

Task 1.3 Capacity building for effective marketing approach  
in mobility planning

# Hands on the Training

RSM – Rome Mobility Agency  
February 2021

# The AGENDA

## 1st Module: The theory

- The e-smartec project
- The participatory approach
- SUMP's: concept and phases
- Marketing techniques & Engagement Methods overview
- Q&A and on-line polling

60 minutes

**Coffee Break**

10 minutes

## 2nd Module: The Good Practices presentation

- 3 examples of Good Practices on sustainable mobility – practical application of marketing techniques and engagement methods.
- Presenting the Roadmap and the “Cards”
- Q&A and on-line polling

60 minutes

**Coffee Break**

10 minutes

## 3rd Module: The practical exercise - the “some city”

- Fix the SUMP objectives, set your engagement strategy
- Build up the Cards for each SUMP phase and keep the budget under control;
- Draft your Roadmap
- Q&A and on-line final survey

90 minutes

## About e-smartec



e-smartec aims to enhance citizen and stakeholder engagement in sustainable urban mobility planning through targeted marketing techniques.

**«We care for each other, we care for our space, we become part of mobility planning»**

A background image showing a close-up of several hands working together on a table. One hand is holding a blue sticky note, while others are holding a white marker and other sticky notes. The scene suggests a collaborative workshop or meeting.

enhanced sustainable mobility with marketing techniques

# Ice-breaking survey

**QUIZ**  
**TIME!!!**

What does the acronym **SUMP** stand for?

- Strategy in Urban Mobility Plans
- Scientific Urban Mobility Planning
- Sustainable Urban Mobility Plan

How many phases is the **SUMP** split into?

- Into 4 phases including 12 main steps
- Into 4 phases
- Into 12 phases

Have you already worked on a **SUMP**?

- Yes
- No

The **SUMP** involves the following territory

- National
- Regional
- Metropolitan
- Functional Area

The **SUMP objective is:**

- reduce traffic and congestion
- how people move
- increase public transport

# What is a “participatory approach” in planning?

A participatory approach entails the **active involvement** of the public in urban planning and decision-making processes, whereby the relevant ‘public’ depends upon the topic being addressed.

Concepts such as ‘**co-creation**’ and ‘**co-production**’ are methods of a participatory approach, which leads to a **trustful and sustainable collaboration** between authorities, stakeholders, and citizens by fostering a two-way interaction between participants.

It is **crucial** to establish a **common understanding of the project** and its vision from the beginning of the process.



**PARTICIPATION  
IS NOT AN ATTITUDE,  
IS A WORK METHOD.**

# Definition



**Top-down approach** is where an executive decision maker or other top person makes the decisions of how something should be done.

This approach is disseminated under their authority to lower levels in the hierarchy, who are, to a greater or lesser extent, bound by them.

**Bottom-up approach** to changes is one that works from the grassroots from a large number of people working together, causing a decision to arise from their joint involvement.

A bottom-up approach can be thought of as *"...an incremental change approach that represents an emergent process cultivated and upheld primarily by frontline workers."*

(Stewart, Manges, Ward, 2015, p. 241)

# SUMP Definition



A **Sustainable Urban Mobility Plan (SUMP)** is “a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It builds on existing planning practices and takes due consideration of integration, participation and evaluation principles”.

SUMPs have been promoted by the Commission as a new planning concept able to address transport-related challenges and problems of urban areas in a more sustainable and integrative way via the Action Plan on Urban Mobility (2009) and Transport White Paper (2011).

European Commission

# Differences between traditional transport planning and SUMP

Traditional Transport Planning		Sustainable Urban Mobility Planning
Focus on traffic	→	Focus on <b>people</b>
Primary objectives: Traffic flow capacity and speed	→	Primary objectives: <b>Accessibility</b> and <b>quality of life</b> , including social equity, health and environmental quality, and economic viability
Mode-focussed	→	<b>Integrated development of all transport modes</b> and shift towards sustainable mobility
Infrastructure as the main topic	→	<b>Combination</b> of infrastructure, market, regulation, information and promotion
Sectoral planning document	→	Planning document <b>consistent with related policy areas</b>
Short and medium-term delivery plan	→	Short and medium-term delivery plan embedded in a <b>long-term vision and strategy</b>
Covering an administrative area	→	Covering a <b>functional urban area</b> based on travel-to-work flows
Domain of traffic engineers	→	<b>Interdisciplinary</b> planning teams
Planning by experts	→	Planning with the <b>involvement of stakeholders and citizens</b> using a transparent and participatory approach
Limited impact assessment	→	Systematic <b>evaluation</b> of impacts to facilitate <b>learning</b> and improvement

# SUMP Function and objectives

## Function

The SUMP process aims to achieve these benefits through:



Defining mobility policies in the context of a clear vision



Identifying measurable targets to address long-term challenges of urban mobility



Ensuring the involvement of stakeholders at appropriate stages



Achieving collaboration between relevant policy areas and authorities

# SUMP Function and objectives

## Objectives



Ensure all residents are offered transport options that enable access to key destinations and services;



Improve safety and security;



Reduce air and noise pollution, greenhouse gas emissions and energy consumption;



Improve the efficiency and cost-effectiveness of the transportation of persons and goods;



Contribute to enhancing the attractiveness and quality of the urban environment for the benefits of residents, the economy and society as a whole.

# Why using a participatory planning?

The scope of the participatory planning approach in Sustainable Mobility Planning can be divided into the following 2 main categories:



## Increasing Awareness

This scope refers to all actions and techniques which aim to inform, train or educate the audience, with the ultimate goal to change behaviour towards sustainable modes of transport.



## Engaging in co-planning

This scope refers to all techniques & methods that aim to foster collaboration and active involvement of the audience in the planning process.

# The 4 key elements of a participatory planning

In both scope categories, the following 4 key elements should be considered when developing a public engagement & participatory planning strategy.



**PARTICIPANTS** - Who is affected, interested, or can contribute?



**LEVEL OF PARTICIPATION** - Does everyone participate during the process and to what extent?



**TIMEFRAME:**

- When and how shall the participatory process be implemented?
- In which stage of the SUMP cycle are we?



**COST** - What is the available budget?

# The level of participation

Does everyone participate during the process and to what extend?

The table below explains the four levels of participation that organizations can aim for their stakeholders and communities. **In each level a different type of interaction is required**, and different promises are made to the community.

	 <b>INFORM</b>	 <b>CONSULT</b>	 <b>INVOLVE</b>	 <b>COLLABORATE</b>
<b>GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.
<b>PROMISE</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible

# SUMP phases & the level of participation



Developing a Sustainable Urban Mobility Plan (SUMP) is a demanding and interdisciplinary task.

**The process of developing and implementing a SUMP is divided into 4 phases including 12 main steps** which form the SUMP cycle as illustrated in the figure.

An integrated participatory approach is recommended to be applied during each of the 4 SUMP phases for ensuring the effectiveness and acceptance of the final SUMP.

# PHASE 1: PA Preparation & Analysis

Milestone:  
**Decision to prepare  
a SUMP**

- 1.1 Evaluate capacities and resources
- 1.2 Create inter-departmental core team
- 1.3 Ensure political and institutional ownership
- 1.4 Plan stakeholder and citizen involvement

01

Set up  
working  
structures

02

Determine  
planning  
framework

03

Analyse mobility  
situation

Preparation & analysis

- 2.1 Assess planning requirements and define geographic scope ('functional urban area')
- 2.2 Link with other planning processes
- 2.3 Agree timeline and work plan
- 2.4 Consider getting external support

- 3.1 Identify information sources and cooperate with data owners
- 3.2 Analyse problems and opportunities (all modes)

Milestone:  
**Analysis of problems and  
opportunities concluded**

The first milestone and starting point for the initial phase is an explicit decision by policy makers to prepare a Sustainable Urban Mobility Plan.

The groundwork for the planning process is laid by answering the following questions:

**What are our resources?**

**What is our planning context?**

**What are our main problems and opportunities?**

# PHASE 2: SD

## Strategy development



The goal of the second phase is to define the strategic direction of the Sustainable Urban Mobility Plan in cooperation with citizens and stakeholders.

**What are our options for the future?**

**What kind of city do we want?**

**How will we determine success?**

At the end of the second phase, you have reached the milestone of a widely supported vision, objectives and targets

# PHASE 3: MP Measure planning



Milestone:  
**Sustainable Urban  
Mobility Plan adopted**

9.1 Develop financial plans and agree cost sharing

9.2 Finalise and assure quality of 'Sustainable Urban Mobility Plan' document

8.1 Describe all actions

8.2 Identify funding sources and assess financial capacities

8.3 Agree priorities, responsibilities and timeline

8.4 Ensure wide political and public support

7.1 Create and assess long list of measures with stakeholders

7.2 Define integrated measure packages

7.3 Plan measure monitoring and evaluation



With the third phase, the planning process moves from the strategic to the operational level. This phase focuses on measures to achieve the agreed objectives and targets.

Here the Sustainable Urban Mobility Plan is finalised and its implementation prepared by answering the following questions:

**What will we do concretely?**

**What will it take and who will do what?**

**Are we ready to go?**

# PHASE 4: IM

## Implementation and monitoring



- 12.1 Analyse successes and failures
- 12.2 Share results and lessons learned
- 12.3 Consider new challenges and solutions

- 11.1 Monitor progress and adapt
- 11.2 Inform and engage citizens and stakeholders

- 10.1 Coordinate implementation of actions
- 10.2 Procure goods and services



The fourth phase focuses on implementing the measures and related actions defined in the SUMP, accompanied by systematic monitoring, evaluation and communication.

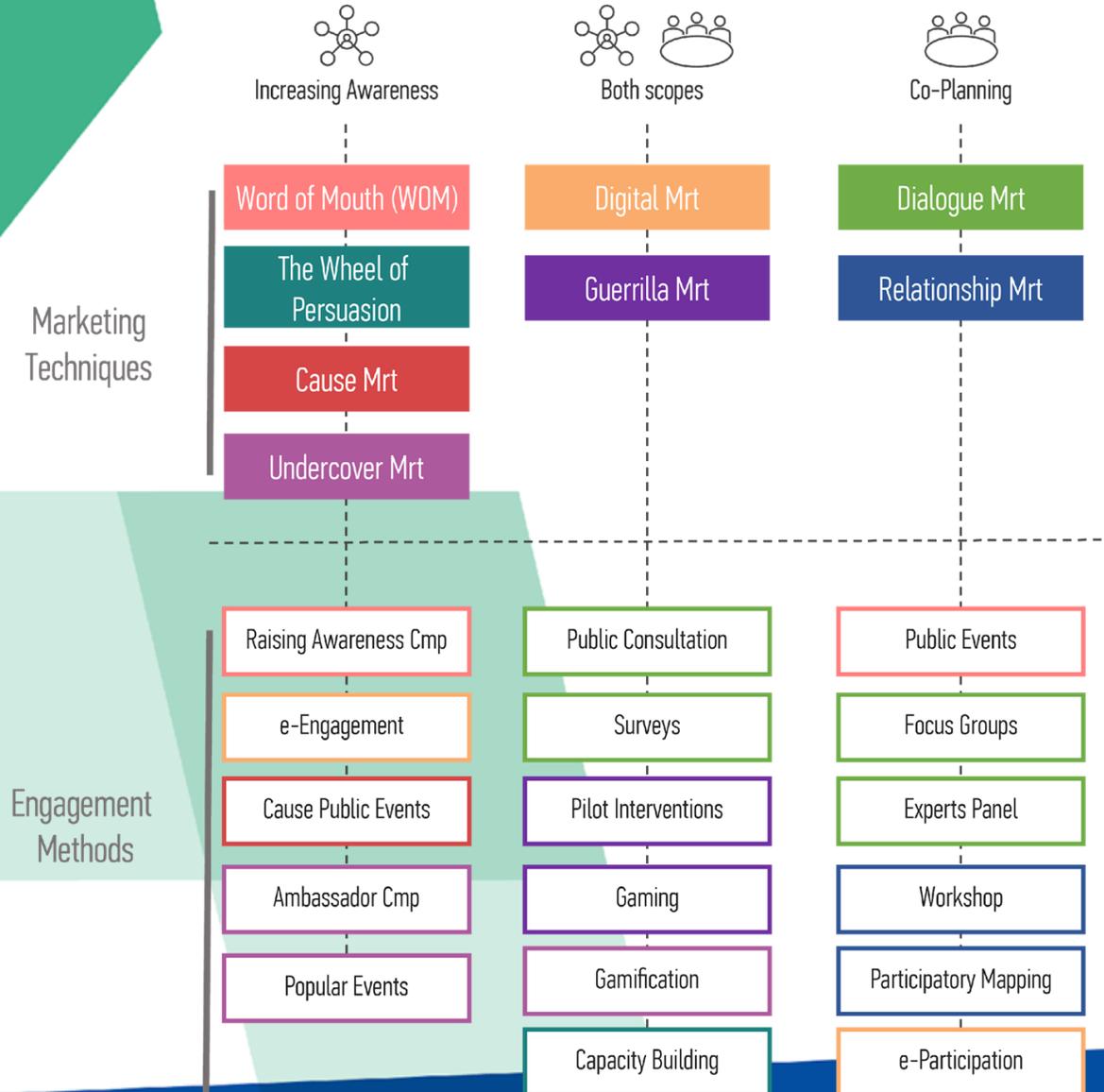
Here the actions are put into practice by answering the following key questions:

**How can we manage well?**

**How are we doing?**

**What have we learned?**

# Marketing Technique & Engagement Method for citizens' & stakeholders' engagement



The process of developing and implementing a SUMP is complex and it requires specific and strategic engagement actions.

**Each phase of the SUMP cycle process has different objectives, thus different techniques and methods are required.**

Each Marketing Technique can be implemented by using a set of Engagement Methods.

**The combination of those methods forms the backbone of the engagement process.**

For the purpose of SUMP planning, it is **highly recommended to combine more than one Marketing Techniques and choose engagement Methods accordingly.**

# The Marketing Techniques & Engagement Methods overview



## Word of Mouth

**Participation Method:**

- Raising Awareness Campaign
- Public Event

**Participants:**

- Citizens of all age
- Selected stakeholders



## The Wheel of Persuasion

**Participation Method:**

- Capacity Building

**Participants:**

- All types of stakeholders

**Cost:** € € € - € € € €

**Time Frame:**





## Digital Marketing

**Participation Method:**

- e-Participation



## Dialogue Marketing

**Participation Method:**

- Surveys
- Public consultation
- Focus Groups
- Expert's Panel

**Participants:**

- Citizens of all age
- Selected stakeholders

**Cost:** € - € € € € €

**Time Frame:**





## Undercover Marketing

**Participation Method:**

- Gamification
- Ambassador campaign
- Popular Events

**Participants:**

- Citizens of all age

**Cost:** € € € - € € € € €

**Time Frame:**





## Cause Marketing

**Participation Method:**

- Raising Awareness Campaign



## Guerrilla Marketing

**Participation Method:**

- Pilot Interventions
- Gaming

**Participants:**

- Citizens of all age
- All types of stakeholders

**Cost:** € - € € € € €

**Time Frame:**





## Relationship Marketing

**Participation Method:**

- Workshop
- Participatory mapping

**Participants:**

- Citizens of all age
- All types of stakeholders

**Cost:** € € € - € € € € €

**Time Frame:**



# Cause marketing Marketing Technique



## Cause Marketing

### Participation Method:

- Raising Awareness Campaign ■■■■
- Public Event ■■

### Participants:



Citizens  
of all age



Selected  
stakeholders

### Cost:



### Time Frame:



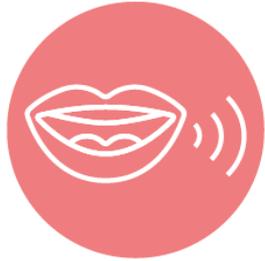
**Cause marketing** is a marketing technique that focuses on social or charity causes while promoting social responsibility.

Cause marketing can provide the opportunity to engage the public, not only rationally but also emotionally through the creation of an ethic consciousness by stimulating individual behavioural change.

### Key characteristics:

- ✓ Focuses on engaging the public not only rationally, but also emotionally, through the creation of an ethic consciousness.

# Word of Mouth (WOM) Marketing Technique



## Word of Mouth

### Participation Method:

- Raising Awareness Campaign ■■■■
- Public Event ■■

### Participants:



Citizens  
of all age



Selected  
stakeholders

### Cost:



### Time Frame:



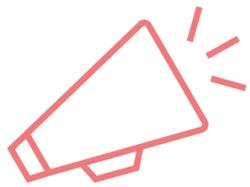
**Word of mouth (WOM)** communication is a process of storytelling and knowledge spread. It is a commonly used process in consumer decision-making literature and proven as the most important, trustful and credible source of information.

It is a direct technique, with the objective to generate a “buzz” over specific issues in order to increase awareness and enable participation in future initiatives

### Key characteristics:

- Rapid spread of information
- Use of vivid artwork to attract public interest
- several mediums are used to cover a wide range of target groups
- Casual wording for broad engagement

# Raising Awareness Campaign method



## Raise Awareness campaign



### Participants:



### Cost:



### Time Frame:



A promotional campaign which uses several tools in order to reach as many individuals as possible.

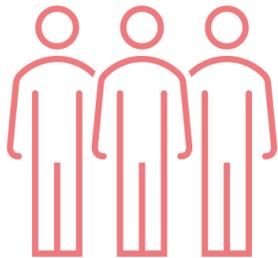
### Key characteristics:

- ✓ Clear objectives and success target goals.
- ✓ Focus on specific issues and the relevant audience target groups.
- ✓ Interesting content presented in different formats

### Types:

- Offline campaign
- Online campaign

# Public Event method



## Public Events



### Participants:



### Cost:



### Time Frame:



A Public Event aims to raise awareness, as a means of stimulating interest and creating publicity. Such events provide to the organizers the opportunities to inform the public about a priority issue, a specific milestone or the entire project. Local individuals and organizations are invited to participate in them.

### Key characteristics:

- ✓ Strategic selection of site.
- ✓ Casual atmosphere.
- ✓ Allows for sensitive topics to be discussed.

### Types:

- Interactive Event
- Pilot Event
- Open Event

# Digital marketing

## Marketing Techniques



### Digital Marketing

#### Participation Method:

- e-Participation
- e-Engagement

#### Participants:



Citizens  
of all age



All types  
of stakeholders

#### Cost:



#### Time Frame:



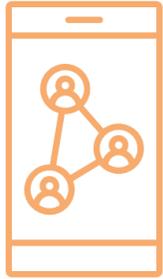
**Digital marketing** is the component of marketing that utilizes online based digital technologies such as digital apps, platforms and websites, used in desktop and mobile interface, to promote services and products.

It is a non - linear marketing approach, where exchanges between provider and recipients are free flowing and the information is disseminated through numerous channels, such as the blogosphere, YouTube, Facebook, Instagram, Twitter and a variety of other platforms.

#### Key characteristics:

- Rapid spread of information
- Attracts public interest, through interactive audiovisual elements
- Uses broad communication channels
- Uses casual and targeted wording

# e-Engagement method



## e-Engagement



### Participants:



### Cost:



### Time Frame:



e-engagement in the form of Online Campaigning is a similar method to Raising Awareness Campaign, but focuses on web based channels and digital tools.

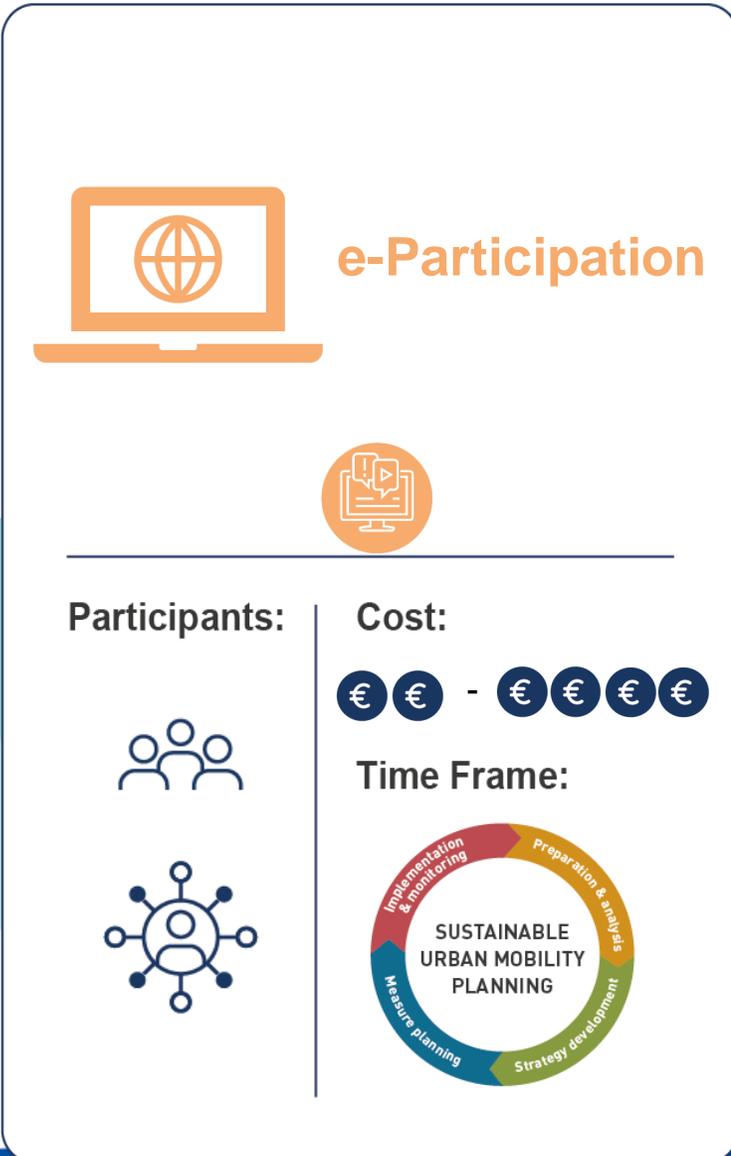
### Key characteristics:

- ✓ Focus on specific issues while targeting wider audience groups, since e- engagement can take place at anytime and anywhere.
- ✓ Interesting content presented in different formats.

### Types:

- a focus group chat room
- a blog or a social media platform
- a project website or web/mobile platforms
- an online Event

# e-Participation method



E-participation has been defined as “the utilization of information and communication technology in order to extend and deepen citizen’s participation”.

Crowdsourcing is an online citizen engagement method, which enables active participation in decision-making or planning processes. This method is basically an open invitation to every citizen, willing to participate in particular issues, by commenting, sharing insights or ideas, via a free-access online platform

## Key characteristics:

- ✓ Require ICT competences, legal knowledge and communication skills.
- ✓ Allows the participation of a larger number of citizens
- ✓ Gives the opportunity to reach out to wider demographic groups

## Types:

- Web platforms
- Survey tools
- Specialized apps

# Dialogue marketing Marketing Techniques



## Dialogue Marketing

### Participation Method:

- Surveys ■■■■
- Focus Group ■■■■
- Public consultation ■■■■
- Expert's Panel ■■■■

### Participants:



Citizens  
of all age



Selected  
stakeholders

### Cost:



### Time Frame:



**Dialogue marketing** includes all activities in which media is used with the intention of establishing an interactive relationship with individuals.

Dialogue techniques are utilized to focus on particular issues or concerns that require further input from the community.

It is a four-stage process designed to help project actors develop long-lasting and mutually beneficial relationships with citizens.

### Key characteristics

- ✓ Creates interactive relationships with individuals and their attitude
- ✓ Establishes simple and targeted communication
- ✓ Creates safe places that establish openness to sharing ideas

# Surveys method



## Surveys



### Participants:



### Cost:



### Time Frame:



A Survey is a method used for the collection of information or opinions/preferences on a specific topic of interest from a predefined group of respondents.

### Key characteristics:

- ✓ Harvest information from representative samples of citizens/ stakeholders.
- ✓ Ensure that comparable information is obtained, thus enabling the analysis for meaningful statistics.
- ✓ Support policy making processes as they can ensure data availability for specific purposes.

### Types:

- Users' satisfaction survey
- Household surveys/ trip diary surveys
- Stated – preference surveys<sup>38</sup>
- Roadside Surveys (RSS)
- Delphi survey
- Measure selection surveys
- Measure evaluation surveys

### Ways of implementation:

- Postal
- SMS
- Telephone
- Online (digital tools and platforms)
- Face to Face interview

# Public consultation method



## Public Consultation



### Participants:



### Cost:



### Time Frame:



Public Consultation is a regulatory process that invites citizens and stakeholders to provide their views and feedback on the current stage of the project.

### Key characteristics:

- ✓ Experts and government officials share project information and details with the participants.
- ✓ A limited number of citizens is involved in the decision-making process.
- ✓ The selection of citizens is implemented randomly from the general population.
- ✓ It is usually the preferred formal type used for final approval of major policies or large-scale infrastructure projects.

### Types:

- Physical meeting
- Online meeting

# Focus Group method



## Focus Group



### Participants:



### Cost:



### Time Frame:



A Focus group is a structured discussion among a small group of participants, facilitated by a skilled moderator. This method is designed to obtain insights, ideas and opinions from the participants on a specific topic.

### Key characteristics

- ✓ It is typically conducted face to face, but it may also be organized via online meetings.
- ✓ Questions are asked in an interactive group setting where structured discussion among participants is highly encouraged.
- ✓ Participants are selected based on their knowledge or level of interest to the specific topic.
- ✓ Neutral and casual environment.

# Expert Panel method



## Expert Panel



### Participants:



### Cost:



### Time Frame:



Expert panel is a specialized discussion among a variety of experts and active actors of a project. Its objective is to possibilities and needs for the selected topic/ project.

### Key characteristics:

- ✓ The experts are selected based on the relevance of their field of expertise.
- ✓ The discussion is facilitated by a neutral moderator.

### Types:

- Round-table discussions
- Online, in a form of a platform discussion

# Relationship marketing Marketing Techniques



## Relationship Marketing

### Participation Method:

- Workshop ■■■
- Participatory mapping ■■

### Participants:



Citizens  
of all age



All types  
of stakeholders

### Cost:



### Time Frame:

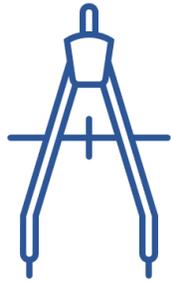


**Relationship marketing** is a form of marketing that emphasizes in target audience retention and satisfaction rather than transactions. Relationship marketing focuses in an already cultivated target group with the intention of gaining loyalty to its purposes.

### Key characteristics:

- ✓ Builds long – lasting relationships
- ✓ Involves many interaction levels, where both the provider and recipient have an interest in a more satisfying exchange

# Workshop method



## Workshop



### Participants:



### Cost:



### Time Frame:



A workshop is an intensive planning session where citizens, stakeholders and experts collaborate on the development of a shared vision. It is a face-to-face process, designed to bring people from various sub-groups of society into a consensus by providing adequate information to all participants and the equal opportunity to contribute in co-creating a vision/ proposal.

### Key characteristics:

- ✓ It targets situations which require the development of cross-cutting strategies and interdisciplinary collaboration.
- ✓ Participants can provide ideas and solutions to problems that are outside their areas of expertise.
- ✓ Project coordinators build partnerships and synergies with the relevant stakeholders and the public.

### Facilitation Tools:

- World Café
- Participatory Scenarios
- Graphic Facilitation
- Idea Rating Sheets

# Participatory mapping method



## Participatory mapping



### Participants:



### Cost:



### Time Frame:



Participatory mapping - also called community-based mapping - is a general term used to define a method that combines the tools of modern cartography with participatory approaches in order to represent the spatial knowledge of local communities.

### Key characteristics:

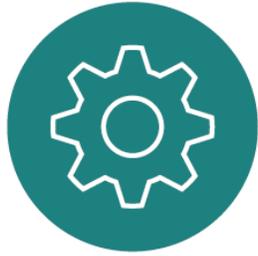
- ✓ It represents the agenda of the community by showing information that reflects the community members' aspirations and needs.
- ✓ Participatory maps are not produced by formal media; a participatory map may be just a sketch or may be incorporated into a sophisticated computer-based GIS (geographic information system).
- ✓ Embrace diversity in presentation and content as they are not expected to follow conformity guidelines.

### Types:

- Participatory mapping using scale maps and images
- Participatory 3-D models
- Participatory geographic information systems (PGIS)
- Multimedia and Internet-based mapping

All above types can be implemented as separate methods or as part of a broader participatory process.

# Wheel of Persuasion Marketing Techniques



## The Wheel of Persuasion

### Participation Method:

- Capacity Building ■ ■

### Participants:



All types of stakeholders

### Cost:



### Time Frame:



The term “**Wheel of Persuasion**” was coined by Bart Schutz to describe the technique where scientific insights on the psychology of conversion (insights from behavioural economics, consumer psychology, neuro-marketing, sociology) are used for persuading the targeted audience.

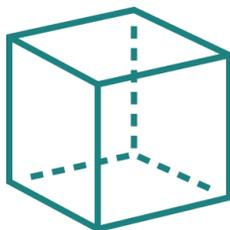
It is a form of marketing technique that evolves around the art of human persuasion, following 6 basic principles - based on Robert Cialdini’s six principals of persuasion:

1. REWARD
2. THREAT
3. SCARCITY
4. SOCIAL PROOF
5. EXPERTISE
6. LIKING

### Key characteristics:

- ✓ Encourages the adoption of alternative behavioural patterns by changing the common perspective on the explored issue

# Capacity Building method



## Capacity Building



### Participants:



### Cost:



### Time Frame:



Capacity building is a method that develops further a certain range of skills and competencies of the participants.

### Key characteristics:

- ✓ It focuses on building up knowledge.
- ✓ The participants are selected based on their professional status and relevance to the topic.
- ✓ It is a repeated process that requires educational/instructional material.

### Types:

- Trainings / Seminars/ Workshops
- Conferences
- Hackathons
- Training material (manual, Handbooks etc)

# Guerilla marketing Marketing Techniques



## Guerrilla Marketing

### Participation Method:

- Pilot Interventions ■
- Gaming ■■■■

### Participants:



Citizens  
of all age



All types  
of stakeholders

### Cost:



### Time Frame:



**Guerrilla Marketing** is a promotion strategy which uses surprise and unconventional interactions in order to promote a concept. It uses multiple practices in order to establish direct contact with targeted audience.

The used methods usually achieve high impact and notoriety, generating innovation and creativity.

### Key characteristics:

- ✓ Links emotional responses and provokes recipients to relate to issues differently than they are accustomed to
- ✓ Use “out-of-the-box” tactics

# Pilot Interventions method



## Pilot Interventions



Participants:



Cost:



Time Frame:

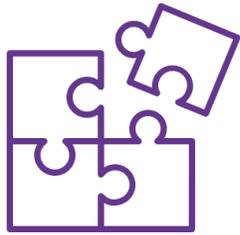


Pilot intervention is an approach where physical interventions of a temporary character are implemented on trial base, like a prototype, leading towards a more permanent transformation in the future.

### Key characteristics:

- ✓ A harvest of local ideas for local planning challenges.
- ✓ Short-term commitment and realistic expectations.
- ✓ Low risk, with a possibly high reward.
- ✓ Building trust among disparate interested groups and local authorities.

# Gaming method



## Gaming



### Participants:



### Cost:



### Time Frame:



The “Gaming” approach can be described as a chameleon method. This approach masks learning technologies and pedagogical principles in game-based environment with the objective of engaging and motivating participants by offering entertainment and joy.

### Types:

- SIMULATION-BASED – actions taken by players resemble actions taken by people in real situations in everyday life.
- DECISION-BASED – role play by players with presentation of thoughts, statements and attitudes.
- PSYCHOLOGICAL – based on interactions between individuals or groups striving to achieve set goals.

### Game Categories

- Location based games
- Strategic games

# Undercover marketing Marketing Techniques



## Undercover Marketing

### Participation Method:

- Gamification ■■■■
- Popular Events ■■■■
- Ambassador campaign ■■■■

### Participants:



Citizens  
of all age

### Cost:



### Time Frame:



**Undercover marketing** is a technique that uses sublime messaging to promote a concept.

The audience is exposed favorably to a topic or issue without being specifically notified about the promotion strategy.

It bears many similarities with the Word of Mouth technique as its objective is to create a “buzz” over specific issues.

The key element that differentiates this technique is the use of seemingly not relevant engaging methods.

### Key characteristics:

- ✓ Uses “hidden messages”
- ✓ Use of seemingly not relevant engaging methods

# Gamification method



## Gamification



### Participants:



### Cost:



### Time Frame:



The “Gamification” method has been broadly defined as the use of game-elements in non-game contexts. It refers to an instructional approach with the aim to increase engagement, motivation and participation.

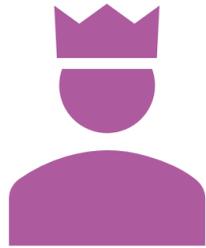
### Key characteristics:

- ✓ It provides participants with proactive directives and feedback through game mechanics and game dynamics.
- ✓ It simplifies learning and makes it more immersive and interactive through active participation and observation.
- ✓ It is likely to sustain a long-term engagement and thus, effectively influence behavioural change on the certain topic.
- ✓ It is suitable for engaging heterogeneous groups of individuals with different skills, expertise and interests.
- ✓ It can address serious topics with a non-formal approach.

### Principles:

- challenges and rewards
- competitions
- personalization
- game levels based on user’s experience

# Ambassador campaign method



## Ambassador campaign



Participants:



Cost:



Time Frame:



The “Ambassador Campaign” method is a form of indirect promotion by collaborating with important public figures (celebrities, opinion-leaders, influencers).

### Key characteristics:

- ✓ It generates Word of Mouth communication.
- ✓ It leverages the Ambassador’s popularity and reputation.

### Keep in mind:

that a user’s analysis is required in order to define the criteria for the selection of the appropriate public figure

# Popular Events method



## Popular Events



Participants:



Cost:



Time Frame:



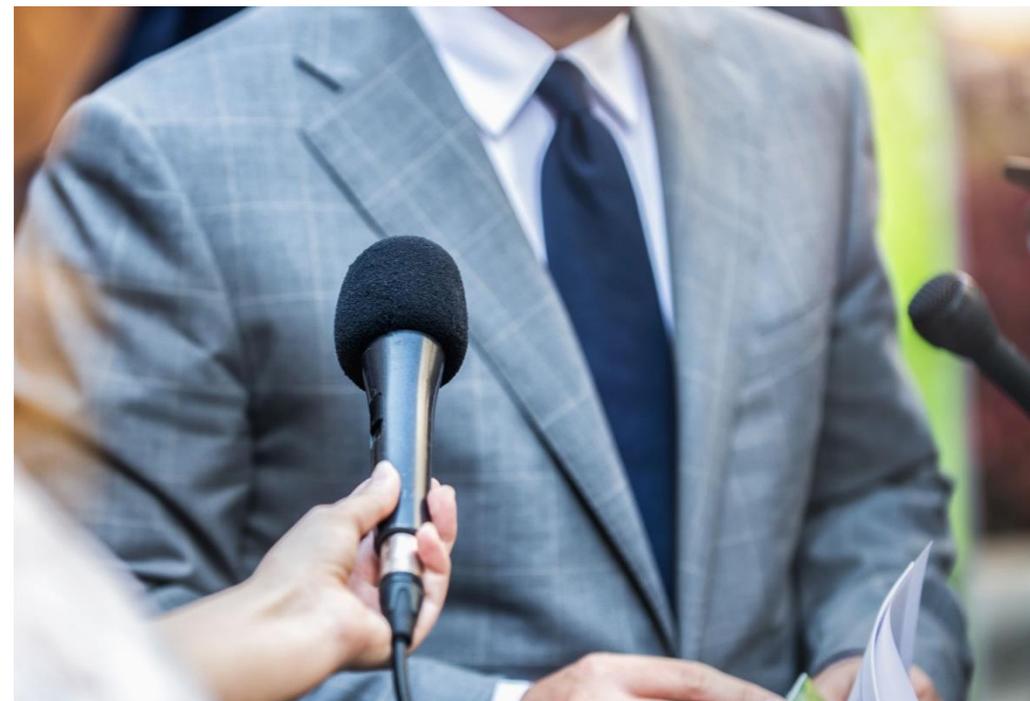
The “Popular Event” method is an indirect form of promotion where the popularity of a current event is capitalized in order to gather attention for an additional issue.<sup>66</sup> The term “popular” refers to all types of events and happenings that are well established and known to the public. From major sports events and games to cultural events and festivals.

### Key characteristics:

- ✓ Utilization of well-established events and happenings.
- ✓ Effective tool to achieve high exposure with minimum cost implementation

# Questions & Answers

If you have any questions please  
feel free to share on the group chat



# 2<sup>nd</sup> Survey on Marketing techniques in relation to SUMP

**QUIZ**  
**TIME!!!**

**Which marketing technique take advantage of sublime messaging to promote a concept?**

- Undercover marketing
- Wheel of Persuasion
- Digital marketing

**Which of the Sump phases is the one of Strategy Development?**

- PHASE 2
- PHASE 3
- PHASE 1

**Which marketing technique increases awareness and enables participation in future initiatives?**

- Relationship marketing
- Dialogue marketing
- Cause marketing

# Coffee Break



**See you here in 10 minutes!**

# Examples of Good Practices on participation in Rome

1



**PUMS**  
Piano Urbano  
della Mobilità  
Sostenibile

2



Mobility Managers

3

**BP**

Best Practices e-smartec



# PUMS



# PUMS

Piano Urbano  
della Mobilità  
Sostenibile

# Italian Good Practices n.1

## SUMP in Rome

1

EU provides SUMP Best Practice and Guidelines:

CIVITAS and ELTIS best practice exchange;

Guidelines for SUMP

<https://www.eltis.org/mobility-plans/sump-online-guidelines>

Action Plan for Urban Mobility

Europe on the Move: Package of measures for a more connected and less polluting mobility

2

✓ Italian Ministry of Transport (MIT) set a coordinated table with local government and stakeholders: **the plan in each city need to be approved within 2020.**

✓ **15 year SUMP granting plan for new Public Transport infrastructures**



European Platform  
on Sustainable Urban  
Mobility Plans

M\_INF.GABINETTO.REG\_DECRETI.0000396.28-08-2019



*Il Ministro delle infrastrutture e dei trasporti*

VISTO il Decreto Ministeriale 4 agosto 2017, n. 397, concernente l'applicazione omogenea e coordinata di linee guida per la redazione di Piani urbani di mobilità sostenibile su tutto il territorio nazionale;

VISTO l'art. 6, comma 1, del citato Decreto che prevede la possibilità di modifiche e integrazioni alle disposizioni dello stesso da attuarsi con successivi decreti del Ministro delle infrastrutture e dei trasporti, previo parere della Conferenza unificata istituita con D. Lgs. n. 281 del 28/08/1997;

VISTI i Decreti Ministeriali 18 maggio 2018, n. 232 e 9 aprile 2019, n. 137 con i quali è stato rispettivamente istituito e modificato il Tavolo Tecnico di cui all'art. 4, comma 4, del Decreto Ministeriale 4 agosto 2017, n. 397, preposto, tra l'altro, a proporre le eventuali modifiche ai sensi dell'art. 6, comma 1, di cui al precedente Visto;

CONSIDERATA la natura paritetica del Tavolo Tecnico in argomento, composto da rappresentanti del Ministero delle Infrastrutture e dei Trasporti, del Ministero dell'ambiente e della tutela del territorio e del mare, del Ministero dello Sviluppo economico, del Ministero dei beni e delle attività culturali e del turismo, dell'ANCI, delle Regioni e dell'Osservatorio Nazionale sulle politiche dello sviluppo del TPL;

CONSIDERATE le necessità emerse nel primo periodo di applicazione del Decreto Ministeriale n. 397/2017 in argomento;

VISTA la complessità dell'iter di predisposizione del decreto ministeriale relativo alle modalità di assegnazione delle risorse del "Fondo per la progettazione di fattibilità delle infrastrutture e degli insediamenti prioritari per lo sviluppo del Paese, nonché per la project review delle infrastrutture già finanziate" istituito con l'articolo 202, comma 1, lettera a), del Codice dei contratti pubblici di cui al decreto legislativo 18 aprile 2016, n. 50, e successive modificazioni, non ancora attuato a causa dell'intervenuta sentenza della Corte costituzionale n. 74 del 7 marzo 2018, che ha sancito l'illegittimità costituzionale dell'art. 1, c.140 della legge 11 dicembre 2016, n.232, con il quale venivano assegnate risorse a tale Fondo, nonché a causa delle disposizioni previste all'articolo 1, comma 115 della legge 30 dicembre 2018, n. 145, che ha ridotto di 30 milioni di euro per l'anno 2019 le risorse per il finanziamento di tale Fondo;

VISTA la nota dell'ANCI del 24/04/2019 prot. n. 40/ST/AG/gm-19 relativa alla richiesta di rinvio della scadenza per la predisposizione ed adozione dei PUMS prevista con il richiamato decreto 397/2017;

CONSIDERATE le competenze assegnate agli enti di area vasta dalla legge n. 56/2014;

RITENUTO OPPORTUNO escludere l'obbligo di redazione dei PUMS per gli enti di area vasta, non città metropolitane, in relazione alle competenze assegnate agli stessi dall'art. 85 della legge n. 56/2014;

1

# Roma SUMP Preparation & Analysis phase



## Expert Panel

Engagement Methods



## Dialogue Marketing Techniques

### Participants:



local decision makers  
and  
high profile experts

### Cost:



### Time Frame:



**First step was organized the working group**, inviting all the necessary institutional stakeholders **coordinated from the Director of the Mobility Department** and with the support of a Technical Secretariat composed of Roma Mobility Agency (coordinator), Risorse per Roma, Roma Metropolitane

### Working group of local decision makers

Director of the Urban Planning and Implementation Department  
Director of the Infrastructure Development and Urban Maintenance Department  
Director of the Environmental Protection Department

### Steering Committee of high profile experts in the following fields

Transport engineering  
Road Safety  
Transport Economics  
Environmental Engineering  
Urban planning and land use

# Strategy Development phase: 1st Listening moment on [www.pumsroma.it](http://www.pumsroma.it)



Participants:



Cost:



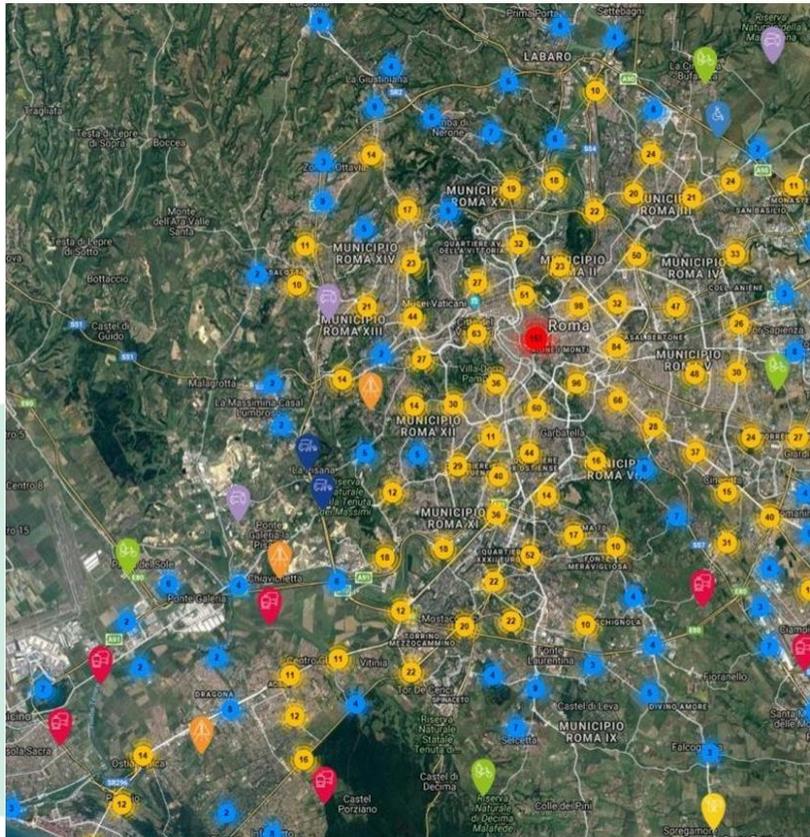
Time Frame:



The first listening phase was from the 18 September 2017 to the 28 February 2018 and allowed to everyone to provide free suggestions on a dedicated web portal <https://www.pumsroma.it/>

At the same time were organized:  
**Public meeting** in City District  
**Interview** and analysis (published on the Portal)  
**account** on social channel Twitter@PumsRome

# 1st listening moment results



1st LISTENING PHASE The figures	
RECEIVED PROPOSALS	4,106
PUBLISHED PROPOSALS	2,668
COMMENTS MADE	3,132
CONTACTS	43,651
VOTES CAST	28,123
MEAN TIME	4,3 MIN

## All the proposals:

- have been examined,
- georeferenced on the website
- each one has been answered

The answers not related to SUMP but still interesting for the management of the city were forwarded to the competent department.

# 2nd Listening moment: surveys and results



6.814 Surveys

Participants:



Cost:



Time Frame:



The listening phase n°2, from the 3rd of July 2018 to the 28 of February 2019 was carried with CATI and CAWI surveys: **more than 6.814 contacts and give us two different list of priority.**

TOP 3	BY PHONE	ON LINE
1	Reduce the <b>accident rate</b>	Strengthen <b>infrastructure for LPT</b>
2	Reduce <b>traffic jams and congestion</b>	Reduce <b>traffic jams and congestion</b>
3	Reduce polluting <b>emissions</b>	Promove urban <b>cycling</b>

# Measure Planning phase: consultation process on the SUMP proposal n.1



Participants:



Cost:



Time Frame:



## BUILDING TOGETHER FINAL SUMP SCENARIO

- ✓ After the two listening phases, the LA with the support of the Rome Mobility Agency (RSM), set up the draft SUMP plan and started the official participation phase
- ✓ Once approved the Draft SUMP Plan, the municipal area was divided into six territorial areas defined by the union of two or three Municipalities and, for each area, **three meetings** have been held in the period 18 March - 20 May 2019. These meetings were open to everyone.
- ✓ The attendees normally were representing local stakeholder and technicians that could provide RSM and the LA with alternative innovative or integrative solutions to the city administration proposals
- ✓ The majority of institutional stakeholders were also involved, starting with the **trade unions**. Meetings were also held with **Metropolitan City, Lazio Region, business owners** categories, commerce and tourism association and with the **Municipality Commissions**
- ✓ Total number of participants: about **600 people** in 23 meetings (529 with City Districts)

# Measure Planning phase: consultation process on the SUMP proposal n.2



Public Event



Participatory Mapping

Participants:



Cost:



Time Frame:



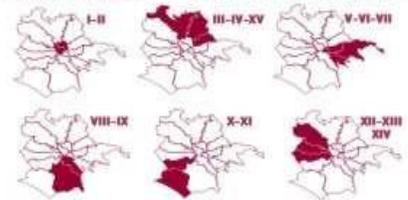
For the second consultation process where organized official meetings of the SUMP draft proposal around the city:

1.first meeting topic was **SUMP illustration**, first questions and considerations;

1.second meeting topic was **by geographical area**: compilation of specially prepared forms and presentation of alternative choices by the citizens in the plenary session;

1.third meeting topic was the **illustration of the results** of the first two meetings and sharing of the results also through their graphic representation

**6** **ambiti territoriali**



**529**  **partecipanti**

AREA REGIONALE		
DATA	MUNICIPALITÀ	PARTICIPANTI
martedì 18 marzo 2019	VI-VII	25
martedì 25 marzo 2019	VI-VII	25
martedì 18 marzo 2019	VI-VII	25
martedì 25 marzo 2019	VI-VII	25
martedì 18 marzo 2019	VI-VII	25
martedì 25 marzo 2019	VI-VII	25
martedì 18 marzo 2019	VI-VII	25
martedì 25 marzo 2019	VI-VII	25
<b>TOTALE PARTECIPANTI AREA REGIONALE</b>		<b>210</b>

AREA REGIONALE		
DATA	MUNICIPALITÀ	PARTICIPANTI
martedì 8 aprile 2019	VI-VII	45
martedì 8 aprile 2019	VI-VII	45
martedì 15 aprile 2019	VI-VII	45
martedì 15 aprile 2019	VI-VII	45
martedì 15 aprile 2019	VI-VII	45
martedì 15 aprile 2019	VI-VII	45
martedì 15 aprile 2019	VI-VII	45
martedì 15 aprile 2019	VI-VII	45
<b>TOTALE PARTECIPANTI AREA REGIONALE</b>		<b>319</b>

**18** incontri  
**13** sedi  
**6** distribuite nei  
**6** ambiti



# Consultation process on the SUMP proposal: the results

SUMP Proposal: participation path	N° Proposal	%
Public Transport	135	45%
Intermodality	36	12%
Cycling	76	25%
Env & pedestrian Areas	20	7%
Sharing+Logistic+Safety	34	11%
<b>TOTAL Proposal</b>	<b>301</b>	<b>100%</b>

**The proposals and observations have been summarized on tables and classified into 5 themes detecting some macro-needs.**

At the same time the participatory process detected some macro-area to improve:

the quality and supply of public transport

road safety

increase the supply of infrastructures for soft mobility (walking and cycling)

# The SUMP participation: outputs



Expert Panel

Participants:



Cost:



Time Frame:



**The Rome SUMP was adopted by the City Council with Decree n. 60/19 on August 2<sup>nd</sup> , 2019.**

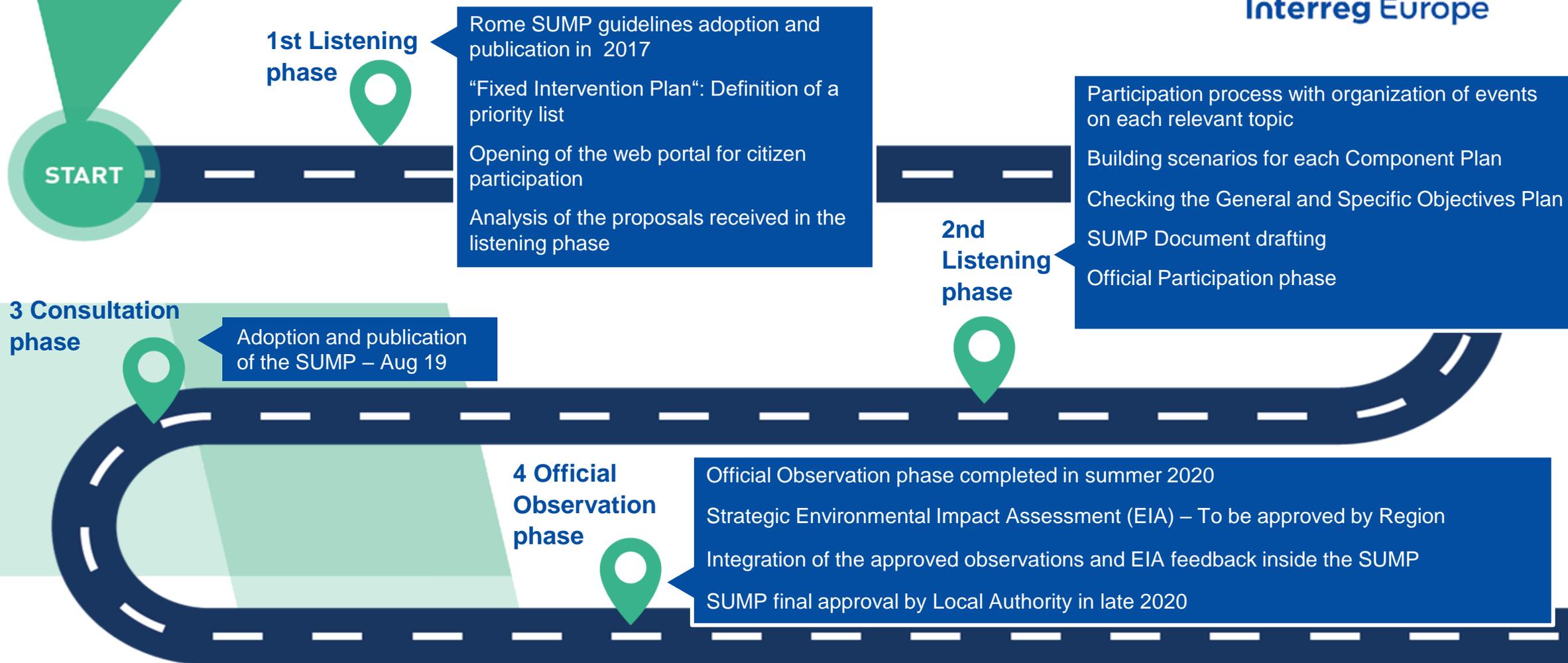
The related documents, available on <https://www.pumsroma.it/partecipa/delibere-di-giunta/> and on [www.pumsroma.it](http://www.pumsroma.it) including the participatory summary document.

Final SUMP adoption inserting accepted observations at end of participation process.

Reference Scenario (SR): includes the actions already financed, even not yet implemented.

**The SUMP Scenario (SP): actions and interventions to be implemented in 10 years from plan approval.**

# The SUMP participation process: a long way



# Tips and suggestion



The listening phases were hugely successful, it was not expected! Many answers, many precise and punctual others interesting but off topic, all have been read and processed, it took an enormous amount of time and to modify the computer supports initially provided.

To avoid such a stream of responses it would have been better to **emphasize the purpose of the SUMP** specifying that it is not an ordinary / extraordinary implementation or maintenance plan.

**The participatory project is often longer and requires a predisposition to listen to the citizens**, without this state of mind no project can truly be defined as participatory.

A **cohesive team** that believes in the participatory project is able to face the problems that arise and to put in place alternative solutions that are well suited to the emerging needs.

Having the **Public Administration strongly convinced** of the usefulness and importance of the methodology used has certainly contributed to the success of the PUMS.

# Mobility Manager working groups



Mobility Manager

# Italian Good Practices n.2

## Active involvement of the MM

**Objective:** Need to revise the SUMP priorities set in the after – COVID Pandemic scenario

**How to tackle:** MM as representatives of the main Firms and Institutions in Rome have been involved by the Directors of the Municipality of Rome, in order to highlight the importance of their support.

**Who to involve:** Representatives (MM) of Employers from public and private sectors in Rome.

**How:** two separate meetings took place respectively with the public Institutions' and with the private Companies' Mobility Managers. The objective was to investigate the optimal solutions for the safe and sustainable mobility of the employees in Rome after the lockdown period and in the longer-term after the pandemic.

**Output:** Analysis of both the proposed mobility solutions for companies and the propension to change habits by employees.

**Conclusion:** Companies have demonstrated flexibility to adopt smart working and timings; employees



# The Involvement of Mobility Managers in designing mobility priorities

START

The SUMP priorities have been set at political and technical level by the City Council, that formally adopted it in August 2019.

MARCH 2020 - The COVID emergency has intervened and forced to reconsider and redefined the SUMP priorities, compared to the pre-COVID period.

Priorities and objectives were set for the emergency period

Survey for Employers

Survey for Employees

Creation of specific working groups

Setting specific actions through dialogue with MM

Work in progress

# The Mobility Managers working groups



Focus Group



Expert's Panel

Participants:



Cost:



Time Frame:



During the lockdown in 2020 the network of the Mobility Managers has been involved to actively provide suggestions on mobility priorities in the post-lockdown period.

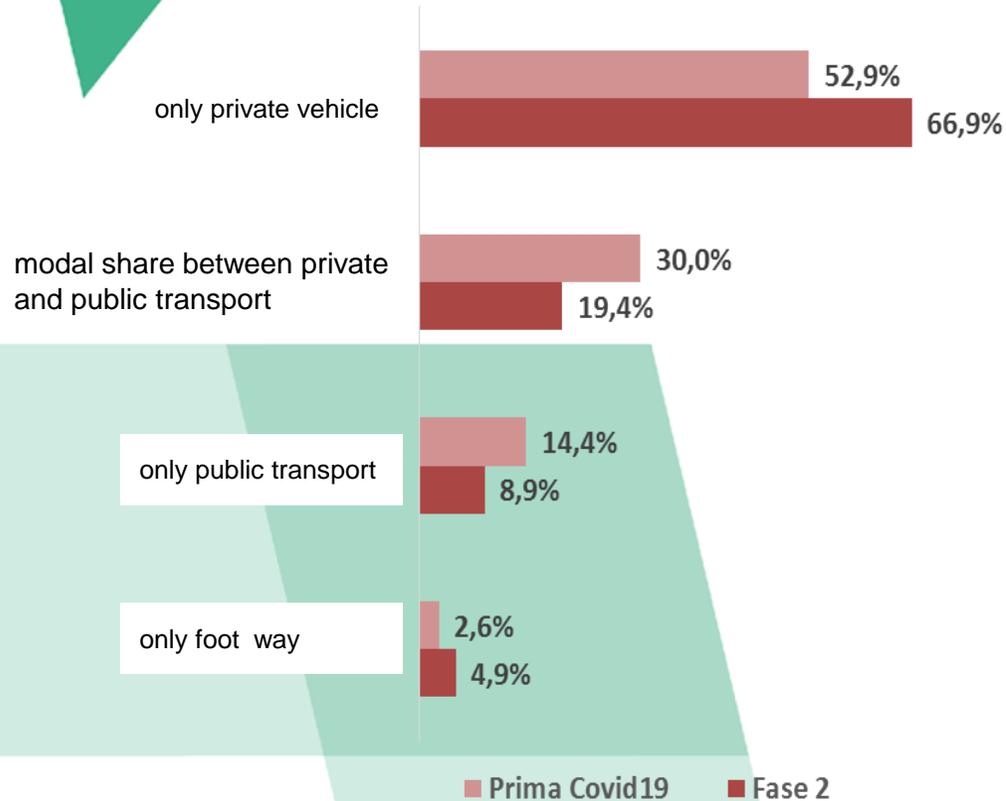
The participation was managed by the City representatives and by the Mobility Agency.

Specific working groups have been created to make proposals on the most important topics:

1. **Smart Working**: to favour more sustainable models of society, with a beneficial impact on environmental pollution, psycho-physical stress of workers and towards a global ecological turn
2. Program for a rapid extension of the **cycle network**: transitory lanes in simplified construction mode
3. Actions to **enhance the role of the Mobility Managers** of Public and private firms on the mechanisms for optimizing employee home-work-home travel. Through agreements for sharing and electric mobility.

# Tips and suggestion

modal share before and after Covid-19



In the planning of the new mobility priorities the actors are:

Local authorities that are directly and indirectly related to mobility planning.  
Citizens that will benefit from activities that support their involvement in mobility planning.

Private sector directly and indirectly related to mobility and marketing fields;  
Experts that will offer their knowhow on e-smartec and get benefit from each result.

It was considered to involve the 256 Mobility Manager as they represent a network of 370.000 employees: public institutions, private companies, Universities, schools with 35.000 students.

The Dialogue Marketing combined with surveys was quite efficient to identify and rank the new mobility priorities.

# Good Practices

each partner should adapt these slide in reference to the GPs chosen to be presented



- Project logo
- Summary Slide containing information about the project: brief description, involved parties, duration, location
- Roadmap overview with all engagement methods in chronological order
- Analysis of all engagement methods

# Description

each partner should adapt these slide in reference to the GPs chosen to be presented

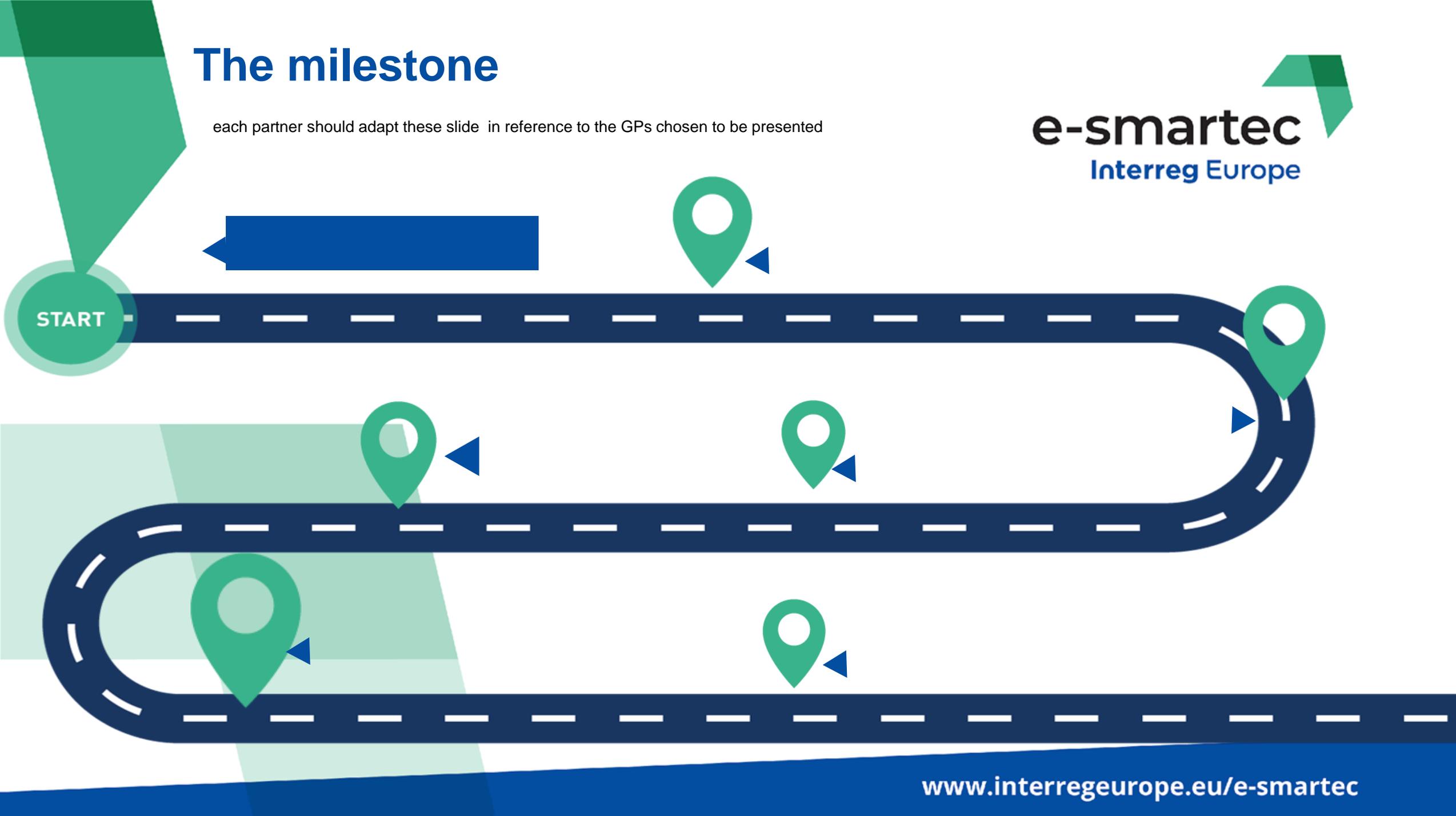


# The milestone

each partner should adapt these slide in reference to the GPs chosen to be presented

**e-smartec**  
Interreg Europe

START



# The development of the project

each partner should adapt these slide in reference to the GPs chosen to be presented



# Tips and suggestion

each partner should adapt these slide in reference to the GPs chosen to be presented



# Questions & Answers

If you have any questions please  
feel free to share on the group chat



# 3<sup>rd</sup> Survey on surveying with citizens in each Region/City involved

**QUIZ**  
**TIME!!!**

Do you think that in a survey the sample population must always be correctly balanced both in terms of class age and between citizens and associations/stakeholders?

Yes

No

How often does your company/Public Administration use surveys in a year?

2 times in a year

4 times in a year

8 times in a year

Questions about the local GP

each partner should fill this question in reference to the GPs chosen to be presented

# Coffee Break



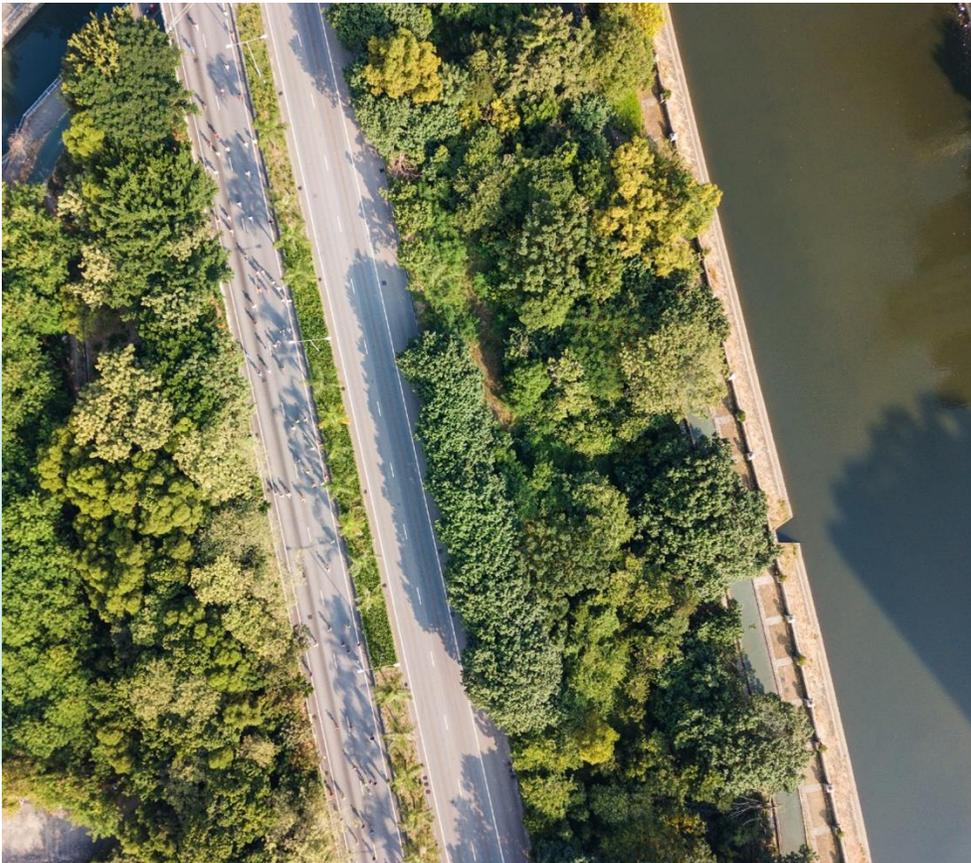
**See you here in 10 minutes!**

# Hands on training



Build  
the **engagement strategy**  
of a SUMP

# The study model: “Some-City”



City of art with a high tourist appeal;

Medium-sized city; population of 160,000 inhabitants.

The population density is very low and this has led to a high use of private vehicles with consequent high values of the accident rate compared to cities with a comparable number of inhabitants.

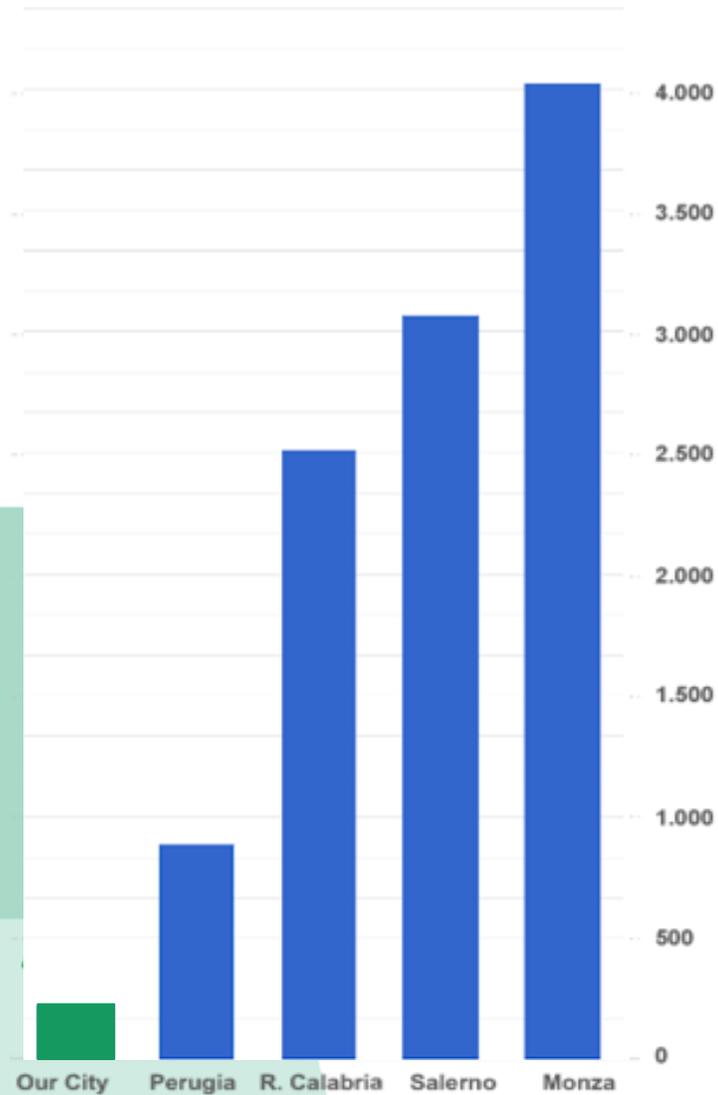
The digitalization level index: medium

The current responsibility level index: medium - high

The following are the main demographic and transport indicators in comparison with other cities with the same number of inhabitants.

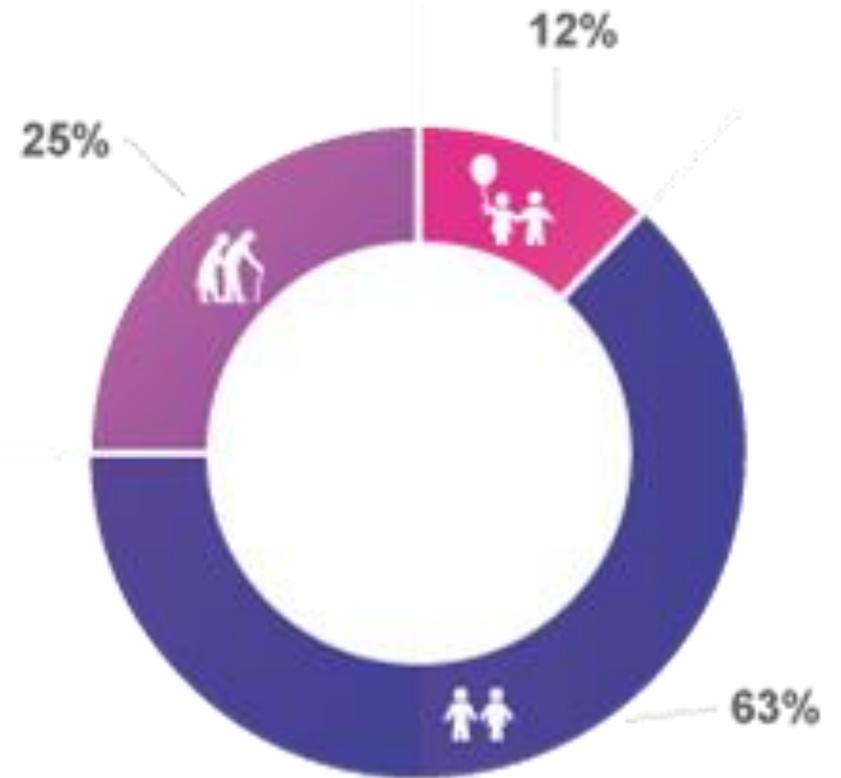
# Population density

Inhabitans / skmq



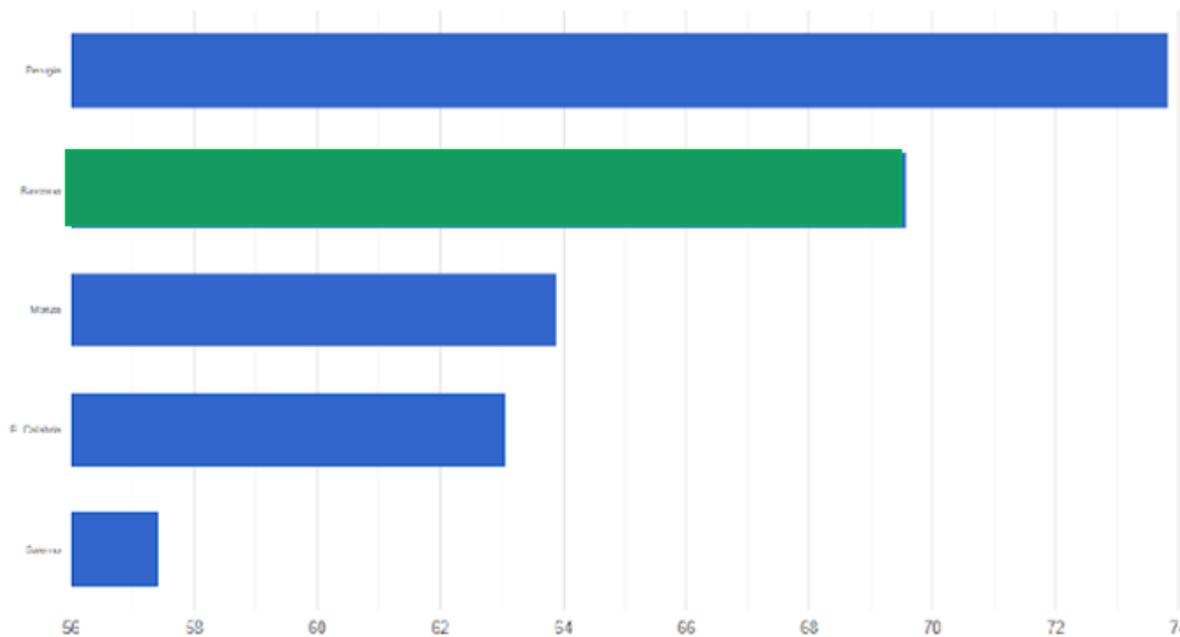
# Population Age

average age 46 years



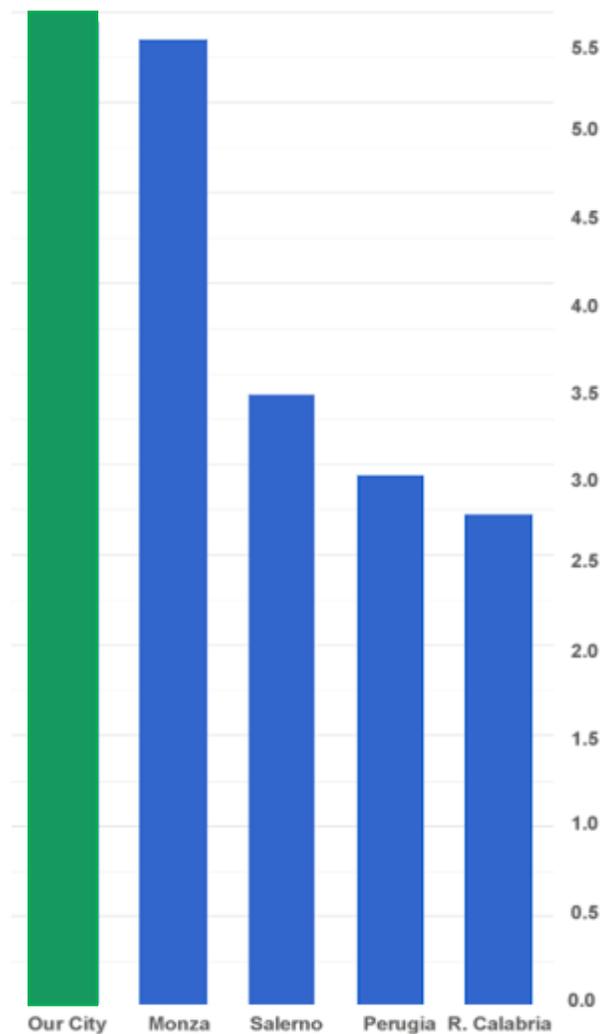
# Car Motorization Index

Vehicles/100 \*inhabitans



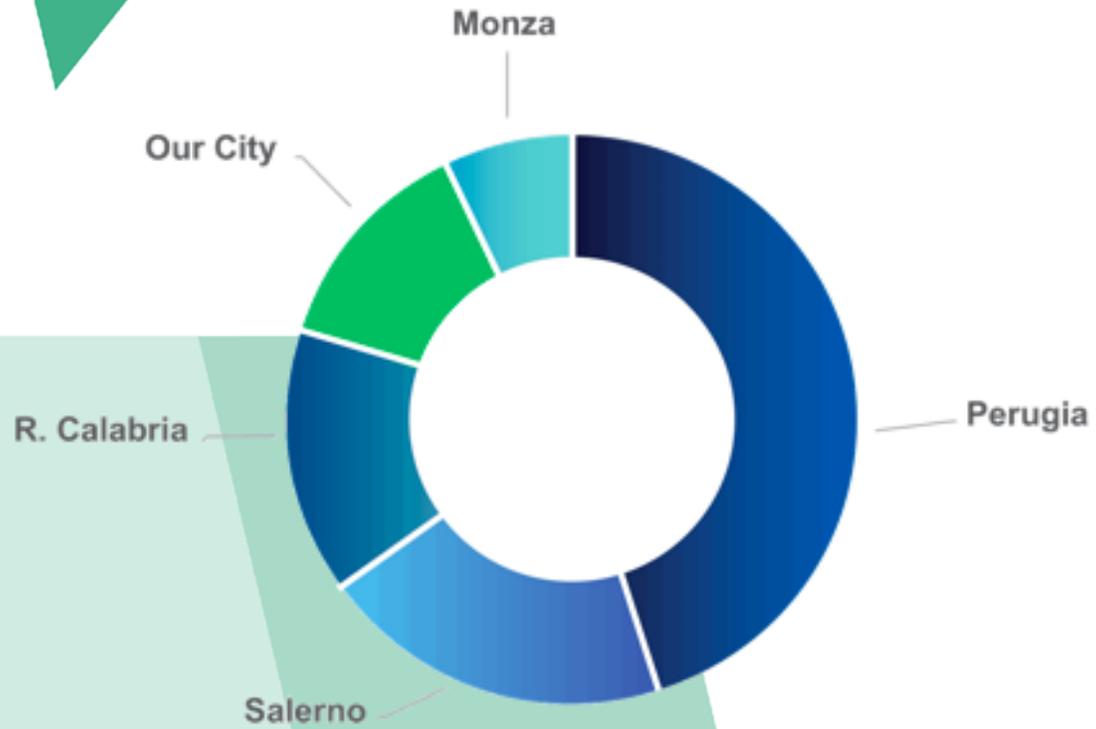
# Accidents

Accidents/1000 \*inhabitans



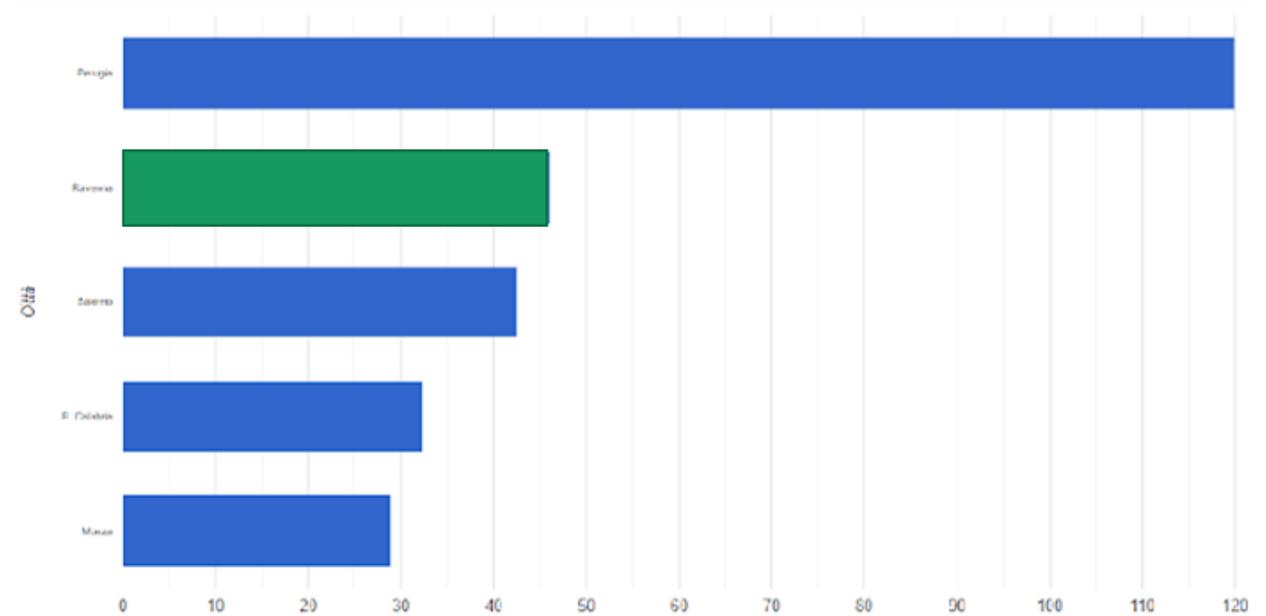
# PT Offer

Seats \* km/inhabitans



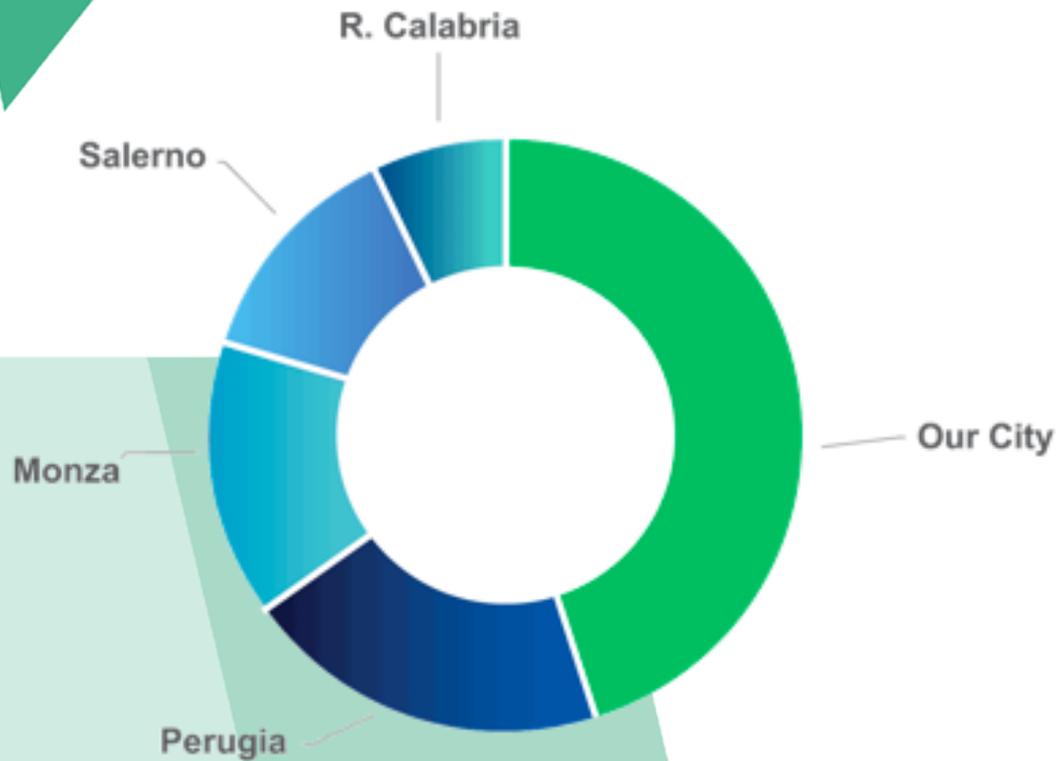
# PT Demand

N. passengers/inhabitans



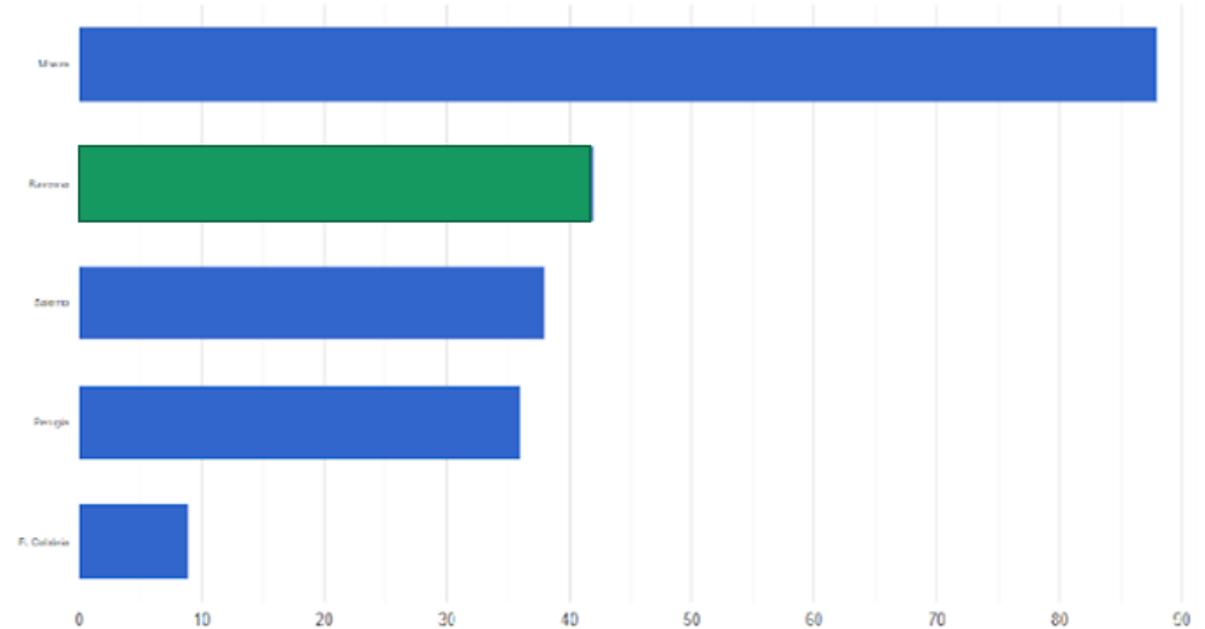
# Pedestrian Zone

smq/inhabitans



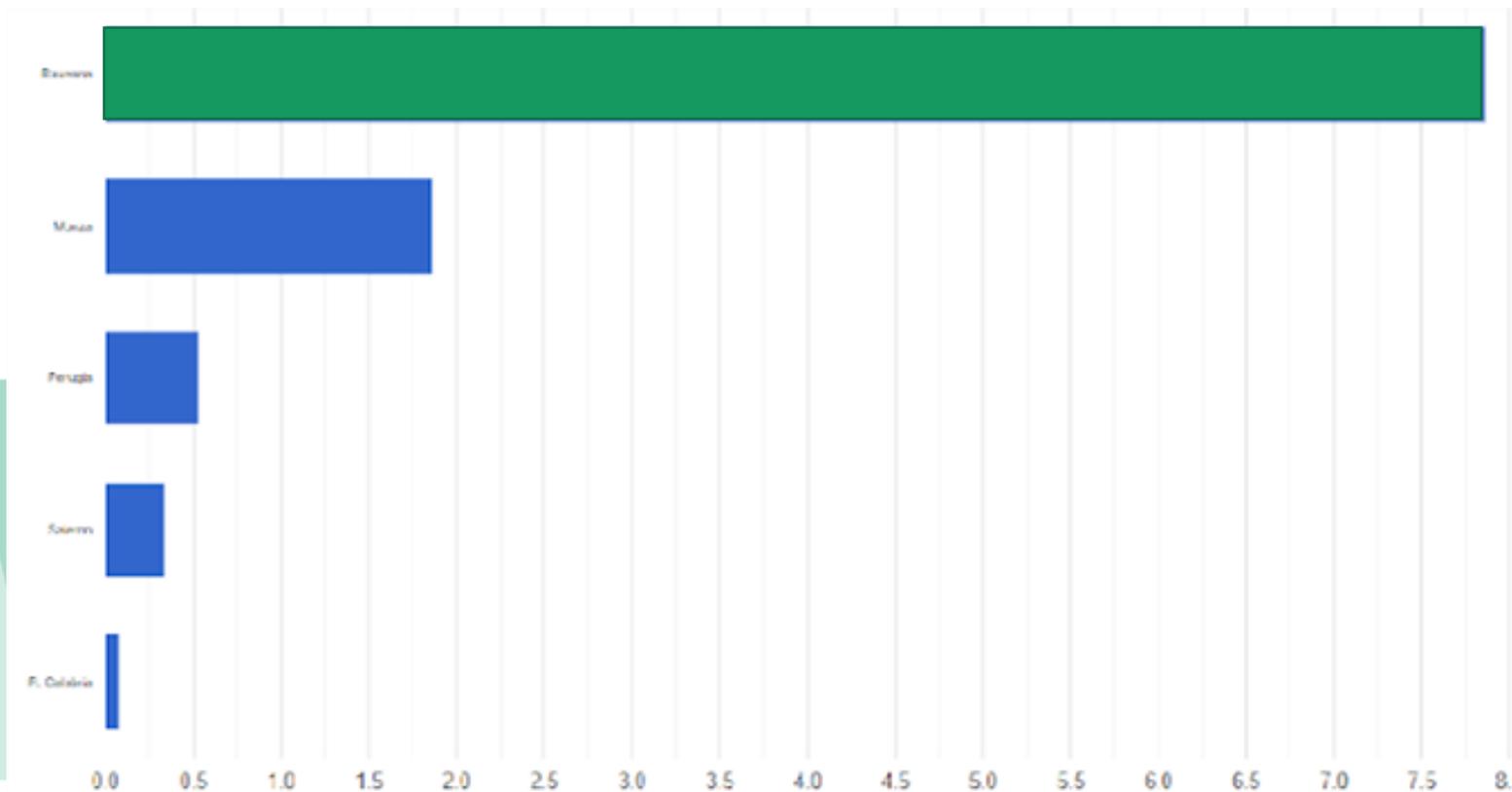
# PM10 Emissions

Exceeding days (number of days)



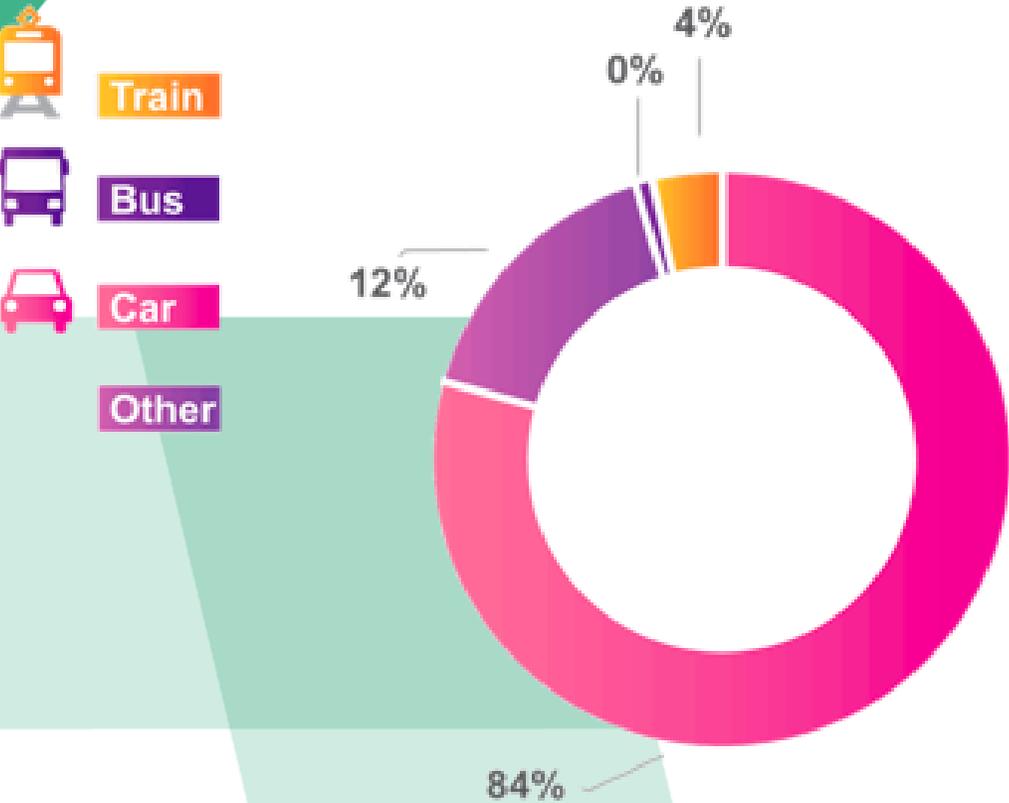
# Bike lanes

Km/10.000 inhabitants

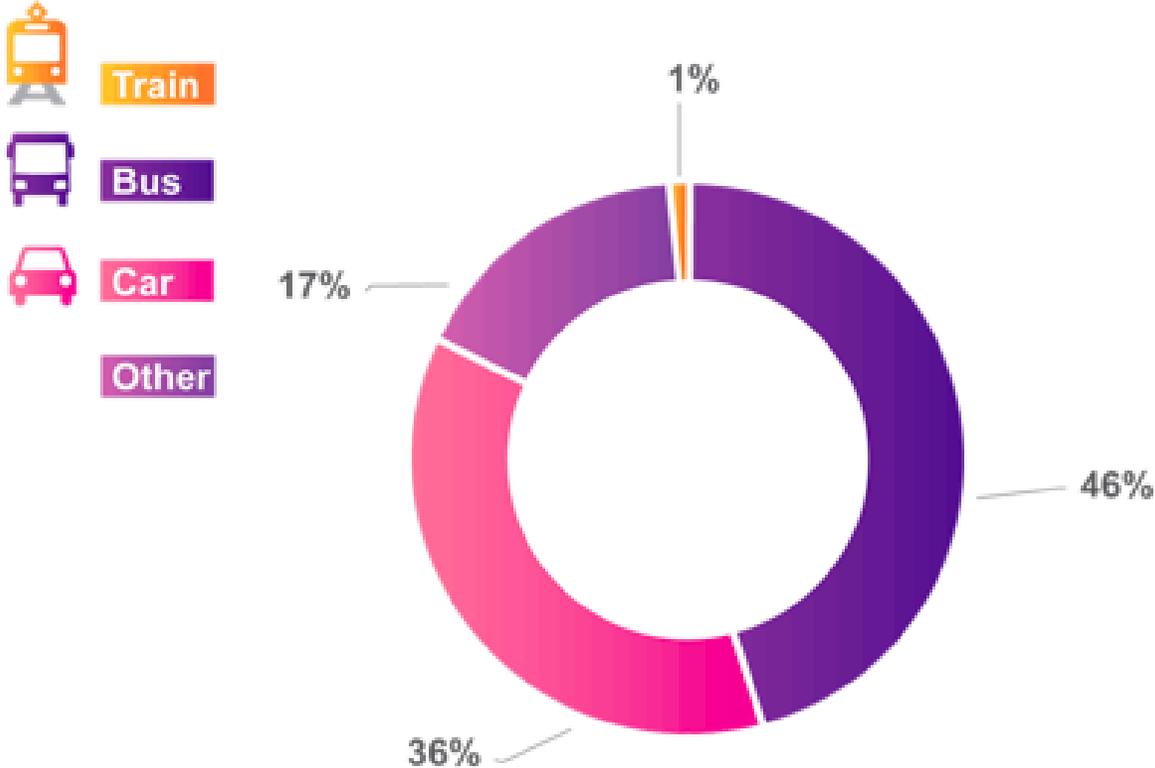


# Modal split

Travel for Work,  
average duration 16 - 30 minutes

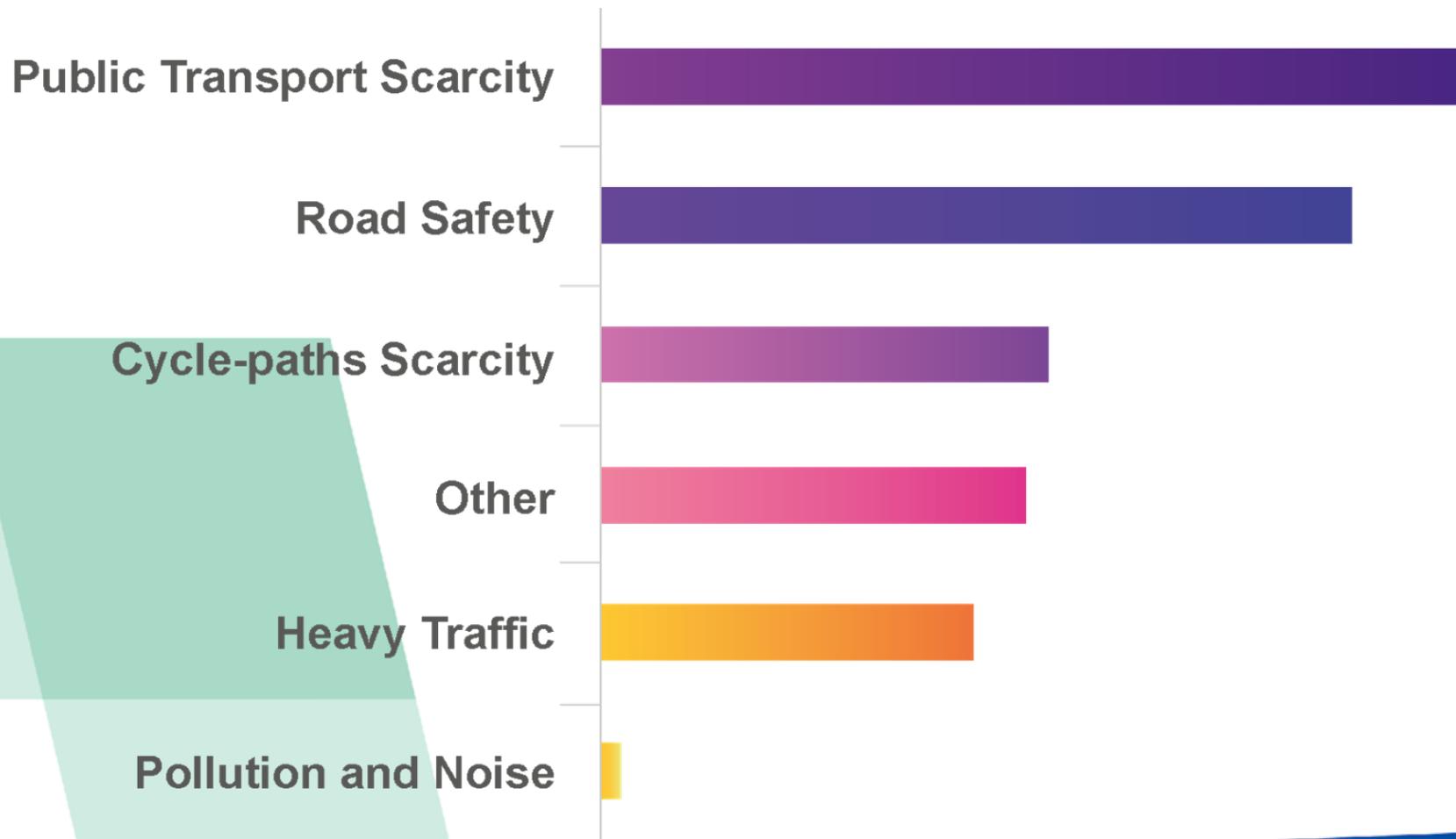


Travel for Study,  
average duration 16 - 30 minutes



# Critical issues addressed by the citizens

Problems Reported



# The macro territorial objectives tackled by planning tools

Problems Reported



## Starting point:

The macro-strategic policy objectives of the Region (example):

- Enhance the Pedestrian Area of the historical center;
- Expand the LTZ of the historical center;
- Increase the total of the cycling and the cycling path;
- Decreases of car travel and rise the intermobility between private and public transportation.

# SUMP proposal & working groups

The scope of this training is to build the engagement strategy for the SUMP of Our City.

Marketing campaign budget: 90.000€. Each € has a value of 5.000€.

You will be divided into different groups, already structured and work on an online version of the presentation the link will be sent to each group using the chat.

In 90 minutes develop a different engagement strategy for each phase of the SUMP process.

Fill the slides to summarize your strategy, defining the type of marketing techniques and participation methods that you should use, the groups of stakeholders to involve and the costs you expect to support

Define also the special circumstances (i.e. COVID era, post-COVID era) that affect the possibility of physical contact.

Leave enough time to fill the self assessment form



# Phase 1: Preparation & Analysis

Fill the slides to summarize your strategy, can use any combination of images, drawings and text.



Milestone:  
**Decision to prepare a SUMP**

- 1.1 Evaluate capacities and resources
- 1.2 Create inter-departmental core team
- 1.3 Ensure political and institutional ownership
- 1.4 Plan stakeholder and citizen involvement

01

Set up working structures

02

Determine planning framework

03

Analyse mobility situation

Preparation & analysis

- 2.1 Assess planning requirements and define geographic scope ('functional urban area')
- 2.2 Link with other planning processes
- 2.3 Agree timeline and work plan
- 2.4 Consider getting external support

- 3.1 Identify information sources and cooperate with data owners
- 3.2 Analyse problems and opportunities (all modes)



Milestone:  
**Analysis of problems and opportunities concluded**

## Target:

Who is involved in this phase?

## Methods of Engagement:

How do people respond to, interact with, become informed by your project?  
Identify the different engagement strategies, can be more than one for each target involved.

Hypothesize:

the Duration of the campaign, expressed as Continuous, Periodic or One-time;  
the Locus of the events, expressed as Local, Regional or National  
the Cost implications  
the Easiness to transfer, expressed as Low, Medium and High

## Communication channel

Identify the communication channel of this stage of the SUMP, can be more than one.

Hypothesize:

the Duration, expressed as Continuous, Periodic or One-time;  
the Cost implications

# The Marketing Techniques & Engagement Methods Card

Create your card of this SUMP phase

## Marketing Techniques



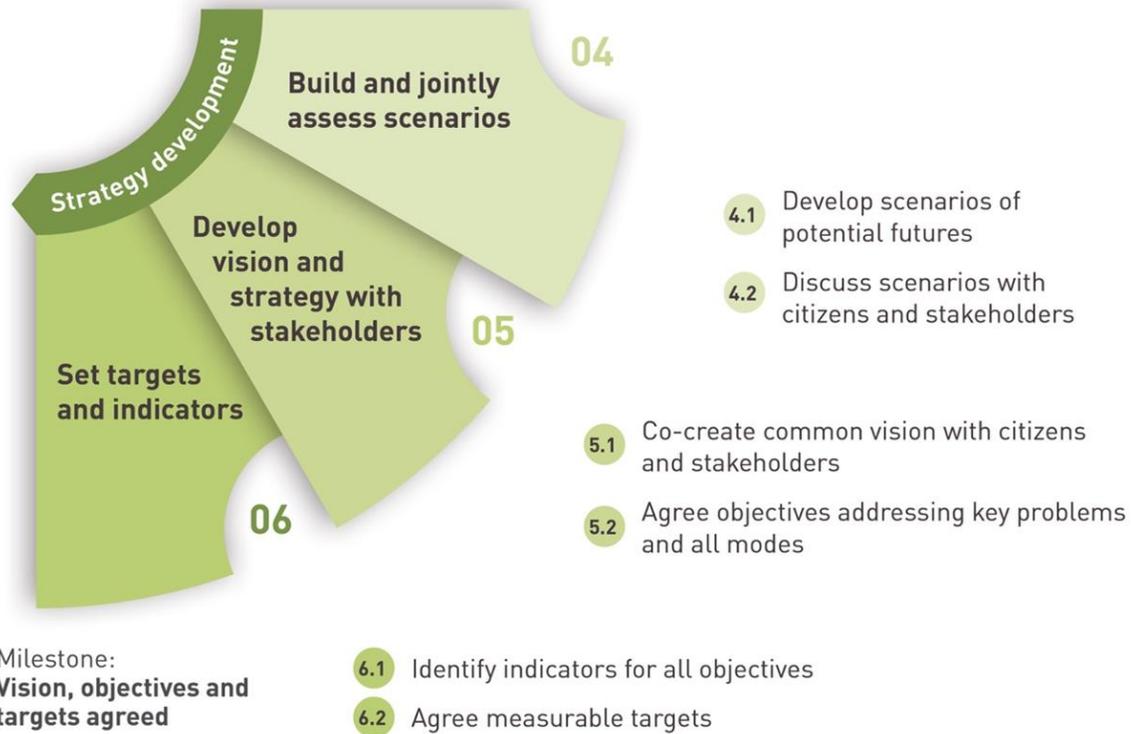
Participants:

Cost:

Time Frame:

# Phase 2: Strategy development

Fill the slides to summarize your strategy, can use any combination of images, drawings and text.



## Target:

Who is involved in this phase of your SUMP?

How do people respond to, interact with, become informed by your project?

## Methods of Engagement:

Identify the different engagement strategies, can be more than one for each target involved.

Hypothesize:

the Duration of the campaign, expressed as Continuous, Periodic or One-time;

the Locus of the events, expressed as Local, Regional or National

the Cost implications

the Easiness to transfer, expressed as Low, Medium and High

## Social channel

Identify the communication channel of this stage of the SUMP, can be more than one.

Hypothesize:

the Duration, expressed as Continuous, Periodic or One-time;

the Cost implications

How you think you can use the data from the communications channels?

# The Marketing Techniques & Engagement Methods Card

Create your card of this SUMP phase

## Marketing Techniques



Participants:

Cost:

Time Frame:

# Phase 3: Measure Planning

Fill the slides to summarize your strategy, can use any combination of images, drawings and text.

Milestone:  
Sustainable Urban  
Mobility Plan adopted

9.1 Develop financial plans and agree cost sharing

9.2 Finalise and assure quality of 'Sustainable Urban Mobility Plan' document

8.1 Describe all actions

8.2 Identify funding sources and assess financial capacities

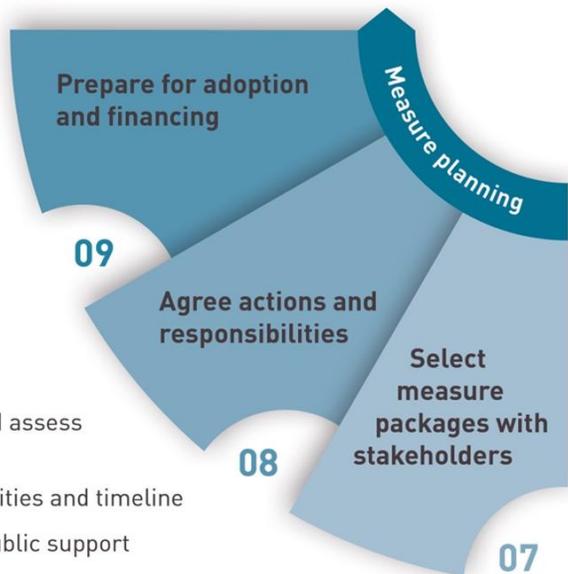
8.3 Agree priorities, responsibilities and timeline

8.4 Ensure wide political and public support

7.1 Create and assess long list of measures with stakeholders

7.2 Define integrated measure packages

7.3 Plan measure monitoring and evaluation



## Target:

Who is involved in this phase of your Sump?

How do people respond to, interact with, become informed by your project?

What will it take and who will do what?

## Methods of Engagement:

Identify the different engagement strategies, can be more than one for each target involved.

Hypothesize:

the Duration of the campaign, expressed as Continuous, Periodic or One-time;

the Locus of the events, expressed as Local, Regional or National

the Cost implications

the Easiness to transfer, expressed as Low, Medium and High

## Communication channel

Identify the communication channel of this stage of the SUMP, can be more than one.

Hypothesize:

the Duration, expressed as Continuous, Periodic or One-time;

the Cost implications

How you think you can use the data from the communications channels?

# The Marketing Techniques & Engagement Methods Card

Create your card of this SUMP phase

## Marketing Techniques



Participants:

Cost:

Time Frame:

# Phase 4: Implementation & Monitoring

Fill the slides to summarize your strategy, can use any combination of images, drawings and text.



Milestone:  
**Measure implementation evaluated**

- 12.1 Analyse successes and failures
- 12.2 Share results and lessons learned
- 12.3 Consider new challenges and solutions

- 11.1 Monitor progress and adapt
- 11.2 Inform and engage citizens and stakeholders

- 10.1 Coordinate implementation of actions
- 10.2 Procure goods and services



## Target:

Who is involved in this phase of your SUMP?

How do people respond to, interact with, become informed by the review process?

## Methods of Engagement:

Identify the different engagement strategies, can be more than one for each target involved.

Hypothesize:

the Duration of the campaign, expressed as Continuous, Periodic or One-time;

the Locus of the events, expressed as Local, Regional or National

the Cost implications

the Easiness to transfer, expressed as Low, Medium and High

## Communication channel

Identify the communication channel of this phase of the SUMP, can be more than one.

Hypothesize:

the Duration, expressed as Continuous, Periodic or One-time;

the Cost implications

How you think you can use the data from the communications channels?

## Monitoring phase

Hypothesize a monitoring system to check if the things are going according to plan, allowing corrective action to be taken if needed

Are you closing within the budget?

# The Marketing Techniques & Engagement Methods Card

Create your card of this SUMP phase

## Marketing Techniques



Participants:

Cost:

Time Frame:

# The milestone

Fill the slide adding all engagement methods used in your SUMP in chronological order



# The SUMP Self-Assessment



Great!

You designed the engagement strategy for your SUMP,  
let's evaluate it answering at the test on  
<https://www.sump-assessment.eu/English/start>

The coordinator will show you how to answer at the first question.



# Closure Survey – insight in the training

**QUIZ**  
**TIME!!!**

Did you get an effective insight into the SUMP participatory planning process?

- Was this training session relevant to your needs?
- Were the good practices that were presented useful in explaining the participation methods to be used in the SUMPs?
- Do you think you will transfer the concepts learned to your colleagues? ?
- After this training session , you changed your mind on what is important to the involvement of citizens in PUMS ? ?
- After this training session, have you changed your mind about how important citizen involvement in SUMP is ?
- After this training session , do you think you will pay more attention to participatory baking?

# Work group – Share the ideas

Be ready to give a 5 minutes presentation of your idea!

Share your presentation and the result of the SUMP self-assessment with the trainees and the other groups.



# Now it's your turn!



*“The topic of transport planning, It’s the kind of problem, like sanitation, or access to water, or even climate change, that requires public input and citywide planning, and sustained conflict between the two.”*

Richard Sennett - [Quito Papers](#)

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# Pilot sites



# Thank You!



Low-carbon  
economy



1.37 M  
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1 Aug 2019  
31 Jul 2022



European Union  
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