

Impact Report

2021 - 2024

# ***POWERING A TRAVEL REVOLUTION IN OUR CITIES***



CleanCities



# ABOUT CLEAN CITIES

Over the last three years, Clean Cities has become Europe's largest network of organisations dedicated to active, shared and electric urban mobility.

With our innovative campaigners covering 12 cities, and a partnership of more than 120 NGOs and grassroots organisations active in 20 countries, Clean Cities secures practical, rapid change. And thanks to our research and policy experts, we have established ourselves at the forefront of today's thinking on city transport.

By demonstrating public and business support for zero-emission mobility and framing polluting motor vehicles as socially unacceptable, we create political space for progressive city leaders to commit to and implement sustainable transport policies.

Our theory of change is simple and effective - and we have mastered the unique combination of insider and outsider approaches to generate impact.

The Clean Cities team - along with our network of partners and supporters - is united by the vision of creating cities that are liveable and healthy - and where people are at the centre of a zero-emission transport system.

## 30 Mt CO<sub>2</sub>e

Clean Cities' contribution to emissions reductions in Europe due to our policy wins is up to 30 Mt CO<sub>2</sub>e over the last three years.

## CLEAN CITIES CAMPAIGNS TO...



Reallocate space for people and greenery



Enable more people to walk, wheel and cycle



Improve public transport and shared mobility



Prioritise and promote electric vehicles

## OUR THEORY OF CHANGE

By working at the international level through to the hyperlocal level, Clean Cities creates and leverages opportunities to drive change.



## OUR UNIQUE APPROACH

Clean Cities acts as a bridge between city dwellers and city leaders to create the conditions within which change at the city level can happen.



Our work falls into three complementary areas of expertise. Each will be explored in the pages that follow.



THOUGHT LEADERSHIP



TAKING ACTION



MOBILISING CITIZENS





Photo credit: Quentin Guyot / Clean Cities Campaign

# THOUGHT LEADERSHIP

Backed by powerful and original research, we've driven significant policy change at city, national and European levels and are trusted by policy makers and campaigners continent-wide at all these levels.



Forbes

*Solutions To Clean Up Transport In Cities Already Exist, Study Finds*



## WE PROVED IT'S POSSIBLE TO REACH NEAR-ZERO EMISSION URBAN MOBILITY

We developed a model to identify the measures required to shift to zero-emission urban transport, and quantified the impacts of different policy scenarios in five major cities — Brussels, Greater Manchester, Madrid, Milan and Warsaw. This first-of-its-kind study showed that transport emissions can be cut by over 90% by the 2030s by implementing well established urban transport measures.

And policy-makers are listening. We presented our findings at a high-level event hosted by the Mayor of Milan and the C40 Cities network, as well as at meetings with Greater Manchester's transport authority and others. The work received widespread media interest, including Bloomberg and Forbes.



**#BREAKING:** A majority of voters in #Paris today endorsed the city's plan to increase parking charges for heavy #SUVs 🙌

21:16 · 04/02/2024 From Earth · 58K Views

129 Reposts 37 Quotes 362 Likes 3 Bookmarks

## KICK-STARTING A RACE TO THE TOP AMONG CITIES

Our City Ranking began by weighing up 36 cities on their shift to zero-emission mobility. We used a range of indicators from public space allocation to charging infrastructure and air quality. The ranking was popular with the media, including Bloomberg and Politico. It triggered reactions from London to Ljubljana.

The second Ranking assessed 42 cities on the availability of shared bikes and e-scooters, shared electric cars, zero-emission buses and publicly available charging infrastructure. We showed that shared e-mobility can future-proof urban transport. With a 'tweet your mayor' function and big media hits, several cities publicly engaged in conversations with us.

## SETTING THE AGENDA WITH PAN-EUROPEAN OPINION POLLS

Pan-European city surveys are an unusual tactic which we have used to show what citizens expect their local leaders to do. In 2021 we found out what European city-dwellers wanted from their mayors post-Covid. In 2022 we tested opinions on support for car-free days to save oil and increase independence from Russia as well as finding out that residents in European cities overwhelmingly support school streets. Knowing where public opinion stands means we can leverage the power of the media to further advance the zero-emission urban mobility agenda. And in 2024 we asked residents in Paris and London their views on SUVs and the role of business in sustainability.

## WINNING THE WORLD'S MOST AMBITIOUS CLEAN AIR LAW

The EU has almost updated its clean air law which was no longer aligned with the latest health science and available policies and technologies. Alongside other civil society groups we demonstrated that much stricter air pollution limits could be set if clean transport policies, especially low- and zero-emission zones, were taken into account.

# 3,200+

Media hits and counting, including Le Parisien, El País, The Guardian, Corriere della Sera and many more

Le Parisien

EL PAÍS

CORRIERE DELLA SERA

The Guardian

FT FINANCIAL TIMES

GAZETA WYBORCZA

Our hard facts and modelling, featured in The Lancet, helped reach a political agreement and resulted in the adoption of the world's most stringent clean air law. New pollution limits are at least twice as strict as current ones and low- and zero-emission zones are explicitly listed as measures that authorities need to use when addressing illegal levels of air pollution.

## SECURING A GOAL OF ZERO-EMISSION TRANSPORT IN 431 CITIES

431 European cities are on the Trans-European Transport Network (TEN-T) of major transport routes. We called for all cities on the network to be required to develop Sustainable Urban Mobility Plans with 'zero-emission transport' an explicit part of each plan - and we won! This is the EU's most far-reaching law on urban mobility.

## SHAPING EU POLICIES THROUGH THE EXPERT GROUP ON URBAN MOBILITY

We were appointed members of the European Commission's Expert Group on Urban Mobility, alongside member states, city representatives and industry lobby groups. Our recommendations for future EU legislation includes low- and zero-emission zones and other Urban Vehicle Access Regulations (UVARs).



# A STRONG AND GROWING PARTNERSHIP

We work with grassroots, environment, health and other civil society groups across Europe to campaign for cleaner, healthier, more liveable cities — from Central and Eastern Europe to the Mediterranean to Scandinavia.

Together, we champion active, shared and electric mobility, and policies to support the shift to cleaner transport, such as low- and zero-emission zones and School Streets.

Meet the Clean Cities network of partners and allies

## UNITED KINGDOM

Mums for Lungs  
Possible  
Living Streets  
CPRE London  
Sustrans  
Trasform Scotland  
Friends of the Earth  
Global Action Plan  
Campaign for Better Transport  
Asthma+Lung UK  
London Cycling Campaign  
Islington Clean Air Parents  
Choked Up  
Clean Air in London  
Walk Ride GM  
Ardwick Climate Action  
Manchester Friends of the Earth  
Solve the School Run

## FRANCE

Reseau Action Climat  
La ligue contre le cancer  
Alternatiba France  
Alliance des Collectivites  
Alternatiba Paris  
Greenpeace Paris  
Incopruptibles  
La rue est a nous

La voie est libre  
Les amis de la terre Paris  
Mieux se deplacer a bicyclette  
Paris san voiture  
Ras le scooter  
Respire  
Alternatiba Rhone + coordo coalition Lyon  
Alternatiba Rhone  
Greenpeace Lyon  
Collectif contre la pollution - Ecole Michel Servet  
La ville a velo  
Alternatiba Marseilles  
MarsMob Coalition (coordo)  
FNE PACA (+ NOSTERPACA)

## SPAIN

Amycos  
CEAPA  
Cantabria Conbici  
Conbici  
Consejo de la Juventud CJE  
ECODES  
Ecologistas en Accion  
ISGlobal  
Madres por el Clima  
ONGAWA  
Red de Ciudades que Caminan  
Teachers for Future

Confederacion Intersinical - Sindicato de Trabajadores de la Ensenanza  
Konekta  
Plataforma de Infancia  
CEAV  
Foro Andando  
GEEDS  
Instituto Salud Carlos III  
Greenpeace Spain  
Red de Ciudades por la bicicleta  
TRANSyT  
Salud por Derecho

## POLAND

FPPE  
Polski Klub Ekologiczny Okreg Mazowiecki  
HEAL  
Warsaw Smog Alert  
Rodzic w miescie  
Lepszy Sluzewiec  
Rodzice dla Klimatu

## BELGIUM

BBL  
BRAL  
Filter Cafe Filtre  
Greenpeace Brussels  
Heroes for Zero  
CANOPEA

Les Chercheurs d'Air  
Fietzersbond  
GRACQ  
Inter-Environment Bruxelles (IEB)  
Walk.Brussels

## HUNGARY

Clean Air Action Group  
Mobilissimus  
Hungarian Cyclist Club

## ITALY

Kyoto Club  
Legambiente  
Torinio Respira  
ISDE - Medici per l'ambiente  
Genitori antismog  
Rinascimento Green  
Cittadini per l'aria  
A Sud  
Massa Marmocchi  
Sai che puoi?  
Salvaiciclisti Bologna

## SLOVAKIA

Cyclokoalicia

## CZECHIA

Automat

## SLOVENIA

Focus

## BULGARIA

Ze Zemiata

## ROMANIA

2 Celsius

## IRELAND

An Taisce  
Irish Environmental Network

## DENMARK

Danish Eco Council

## NETHERLANDS

Milieudefensie  
Natuur en Milieu

## AUSTRIA

VCÖ

## GERMANY

VCD (Verkehrsclub Deutschland)  
DUH (Deutsche Umwelthilfe)  
Changing Cities

## PORTUGAL

Zero

## GREECE

EcoCity

## EU WIDE



# TAKING ACTION

Our innovative and audience-focused campaigning has delivered real change for city residents, with big climate and health impacts.

## SAYING ‘NON!’ TO SUVs IN PARIS

After the mayor called a snap referendum, we campaigned to win support for hiking parking fees for heavy vehicles - in particular SUVs. Using research, polling, billboards, social media and influencers we won over a majority of voters. The new fees have been approved by the City Council and will come into force in October 2024.



**1 ROYAL DECREE  
TO IMPLEMENT  
LEZS IN SPAIN**

## WINNING 70,000 SECURE BIKE SPACES IN LONDON

Our *This is Awkward* campaign highlighted the long waiting list for secure bike parking in the capital. Using a high-profile billboard campaign and multi-channel media strategy, we won enough spaces to cover the waiting list and more.

## FROM THE FIRST TO THE BIGGEST LOW-EMISSION ZONES

Our work to mainstream LEZs led to the first zones to be established in Poland, as well as new ones in Warsaw, Milan, Rome, Sofia, and 8 in Spain. In total we secured 11 new zones, and strengthened a further 20 - including London, now the world's



Photo: Billboard showing the This is Awkward campaign which called for a significant increase in secure on-street bike storage.

Photo: Warsaw Mayor Rafał Trzaskowski meets local campaigners supported by Clean Cities.



largest. Many of these were underpinned by new laws for LEZs - in Spain (the Climate Change and Energy Transition Bill), France and Poland (an amendment to the e-mobility law) which all incorporated our key demands.

We're especially proud of our work in Poland, where we successfully mobilised Warsaw's health, mobility and parents' groups to support the adoption of their LEZ. We organised street rallies, meetings with the Mayor and city councillors, press conferences and a billboard campaign to successfully launch the LEZ.

## SECURING €10M FOR BIKE INFRASTRUCTURE IN ITALY

Our campaign *Non è un paese per bici* (It's not a country for bikes (but it can be)) showed major disparities in Italy - the top 10 best bike cities are only in the North, while the bottom are almost all cities in the Centre-South. Our campaign won additional investment for bikes, and drew attention to the massive support that cars receive from the government.

## THE REVOLUTION WILL NOT BE MOTORISED

Cargo Revolution celebrates the amazing benefits cargo bikes bring, and champions the fantastic local businesses that have adopted them. Thanks to the campaign, the Mayor of London has adopted a Cargo Bike Charter, and usage has increased 63% between 2022 and 2023.



**Securing €10m for bike infrastructure in Italy**



Photo credit: Honor Elliott



# MOBILISING CITIZENS

With more than 120 partners across 20 European countries, we've built a powerful movement of citizens calling on city authorities to put people at the heart of urban transport.

## DELIVERING OUR VISION OF A SCHOOL STREET IN FRONT OF EVERY SCHOOL IN EUROPE BY 2030

School streets - closed to traffic at least at drop-off and pick-up times - immediately provide cleaner air as well as a safer, healthier and more joyful routes to school for pupils and parents alike.

And with our days of action attracting more than 150,000 people across Europe (and beyond!) we're well on our way to making school streets the new normal.

By engaging parents and focusing on children's wellbeing, we're able to avoid the toxic politics of low-emission zones.

And we mobilise citizens and partners to achieve real impact

## BUILDING A MOVEMENT FOR SAFE CYCLING IN MILAN

A spike in cyclist and pedestrian deaths prompted public outrage. We took to the media and published a ten-point plan for cycling, which 60 organisations signed. The Mayor's taskforce used it as the basis for the city's approach. And to turn up the pressure on the city, we organised 2000 people to paralyse the roads by repeatedly using zebra crossings - during Milan Fashion Week!

## CHALLENGING ITALY'S PROPOSED ROAD CODE

Rightwing politicians are using motorists to fuel their culture war, and want to bring in a new road code which would limit mayors' abilities to adopt good travel policies in cities. We helped to launch and coordinate a grassroots mobilisation of road victims' relatives, environmental NGOs and active mobility groups. In March 2024 there were

 **ONLINE PRESENCE IN 4 LANGUAGES**



mobilisations in 40 cities in Italy as part of the #codicedellastrage campaign. We've been in the media and the corridors of power to stop the road code.

## GETTING SPACE TO BREATHE ON THE POLITICAL AGENDA IN SPAIN

Astronauts crossing the street and getting on the bus were an eye-catching way for five Clean Cities partners to put air quality on the agenda of the municipal elections in 2022. Face to face events and significant media coverage secured commitments from candidates in a number of major cities. Air quality has stayed on the national political agenda.

## SCHOOL STREETS



Photo credit: Paula Siqueira


 **1990** School Street events

 **18** Countries


 **300** Cities


 **2** New school street laws


 **300+** Groups of parents and activists joined our days of action

 **200+** New school streets planned

 **50+** New school streets implemented

 School streets law introduced in Austria and Germany's most populous state

 Creation of a municipal working group planning future school streets in Warsaw

 Presented the campaign at EU national transport ministries meeting

# LOOKING AHEAD PRIORITIES FOR 2024-2027

**We're taking things up a gear.**

Our new three-year strategy will deliver significant emissions reductions and more livable and healthy streets through two major focuses.

## ACCELERATING THE ELECTRIFICATION OF ROAD TRANSPORT VIA ZERO-EMISSION ZONES

Vehicle access regulations have the biggest impact on reducing carbon emissions from urban road transport - and starting with commercial activity is the most efficient way to get them introduced fast. We'll work on complementary policies too, including:

**Urban charging infrastructure**, as this is one of the main obstacles in the way of full electrification and it needs to be rolled out as efficiently and unobtrusively as possible.

**Ride-hailing and taxi electrification**, as shared rides represent a large portion of the overall kilometres driven by urban fleets and they're also a gateway for people to experience electric mobility first hand.

**Championing e-cargo bikes**, which are paramount in the electrification of last mile logistics and often quicker and also cheaper to run.

## CHILD FRIENDLY CITIES AND MORE SPACE FOR PEOPLE

Dirty air is second only to malnutrition as the cause of death among under-fives. If we place the health of future generations at the heart of our work we can unite communities and transform our streets:

**School streets and the school run**: as part of our Streets for Kids project delivering school streets across the continent and transforming the way people do the school run. School streets help reduce air pollution as the school run represents around 25% of the morning rush hour traffic.

**Urban realm and parking interventions**: reallocating road space from cars (especially large SUVs) to create more inclusive, safe and climate-friendly space for future generations. Did you know London's on-street parking takes up as much space as ten Hyde Parks?

# THEY SAID IT



*"London is cleaner and safer thanks to your work and your amazing colleagues"*

**Sadiq Khan,**  
Mayor of London

*"I wanted to say again how impressed we have been with the outputs and impact the project has had."*

**Natasha Feiner,**  
Impact on Urban Health

### Find out more

The Clean Cities Campaign is a European coalition of organisations hosted by Transport & Environment. Our mission is to transform the way we move in cities by influencing decision makers and empowering communities so everyone can enjoy healthy and liveable streets.

[www.cleancitiescampaign.org](http://www.cleancitiescampaign.org)  
[info@cleancitiescampaign.org](mailto:info@cleancitiescampaign.org)

**CleanCities**