




# Proposal for Emoji NO CARS

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Date: 30 July 2022

 18x18 pixels



72x72 pixels

## Abstract

We propose the addition of an emoji character for “**no cars**”. This would close an important gap in the emoji category for warnings, as emoji for “no bicycles” (#1381) and “no pedestrians” (#1385) already exist. Not only is the proposed emoji logically consistent with the existing emoji indicating travel-mode bans, it would digitally reflect the physical reality that road signs for “no cars” are present in all countries across the globe. The emoji would be widely used in communications related to: sustainable behavior, lifestyles, transport, and mobility; climate change, resource depletion, public health, land-system change; and terms such as “**no car**” and “**car free**”. The absence of a “no cars” emoji hinders social media discourse on systemic transitions that are already underway and on the core principles of desired futures.

### 1. Identification.

- a. CLDR short name: **NO CARS**
- b. Other keywords: **no car, car free, car-free, car prohibited, without car, carfree, automobile forbidden, no motorised vehicles, car prohibited, car light, no-car zone, pedestrian area, open streets**

### 2. Images.

- e. **ZIP File.**  
>> *See attached*
- f. **License.**  
>> *We have drawn the submitted Emoji image files ourselves so we own all the IP rights for the images that can be used for the purpose of this emoji.*  
>> *See licence statement attached*
- g. **Document.**  
>> *See attached*

### 3. Category.

- e. Category: **SYMBOLS**  
Sub-category: **warning**
- f. The emoji should come after:

1380	<a href="#">U+1F6AB</a>		prohibited
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**4. Selection factors — Inclusion.**

**e. Compatibility**

*The “no cars” emoji has yet to exist across popular messaging platforms.*

*The image is a first design and is expected to function within a range of existing systems. However, should the committee decide more compatibility is required, variations can be designed relatively quickly for their consideration.*

**f. Expected usage level**

*We foresee a very high usage of this emoji. While researching the term “no cars” via search engines it is quite obvious that many symbols exist in the www and public domain already that represent the road signs for “no cars” which are present in all countries across the globe. So the usage level of a “no cars” emoji can be expected to be very high.*

*Worldwide there exists a growing discourse on reducing car use in cities, temporarily or for good. This can be seen in the very substantial search frequency on google (all search and video search) for the term “car free”.*

*Mongst the warning signs there do exist the emojis for “no bicycles” (#1381) and for “no pedestrians” (#1385). So it is only logical to also have one emoji for “no cars”. The frequency of “no bicycles” and “no pedestrians” in search engines is far less than for “no cars”. Therefore a usage level can be expected for the proposed emoji character that exceeds already existing comparable emoji characters “no bicycles” (#1381) and “no pedestrians” (#1385).*

*We have previously tested the public’s interest in a “no cars” emoji via our social networks and the interest has been considerable. We are sure that this emoji will be widely used and become iconic within the transport and mobility debates, especially on social media networks.*

*The usage levels of the multiple usages “no cars”, “no car” and “car free” can be seen as a possible cumulative total for the potential emoji representation.*

**i. Frequency**

**Overview: Searches as of 30 July 2022 (see detailed screenshots below)**

	<b>NO CARS</b>	<b>NO CAR</b>	<b>CAR FREE</b>	<b>ELEPHANT</b>
<b>Google Search</b>	About 2,750,000,000 results (0.63 seconds)	About 8,320,000,000 results (0.70 seconds)	About 6,600,000,000 results (0.66 seconds)	About 714,000,000 results (0.77 seconds)
<b>Bing Search</b>	266,000,000 results	716,000,000 results	714,000,000 results	29,400,000 results
<b>Google Video Search</b>	About 271,000,000 results (0.33 seconds)	About 1,220,000,000 results (0.62 seconds)	About 860,000,000 results (0.59 seconds)	About 53,800,000 results (0.39 seconds)



Detailed screenshot for frequencies: Searches as of 30 July 2022

1. [B.1.a Google Search](#) Date of searches: 30. July 2022

Google search for "no-cars". Search bar contains "no-cars". Navigation links: All, Images, News, Maps, Videos, More, Tools. Results: About 2,750,000,000 results (0.63 seconds).

Google search for "no-car". Search bar contains "no-car". Navigation links: All, Images, Maps, Videos, News, More, Tools. Results: About 8,320,000,000 results (0.70 seconds).

Images search filters: sign, logo, city, street, guy. The "logo" filter includes the "no cars" emoji icon.

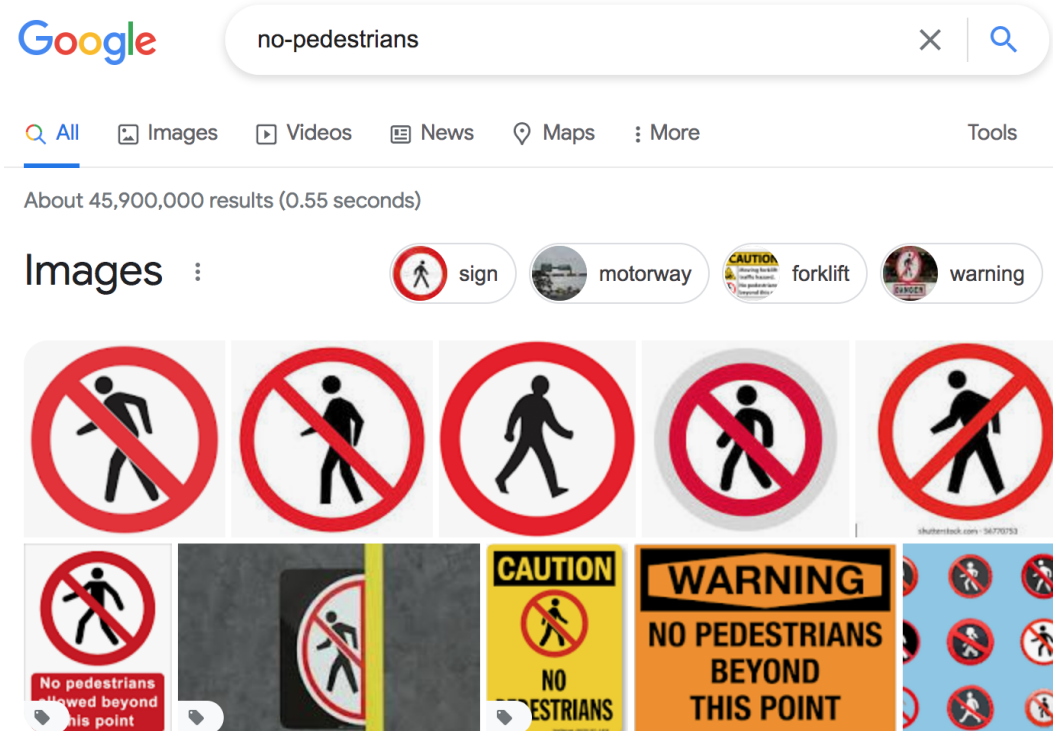
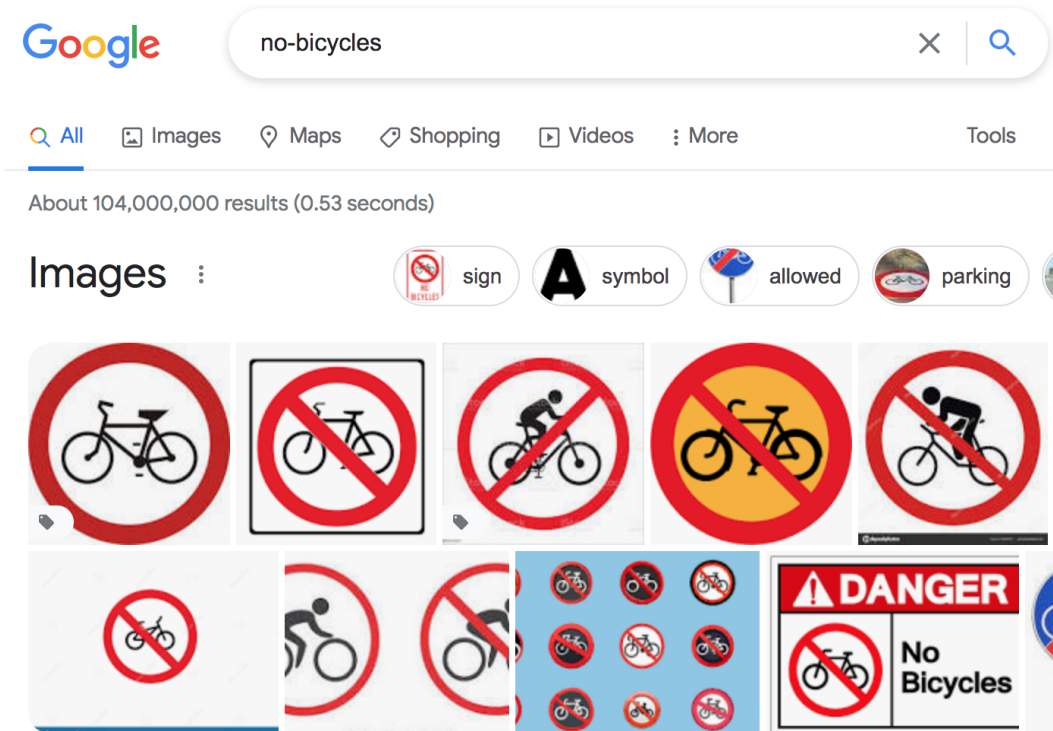
Google search for "car-free". Search bar contains "car-free". Navigation links: All, Images, News, Maps, Videos, More, Tools. Results: About 6,600,000,000 results (0.66 seconds).

Google search for "elephant". Search bar contains "elephant". Navigation links: All, Images, Videos, Maps, News, More, Tools. Results: About 714,000,000 results (0.77 seconds).



**Google Search comparison to emoji terms "no bicycles" and "no pedestrians"**

Frequencies for google searches of "no cars", "no car" and "car free" exceed the frequency of searches for emojis "no bicycles" and "no pedestrians". Date of searches: 30. July 2022





# Proposal for Emoji Character "NO CARS"

## 2. B.1.b Bing Search: Date of searches: 30. July 2022

Microsoft Bing

no cars

ALL IMAGES VIDEOS MAPS NEWS SHOPPING

266 000 000 Results Date Open links in new tab

**No Cars - IMDb**  
[https://www.imdb.com > title > tt1942927](https://www.imdb.com/title/tt1942927)  
IMDb is the world's most popular and authoritative source for movie, TV and celebrity content. Find ratings and reviews for the newest movie and TV shows. Get personalized...

**Images of No cars**  
bing.com > images

'No Car Park' Trend on the Rise for Apartments - ...	No cars allowed sign, no parking ~ Illustrations ~...	no parking sign, car ~ Illustrations ~ Creative...	no-cars

Microsoft Bing

no car

ALL IMAGES VIDEOS MAPS NEWS SHOPPING

716 000 000 Results Date Open links in new tab

**Explore**

- No Cars Sign
- No Car Parking
- No Cars Allowed Sign
- No Vehicles Sign
- Mopar No Car

**Images of No car**  
bing.com > images


# Proposal for Emoji Character "NO CARS"



Microsoft Bing

car free

ALL IMAGES VIDEOS MAPS NEWS SHOPPING

714 000 000 Results Date Open links in new tab

**Car Games - Play now for Free at CrazyGames!**  
<https://www.crazygames.com> > t > car

Car Games - Play now for Free at CrazyGames! Driving Car Games Race cars at top speed around city streets, do stunts, or just drive! Browse the complete collection of free car gam...

What are the most popular Car Games?

Highway RacerMadin Cars  
MultiplayerMadin Stunt  
Cars 2Drift  
HuntersDowntown 1930s  
MafiaDerby Crash 4Assault  
BotsSuper Star CarSandb...

What are the best Car Games to play on mobile...


Highway  
RacerBump.ioAdventure  
DriversRoad TurnPaper  
Racer

What are Car Games?

Car games put you in the driver's seat of any car in any scenario. From realistic 3D car games to 2D platformers - you aren't constrained just to r...

**Car-free streets: here are the benefits from around the ...**  
<https://www.weforum.org> > agenda > 2019 > 10 > car-free-streets-benefits... >

27.10.2019 · This is where temporary interventions such as car-free days can unlock a whole new approach to movement and mobility. In the mid-1970s, ...



Microsoft Bing

elephant

ALL IMAGES VIDEOS MAPS NEWS SHOPPING

29 400 000 Results Date Open links in new tab

### 3. B.1.c Google Video Search: Date of searches: 30. July 2022

Google

no-cars

Q All Images News Maps Videos More Tools

About 271,000,000 results (0.56 seconds)

Google

no-car

Q All Images Maps Videos News More Tools

About 1,220,000,000 results (0.62 seconds)

# Proposal for Emoji Character “NO CARS”



Google search results for "car-free".

Search bar: car-free

Navigation: All, Images, News, Maps, Videos, More, Tools

Results: About 860,000,000 results (0.59 seconds)

www.unep.org › news-and-stories › story › world-car-free...  
**World Car-Free Day on 22 September a great opportunity to ...**  
Every year on or around 22 September, cities across the globe celebrate World Car-Free Day, encouraging motorists to give u...  
UNEP · UN Environment Programme · Sep 21, 2018

www.youtube.com › watch  
**Barcelona's Car-Free Superblocks Explained - YouTube**  
Barcelona's iconic city blocks are getting a 21st Century makeover.For more by Tomorrow's Build subscribe now -...  
YouTube · Tomorrow's Build · 1 month ago

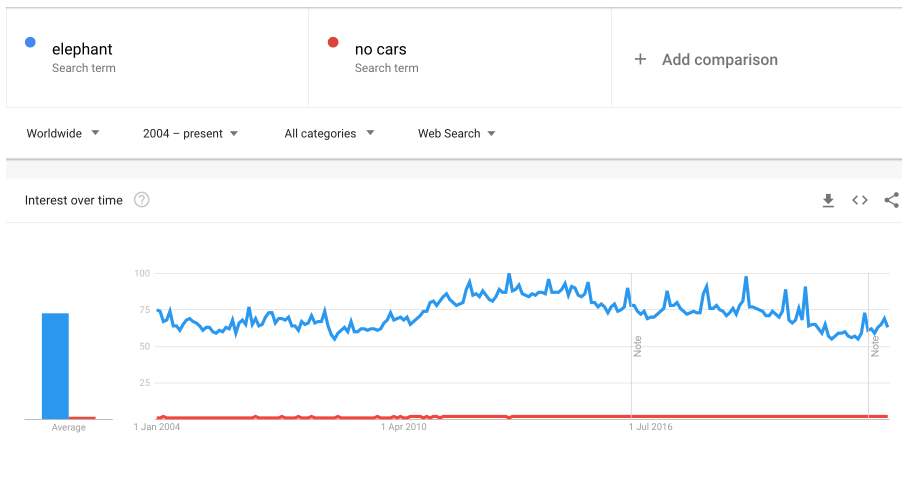
Google search results for "elephant".

Search bar: elephant

Navigation: All, Images, Videos, Maps, News, More, Tools

Results: About 53,800,000 results (0.39 seconds)

## 4. B.1.d Google Trends: Web Search: Date of searches: 30. July 2022

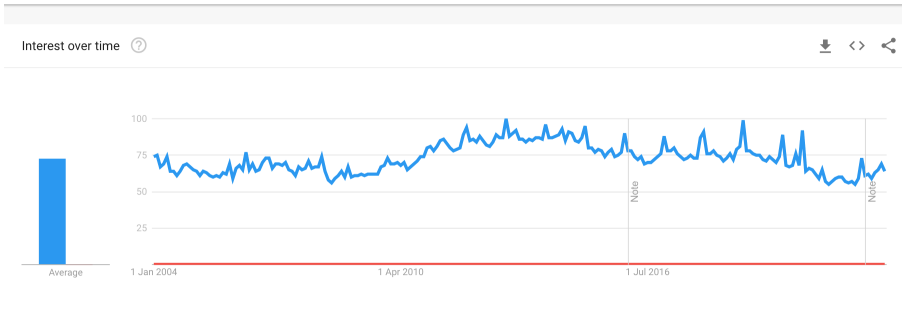


# Proposal for Emoji Character “NO CARS”



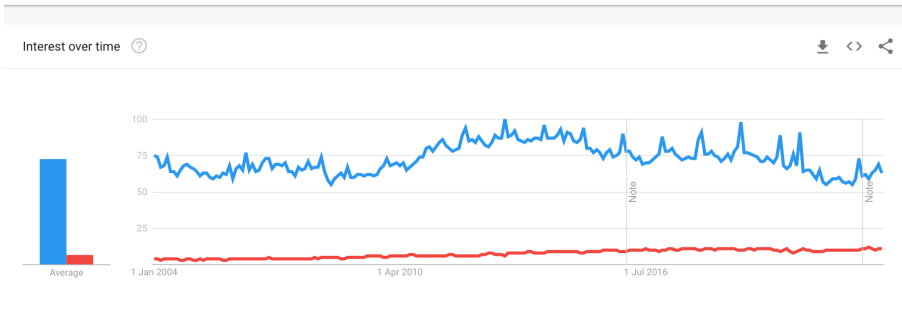
elephant Search term | no-cars Search term | + Add comparison

Worldwide | 2004 – present | All categories | Web Search



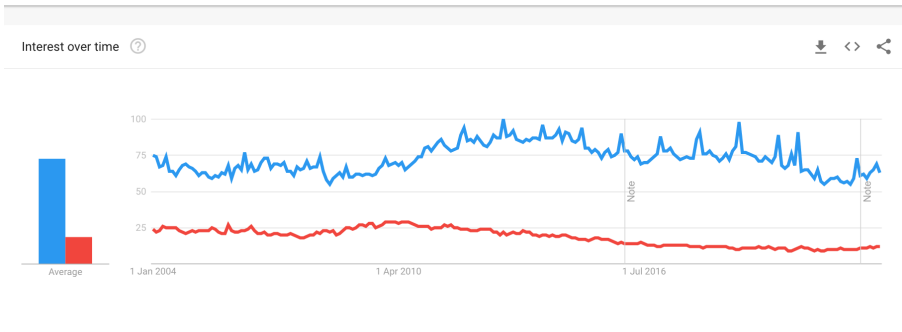
elephant Search term | no car Search term | + Add comparison

Worldwide | 2004 – present | All categories | Web Search



elephant Search term | car free Search term | + Add comparison

Worldwide | 2004 – present | All categories | Web Search

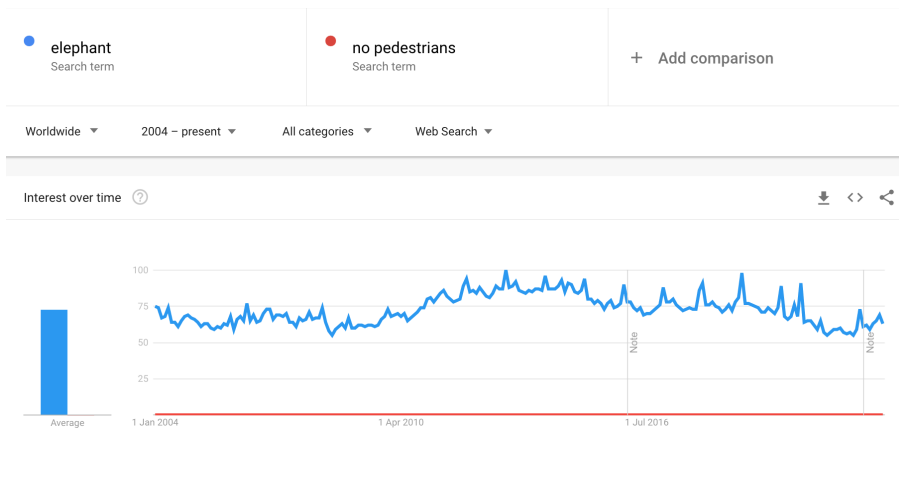
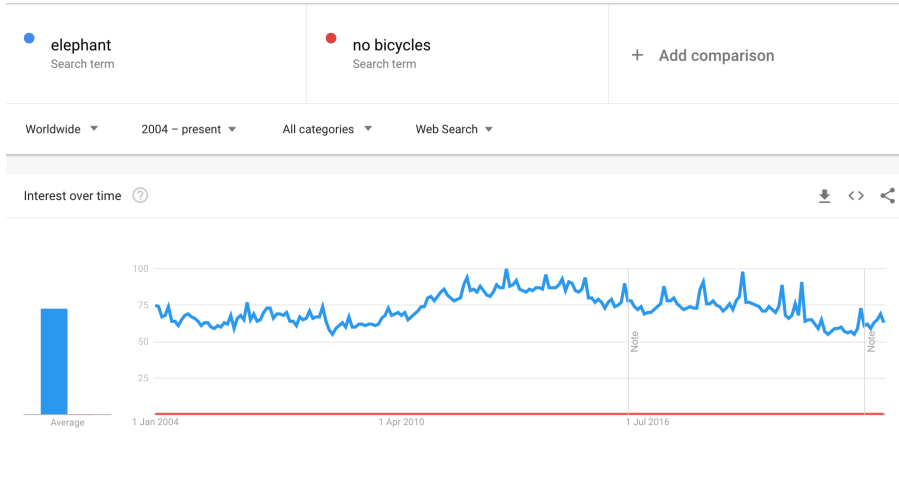




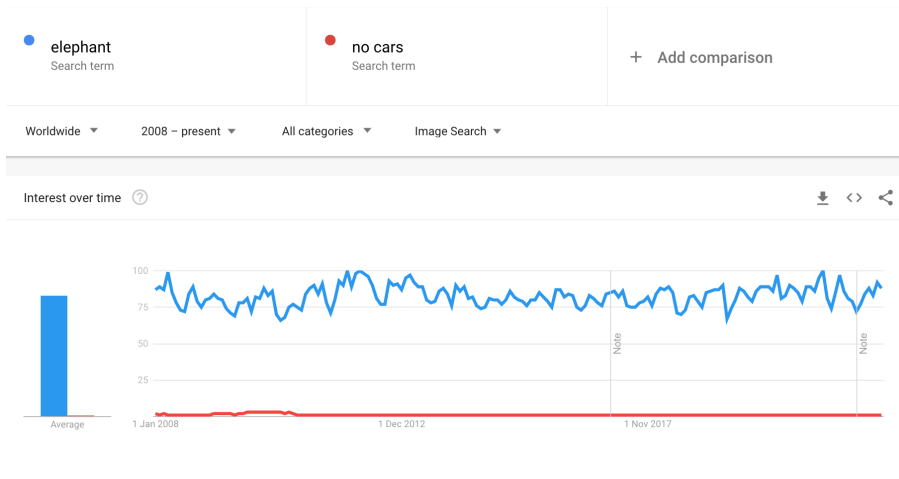


### Google Trends – comparison to emoji terms “no bicycles” and “no pedestrians”

The relative search interest analysed via google trends for the term “no cars”, “no car” and “car free” shows values of 1 or higher since 2004. Therefore it is exceeding the relative search interest analysed via google trends for the terms related to the already existing emojis “no bicycles” and “no pedestrians” which show values of lower than 1 for the relative search interest since 2004.



### 5. B.1.e Google Trends: Image Search



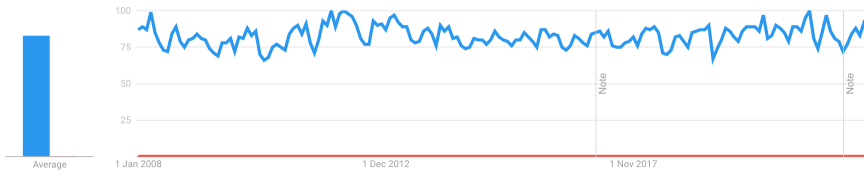
# Proposal for Emoji Character “NO CARS”



<b>elephant</b> Search term	<b>no-cars</b> Search term	+ Add comparison
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Worldwide ▾ 2008 – present ▾ All categories ▾ Image Search ▾

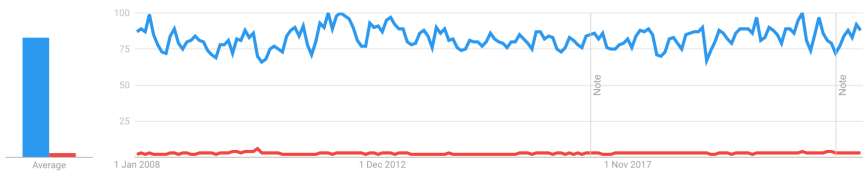
Interest over time ⓘ



<b>elephant</b> Search term	<b>no car</b> Search term	+ Add comparison
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Worldwide ▾ 2008 – present ▾ All categories ▾ Image Search ▾

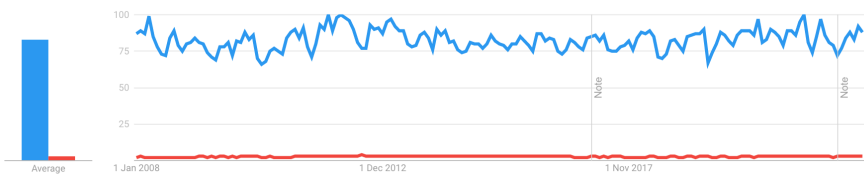
Interest over time ⓘ



<b>elephant</b> Search term	<b>car free</b> Search term	+ Add comparison
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Worldwide ▾ 2008 – present ▾ All categories ▾ Image Search ▾

Interest over time ⓘ





ii. Multiple usages

The “no cars” emoji has multiple diverse applications. On one hand as an analog to a traffic sign for the exclusion of cars and as a warning sign for the danger of cars. The emoji will also be used in the debate about the need to reduce car usage for health, safety, environmental and climate reasons. The Emoji can as well function in its singular form for “no car” in a more individualised way.

And, nonetheless, as an expression for the term “car free” in the growing debate and a “car-free movement”<sup>1</sup> about carfree or car-light living, lifestyles and mobility options that are non-car based or aim at reducing the car, or the automobile, for personal mobility. The symbol can also be used to express a time period or spatial area where cars are excluded – such as pedestrian zones in cities or temporal carfree events (street closures, open streets, ciclovia-events<sup>2</sup>). This discourse is of growing importance around the world.

iii. Use in sequences

The Emoji can be well used in sequences, such as:

- “No cars, mans more walking, cycling, scooter usage, public transport”



- “No entry, cars forbidden” (this would be impossible only with the “forbidden emoji”):



- “No cars and I can breathe and hear the birds sing!”:



- “No cars means more trees!”



<sup>1</sup> See: [https://en.wikipedia.org/wiki/Car-free\\_movement](https://en.wikipedia.org/wiki/Car-free_movement)

<sup>2</sup> See: <https://en.wikipedia.org/wiki/Ciclov%C3%ADa>



- "No cars, cooler climate" (Climate Change discourse)



- "No cars, fewer deaths"



- Announcing a "Car free event" (such as Ciclovía or Open Streets events):



- Car free City



- "No cars, walking and cycling are better ":



- "You should use your car less!":





#### iv. Breaking new ground

YES

*As an expression for the term “no cars”, “no car” or “car free” in the growing debate about car free, carfree or car-light living, lifestyles and mobility options that are non-car based or aim at reducing the car, or the automobile, for personal mobility. The symbol can also be used to express a time period or spatial area where cars are excluded – such as pedestrian zones in cities or temporal carfree events (street closures, open streets). This discourse is of growing importance around the world.*

*The reason it breaks new ground is that research in recent decades has revealed the many negative impacts of the car-system, and this has changed discourse on automobility from presenting it as unquestioned good to a societal choice that comes with both benefits and high costs. The emoji will function to simply express the real physical danger that is created by cars: According to the World Health Organization (WHO) approximately 1.3 million people die each year as a result of road traffic crashes and more than half of all road traffic deaths are among vulnerable road users: pedestrians, cyclists, and motorcyclists<sup>3</sup>. So there needs to be a warning sign, also amongst the Emojis that can be used to express the wish for no cars, or less cars, or car free situations.*

*The proposed emoji character is an exact representation for a traffic sign that exists across the globe but is not yet present in the emoji palette.*

#### g. Distinctiveness

*The “no cars” emoji is visually completely distinct and cannot be misread for another object. The chosen visual design refers to a “normal” passenger car in frontal view.*

*The proposed emoji is designed according to a traffic sign, traffic symbol and cannot be misread with existing car emojis.*

#### h. Completeness

*This “no cars” emoji would close an obvious gap in the available emoji list “warnings” as it is logically analogous and symbolically equally usable to the already existing emojis for “no bicycles” (#1381) and for “no pedestrians” (#1385).*

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<sup>3</sup> See: <https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries>



**5. Selection factors — Exclusion.**

**e. Petitions or “frequent requests”**

*Despite frequent calls on Social Media for a “no cars” emoji, we have not included those in this proposal to adhere to the guide for Emoji proposals.*

**f. Overly specific**

*The proposed “no cars” emoji character is not overly specific as it does not relate to any type or brand of car specifically, rather visually represents cars as a group of items. It is also visually familiar to existing road signs but does not only represent a traffic meaning. The Emoji Character will also be usable in the future as a representation for an electric car or a hydrogen car.*

*The “no cars” emoji is similarly non-specific and thus flexibly and widely useabl as the already existing emojis for “no bicycles” (#1381) and for “no pedestrians” (#1385).*

**g. Open-ended**

*The “no cars” emoji is a specific emoji that is very often needed in expressing statements related to traffic as well as in the debate on urban transport and mobility.*

*The “no cars” emoji is an addition to the robust existing class of warning emojis, so it is not opening doors into a category that is otherwise unopened.*

**h. Already representable**

*The content cannot be expressed in the same clarity and possibilities for emoji sequences by combining two already existing emojis, for example the emoji “prohibited” (#1380) with the emoji for “car” .*

*Also: there are the emojis for “no bicycles” (#1381) and for “no pedestrians” (#1385) so this emoji is logically missing.*

**i. Logos, brands, other third-party IP rights, UI icons, signage, specific people, specific buildings and landmarks, deities**

*Does not apply to this proposed emoji.*

*The chosen graphics do in no way represent any specific car brand but represent a visually readable unique design to reference an automobile, a typical passenger car.*



**j. Transient**

*The debate about not using cars or excluding cars (temporarily) from specific spaces in cities worldwide has been ongoing for about 100 years and has intensified in the recent past. Due to the upcoming transformation of our transport and mobility system the usage of the “no cars” emoji appears as a given well into the future. See also the arguments related to the analogous term “car free” described above*

**k. Faulty comparison**

*The “no cars” emoji does not have a faulty comparison as our argument is not based on a precedent emoji.*

*Moreover, the fact that a “no bicycles” and a “no pedestrians” emoji already exist is not a justification for a “no cars” emoji based on similarity. Rather the “no cars” emoji will be needed to express specific arguments in relation to cars and car-based transport.*

**l. Exact images**

*The “no cars” emoji does not request an exact image.*

**m. Region flags without code**

*Does not apply to this proposed emoji.*

**n. Lack of required rights or license for images**

*Does not apply to this proposed emoji. We have designed this emoji ourselves and thus have all IPs required to be transferred to the Unicode Consortium.*

**o. Variations on direction**

*Does not apply to this proposed emoji. The “no cars” emoji is in front view, no direction included.*

**p. Includes text**

*Does not apply to this proposed emoji. The “no cars” emoji does not include text.*

6. **Other information.** Any other information that would be helpful, such as design considerations for images.

None