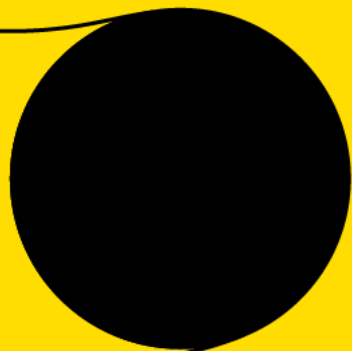




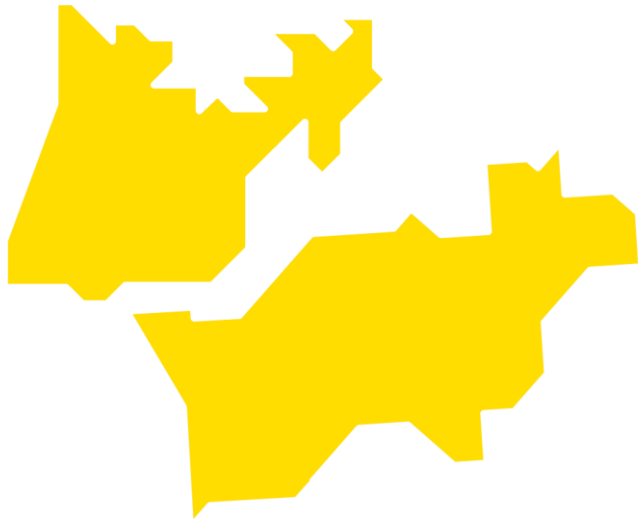
É de todos

Carris Metropolitana's 2023 Milestones Campaign



C Metropolitana

Bus transit brand of the Lisbon metropolitan area.



“É de Todos!”

Translated to “It’s from all”, meaning it belongs to all the **18 municipalities of the Lisbon metropolitan area** and to **all its passengers**.

CMetropolitana é de **todos!**

One year of
**conecting the 18
municipalities**
of Lisbon's
metropolitan area.

dados.carrismetropolitana.pt



É de todos!

141
million

Lisbon metropolitan area

total
passengers
transported in 2023



The purpose of the campaign **"É de Todos"** is simple: everyone's a part of the journey

The challenge: To communicate numbers in an exciting way, through thought-inducing images

É de todos!

Passengers play a crucial role and are a priority in all decisions. We listen carefully to their needs to constantly adapt and improve the service, ensuring an efficient coverage in all territories and times.

The numbers reflect CMetropolitana's efforts to provide the best service, adjusted to the needs of passengers.

600 000

Lisbon metropolitan area

**transported
passengers
per day**

Data referring to the average of a working day in 2023

The goals:

- Transparency policy
- Full comprehension of the full scope of Cmetropolitana's operation
- Highlight the collaborative nature with municipalities and passengers



Indicators Presented

- Electric vehicles
- Connections to festivals
- Transported passengers in beach lines
- Connections to Lisbon
- Bus stops
- Transported young passengers
- Connections with points of interest
- Transported passengers
- School lines
- Transported children
- Transported passengers in Lisbon metropolitan area
- Trips in Lisbon metropolitan area
- Total transported passengers in 2023

The communication of the indicators was made in **three levels**:

Entirety of Lisbon metropolitan area



É de todos!

T1 T2 T3 T4

Lisbon metropolitan area

12 700 bus stops

carris metropolitana

This advertisement features four people standing in front of a bus stop shelter. They are wearing blue, red, orange, and purple shirts labeled T1, T2, T3, and T4 respectively. The background shows a green, wooded area. A white semi-circular graphic at the bottom contains the text '12 700 bus stops' and the Carris Metropolitana logo.

Per area



É de todos!

Área 2

8 150 crianças transportadas por dia

Dados referentes a média de um dia útil em 2023

LOURES Mafra Odivelas vfx Câmara Municipal carris metropolitana

This advertisement shows a young girl sitting in a ball pit, surrounded by colorful balloons. She is looking up with her hands raised. The background is a dark, patterned wall. A white semi-circular graphic at the bottom contains the text '8 150 crianças transportadas por dia' and the Carris Metropolitana logo. Logos for Loures, Mafra, Odivelas, and vfx are also present.

Per municipality



É de todos!

Amadora

49 pontos de interesse servidos

AMADORA Câmara Municipal carris metropolitana

This advertisement shows a man in a tan shirt and cap looking through binoculars on a bus. The background is a blue and yellow bus interior. A white semi-circular graphic at the bottom contains the text '49 pontos de interesse servidos' and the Carris Metropolitana logo. The Amadora Câmara Municipal logo is also present.

Formats

Poster



Banner

CMetropolitana
é de
todos!

One year of
conecting the 18
municipalities
of Lisbon's
metropolitan area.



Formats

Social Media



É de todos!

Lisbon metropolitan area

230 connections to festivals



Flyer



É de todos!

Lisbon metropolitan area

141 million total passengers transported in 2023



CMetropolitana é de **todos!**

One year of connecting the 18 municipalities of Lisbon's metropolitan area.

26 297 transported passengers in beach lines
Data for the months of July and August 2023

21 273 trips per day*

600 000 transported passengers per day*


*Data referring to the average of a working day in 2023

148 electric vehicles

230 connections to festivals

12 700 bus stops

Get to know Carris Metropolitana's 2023 operation



Formats

Videos



The campaign has an official webpage:

dados.carrismetropolitana.pt

where it's possible to **filter the images through municipality, area or the entire Lisbon metropolitan area.**

Vamos todos de Carris Metropolitana

Conheça os dados da operação da Carris Metropolitana nos 18 municípios da área metropolitana de Lisboa

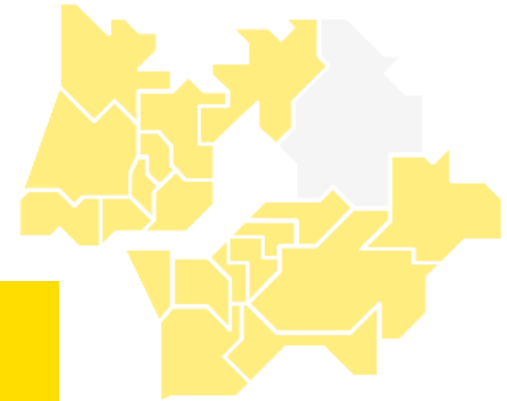
Mapa Interativo

Escolha a área que deseja consultar selecionando uma das opções abaixo:

oML

área

município



Galeria de Dados

Navegue pelos dados da operação da Carris Metropolitana. Utilize os filtros para consultar informações específicas de algum tema, margem, município, entre outros.

Filtros por:
Selecione...



#ÉdeTodos #CMet2023

