Annual Theme: Mobility for Everyone

Mobility for Everyone is about available, accessible, affordable, safe and sustainable transport for everyone, no matter their income, location, gender or abilities. Yet, many people face barriers such as high-cost or a lack of transport options, limiting their access to jobs, education and essential services - this is known as transport poverty.

In 2025, EUROPEAN**MOBILITY**WEEK invites us to rethink every journey and ensure mobility for everyone!
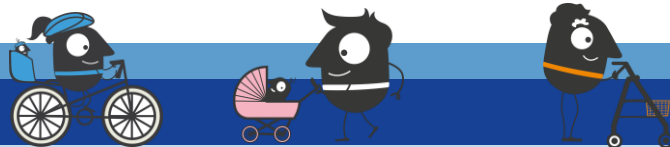
1. Design for all

Well-designed mobility systems benefit everyone. Thoughtfully planned services, vehicles, infrastructure and communication help all users, especially those with physical, sensory or cognitive impairments.

No physical barriers: Ensure that vehicles within the mobility system are accessible for everyone. This includes public transport, ride-hailing, on-demand and shared transport. The same goes for stations, stops, mobility hubs, pavements, cycle paths and other transport infrastructure. Consider ramps, floor texture, signage, lighting, surfaces, dimensions and drainage.

Clear communication: Use simple, easy-to-understand signage, wayfinding, timetables and route planners. Avoid overly detailed signs that may be difficult for some people. Cater for people with sensory and cognitive impairments. Adopt clear, simple and consistent language and symbols.

Digitally accessible: Provide user-friendly digital tools for ticketing, journey planning and real-time information. Support users to avoid digital exclusion of certain groups of society.

Safe and secure: Improve physical infrastructure (e.g. with well-adapted lighting) and ensure digital services comply with GDPR to enhance security.

2. Diversity, Affordability & Reliability

A truly inclusive mobility system offers diverse, reliable, and affordable transport options for all communities.

Diversity: Provide a diverse range of transport services and modes and seamless connections to ensure accessibility. Integrate and promote fixed-route public transport, shared services, carpooling, on-demand options, walking and cycling to provide the best options for different mobility needs. Whether in dense urban areas or in remote and dispersed communities, find what suits the local context and how different mobility options can complement one another to improve availability and coverage and reduce transport poverty.

Keep it affordable: Explore, test and implement different measures to ensure equal access to mobility and reduce the economic burden on individuals and families. Boost cooperation between public authorities and mobility operators to encourage structural discounts, financial incentives, subsidies and support, mobility budgets, solidarity pricing, community bike leasing and similar schemes.

Always reliable: Provide reliable services and clear, real-time information to ensure people can choose the most efficient and sustainable travel options.

3.   Involve the whole community

Mobility experiences vary across different groups. Engaging all stakeholders ensures solutions that reflect real needs.

Collaboration on new ideas: Create space and opportunity for collaboration between different sectors, where the public sector acts as a catalyst to enable and support new ideas. The Social Climate Fund supports and encourages innovative local solutions for sustainable mobility.

Local context, local needs: To foster more inclusive mobility solutions, adopt an inclusive approach to participation, consultation, co-creation and planning. Remember that neighbourhood associations, representative groups and other organised civil society and community associations are allies of public administrations and mobility operators in tackling transport poverty and mobility vulnerability.

Acceptability: Consider diverse social and cultural norms and preferences to ensure that sustainable mobility services, solutions and options are welcoming and accepted by all.
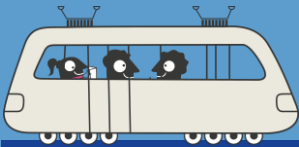
4.   Local, regional, metropolitan

Mobility should not stop at administrative borders. Effective cooperation across different geographies ensures seamless transport for all.

Combine efforts: Seek a collaborative approach between small cities, regions and neighbouring administrations to respond to people's mobility choices. To maximise resources and solutions, explore mobility patterns, location of services and availability of services beyond the respective administrative boundaries.

Functional urban areas and beyond: Plan and manage mobility systems from a functional urban area perspective to create more robust and resilient systems. Prioritise the integration of multimodality and infrastructure to link city centres and peri-urban areas effectively. Don't forget to analyse mobility patterns beyond commuting from home to work and back, including complex patterns linked to mobility of care, to ensure that people living in rural and small communities are included and their needs are considered.