

CLEAN CITIES CAMPAIGN

2022 Impact Report



CleanCities



In 2022 the Clean Cities Campaign has established itself as an influential and effective voice in the movement to transform our cities to zero-emission mobility. Here are some of the highlights of the year:

11



new Low-Emission Zones introduced in European cities and 20 strengthened.



533

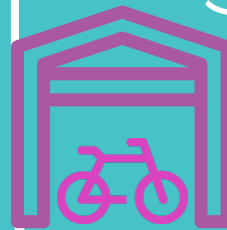
School Streets actions organised across 18 different countries during our two Europe-wide #StreetsForKids action days

150



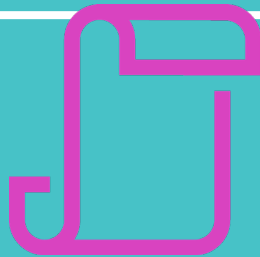
School Streets promised by local decision makers in Rome, Milan, and new School Streets established in Santander, Murcia and other Spanish cities.

30,000

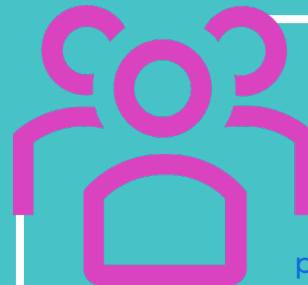


promised new cycle hangar spaces in London

4



major political groups in Italy supported our proposal to restore national budget funds for cycling

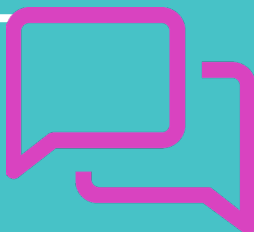


78

partners engaged in the network by the end of the year

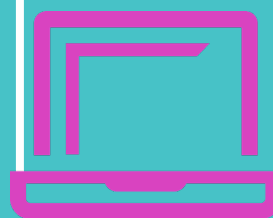
Over

1,000



direct mentions of the campaign and our team in international media publications

43,000



website visitors, our most popular pages being the City Ranking and Streets For Kids pages

ABOUT THE CLEAN CITIES CAMPAIGN

The Clean Cities Campaign is a European coalition of 72 grassroots and civil society groups working across 14 countries to hasten the phase out of the internal combustion engine for a sustainable urban future. The network is united by the ultimate vision of zero-emission urban mobility by 2030, promoting measures such as Low- and Zero-Emission Zones and School Streets.

The campaign builds and strengthens the growing movements for clean air and mobility at local, national and European levels.

Our key goal is to encourage major European cities to transition to zero-emission mobility by 2030.

In particular, we are calling on them to rethink urban mobility by:

Reallocating public space for walking, cycling and greenery



Promoting and investing in shared and public transport



Phasing out petrol, diesel and gas cars from cities



Allowing only zero-emission cars and vans from 2030



Across all cities, our key priorities are:

Low- and Zero-Emission Zones

School Streets



EUROPE-WIDE

#StreetsForKids

This was the year of mass actions by children, parents, schools and community campaign groups calling for #StreetsForKids (S4K) everywhere. On our first ever S4K action day on 6 May we coordinated 389 events in 233 cities in 18 countries. In our second mobilisation on 21 October we organised another 143 events in 37 cities in 9 countries. These actions – ranging from street parties to bike buses, from speed watches to road closures and pop-up cafes – played a vital role in spreading the word that our children need safe spaces around schools, so that they can breathe clean air and walk, cycle or scoot to school.

Following the days of action, over 150 new school streets were promised by Italian city mayors in Rome and Milan, and in Caserta the school street has already opened! In Spain, new school streets

followed in Gijón, Logroño, Santander and Murcia, and parking spaces for bikes were installed at schools in Valladolid. In France, leaders in Lyon promised to set up a weekly velobus at a number of schools. In Brussels, the number of school streets increased between the two days of action. In Poland, the day of action prompted talks on School Streets with city officials in Warsaw.

...and on social media...

#StreetsForKids was an instant hit on social media, with over 1,500 mentions of the #StreetsForKids hashtag on the first day of action in May. We achieved almost 1,000 twitter mentions and over 25,000 likes for our colourful, inspiring photo galleries of the day. We secured 450 discrete media hits, with the most popular mentions being Italy, Spain and the UK.

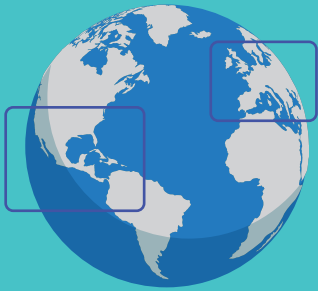


150+

150+ new School Streets were promised by Italian city mayors

Photo: Sergio Gatto

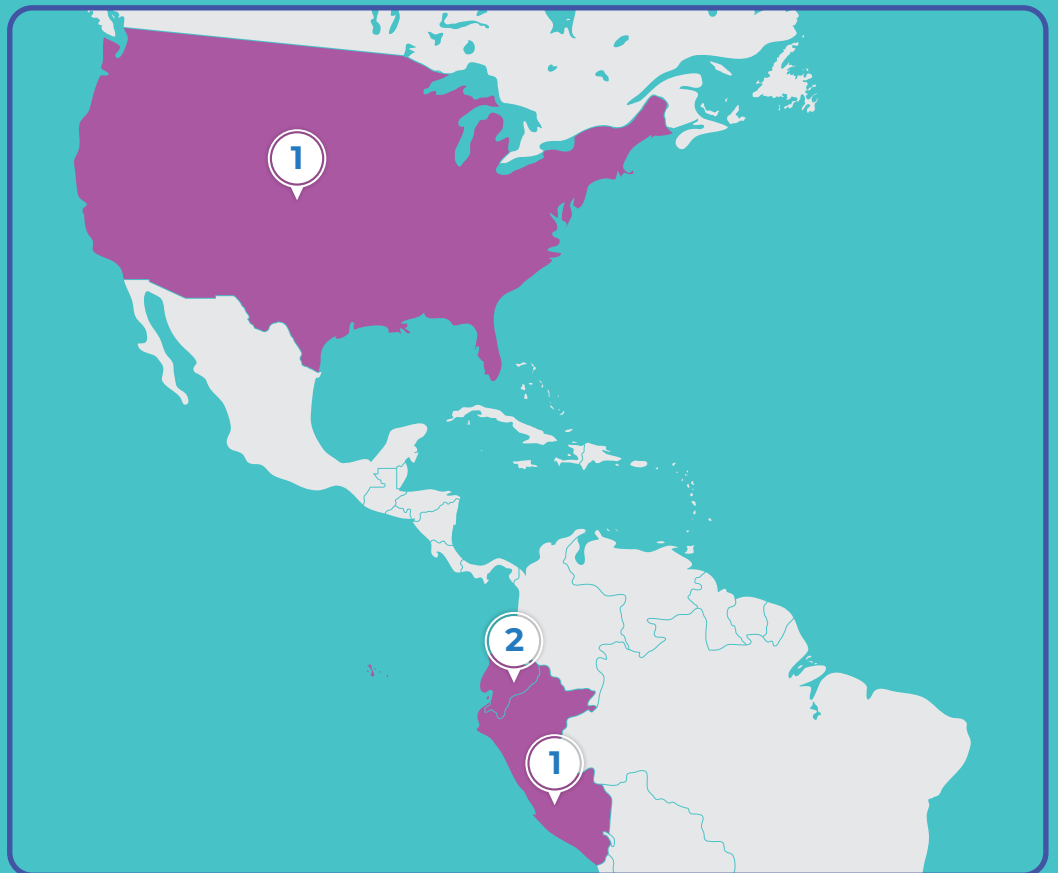
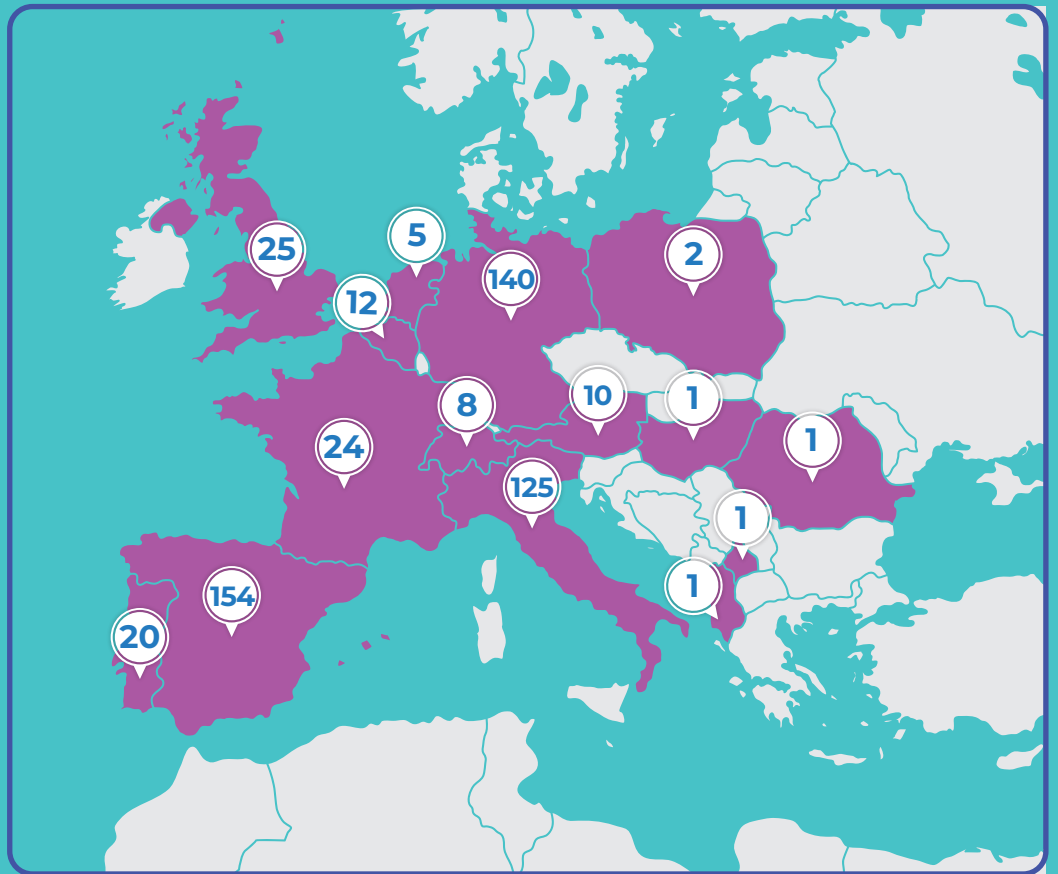
STREETS FOR KIDS ACTIONS IN 2022



533
actions

18
countries

259
cities



Clean Cities Research

We published **the first edition of our City Ranking** in February, which weighed up 36 European cities on their success in transitioning to zero-emission mobility. The research covered a broad range of indicators, ranging from public space allocation and road safety to public transport services, charging infrastructure and air quality. The ranking proved very popular with the media, with **217 articles** in total including on Bloomberg, Politico and Belgium's Le Soir.

In July, we published our **Low-Emission Zone (LEZ) research**, which aimed to quantify the significant rise in the number of schemes across Europe – there are now 325 active LEZs, a 42% increase since 2019. Our research was picked up by a wide variety of media outlets including The Guardian, ENDS report, RTBF Belgium and Los 40 radio in Spain, and **helped establish Clean Cities as a go-to voice on Low-Emission Zones in Europe.**

As a response to the war in Ukraine and the unfolding energy crisis, **we quantified the potential impact of car-free days on Europe's oil consumption.** Our briefing concluded that one car-free day a week implemented in major European cities could reduce the annual oil consumption from urban transport in Europe by around 3 to 5%. The report was featured in a variety of media publications, and appeared on the website of the European Mobility Week. **The European Commission later published advice on car-free days that was aligned with the CCC's demands.**



325

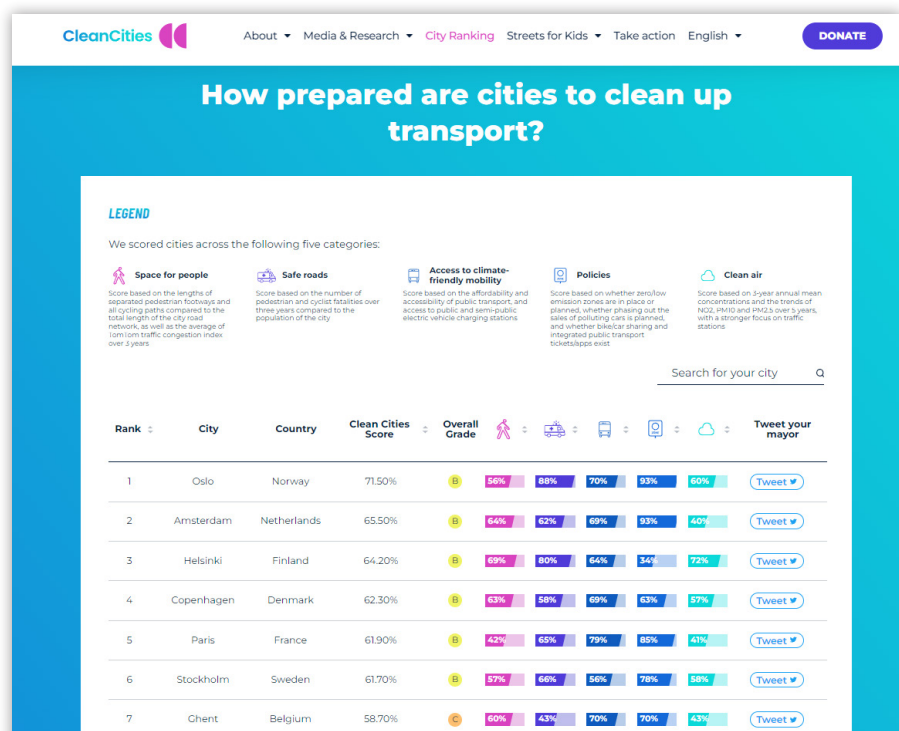
active LEZs, a 42% increase since 2019

Political influencing: making waves for cleaner air in Europe (AAQD push)

On 26 October, the European Commission published its proposal to set the future direction of air pollution limits across Europe for years to come. Ahead of the publication, the Clean Cities Campaign pushed hard to ensure the directive was as ambitious as possible. Aware that the Commission was unlikely to include modelling of the impact of Low-Emission Zones in reducing air pollution, we published a report that showed that **Low-Emission Zones can in fact reduce emissions of nitrogen dioxide (NO2) by around 20%. In certain cases this can be as high as 44%.**

We also coordinated the signing of a joint letter to the EU Commission with 4 other organisations, and a few days after the proposal was published we held a meeting with the EU Commissioner for the Environment Virginijus Sinkevičius to ask for more ambitious clean air policies. The meeting was attended by CCC partners in France, Belgium, Spain, Italy, Lithuania and Poland. We also launched a new petition on our website calling for clean air.

EU Expert Group on Urban Mobility: As a result of a competitive process we have been selected to participate in the EU Commission's new Expert Group on Urban Mobility where we are able to directly influence the EU's urban mobility agenda.



COUNTRY UPDATES

ITALY

The “Cycling gap”

In November our “cycling gap” campaign push made headlines. We published a report showing that the Italian government planned to spend 100 times more on subsidising car infrastructure than on cycling, and that Italy would need to spend four times as much on cycling infrastructure to catch up with other European cycling hotspots. But that wasn't all. When the national budget law text was published, we noticed that the Italian government was in fact planning to slash the cycling infrastructure budget all together. Our campaign to get the government to restore the funds was a major media hit, featured in over 200 publications, including on the front page of the national newspaper Il Domani. Following this, **four political groupings** (representing nearly half the votes cast in September's general election) committed to support our proposal to amend the national budget law. We were able to prompt several city councils (including Bologna, Milan, Genova) to denounce the budget cuts and approve motions to restore the funds.

Earlier in the year, we launched a successful reactive online digital action using the hashtag #bastacobonus in response to the government's controversial commitment of 3 billion euros to support the purchase of new vehicles. This action spurred the involvement of grassroots groups in various Italian cities, and was instrumental in allowing us to expand our network of partners. **In July our new guide on how to implement LEZs in Italy was discussed at the local administration level in Milan, Rome, Bologna and Turin.**

Building on 3 successful Streets for Kids mobilizations in November 2021 (50 direct actions), May 2022 (60 direct actions) and October 2022 (70 direct actions), **we secured substantial commitments by the cities of Rome and Milan to launch 100 and 50 new school streets respectively**, and had a number of meetings with city officials.

200

media hits for
our “Cycling gap”
campaign



Photo: Genitori Gentilino Milano

UK

#ThisIsAwkward

Ahead of local elections in London in May, we launched a campaign with 25 civil society organisations to highlight the city's paltry provision of cycle storage. Our #ThisIsAwkward hashtag – which contrasted the ease with which people can park their cars compared to parking their bikes - went viral on social media as people posted the weird and wonderful ways they store cycles. Followed by a prominent billboard campaign at about 10 locations, we secured commitments for **30,000 new cycle hangar spaces** from London authorities.

Expanding the ULEZ

Our campaign activity this year focused on supporting the expansion of London's ULEZ to cover the whole of London. Our work included publishing research which highlighted the clear impact LEZs have on reducing NO2 emissions, designing a web-tool with our partners Mums for Lungs and Possible to make it easier for people to respond to the ULEZ expansion consultation and providing the mayor's office with supportive quotes. We were delighted when the mayor, **Sadiq Khan, committed to roll out the ULEZ to all of London by the end of August 2023.**

Growing the network

Clean Cities was invited to be a core part of the rebooted national UK Healthy Air Coalition, acting as the first point of contact for partners at a city level. We were also an **expert witness in the London Assembly Environment Committee inquiry on transport pollution.** Comments, evidence and ideas put forward by our campaign formed part of a public report, including recommendations to publish an evaluation of the impact of the vehicle scrappage schemes. We expanded our work to Manchester with new media partnerships raising awareness of the city's poor progress on implementing a Clean Air Zone.

30,000
new cycle
hangar
spaces




Photo: Crispin Hughes

BELGIUM

Do the Loop

As part of our #StreetsForKids campaign, we worked with our partner Filter Café Filtré to deliver 'Do the Loop' in May, where 300 kids ran together in Brussels's usually congested streets. The children were calling for streets to be redesigned for them. We asked the city council to deliver Low Traffic Neighbourhoods (LTNs) in the city centre, and to free up public space from cars. **The positive pressure from our coalition contributed to giving the municipalities licence to enact these schemes, and the LTN was rolled out.**

In October we worked with our partner Les Chercheurs d'Air to shed light on the fact that only 7% of schools in Brussels benefit from school streets. Hundreds of children and parents took to the streets in front of 9 different schools in Brussels to ask for more school streets. The very first bike bus was also organised in the city centre.

OpenStreets

Over the summer, we supported Filter Café Filtré in transforming Molenbeek, a less affluent district with a significant immigrant population. As a result, residents from the *Quartier Maritime* in Molenbeek could enjoy car-free streets where our partners arranged activities and an urban design competition with local architects. In total, **9 streets were closed during the summer and local authorities added a traffic-calming measure in the neighbourhood.**

Publication of a guide for Low Traffic Neighbourhoods in Brussels

Together with our partners BRAL and Heroes for Zero, we published a paper in November: "LTNs: 7 principles for redirecting traffic". We sent this to the deputy mayor of mobility in each municipality urging them to create more LTNs and to design them effectively.

300

children took up the streets of Brussels



Photo: Ivan Put

SPAIN

Defending and promoting Low Emission Zones

149 Spanish cities are obliged by law to implement Low Emission Zones before 2023. Much of our campaign activity in 2022 involved communicating and raising awareness of LEZs. We used CCC research and guides, and organised a series of workshops for activists in 12 Spanish cities. Clean Cities partners produced a report which recommended that local authorities begin consultation and communication on proposed schemes early. In May we obtained a draft royal decree which reflected some of our top recommendations on how to effectively design LEZs. **The pressure from our campaign has contributed to the initiation of the process for the implementation of Low Emission Zones in 8 Spanish cities.**

8

LEZ proposals initiated

Working with the network on air quality monitoring

We worked with the bicycle platform, Conbici, to develop the “Cycling with Clean Air” project to monitor air quality in 18 cities. In February, we supported a citizen science project which monitored air quality around 125 schools in 9 cities including Madrid. The research revealed that, unfortunately, every single school monitored exceeded the European legal limit for NO₂ pollution (40ug/m³), and far exceeded the World Health Organization's recommended limits.

workshops for activists in

12

Spanish cities

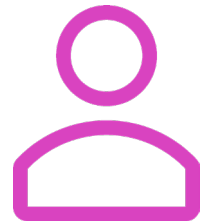


Photo: Revuelta Escolar

FRANCE

School Streets Observatory

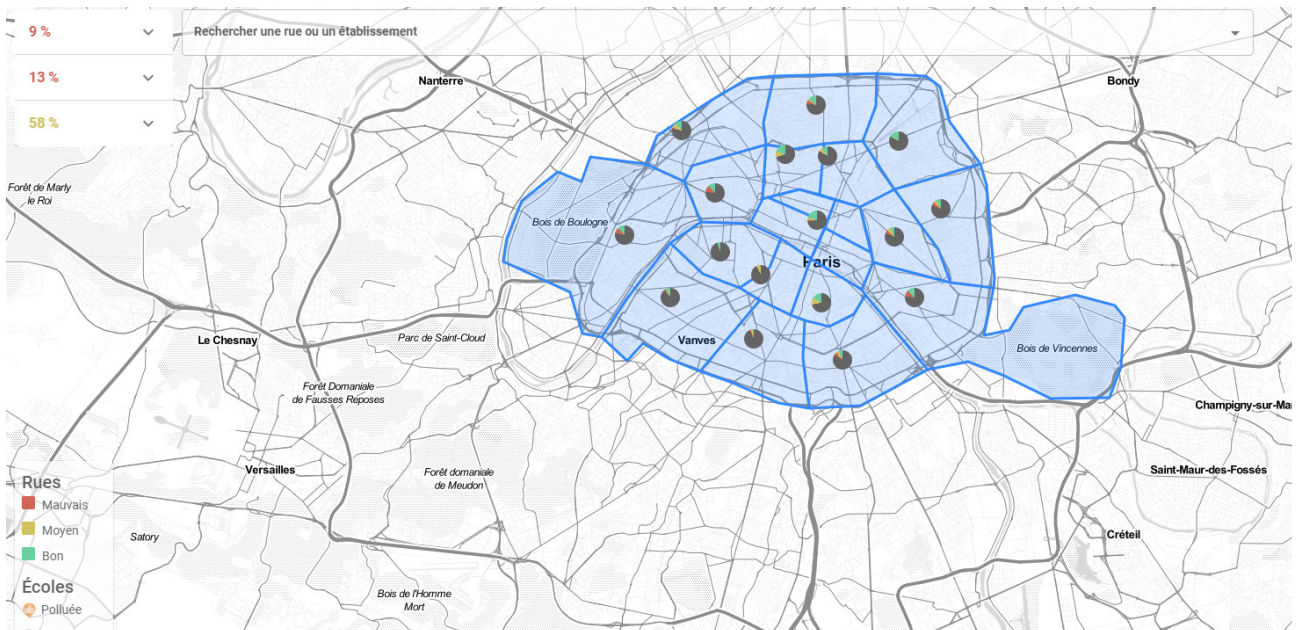
We published this reference guide in early 2022 as part of a close partnership with other campaign groups. The guide is designed to help citizens track the development of School Streets projects in France.

Transforming a Paris Street

Following our #StreetsForKids event in May 2022, and intense campaigning with our partners, **Rue D'Orsel in Paris was transformed into a school street** by Paris City council.

Network building

Coalition La Rue Est à Nous Lyon: The CCC was co-initiator of a new coalition which launched in early 2022.

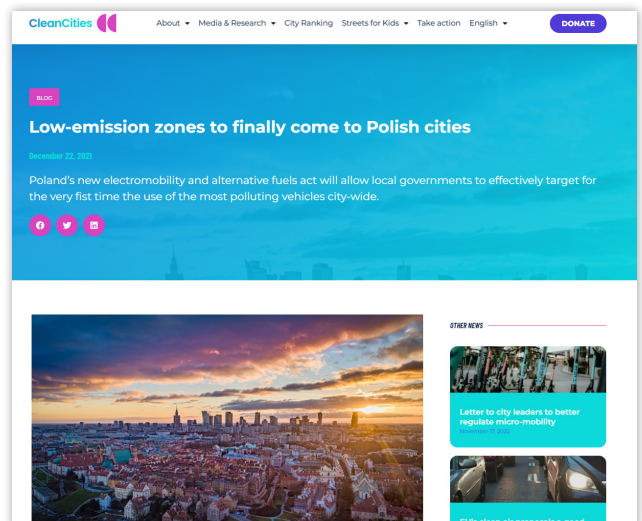


School Streets in Paris: Credit Association Respire/La Rue Est À Nous

POLAND

Krakow's first LEZ

Through our partner organisations in Poland we were able to get good media coverage of our LEZ briefing when it was published in July. This helped influence the development of plans for the country's first ever Low-Emission Zone in Krakow, which was announced in November.



GROWTH IN OUR NETWORK

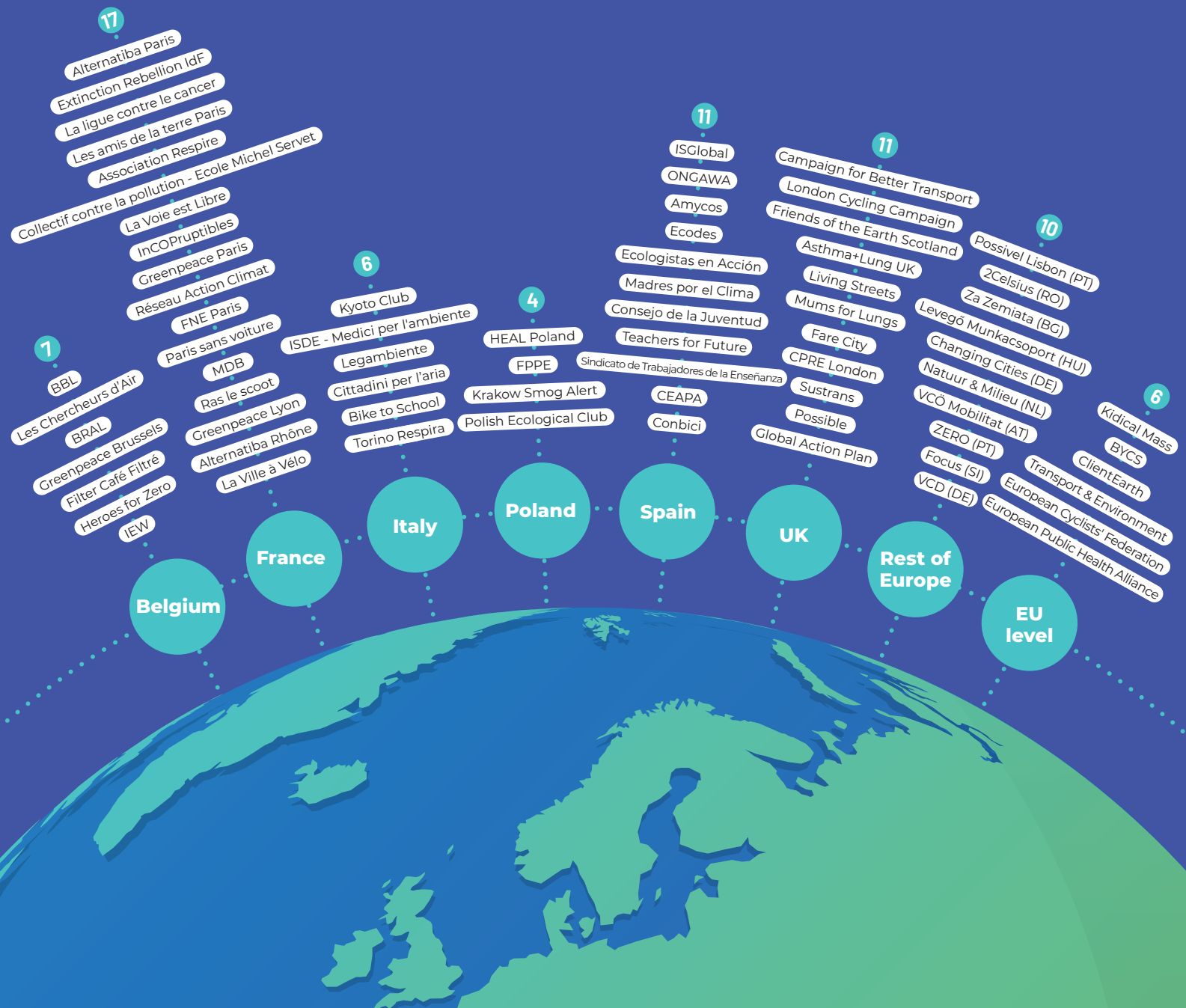
Total number of countries:

14



Total number of Clean Cities partners:

72



MEDIA AND DIGITAL

Website

We have strived across all our campaigns and research papers to present complex information in a clear, interactive manner which will allow stories to continue influencing well beyond the media launch. We have created new video and interactive media content to increase conversions and the amount of time users spend on our site. In summer 2022 we led a major revamp of the main Clean Cities website along with launching **new sites in Italian and Spanish.**

Social media

In the last year we have gained 1,725 new followers on Twitter and 648 new followers on Instagram. Our most successful social media intervention was the #ThisIsAwkward campaign which highlighted the disparity between cheap, available car parking spaces and places to store bikes. We used photos sent in on social media to create billboards and posted across London. We have a clear strategy to keep growing engagement on these channels in 2023 - watch this space!

List building

We ramped up our list building work in the second half of 2022, and launched two new petitions (the always-on "Stop toxic air around schools" and a petition tied to the amendment of the Italian budget law). During the year we acquired more than 8,700 new contacts in our database, bringing our list up to almost 26,000. Our conversion rate is around 30% across petitions, and our email lists continued to show a good level of engagement.

Media coverage

The Clean Cities brand continues to grow in the media. Top hits for 2022 include our director Barbara Stoll extolling the virtues of car-free days on Euronews TV, the LEZ briefing research from July appearing in the Guardian, Politico's urban mobility newsletter giving space to #StreetsForKids, Italy's cycling dossier reaching the front page of Domani, i-news and ENDS report both featuring our LEZ briefing research, Bloomberg featuring our City Ranking research, an exclusive on the increase in car ownership in the Manchester Evening News, a reaction to the AAQD announcement in Air Quality News and Euractiv and #StreetsForKids appearing in La Repubblica.

Overall the Clean Cities Campaign and a number of team members **were featured in over 1,000 media articles** during the year.

The image shows a screenshot of the Domani magazine website. The top part is the magazine cover for the issue dated December 2022, priced at 1.50 Euro. The main headline on the cover is "LA GRANDE CONTRADDIZIONE" with a sub-headline "L'Italia non è un paese per ciclisti E di bici si continua a morire". Below the cover, there is an article by Stefano Feltri titled "Boicottiamo la Juventus e questa serie A truccata". To the right, there is a QR code and a small article titled "Cibo" with the sub-headline "Per mangiare lo stesso ci vuole coraggio". At the bottom of the page, there are three small article teasers: "FATTI Schlein oggi proverà a convincere che non vuole fare OccupyPd", "ANALISI Solo la medicina climatica può risolvere la crisi sanitaria", and "IDEE Forse dobbiamo solo accettare la realtà senza farci venire ulcere".



1,000
media articles

- ✓ Abbiamo bisogno di #CittaCiclabili per:
- ✓ fermare la crisi climatica
- ✓ affrontare l'epidemia di morti per inquinamento dell'aria
- ✓ garantire giustizia e inclusione sociale... See more

L'ITALIA INVESTE 100 VOLTE DI PIÙ SULL'AUTO CHE SULLA BICI

FIRMA LA PETIZIONE italy.cleancitiescampaign.org/entra-in-azione

Elaborazione sui dati MIMS. Foto: © Canva Pro. #CittaCiclabili

Insights unavailable for this post. Boost a post

The Guardian News Opinion Sport Culture Lifestyle

Pollution
Old cars forced off road as Europe's clean air zones nearly double

Low-emission zones, now in 320 cities, are increasing as EU battles pollution health emergency

Arthur Neslen
Wed 20 Jul 2022 07:00 BST

30000 citizens of #Milan lined up on this busy street to protect cyclists on a bike lane. They're calling for 30km/h in the whole city and a stop to parking on cycle lanes.

Such a powerful action! 🙌🚲🚲
#Proteggimi pic.twitter.com/fsj9c1rLoV



Clean Cities
Published by Sophie Bauer · August 22

#BackToSchool season is almost here! How will you travel to school this year? 🚲

We talked to parents about the benefits of walking & cycling, and what cities can do to help more families make the switch from driving.

Read more [ht... See more](#)

Insights unavailable for this post. Boost a post

Bringyourbike and 17 others 8 shares

cleancitiescampaign

Air pollution kills 300,000 + people in the EU each year

Source: European Environment Agency

View Insights Boost post

Top Tweet earned 27.8K impressions

📢 #BREAKING! Our new #CityRanking shows European cities are not on track to clean up #transport.

Much more is needed from city leaders to radically reduce emissions from transport & get to zero-emission urban mobility by 2030! 🚲🚲🚲

cleancitiescampaign.org/city-ranking/

#CleanCities pic.twitter.com/nnajRyzlhe

How ready are cities to clean up transport?

Rank	City	Country	Score	Space for people	Safe roads	Access to green	Friendly mobility	Public	Clean air
1	Oslo	Norway	72	B	A	A	A	A	A
2	Amsterdam	Netherlands	66	B	A	A	A	A	A
3	Helsinki	Finland	64	B	A	A	A	A	A
4	Copenhagen	Denmark	62	B	A	A	A	A	A
5	Paris	France	62	B	A	A	A	A	A
6	Stockholm	Sweden	62	B	A	A	A	A	A
7	Chen	Belgium	59	B	A	A	A	A	A
8	Munich	Germany	58	C	A	A	A	A	A
9	Brussels	Belgium	57	C	A	A	A	A	A
10	Barcelona	Spain	57	C	A	A	A	A	A

4 72 110

UK drivers could face fines of up to £1,500 if they ignore low emission zones on holiday

The 10 most popular tourist cities all block many petrol and diesel vehicles, according to recent research

Barcelona is among the places where drivers could be fined for failing to comply with LEZs (Photo: Getty Images)

By Emma Featherstone
Deputy Travel Editor

July 24, 2022 7:00 am (Updated 11:15 am)

140 views · Liked by les_chercheurs_dair

cleancitiescampaign NEW analysis! We've calculated that 320 cities no longer allow the most polluting cars through the implementation of... more

20 July

#Londoners! Sick of doing the 'cycle salsa' to pass bikes in your home? Join the #ThisIsAwkward campaign by posting a pic of where you're forced to keep your wheels. We're calling for bike storage across the city!

Post with #ThisIsAwkward or send here bit.ly/3Mvqo17 pic.twitter.com/A6fKdhEii1

Capture the context as well as the bike

Leave a decent amount of space around the bike

As much light as possible (but no flash!)

19 114 380

STREETS FOR KIDS

Wrap up

21 October 2022

View Insights Boost post

Liked by tuttigiuperstrada and 71 others

cleancitiescampaign And CUT

Perché chiudere le strade intorno alle scuole serve a ridurre l'inquinamento in città

di Chiara Merico

Da oggi la campagna "Clean Cities" in dieci Paesi europei per liberare dal traffico le aree intorno agli edifici scolastici. Dove è stato fatto livelli di biossido di azoto ridotti fino al 28%

30 MAGGIO 2022 ALLE 07:00

EL PAIS

Clima y Medio Ambiente

El 98% de la población española respiró aire contaminado en 2021 pese a la reducción del tráfico por la pandemia

Un informe de Ecologistas en Acción constata que la gran mayoría de los ciudadanos sufrió niveles medios de contaminación considerados peligrosos por la OMS y un 11,3%, por encima de los límites legales

30 MAGGIO 2022 ALLE 07:00