

GPs FOR BEHAVIOURAL CHANGE											
Practices	Description	COVID tag	OBJECTIVES			SUMP step*	PRACTICE MAIN ATTRIBUTES AND RELEVANT FEATURES				
			Main	Secondary	Diversity of communication marketing techniques		Diversity of communication methods	Cost implications	Easiness to transfer	Direct (citizens and other stakeholders) communication	
<b>VOLTARO</b>	Open space annual event in the Coast of Thessaloniki for the promotion of bicycling and walking with the help of volunteers.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport			8, 9, 11	word of mouth	public event	●○○	●●●	✓
<b>MOBITHESS</b>	MOBITHESS provides environmental friendly car routing, trip routing with the use of Public Transport, combined transport routing and pedestrian routing, POIs, environmental impact and training on sustainable mobility.	✓	exchanging information with citizens and stakeholders	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport		11	digital marketing	e- engagement - campaigning	●●●	●○○	
<b>MOTIVATE</b>	MOTIVATE is a cloud based tool that collects data and provides first level overview of daily trips and travellers' opinions.	✓	exchanging information with citizens and stakeholders	increase co-creation of new mobility solutions/ ideas (achieving co-creation)		3, 4, 5, 6, 11, 12	undercover marketing	combined e-participation - crowdsourcing; gaming, gamifications	●●○	●●○	✓
<b>Macedonian Cuisine Food Truck of the Region of Central Macedonia</b>	A moving truck, offering real life experience in gastronomy that started its journey to Europe from the 34th Philoxenia expo on November of 2018.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport			8, 9, 11	word of mouth	ambassador campaign	●●○	●●●	✓
<b>Cycling against Diabetes Melitus</b>	This practice is repeated every year in the coastal zone of Thessaloniki and the citizens have the chance to participate in this event and be engaged with the main bike road of the city and learn for the benefits of cycling for their health.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport			8, 9, 11	cause marketing	public cause event	●○○	●●●	✓
<b>Ecomobility</b>	Ecomobility is a national campaign organized every year. Student groups, with their work and suggestions are called upon to bring solutions to urban traffic conditions in their city, with the overriding support for the right of free movement and the restriction of access to cities.		increase co-creation of new mobility solutions/ ideas (achieving co-creation)	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport		3, 9, 11	combined word of mouth; wheel of persuasion; guerrilla marketing	combined public event; gaming; capacity building;	●●●	●○○	✓
<b>Virtual Reality for the promotion of tourism in RCM</b>	Virtual and Augmented Reality Technologies, Video 360o and the use of VR headsets for experiencing a destination.	✓	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport			3, 8, 9, 11	word of mouth	other	●●●	●○○	✓

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<b>Coventry University Enterprises Ltd Location Independent Working (LIW)</b>	Coventry University Enterprises Ltd Location Independent Working is a scheme to enable staff to work outside of the office to help improve work life balance, productivity and absenteeism.	teleworking is indeed an answer, the procedure should become more online meetings oriented	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport			11	combined <i>word of mouth</i> ; <i>cause marketing</i>	cause related awareness raising campaign	●●○	●●○	
<b>Coventry Recycling Club</b>	A scheme to reward residents for recycling. It is web based only and has been/is promoted via all printed/ email literature distributed by the web team, on the Council website, Facebook and Council and Coventry Recycling Club twitter accounts, on the side of refuse vehicles, round-about signs, bus stops, local radio, local print, and in person via community events and council staff.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport			11	combined <i>relationship marketing</i> ; <i>cause marketing</i>	combined <i>awareness raising campaign</i> ; <i>e- engagement - campaigning</i>	●●○	●●○	✓
<b>Cycle-R services</b>	A registered charity for providing training, qualifications and work experience to long-term unemployed, providing low-cost, high quality refurbished bikes to low-income families, encouraging cycling and supporting eco-mobility.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	behavioural change towards sustainable or green modes of transport		11	wheel of persuasion	combined <i>capacity building</i> ; <i>cause related awareness raising campaign</i>	●●●	●●○	✓
<b>"Go Electric Taxi" Scheme</b>	The Go Electric Taxi scheme includes a range of different incentives worth £2,500 for taxi drivers interested in making the switch to a cleaner vehicle – as well as the opportunity for a two-week test drive for all Coventry Hackney cab drivers.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	behavioural change towards sustainable or green modes of transport		8, 9, 10	combined <i>relationship marketing and word of mouth</i>	pilot intervention	●●●	●○○	✓
<b>Greening Your Fleet event</b>	Greening Your Fleet event that took place on 29th June 2018 at the Coventry Transport Museum and covered several subjects like: funding opportunities for businesses looking to reduce carbon and save energy, vehicle options for businesses, Green Wave App and electric cars.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport			8, 9, 10	word of mouth	public event	●○○	●●●	✓
<b>Cycle Training in Schools (Bikeability)</b>	Bikeability is a cycle training scheme (a modern version of cycling proficiency), delivered in primary schools by a cycle training team.	bike and walking is the better alternative for school trips especially due to covid but following the specific health rules.	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	behavioural change towards sustainable or green modes of transport		4, 5, 11	wheel of persuasion	capacity building	●●○	●○○	✓

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<b>Rome's SUMP participatory approach</b>	Rome's SUMP was generated through an intense multilevel participatory methodology. The SUMP introduced a new participation approach, involving the citizenship through a specific open portal to allow the knowledge and voting of the sustainable proposals.	the digital platform yes	increase co-creation of new mobility solutions/ ideas (achieving co-creation)	influencing decision making (achieving co-planning)	3, 4, 5, 6, 7, 8, 9	combined survey; focus group; expert panel; e-engagement crowdsourcing; public consultation; public event; awareness raising campaign; workshop; e-engagement campaign	combined survey; focus group; expert panel; e-engagement crowdsourcing; public consultation; public event; awareness raising campaign; workshop; e-engagement campaign	●●●	●○○	✓
<b>PEDIBUS</b>	The PEDIBUS initiative supports primary schools managers to encourage pupils and families to walk to school safely in organised groups following fixed routes.		behavioural change towards sustainable or green modes of transport		4, 11	word of mouth	combined awareness raising campaign; public event;	●○○	●●●	✓
<b>DESIRE</b>	Training and awareness activities on road safety issues, with particular regard to vulnerable users and of soft and sustainable mobility promotion. Children were involved through dramatization, training, events/entertainment with entertainers and a competition for the best art craft produced.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	behavioural change towards sustainable or green modes of transport	11	combined Wheel of persuasion; Guerrilla Marketing	combined gaming; capacity building;	●●○	●●●	✓
<b>VIA LIBERA</b>	#vialibera is an initiative supported by the city to incentivize a new approach to car-free mobility. Once a month, on Sundays, 15 km of streets around the city centre are banned to cars and citizens can freely take advantage of this opportunity (walking, cycling, neighbourhood parties, events, etc.)		behavioural change towards sustainable or green modes of transport		8, 9, 11	guerrilla marketing	pilot intervention	●●○	●●●	
<b>FORMULA E ROME E-PRIX</b>	During the E-prix of formula E Championship, RSM draw up a communication plan mainly addressed to citizens and employees living and working in the EUR borough, close to the circuit, to discourage the private vehicle use in favour of public transport for the whole event period, suggesting the choice of alternative road routes, in particular on the closing days of via C. Colombo.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport		8, 9, 11	undercover marketing	popular event	●●○	●●○	✓

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<b>BA.cycloportal</b>	The practice offers an interactive experience to bike the community, either to recreational or professional cyclists, by exploiting the online portal providing important information about bike lanes. BA.cykloportal offers a combination of an interactive map of bike lanes in the Bratislava self-governing region and a new communication channel of the municipality to reach the population interested in biking.	✓	behavioural change towards sustainable or green modes of transport		4, 5, 11	digital marketing	e- engagement - campaigning	●○○○	●●●●	
<b>eGUTS</b>	The practice established modern technologies like a mobile app in conjunction with more common marketing channels like public events, in order to promote the use of e-mobility in the Danube regions.		behavioural change towards sustainable or green modes of transport	Increase of walking and cycling trips	11	combined digital marketing; relationship marketing; word of mouth	combined e- engagement - campaigning; public event	●●●●	●●●○	
<b>Promoting the implementation of a new sustainable mode of transport in city of Bratislava</b>	The practice involves the creation of a marketing strategy, implementing a massive marketing campaign (including a wide media and social media coverage, contests, promo videos and an app), for the promotion of a new sustainable mobility product (bike sharing).		behavioural change towards sustainable or green modes of transport		11	combined digital marketing; relationship marketing; word of mouth	combined e- engagement - campaigning; public event; awareness raising campaign	●○○○	●●●●	
<b>SacraVelo: Combination of two different aspects in one product to attract a broader group of people</b>	The practice aims at promoting the active transport and the sacral tourism by combining them to a single product. The aim is to reach a wider range of users at local, regional and international (cross-border) level.		behavioural change towards sustainable or green modes of transport	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	11	undercover marketing	other	●●●○	●●●○	
<b>Promotion of the implementation of new unified tariff system</b>	Use of marketing channels to increase acceptance of the new unified tariff system applied in Bratislava. A clear message was communicated to the wider audience through online articles published on several different websites.		behavioural change towards sustainable or green modes of transport		11	digital marketing	e- engagement - campaigning	●○○○	●●●●	
<b>Creation of a unified image of tourist destination</b>	The practice focuses on a creation of unified image of cross-border destination providing services in the field of tourism, culture, relaxation and sport in the area along the river Small Danube.		behavioural change towards sustainable or green modes of transport		5, 11	combined digital marketing; undercover marketing	combined survey; gaming; focus group	●●●○	●●●○	

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<b>Cargobike Trendsportal – Competition</b>	The practice refers to a competition contacted as part of the policy making process of the Sustainable Urban Mobility Plan (SUMP) in the municipality of Venlo. The Municipality purchased an electric cargo bike and, after its moving around to the city to create awareness on mobility topics, it has been awarded to citizens through a photo/idea sharing contest.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	increase awareness regarding the importance of participating in planning/ creation	3, 8, 9, 11	combined <i>dialogue marketing; relationship marketing</i>	combined <i>focus group; public event</i>	●○○	●●●	
<b>Active Mobility Check for Municipalities in Hessen</b>	The Active Mobility Check (AMC) is a marketing tool to promote a better environment for active mobility in municipalities. It combines different marketing techniques for awareness raising among stakeholders and creating a culture of walking and cycling in an urban community with an efficient, short and participatory planning process. All stages of the AMC are targeted towards a strong public perception.		behavioural change towards sustainable or green modes of transport	influencing decision making (achieving co-planning)	4, 5, 6, 7, 8, 9, 11	combined <i>wheel of persuasion; relationship marketing</i>	combined <i>awareness raising campaign; capacity building; workshop; public event; focus group</i>	●●●	●○○	
<b>School Bike Route Planner</b>	The School Bike Route Planner App has been developed as a communication tool to promote more and safer cycling to and from school. It has been designed for use at home or in school for teaching. As an easy entry instrument for mobility management in schools, it supports the development of the School Bike Network of Hessen in a participatory process with pupils and other stakeholders.	bike and walking is the better alternative for school trips especially due to covid but following the specific health rules.	exchanging information with citizens and stakeholders	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	3, 4, 5, 6, 11	combined <i>digital marketing; word of mouth; wheel of persuasion</i>	e-participation – crowdsourcing	●●●	●●●	
<b>“Better to school”</b>	“Better to school” is a comprehensive service which bundles all consulting activities of the Hessian Centre of Competence for Mobility Management for Children and Young Adults. It bundles several offers for schools, municipalities and politicians. Heart piece is the Competence Centre of School Mobility operated by the ivm GmbH, which offers consulting services to support municipalities, schools and public authorities to improve their mobility situation.	offering specific service for safe way to school due to covid.	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	behavioural change towards sustainable or green modes of transport	11	wheel of persuasion	combined <i>capacity building; focus group; public event</i>	●●●	●●●	
<b>Active Mobility Marketing Toolbox</b>	A selection of standardised materials for awareness raising and advertising on active mobility gives local authorities the possibility of promoting active mobility in different formats with a high publicity effect at low costs and efforts.	promoting online events through relevant platforms	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport		1, 11	wheel of persuasion	capacity building	●●●	●●●	

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<b>Mobilfalt</b>	Mobilfalt is a combination of individual transport with the offers of local public transport authorities in rural areas.		behavioural change towards sustainable or green modes of transport		10	combined <i>relationship marketing</i> ; <i>dialogue marketing</i> ; <i>digital marketing</i>	combined <i>awareness raising campaign</i> ; <i>e-engagement - campaigning</i>	●●●	●●○	
<b>"365" Flat rate Ticketing</b>	With a '365' flat rate ticket, Hessian pupils and trainees can use public transportation except long-distance trains for one Euro per day all over the state of Hessen. The message "one Euro per day" for unlimited use of public transportation makes the offer accessible and bolsters sustainable mobility habits in an attractive way.		behavioural change towards sustainable or green modes of transport		10, 11	word of mouth	awareness raising campaign	●●●	●●●	
<b>City cycling competition</b>	CITY CYCLING offers municipalities tried-and-tested, easy-to-implement measures to advocate sustainable mobility actively through marketing/PR activities. The CITY CYCLING campaign is designed as a competition to promote cycling. Members of local parliaments are invited to form teams with citizens and to compete to top the leader board.		Increase of walking and cycling trips	Increase of population awareness	8, 9, 11	relationship marketing	awareness raising campaign	●●○	●●○	✓
<b>Frankfurt Green City</b>	"Frankfurt Green City" is a platform and communication strategy at the same time. It is an umbrella brand for all activities in the field of sustainability. Citizens can obtain information on five main topics, which also lead to the responsible city administrative units. Here, the City of Frankfurt gives an account of the status, trends and interim results in the areas of "Business and Consumption", "Planning and Building", "Education", "Climate and Open Spaces" and "Mobility". Thus, possible solutions to the challenge of the growing city and climate change are presented.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	exchanging information with citizens and stakeholders	12	combined <i>digital marketing</i> ; <i>relationship marketing</i> ; <i>dialogue marketing</i>	combined <i>e-engagement - crowdsourcing</i> ; <i>e-engagement campaigning</i>	●●●	●●○	✓

GPs FOR CO-CREATION										
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			Main	Secondary	SUMP step*	Diversity of communication marketing techniques	Diversity of communication methods	Cost implications	Easiness to transfer	Direct (citizens and other stakeholders) communication
<b>MOTIVATE</b>	is a cloud based tool that collects data and provides first level overview of daily trips and travellers' opinions	✓	exchanging information with citizens and stakeholders	increase co-creation of new mobility solutions/ ideas (achieving co-creation)	3, 4, 5, 6, 11, 12	undercover marketing	combined e-participation - crowdsourcing; gaming, gamifications	●●○	●●○	✓
<b>Co-creation of mobile open government services with the substantial participation of senior citizens and other stakeholders</b>	activities to identify and invite co-creators, set up an organisational structure (living lab) for the co-creation process, define the services to be co-created, discover data sources, define requirements for the services and design of prototypes.		increase co-creation of new mobility solutions/ ideas (achieving co-creation)		3, 4, 5, 6, 7	relationship marketing	combined focus group; workshop	●●○	●●○	✓
<b>REFORM</b>	The practice established a permanent regional cooperation for increasing capacity of the local Municipalities and facilitating the deployment of their Sustainable Urban Mobility Plans (SUMP).	✓	increase co-creation of new mobility solutions/ ideas (achieving co-creation)	influencing decision making (achieving co-planning)	1	wheel of persuasion	capacity building	●●○	●●○	✓
<b>4mycity</b>	4myCity" service is designed to ease citizens to monitor reports addressed and/or report possible problems/ incidents within the Municipality, but also to suggest improvements in the area	✓	exchanging information with citizens and stakeholders	influencing decision making (achieving co-planning)	3, 11	digital marketing	e-participation – crowdsourcing	●●○	●○○	
<b>Ecomobility</b>	Ecomobility is a national campaign organized every year. Student groups, with their work and suggestions are called upon to bring solutions to urban traffic conditions in their city, with the overriding support for the right of free movement and the restriction of access to cities		increase co-creation of new mobility solutions/ ideas (achieving co-creation)		3,11	combined word of mouth; wheel of persuasion; guerrilla marketing	combined public event; gaming; capacity building;	●●●	●○○	✓
<b>SUITS</b>	The SUITS project develops tools (demo tool for data collection and analysis; sample tool for route optimization, data management platform for Urban Transport Management, Decision Support Tool, Capacity Building Toolbox, change toolkit, monitoring tool) for local authorities of small and medium sized cities to enhance their capacity to design and implement sustainable transport measures		increase co-creation of new mobility solutions/ ideas (achieving co-creation)		3, 4, 5, 6	wheel of persuasion	capacity building	●●●	●●○	✓

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<b>CASI project citizen panel meetings</b>	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.	in an online format yes	increase co-creation of new mobility solutions/ ideas (achieving co-creation)	influencing decision making (achieving co-planning)	3, 4, 5, 6	dialogue marketing	combined survey; focus group; public consultation	●●○	●●●	✓
<b>Rome's SUMP participatory approach</b>	Rome's SUMP was generated through an intense multilevel participatory methodology. The SUMP introduced a new participation approach, involving the citizenship through a specific open portal to allow the knowledge and voting of the sustainable proposals	the digital platform yes	increase co-creation of new mobility solutions/ ideas (achieving co-creation)	influencing decision making (achieving co-planning)	3, 4, 5, 6, 7	combined dialogue marketing; relationship marketing; digital marketing	combined survey; focus group; expert panel; e-engagement crowdsourcing; public consultation; public event; awareness raising campaign; workshop; e-engagement campaign	●●●	●○○	✓
<b>Transdanube Pearls</b>	The practice concerns the creation of a network, involving actors along the Danube, committed to the promotion of sustainable mobility in tourism. The practice deployed engagement techniques (network seminars, assemblies, etc.) in order to bring the potential network members together and engage them to eventually participate. Members were awarded the title "Danube Pearls" and sustainable mobility solutions were offered for the tourists to travel between the "Pearls".	in an online format yes	Increase of mobility planning effectiveness	Increase of the public transport modal share	1, 3, 4, 5, 6, 7, 8	combined dialogue marketing; relationship marketing;	combined capacity building; focus group; public consultation; experts panel; workshop	●●●	●○○	✓
<b>EdTWINL (Education Twinning): multicultural marketing as a tool for sharing the knowledge and best practises in international environment</b>	The practice established special curriculum on schools and special trainings for the teachers, organized special multicultural events and provided possibilities for multicultural visits and information exchange.		exchanging information with citizens and stakeholders		3, 4, 5, 6,	combined dialogue marketing; relationship marketing;	combined capacity building; focus group; public consultation; experts panel; workshop	●●○	●●○	

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<b>Silver Economy: creation of cross-border cooperation</b>	The practice established a cross-border cooperation by attracting businesses or organizations that produce products or services to people above the age of 50 and increasing capacity of people above the age of 50, through training events that increase their language skills, technology skills and job hunting skills.		exchanging information with citizens and stakeholders	influencing decision making (achieving co-planning)	4, 5, 7	relationship marketing	combined capacity building; focus group; public event;	●●○	●●○	
<b>Energy transition game</b>	The Energy transition game is a game played on a map – searching for potential locations for windmills and solar fields - that guides an informal discussion about the energy transition in a municipal level.	in an online format yes	exchanging information with citizens and stakeholders		4, 5, 7	guerrilla marketing	gaming	●○○	●●●	
<b>Trendsportal card game</b>	The practice concerns a card game that contains the goals of the Sustainable Urban Mobility Plan (SUMP) of the Municipality of Venlo in each card. Players are asked to select specific cards (goals) and write down their substantiation and proposals for the achievement of the goals	in an online format yes	exchanging information with citizens and stakeholders	influencing decision making (achieving co-planning)	4, 5, 6	guerrilla marketing	gaming	●○○	●●●	✓
<b>Cargobike Trendsportal – Competition</b>	The practice refers to a competition contacted as part of the policy making process of the Sustainable Urban Mobility Plan (SUMP) in the municipality of Venlo. The Municipality purchased an electric cargo bike and, after, its moving around to the city to create awareness on mobility topics, it has been awarded to citizens through a photo/ idea sharing contest		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	increase awareness regarding the importance of participating in planning/ creation	3, 11	combined dialogue marketing; relationship marketing	combined focus group; public event	●○○	●●●	
<b>Active Mobility Check for Municipalities in Hessen</b>	The Active Mobility Check (AMC) is a marketing tool to promote a better environment for active mobility in municipalities. It combines different marketing techniques for awareness raising among stakeholders and creating a culture of walking and cycling in an urban community with an efficient, short and participatory planning process. All stages of the AMC are targeted towards a strong public perception.		behavioural change towards sustainable or green modes of transport	influencing decision making (achieving co-planning)	4, 5, 7, 8, 11	combined wheel of persuasion; relationship marketing	combined awareness raising campaign; capacity building; workshop; public event; focus group	●●●	●○○	
<b>School Bike Route Planner</b>	The School Bike Route Planner App has been developed as a communication tool to promote more and safer cycling to and from school. It has been designed for use at home or in school for teaching. As an easy entry instrument for mobility management in schools, it supports the development of the School Bike Network of Hessen in a participatory process with pupils and other stakeholders.	bike and walking is the better alternative for school trips especially due to covid but following the specific health rules.	exchanging information with citizens and stakeholders	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	3, 4, 5, 11	combined digital marketing; word of mouth; wheel of persuasion	e-participation – crowdsourcing	●●○	●●○	
<b>Reporting platform for cycle traffic</b>	The reporting platform for cycle traffic gives cyclists the opportunity to report defects and opportunities for improvement directly to the public authorities		exchanging information with citizens and stakeholders	increase co-creation of new mobility solutions/ ideas (achieving co-creation)	3, 11	combined digital marketing; relationship marketing; dialogue marketing	e-participation – crowdsourcing	●●○	●●○	



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**\*The SUMP cycle (SUMP 2.0)**