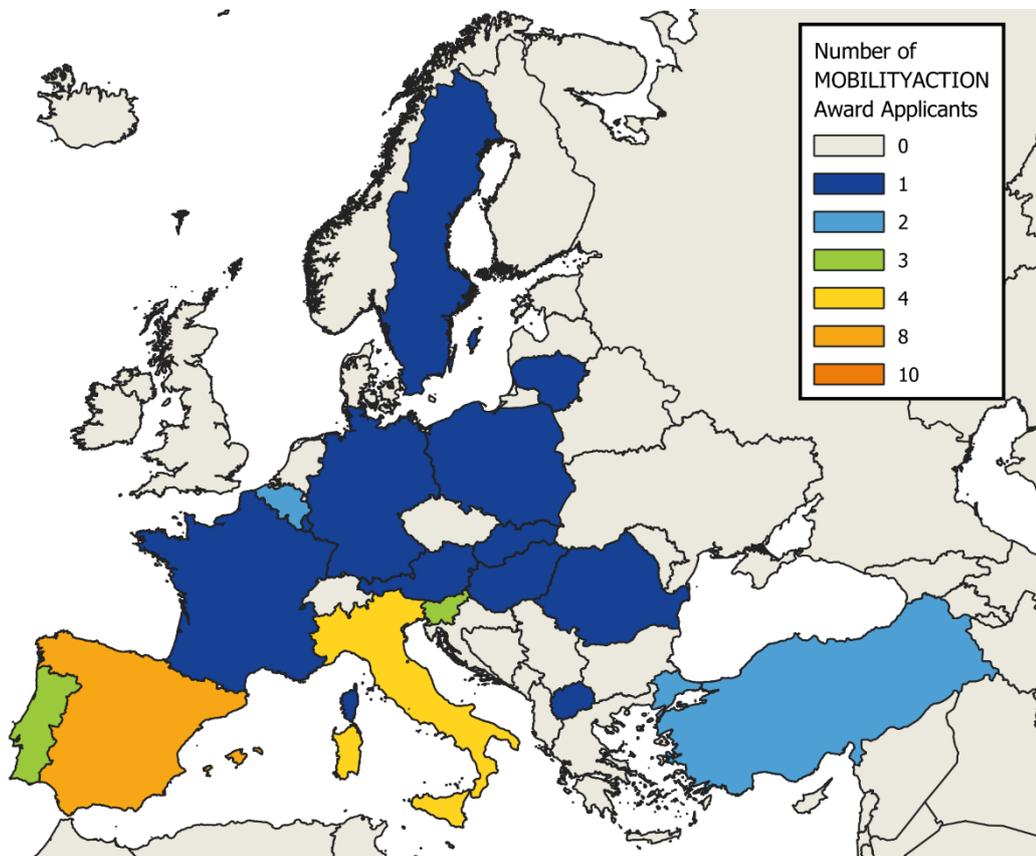


Figure 39. Eligible MOBILITYACTION award applications in 2023 by country

6. RESULTS

Quantifiable short- or intermediate-term changes within a campaign’s area of influence that are reasonably attributable to the intervention.

Ex-post results analysis requires baseline data from which to draw a comparison. Such data has never been systematically collected as part of EUROPEANMOBILITYWEEK to date, precluding robust analysis of the campaign’s influence on the public’s perceptions, attitudes, and behaviours related to sustainable urban mobility. The European Secretariat intends to begin collecting data in 2024 to support more systematic evaluation of campaign results. In the meantime, some insights can already be gleaned from the information reported by EMW award applicants and the media.

6.1. INSIGHTS FROM AWARD APPLICATIONS

In the absence of systematic data, the EMW Award applications offer perhaps the best current source of information for considering the results of EMW campaign activities in the towns and cities that apply. The timing of the award finalist announcements and subsequent ceremony precludes a thorough analysis of award applications in this report; however, this section presents takeaways from the applications received in 2023 in general terms. It must be emphasized, however, that while these 45 applications may be instructive, they do not nearly constitute a representative sample for 3,351 participating towns and cities.

6.1.1. MODAL SPLIT

Modal split (or modal share) is the percentage of trips taken using a particular travel mode (e.g. driving) within a defined area (e.g. a city or district). EMW especially promotes non-auto travel modes like walking, bicycling, and public transport, so this section reports on these both separately and cumulatively. While electric vehicles (EV) are part of the transition to climate neutral mobility, the data obtained in 2023 does not differentiate between EV and other motor vehicle modal share.

Out of 45 applications, 38 towns and cities (84%) submitted modal split data for people walking, cycling, using public transport, and driving. Figure 40 and Table 8 summarise the data provided by EMW award applicants in 2023. These indicate towns and cities at significantly different stages of transformation toward sustainable urban mobility.

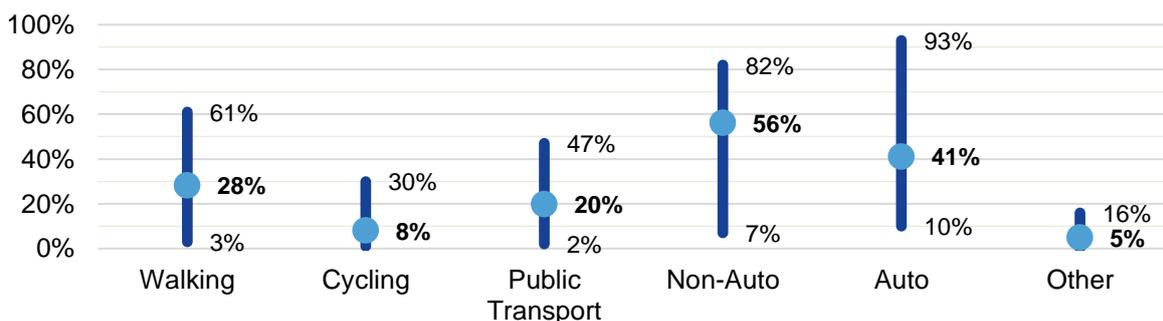


Figure 40. Range of modal split in award applicant towns and cities

Table 8. Average modal split in award applicant towns and cities

	Non-Auto				Auto	Other
	Walking	Cycling	Public Trans.	Total		
Large Metropolitan City (>1.5M)	30%	3%	36%	69%	26%	14%
Metropolitan City (500k–1.5M)	28%	10%	27%	66%	32%	3%
Medium-Sized City (200–500k)	34%	5%	21%	60%	38%	3%
Small City (50–200k)	26%	10%	15%	51%	48%	3%
Town (<50k)	23%	9%	14%	46%	48%	8%
Overall	28%	8%	20%	56%	41%	5%

Non-auto modes collectively account for about 75% or more of trips in nine applicant cities and at least half of trips in 26 cities. Conversely, there are five applicant cities where non-auto modes account for less than a third of trips, and in one city they represent just 7% of trips. On average, towns and cities that applied for EMW awards in 2023 have a higher percentage of trips taken by sustainable, non-auto modes than they do auto trips, though the splits are tighter (among small cities) and inverted (among towns) in contrast to larger cities. Of the four primary modes, cycling has the lowest average modal share among all city size groups, but there are a few outlier applicant cities where the cycling modal share exceeds that of walking and/or public transport.

Regular collection of modal split data is crucial for it to be applied meaningfully to EMW impact evaluation. Among award applicant towns and cities in 2023, the date of their modal split data collection varies substantially. About one-quarter provided data from 2023, and another quarter provided data from 2022 or 2021. However, one-third of applicants submitted data collected five or more years ago, and one submitted data from 2009.

Most applicants provided modal split data for only a single year, though it should be noted that the online award application form did not request additional years. Cities who submitted recent data may well have historic data they could provide upon request for comparison.

The award application form did not facilitate the submission of clarifying information about modal split data, such as its collection methodology or its geographic scope. Such information would offer both valuable context and insights into good practice for recommendations and replication.

6.1.2. AIR QUALITY AND NOISE MEASUREMENT

Compared with modal split data, data for air quality and noise was much less commonly reported. Out of 45 eligible award applicants, 15 towns and cities (33%) reported using air quality and/or noise monitoring equipment. If one can reasonably surmise that those who submit award applications are likely among the more advanced – though this is admittedly speculative – then it is apparent that widespread collection of such environmental data is not likely to be possible in the short-term.

Several award applications noted that their air quality monitoring equipment measured lower than average levels of nitric oxide (NO) – which correlates with motor vehicle emissions – on the day of their Car-Free Day event than on baseline days with comparable weather conditions. The results are particularly dramatic in a few cases, such as an 85% reduction in

the maximum and 75% reduction in the minimum NO levels measured between the baseline and Car-Free days in one Spanish city. Another city reported a 34% reduction in the 7-day average particulate matter (PM10) between the week before and week of EMW. Some towns and cities that they have deployed such equipment to support a broader ongoing programme, such as Low Emissions Zones.

Unfortunately, even among those who did measure air quality, the results are not always conclusive. Some noted that a significant change could not be associated to Car-Free Day events due to daily variation in meteorological conditions. Others noted that their equipment was too newly deployed, so they lacked reliable data or did not yet have sufficient historical data to deduce any relationships.

Few award applications indicate that noise levels were measured. However, among those that do, the results seem to be more consistently conclusive. For example, one city measured a 14–18% reduction in noise levels at three locations along their Car-Free Day route compared to the following day when motor vehicle traffic returned to the streets.

Though the reporting of air quality and noise levels related to EMW is currently limited, these represent promising indicators to consider promoting in the future. The knowledge that some cities are undertaking such monitoring offers an indication of who the European Secretariat can engage with over the coming months to begin identifying good practice for recommendations and replication. Moreover, the towns and cities who reported collecting such data are located in 12 different countries and were relatively well distributed among all city sizes, indicating that such equipment is not only accessible to – and such efforts are not only manageable for – larger cities in limited contexts.

6.2. INSIGHTS FROM MEDIA COVERAGE

Media reports can also offer valuable insights into the results of EMW activities and the monitoring and evaluation efforts being conducted by local authorities. Because no formal impact evaluation procedures have been established for EMW, findings reported in the media are not necessarily reported to the European Secretariat.

The City of Brussels (Belgium) is a dedicated campaign participant, organising activities during EUROPEANMOBILITYWEEK's main event week for 18 of the past 22 years. The Belgian and European capital regularly hosts a Car-Free Sunday as part of its week of activities. In 2023, The Brussels Times ([↗](#)) reported that an estimated 1.2 million people participated in the event. The immediate results of a single car-free day in cities, especially larger metropolitan areas, should not be underestimated: compared to an average weekday, the city's Environmental Department ([↗](#)) recorded an astounding 98% drop in nitrogen oxide (NO) concentration levels. Such reductions in NO levels can have a meaningful impact on public health.

Meanwhile in Italy, national media used the EUROPEANMOBILITYWEEK to take stock of residents' preferred mobility patterns and behaviours. Among others, La Repubblica ([↗](#)) reported on the future of Italian urban mobility, which – according to a study conducted by Kantar in eight European countries during the main event week itself – will see more people choosing public transport in the near future: 42% of Italians would use public transport more often, which is the highest percentage of the eight countries surveyed. Furthermore, 27% of surveyed participants would be in favour of integrating public transport with shared mobility, such as micro-mobility vehicles.

In Córdoba (Spain) – which has registered activities for EUROPEANMOBILITYWEEK every year since 2004 – local media ([↗](#)) shared positive news: there was a 26% increase in public transport use from 2022, resulting in savings of 700,000 EUR. According to Córdoba Hoy ([↗](#)), the number of travellers in urban Córdoba grew from 612,534 in 2022 to 1,096,342 in 2023. Activities carried out within the scope of EUROPEANMOBILITYWEEK were cited as hugely successful in raising awareness of sustainable transport alternatives for residents.

6.3. FUTURE PLANS

The European Secretariat developed a *Monitoring and Evaluation Strategy* for EUROPEANMOBILITYWEEK in 2023. That document aims to provide effective methods to assess the results and interpret the impact of the campaign and the measures it comprises. It presents both practical guidance and its theoretical basis, drawing from state-of-the-art guidance and recommendations from previous and ongoing European Commission-funded projects with an emphasis on mobility behaviour change. It summarises key concepts related to behaviour change and how these should inform strategies employed by organisers of EUROPEANMOBILITYWEEK at every level.

After sharing the document with National Coordinators, the Secretariat received feedback that shorter resources would be helpful in conveying the information to Local Administrators. Rather than a compendium of possible approaches, shorter factsheets and a narrower list of (i) selected indicators and (ii) public survey questions would more readily encourage Local Administrators to opt in, thereby facilitating broader coordination across the campaign.

The Secretariat will work with a self-selected group of interested National Coordinators to develop these resources beginning in early 2024. Details will be determined by this group, but some concepts that will be considered include:

- Awareness of urban mobility issues and the EUROPEANMOBILITYWEEK campaign
- Assessment of the public's stage of mobility behaviour change
- Transport system indicators like modal split
- Environmental indicators like CO₂, NO, and particulate matter emissions

The organisations serving as National Coordinators have diverse areas of expertise, capabilities, and resources that they can offer in relation to these and other potential monitoring and evaluation interests. For example, networks of cities may be more readily able to support the development and distribution of survey materials via their established relationships, while environmental agencies may be better able to cultivate a shared understanding of the opportunities and limitations of air quality measurement and access to the resources needed to collect and interpret such data.

7. IMPACTS

The long-term measurement of whether and how an intervention or campaign has influenced behavioural change in its target audience.

Impacts represent long-term change, so they can only begin being assessed after multiple years of consistent data collection has been completed. To date, long-term data collection undertaken in support of EUROPEANMOBILITYWEEK has focused on activities (see chapter 4), including the cities that participate and the events and permanent measures they register, and on outputs (see chapter 5), including social media reach and engagement and media coverage. Figure 41 presents the cumulative number of activities that have been implemented as part of the EUROPEANMOBILITYWEEK campaign since 2002 – more than 218,000 activities in total.



Figure 41. Cumulative number of EMW activities, 2002–2023

These are large, encouraging, commendable figures, but it must be acknowledged that their significance – that is, their impact on sustainable urban mobility behaviour – is uncertain. Consider:

- How many people participated in one of the nearly 32,000 events, and what percentage of them many subsequently changed their travel behaviour, immediately and permanently, as a result?
- To what extent have the nearly 24,000 bicycle facilities implemented contributed to the realisation of coherent, direct, safe, comfortable, and attractive networks that serve people of all ages and abilities in those towns and cities?
- How much have the nearly 20,000 traffic calming and access control schemes and the more than 5,000 freight distribution measures implemented reduced the emissions and noise generated by motor vehicles and improved the air quality and liveability of those districts?
- How much has the EMW campaign helped to increase the visibility and awareness of the measures implemented by local authorities, leading to changing public attitudes about sustainable urban mobility in Europe and beyond?

In an attempt to begin answering questions like these, the European Secretariat will work with National Coordinators and Local Administrators to improve and expand its information collection efforts beginning in 2024. The EMW campaign is an iterative work with incremental results from one year to another, allowing participating towns, cities, and coordinators to learn from past experiences and update their strategies accordingly. Building a more comprehensive monitoring and evaluation strategy will also be an iterative process. In time, and through more intentional collection and creative application of quantitative and qualitative information, it will be possible to tell a more holistic story about the impacts that EUROPEAN**MOBILITYWEEK** is helping to cultivate.

ANNEX

A.1 LIST OF GOLDEN PARTICIPANTS IN 2023

Albania	Bashkia Shkoder
Austria	Enns; Eugendorf; Innsbruck; Kirchberg in Tirol; Linz; Türnitz; Tux; Wattens; Wels
Bosnia and Herzegovina	Bijeljina; Sarajevo
Belgium	Brussels; Lommel
Bulgaria	Sofia (София); Варна; Габрово; Козлодуй; Русе
Switzerland	Basel
Cyprus	Aglantzia; Nicosia
Czechia	Chrudim; Hradec Králové; Jihlava; Litomyšl; Prachatice; Praha; Velké Meziříčí
Germany	Bad Honnef; Bonn; Darmstadt; Frechen; Herne; Itzehoe; Jena; Jülich; Karlsruhe; Kassel; Krefeld; Landeshauptstadt Erfurt; Landeshauptstadt Hannover; Leipzig; Lilienthal; Ulm
Ecuador	Cuenca
Estonia	Tallinn; Tartu
Spain	A Coruña; Àger; Albesa; Alcalá de Henares; Alcorcón; Almería; Altafulla; Arbeca; Arroyo del Ojanco; Balaguer; Barcelona; Benetússer; Bilbao; Bollullos Par del Condado; Burela; Burgos; Cádiz; Calp; Carballo; Cartagena; Castelló d'Empúries; Castellón de la Plana; Ciudad Real; Constantí; Córdoba; Corvera de Asturias; Donostia-San Sebastián; Dos Hermanas; Eibar; Estella-Lizarra; Fuenlabrada; Getafe; Getxo; Gijón; Ginestar; Girona; Granada; Guissona; Gurb; Ibiza; Idiazabal; Igualada; Irun; Jaca; Jerez de la Frontera; Leioa; L'Elia; León; Les Franqueses del Vallès; Lloret de Mar; Lorca; Los Barrios; Madridejos; Mairena del Aljarafe; Málaga; Malgrat de Mar; Masquefa; Miajadas; Mieres; Miranda de Ebro; Moraleja; Móstoles; Murcia; Narón; Navata; Novelda; Nules; Olesa de Montserrat; Ontinyent; Ourense; Paiporta; Palencia; Palma; Peal de Becerro; Plasencia; Ponferrada; Puente Genil; Rafal; Rafelbunyol; Riudaura; Rivas Vaciamadrid; Sabiñánigo; Sagunto; Salamanca; San Cristóbal de La Laguna; Sangüesa; Sanlúcar de Barrameda; Sant Feliu de Guíxols; Santa María de Palautordera; Santander; Segovia; Sueca; Torrebesses; Tortosa; Tudela; Valladolid; VÍcar; Viladecans; Vilafranca del Penedès; Vilassar de Dalt; Villamayor de Armuña; Villena; Vinaròs; Vitoria-Gasteiz; Xàtiva; Zaragoza
Finland	Vaasan kaupunki

Georgia	Batumi
Greece	Alimos; Heraklion; Kranidi Argolidas, Municipality of Ermionida; Palaio Faliro; Ptolemaida; Serres; Tripolis; Κορδελιό - Εύοσμος; ΜΑΚΡΥΧΩΠΙ; Πέθουμνο
Croatia	Grad Zaprešić; Karlovac; Koprivnica; Kutina; Labin; Osijek; Pula; Varaždin; Zadar; Zagreb
Hungary	Abony; Ajka; Ásotthalom; Baktalórántháza; Balassagyarmat; Balatonkenese; Boldva; Budakalász; Budapest; Budapest distr. XIII.; Csongrád; Devecser; Diósd Város Önkormányzata; Dunaújváros; Eger; Iszkaszentgyörgy; Kalocsa; Kecskemét; Kiskunhalas; Kispáli; Magyarhertelend; Monok; Mórahalom; Mosonmagyaróvár; Nyírtura; Sajókeresztúr; Sárosd; Súr; Szarvas; Székesfehérvár; Tapolca; Veszprém
Iceland	Akureyri
Italy	Alcamo; Bologna; Brescia; Brunico; Busto Arsizio; Capurso; Cassano d'Adda; Catania; Cesena; Francavilla Fontana; Genova; Grosseto; Parghelia; Parma; Pisa; Pomigliano d'Arco; Procida; Ravenna; Roma; Terracina; Tropea; Vaglio Basilicata; Vicenza
Lithuania	Panevėžio miestas; Pasvalys; Tauragė
Luxembourg	Biissen; Conter
Montenegro	Bar; Glavni grad Podgorica
North Macedonia	Карбинци; Општина Аеродром
Mexico	San Pedro Garza García
Netherlands	Utrecht
Norway	Bergen
Poland	Bobolice; Chrzanów; Czerwonak; Częstochowa; Gdańsk; Gdynia; Gmina Czernichów; Gmina Konopnica; Gmina Tarnowo Podgórne; Gorlice; Grudziądz; Inowrocław; Jelenia Góra; Kłaj; Kraków; Nowy Tomyśl; Opole; Pajęczno; Piaseczno; Płock; Podkowa Leśna; Poznań; Radom; Rumia; Rzeszów; Skawina; Suwałki; Świdnica; Tarnów; Warszawa; Wrocław; Ząbki
Portugal	Águeda; Albergaria-a-Velha; Alfândega da Fé; Almada; Almeirim; Amadora; Caldas da Rainha; Coimbra; Évora; Faro; Fornos de Algodres; Guimarães; Lagos; Lisboa; Loulé; Maia; Mealhada; Mirandela; Montemor-o-Velho; Oliveira do Bairro; Oliveira do Hospital; Paredes; Ponte de Sor; Póvoa de Varzim; Santarém; São João da Madeira; Sever do Vouga; Sines; Sobral de Monte Agraço; Vagos; Valongo; Vendas Novas; Viana do Castelo; Vila Nova de Gaia
Romania	Galati; Roman; Sibiu; Tulcea
Serbia	Aleksinac; Bela Palanka; Kruševac; Vlasotince; Vranjska Banja

Slovenia	Bovec; Celje; Črnomelj; Dravograd; Kobarid; Medvode; Metlika; Radenci; Radovljica; Razkrižje; Slovenj Gradec; Slovenska Bistrica; Šoštanj; Velenje; Velike Lašče
Slovakia	Bardejov; Beckov; Dunajská Streda; Hlohovec; Liptovský Mikuláš; Nové Zámky; Piešťany; Šamorín; Sered'; Skalica; Trenčín; Trnava; Vrábľe; Žilina
Türkiye	Acıpayam, Denizli; Akçakoca, Düzce; Alanya, Antalya; Amasya Belediyesi; Ankara Büyükşehir Belediyesi; Antalya Büyükşehir Belediyesi; Atakum, Samsun; Balçova, İzmir; Bayırköy, Bilecik; Beyköy, Düzce; Bilecik Belediyesi; Bulancak, Giresun; Burdur Belediyesi; Büyükçekmece, İstanbul; Çankaya, Ankara; Çarşamba, Samsun; Çerkezköy, Tekirdağ; Çivril, Denizli; Çorlu, Tekirdağ; Denizli Büyükşehir Belediyesi; Erbaa, Tokat; Gaziantep Metropolitan Municipality; Genç, Bingöl; Gölöva, Sivas; Gümüşhacıköy, Amasya; Hakkari Belediyesi; İhsangazi, Kastamonu; İskilip, Çorum; Isparta Belediyesi; Kahta, Adıyaman; Kandıra, Kocaeli; Karşıyaka, İzmir; Kızıltepe, Mardin; Kocaeli Büyükşehir Belediyesi; Konya Büyükşehir Belediyesi; Kütahya Belediyesi; Kuyucak, Aydın; Lüleburgaz, Kırklareli; Melikgazi, Kayseri; Mezitli, Mersin; Muğla Büyükşehir Belediyesi; Muradiye, Van; Niğde Belediyesi; Nilüfer, Bursa; Nizip, Gaziantep; Perşembe, Ordu; Rize Belediyesi; Sakarya Büyükşehir Belediyesi; Sancaktepe, İstanbul; Sarıcakaya, Eskişehir; Serdivan, Sakarya; Sultanbeyli, İstanbul; Sultandağı, Afyonkarahisar; Suluova, Amasya; Sumbas, Osmaniye; Taraklı, Sakarya; Tepebaşı, Eskişehir; Toprakkale, Osmaniye; Türkeli, Sinop; Tuşba, Van; Tuzlukçu, Konya; Uzgörür, Muş; Yeşilyurt, Malatya; Yunusemre, Manisa
Ukraine	Chernihiv; Chernivtsi; Poltava; Житомирська міська територіальна громада; Львів; Старі Богородчани

A.2 LIST OF TEN-YEAR ANNUAL PARTICIPANTS IN 2023

Austria	Altenberg bei Linz; Axams; Bischofshofen; Ebensee am Traunsee; Ebersdorf; Fürstenfeld; Gabersdorf; Gleisdorf; Gratwein-Straßengel; Graz; Gutau; Haiming; Hartberg; Hartl; Hennersdorf; Imst; Innsbruck; Inzing; Judenburg; Kaindorf; Kirchbichl; Knittelfeld; Kramsach; Kufstein; Leoben; Murau; Neustift im Stubaital; Oberndorf bei Salzburg; Ottensheim; Pill; Puch bei Weiz; Ried im Innkreis; Saalfelden; Semriach; St. Johann in Tirol; St. Peter am Wimberg; Telfes im Stubai; Traun; Virgen; Volders; Weibern; Wels; Wilhering
Bosnia and Herzegovina	Banja Luka
Bulgaria	Sofia (София)
Croatia	Kutina; Osijek; Pula; Rijeka; Zagreb
Czechia	Brno; Chrudim; Jihlava; Otrokovice; Praha; Štětí; Velké Meziříčí
Estonia	Tallinn
Finland	Hyvinkää; Jyväskylä; Lempäälä; Porvoo; Tampere
Germany	Chemnitz
Greece	Kozani; Serres; Trikala
Hungary	Budapest; Budapest distr. V.; Dombóvár; Dunaújváros; Hajdúböszörmény; Hatvan; Kiskunhalas; Szarvas; Tapolca; Újfehértó
Iceland	Mosfellsbær
Italy	Bergamo; Bologna; Brescia; Chieri; Genova; Lecce; Locate di Triulzi; Milano; Padova; Palermo; Parma; Ravenna; Roma; Torino
Japan	Fukui; Osaka; Toyohashi
Lithuania	Panevėžio miestas
Luxembourg	Bettembourg; Esch-Uelzecht
Norway	Alta; Bergen; Stavanger
Poland	Kraków; Krzyż Wielkopolski; Łódź; Opole
Portugal	Águeda; Almada; Amadora; Arganil; Barreiro; Braga; Caldas da Rainha; Faro; Lisboa; Loulé; Lourinhã; Maia; Manteigas; Mirandela; Montijo; Oliveira do Bairro; Palmela; Pombal; Seixal; Torres Vedras; Vagos
North Macedonia	Veles
Romania	Bistrita; Buhusi; Moinesti
Serbia	City of Niš

Slovakia	Banská Bystrica; Bardejov; Bratislava; Liptovský Mikuláš; Lučenec; Margecany; Martin; Nitra; Prešov; Senica; Trnava; Žilina
Slovenia	Bled; Brežice; Celje; Dravograd; Gornja Radgona; Kamnik; Koper; Kranj; Krško; Ljubljana; Ljutomer; Makole; Murska Sobota; Nova Gorica; Novo mesto; Pivka; Postojna; Ptuj; Radovljica; Ravne na Koroškem; Sevnica; Škofja Loka; Slovenj Gradec; Slovenska Bistrica; Straža; Tolmin; Velenje
Spain	A Coruña; Albesa; Alcalá de Henares; Alcorcón; Alicante; Almería; Arahál; Balaguer; Barcelona; Bellvís; Bilbao; Blanes; Breda; Burela; Cádiz; Cassà de la Selva; Castellar del Vallès; Castelldefels; Castelló d'Empúries; Castellón de la Plana; Castellví de Rosanes; Centelles; Cervera; Córdoba; Coslada; Cúllar Vega; Donostia-San Sebastián; Dos Hermanas; Durango; Elx; Ermua; Foradada; Getafe; Getxo; Gijón; Girona; Golmés; Granada; Guissona; Horta de Sant Joan; Jaca; Jerez de la Frontera; La Seu d'Urgell; Laguna de Duero; L'Albi; L'Alcúdia; León; Les Avellanes i Santa Linya; Les Borges Blanques; Les Franqueses del Vallès; Llagostera; Lleida; Madridejos; Majadahonda; Málaga; Malgrat de Mar; Miajadas; Montgat; Móstoles; Pallejà; Palma; Reus; Riudellots de la Selva; Rivas Vaciamadrid; Roquetas de Mar; Sabadell; Salamanca; Sant Adrià de Besòs; Sant Hilari Sacalm; Sant Joan Despí; Santa Eulàlia de Ronçana; Santa Margarida i els Monjos; Santa Perpètua de Mogoda; Santander; Sitges; Solsona; Tarragona; Tàrraga; Terrassa; Torrefarrera; Utebo; Valladolid; Vigo; Vilafant; Vilafranca del Penedès; Vilassar de Mar; Villanueva de la Serena; Vinaixa; Zamora; Zaragoza
Sweden	Danderyd
Türkiye	İzmir Büyükşehir Belediyesi

A.3 LIST OF 2023 FIRST-TIME PARTICIPANTS

Austria	<p>Andrichsfurt; Antiesenhofen; Apetlon; Aspach; Aurolzmünster; Breitenbrunn am Neusiedler See; Bruck an der Großglocknerstraße; Burgkirchen; Dienten; Eberschwang; Eggelsberg; Eitzing; Feldkirchen bei Mattighofen; Franking; Fusch an der Großglocknerstraße; Gaishorn am See; Geiersberg; Geinberg; Gemeinde Aich; Gemeinde Kappl; Gemeinde Lend; Gemeinde Mühlgraben; Gemeinde Neuhofen im Innkreis; Gemeinde Polling im Innkreis; Gemeinde Saalbach-Hinterglemm; Gemeinde Schattendorf; Geretsberg; Gilgenberg am Weilhart; Grossmugl; Großwarasdorf; Gurten; Haigermos; Hainfeld; Halbtürn; Handenberg; Hochburg-Ach; Höhnhart; Hollenstein an der Ybbs; Hollersbach im Pinzgau; Hörsching; Jeging; Kirchberg bei Mattighofen; Kirchdorf am Inn; Kirchheim im Innkreis; Kleinmutschen; Krimml; Lambrechten; Leogang; Lofer; Maishofen; Maria Saal; Maria Schmolln; Markt Hartmannsdorf; Marktgemeinde Bad Pirawarth; Marktgemeinde Eberau; Marktgemeinde Illmitz; Marktgemeinde Raiding; Marktgemeinde Reutte; Mauerkirchen; Mehrnbach; Mettmach; Mining; Mittersill; Moosbach; Moosdorf; Mörschwang; Mühlheim am Inn; Nassfeld-Pressegger; Niedersnill; Obernberg am Brenner; Obernberg am Inn; Ort im Innkreis; Ostermiething; Palting; Perwang am Grabensee; Peterskirchen; Piesendorf; Pischelsdorf am Engelbach; Pramet; Rattersdorf; Rauris; Reichersberg; Rottenmann; Schalchen; Schildorn; Schlüßlberg; Schwand im Innkreis; Senftenbach; Sieggraben; St. Georgen am Fillmannsbach; St. Georgen bei Obernberg; St. Johann am Walde; St. Marienkirchen am Hausruck; St. Peter am Hart; St. Veit/Glan; Stadtgemeinde Güssing; Stadtgemeinde Radenthein; Stainach-Pürgg; Stuhlfelden; Taiskirchen im Innkreis; Tarsdorf; Treubach; Tumeltsham; Überackern; Uttendorf; Utzenaich; Viehofen; Wagrain; Wald im Pinzgau; Waldzell; Weilbach; Weng im Innkreis; Weppersdorf; Wippenham; Wörschach</p>
Belgium	<p>Aalter; Affligem; Bocholt; Borgloon; Borsbeek; Denderleeuw; Dentergem; Dessel; Dilsen-Stokkem; Erpe-Mere; Gavere; Hechtel-Eksel; Heers; Heusden-Zolder; Hoegaarden; Hoeilaart; Hooglede; Houthulst; Huldenberg; Kampenhout; Kapelle; Kapellen; Kaprijke; Kortenaak; Kruisem; Laakdal; Liederkerke; Lierde; Lievegem; Lille; Lint; Lubbeek; Maaseik; Malle; Merchtem; Meulebeke; Moorslede; Nieuwerkerken; Oudenburg; Oud-Heverlee; Pittem; Ravels; Retie; riemst; Ruiselede; Schilde; Sint-Genesius-Rode; Sint-Katelijne-Waver; Sint-Lievens-Houtem; Sint-Pieters-Leeuw; Stabroek; Stekene; Tielt-Winge; Vosselaar; Wervik; Westerlo; Wichelen; Wielsbeke; Willebroeck; Zonnebeke</p>
Bulgaria	Брезник; Костенец; Рила
Czechia	Benešov; Dobříš; MAS Podřipsko z.s.; MČ Praha 14
Estonia	Muhu; Peetri; Rae

Finland	Hartola; Ii; Inkoo; Juuka; Keuruu; Kirkkonummi; Kristiinankaupunki; Kuortane; Liminka; Lumijoki; Oulainen; Päijät-Häme region; Vaala
France	Agglomération Lisieux Normandie; Anglet; Angoulême; Avallon; Bonneville; Brive-La-Gaillarde; Caux Seine agglomération; Chambéry; Colombes; Communauté d'agglomération de Marne & Gondoire; Communauté d'agglomération Grand Sud Caraïbe; Communauté de communes du pays des Achards; Communauté de communes du Pont du Gard; Communauté de communes du Thouarsais; Communauté de communes Gérardmer Hautes Vosges; Communauté de communes Serre-Ponçon; Cotelub; Couffé; Genlis; Joinville-le-Pont; Jonzac; La Réunion - Syndicat Mixte de Transports de La Réunion (SMTR); Ludres; Marseille; Montfort Communauté; Parc Naturel Régional Corbières-Fenouillèdes; PETR Pays d'Auch; PETR Sélestat Alsace Centrale; Pezenas; Province Sud; RLV; Saint-Flour Communauté; Saint-Genix sur Guiers; Saône-et-Loire; Thaon-les-Vosges; Touraine-Est Vallées
Germany	Ahlen im Kreis Warendorf; Alheim; Alpen; Bad Berleburg; Bad Honnef; Baiersdorf; Borgholzhausen; Borken (Kreis); Datteln; Gemeinde Beelen; Gemeinde Schalksmühle; Gemeinde Wedemark; Görlitz; Gütersloh; Haldensleben; Hansestadt Attendorn; Itzehoe; Kreis Wesel; Kreisstadt Olpe; Landeshauptstadt Hannover; Landkreis Bad Tölz-Wolfratshausen; Landkreis Erding; Landkreis Erlangen-Höchstadt; Landkreis Esslingen; Landkreis Fürstentum Bruck; Landkreis Stade; Leimen; Lindlar; Lünen; Marbach am Neckar; Marienheide; Markt Eckental; Mehlingen; Meinerzhagen; Murnau a.Staffelsee; Nettetel; Neumünster; Neunkirchen (Siegerland); Neuss; Oelde; Pforzheim; Poing; Pullach i. Isartal; Rheurdt; Siegburg; Sonsbeck; Tamm; Telgte; Wadersloh; Warendorf; Weinstadt; Wiesbaden-Biebrich; Winnenden; Xanten
Greece	Βύρωνας; Τυχερό Έβρου
Hungary	Abaújszántó Város Önkormányzata; Ásotthalom; Aszód; Bödeháza; Csömör; Damak; Devecser; Fertőrákos; Győrvar; Iván; Kaposújfal; Kertészsziget; Kislőd Község; Lak; Magyarhertelend; Misefa; Nagykapornak; Petőháza; Pilisvörösvár; Pusztaszentlászló; Rábagyarmat; Somberek; Szárazd; Szederkény; Tác; Tomor; Varga; Vokány; Zichyújfalu
Ireland	Cavan; Fingal
Italy	Allai; Altidona; Avigliana; Caltanissetta; Calvenzano; Casalpusterlengo; Cassano delle Murge; Città di Crema; Crevalcore; Gerenzano; Grosseto; L'Aquila; Martinsicuro; Noicàttaro; Porto Tolle; Posada; San Marco in Lamis; Sant'Antonio Abate; Vaglio Basilicata; Valenza
Lithuania	Kudirkos Naumiestis; Širvintų rajonas
Luxembourg	Schengen

Malta	Munxar Gozo
Mexico	San Pedro Garza García
Norway	Holmestrand
Peru	Pichari
Poland	Borzęcin; Daleszyce; Gmina Brzeszcze; Gmina i Miasto Jastrowie; Gmina Mirosławiec; Goniądz; Goworowo; Iwkowa; Jasień; Jeleniewo; Kartuzy; Kłodawa; Kwidzyn; Międzyzdroje; Milanówek; Opalenica; Powiat Bocheński; Powiat Hajnowski; Powiat nowosądecki; Powiat Nowotarski; Proszowice; Puńsk; Rydułtowy; Ryki; Skoki; Skrzyszów; Solec Kujawski; Stupsk; Świętochłowice; Szczaniec; Teresin; Trzemeszno; Wierzbinek; Wręczyca Wielka; Żarów
Portugal	Alcobaça; Ansião; Baião; Gavião; Montemor-o-Velho; Mourão; Santiago do Cacém; Sardoal; Sobral de Monte Agraço; Valença
North Macedonia	Municipality of Gazi Baba; Општина Аеродром; Општина Арачиново
Romania	Almaş; Baltati; Galati; Mateesti
Serbia	Bela Palanka; Opstina Topola; Užice; Vranjska Banja
Slovakia	Beckov; Krupina; Obec Brzotín; Obec Dunajská Lužná; Obec Rakúsy; Obec Sedlice; Obec Zalužice; Považská Bystrica; Vráble; Zlaté Moravce
Slovenia	Benedikt; Divača; Hajdina; Ig; Mengeš; Preddvor
Spain	Alcolea del Río; Benetússer; Bétera; Callús; Cànoves i Samalús; Collado Mediano; Conil de la Frontera; El Catllar; Espeluy; Guijuelo; Huesa; La Figuera; La Pobla de Mafumet; La Pobla de Vallbona; La Roda de Andalucía; Les Piles; Lorquí; Mengíbar; Montesquiu; Moraleja; Nules; Olesa de Bonesvalls; Olvan; Rafelbunyol; Soriguera; Sueca; Talarn; Torreblanca; Vilafranca
Sweden	Solna
Türkiye	Ardahan Belediyesi; Atakum Samsun; Derepazarı Rize; Doğubayazıt Ağrı; Erdemli Mersin; Erfelek Sinop; Ergani Diyarbakır; Erzincan Belediyesi; Genç Bingöl; Gerze Sinop; Hatipli Tokat; İlkadım Samsun; İncehisar Afyonkarahisar; Kahta Adıyaman; Kangal Sivas; Kaynaşlı Düzce; Kilimli Zonguldak; Kocatepe Afyonkarahisar; Serdivan Sakarya; Soğukpınar Giresun; Suluova Amasya; Tunceli Hozat; Turhal Tokat
Ukraine	Житомирська міська територіальна громада; Іршава; Старі Богородчани
United Kingdom	Bathford; Berkhamstead; Horley; Huddersfield; Hull