



2013

Participation Report



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1. Introduction

This European Mobility Week (EMW) 2013 Participation Report is largely based on the information entered in the participant cities' database on the EMW website while the section on Highlights and Main Events (7) is based on information obtained from national coordinators. It includes participation rates for the European Mobility Week alone and the Car-Free Day (CFD) initiative as one part of the EMW. So as to visualise the campaign's development, the Participation Report compares the 2013 figures with previous editions. Given that the website is one of the week's main communication tools, website visits, their origin and use of the online registration form as well as referral sources are displayed in order to better follow progress in this regard. This information is therefore obtained from the online tool itself. Social media, an increasingly prominent part of the campaign, is also analysed from a statistical standpoint.

Despite lower overall participation rates, an unfortunate result of the difficult financial situation Europe continues to face, European Mobility Week 2013 produced a number of positives. While participant rates dropped, conversely the number of countries represented grew higher.

The quality of participation this year – gleaned through the number of cities fulfilling all three EMW criteria – also surpassed previous years, with those cities involved showing real commitment and enthusiasm.

Social media played a greater role than in the past, providing a truly interactive online space for citizens and local government officials alike. Website usage increased, as the online component of EMW became more firmly established.

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

Golden Participants: fulfilling all three criteria of the EMW Charter

Participants: fulfilling one or two criteria of the EMW Charter

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

¹ Please note that this term will only be used on a working level between the European Commission, European coordination and national coordinators.

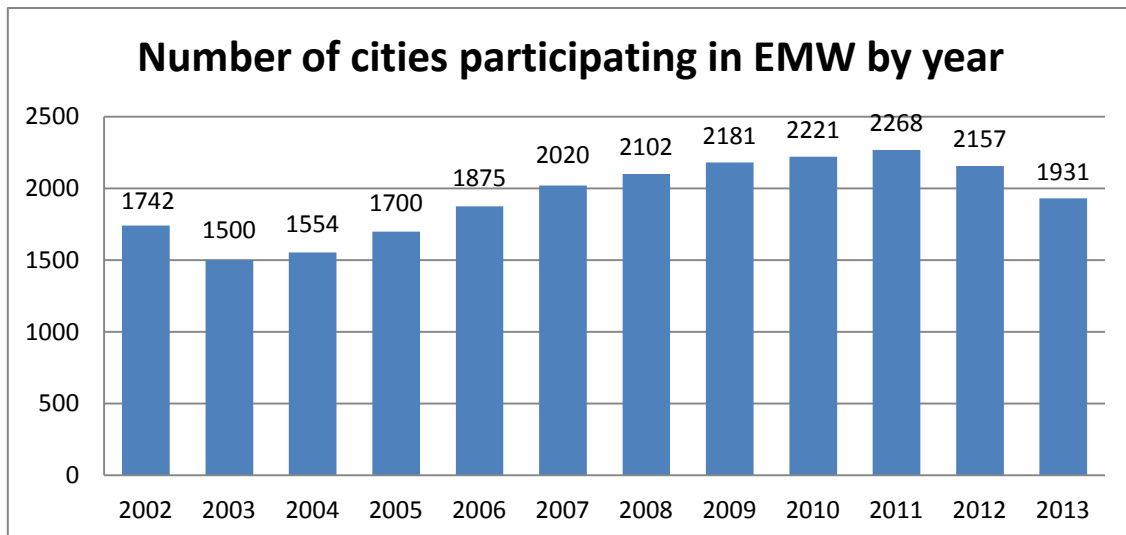
2. Participation

The twelfth edition of European Mobility Week saw 1,931 cities from 47 countries take part, a 226 city fall from 2012, and the lowest result since 2006. The campaign did, however, see a modest increase in the number of countries represented (up four from 43 in 2012).

The decline in numbers can be largely attributed to the financial crisis, which has taken an increasing toll on the budgets of local governments. It should also be noted that a number of cities which take part in the campaign do not register their activities, and so are not represented in the statistical analysis.

| Participation in the EMW | | |
|--------------------------|------------------|-----------------------------------|
| Year | Number of cities | Estimated population ² |
| 2013 | 1,931 | 176,118,664 |
| 2012 | 2,157 | 147,586,247 |
| 2011 | 2,268 | 156,200,694 |
| 2010 | 2,221 | 221,174,367 |
| 2009 | 2,181 | 227,323,998 |
| 2008 | 2,102 | 218,204,152 |
| 2007 | 2,020 | 215,664,765 |
| 2006 | 1,875 | 207,480,514 |
| 2005 | 1,700 | 182,951,394 |
| 2004 | 1,554 | 163,372,888 |
| 2003 | 1,500 | 159,742,168 |
| 2002 | 1,742 | 154,736,447 |

² Based on data supplied by cities during their registration, i.e. number of inhabitants reached. Note, however, that a number of cities did not indicate their populations reached.



2.2 Participation by country

This year saw the internationality of the campaign increase, with four more countries taking part than in 2012. Russia joined for the first time, involving both its capital city and the city of Kazan in the campaign. Vietnam also joined for the first time, tying the campaign with national efforts to encourage sustainable mobility.

The city of Suwon, South Korea, participated as part of the promotional efforts for the EcoMobility World Festival - a month-long presentation of a sustainable urban transportation culture. The city's participation marked South Korea's return to EMW after a hiatus of three years.

Austria led the way in terms of participation this year, with an impressive 534 cities taking part. Interestingly, this represents a decrease for the country from last year, when its participation figure stood at 545. The number of Italian cities increased significantly, going from 82 in 2012 to 126 in 2013. Hungary also saw an increase in participation (129 cities compared to 112 in 2012). Belgium managed to add a total of 23 cities to reach 78, while Romania stood at 52, a rise of four. Bulgaria also saw a significant increase of 16.

Spanish participation fell precipitously, with 208 fewer cities registering in 2013 than in 2012 – a significant figure in the context of a 226 city drop in total. Portugal also fell, going from 64 cities in 2012 to 48. While many other countries' participation levels only fell slightly, overall this had the effect of significantly lessening the total participation figure.

| EMW participation per country | | | | | | | |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Country | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
| Albania | 0 | 6 | 0 | 0 | 0 | 0 | 4 |
| Andorra | | | | | | | 1 |
| Argentina | 1 | 0 | 0 | 1 | 1 | 0 | 3 |
| Austria | 396 | 378 | 400 | 430 | 466 | 548 | 534 |
| Belgium | 29 | 35 | 163 | 66 | 48 | 55 | 78 |
| Bosnia and Herzegovina | - | - | 5 | 5 | 1 | 3 | 2 |
| Brazil | 57 | 34 | 12 | 30 | 7 | 2 | 9 |
| Bulgaria | 47 | 48 | 39 | 45 | 27 | 32 | 48 |
| Canada | 3 | 2 | 2 | 1 | 1 | 2 | 1 |
| Colombia | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| Croatia | 9 | 10 | 32 | 20 | 18 | 16 | 16 |
| Cyprus | 0 | 2 | 2 | 3 | 4 | 3 | 4 |
| Czech Republic | 75 | 90 | 85 | 83 | 56 | 45 | 20 |
| Denmark | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Ecuador | 1 | 1 | 2 | 1 | 1 | 1 | 0 |
| Estonia | 0 | 0 | 0 | 2 | 2 | 2 | 1 |
| Finland | 9 | 10 | 3 | 2 | 8 | 13 | 29 |
| Former Yugoslav Rep. of Macedonia | 2 | 0 | 1 | 0 | 2 | 0 | 1 |
| France | 143 | 180 | 157 | 147 | 103 | 131 | 108 |
| Germany | 36 | 57 | 51 | 52 | 50 | 14 | 12 |
| Greece | 13 | 3 | 2 | 6 | 7 | 6 | 8 |
| Hungary | 63 | 73 | 74 | 96 | 104 | 112 | 129 |
| Iceland | 1 | 4 | 5 | 7 | 5 | 3 | 5 |
| Ireland | 4 | 10 | 13 | 13 | 13 | 10 | 7 |
| Italy | 43 | 35 | 29 | 38 | 74 | 82 | 126 |
| Japan | 6 | 7 | 9 | 9 | 8 | 9 | 13 |
| Kosovo (under | - | 3 | 0 | 1 | 0 | 0 | 1 |

| | | | | | | | |
|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| UNSCR 1244) | | | | | | | |
| Latvia | 8 | 13 | 6 | 15 | 17 | 8 | 8 |
| Liechtenstein | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| Lithuania | 19 | 16 | 11 | 23 | 14 | 19 | 2 |
| Luxembourg | 35 | 100 | 51 | 45 | 42 | 16 | 12 |
| Moldova | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Montenegro | 0 | 0 | 0 | 0 | 2 | 2 | 2 |
| Netherlands | 310 | 218 | 231 | 71 | 10 | 24 | 18 |
| Norway | 7 | 8 | 13 | 14 | 18 | 18 | 18 |
| Poland | 74 | 84 | 127 | 114 | 111 | 89 | 27 |
| Portugal | 83 | 69 | 65 | 66 | 66 | 64 | 48 |
| Romania | 100 | 108 | 62 | 58 | 48 | 48 | 52 |
| Russia | | | | | | | 2 |
| Serbia | 14 | 1 | 19 | 16 | 15 | 3 | 9 |
| Slovakia | 5 | 2 | 3 | 4 | 9 | 13 | 11 |
| Slovenia | 25 | 24 | 21 | 13 | 31 | 14 | 31 |
| South Korea | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| Spain | 305 | 366 | 390 | 567 | 764 | 614 | 406 |
| Sweden | 28 | 46 | 51 | 103 | 88 | 105 | 98 |
| Switzerland | 8 | 7 | 3 | 2 | 2 | 3 | 4 |
| Taiwan | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Thailand | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Turkey | 0 | 0 | 2 | 3 | 0 | 3 | 2 |
| Ukraine | 0 | 0 | 0 | 2 | 12 | 16 | 11 |
| United Kingdom | 59 | 48 | 37 | 43 | 9 | 9 | 6 |
| USA | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Venezuela | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Vietnam | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| TOTAL | 2,020 | 2,102 | 2,181 | 2,221 | 2,268 | 2,158 | 1,931 |

NB: *Bold = increase, Italic = decrease*

2.3 Golden Participants, Participants and Supporting Cities by country

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

2013 saw a modest increase in 'golden' participants compared to 2012, as well as a decrease in the number of cities which fulfilled none of the three criteria – a fact more impressive when it is considered that this year saw a decline in overall participation numbers.

323 cities complied with all criteria, while 318 did so last year. Although an increase, the level is still lower than 2011, which saw 367 'golden' participants. Ten cities met none of the listed criteria ('Supporting cities'), while 15 failed to do so in 2012. Nine of the supporting cities, however, came from the same country this year - Brazil.

Although participation levels decreased, those that did take part more often fulfilled at least a portion of the EMW Charter criteria than in 2012, resulting in a more engaged participant body.

| Country | Golden Participants | Supporting Cities | Participants | Total participation |
|------------------------|---------------------|-------------------|--------------|---------------------|
| Albania | | 1 | 3 | 4 |
| Andorra | | | 1 | 1 |
| Argentina | | | 3 | 3 |
| Austria | 11 | | 523 | 534 |
| Belgium | | | 78 | 78 |
| Bosnia and Herzegovina | | | 2 | 2 |
| Brazil | | 9 | 0 | 9 |
| Bulgaria | 6 | | 42 | 48 |
| Canada | | | 1 | 1 |
| Croatia | 8 | | 8 | 16 |
| Cyprus | 2 | | 2 | 4 |
| Czech Republic | 8 | | 12 | 20 |
| Estonia | | | 1 | 1 |
| Finland | 1 | | 28 | 29 |
| MK | 1 | | 0 | 1 |
| France | 4 | | 104 | 108 |

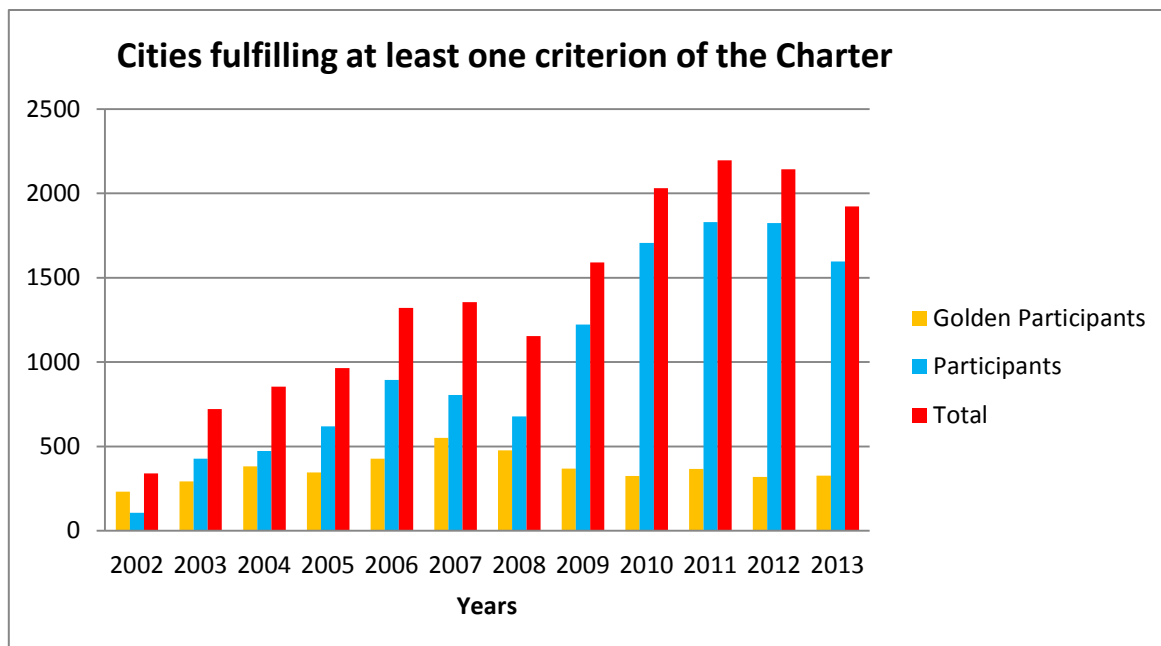
| | | | | |
|-------------|-----|--|-----|-----|
| Germany | | | 12 | 12 |
| Greece | 1 | | 7 | 8 |
| Hungary | 19 | | 110 | 129 |
| Iceland | 2 | | 3 | 5 |
| Ireland | | | 7 | 7 |
| Italy | 50 | | 76 | 126 |
| Japan | | | 13 | 13 |
| Kosovo | | | 1 | 1 |
| Latvia | 2 | | 6 | 8 |
| Lithuania | 1 | | 1 | 2 |
| Luxembourg | 3 | | 9 | 12 |
| Montenegro | 1 | | 1 | 2 |
| Netherlands | | | 18 | 18 |
| Norway | 10 | | 8 | 18 |
| Poland | 7 | | 20 | 27 |
| Portugal | 19 | | 29 | 48 |
| Romania | 17 | | 35 | 52 |
| Russia | 1 | | 1 | 2 |
| Serbia | 4 | | 5 | 9 |
| Slovakia | 4 | | 7 | 11 |
| Slovenia | 1 | | 30 | 31 |
| South Korea | 1 | | 0 | 1 |
| Spain | 124 | | 282 | 406 |
| Sweden | 7 | | 91 | 98 |
| Switzerland | 2 | | 2 | 4 |
| Taiwan | | | 1 | 1 |
| Turkey | 1 | | 1 | 2 |
| Ukraine | 4 | | 7 | 11 |

| | | | | |
|-----------------------------|------------------------|----------------------|--------------------------|--------------|
| United Kingdom | 1 | | 5 | 6 |
| United States of America | | | 1 | 1 |
| Vietnam | | | 1 | 1 |
| Total number in 2013 | 323 (16.73%) | 10 (0.52%) | 1,598 (82.76%) | 1931 |
| Total number in 2012 | 319 (14.7%) | 15 (0.8%) | 1,824 (84.5%) | 2,158 |

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

The number of ‘participants’ (those cities fulfilling one or two criteria of the charter) fell by 228 cities to 1,596 in 2013, representing the lowest level since 2009. It should be noted, however, that percentage-wise 2013 saw a higher degree of golden participants than in 2012, and a roughly constant percentage of “participants” (83 percent in 2013, 85 percent in 2012).

| Year | Golden Participants | Participants | Total |
|------|---------------------|--------------|-------|
| 2013 | 323 | 1,598 | 1,921 |
| 2012 | 319 | 1,824 | 2,143 |
| 2011 | 367 | 1,830 | 2,197 |
| 2010 | 324 | 1,707 | 2,031 |
| 2009 | 368 | 1,222 | 1,590 |
| 2008 | 477 | 678 | 1,155 |
| 2007 | 550 | 805 | 1,355 |
| 2006 | 427 | 894 | 1,321 |
| 2005 | 346 | 618 | 964 |
| 2004 | 381 | 473 | 854 |
| 2003 | 293 | 428 | 721 |
| 2002 | 232 | 107 | 339 |

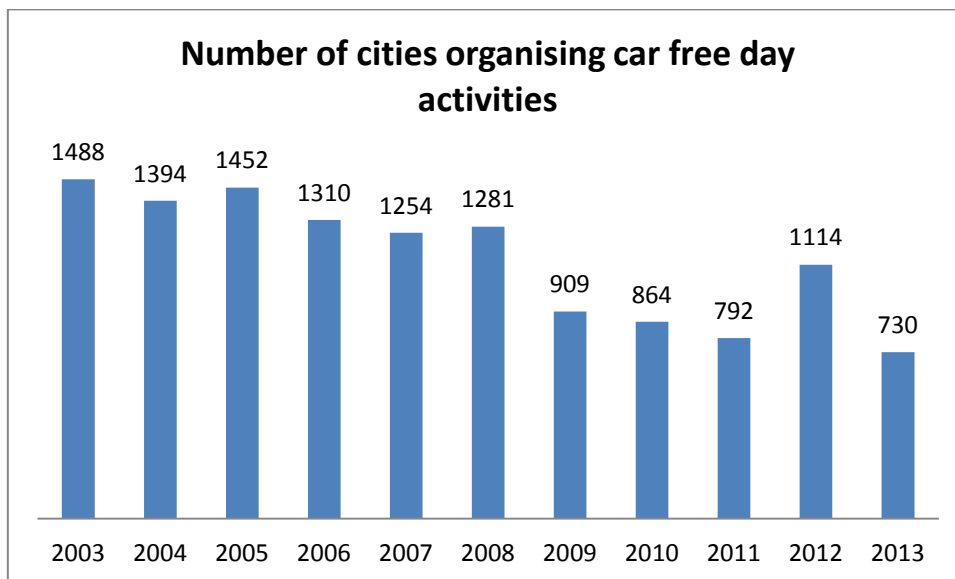


2.5 Organisation of Car-Free Day activities

Bucking last year's upward trend, the number of cities organising car-free activities fell sharply in 2013. At 730 cities, 2013 marks the lowest figure since 1999. The figure is even more disappointing when viewed in light of the fact that 22 September, the annual date of the car-free event, fell on a Sunday. Usually weekend events receive much higher participation rates due to the increased political and technical ease. Growing budget constraints likely played a significant factor, especially as car-free activities have significant staffing requirements (which may be more difficult to achieve on a Sunday).

| Organisation of Car-Free Day activities | |
|---|-------|
| Year | Total |
| 2013 | 730 |
| 2012 | 1,114 |
| 2011 | 792 |
| 2010 | 864 |
| 2009 | 909 |
| 2008 | 1,281 |
| 2007 | 1,254 |
| 2006 | 1,310 |
| 2005 | 1,452 |

| | |
|------|-------|
| 2004 | 1,394 |
| 2003 | 1,488 |
| 2002 | 1,742 |
| 2001 | 1,477 |
| 2000 | 1,262 |
| 1999 | 164 |



3. Permanent measures

3.1. Results from the online classification

Within European Mobility Week 2013, 906 cities declared they implemented at least one permanent measure. This equates to around 46.92 percent of all participating cities (including supporting cities). It is necessary to bear in mind that a great many cities were registered by their national or the European coordination, who may not have had the complete data to fill in the permanent measures form.

Overall, 8,035 permanent measures were implemented, a 318 increase from last year. On average 4.16 measures per city were implemented. As well as surpassing last year, 2013 saw a further increase from 2011, in which 6,821 measure were implemented. Considering the reduced participation rate, this is a fantastic achievement. These results strengthen the notion that what this year lacked in quantity, it made up for in quality.

Overall, the municipal policies mainly focused on:

- *Mobility management*, such as launching awareness-raising campaigns, elaborating educational materials, or developing urban mobility plans.

- *Accessibility*, such as lowering and enlarging pavements, removing architectonic barriers, or creating wheelchair ramps.
- *New or improved bicycle facilities*, with enhancements to both bicycle networks and facilities such as bicycle stands in public areas.
- *Public transport services*, with improvements and extensions to networks and services, particularly the development of new technologies and the launch of greater service integration.

| Permanent measures | No. registered in online database in 2012 | No. registered in online database in 2013 |
|--|---|---|
| NEW OR IMPROVED BICYCLE FACILITIES | | |
| Improvement of bicycle network | 434 | 458 |
| Creation of public bicycle or bicycle sharing schemes | 132 | 172 |
| Improvement of bicycle facilities | 359 | 396 |
| Others | 67 | 76 |
| Subtotal | 992 | 1,102 |
| PEDESTRIANISATION | | |
| Creation or enlargement of pedestrian areas | 291 | 348 |
| Improvement of infrastructure | 387 | 436 |
| Extension or creation of new greenways | 172 | 168 |
| Others | 45 | 51 |
| Subtotal | 895 | 1,003 |
| PUBLIC TRANSPORT SERVICES | | |
| Improvement and extension of the public transport network | 247 | 266 |
| Improvement and extension of the public transport services | 185 | 192 |
| Use of ecological vehicles for public transport fleets | 133 | 145 |
| Development of new technologies in order to improve the public transport network | 169 | 125 |
| Launch of integrated services for the various public transport modes | 103 | 70 |

| | | |
|--|--------------|--------------|
| Development of accessible transport services for all | 126 | 153 |
| Others | 53 | 54 |
| Subtotal | 1,016 | 1,005 |
| TRAFFIC CALMING AND ACCESS CONTROL SCHEMES | | |
| Speed reduction programmes in zones near schools | 321 | 340 |
| Reduction of outside parking zones | 73 | 86 |
| Creation of park and ride stations | 128 | 129 |
| New traffic regulations: traffic circulation and parking | 199 | 232 |
| Elaboration of new residential areas | 79 | 87 |
| Others | 41 | 69 |
| Subtotal | 841 | 943 |
| ACCESSIBILITY | | |
| Creation of tactile pavements | 133 | 131 |
| Creation of wheelchair ramps | 216 | 198 |
| Lowering of pavements | 242 | 253 |
| Enlargement of pavements | 217 | 234 |
| Elaboration of sound devices in traffic lights | 90 | 90 |
| Removal of architectonic barriers | 398 | 195 |
| Launch of accessibility plans | 119 | 115 |
| Creation of useful facilities for people with reduced mobility | 114 | 125 |
| Others | 25 | 23 |
| Subtotal | 1,554 | 1,364 |
| NEW FORMS OF VEHICLE USE AND OWNERSHIP | | |
| Launch of online car-pooling and car-sharing schemes | 100 | 111 |
| Responsible car-use (eco-driving etc.) | 144 | 169 |
| Use of clean vehicles | 164 | 156 |
| Others | 32 | 58 |
| Subtotal | 440 | 494 |
| FREIGHT DISTRIBUTION | | |
| New regulations for freight distribution | 64 | 55 |
| Use of clean vehicles | 83 | 73 |

| | | |
|---|---------------|-----------------|
| Creation of new unloading platforms for freight transfer | 21 | 18 |
| Others | 19 | 13 |
| Subtotal | 187 | 159 |
| MOBILITY MANAGEMENT | | |
| Adoption of workplace travel plans | 92 | 104 |
| Adoption of school travel plans | 135 | 151 |
| Creation of mobility centres and online information services | 99 | 94 |
| Launch of awareness-raising campaigns | 357 | 515 |
| Elaboration of educational materials | 307 | 282 |
| Development of urban mobility plans in consultation with local actors | 192 | 174 |
| Provision of incentives and bonuses to employers | 53 | 46 |
| Permanent access restriction to city centres | 76 | 104 |
| Launch of seamless transport modes to facilitate access to business areas or other social areas | 49 | 32 |
| Creation of walking buses and cycling train schemes | 153 | 144 |
| Development of an air quality measurement tool and display in public spaces | 63 | 82 |
| Organisation of regular fora or surveys on public opinions and ideas | 170 | 141 |
| Others | 46 | 96 |
| Subtotal | 1,792 | 1,965 |
| Total permanent measures | | |
| | 7,717 | 8,035 |
| Permanent measures per city with all cities taken into account | 3.57 | 4.16 |
| Number of cities that have implemented at least one permanent measure | 1103 (51%) | 906 (46.92%) |

3.2 Top ten permanent measures implemented

The top ten most popular permanent measures can be seen in the table below. A new permanent measure – “Launch of awareness-raising campaigns” – took the number one spot, having grown substantially in popularity from 2012; 158 more cities implemented the measure this year than last.

“Enlargement of pavements” entered the top ten once again, while “Removal of architectonic barriers” fell out of the top ten; surprising, given its position as the second most popular measure last year.

The majority of measures were implemented in the category of “Mobility Management”, while “Freight distribution” saw the least measures enacted.

| Rank* | Permanent measures | No. registered in online database in 2012 | No. registered in online database in 2013 |
|-----------------------|--|---|---|
| 1 (5) | MOBILITY MANAGEMENT: Launch of awareness-raising campaigns | 357 | 515 |
| 2 (1) | NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle network | 434 | 458 |
| 3 (-) | PEDESTRIANISATION: Improvement of infrastructure | 387 | 436 |
| 4 (-) | NEW OR IMPROVED BICYCLE FACILITIES: Improvement of bicycle facilities | 359 | 396 |
| 5 (8) | PEDESTRIANISATION: Creation or enlargement of pedestrian areas | 291 | 348 |
| 6 (-) | TRAFFIC CALMING: Speed reduction programmes in zones near schools | 321 | 340 |
| 7 (-) | MOBILITY MANAGEMENT: Elaboration of educational materials | 307 | 282 |
| 8 (9) | PUBLIC TRANSPORT: Improvement and extension of the public transport network | 247 | 266 |
| 9 (10) | ACCESSIBILITY: Lowering of pavements | 242 | 253 |
| 10 (not in top 10) | ACCESSIBILITY: Enlargement of pavements | - | 234 |

* Previous year's ranking in brackets.

4. Website visits & usage

September 2013 saw 66,845 visits to the European Mobility Week website, including 35,314 unique visitors. This represents 5,760 more unique visitors than was recorded in 2012, and 6,302 more than in 2011.

Monday 16 September, the start of EMW 2013, saw the highest number of single-day website visitors at 5,469. By comparison, the highest figure recorded in 2012 was 3,845 visitors on 17 September, a difference of 1,624.

The final day of this year's campaign (Sunday 22 September) saw visitor numbers fall to 1,158. Visitor figures continue to decline following the week itself, with the final day of the month registering 216 visits.

In total, the EMW website saw 281,857 visits and 98,548 unique visitors in 2013 (the most recent records date 1 January to 1 November).

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

| Month | Unique visitors | Number of visits | Pages |
|--------------|-----------------|------------------|------------------|
| Jan 2013 | 4,492 | 22,447 | 168,175 |
| Feb 2013 | 5,186 | 19,391 | 135,651 |
| Mar 2013 | 6,613 | 21,089 | 179,081 |
| Apr 2013 | 5,605 | 16,559 | 206,488 |
| May 2013 | 5,568 | 16,557 | 181,276 |
| Jun 2013 | 6,637 | 19,932 | 194,989 |
| Jul 2013 | 8,293 | 36,246 | 261,363 |
| Aug 2013 | 10,699 | 30,783 | 276,248 |
| Sep 2013 | 35,314 | 66,845 | 358,952 |
| Oct 2013 | 7,232 | 23,652 | 280,936 |
| Nov 2013 | 2,909 | 8,356 | 118,156 |
| Dec 2013 | 0 | 0 | 0 |
| Total | 98,548 | 281,857 | 2,361,315 |

In terms of individual page visits, the Cities page comfortably leads the way, far surpassing the homepage as the most viewed page. With 36,067 views – significantly higher than the number one viewed page in 2012 which received 23,884 views - this points to a wide-spread interest as to which countries and cities are taking part in European Mobility Week, and to what degree cities are engaged.

The fact that the homepage has been surpassed as the highest viewed page indicates that visitors are logging on directly to the city page, rather than navigating there from the website launch page. This is likely due to the Google search results for the term “European Mobility Week” displaying a direct link to the “Participating Cities” page.

The news page enjoyed much higher prominence this year also, moving from 8th position in 2012 with 1,307 views, to 3rd position with 7,272 views.

| Ten most visited pages (September, 2013) | | |
|---|--------------|-------------------|
| Rank | Page | Unique Page views |
| 1. | Cities | 36067 |
| 2. | Home page | 27929 |
| 3. | News | 7272 |
| 4. | Join us! | 5158 |
| 5. | Resources | 3634 |
| 6. | Award | 1666 |
| 7. | Theme 2013 | 1286 |
| 8. | Search | 1240 |
| 9. | Registration | 1073 |
| 10. | About | 912 |
| | | |

4.2 Where are visitors from?

Europe continues to dominate visitor rates, comprising 95 percent of website visitors. The ranking remains largely in line with 2012, with the only change being South America going from fourth position to fifth. This year represents an increase in European visitors of 6,219.

| Continent | Visits | Percentage |
|-----------------|--------|------------|
| Europe | 37,410 | 95.16% |
| North America | 687 | 1.75% |
| Asia | 507 | 1.29% |
| Unknown | 313 | 0.8% |
| South America | 276 | 0.7% |
| Oceania | 62 | 0.16% |
| Africa | 40 | 0.1% |
| Central America | 18 | 0.05% |
| | | |

Italy and Spain remain in first and second position respectively this year, with Italy totalling 30 percent of all website visits. Spain increased its visits total from 2,921 to 4,297, gaining almost seven percentage points. Interestingly, Hungary, Slovakia and France came in third, fourth and fifth place respectively, despite not being present in the top ten in 2012.

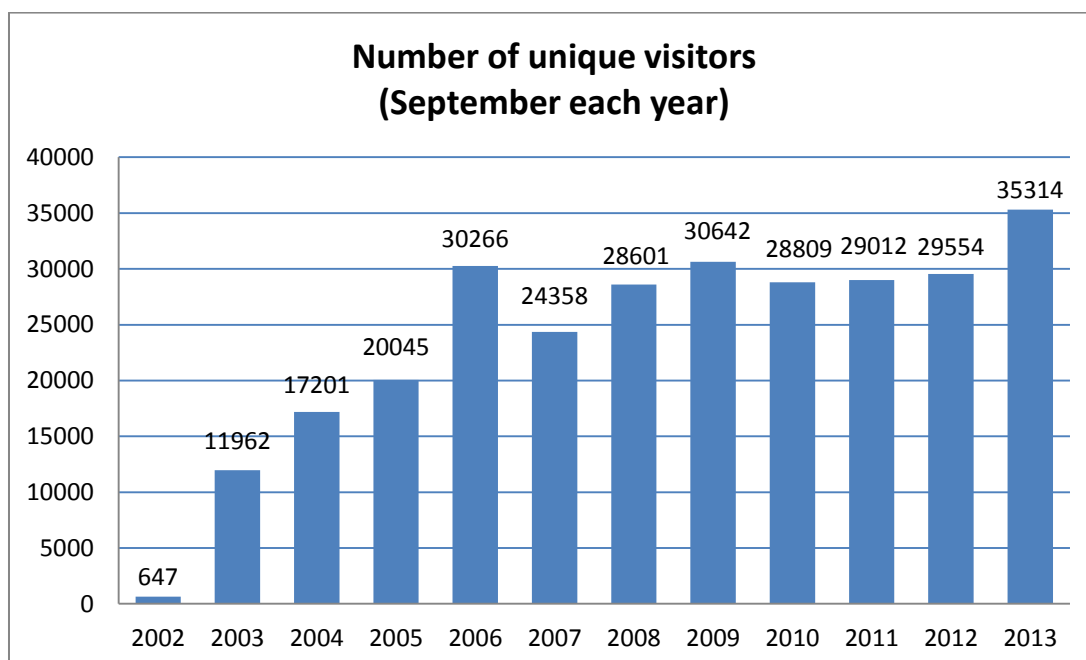
Belgium, Germany, Romania and Greece saw higher visitor rates in 2013 compared to 2012, but still fell in the ranking. Portugal saw a visitor increase of 425, and remained at seventh position.

| Number of visits per country | | | | | |
|------------------------------|--|-----------------------|---------------------------|---------------------------------|-------------------------------------|
| Rank | Country | Visits September 2013 | Percentage September 2013 | Number of visits September 2012 | Percentage of visits September 2012 |
| 1 |  Italy | 8235 | 30% | 8218 | 24.57% (1) |
| 2 |  Spain | 4297 | 15.71% | 2921 | 8.73% (2) |
| 3 |  Hungary | 3081 | 11.26% | 1523 | 4.55% |
| 4 |  Slovakia | 2387 | 8.73% | 1508 | 4.51% |
| 5 |  France | 2073 | 7.58% | 1457 | 4.36% |
| 6 |  Belgium | 1766 | 6.46% | 1398 | 4.18% (3) |
| 7 |  Portugal | 1566 | 5.73% | 1141 | 3.41% (7) |
| 8 |  Romania | 1486 | 5.43% | 986 | 2.95% (6) |
| 9 |  Germany | 1249 | 4.57% | 950 | 2.84% (4) |
| 10 |  Greece | 1212 | 4.43% | 893 | 2.67% (5) |

*September 2012 ranking in brackets.

4.3 Comparison with previous EMW editions

This year 35,314 visitors visited the website in September 2013 - the highest rate since the start of the campaign.

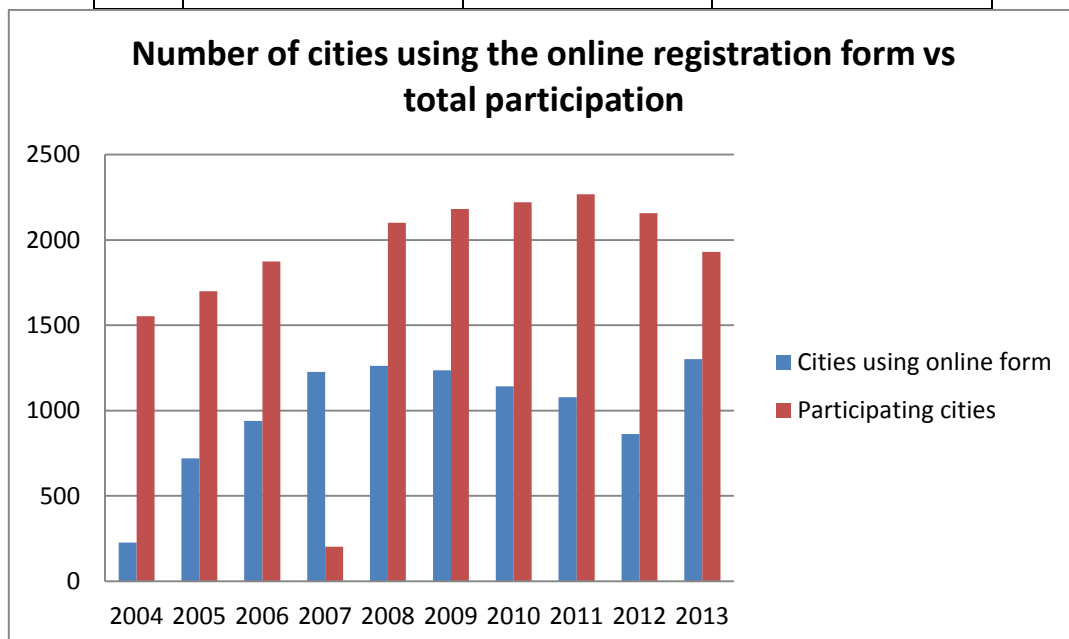


4.4 Use of the online registration procedure

Use of the online registration system reached its highest ever level in 2013 at 1,302, representing 67.34 percent of all registrations – a remarkable result. This figure indicates an increased comfort with the online registration system, and is in line with the higher website visits in general. 629 cities were registered by national coordinators (32.66 percent).

The figure also attests to increased participant engagement: one can surmise that cities that actively register are likely to display a higher level of interest than those registered en masse by a national coordinator. Whether this figure will remain as high in 2014 will be telling, casting the figure as a positive upward trend, or merely an aberration.

| Year | Number of cities using the online form | Total participating cities | Percentage of cities using the online form |
|------|--|----------------------------|--|
| 2013 | 1,302 | 1,931 | 67.34 |
| 2012 | 862 | 2,157 | 40 |
| 2011 | 1,079 | 2,268 | 47.57 |
| 2010 | 1,142 | 2,221 | 51.42 |
| 2009 | 1,237 | 2,181 | 56.72 |
| 2008 | 1,262 | 2,102 | 60.04 |
| 2007 | 1,227 | 2,020 | 60.74 |
| 2006 | 939 | 1,875 | 50.08 |
| 2005 | 721 | 1,700 | 42.41 |
| 2004 | 227 | 1,554 | 14.61 |



4.5 Website referrals

The table below shows the top ten website referrers in September 2013:

| Rank | Website | Visits |
|------|--|--------|
| 1. | emh.kormany.hu | 2525 |
| 2. | www.Facebook.com (including mobile) | 2240 |
| 3. | www.minambiente.it | 1214 |
| 4. | www.tyzdenmobility.sk | 824 |
| 5. | www.twitter.com | 486 |
| 6. | www.apambiente.pt | 416 |
| 7. | europa.eu | 353 |
| 8. | www.agissons.developpement-durable.gouv.fr | 332 |
| 9. | imhd.zoznam.sk | 319 |
| 10. | www.journeedutransportpublic.fr | 249 |
| | | |

Surpassing Facebook for the first time, the Hungarian website “emh.kormany.hu” referred more people to the EMW website than any other webpage. This reveals the interest in EMW in Hungary, as reflected in its third place position in overall website visitors. The Italian Ministry of Environment came in third, falling from second position in 2012 despite driving more traffic this year. Other first time websites include the Slovak pages www.tyzdenmobility.sk and imhd.zoznam.sk, and the Portuguese page www.apambiente.pt. Two French pages also drove significant traffic towards the EMW website: the government website www.agissons.developpement-durable.gouv.fr, and the sustainable transport site www.journeedutransportpublic.fr.

The social media pages again performed well, being the second (Facebook) and fifth (twitter) highest drivers of visitors to the EMW website.

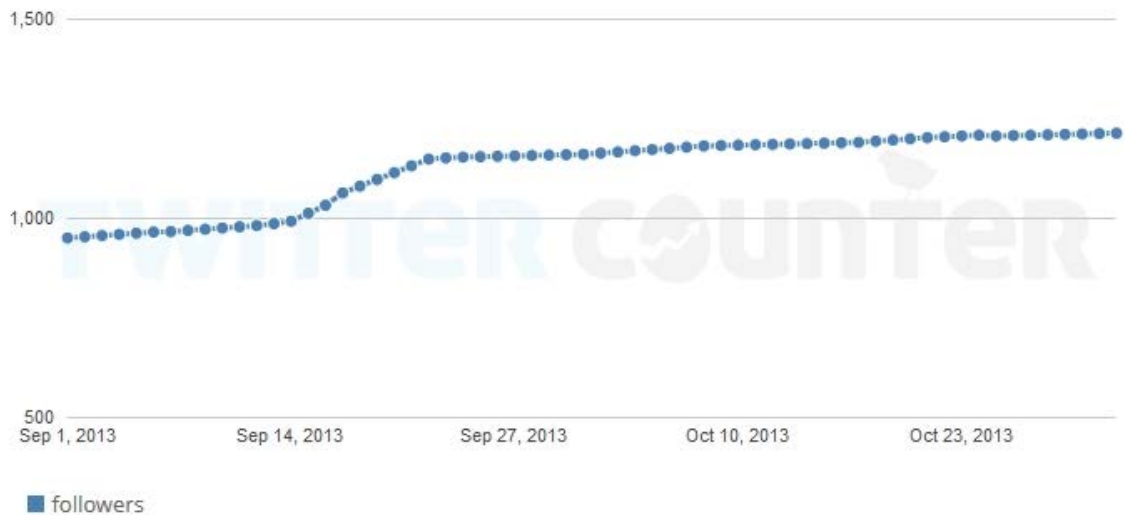
5. Social Media

Social media really came alive this year, receiving a drastic increase in both followers and engagement. Facebook, the social networking site, and Twitter, the micro blogging site, were used to share news, images and information about the campaign – both from the European Coordination and from others taking part in the project. Citizens and local governments shared content heavily on the social media channels, using them as a springboard to promote their campaigns and reach other interested parties from around the globe.

Twitter

The European Coordination’s Twitter account, @MobilityWeek, stands at 1,240 followers, an increase of 576 (87.5%) from 2012.

The following graph, displays the increase in followers from the start of September 2013 to November 2013. As can be seen, the week itself saw a sharp rise in followers. This was followed by a gentler rise, with an average of two new followers per day.

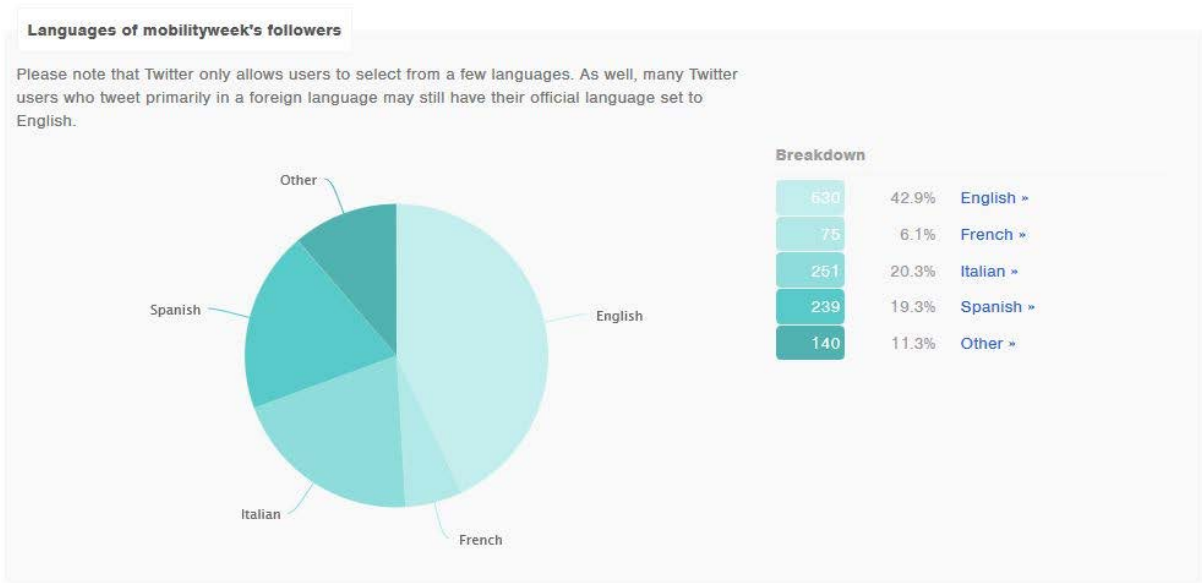


Limerick Smarter Travel, the CIVITAS project, ICLEI Europe and EC Vice President Siim Kallas are among the users that the EMW twitter account interacts with most often, as visualised by the graphic below.

↕ Users most retweeted



Geographically, the majority of followers came from Brussels, Belgium (82), followed by Madrid, Spain (60), Rome, Italy (47) and London, UK (35).



5.2 Facebook

Facebook was used as a means to share news, images and materials from cities across Europe and beyond partaking in EMW 2013. 2013 saw the popularity of the page increase dramatically, particularly as a means of promotion.

As of time of writing, the page has 4,805 “likes” (those who choose to follow the content of the page). In November 2012 the page had 2,164 “likes” – this represents a one year increase of 2,641 followers (a 122 percent rise).

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



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

The graph below shows this more clearly, charting the number of likes (and “unlikes”, where users chose to stop following EMW content) on a daily basis. Again, the 16th sees a spike in the number of likes, the heights of which are not reached again.



The graph below indicates the number of users posing on the EMW page, as well as the number of times EMW was “tagged” in others’ posts.



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

Italy leads the table, with 1,053 followers, an increase from 690 in 2012. In terms of cities, Rome is in first place, with 126 followers, one place higher than 2012’s leading city, Brussels. Interestingly, Bucharest makes it to fifth place, one place above Madrid, despite Spain overall being the second highest represented country, while Romania is seventh.

Although European Countries make up the majority of followers, the United States makes a surprising entry at 15. The US comes ahead of Finland, the Netherlands and Austria, despite the latter having more cities participating in the EMW 2013 campaign than any other country.

| Rank | Country | “Likes” |
|-------------|--------------------------|----------------|
| 1 | Italy | 1,053 |
| 2 | Spain | 444 |
| 3 | Portugal | 363 |
| 4 | France | 184 |
| 5 | Greece | 178 |
| 6 | Belgium | 172 |
| 7 | Romania | 170 |
| 8 | Poland | 161 |
| 9 | Germany | 115 |
| 10 | United Kingdom | 110 |
| 11 | Croatia | 100 |
| 12 | Sweden | 88 |
| 13 | Macedonia | 84 |
| 14 | Bulgaria | 76 |
| 15 | United States of America | 75 |
| 16 | Turkey | 71 |
| 17 | Hungary | 70 |
| 18 | Norway | 66 |
| 19 | Brazil | 64 |
| 20 | Ukraine | 58 |

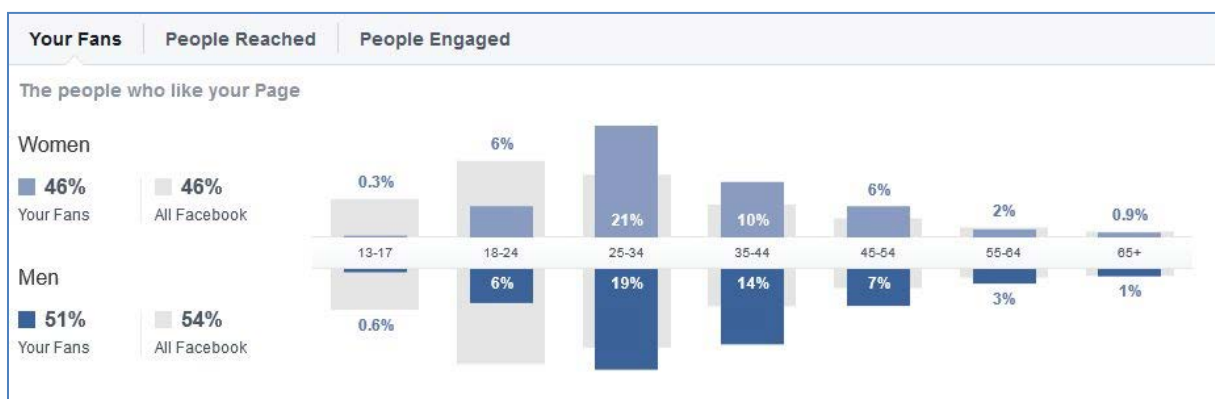
| Rank | City | “Likes” |
|------|------------------------------------|---------|
| 1 | Brussels Capital Region | 127 |
| 2 | Rome, Lazio, Italy | 123 |
| 3 | Lisbon, Lisboa, Portugal | 108 |
| 4 | Milan, Lombardia, Italy | 97 |
| 5 | Bucharest, Bucuresti, Romania | 81 |
| 6 | Madrid, Spain | 80 |
| 7 | Athens, Attiki, Greece | 73 |
| 8 | Paris, Ile-de-France, France | 64 |
| 9 | Skopje, Karpos, Macedonia | 47 |
| 10 | Budapest, Hungary | 47 |
| 11 | Turin, Piemonte, Italy | 47 |
| 12 | Sofia, Grad Sofiya, Bulgaria | 44 |
| 13 | Barcelona, Catalonia, Spain | 41 |
| 14 | London, England, United Kingdom | 40 |
| 15 | Łódź, Lodz, Poland | 37 |
| 16 | Thessaloníki, Thessaloniki, Greece | 36 |
| 17 | Naples, Campania, Italy | 34 |
| 18 | Bologna, Emilia-Romagna, Italy | 34 |
| 19 | Berlin, Germany | 33 |
| 20 | Warsaw, Warszawa, Poland | 33 |

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

Many users posted in their native tongue, leading to a truly international display on the Facebook page.

| Rank | Language | Number of users |
|------|-----------------------|-----------------|
| 1 | Italian | 965 |
| 2 | English (US) | 901 |
| 3 | English (UK) | 620 |
| 4 | Portuguese (Portugal) | 319 |
| 5 | Spanish (Spain) | 263 |
| 6 | French (France) | 253 |
| 7 | Spanish | 248 |
| 8 | Polish | 133 |
| 9 | German | 126 |
| 10 | Greek | 109 |

As displayed below, the EMW page has a remarkably even split between genders, with 46 percent female, and 51 percent male (3 percent are not known). In terms of age, 25 – 34 is the highest represented demographic, followed by those aged 35-44. This furthers the notion that Facebook allows the campaign to connect with young people who it may otherwise forego. The demographics remain in line with 2012 data.



6. Media and Marketing Communication

A separate report examines the level of media and marketing communication coverage the Week picked up. A total of 146 entries were analysed for the European section of the media report. Of this selection 128 articles are from news agencies, while the remaining 18 articles were from municipalities, local entities or stakeholders related to the campaign. 67 percent of the articles analysed have a local dimension. Of the 138 articles analysed almost 60 percent clearly mention the theme of the 2012-2013 edition: "Air quality".

58 percent of all the articles analysed have been classified as "neutral"; 39 percent of the articles shown a clear positive attitude toward the campaign and the initiative related to it. The remaining 3 percent (4 out of 146 entries) could be seen as "negative" toward the campaign.

Articles at the international level mainly refer to the World Car Free Day, a semi-detached initiative of the European Mobility Week.

7. Highlights & main events

The following section offers an overview of the main activities and events held across Europe between 16 and 22 September 2013 in the framework of EMW. The main theme of this year's mobility week was "Clean air". Throughout Europe, countless events took place which aimed at promoting the use of alternative transport modes for citizens and increase awareness on air quality and noise levels.

The spotlight of the week were car-free days which are often accompanied by street festivals, bicycle rides, workshops for bike repairing or safety and above all the opportunity to use public transport for free throughout the city. Nonetheless around Europe it is the a variety of original and creative events that made the 2013 edition of the European Mobility Week an unforgettable experience for citizens.

In Larnaca, Cyprus, citizens were able to assist to a unique music performance from the group "*Tat-T Nabar*". The band travelled to the event by bicycle and started their show with an improvised concert of bicycle bells which engaged all the public. They continued the musical performance using alternative instruments made mainly from vegetables and recycled materials.

In Labin, Croatia, public authorities organised various workshops for students of secondary schools titled "*What is the quality of the air we're breathing?*" During the car free day pupils engaged the public in the street discussing what they had learnt and distributed educational leaflets with instructions on how to check the purity of the air in the environment ([link to the leaflet](#)).

In Budapest, Hungary, bikers enjoyed a free breakfast while users of public transport were rewarded with free books and a magazine to better enjoy the time spent on the bus. Also indoor air quality had a role: citizens were able to exchange seeds and plants to make their houses and gardens more liveable places.

Rome, Italy, hosted a truly international event in joint partnership with the Embassy of The Netherlands in Italy, called “*Smart Mobility for more liveable cities*” in which participants (mobility experts, policy makers and citizens) considered how to adapt Dutch cities’ good practices to the Italian context ([more info](#)).

For people in Östersund, Sweden, the European Mobility Week focused on love: a red speed dating seat was placed on each city bus during the entire Mobility Week. Citizens were invited to take the bus and meet new people while enjoying their daily rides while couples getting married were offered free sustainable transportation to and from the wedding ceremony.

In Jerez de la Frontera, Spain, the EMW went hand in hand with solidarity. For the event “*l foot solidaire*” 1045 people participated in an organised march through the city. At the end of the walk the supermarket “*Auchan*” donated 1045 kilos of food, one kilo per person who participated in the walk, to charities.

In Turku, Finland ten “*Experiential Bus Rides*” were organised. Passengers enjoyed Flash Mobs, improvised theatre, music and circus performances on their bus back home. Public figures and local decision-makers were also invited on the bus rides to discuss with passengers sustainable mobility measures.

In Riga, Latvia, an experiment to highlight alternatives to private cars and determine which is the best mode of transport to reach the city centre was held during the morning traffic jam. Several residents of Riga tried to reach their working destination as fast as possible through a variety of vehicles - bicycles, public transport, private cars and other forms of transport. The winner of the competition by using his bike was able to reach the city center in 22 minutes. The same journey, on a normal commute, would have taken just five minutes more ([more info](#)).

Limerick, Ireland, became the country’s First Smarter Travel Demonstration Area. Here the sustainable mobility campaign lasted for 20 weeks, from 6th of May to 21st September. The “20 Weeks of change” involved 30 Limerick “champions” which set the good example by changing their daily commuting routine to a more sustainable one. The event culminated with a short documentary compiling the champions’ experiences which was presented during the European Mobility Week ([more info](#)).

In Zagreb, Croatia, cyclists wanted to underline the necessity for additional bicycle paths in the city by involving citizens in painting part of the roadway, the one dedicated to bicycle paths, in bright colours ([link to pictures](#)).

In many cities of Flanders, in Belgium, “Freeze Mobs” were organised in which citizens found an original way of promoting sustainable transport among people in the cities’ main squares. The events have been collected in a video ([link](#)).



Finally, in Burgas, Bulgaria, a “light parade” on wheels which passed through all the city and terminated in the main square was organised with a show of aerobics stunts from local skaters and bikers and a disco party on wheels.

8. Conclusions and Recommendations

While this year marks a further decline in participation levels, as well as a low engagement level with Car-Free day (particularly considering that it fell on a Sunday, a traditionally popular day of the week for the event), there are also a number of positives to take away, such as a higher number of permanent measures enacted, a higher percentage of golden participants and increased engagement with social media. The number of countries participating also increased, lending greater internationality and prestige to the campaign.

The financial crisis has had a significant impact on the ability of local governments to enact European Mobility Week. It is perhaps telling that Austria, a country that has weathered the economic crisis with some success, had the highest number of cities taking part in the campaign. Spain, one of the countries most severely affected by the financial crisis, saw 208 fewer cities take part in 2013 than last year, accounting for a major chunk of the overall 226 city drop. Similarly Portugal, another country affected by the recession saw a 16 city drop (25 percent). Together, Spain, Portugal and Ireland saw 227 less cities take part compared to 2012 levels.

Other countries suffering from the financial crisis actually saw a moderate increase this year. Greece saw the addition of two cities to reach eight, while the number of Italian cities grew significantly compared to last year. Overall the economic crisis continued to make itself felt.

47 countries took part in EMW this year, furthering the global reach of the campaign and enhancing its image as an event that (despite its name) goes beyond European borders. Russia engaged with the campaign for the first time, and is a welcome edition. Similarly, China wished to take part – having 152 cities willing to register – but unfortunately was unable to do so due to bureaucratic hurdles. The addition of South Korea, Taiwan and Vietnam, and the continued engagement of Japan represented a relatively strong showing in Asia.

While Brazil did not register activities online, empirical evidence suggests that cities in the South American nation adhered to the week’s format, organising activities and a Car-Free day. From the US, the town of Ogden, Utah, joined in the celebrations.

The social media channels saw a large increase in both followers and interaction, and enabled the campaign to connect with citizens in a way not experienced previously. The use of social media allowed the European Coordination to directly reach out to followers across the globe, and, perhaps more importantly, enabled them to connect with one another. The level of sharing – of images, videos, and publications – surpassed any previous year, and became the most effective way of promoting a city’s EMW activities. Given the number of users that do not speak English as a first language, the campaign could also look into providing social media content in a variety of European tongues.

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