e-smartec marketing techniques for shifting users willingness to travel by sustainable transport means.

Dr. Maria Morfoulaki
Transport Engineer
Operational Scientist A', CERTH/HIT
marmor@certh.gr

December 1st, 2020 |
Webinar: Behaviour change for sustainable mobility

www.interregeurope.eu/e-smartec

General project info

Interreg Europe

European Union
European Regional
Development Fund

Low-carbon economy

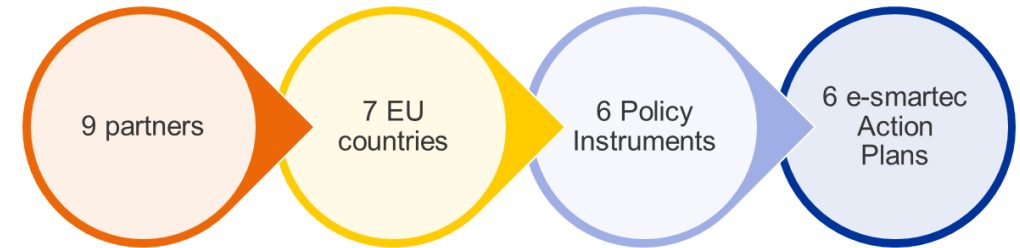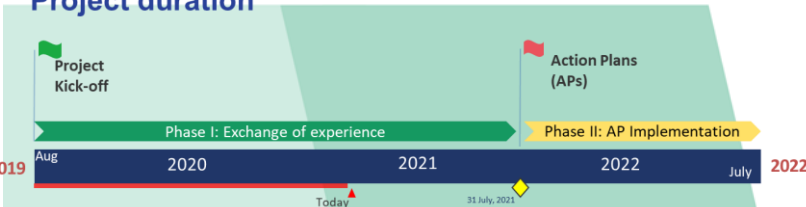€ 1.37 M ERDF

Project duration

2019 | Aug | 2020 | 2021 | 2022 | July | 2022

Project Kick-off

Phase I: Exchange of experience

Phase II: AP Implementation

Action Plans (APs)

Today

31 July, 2021

Our consortium: 9 partners – 6 regions

Our Motto:
We care for each other, we care for our space,
we become part of mobility planning

e-smartec steps

9 partners → 7 EU countries → 6 Policy Instruments → 6 e-smartec Action Plans

Action plans will be based on the most appropriate for each region marketing campaigns, capable of shifting users willingness to travel by sustainable transport means and also making them to participate in mobility agenda-setting
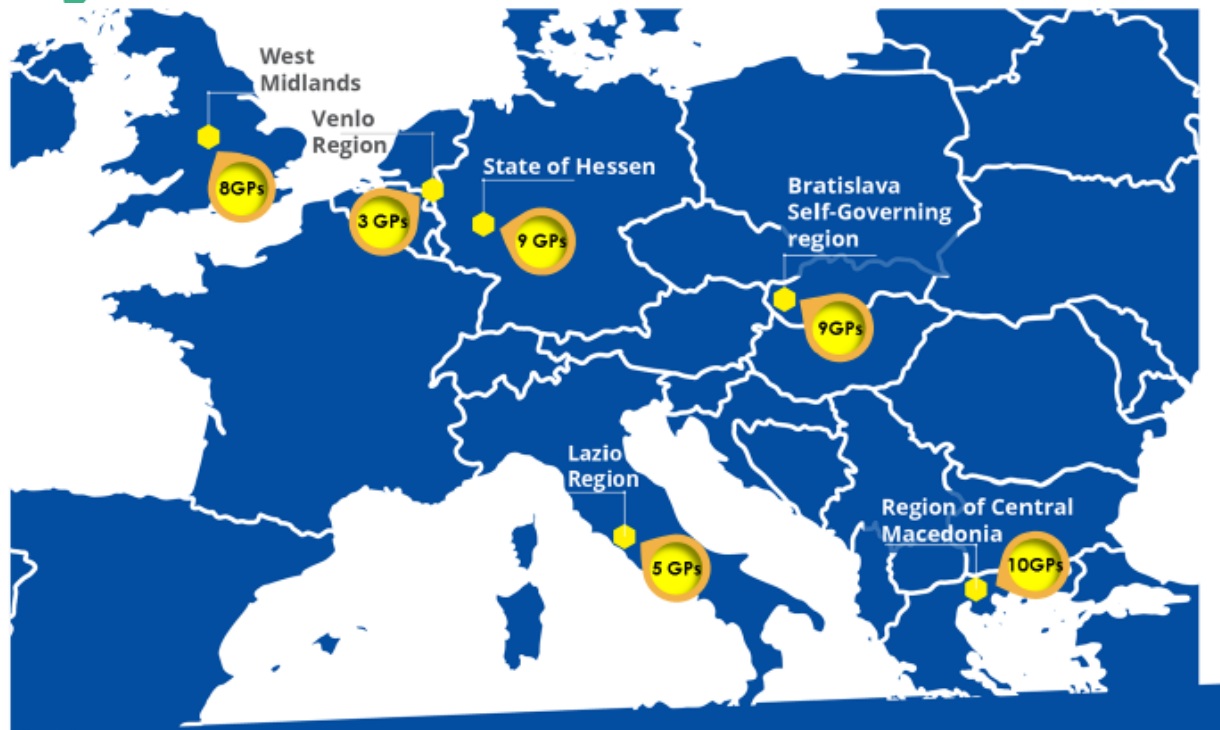
CERTH — CENTRE FOR RESEARCH & TECHNOLOGY HELLAS

POLIS — CITIES AND REGIONS FOR TRANSPORT INNOVATION

CENTRE OF COMPETENCE SUSTAINABLE URBAN MOBILITY STATE OF HESSEN

Regional Development Fund of Central Macedonia

mobilità ROMA

venlo

UNIVERSITAS SOLNENSIS

Coventry University Enterprises Limited

e-smartec
Interreg Europe

44 regional good (marketing) practices collected

✓ Behavioural change / awareness raising for sustainable mobility

✓ Engagement in co-planning

(both for individuals and for stakeholders and staff of competent authorities)

A Handbook on Marketing Techniques was produced

The GPs are based on Marketing engagement techniques & enabling methods

The main target is to indicate how these techniques can be used in order to increase the level of acceptance of the proposed measures as well as to achieve behavioural change of citizens and stakeholders towards adopting sustainable mobility habits.

The e-smartec Handbook for Success Tips on Marketing Techniques presents the different categories of marketing engagements techniques and allocates the GPs to these categories.

Data exchange and information provision is a crucial parameter for the successful implementation of Marketing and Engagement Techniques
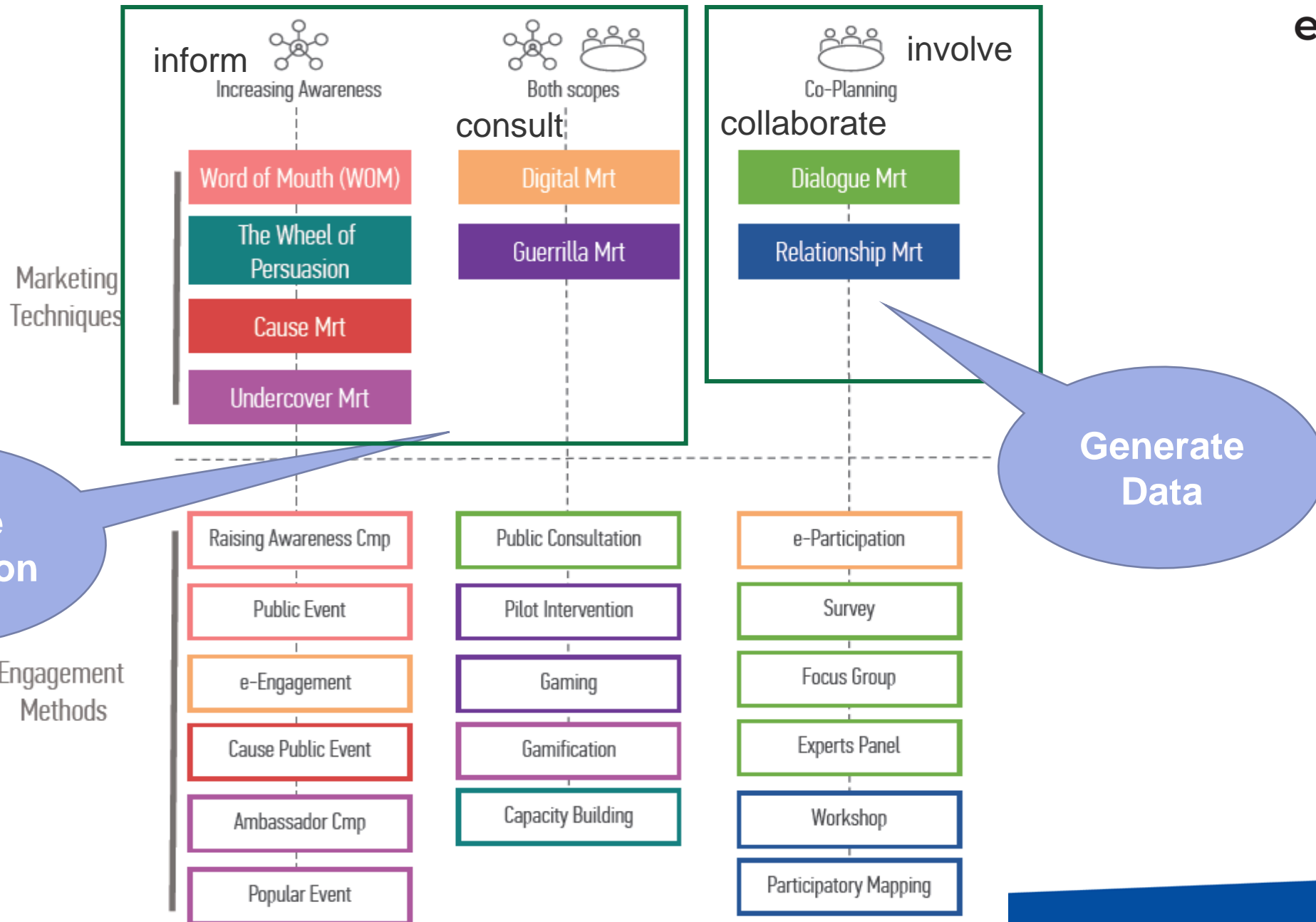
and also ..

Marketing Techniques create useful data for the successful planning and the adoption of the SuMP measures from the citizens…

Level of Participation-Engangement

	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

Marketing Techniques

inform — Increasing Awareness	consult — Both scopes	collaborate — Co-Planning / involve
Word of Mouth (WOM)	Digital Mrt	Dialogue Mrt
The Wheel of Persuasion	Guerrilla Mrt	Relationship Mrt
Cause Mrt		
Undercover Mrt		

Engagement Methods

Raising Awareness Cmp	Public Consultation	e-Participation
Public Event	Pilot Intervention	Survey
e-Engagement	Gaming	Focus Group
Cause Public Event	Gamification	Experts Panel
Ambassador Cmp	Capacity Building	Workshop
Popular Event		Participatory Mapping

Provide information

Generate Data

e-smartec
Interreg Europe

interregeurope.eu/e-smartec

Examples of relevant e-smartec Good Practises..

Clean Air Consultation Survey – Healthy Streets policy

A survey as part of a long term plan for improving Londoners' and visitors' experiences of the streets

The Survey

- An online closed response survey was used which was linked in London's government web platform.
- Users required to sing in which in return allowed them to submit the survey's answers.
- Furthermore, it provided them with the opportunity to comment in different public mobility issues by posting their proposals, complains and evaluations in a blog forum template.
- Due to the successful participation the survey was established, and it is repeated every year.

Scoring 0-10

Example Question - Clean Air

'How clean do you think the air on this street is today?'

Not at all — Extremely

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Dialogue Mrt Survey

Public consultation in Rome's SUMP participatory approach

An online public consultation approach, involving the citizenship to the planning

The Participatory approach

- Through the portal (www.pumsroma.it) each citizen pointed out solutions to achieve a sustainable mobility:
- For the first time citizens or their groups (cyclist associations, road victims' association, residents) were involved in a planning tool as the SUMP,
- Through the portal, each citizen was able to determine exactly his/her proposal on the municipality map, regarding a number of topics

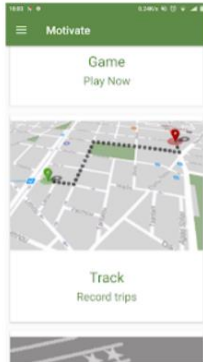# MOTIVATE app: a crowdsourcing and interactive learning environment

e-smartec
Interreg Europe

Motivate Project
Hellenic Institute of Transport Ταξίδια και τοπικές πληροφορίες
PEGI 3
⚠ Δεν έχετε καμία συσκευή.
Εγκαταστάθηκε
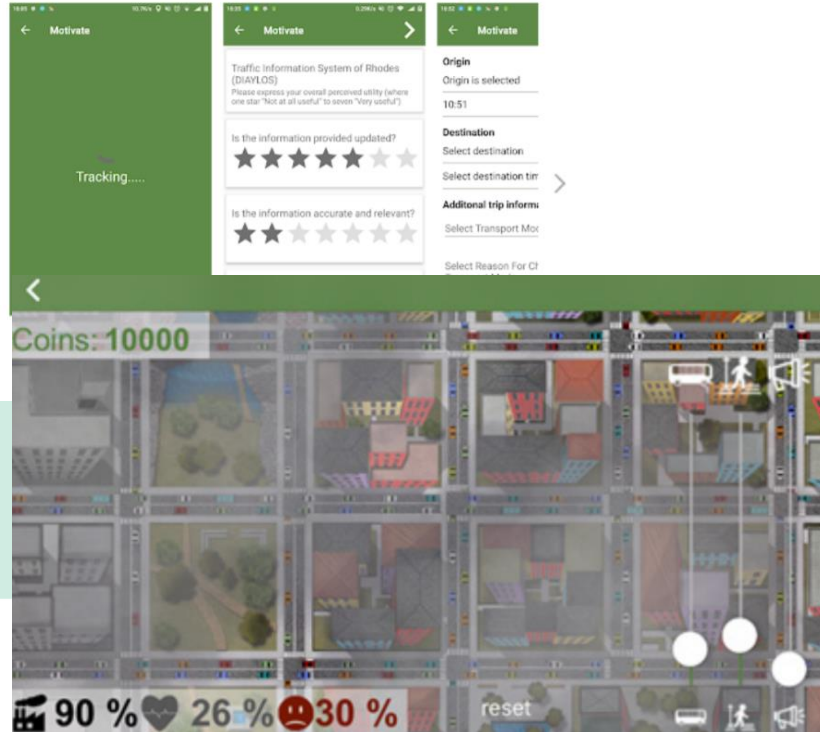
A cloud-based tool that collects data and provides first level overview of daily trips and travellers' opinions.

The interactive approach

- MOTIVATE app captures citizens' and visitors' mobility habits & needs developing in this way a good (database) starting point for the authorities to plan interventions and improve services.

- In order to 'motivate' the travellers to daily use the specific platform providing their personal data, an awareness raising game was developed – providing personal data allows for points collection that can be redeemed at the game.

Relationship/Digital Mrt Gamification + e-participation

Reporting platform for cycle traffic in the State of Hessen, Germany

e-smartec
Interreg Europe
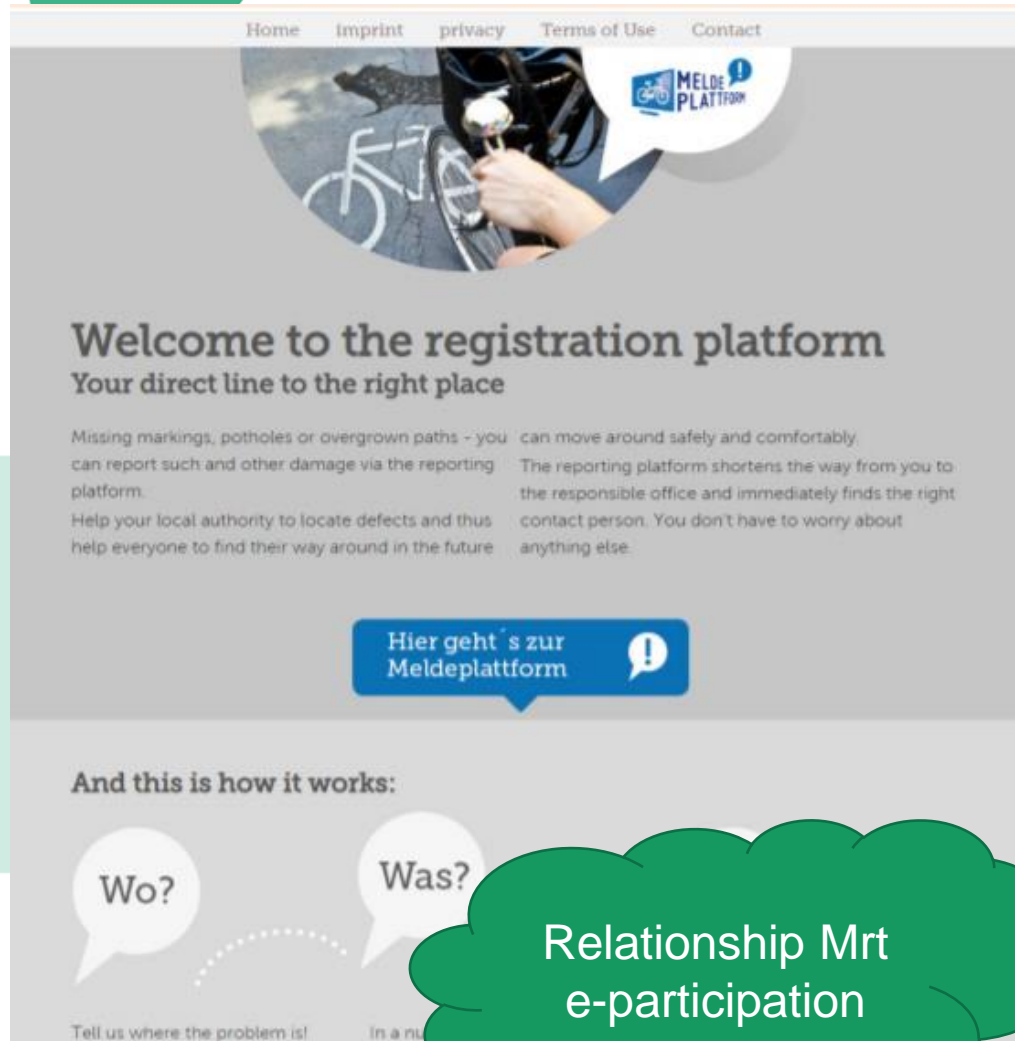
A platform which gives cyclists the opportunity to report defects and opportunities for improvement directly to the public authorities.

The e-Participation through Crowdsourcing

- Give cyclists a direct opportunity to help design cycle paths and report problems from their own perspective
- Simplify the direct communication between authorities and citizens
- Make the improvement of the cycling infrastructure much more user oriented.

Municipalities learn out of a direct contact with citizens; thus, infrastructure is improved from the perspective of the end user.

Relationship Mrt e-participation

Some final thoughts on behavioral change…

Behavioural change will take place in small steps, all of which follow a big goal. In order to keep the motivation of all participants high, small steps that lead to short-term success are meaningful and important.

Behavioural change requires constant messaging and contact/content for continued benefits to be achieved. On-going communication/messaging keeps the scheme fresh and encourages continued engagement.

Behavioural change demands awareness raising which should start from everyone clearly understanding the need for change, as well as the long term target.

Behavioural change will be achieved by data exchange between authorities and citizens for what is offered and what are the real needs…

Experiences from other regions are important, as a lot can be learned from the difficulties already encountered!

Find us!

www.interregeurope.eu/e-smartec/

@e_smartec

e-smartec group

e-smartec channel

e-smartec office at CERTH
e-smartec@certh.gr

www.interregeurope.eu/e-smartec