



**e-smartec**  
Interreg Europe

# Interactive workshop on mobility co-planning

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## Part 1: Theory & case study introduction

30'

- Participatory approach in mobility planning & its importance
- e-smartec project
- Marketing techniques & engagement methods in mobility planning
- Good practices pitches
- Setting the organizational frame of the “Our city” exercise

Coffee break/Movement into groups

15'

## Part 2: Co-creating a SUMP engagement & Communication Strategy

60'

Introduction to the exercise  
Participatory part  
Internal wrap up

Plenary: share the results

30'



## **Part 1: Theory & case study introduction**

## *What is a participatory approach?*

A participatory approach is a tailor-made mixture of actions that target “the public” with the objective of promoting an initiative. Each time the relevant ‘public’ depends upon the topic being addressed.

The **main objective** is to inform, engage, motivate and inspire the participants in order to place the participants at the centre of the policy making and initiate behavioural change patterns

# *SUMPs 'sealing' the need for a participatory approach*

Traditional planning

vs

Sustainable Urban Mobility Planning (principles)

Transport Engineers

Interdisciplinary planning team



Cooperate across institutional boundaries

Planning by Experts

Planning with involvement of citizens and stakeholders



Involve citizens and stakeholders

## Why “bother”?



To create opportunities by bringing the user’s experiential knowledge into the planning process



To increase the level of acceptance of the SUMP and its proposed interventions



To support behavioral change towards adopting sustainable mobility habits



To narrow the “gap” between authorities and citizens – build trust and long-lasting relationship

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Challenging to develop and implement an effective engagement strategy!!

## The 4 key elements of an engagement strategy

Participatory  
Planning

▶ Participants

WHO is affected, interested, or can contribute?

Citizens  
Stakeholders

▶ Level of participation

DOES everyone participate during the entire process, and to WHAT extend?

- Inform
- Consult
- Involve
- Collaborate

▶ Timeframe

WHEN and HOW shall the engagement process be implemented?

- the process's steps
- the action's context
- the duration and preparation time the number of participants

▶ Cost

WHAT is the available budget?

Available budget to cover all expenses and actions

# Participatory process in SUMP cycle (through the spectrum of public participation)

Increasing impact on the decision

	INFORM	CONSULT	INVOLVE	COLLABORATE
GOAL	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.
PROMISE	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

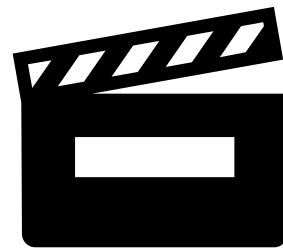
IAP2 Spectrum of Public Participation



[further elaboration of SUMP cycle, Rupprecht, 2019]



*e-smartec project*



# Marketing techniques and engagement methods

A marketing technique refers to the combination of promotional strategies and the use of appropriate engagement methods  
The **objective** is to engage “the public” to get informed, participate or get actively involved the process.

Word of Mouth  
(WOM)

Cause  
Marketing

Digital  
Marketing

Dialogue  
Marketing

Relationship  
Marketing

The Wheel of  
persuasion

Guerrilla  
Marketing

Undercover  
Marketing

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# Word of Mouth communication (WOM)

A process of storytelling and knowledge spread, using viral communication methods.

## SCOPE

- to rapidly spread information about an initiative
- to attract public interest by using vivid artworks
- to cover a wide range of target group audience through several mediums
- to engage broad by using casual wording

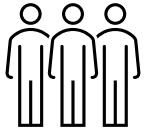
## Engagement Methods [indicative list]

### Raise Awareness campaign



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

### Public Events



- Events that include interactive activities
- raising awareness, by creating opportunities to inform the public about issues and projects that are being explored.

## Raise awareness campaign: *PEDIBUS* (a good practice from Rome, Italy)



The PEDIBUS initiative supports primary schools' managers to encourage pupils and families to walk to school safely in organised groups following pre-defined routes. It is a public driven initiative and facilitated by the City Mobility Agency.

**8**

Comprehensive Institutes that have started the initiative

**36.000**

Pupils participating

**4.000**

Units of teaching and administrative staff supporting the initiative



# Cause Marketing

A marketing technique that focuses on social or charity causes while promoting social responsibility.

## SCOPE

- to engage the public rationally and emotionally
- to promote social responsibility

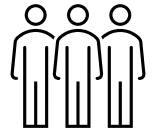
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## Public Event: Voltaro (a good practice from Thessaloniki, Greece)



Open space annual event for the promotion of bicycling and walking. It is linked to Sustainable Urban Mobility, as it aims at increasing the awareness of citizens for the adoption of sustainable means of transport. The event is organized by the Region of Central Macedonia (RCM).

**5** Years of successful implementation  
(2017, 2018, 2019, 2020, 2021)

- ✓ Very large number of participants
- ✓ Increased number of sponsorships every year



# Digital Marketing\*

The component of marketing that utilizes internet and online based digital technologies such as desktop and mobile media, digital apps and other platforms to promote services and products.

## Types

### ▪ Social Media Marketing

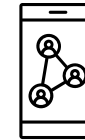
A technique that primarily uses blogs or communicative platforms such as Twitter, Facebook, Instagram, YouTube, Snapchat

### ▪ Online Marketing

A technique that primarily uses mobile and desktop media with platforms or Web based apps

## Engagement Methods [indicative list]

### e-engagement - campaigning



- the use of information technology (IT) and digital tools to facilitate the process of engagement

### e-participation - crowdsourcing



- the utilization of information and communication technology
- to motivate and engage wider citizens through diverse modes of technical and communicative skills.

\*Digital Marketing is the revolution of WOM communication. The scope of this techniques follows the same principles as WOM communication.

## *e-engagement: promotion of the implementation of new unified tariff system (a good practice from Bratislava, Slovakia)*

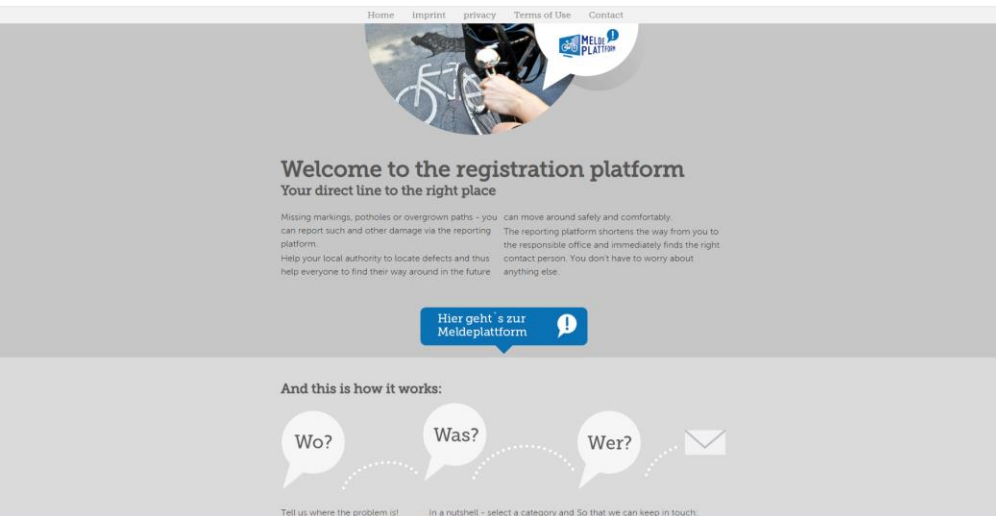
The initiative was realized for the regional and city public transport in the Bratislava region. The main marketing channel in this practice was in the form of online articles published on several different websites, which were promoting the new unified tariff system.



- ✓ **improvement of the tariff system** of the carrier
- ✓ creation of a prerequisite for unified tariff system at all the providers of transport in the Bratislava region
- ✓ **increase in the competitiveness and attractiveness** of public transport in relation to individual car transport
- ✓ **increase in the number of passengers** in the improved public transport
- ✓ **increase in the revenues** of the carriers



# e-participation: Reporting platform for cycle traffic (a good practice from Hessen, Germany)



- cyclists report defects and opportunities for improvement directly to the public authorities
  - Inquiries are forwarded directly to the responsible person in charge, who communicates with the responsible municipal office
- 
- ✓ **numerous cyclists and local authorities** use the platform
  - ✓ **thousands** of reports have been produced
  - ✓ municipalities establish a **direct contact** with citizens
  - ✓ **infrastructure is improved** from the perspective of the end user

# Dialogue Marketing

All marketing activities in which media is used with the intention of establishing an interactive communication channel with individuals.

## SCOPE

- to understand and positively influence interactive relationships with individuals and their attitudes towards topics and issues
- to pursue simple and effective communication goals
- to create safe spaces that establish openness to sharing ideas and welcoming difference of opinion

## Engagement Methods [indicative list]

### Surveys



- a collection of questions or statements requiring a response from participants.
- Collecting background information or opinions.

### Focus groups



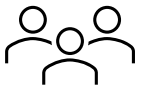
- a combo method of focused interviews and a discussion group.
- a way to obtain information about (various) people's preferences and values on a defined topic.

### Experts Panel



- a specialized discussion where a variety of experts is engaged
- participants are selected based on various fields of expertise
- to debate various courses of action and make recommendations.

### Public Consultation



- a public enquiry targeted to a group of randomly selected citizens.

*Dialogue marketing methods: CASI project  
citizen panel meetings  
(a good practice from Coventry, UK)*



Within the CASI project, two Citizen panel meetings were organized in Coventry in order to promote inclusiveness in the debate on sustainable innovation.

During a first round of citizens' panels meetings, citizens worked out their visions for the sustainable future state of the environment. Then, these visions were translated into research priorities on sustainable innovation. Afterwards, a second round of citizens' panels was organised so the citizens could validate the research priorities identified by the experts.

**4**

citizens' visions  
introduced

**27**

research priorities  
extracted from the  
visions

**10**

research priorities  
were ranked by  
citizens in the "top-  
10"

# Relationship Marketing

A form of marketing that emphasizes in specific target groups with the intention of building long lasting relations. Communication is extended beyond informing, as commodity exchange that instrumentalize features of partnership.

## SCOPE

- to build long lasting relationships with specific target groups
- to involve many interaction levels, where both the provider and recipient have an interest in a more satisfying exchange

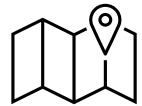
## Engagement Methods [indicative list]

### Workshops



- an intensive planning session
- citizens, designers and others collaborate on a vision for development

### Participatory Mapping



- a set of approaches and techniques that combines the tools of modern cartography with participatory methods
- represents the spatial knowledge of local communities.

# The Wheel of persuasion

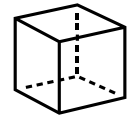
It is a marketing technique where scientific insights on the psychology of conversion, are used for persuading the targeted audience. It is a form of marketing that evolves around the art of human persuasion.

## SCOPE

- to alter the behavioural patterns by changing the common perspective on the explored issues

## Engagement Methods [indicative list]

### Capacity Building



- It is a continuous and reciprocal process of adjusting people's attitudes, values and organizational practices.
- It builds up appropriate knowledge and skills among various stakeholders and citizens in a partnership
- It strengthens each partner's ability to make effective decisions and take full responsibility of the consequences of such decisions.

# Guerrilla Marketing

An advertisement strategy which uses surprise and unconventional interactions in order to promote a concept

## SCOPE

- to link emotional responses and provoke recipients to relate to issues differently than they are accustomed to
- to use “out of the box” tactics to promote an idea / an initiative

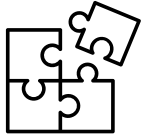
## Engagement Methods [indicative list]

### Pilot Interventions



- interventions of a temporary character
- implemented on trial base, leading towards a more permanent transformation in the future.

### Gaming



- a game based approach where participants act out and experience interactions of community activities.
- real-life situations, compressed in time so that the essential characteristics of the problem are open to examination

# Undercover Marketing

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

## SCOPE

- to use “hidden messages” in order to gain recipients attention

## Engagement Methods [indicative list]

### Gamification



- an instructional strategy with the aim to increase engagement, motivation, and participation
- Online/ app interface integrated with game strategies such as point scoring, competition features, rules of play

### Popular Events



- an indirect form of promotion where the popularity of a current event is capitalized in order to gather attention for an additional issue.

### Ambassador campaign



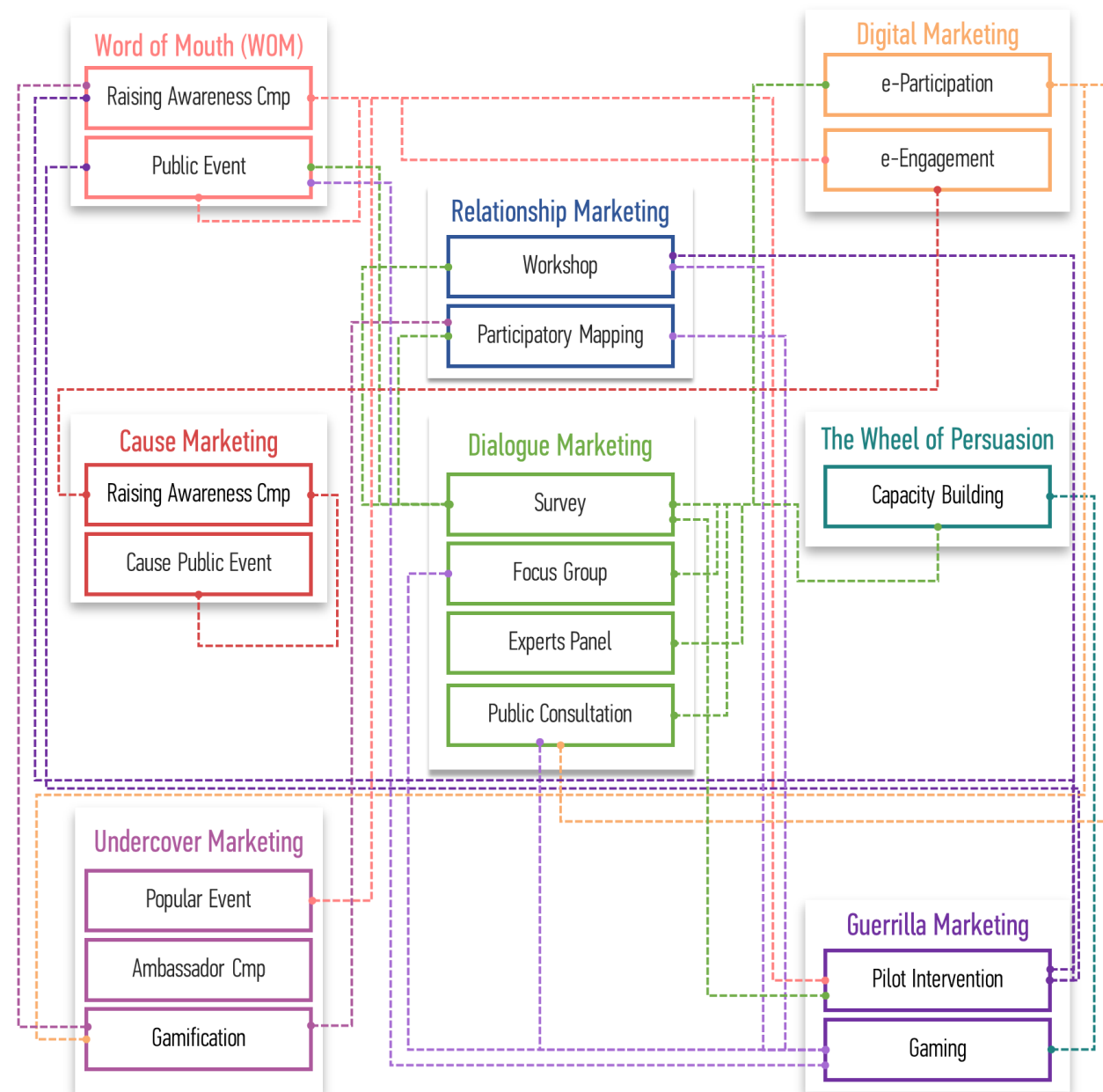
- a form of indirect promotion by collaborating with important public figures (celebrities, opinion-leaders, influencers)
- The “Ambassador” is responsible for delivering a consistent but indirect message that will cultivate relationships with the vision and goals of each initiative.

# Complementarity of methods



## Method complementarity

Most of the methods can work as stand-alone exercises but when combined with others they provide better results and more extended participants' outreach.

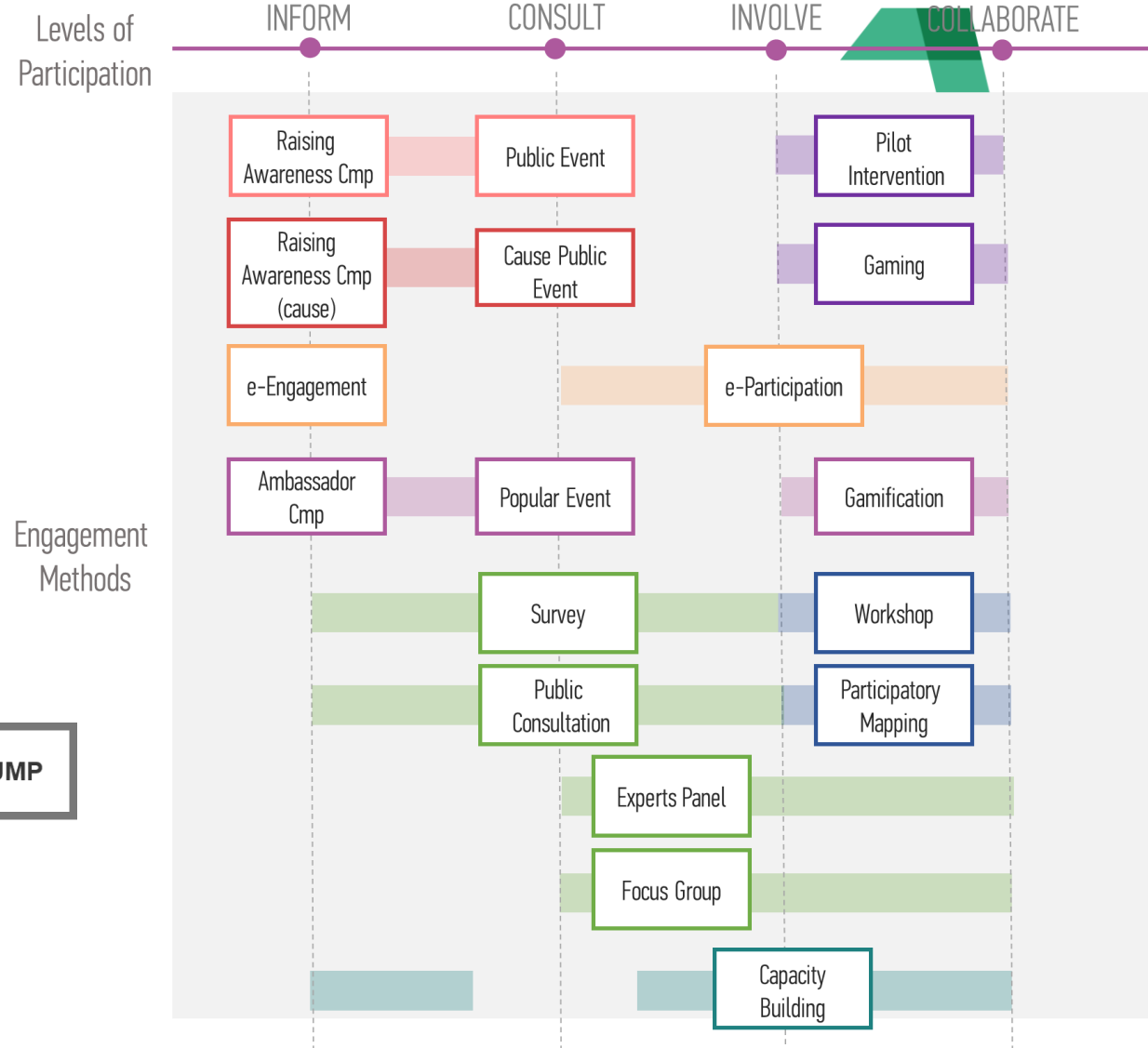
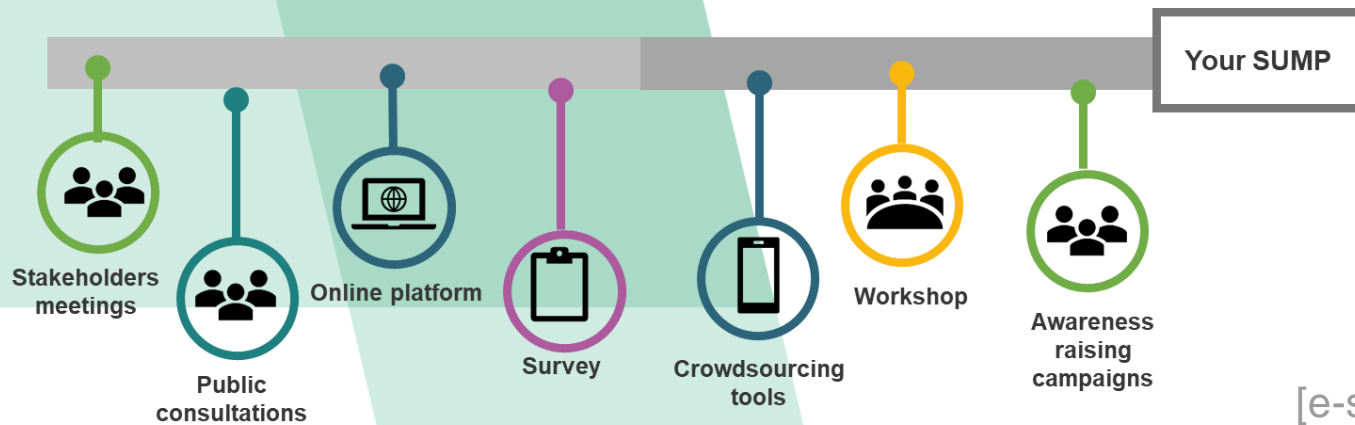


[e-smartec Handbook for success tips on marketing techniques ]



# Variety of methods for engaging citizens and stakeholders

## Spectrum of public participation



[e-smartec Handbook for success tips on marketing techniques ]

For more reading....

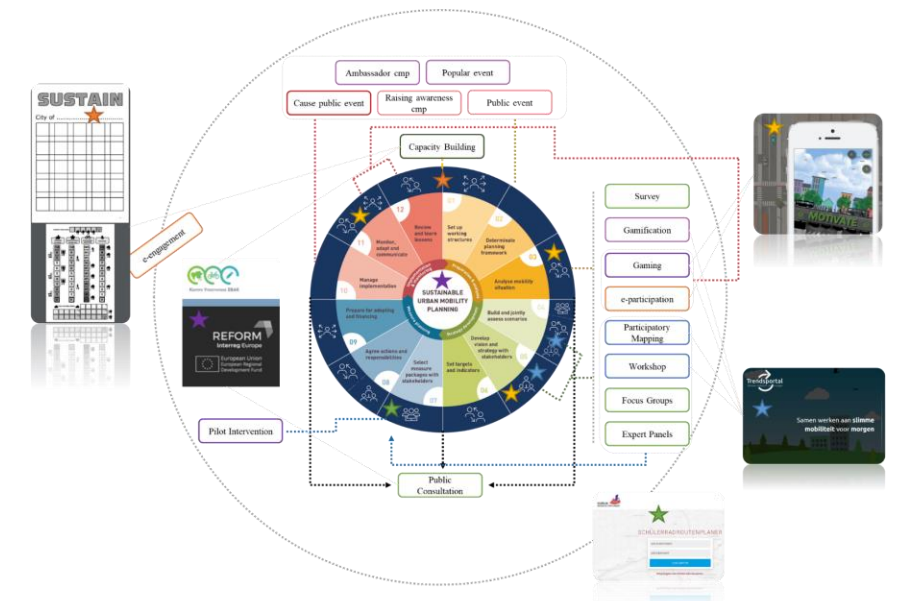
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Method in action

Success Tips

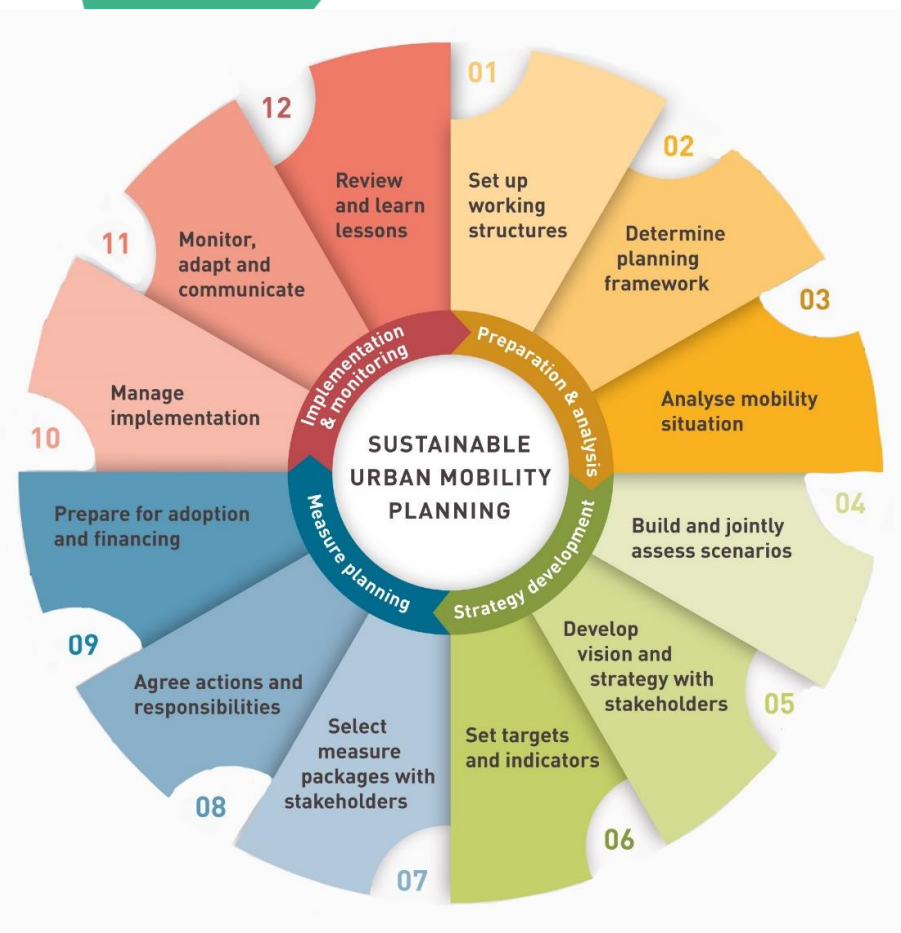
- SCOPE
- TYPE OF PARTICIPANTS
- DURATION\*
- COST\*\*
- METHOD COMPLEMENTARITY
- PHASE OF SUMP CYCLE



The MOBENGAGE-RADAR: Engagement methods and (44) best practices linked with the SUMP cycle

<https://www.interregeurope.eu/e-smartec/library/#folder=2619>

# SUMP proposal & working groups



[SUMP cycle, Rupprecht, 2019]

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

Each group is asked to develop ‘Our City’ SUMP engagement strategy (covering each phase of the SUMP cycle) in 60 minutes (12’ per phase + 12’ for internal wrap up).

Each group will be assigned a facilitator (and a co-facilitator). The facilitator will guide you through the entire process.

In the canvas that you will find in your working group table, use post-it to summarize your strategy, defining the:

- **Target groups** (stakeholders, citizens) to address
- **Participation methods** that you should use
- **Communication channels** that you should use, for the promotion of the participation method
- **Indicative costs** you expect to support

You may also define the special circumstances (i.e. post-COVID era) that affect the possibility of physical contact.

# The study model: “Our City”

## “Our City” profile

- Medium-sized city
- Population: 160.000 inhabitants
  - ✓ Average age: **45 years-old** (30% <18 years-old, 10% > 65 years-old)
  - ✓ Current responsibility level (responsibility & awareness for sustainable mobility) : **medium**
  - ✓ Digitalization level index: **medium**
- Dense historical center – inadequate network of pedestrian zones
- Scarce Public Transport network
- Increased traffic congestion in the city center
- Increased air pollution
- High values of accident rate
- Scattered network of pedestrian and bike road

## Strategic objectives

- Reduction of the use of private car, especially in the historical center
- Enhancement of the Pedestrian Area of the historical centre
- Promotion of sustainable mobility: increase of cycling share
- Extension of the Public Transport network and support of intermodality

## Some facts for implementation

- Budget for engagement and participation strategy: **90.000€**
- Implementation time: **1 year** for SUMP development

# Work group – Share the ideas

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

Share the results of your working group  
with the other groups.

(5' per table/facilitator + 10' closing)



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Low-carbon  
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1 Aug 2019  
31 Jul 2022



European Union  
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## Coffee break and movement into groups