

**e-smartec**  
**International state-of-the-art on marketing  
techniques for engagement**

Document/Deliverable name	International state-of-the-art on marketing techniques for engagement
Author(s)	CERTH
Reviewer (s)	All
Status (Final, Draft)	Final
Comments	
Date	April 2020

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## 1. Introduction

### 1.1 Project overview

Many European urban areas face a series of environmental challenges linked to mobility – congestion due to air pollution. Based on the experience, sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and travellers. Users' engagement in mobility planning is often a big challenge for authorities since it requires deep knowledge of marketing and sociological aspects.

The e-smartec project is a 3-year project funded under the Interreg Europe Project and the thematic area of Low Carbon Economy. The project initiated at the beginning of August 2019 and is split into two phases: phase 1 has a duration of 2 years, while phase 2 has a duration of 1 year.

E-smartec aims at reinforcing existing policies and programmes by enhancing each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making. The overall goal is to develop action plans that provide tailored guidelines on citizens and stakeholders' engagement marketing techniques.

### 1.2 About this document

The aim of this document is to present Good Practices (GPs) coming from regions outside the e-smartec partner regions (thereafter called "international"), that were collected as part of Task 1.1 activities of the project. A **Good Practice**, as reported by the Interreg Europe (IR-E) Programme Manual, is defined as:

*"An initiative (e.g. project, project, process, technique) undertaken in one of the programme's priority axes which has proved to be successful in a region and which is of potential interest to other regions. Proved successful is where the good practice has already provided tangible and measurable results in achieving a specific objective. Although the Interreg Europe programme primarily refers to good practices, valuable learning also derives from bad practices where lessons learnt can be taken into consideration in the exchange of experience process."<sup>1</sup>*

Since the development of active citizens requires investment in actions aimed at changing their mind set towards sustainable choices, this document identifies and describes the most promising:

- *marketing ideas* for shifting users' willingness to travel by sustainable modes of transport
- *engagement techniques* for motivating people to participate in mobility agenda-setting and influence decision making.

The ultimate goal of the international GP mining is to provide *quantification* of the results, thus giving specific input for a System Dynamics (SD) model, which will be developed and

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<sup>1</sup> IR-E Programme Manual, pg. 37

calibrated as part of Task 1.2 activities. The SD model will provide insights on the impacts of multiple marketing strategies in modal shift, active participation and adoption of mobility interventions.

### 1.3 Structure of the report

The structure of this document is as follows:

- Chapter 2 outlines the methodology applied for the identification and description of the GPs
- Chapter 3 presents the results of the international state-of-the art analysis of engagement techniques in sustainable mobility or other fields, providing a short factsheet for each identified GP.
- Chapter 4 provides a short preview of the SD model that will be further developed in project's Task 1.2 activities.
- Chapter 5 outlines the overall conclusions drawn from the international GP description.

## 2. Methodology

### 2.1 Description of the methodological steps

The identification and description of the GPs takes place in two levels within e-smartec: project regional and international. This document addresses the second level, namely it identified those GPs (hereafter called international) that have been implemented outside the six (6) partner regions.

The collection and analysis of the international GPs aims at pointing out the significant experience outside the project partner regions that will enhance the exchange of the experience process among Project Partners (PPs) and the increase of their capacity in the project's subject.

The identification of the e-smartec international GPs was based on the following „selection rules” that also applied for the regional GPs:

- I. *Does the practice fit the project's content*, namely, does it relate to engagement techniques for sustainable mobility, thus clearly differentiating from i.e. mobility services, such as integrated ticketing or development projects, such as the construction of new bicycle lanes?
- II. *Does the practice fit the GP definition* (as the one provided above), namely has it “proven its success, by providing tangible and measurable results against specific objectives”? In order to have quantitative results that will feed the SD model development and calibration, the “specific objectives” are defined as:
  - the level of citizens' and stakeholders' influence in decision making
  - the behavioural change towards sustainable modes

- other externalities related to sustainable mobility, such as CO2 emission reduction, increased awareness (not proving behavioural change, though), etc...

For the description of the international GPs, a specific template was developed (Table 1), containing minimum information on some general aspects of the GP (location, relation with Interreg Europe projects), the GP description (focusing on engagement/ marketing techniques) and the results against the specific objectives mentioned above. The level of engagement (i.e. participants in awareness raising campaigns or crowdsourcing tools for co-planning/ co-design) is also defined as horizontal quantitative information.

Table 1 Template for the description of e-smartec International GPs

<b>Title of the practice</b>	
<b>Relation of the GP with Interreg Europe projects</b>	<p><i>Does this practice come from an Interreg Europe Project? If yes, please provide the:</i></p> <ul style="list-style-type: none"> <li>- <i>project acronym</i></li> <li>- <i>thematic objective of the practice</i></li> <li>- <i>geographical scope of the practice</i></li> </ul>
<b>Location of the Practice</b>	<i>Country</i>
	<i>Region</i>
	<i>City</i>
<b>GP description</b>	<i>Detailed information on the practice</i>
	<i>Marketing/ Engagement Tools and Techniques used</i>
	<i>Timescale (start/end date)</i>
<b>Results achieved</b>	<i>Quantitative evidence that demonstrates the success of the practice against the level of citizens and stakeholders' engagement</i>
	<i>Quantitative or qualitative evidence that demonstrates the success in influencing decision making</i>
	<i>Quantitative evidence that demonstrates the success of the practice against behavioural change</i>
	<i>Quantitative evidence that prove externalities</i>

For the identification of the international GPs, a desk-based analysis was performed. The analysis involved web searching and literature review. Furthermore, reference was made to the experience and networking of the project partners outside the borders of their region and the experience and databases of important associations and other European projects. Sources used for the GP identification were the official websites of Interreg Europe, European Commission, Horizon 2020, CIVITAS 2020, scientific papers, videos, interviews and web applications. These specific websites and platforms contained useful and explanatory material related to the international GPs and provided an important insight for the literature review.

### 2.2 Interdependencies with other project Tasks

As already mentioned above, the aim of the international GP selection and description is to give specific input for a System Dynamics (SD) model (Task 1.2), which will provide insights on the impacts of multiple marketing strategies in modal shift, active participation and adoption of mobility interventions (Figure 1). The international GP will be further analysed in Task 1.2, along with the regional ones, in order to investigate their impacts and define the most appropriate approaches to be incorporated in the steps of the Sustainable Urban Mobility Plans (SUMP).

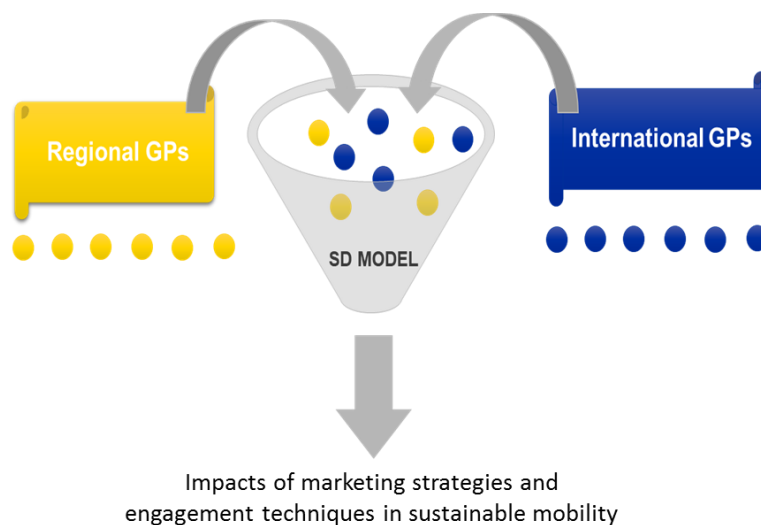


Figure 1: The process of feeding the e-smartec SD model

### 3. The e-smartec International Good Practices

A total number of 32 GPs was identified (Table 2), providing a good geographical spread in Europe (Figure 2), as per their country of origin<sup>2</sup>. Some outstanding cases from other continents (USA, Canada, Australia) are also presented, while several cases were implemented in a multi – national level, as part of projects involving many countries/regions/cities around a common idea/approach.

*Table 2: List of the international GPs and their country of origin*

No	Title	Origin Country
1	“Walk to School” campaign, from safe routes to school policy in USA	USA
2	“Walk to School” campaign in Hertfordshire, UK	UK
3	“Bike to School” campaign, from safe routes to school policy in USA	USA
4	“Bike It Plus”, a tailor – made program promoting cycling to school in London, UK	UK
5	CONNECT: “Eco-trip” campaign to raise awareness amongst young people for sustainable school trips	Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia, UK
6	“Corporate Cycling” campaign enhancing bicycle mobility in Bolzano, Italy	Italy
7	“Get Cycling Denmark” campaign	Denmark
8	Encouraging employees to use public transit through “CarboPOINTS”	Canada
9	LIVEMOBILITY: sustainable mobility application for car, public transport and bicycle	Netherlands
10	“Because we love you!” campaign, Berlin’s transport authority	Germany
11	The “TravelSmart” campaign in Perth, Australia	Australia
12	“Whitehorse Moves” program, for reducing greenhouse gases emitted from transport	Canada
13	CIVITAS RENAISSANCE: campaigns promoting the use of public transport and cycling	Poland
14	CIVITAS MIMOSA: car sharing campaign in Utrecht	The Netherlands

<sup>2</sup> The country of origin is specified as the country where implementation took place and tangible results can be provided.



15	ELVITEN: promoting electric light vehicles usage in urban areas	Italy, Germany, Spain, Greece
16	“Borrowing electric bicycles is contagious” campaign in Randers, Denmark	Denmark
17	“Traffic Snake Game” for encouraging primary school pupils to travel more sustainably in Torhout, Belgium	Belgium
18	TRAM: gamification platforms to boost sustainable Mobility in Andalucía, Spain	Spain
19	SMART MOVE: active mobility consultancy for promoting rural public transport	Germany, Poland, Austria, Portugal, Spain, Greece
20	Tactical urbanism approach for developing the Walk Bike Master Plan in Burlington VT, USA	USA
21	CH4ALLENGE: participation and cooperation strategy development for Budapest’s SUMP	Hungary
22	Clean air consultation from Healthy streets policy in London, UK	UK
23	Participatory mapping in Southend – On – Sea, UK	UK
24	Public Participation GIS for sustainable urban mobility planning in regions of Poland	Poland
25	TRACE: “Positive drive” campaign in Breda, Netherlands	The Netherlands
26	“Maptionnaire”, map – based survey for walkability in Helsinki, Finland	Finland
27	SUNRISE: co-creation in Bremen. Managing conflicts Over Street Place	Germany
28	“Citizen Lab” co-creation tool in Leuven, Belgium	Belgium
29	Cities-4-People: “Citizen Mobility Kit”	Greece, Denmark, Hungary, United Kingdom, Turkey
30	U_CODE, digital driven approach to facilitate urban design in Sangerhausen, Germany	Germany
31	“Traffic Agent”, a GPS-tracked application for children to record traffic problems in Oslo, Norway	Norway
32	Public discussion on the surface network changes after opening Budapest’s new metro line	Hungary

The country origin of each GP is shown in Figure 2.



Figure 2 : Geographical representation of the international GPs

A “zoom in” the geographical representation of the European GPs is provided in Figure 3. A colour clustering is applied in the following 3 levels of the GP implementation:

- local (city) level
- regional level
- project county level, namely GPs that have been implemented as part of a project that reached various city sites of various countries

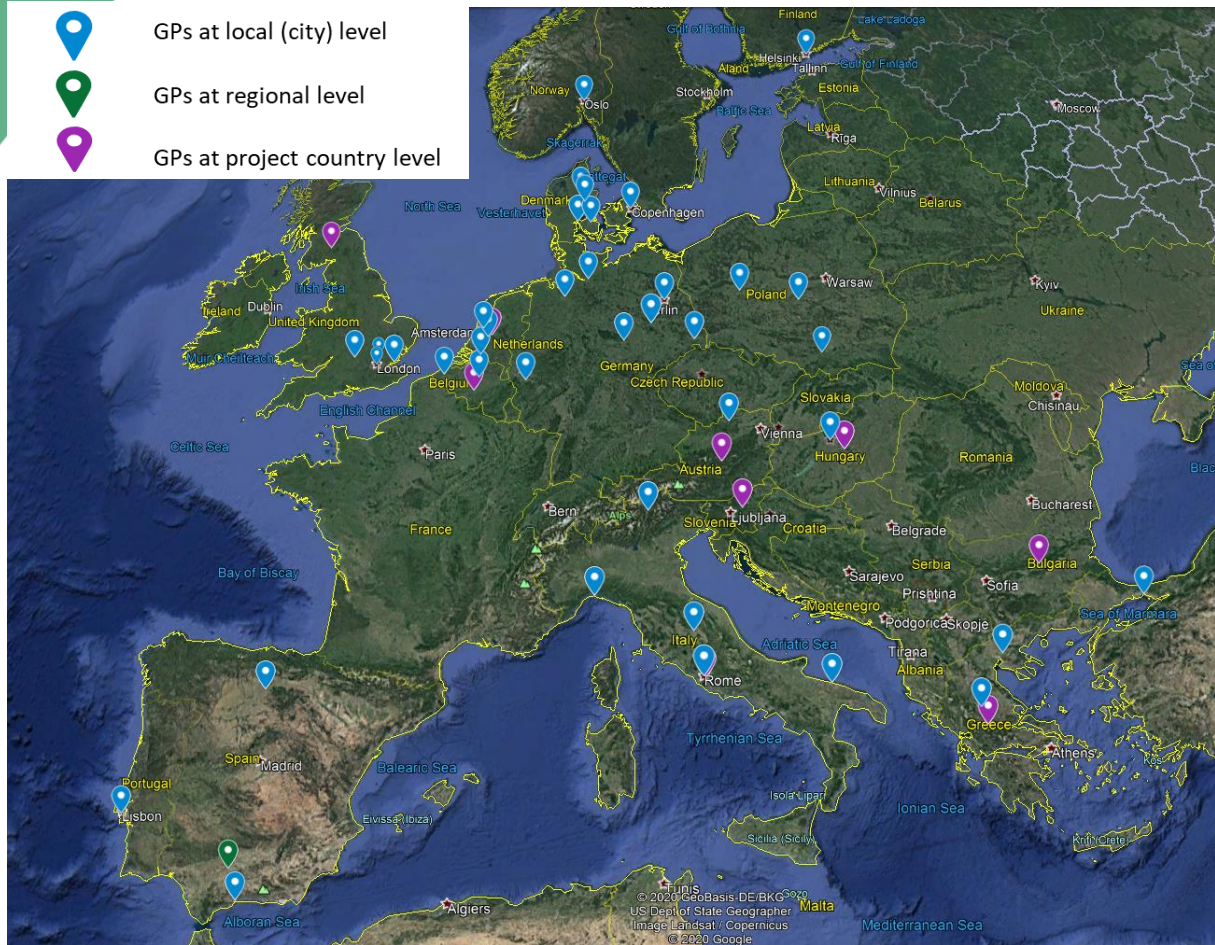


Figure 3 : Geographical representation of the European GPs

In the sub - sections that follow, the GPs are presented and analysed as per their impacts.

### 3.1 “Walk to School” campaign, from safe routes to school policy in USA

<b>Title of the practice</b>	<b>“Walk to School” campaign, from safe routes to school policy in USA</b>
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<b>Location of the Practice</b>	
<i>Country</i>	USA
<i>Region</i>	National event
<i>City</i>	National event
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The campaign “Walk to School” is encouraging walking to school because enables children to incorporate regular physical activity and form healthy habits that can last a lifetime. Regular physical activity helps children build strong bones, muscles and joints, and it decreases the risk of obesity. In contrast, insufficient physical activity can contribute to chronic diseases, such as diabetes, heart disease, cancer and stroke.</p> <p>The U.S. Department of Health and Human Services recommends that children and adolescents get one hour or more of physical activity each day.</p> <p>Research suggests that physically active kids are more likely to become healthy, physically active adults, underscoring the importance of developing the habit of regular physical activity early.</p> <p>The campaign “Walk to School” is important because clearing the environment is taking place when families decide to walk to school, plus they help to reduce the amount of air pollutants emitted by automobile Vehicles emit a variety of air pollutants, resulting in increases in ground-level ozone, nitrogen oxides and particulate matter such as particles of dust, soot, smoke, dirt and liquid droplets, promoting road safety, promoting community benefits through less traffic congestion, stronger sense of community, lower transport costs, improved accessibility, economic gains.</p>

<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>Communication enhancement realized through:</p> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Websites</li> <li>• Local News, Radio and digital sites</li> <li>• Informative training materials (manuals and leaflets through <a href="#">Safe Routes</a> to School website)</li> </ul> <p>After completing the events research surveys are implemented in order to assess the success of the event</p> <p>The responsible actor for the practice is the National Centre for Safe Routes to School (National Centre).</p>
<p><i>Timescale (start/end date)</i></p>	<p>May 2019</p> <p>The first Walk to School was held in 1997. Since then, it has come a long way.</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>19 elementary schools across the USA celebrated walk to school day. More than 60% of these events included both walking and biking – bringing together parents, teachers, school leaders, local officials, law enforcement, and public health and transport professionals to show their commitment to safe and healthy routes to school.</p> <p>In 2019, “Walk to School” organized 5129 events in 50 states of USA. From first timers to yearly participants, teachers, volunteers, parents, law enforcement, community and school leaders celebrated the day and joined students.</p>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>In 2018, nearly 60% of event organizers reported that “Walk to School” day events led to changes in policies and infrastructure that improved safety for children who walk to school. Most common policy changes refer to additions:</p> <ul style="list-style-type: none"> <li>• to safety education</li> <li>• of walking promotion to existing school policies</li> <li>• to signage</li> </ul>
<p><i>Quantitative evidence against behavioural change</i></p>	<p>[None identified]</p>
<p><i>Quantitative evidence against externalities</i></p>	<p>[None identified]</p>

<b>References and more information</b>	Program's official website: <a href="http://www.walkbiketoschool.org/">http://www.walkbiketoschool.org/</a>
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### 3.2 “Walk to School” campaign in Hertfordshire, UK

<b>Title of the practice</b>	<b>“Walk to School” campaign in Hertfordshire, UK</b>
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<b>Location of the Practice</b>	
<i>Country</i>	UK
<i>Region</i>	Non-metropolitan county
<i>City</i>	Hertfordshire County Council
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>In May 2002, Hertfordshire carried out the “Walk to School” campaign for the promotion of walking to school for students and their parents. Through their involvement in an EU project (TAPESTRY) Hertfordshire was also able to assess the campaign’s impacts.</p> <p>Evaluation was conducted at 11 schools, which received the campaign, and two control schools. The schools receiving the campaign in 2002 had also done so last year, whilst the control schools had never participated in Walk to School week. Analysis was conducted via a before and after survey. In total, about 1000 completed surveys were received from campaign schools and 200 more from control schools.</p>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>Campaign implementation involved:</p> <ul style="list-style-type: none"> <li>• Events, such as “Walk to School” Week</li> <li>• active dialogue</li> <li>• survey analysis referring to students and parents</li> </ul>
<i>Timescale (start/end date)</i>	05/2002 (one-week duration)
<b>Results achieved</b>	

<p><i>Quantitative evidence against the level of engagement</i></p>	<p>The “Walk to School” campaign was delivered into 147 separate schools reaching almost 60,000 schoolchildren and their parents.</p> <p>Survey analysis was conducted after the Walk to School campaign. In total, 1000 completed surveys were received from campaign schools, with a further 200 from control schools.</p>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>[None identified]</p>
<p><i>Quantitative evidence against behavioural change</i></p>	<p>The results of the campaign demonstrated that:</p> <ul style="list-style-type: none"> <li>• The proportion of parents in campaign schools strongly agreeing that "I intend for my child to walk to school for his/her next journey" increased from 48% to 54%</li> <li>• There was a small (1.3%) increase in the proportion of children walking to school at least once a week</li> </ul> <p>Before Walk to School week took place, a survey analysis, also took place and respondents were asked how often their child walked to school compared with the same time the previous year (as a reference period). At campaign schools: 15% of respondents said their child walked more often now, 10% of respondents said the same at control schools. After Walk to School week implementation, these percentages increased slightly.</p>
<p><i>Quantitative evidence against externalities</i></p>	<p>[None identified]</p>

<p><b>References and more information</b></p>	<p>Cairns, S., Sloman, L., Newson, C., Anable, J., Kirkbride, A., &amp; Goodwin, P. (2004). Travel awareness campaigns. In ‘<i>Smarter Choices – Changing the Way We Travel</i>’. UK Department for Transport. Retrieved from <a href="https://webarchive.nationalarchives.gov.uk/20100304004945/http://www.dft.gov.uk/pgr/sustainable/smarterchoices/ctwwt/">https://webarchive.nationalarchives.gov.uk/20100304004945/http://www.dft.gov.uk/pgr/sustainable/smarterchoices/ctwwt/</a></p>
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### 3.3 “Bike to School” campaign, from safe routes to school policy in USA

<b>Title of the practice</b>	<b>“Bike to School” campaign, from safe routes to school policy in USA</b>
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<b>Location of the Practice</b>	
<i>Country</i>	USA
<i>Region</i>	N/A (national)
<i>City</i>	N/A (national)
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>“Bike to School” campaign is organized with the responsible actor for the practice the National Center for Safe Routes to School. Bike to School campaign is joined by students, families, schools and communities. The objective of Bike to School is to promote biking by:</p> <ul style="list-style-type: none"> <li>• Using Safe Routes to School as a framework for “Vision Zero for Youth.”</li> <li>• Engaging local elected officials and communities in building support for Vision Zero starting with youth</li> <li>• Focusing on speed reduction starting in places where children and youth travel</li> <li>• Using Bike to School Day to increase local leader commitment and visibility for traffic safety</li> <li>• Expanding student travel data collection to examine the relationship between student and parent walking and biking frequency</li> </ul>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>Communication was achieved through:</p> <ul style="list-style-type: none"> <li>• Local News, Radio and digital sites</li> <li>• Social media</li> <li>• Websites</li> <li>• Informative training materials (manuals and leaflets through Safe Routes to School website)</li> </ul> <p>After completing the events research surveys are implemented in order to assess the success of the event.</p>



<p><i>Timescale (start/end date)</i></p>	<p>May 8, 2019</p> <p>In May 2012, the first-ever National Bike to School Day was celebrated across the USA and joined families, schools and communities, as they bicycle to school for these events each year. Eventually, what began as an idea has evolved into a movement.</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>In total 19 elementary schools across the USA celebrated bike to school day. More than 60% of these events included both walking and biking – bringing together parents, teachers, school leaders, local officials, law enforcement, and public health and transport professionals to show their commitment to safe and healthy routes to school, health and transport professionals to show their commitment to safe and healthy routes to school.</p> <p>In 2019 “Bike to School” organized 3415 events.</p>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>Engagement by community members during Bike to School Day is linked to far-reaching and long-lasting benefits in neighbourhoods and school districts.</p> <p>In fact, more than 65% of event organizers report that Bike to School Day events led to changes in policies and/or their infrastructure that improved safety for children who walk and bike to school. The most important five policy/ safety modifications refer to additions:</p> <ul style="list-style-type: none"> <li>• to safety education</li> <li>• of walking/ bicycling promotion to existing school policies</li> <li>• to signage</li> <li>• of bike racks</li> </ul> <p>increased traffic enforcement near school</p>
<p><i>Quantitative evidence against behavioural change</i></p>	<p>[None identified]</p>
<p><i>Quantitative evidence against externalities</i></p>	<p>[None identified]</p>
<p><b>References and more information</b></p>	<p>Program’s official website: <a href="http://www.walkbiketoschool.org/">http://www.walkbiketoschool.org/</a></p>

### 3.4 “Bike It Plus”, a tailor – made program promoting cycling to school in London, UK

<b>Title of the practice</b>	<b>“Bike It Plus”, a tailor – made program promoting cycling to school in London, UK</b>
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<b>Location of the Practice</b>	
<i>Country</i>	UK
<i>Region</i>	Capital of UK
<i>City</i>	London
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	“Bike It Plus” is a bespoke behaviour change programme for schools developed by Sustrans, a charity organisation with the purpose to make it easier for individuals to walk and cycle, in cooperation with Transport for London. Through a holistic approach involving students, staff, parents and the wider school community, the programme tailors activities and support to suit a school’s needs, aiming to normalize riding a bike and to increase the number of pupils regularly cycling to school.
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>Bike It Plus runs throughout each academic year, beginning with a focus on awareness and empowerment, before moving on to action and embedding sustained behaviour change.</p> <p>Bike It Plus is a tailor-made program, so it is adjusting its activities and support to suit a school’s needs, aiming to normalise riding a bike and to increase the number of pupils regularly cycling to school.</p> <p>Bike It Plus enables active travel through behavioural change, combined with collaborative street design principles for the school community.</p>
<i>Timescale (start/end date)</i>	Bike It Plus runs throughout each academic year since 2016
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	In 2016, the Bike It Plus team has worked with 73,500 pupils and 3,170 parents and staff across London. It is considered a

	project with great value for money and is currently delivered in 230 schools in London.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	Bike It Plus enables active travel through behavioural change, combined with collaborative street design principles for the school community.
<i>Quantitative evidence against behavioural change</i>	Bike It Plus has been hugely successful in increasing the number of pupils regularly cycling to school, with a year on year growth of over 6%.  Levels of everyday cycling have more than doubled, with an increase of 115% where the programme is delivered.
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	<a href="https://www.sustrans.org.uk/our-blog/projects/2019/london/bike-it-plus-london/">https://www.sustrans.org.uk/our-blog/projects/2019/london/bike-it-plus-london/</a>
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### 3.5 CONNECT: “Eco-trip” campaign to raise awareness amongst young people for sustainable school trips

<b>Title of the practice</b>	<b>CONNECT: “Eco-trip” campaign to raise awareness amongst young people for sustainable school trips</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia, United Kingdom
<i>Region</i>	Broad campaign
<i>City</i>	Several cities of Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia, United Kingdom
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	

<p><i>Detailed information on the practice</i></p>	<p>The “Eco-trip” campaign was created in the context of the CONNECT project, involving 66 secondary schools. Students and teachers were reached and young people were asked to create their own short movie about their views of sustainable travel. The main goal of the campaign was to raise awareness amongst young people (secondary schools) of sustainable trips to and from school.</p> <p>This campaign ran in 2009 and 2010 in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK, under the umbrella of the project CONNECT. A total of 3 slogans led the way: “one car less”, “it’s up to us”, en “I’m an eco-tripper”. The campaign was warmly welcomed by partners and schools. It was a broad campaign with a lot of different activities at local level, but with the short movies as common ground. All participants liked the short movie competition very much. Introducing a competition was a well received element.</p>
<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>Eco-trip campaign consisted of 3 steps:</p> <ul style="list-style-type: none"> <li>• Debate. The aim was to draw attention to the project in the school, raise awareness on environmental issues, matching to age and curricula where possible.</li> <li>• Movie and slogan. The aim was to produce a short movie on ‘eco-friendly trips’ and ‘sustainable travel’, youngsters’ opinions and viewpoint.</li> <li>• Eco-trip week. The aim was to get as many people as possible to travel to school in a sustainable way.</li> </ul>
<p><i>Timescale (start/end date)</i></p>	<p>2009 – 2010</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>The participants were 12.799 students accompanied by 580 teachers. At the majority of schools only one or two teachers were involved in the campaign. When schools managed to implement a campaign for the whole school and to involve all teachers, almost 3000 teachers were reached.</p>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>[N/A]</p>
<p><i>Quantitative evidence against behavioural change</i></p>	<p>During the two project years, over 80 short movies were made in 9 countries. Each year 9 national winners and 2 international winners were rewarded. The movies were shown and discussed in schools as well as on social network websites. In the first year of the campaign, the modal shift results were limited, but still</p>

	there was a 4% increase of sustainable trips during the Eco-trip week of the campaign.
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	ELTIS. Case studies: <i>Eco-trip: inspiring peer videos to foster sustainable mobility</i> . Retrieved from: <a href="https://www.eltis.org/discover/case-studies/eco-trip-inspiring-peer-videos-foster-sustainable-mobility">https://www.eltis.org/discover/case-studies/eco-trip-inspiring-peer-videos-foster-sustainable-mobility</a>
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### 3.6 “Corporate Cycling” campaign enhancing bicycle mobility in Bolzano, Italy

<b>Title of the practice</b>	<b>“Corporate Cycling” campaign enhancing bicycle mobility in Bolzano, Italy</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Italy
<i>Region</i>	Province of South Tyrol, Northern Italy
<i>City</i>	City of Bolzano
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	The practice Enhancing Bicycle Mobility in Bolzano, Italy, named “Corporate Cycling”, concerns the promotion of bike as an everyday means of transport and desire to enhance bike's modal share. Bike's modal share increase can also contribute to reducing noise and air pollution. It is also an important instrument for the city's marketing and positioning in international competition, where quality of life and leisure opportunities are winning factors.
<i>Marketing/ Engagement Tools and Techniques used</i>	The marketing technique used, to promote bike mobility and to make the interventions visible, was a broadly based and well - structured information and communication campaign, to

	<p>sensitize citizens and make them more aware about bicycle mobility and the related advantages.</p> <p>The promotion of bike mobility included:</p> <ul style="list-style-type: none"> <li>• a new corporate design, completion and extension of the bike lanes network</li> <li>• a new communication and orientation system</li> <li>• a new map of bike lanes</li> <li>• big bike events</li> <li>• marketing activities</li> <li>• Digital display demonstrating the number of cyclists passing through both directions of a cycle path per day, so that people feel that they belong to an ever growing community</li> </ul>
<i>Timescale (start/end date)</i>	The campaign initiated in 1999 and is still ongoing, changing names and funding organizations, European projects. The name presented here refers to the recent updated name of the campaign and the campaign results are the last updated too.
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	No overall figures are available. Indication on the participation comes from the annual Bike Festival “Bolzano in bici”, organized by the municipality of Bolzano, boasting a total of 4.400 participants.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	[N/A]
<i>Quantitative evidence against behavioural change</i>	<p>Since the initiation of the practice, the following results were achieved:</p> <ul style="list-style-type: none"> <li>• Bicycle’s modal split has increased from 17% to 26% in 2017, which means 75.000 bicycle trips per day</li> <li>• In the age group 0-24 the modal share of cycling is now double than 3 years before</li> </ul> <p>The above-mentioned results were achieved by the new infrastructure/ services/ policies delivered and communicated extensively and properly to the wider audience.</p>
<i>Quantitative evidence against externalities</i>	Bolzano/Bozen has become a model city for bike mobility and this best practice was presented to the world conference for bike mobility held in Cape Town, South Africa.

	Furthermore, the ADFC-Bike clima index has been measured and Bolzano is ranked on the 8th place in comparison to more than 100 European cities.
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<b>References and more information</b>	<p>ELTIS. Case studies: <i>Bike Festival in Bolzano, Italy</i>. Retrieved from: <a href="https://www.eltis.org/discover/case-studies/bike-festival-bolzano-italy">https://www.eltis.org/discover/case-studies/bike-festival-bolzano-italy</a></p> <p>ELTIS. Case studies: <i>Promoting Cycling in Bolzano, Italy</i>. Retrieved from: <a href="https://www.eltis.org/discover/case-studies/promoting-cycling-bolzano-italy">https://www.eltis.org/discover/case-studies/promoting-cycling-bolzano-italy</a></p>
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### 3.7 “Get Cycling Denmark” campaign

<b>Title of the practice</b>	<b>“Get Cycling Denmark” campaign</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Denmark
<i>Region</i>	Hovedstaden, Midtjylland, Syddanmark
<i>City</i>	Frederiksberg, Aarhus, Odense and Middelfart
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The campaign named: “Get Cycling Denmark” (Ta 'Cyklen Danmark), was implemented in the Danish cities: Frederiksberg, Aarhus, Odense and Middelfart.</p> <p>The goal of the campaign was to increase cycling in Denmark by 1%, which in numbers equals to 50 million additional cycling trips per year. In particular, this increase was expected to be achieved through a shift from car trips to bike trips for short distances (up to 5 km).</p> <p>The increased level of long-term physical activity was expected to contribute to the prevention lifestyle related diseases and medical conditions including diabetes, coronary heart diseases, and four types of cancer.</p>

	<p>The campaign's effect on the number of cycling trips in Denmark were examined in a logistic regression analysis. This included data from the National Transport Habits Survey, the campaign's awareness survey and other relevant data from the campaign. Centre for Intervention Research at the University of Southern Denmark calculated the assessment of the campaign's impact on the Danes health in a cost-benefit analysis. The starting point was Technical University of Denmark's (DTU's) results for the extra bike rides and cycled kilometres, which the Danes cycled because of the campaign.</p>
<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>The campaign activities included many different elements:</p> <ul style="list-style-type: none"> <li>• national media activities - press releases, national campaign promotions, flyers distributed to households</li> <li>• social-media campaigns on Instagram and Facebook - campaign sites, quests, photo contests</li> <li>• local events such as cycling services, lotteries, and the distribution of small incentives - bicycle bells, oil, coffee cups along with project flyers and personal information</li> </ul> <p>The project's communication guideline included – among other aspects – that all communication should be positive, supportive, motivating, concrete, personal, and evidence-based.</p>
<p><i>Timescale (start/end date)</i></p>	<p>2015–2017</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>The “Get Cycling Denmark” application had 13000 downloads.</p>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>[N/A]</p>
<p><i>Quantitative evidence against behavioural change</i></p>	<p>The effects of the campaign were continuously measured and assessed. The measurements included both simple registration of campaign activities, social media user's activity and extended measurements such as ongoing knowledge surveys and analysis of the effects of the application.</p> <p>During the two-year campaign, at least 21 million more bike rides were undertaken.</p>
<p><i>Quantitative evidence against externalities</i></p>	<p>The bicycle tours have saved the community over NOK 372.7 million.</p> <p>Awareness on the benefits from the use of bicycle, partly reached values around 40% in the partner municipalities, while</p>



	on a national level, awareness increasing from a base level of 16% before the campaign, to 21% in the third survey wave, and finally balanced to 19% at the end of the campaign.
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<b>References and more information</b>	<p>Campaigns official website: <a href="https://www.tacyklen.dk/">https://www.tacyklen.dk/</a></p> <p>Cycling Embassy of Denmark, <i>New type of exercise-app gets Denmark cycling</i>. Retrieved from: <a href="http://www.cycling-embassy.dk/2016/08/11/new-type-exercise-app-gets-denmark-cycling/">http://www.cycling-embassy.dk/2016/08/11/new-type-exercise-app-gets-denmark-cycling/</a></p> <p>Cycling Embassy of Denmark, <i>Can cycling prevent cancer?</i> Retrieved from: <a href="http://www.cycling-embassy.dk/2016/11/30/can-cycling-prevent-cancer/">http://www.cycling-embassy.dk/2016/11/30/can-cycling-prevent-cancer/</a></p> <p>Nielsen, T. A., &amp; Haustein, S. (2019). Behavioural effects of a health-related cycling campaign in Denmark: Evidence from the national travel survey and an online survey accompanying the campaign. <i>Journal of Transport &amp; Health</i>, 12, 152-163. <a href="https://doi.org/10.1016/j.jth.2018.12.003">https://doi.org/10.1016/j.jth.2018.12.003</a></p> <p>"Ta' cyklen Danmark" – Effect evaluation, <a href="https://orbit.dtu.dk/en/projects/ta-cyklen-danmark-effect-evaluation">https://orbit.dtu.dk/en/projects/ta-cyklen-danmark-effect-evaluation</a></p>
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### 3.8 Encouraging employees to use public transit through "CarboPOINTS"

<b>Title of the practice</b>	<b>Encouraging employees to use public transit through "CarboPOINTS"</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Canada
<i>Region</i>	Quebec
<i>City</i>	Montreal
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	Since the fall of 2007, a certain number of Montrealers who use alternative modes of transport for their daily commutes have found themselves rewarded for their efforts. By choosing more environmentally friendly ways of getting to work, these people

	<p>are earning special points in the "CarboPOINT" point program, the most distinctive element of the sustainable transport plan adopted by Montréal's Carrefour financier solitaire (CFS). The CFS, which consists of eight social and economic development institutions (the largest of which is Fondation, the CSN workers' fund), has found an innovative way to promote sustainable transport among its 130 employees and encourage them to leave their cars at home when coming to work.</p>
<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>The engagement tool used was a social marketing planning process and was approached through the use of the "CarboPOINTS", calculated according to the likely reduction in greenhouse gas (GHG) emissions that results from the type of alternative transport chosen by an employee. Whether it is public transit, carpooling or more physically active ways of getting about (such as cycling or walking), every participant in the program earned something out of it, since "CarboPOINTS" could be redeemed each year in exchange for outdoor gear or gift certificates for fair trade products.</p> <p>The "CarboPOINT" system was hosted on a web-based platform, allowing participants to enter information on the type of transport they used to get to work. This could be done on either daily or weekly basis, and the information was entered in the form of percentages (e.g., "On Mondays, 80% of my commute is on the metro and 20% is on foot"). Each component of the trip was then given a "weight" and CarboPOINTS were calculated automatically.</p>
<p><i>Timescale (start/end date)</i></p>	<p>2007 and 2008</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>In 2008, 46 CFS employees participated</p>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>[N/A]</p>
<p><i>Quantitative evidence against behavioural change</i></p>	<p>At Fondation, in the two years of the program, the modal share for single occupant vehicles decreased by 15%- from 72% to 57%. Transit and carpool use increased correspondingly.</p> <p>The number of individuals commuting by active transportation has tripled during summertime.</p>

<i>Quantitative evidence against externalities</i>	<p>Some of the participating employees accumulated an annual “CarboPOINT” balance equivalent to \$250, the maximum amount offered in the program.</p> <p>During the two years of the project the GHG emissions were reduced by more than 20 tons.</p>
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<b>References and more information</b>	<p><i>ethipedia. Truly Sustainable Business Practices</i>. Retrieved from Encouraging employees to use public transit through “CarboPOINTS”: <a href="https://www.ethipedia.net/en/node/1176/">https://www.ethipedia.net/en/node/1176/</a></p>
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### 3.9 LIVEMOBILITY: sustainable mobility application for car, public transport and bicycle

<b>Title of the practice</b>	<b>LIVEMOBILITY: sustainable mobility application for car, public transport and bicycle</b>
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<b>Location of the Practice</b>	
<i>Country</i>	The Netherlands
<i>Region</i>	Amsterdam
<i>City</i>	Amsterdam
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	The Livemobility practice targets companies’ employees’ who want to travel in a more sustainable way. It comprises of the employee app, which tracks all business trips and awards users for their sustainable choices, and the management app, which provides the company with insight into business transport choices and the consequences thereof. Livemobility makes a large message of sustainability goals into practical, attainable and individual behaviour.
<i>Marketing/ Engagement Tools and Techniques used</i>	Through the app the employee receives a push notification on his/her smartphone, containing personal travel advice, 15 minutes before departure. Warnings for congested routes are also provided, with the advice to depart later.

<i>Timescale (start/end date)</i>	2017 – until now
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	For the city of Haarlem: ~20000 employees were introduced to alternative mobility >1000 employees and counting employees are involved and rewarded weekly
<i>Quantitative or qualitative evidence against the influence of decision making</i>	>100 companies implemented sustainable mobility policies
<i>Quantitative evidence against behavioural change</i>	For the city of Haarlem, the initial goal was to reduce the number of car trips during rush hour. Eventually, approximately 2000 trips less were taken by car per week
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	Information provided by e-smartec project partner “Municipality of Venlo”  Further information can be retrieved from: <a href="https://www.livemobility.com/hoer-werkt-het/">https://www.livemobility.com/hoer-werkt-het/</a>
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### 3.10 “Because we love you!” campaign, Berlin’s transport authority

<b>Title of the practice</b>	“Because we love you!” campaign, Berlin’s transport authority
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<b>Location of the Practice</b>	
<i>Country</i>	Germany
<i>Region</i>	Berlin
<i>City</i>	Berlin
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	

<p><i>Detailed information on the practice</i></p>	<p>"BVG - Because we love you!" is the marketing campaign of the Berlin transport authority (BVG). It advertises public transport in Berlin on all social networks. The public transport company legally is an institution under public law and as such entrusted with tasks in the public interest and owned by the state of Berlin. "BVG – Because we love you!" is a high-profile marketing campaign of the Berlin public transport company. It is an umbrella brand for all marketing activities.</p> <p>The marketing campaign aims to raise the awareness of citizens and commuters for current problems, complex planning processes and existing deficits through direct communication with their target group.</p> <p>Unconventional methods are used to present public transport as a meeting place for different sections of the society and interest groups. In this way, the BVG asks its users whether the BVG should apply for the status of World Heritage. All activities are bundled on one website, which provides an overview of all activities in the social networks.</p> <p>The campaign stands out from the usual public relations work of other transport companies, especially with its content. The commitment of the BVG goes far beyond information and emotionalises the work of the BVG in advertising to potential customers. An attempt is made to create an emotional bond and to change the image of the transport authority.</p>
<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>BVG relies on consistent multi-channelling by serving all social networks (Facebook, Instagram, Twitter), but also on the distribution of its own content. Its own music and advertising videos are repeatedly distributed on YouTube, which are characterised by their special originality and appeal to a wide range of users. Many videos are also produced with the help of artists known in the social media.</p> <p>Typical Berlin clichés are taken up, but also negative aspects of public transport such as spatial restrictions, delays or unfriendly staff, are taken up humorously and self-ironically and thus give the BVG a positive image.</p> <p>"BVG - Because we love you!" addresses citizens and thus potential users directly and ties them to the company. It is also possible to contact the BVG directly in the social media. This is also made possible by the hashtag #weilwirdichlieben.</p>
<p><i>Timescale (start/end date)</i></p>	<p>January 2015 – ongoing</p>
<p><b>Results achieved</b></p>	

<i>Quantitative evidence against the level of engagement</i>	[None available]
<i>Quantitative or qualitative evidence against the influence of decision making</i>	[N/A]
<i>Quantitative evidence against behavioural change</i>	The BVG covers its operational costs to a comparatively high degree. In its annual report for 2018, the company stated that it had further increased capacity utilisation and passenger numbers. BVG also attributes the 2.7 percent increase in revenue from passenger charges to increased marketing and sales activities. The positive image change was also highlighted by national media.
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	Information provided by e-smartec project partner HTAI-FZ NUM Further information can be retrieved from: <a href="https://www.bvg.de/weilwirdichlieben">https://www.bvg.de/weilwirdichlieben</a>
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### 3.11 The “TravelSmart” campaign in Perth, Australia

<b>Title of the practice</b>	The “TravelSmart” campaign in Perth, Australia
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<b>Location of the Practice</b>	
<i>Country</i>	Australia
<i>Region</i>	<u>Western Australia</u>
<i>City</i>	Perth
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	“TravelSmart” in Australia was developed by the firm Social Data and concentrates on the approach of modal shift to produce reductions in car vehicle kilometres. The total number of trips per capita typically remains unchanged. The “TravelSmart”

	<p>approach was based on the participation of households, which was voluntary. The participating households received a list of the available information on alternative transport in their area. They selected the information they wanted, which was then posted or hand-delivered to them.</p>																		
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>The voluntary travel change technique was used. The households participated received information of the available alternative transport in their area by phone, home visits and mail. Furthermore, bus drivers were often used for public transport-oriented home visits. Selected groups of households received free public transport tickets for a limited period. Before and After survey analysis, also, took place, in order to identify the modal shift.</p>																		
<i>Timescale (start/end date)</i>	1997 – 2002																		
<b>Results achieved</b>																			
<i>Quantitative evidence against the level of engagement</i>	<p>In Perth, the first “TravelSmart” pilot program was carried out in the South Perth municipality in 1997, on a random sample of 800 households selected among the 15,300 households. Following the success of its pilot study, the program was extended in the year 2000 to the entire municipality.</p>																		
<i>Quantitative or qualitative evidence against the influence of decision making</i>	[N/A]																		
<i>Quantitative evidence against behavioural change</i>	<p>Before-and-after surveys of travel found large decreases in car vehicle-km. The following table demonstrates the results of the before and after survey.</p> <table border="1"> <thead> <tr> <th></th> <th colspan="2"><b>Sth Perth 2000</b></th> </tr> <tr> <th></th> <th>Before</th> <th>After</th> </tr> </thead> <tbody> <tr> <td>Car vehicle-km/day reduced by 17%</td> <td>17.6</td> <td>14.6</td> </tr> <tr> <td>Car driver trips/yr. reduced by 14%</td> <td>696</td> <td>599</td> </tr> <tr> <td>Public transport trips/yr. increased by 17%</td> <td>70</td> <td>82</td> </tr> <tr> <td>Walk/cycle trips/yr. increased by 39%</td> <td>162</td> <td>225</td> </tr> </tbody> </table>		<b>Sth Perth 2000</b>			Before	After	Car vehicle-km/day reduced by 17%	17.6	14.6	Car driver trips/yr. reduced by 14%	696	599	Public transport trips/yr. increased by 17%	70	82	Walk/cycle trips/yr. increased by 39%	162	225
	<b>Sth Perth 2000</b>																		
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Car vehicle-km/day reduced by 17%	17.6	14.6																	
Car driver trips/yr. reduced by 14%	696	599																	
Public transport trips/yr. increased by 17%	70	82																	
Walk/cycle trips/yr. increased by 39%	162	225																	
<i>Quantitative evidence against externalities</i>	<p>The program extended to other municipalities in Perth, with full-scale interventions in 2002 in the inner-city Cambridge municipality (9400 households), and in Marangaroo (nearly 4000 households), a suburb in the outer northern municipality of Wanneroo.</p>																		

<b>References and more information</b>	P. Moriarty, D. Kennedy (2004), " <i>Voluntary change of travel behaviour: an Australian case study</i> ", Department of Mechanical Engineering, Monash University, Australia.
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### 3.12 "Whitehorse Moves" program, for reducing greenhouse gases emitted from transport

<b>Title of the practice</b>	<b>"Whitehorse Moves" program, for reducing greenhouse gases emitted from transport</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Canada
<i>Region</i>	Yukon
<i>City</i>	Whitehorse
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	The "Whitehorse Moves" program was one of the eight community-based programs funded by Transport Canada's Urban Transportation Showcase Program. The aim of the program was to demonstrate ways of reducing greenhouse gases emitted from transportation activities.
<i>Marketing/ Engagement Tools and Techniques used</i>	The engagement tool used was social marketing planning process. The community-based social marketing emphasized on the direct contact among community members and the systematic removal of structural and other barriers to action (like unsafe pathways). Social marketing took place through: <ul style="list-style-type: none"> <li>• brochure distribution aiming at encouraging citizens to leave the car at home one day a week and bike, walk, cycle, carpool or take the bus</li> <li>• Public service announcements</li> <li>• Paid advertising on the radio and interviews on radio stations</li> <li>• City's website</li> </ul>
<i>Timescale (start/end date)</i>	2004



<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	The “Whitehorse Moves” program was launched in the City of Whitehorse, a northern Canadian community with a population of approximately 26,000 people, in 2004.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	[N/A]
<i>Quantitative evidence against behavioural change</i>	The program resulted in a 10% increase in the number of households that had at least one member of the household walk or cycle downtown.  In addition, downtown commuters increased their frequency of cycling and walking (between April and October).
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	Urban Transportation Showcase Project, Final Report , Retrieved from: <a href="https://www.whitehorse.ca/home/showdocument?id=1524">https://www.whitehorse.ca/home/showdocument?id=1524</a>
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### 3.13 CIVITAS RENAISSANCE: Towards virtual mobility in Perugia Italy

<b>Title of the practice</b>	CIVITAS RENAISSANCE: Towards virtual mobility in Perugia Italy
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<b>Location of the Practice</b>	
<i>Country</i>	Italy
<i>Region</i>	Umbria
<i>City</i>	Perugia
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	CIVITAS RENAISSANCE aims to demonstrate how the legacy of the renaissance can be pre-served and developed through innovative and sustainable clean urban transport solutions. The project aims to test and develop a valuable, reliable and integrated package of mobility measures that will make historic

	<p>cities cleaner and safer. Perugia participated in CIVITAS RENAISSANCE under the motto of “Testing Innovative Strategies for Clean Urban Transport for historic European cities”. CIVITAS RENAISSANCE gave the city the chance to enforce its mobility vision for a cleaner, more sustainable mobility environment.</p> <p>The trip avoidance strategy of Perugia was based on the promotion of internet-based services that allow citizens to deal with administrative issues from their homes. The expected benefits of this measure included a decrease of the number of cars circulating, CO<sub>2</sub> emissions, fuel consumption, money and time, and an increase in efficiency of service delivery system.</p>
<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>The trip avoidance strategy articulated in four main phases:</p> <ul style="list-style-type: none"> <li>• <i>Research and analysis.</i> Ex-ante data on visits to the Municipality of Perugia website and on the most requested services were collected. Then, an analysis of the services that could be offered online was carried out. Once the new online facilities were selected, meetings were organised with key stakeholders.</li> <li>• <i>Implementation.</i> Technicians of the Municipality of Perugia were involved in designing the new architecture of the system. Market research was carried out to identify the best software to host the new services, which was then tested through a trial period and finally implemented.</li> <li>• <i>Evaluation.</i> An evaluation methodology was developed in order to calculate average values for the impact produced by the strategy in terms of car trips, emissions, fuel, money and time saved.</li> <li>• <i>Dissemination.</i> The new online services were promoted through information material (brochures and postcards) available in the municipal offices, through the media (journals, local TV, CIVITAS newsletter) and on the Municipal website.</li> </ul>
<p><i>Timescale (start/end date)</i></p>	<p>2011</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>The trip avoidance strategy considered during the research and analysis phase, data gathered from:</p> <ul style="list-style-type: none"> <li>• 26,466 hits for the new web facilities</li> <li>• 2,843 web users interviewed</li> <li>• 800 citizens interviewed in the offices</li> </ul>

<i>Quantitative or qualitative evidence against the influence of decision making</i>	[N/A]
<i>Quantitative evidence against behavioural change</i>	The trip avoidance strategy resulted in 6,748.83 car trips avoided
<i>Quantitative evidence against externalities</i>	Avoidance of car trips led to: <ul style="list-style-type: none"> <li>• 3,487 hours saved (time for car trips)</li> <li>• 10,325.7 kg of CO2 emissions saved</li> <li>• 3.050,44 litres (petrol car) and 1,553.3 litres (diesel car) of fuel saved &gt; € 19,309 (petrol car) and € 11,534.4 (diesel car) saved</li> </ul>

<b>References and more information</b>	<i>CIVITAS case studies.</i> Retrieved from: <a href="https://civitas.eu/sites/default/files/civitas-case-study-towards-virtual-mobility-perugia.pdf">https://civitas.eu/sites/default/files/civitas-case-study-towards-virtual-mobility-perugia.pdf</a>
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### 3.14 CIVITAS MIMOSA: car sharing campaign in Utrecht

<b>Title of the practice</b>	<b>CIVITAS MIMOSA: car sharing campaign in Utrecht</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Netherlands
<i>Region</i>	Utrecht
<i>City</i>	Utrecht
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No

<b>GP description</b>	
<i>Detailed information on the practice</i>	CIVITAS MIMOSA, in the City of Utrecht, have launched a communication campaign with various car sharing agencies to promote a car sharing scheme.

	<p>People were actively encouraged to visit the website <a href="http://www.Utrechtdeelt.nl">www.Utrechtdeelt.nl</a>, providing information about the cars they can share in Utrecht and possibilities to share their own cars.</p> <p>What made this campaign special was its collaborative nature, as it involved the City of Utrecht, the advertising agency Emotion and various car-sharing agencies. Additionally, bottom-up support came from Utrecht citizens, through the sustainable consumer platform Nudge. Customers have all the advantages of driving a car whenever they want without the cost and time hassles of maintaining it and finding a parking spot. Membership of a car-sharing agency is an attractive choice for those who drive less than 10,000 km a year. Not only does car sharing contribute to less car usage and increased awareness of sustainable mobility it also saves on public space by decreasing the amount of private cars on the road.</p>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>Collaboration of private and public domain, info webpage sustainable consumer platform Nudge.</p> <p>The moto of the campaign was: "Have you ever tried car sharing? In Utrecht, it's possible to car-share through agencies like Connect Car, Green Wheels, Wheels4all, Snap car and Student car"</p>
<i>Timescale (start/end date)</i>	June 2012 and August 2012
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	<p>298 car sharing members registered and 39 registered through the website. It should be noted that this is a minimum impact. As it assumes that people who noticed the campaign only registered through the campaign website, while it is also possible that they registered directly at the car sharing company. Network doesn't always need to use the campaign flyers. Attention is also drawn to car sharing through word of mouth.</p>
<i>Quantitative or qualitative evidence against the influence of decision making</i>	[N/A]
<i>Quantitative evidence against behavioural change</i>	<p>At the implementation year of the campaign, there are around 200 shared cars on the streets of Utrecht. On average, 1 shared car replaced 3 to 5 privately owned vehicles.</p>
<i>Quantitative evidence against externalities</i>	<p>New markets were identified in the residential areas in the outskirts of the city. One of the Dutch car sharing companies, Greenwheels, worked on a pilot for the implementation of electric car sharing vehicles in Utrecht, Rotterdam, The Hague</p>

	and Amsterdam. The results had no direct impact on the campaign but resulted in a wider range of shared cars, thus making the fleet more attractive.
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<b>References and more information</b>	<i>CIVITAS case studies</i> . Retrieved from: <a href="https://civitas.eu/sites/default/files/measure_evaluation_results_6_2_car_sharing.pdf">https://civitas.eu/sites/default/files/measure_evaluation_results_6_2_car_sharing.pdf</a>
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### 3.15 ELVITEN: promoting electric light vehicles usage in urban areas

<b>Title of the practice</b>	<b>ELVITEN: promoting electric light vehicles usage in urban areas</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Italy, Germany, Spain, Greece
<i>Region</i>	Puglia Region, Capital of Germany, Genoa Municipality, Autonomous Community of Andalusia, Capital of Italy, Region of Thessaly
<i>City</i>	Bari, Berlin, Genoa, Malaga, Rome, Trikala
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>ELVITEN (Electrified L-category Vehicles Integrated into Transport and Electricity Networks) is a European Horizon 2020 project that demonstrates how electric light vehicles (EL-Vs) can be used in urban areas and be integrated into the existing transport network of six European cities.</p> <p>ELVITEN through the campaign “Let’s Go Electric” is raising awareness on sustainable mobility for citizens in 6 cities, where they are rewarding citizens if they share the photos of ELVs on social media and using the hashtag #LetsGoElectric.</p>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>The campaign used the following marketing technique:</p> <ul style="list-style-type: none"> <li>• Social media use or the official web site of the campaign, so there is social media promotion and informative and</li> </ul>

	<p>promotional material is posted on the campaign's Twitter account and website to motivate visitors</p> <ul style="list-style-type: none"> <li>• In case of posting the hashtag #LetsGoElectric – possibility there is a reward</li> </ul> <p>The individuals that participate at the campaign, provide data related to their trips and complete questionnaires as well as provide information related to problems they encounter, as reports. This feedback is provided through the official website of the campaign and is, constantly, updated.</p> <p>In parallel, interviews were conducted with fleet operators and professional drivers, with the use of different questionnaires.</p>
<i>Timescale (start/end date)</i>	2017 – ongoing
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	<p>The individuals that participate in the campaign, provide data related to their trips and complete questionnaires, which also information related to problems they encountered during these trips. This feedback is given through the official website of the campaign and it is updated, constantly. The cities participated in the campaign, so far, demonstrate the following results:</p> <ul style="list-style-type: none"> <li>• In <b>Bari</b>, 220 number of questionnaires were submitted, identifying 22 problems encountered during 3700 trips</li> <li>• In <b>Berlin</b> 858 number of questionnaires were submitted, identifying 2 problems encountered during 3848 trips</li> <li>• In <b>Malaga</b> 205 number of questionnaires were submitted, identifying 2 problems encountered during 3879 trips</li> <li>• In <b>Rome</b> 177 number of questionnaires were submitted, identifying 45 problems encountered during 4253 trips</li> <li>• In <b>Trikala</b> 174 number of questionnaires were submitted, identifying 1 problem encountered during 5755 trips</li> </ul> <p>Regarding fleet operators, 37 fleet operators and 22 professional drivers were reached overall in the 6 cities (ranging from 6 to 14 interviews per city).</p>
<i>Quantitative or qualitative evidence against the influence of decision making</i>	<p>Perceptions of using electric light vehicles are provided, based on the opinions of all potential users (members of the public and businesses which operate fleet of vehicles. Surveys of both groups indicated information on:</p> <ul style="list-style-type: none"> <li>• key opportunities in terms of modal shift to EL-V</li> <li>• user's expectations</li> </ul>

	<ul style="list-style-type: none"> <li>• barriers for both groups in using EL-Vs</li> <li>• most favourable types of EL-Vs</li> <li>• the likely frequency of use</li> <li>• attitudes to ownership or renting/sharing of EL-Vs</li> </ul>
<i>Quantitative evidence against behavioural change</i>	The goal of ELVITEN is to generate 84.000 trips using e-mobility and so far the project has generated around 31.000 trips.
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	ELVITEN project official website: <a href="https://www.elviten-project.eu/en/">https://www.elviten-project.eu/en/</a>
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### 3.16 “Borrowing electric bicycles is contagious” campaign in Randers, Denmark

<b>Title of the practice</b>	<b>“Borrowing electric bicycles is contagious” campaign in Randers, Denmark</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Denmark
<i>Region</i>	Midtjylland
<i>City</i>	Randers Municipality
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>For several years Randers Municipality has been lending electric bicycles to its citizens who want to swap their car for a bicycle when commuting.</p> <p>Now, it turns out that the bicycles are ‘contagious’ and seriously habit-forming for the colleagues of the borrowers. This was the case for a group of truck drivers who took turns borrowing their colleague’s electric bicycle, which resulted in them buying their own electric bicycles that they now use going to and from work.</p>

<i>Marketing/ Engagement Tools and Techniques used</i>	“Borrowing electric bicycles is contagious” is a campaign based on the influence that an individual has to another individual, in terms of using an electric bicycle. It builds on word of mouth techniques (habit – forming).
<i>Timescale (start/end date)</i>	2016
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	[None available]
<i>Quantitative or qualitative evidence against the influence of decision making</i>	[N/A]
<i>Quantitative evidence against behavioural change</i>	<p>The project was evaluated in March 2016. It showed that:</p> <ul style="list-style-type: none"> <li>• 21% of the participants invested in their own electric bicycle after the campaign</li> <li>• 47% of the participants considered buying an electric bicycle and the number of people commuting by car had fallen 11%</li> </ul>
<i>Quantitative evidence against externalities</i>	Randers Municipality still lends out electric bicycles to citizens in towns nearby
<b>References and more information</b>	<i>Cycling Embassy of Denmark (2017)</i> . Retrieved from: Borrowing electric bicycles is contagious <a href="http://www.cycling-embassy.dk/2017/02/28/borrowing-electric-bicycles-contagious/">http://www.cycling-embassy.dk/2017/02/28/borrowing-electric-bicycles-contagious/</a>



### 3.17 “Traffic Snake Game” for encouraging primary school pupils to travel more sustainably in Torhout, Belgium

<b>Title of the practice</b>	<b>“Traffic Snake Game” for encouraging primary school pupils to travel more sustainably in Torhout, Belgium</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Belgium
<i>Region</i>	Flanders
<i>City</i>	Torhout
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The Traffic Snake Game (TSG) is a fun game to promote walking and cycling to school for children aged 4 to 12 years, their parents, and their teachers.</p> <p>The TSG encourages primary school pupils to travel more sustainably to school. Schools that sign up for the game receive a large snake banner, large green stickers and smaller dots that depict a sustainable mode of travel.</p> <p>In 2015, TSG 2.0 was launched allowing a school to play the game online via a smartboard (a digital schoolboard) or a standard computer. In the digital version of TSG, there are no stickers or a banner, but a drawing of the cityscape appears on the smartboard: it starts out ugly and grey, but becomes brighter and more beautiful when more sustainable trips are logged.</p> <p>Baseline and data were obtained by simple hands-up surveys conducted by teachers in classrooms.</p> <p>Because of the interest in reliable data, the schools preferred not to run the behaviour change campaign simultaneously with the tracking week, but to run it afterwards.</p> <p>In the context of the European Project TRACE a tracking device was developed to result in less work for teachers, more reliable data and expansion of the 'tracked trips'.</p>

<i>Marketing/ Engagement Tools and Techniques used</i>	A reward scheme incentivizes the kids to complete the snake as soon as they can. Rewards consist of gadgets, extra playing time, an excursion, an apple, no homework for a day, etc.
<i>Timescale (start/end date)</i>	March 2017
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	<p>More than half of the parents signed the informed consent and 100 pupils were successfully tracked.</p> <p>Two weeks later, two further Belgian schools successfully participated in the tracking project in Oudenaarde (30,000 inhabitants) and in Zoerleparwijs (a small village of 2,258 inhabitants). The total number of participating children in the project was 309.</p>
<i>Quantitative or qualitative evidence against the influence of decision making</i>	The motivation of the schools to participate in the project mainly was to gain access to mobility data. Two schools wanted to use the data to ask their city to change the traffic situation around the school (i.e., either asking for infrastructural changes or for avoiding heavy traffic around the school when the school starts and ends).
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	<p>TRACE project official website: <a href="http://h2020-trace.eu/">http://h2020-trace.eu/</a></p> <p>TRACE. (2018). <i>Updated information and guidelines package Deliverable:7.3.</i></p> <p>Raf Canters, Marjan Frederix, Helena Köfler. (2017). <i>Making Home-School Trips More Sustainable.</i> Belgium.</p>
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3.18 TRAM: gamification platforms to boost sustainable Mobility in Andalucía, Spain

<b>Title of the practice</b>	<b>TRAM: gamification platforms to boost sustainable Mobility in Andalucía, Spain</b>
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<b>Location of the Practice</b>		
<i>Country</i>	Spain	
<i>Region</i>	Andalucía	
<i>City</i>	N/A	
<b>Relation of the GP with Interreg Europe projects</b>		
<i>Does this practice come from an Interreg Europe Project?</i>	Yes	
<i>Please select the project acronym</i>	TRAM	
<i>Thematic objective of the practice</i>	Low Carbon Economy	
<i>Geographical scope of the practice</i>	Regional	
<i>Location of the practice</i>	Country	Spain
	Region	Andalucía
	City	N/A
<b>GP description</b>		
<i>Detailed information on the practice</i>	<p>The current practice is part of the Good Practice incorporated to the Interreg project TRAM with responsible partner - Andalucía Regional Government, Counselling for Public Works and Housing - Public Works Agency of the Andalusian Regional Government.</p> <p>The practice refers to the use of gamification platforms to help motivate people to choose sustainable means of transport. The case study is Andalusia in Spain.</p> <p>Gamification platforms and infrastructures design provide:</p> <ul style="list-style-type: none"> <li>• Real time mobility information (respecting data protection)</li> <li>• Bigger sample than traditional surveys</li> </ul>	

	<ul style="list-style-type: none"> <li>• Mobility heat maps: density maps of real cycling, walking and public transport routes or users registered in the platform.</li> </ul>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>The marketing technique implemented is a gamification platform help to motivate people to choose sustainable means of transport. They are also useful for sustainable mobility infrastructures design.</p> <p>Gamification elements refer to:</p> <ul style="list-style-type: none"> <li>• Users ranking</li> <li>• Points to change in local trades for discounts and benefits</li> <li>• Mobility challenges with direct prizes or draws</li> </ul>
<i>Timescale (start/end date)</i>	July 2016 and January 2018
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	During the engagement period, 45% of Public Works Agency Staff had joined and participated in the different sustainable mobility challenges carried out in the company and between different companies.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	[N/A]
<i>Quantitative evidence against behavioural change</i>	The results of the GP demonstrated that the number of workers commuting by car or motorbike as a mode of transport decreased from 69% to 51%.
<i>Quantitative evidence against externalities</i>	[None identified]
<b>References and more information</b>	<p><i>Interreg Europe Good Practices Database.</i> Retrieved from: Use of gamification platforms to boost sustainable mobility  <a href="https://www.interregeurope.eu/policylearning/good-practices/item/2219/use-of-gamification-platforms-to-boost-sustainable-mobility/">https://www.interregeurope.eu/policylearning/good-practices/item/2219/use-of-gamification-platforms-to-boost-sustainable-mobility/</a></p>

### 3.19 SMART MOVE: active mobility consultancy for promoting rural public transport

<b>Title of the practice</b>	<b>SMART MOVE: active mobility consultancy for promoting rural public transport</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Germany, Poland, Austria, Portugal, Spain, Greece
<i>Region</i>	Easternmost district of Germany, Easternmost district of Germany, Southern Poland, North Rhine-Westphalia, Germany, rural region in the northwest of the province of Lower Austria, Lisbon, Castile and León, Thessaloniki
<i>City</i>	Oberlausitz-Niederschlesien- Germany, Wittenberg - Germany, Liszki district - Krakow - Poland, Euskirchen - Germany, Waldviertel-Wachau - Austria, Almada - Portugal, Burgos - Spain, Langadas - Greece
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The practice (coming from SMART MOVE project) concerns the implementation of active mobility consultancy campaigns in Oberlausitz-Niederschlesien- Germany, Wittenberg - Germany, Liszki district - Krakow - Poland, Euskirchen - Germany, Waldviertel-Wachau - Austria, Almada - Portugal, Burgos - Spain, Langadas - Greece, in order to trigger shift from journeys currently undertaken by car to more sustainable means of transport and as a consequence to lead to a substantial decrease of greenhouse gas emissions caused by road traffic.</p> <p>Each one of the participating countries - cities, included different thematic area concerning the transport sector, approached with the same marketing method. More specifically:</p> <p><b>Euskirchen, Germany:</b> Goal: to promote the dial-a-bus service Taxi Bus Plus in the municipalities of Bad Munstereifel, Schleiden, Kall and Helenthal, connecting these areas with the region's main bus routes. Target group: Elderly people.</p> <p><b>Liszki district, Krakow, Poland:</b> Goal: to increase the number of passengers on bus lines in the transport corridor connecting western Krakow with the city's tram system. Target group:</p>

	<p>Residents of the area and people commuting to and from the city of Krakow.</p> <p><b>Oberlausitz-Niederschlesien, Germany:</b> Goal: to increase the number of passengers on one recently established local bus line connecting three small municipalities (Herrnhut, Bernstadt and Görlitz) with the main railway line. Target group: The population of the catchment area, although service frequency and operating times rather corresponded to the needs of elderly people</p> <p><b>Wittenberg, Germany:</b> Goal: to achieve the better utilisation of public transport in general, and to promote the use of on-demand buses as a feeder system service connecting the south-east of the city of Wittenberg with the train system. Target group: All residents of the area, regardless of age group.</p> <p><b>Waldviertel-Wachau, Austria:</b> Goal: to increase the number of passengers using three bus lines connecting the rural area with the municipalities of Ybbs/Donau, Melk and Krems, as well as the main rail and bus routes. Target group: People living along the bus lines.</p> <p><b>Almada, Portugal:</b> Goal: to increase the number of passengers on the bus line connecting the suburban rail station in Pragal to the surrounding area. Target group: People living in the bus line catchment area, and commuters.</p> <p><b>Burgos, Spain:</b> Goal: to increase the number of passengers on certain bus lines towards the city centre. Target group: Employees and students living in the city centre and travelling on a daily basis to an industrial area or the university.</p> <p><b>Lagadas, Greece:</b> Goal: to increase the number of passengers on buses in the peri-urban area and to promote local bus lines connecting parts of the municipality of Lagadas via the interchange station with main bus routes. Target group: People using a local bus service in rural Lagadas and a bus connection to the city of Thessaloniki.</p>
<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>The marketing technique - active mobility consultancy campaign - based on the concept of dialogue marketing, related to personal contacts with members of the target group, who are encouraged to make use of public transport rather than relying on a car for every trip. The same technique was implemented in all the regions participating, figuring out the target group each time.</p> <ul style="list-style-type: none"> <li>• cycle tours</li> <li>• competitions and games for children,</li> </ul>

	<ul style="list-style-type: none"> <li>• different kinds of promotional materials (lags, roll-ups and banner presence)</li> <li>• local TV spots</li> <li>• digital communication</li> <li>• regional and national press release</li> </ul>
<p><i>Timescale (start/end date)</i></p>	<p><b>Euskirchen, Germany:</b> spring and autumn 2015</p> <p><b>Liszki district, Krakow, Poland:</b> November and December 2015</p> <p><b>Oberlausitz - Niederschlesien, Germany:</b> autumn/winter 2015/2016</p> <p><b>Wittenberg, Germany:</b> 13 December 2015</p> <p><b>Waldviertel-Wachau, Austria:</b> spring and autumn 2015</p> <p><b>Almada, Portugal:</b> during most of 2015</p> <p><b>Burgos, Spain:</b> spring and autumn 2015</p> <p><b>Lagadas, Greece:</b> early summer 2015 and early spring 2016</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p><b>Euskirchen, Germany:</b> people contacted with initial letter reached 11.543 (5300 households). Persons willing to participate in the campaign were eventually 1085 (498 households). 90% of the participants received information within the campaign. 51% of the households were actively involved in the campaign. The follow-up survey to measure the impacts of the campaign to PT (Public Transport) use, involved 102 participants to the ex-post evaluation.</p> <p><b>Liszki district, Krakow, Poland:</b> people contacted with the information reached 7898 individuals (1950 households). Eventually, 2057 individuals (508 households) were willing to participate in the campaign. Out of them, 75% felt better informed, while a 58% felt motivated to reduce car use. The follow-up survey to measure the impacts of the campaign to PT (Public Transport) use, involved 421 respondents to the ex-post evaluation.</p> <p><b>Oberlausitz - Niederschlesien, Germany:</b> the dialogue marketing campaign reach out, initially, to 3926 individuals (in two phases), namely 1781 households. Eventually, 139 households participated, thus involving around 1500 individuals. Follow-up survey for the evaluation of the campaign impacts involved 69 interviews.</p>

	<p><b>Wittenberg, Germany:</b> a total of 11608 individuals (5528) were initially reached, resulting in 439 campaign participants (209 households). Ex-post evaluation of the campaign was conducted through 52 interviews.</p> <p><b>Waldviertel-Wachau, Austria:</b> a total of 1,500 randomly selected households located along two rural bus routes were contacted. Householders were given tailored information about the available bus services and were asked to make suggestions about how to improve services in rural areas. Responses were received from 868 households and requests were received from 725 households. 94% of those contacted stated that they had obtained new information; 58% stated that they were more motivated to use the bus services. The ex-post evaluation of the campaign involved 193 interviews.</p> <p><b>Almada, Portugal:</b> the initial letter reached app. 3000 individuals (1000 households), while a door-to-door approach was also used to increase the level of participation. Eventually 1288 individuals (418) were willing to participate in the campaign. Additional 102 questionnaires and 45 order forms were requested through direct approach (at the main market of the city). The follow-up interviews for the ex-post evaluation were contacted to 100 respondents (39 PT users and 61 non PT users).</p> <p><b>Burgos, Spain:</b> people contacted with initial letter reached 1685 (648 households). Persons willing to participate in the campaign were eventually 1300 (500 households). 89% of the participants felt better informed, while 42% of them felt motivated to reduce car use.</p> <p><b>Lagadas, Greece:</b> the initial letter reached (via post and personal interviews) 2232 individuals (620 households). Persons willing to participate in the campaign were eventually 1807 (502 households). The ex-post evaluation was carried out through 180 interviews.</p>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>[N/A]</p>
<p><i>Quantitative evidence against behavioural change</i></p>	<p>A positive impact on the frequency of bus usage can be seen in all implementing regions, up to 25% of the participants declared to use the bus more often (with an average of 16% across all implementation areas).</p>



	<p>Some participants were motivated to buy a public transport season ticket, thus, for this particular group of participants, a long-term mobility behaviour change can be expected.</p> <p>Some specific insights from the case studies are provided below:</p> <p><b>Liszki district, Krakow, Poland:</b> a 5% of the campaign participants eventually increased the usage of public transport.</p> <p><b>Euskirchen, Germany:</b> On the average, 28% of the campaign participants stated that they now feel motivated to use their car less often for daily mobility, while 25% of the participants increased their public transport usage, which corresponds with an average shift of 1.5 car trips per week to public transport. 13% of the households made changes in their mobility.</p> <p><b>Oberlausitz-Niederschlesien, Germany:</b> The follow up survey of 69 individuals, revealed a 12% of the respondents who increased the use of PT. Among those who changed their travel behaviour, an average shift in trips from car to public transport of 1.71 trips per person per week (of people who shifted) can be identified.</p> <p><b>Wittenberg, Germany:</b> 23% of the ex-ante evaluation participants reported that they have increased the usage of PT, thus resulting to 2,8 car trips per week per person replaced by PT trips.</p> <p><b>Waldviertel-Wachau, Austria:</b> 22% of the interviewed individuals increased the usage of PT, resulting to an average of 3 car trips per week and per person being replaced by PT trips.</p> <p><b>Almada, Portugal:</b> 10% of the participants of the follow up survey stated that they have increased their public transport usage, which corresponds with an average shift of 2.7 car trips per week to public transport</p> <p><b>Burgos, Spain:</b> 22% of the participants stated that they increased the use of public transport.</p> <p><b>Lagadas, Greece:</b> 7% of the ex-post evaluation participants stated that they increased the usage of PT</p>
<p><i>Quantitative evidence against externalities</i></p>	<p>If the results are combined, more than 110.000 car trips per year are being saved in total across all implementation areas, with savings in annual travel mileage of 1.6 Mio kilometres a year. This translates into a reduction in fuel consumption of 115.100 litres per year. Specifically, for <b>Waldviertel-Wachau, Austria</b>, due to the savings in fuel consumption, total CO<sub>2</sub> emissions</p>

	<p>have been reduced by around 288 tonnes per year across all campaigns.</p> <p>In addition, a large majority of the target population (between 75% and 97%) confirmed that, having participated in the campaign, they now feel better informed about the public transport system in their region.</p> <p>About half of the participants on the average talked about the campaign at home or with other people. This means that they will contribute as multipliers, increasing the impact of the campaign in the future.</p>
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<b>References and more information</b>	SMART MOVE project official website: <a href="http://www.smartmove-project.eu/">http://www.smartmove-project.eu/</a>
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### 3.20 Tactical urbanism approach for developing the Walk Bike Master Plan in Burlington VT, USA

<b>Title of the practice</b>	<b>Tactical urbanism approach for developing the Walk Bike Master Plan in Burlington VT, USA</b>
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<b>Location of the Practice</b>	
<i>Country</i>	USA
<i>Region</i>	Vermont
<i>City</i>	Burlington
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The Burlington City Council collaborated with Street Plans in order to finalize its first comprehensive plan for walking, biking, and active mobility in Burlington.</p> <p>The project was funded by Vermont Agency of Transport (VTRANS) &amp; AARP Vermont - Chittenden County RPC</p>

	<p>The scope of this practice was to improve pedestrian and bicycle conditions, by actively engaging citizens of all ages into the planning and prototyping process.</p>
<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>The public outreach included:</p> <ul style="list-style-type: none"> <li>• A dedicated project website with an interactive map, and social media platforms</li> <li>• Walk and bike tours to study existing conditions and record observations from perspective of local road users</li> <li>• A Walk/Bike Survey, completed by individuals, as well as a Student Survey distributed at local schools</li> <li>• Three in-person public workshops:             <ul style="list-style-type: none"> <li>• <b>1st Workshop July 2015.</b> This initial Public Workshop defined the project’s scope and approach. One key workshop activity used the “25/10” framework to rapidly define people’s top priorities. For this exercise, everyone wrote down a single priority idea for making Burlington a better place to walk and bike. Each idea was passed around the room and scored on a scale of 1-5 by whichever person happened to wind up with the idea in hand (1 indicated a less important idea and 5 indicated an idea with potential for high impact)</li> <li>• <b>2nd Workshop September 2015.</b> This Public Workshop recapped public input to date and presented draft recommendations for improvements across the 6 E’s. In small groups, participants had the opportunity to ask questions and provide specific feedback on draft proposals. Following the Workshop, the project team posted all draft materials on the project website for an additional 1-month comment period.</li> <li>• <b>3rd Workshop January 2016.</b> This Public Workshop provided an opportunity for the team to present revised recommendations, answer questions, and collect additional public input on the proposals in the plan.</li> </ul> </li> <li>• Focus groups at the VNA Family Room (local Association of Parent-Child Centre), a community resource centre in the Old North End</li> <li>• Temporary “Demonstration Projects*” which allowed people to physically experience and provide direct input on pedestrian and bicycle infrastructure designs. Demonstration Projects refer to short-term or pop-up installations created with donated, borrowed or low-cost materials. For PlanBTV Walk/Bike, the Department of Public Works partnered with Local Motion and dozens of volunteers to create a series of Demonstration Projects in Burlington’s Old North End and</li> </ul>

	<p>South End neighborhoods. These projects expanded the conversation about walking and biking beyond the traditional public workshop framework, allowing residents, business owners, and city agencies to physically experience and react to new types of pedestrian and bicycle infrastructure. To maximize public input, the projects were installed during Burlington’s popular South End Art Hop and Open Streets BTV events.</p>
<p><i>Timescale (start/end date)</i></p>	<p>2010 – 2016</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>Participants in the Walk/ Bike Survey reached 550 individuals, nearly all of them being full time residents of Burlington. More specifically:</p> <ul style="list-style-type: none"> <li>• 66% owned their own home and just under 30% rented.</li> <li>• 67% work in Burlington, and over 65% have a commute of less than 5 miles. Commutes of this length are well suited to walking or biking.</li> <li>• Seasonal bicycle commuters. Over 60% of the respondents, bike to work (compared to 5.7% citywide). But, a large percentage (62%) only bike seasonally, suggesting that improved winter infrastructure could have a big impact in Burlington’s mode share.</li> </ul> <p>The participants of the focus groups were parents of small children or new arrivals to America. They provided a unique perspective on walking/biking and street safety.</p> <p>During the “Demonstration Projects”:</p> <ul style="list-style-type: none"> <li>• approximately 25 volunteers participated</li> <li>• more than 12,500 people were reached</li> <li>• nearly 400 survey responses were received, using a cell phone-based survey platform called Textizen</li> </ul>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>The “Demonstration Projects” represented an unprecedented collaboration between Burlington’s government agencies, advocates, local businesses, and residents. This broad network of people had the change to involve with the technical planning process and experience new and unfamiliar street design types.</p> <p>The City adopted a full-scale demonstration project program with the intention to repeat them again in different locations.</p> <p>The City adopted the Quick Build program + guide, which takes the concept of the demonstration but applies it for a longer,</p>

	<p>interim period (1-5 years) in advance of more permanent, costlier changes to streets/public spaced.</p> <p>The state-wide non-profit went forward and developed their demonstration toolkit to bring the concept in Burlington state-wide.</p>
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	<p>During the “Demonstration Projects” the Chittenden County Regional Planning Commission (CCRPC) collected vehicle speed and volume data on the two location (North Winooski Avenue and North Union). The results showed that, although volumes of vehicles did not change significantly, vehicle speeds were significantly lower during the demonstrations. This indicates, that each of the primary corridors has additional capacity for motoring, and that redesigning the street with protected bikeways could lead to a much higher percentage of drivers observing the speed limit.</p> <p>The Tactical Urbanism approach for developing the Walk Bike Master Plan in Burlington VT (Street Plans) strongly influenced the Mobility Plans of other American cities. For example: The city of Asheville, NC employed the same methodology and had the following outcomes:</p> <ul style="list-style-type: none"> <li>• speeds reduced by 28%</li> <li>• incidents of speeding reduced from 66% to 21%, meaning 2/3 cars were speeding and now it's 1/5.</li> </ul>
<b>References and more information</b>	<p>Walk Bike Master Plan Burlington, VT, Draft for Public Review, July, 2016 Retrieved from <a href="https://enjoyburlington.com/wp-content/uploads/sites/10/2015/11/20016-Plan-BTV-Walk-Bike-Plan.pdf">https://enjoyburlington.com/wp-content/uploads/sites/10/2015/11/20016-Plan-BTV-Walk-Bike-Plan.pdf</a></p>

### 3.21 CH4LLENGE: participation and cooperation strategy development for Budapest's SUMP

<b>Title of the practice</b>	<b>CH4LLENGE: participation and cooperation strategy development for Budapest's SUMP</b>
<b>Location of the Practice</b>	
<i>Country</i>	Hungary
<i>Region</i>	Central Hungary
<i>City</i>	Budapest (pilot)
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The EU co-funded project CH4LLENGE addressed significant barriers for the wider take-up of SUMP in Europe. In joint undertaking with Budapest local institutions, it addressed the testing and implementation of public participation and institutional cooperation processes of Budapest's SUMP (BMT, Balázs Mór Plan).</p> <p>BMT is the first transport development strategy of Budapest based on the SUMP methodology. This new, integrated approach places people and environment in the focus. The involvement of various stakeholders from private and public sectors in the planning phase was of key importance. The goal of the consultation process was to work out a socially and politically well accepted and supported plan while institutional cooperation helped in setting clear directions for affected stakeholders which results in better work efficiency and supports the seamless pursuit of objectives.</p> <p>This was achieved through various forums and an online survey with the possibility for individuals and institutions to submit comments.</p> <p>The above enabled BKK to gather a large amount of feedback, which was thoroughly evaluated by a group of appointed experts.</p>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>Project communication tools included:</p> <ul style="list-style-type: none"> <li>• Online platform</li> </ul>

	<ul style="list-style-type: none"> <li>• website</li> <li>• Social media communication</li> <li>• mail correspondence</li> </ul> <p>Furthermore, 5 SUMP expert events took place.</p> <p>A wide range of citizens and institutions, city administrations, politicians and all divisions of BKK were involved in the consultation process. Both the two-month public consultation procedure and the effective dialogues among BKK and other institutions and companies contributed to the elaboration of the socially and professionally well accepted BMT.</p>
<i>Timescale (start/end date)</i>	July 2013 - September 2015
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	<p>Top achievements of BKK's pilot project include:</p> <ul style="list-style-type: none"> <li>• Participation strategy developed</li> </ul> <p>Through public participation, a wide range of non-professionals were addressed: 272 letters containing 1.281 comments were gathered and 516 valid responses to the online questionnaire were registered, which were all considered during the finalization of the BMT.</p> <p>Overall, 85% of the comments were positive or gave constructive positive feedback.</p> <ul style="list-style-type: none"> <li>• Online SUMP platform established</li> </ul> <p>The feedback about the consultation revealed that the wide range of communication platforms applied and the consideration of public voices in the development procedure were widely welcomed</p> <ul style="list-style-type: none"> <li>• 120 participants involved in 3 consultation fora</li> <li>• 70 institutional actors involved in SUMP process</li> </ul>
<i>Quantitative or qualitative evidence against the influence of decision making</i>	<p>Agreement on 59 SUMP measures with 126 local and regional institutions and stakeholders was reached.</p> <p>Asking feedback from various institutional stakeholders created a cooperative atmosphere which set the foundation for future interaction.</p>
<i>Quantitative evidence against behavioural change</i>	[None identified]

<i>Quantitative evidence against externalities</i>	[None identified]
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<b>References and more information</b>	<p>CH4LLENGE project official website: <a href="http://www.sump-challenges.eu/">http://www.sump-challenges.eu/</a></p> <p>Budapest Mobility plan, retrieved from: <a href="http://www.sump-challenges.eu/sites/www.sump-challenges.eu/files/bmt2016_eng_v3.pdf">http://www.sump-challenges.eu/sites/www.sump-challenges.eu/files/bmt2016_eng_v3.pdf</a></p> <p>CH4LLENGE Pilot Documentation Report, retrieved from: <a href="http://www.sump-challenges.eu/sites/www.sump-challenges.eu/files/1_ch4llenge_pilot_documentation.pdf">http://www.sump-challenges.eu/sites/www.sump-challenges.eu/files/1_ch4llenge_pilot_documentation.pdf</a></p>
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### 3.22 Clean air consultation from Healthy streets policy in London, UK

<b>Title of the practice</b>	<b>Clean air consultation from Healthy streets policy in London, UK</b>
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<b>Location of the Practice</b>	
<i>Country</i>	United Kingdom (UK)
<i>Region</i>	Capital
<i>City</i>	London
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The Healthy Streets Approach was developed by Lucy Saunders, a specialist in public health and transport. It was initially included in the first Health Action Plan in 2014 and Transport for London (TfL) has been working on how to deliver this Approach in London.</p> <p>The Healthy Streets Approach is a long-term plan for improving Londoners' and visitors' experiences of the streets, helping everyone to be more active and enjoy the health benefits of being on London streets. It is a system of policies and strategies to deliver a healthier, more inclusive city where people choose to walk, cycle and use public transport.</p>



	<p>Within the frame of this policy, the TfL implemented the Clean Air Consultation Survey by using the Healthy Streets Toolkit.</p> <p>Healthy Streets Toolkit is a qualitative assessment tool summarizing the essential aspects of the 10 Healthy Streets Indicators by using questions as prompts. The indicators were made based on what makes streets appealing, healthy or inclusive.</p>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>The marketing technique was a broadly based and well-structured digital campaign along with surveys.</p> <p><b>Digital campaign</b> included:</p> <ul style="list-style-type: none"> <li>• website, along with a platform that promotes, trains and motivates citizens to participate to be active members of their community.</li> <li>• city blogs which inform and sensitize citizens to sustainable issues regarding transport through the city</li> <li>• Social Media, mainly Twitter feeds</li> <li>• Press releases and webcasts</li> </ul> <p><b>Surveys:</b> Clean air Consultation</p>
<i>Timescale (start/end date)</i>	July 2016
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	<p>The survey regarding the Clean Air Consultation had great appeal to the community, as the participants reached 10.000 citizens.</p> <p>81% of the participants felt that air pollution is a very big problem and 72% supported the idea of charging owners of high-polluting vehicles.</p>
<i>Quantitative or qualitative evidence against the influence of decision making</i>	In accordance with the survey results, the City of London introduced in April 2019 the central London Ultra Low Emission Zone (ULEZ). Vehicles that don't meet tough emissions standards are charged to enter the zone.
<i>Quantitative evidence against behavioural change</i>	In September 2019, 77% of vehicles in the zone met the ULEZ emissions standards, compared to 39% in February 2017.
<i>Quantitative evidence against externalities</i>	Roadside nitrogen dioxide (NO <sub>2</sub> ) pollution has reduced by 36% in the zone from February 2017 to September 2019.
<b>References and more information</b>	TfL, Healthy Streets, <a href="https://tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/healthy-streets">https://tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/healthy-streets</a>

	<p>TfL, <i>Healthy Streets explained: a guide to the Healthy Streets Approach &amp; how to apply it</i>, retrieved from:  <a href="http://content.tfl.gov.uk/healthy-streets-explained.pdf">http://content.tfl.gov.uk/healthy-streets-explained.pdf</a></p> <p><a href="https://www.london.gov.uk/talk-london/environment/clean-air-consultation">https://www.london.gov.uk/talk-london/environment/clean-air-consultation</a></p> <p>London data store, <a href="https://data.london.gov.uk/dataset/clean-air-consultation-july-2016">https://data.london.gov.uk/dataset/clean-air-consultation-july-2016</a></p>
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### 3.23 Participatory mapping in Southend – On – Sea, UK

<b>Title of the practice</b>	<b>Participatory mapping in Southend – On – Sea, UK</b>
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<b>Location of the Practice</b>	
<i>Country</i>	UK
<i>Region</i>	East of England
<i>City</i>	Southend-on-Sea
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The practice included informal mapping sessions and street mapping surveys to in-depth participatory mapping workshops, in which people spent an afternoon working together to identify issues and mark them on a shared map.</p> <p>The aim was to understand how local residents experience local mobility issues. The impact of major roads (the Queensway, in particular) on physical and psychological wellbeing, particularly for older people, was also investigated, as well as other factors which influence people's walking behaviour (for example potential fear of crime).</p>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>Participatory mapping was the method used in all engagement activities. Large A0 and A3 maps of the case study area were used as the starting point for a series of informal questions about participants' perceptions and experiences of Queensway and nearby areas. Participants were asked to think about areas</p>

	they visited and liked, as well as those that they found problematic or avoided.
<i>Timescale (start/end date)</i>	2017
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	Discussion with 52 people from various addresses across the area took place. Several sites emerged from the discussions as especially problematic, making it difficult for participants to walk around the area. The nature of these issues varied from physical to perceived characteristics. Participants commented predominantly on physical design and on fear of crime and anti-social behaviour.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	During the engagement activities, in total 400 statements were recorded about the local area, which were afterwards analysed and integrated, producing a report on common views. For example, an issue that came up frequently was the perceived danger to pedestrians from motorised and non-motorised traffic, particularly bikes and skateboards, riding on the pavement. These were predominantly related to a particular site, a shared space outside Southend's Victoria Station.
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	<p>(2017). Participatory Mapping Toolkit: <i>Measuring the effects of busy roads on local people</i>. UCL Street Mobility &amp; Network Accessibility project. Retrieved from <a href="https://discovery.ucl.ac.uk/id/eprint/1542309/1/5_Participatory_Mapping.pdf">https://discovery.ucl.ac.uk/id/eprint/1542309/1/5_Participatory_Mapping.pdf</a></p> <p>Hussey, S. (2017, March). <i>bangthetable</i>. Retrieved from <a href="https://www.bangthetable.com/news/participatory-mapping-activates-community-mobility/">https://www.bangthetable.com/news/participatory-mapping-activates-community-mobility/</a></p>
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3.24 Public discussion on the surface network changes after opening Budapest's new metro line

<b>Title of the practice</b>	<b>Public discussion on the surface network changes after opening Budapest's new metro line</b>
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<b>Location of the Practice</b>		
<i>Country</i>	Hungary	
<i>Region</i>	Capital of Hungary	
<i>City</i>	Budapest	
<b>Relation of the GP with Interreg Europe projects</b>		
<i>Does this practice come from an Interreg Europe Project?</i>	Yes	
<i>Please select the project acronym</i>	SMART – MR	
<i>Thematic objective of the practice</i>	Environment and resource efficiency	
<i>Geographical scope of the practice</i>	Budapest, Capital of Hungary	
<i>Location of the practice</i>	<i>Country</i>	<u>Hungary</u>
	<i>Region</i>	Capital of Hungary
	<i>City</i>	Budapest
<b>GP description</b>		
<i>Detailed information on the practice</i>	<p>Parallel to the launch of metro line M4, surface transport has been significantly reorganized since March 2014 (40 bus lines, 5 tram lines and 3 trolley lines). Lines were reorganized primarily in Southern Budapest and in the city center. The operation of the new metro line had an impact on the public transport in the whole area of Budapest, as well as the administrative area of Budapest. Prior to every change in public transport, the Centre for Budapest Transport (BKK) hold public consultations for affected entities. The reasons why public consultations are necessary are, according to BKK Centre for Budapest Transport:</p> <ul style="list-style-type: none"> <li>• It is regulated by law</li> <li>• It is expected by the customers of BKK, as public service provider</li> </ul>	

	<ul style="list-style-type: none"> <li>• It is BKK's essential interest as a transport organize</li> </ul>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>Transport experts created a dynamic online map that let users review the old and new routes of the selected transport lines in the same time. The online map was then published on the website of the BKK Centre for Budapest Transport in order to gain public opinion on the planned changes. The suggestions were made electronically via e-mail or on the website's response panel. Municipalities were informed by mail in advance and personal discussions took place in the two most important municipalities affected by the changes, as well as some NGOs. In addition to future customers, changes were also introduced in the committee responsible for transportation of the Municipality of the City of Budapest, where all district mayors were invited to express their views during the consultation process.</p>
<i>Timescale (start/end date)</i>	<p>1stround: Jan 2014 –March 2014 2ndround: Jan 2016 –March 2016</p>
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	<p>People were very active in the consultation process. Comments provided by BKK's customers:</p> <ul style="list-style-type: none"> <li>• BKK received 7,401 comments, out of which 6,639 could be evaluated</li> <li>• 20% of the respondents gave general comments. The rest shared their opinions about specific lines, most of them about the reorganization of the bus lines 7 and 8, and about metro line M4</li> </ul>
<i>Quantitative or qualitative evidence against the influence of decision making</i>	<p>BKK took the most relevant ideas and suggestions into consideration when finalizing the public transport network.</p> <p>Changes were made as a result of the public consultation:</p> <ul style="list-style-type: none"> <li>• Operating time of the early morning and of the night schedules of metro lines M1, M2 and M3 were adjusted to the ones of metro line M4 to improve easier transfer between lines.</li> <li>• Tram line 49 is running more often than originally planned. Buses of line group 7 are running more often than originally planned.</li> <li>• Bus capacity between the Eastern parts of the city and the city center is not decreased.</li> </ul> <p>Evaluation on the proposed changes revealed that:</p> <ul style="list-style-type: none"> <li>• 18 % agreed on the proposed changes</li> </ul>

	<ul style="list-style-type: none"> <li>• 56 % proposed alternatives</li> <li>• 26 % had other remarks</li> </ul>
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]
<b>References and more information</b>	Fejes, B. (2019). Public discussion on the surface network changes after opening the new metro line M4. <i>Fostering citizen-focused urban mobility</i> . Brussels.

### 3.25 TRACE: “Positive drive” campaign in Breda, Netherlands

<b>Title of the practice</b>	<b>TRACE: “Positive drive” campaign in Breda, Netherlands</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Netherlands
<i>Region</i>	Brabant
<i>City</i>	Breda
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>“Positive drive” is a campaign for enhancing pedestrianism, use of bicycle and public transport, multimodality and rational and responsible use of the car. These sustainable forms of transport, in addition to improving the quality of life of the practitioner, improve the environmental quality of urban spaces, reducing the traffic and demand of space needed to manage the vehicle presence in the city and its surrounding areas.</p> <p>“Positive drive” campaign was implemented in the context of the European Project TRACE. TRACE aimed at establishing measures to promote cycling and walking to the workplace, to school, for shopping purposes or simply for leisure.</p> <p>“Positive drive” developed and application that tracks and registers travelled routes using GPS, and rewards users with</p>

	<p>points - (s)miles, when adopting the desired behaviour. These (s)miles can be used in the game room, a playful lottery-like game, filled with prizes and interesting discounts. The prizes can be local (offered by local retails) or can be financial incentives (for example from a government), or a mix. Furthermore, users receive intrinsic feedback, such as burned calories, saved CO<sub>2</sub> emissions or money. All very shareable information, just a click away from sharing it through Facebook, twitter, WhatsApp, or almost any other social media.</p>
<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>An application was developed for tracking routes, connected to a game room for awarding sustainable mobility behaviour.</p> <p>The communication campaign was based on a combination of sponsored posts on social media and the presence in the traditional local press. Different kinds of incentives were used to encourage the participation in the campaign: unexpected, bouquets of flowers were sent at the end of the counting-weeks, and participants were offered the chance to win a sport watch. They also received a personalized chocolate bar by post as a reward for their effort.</p> <p>The citizens targeted were from different groups, such as the businesses around the northern ring road, primary schools, shopping centre employees and the inhabitants of Oosterhout, a small neighbouring town.</p>
<p><i>Timescale (start/end date)</i></p>	<p>39 days in April - May 2017 and 42 days in October - November 2017</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>During the campaign, the positive drive app was downloaded 985 times and 583 people registered, fact that demonstrate the number of people willing to give information related to their sustainable behaviour, in terms of choosing sustainable forms of transport. Furthermore, a high share of the registered users – 74% – registered one or more routes during the campaign.</p> <p>Supporting the campaign’s objective to track mobility data for better planning, some participants stated that they are willing to provide this kind of data in the future as well. In addition, the participants in Breda were satisfied regarding the campaign that was implemented there and 81% of them are willing to take part again to a future campaign.</p> <p>Some respondents have highlighted some issues regarding the use of the app (technical flaws, high battery consumption, etc.)</p>

	in order to assist in the improvement of the application and the process, by extension.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	Municipality of Breda has used the “positive drive” to invite its citizens’ in municipal polity making. They have contacted a data-driven analysis to measure the real use of the infrastructure and improve mobility policy. For collecting data of travel patterns, the city of Breda used the “positive drive” app. Students were defined as an important target group.
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	<p>TRACE project official website: <a href="http://h2020-trace.eu/">http://h2020-trace.eu/</a></p> <p>CIVITAS. (n.d.). Retrieved from <a href="https://civitas.eu/tool-inventory/positive-drive">https://civitas.eu/tool-inventory/positive-drive</a></p> <p>Shaping Society (n.d.). Retrieved from: <a href="https://www.shapingsociety.nl/en/article/leave-your-traces-for-better-traffic-in-breda.html">https://www.shapingsociety.nl/en/article/leave-your-traces-for-better-traffic-in-breda.html</a></p> <p>TRACE. (2018) updated information and guideline package – Deliverable:7.3</p>
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### 3.26 “Maptionnaire”, map – based survey for walkability in Helsinki, Finland

<b>Title of the practice</b>	<b>“Maptionnaire”, map – based survey for walkability in Helsinki, Finland</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Finland
<i>Region</i>	Capital of Finland
<i>City</i>	Helsinki
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No



<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The practice refers to the creation of map-based surveys to get ideas and insights from residents. The “Maptionnaire” works with:</p> <ul style="list-style-type: none"> <li>• Questionnaire creation - map-based data collection to simplify the participation workflow</li> <li>• Residents’ Engagement</li> <li>• Result Interpreting - Data transformation into tangible insights and development of a deeper understanding of results</li> <li>• Smarter planning - Data Incorporation collected using “Maptionnaire” into plans and designs for creating liveable and lovable environments</li> </ul> <p>The city of Helsinki has set an ambitious aim to be the most functional city in the world. One core dimension of this vision is improving walkability in the city centre. Helsinki decided to start a dialogue about this vision by asking how people perceived the current state of walkability in the city centre and where it could be developed, through the “Maptionnaire” survey.</p> <p>The survey’s results serve as the foundation for Helsinki’s walkability development program.</p>
<i>Marketing/ Engagement Tools and Techniques used</i>	<p>The marketing technique is co-creating with the use of a crowdsourcing tool. “Maptionnaire” was used to co-create a survey with Helsinki’s planning experts, and after the data collection phase, to compile a report of the results.</p> <p>The project was launched with a workshop for designing the contents of the survey together with a group of architects, city planners, participation coordinators, and mobility researchers working for the city. Once their diverse wishes were combined, the survey included questions about e.g. the everyday movements of pedestrians, people’s wishes for improvements, and the plans the city already had underway.</p>
<i>Timescale (start/end date)</i>	2019 – currently
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	The survey attracted 1600 respondents, who marked over 8700 walking routes and places on the map. 900 responses were related to routes that need improvement in people’s opinion.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	So far, the results have been used as background information in a study about the possibilities of building an underground collector street, in a study on the enlargement of the pedestrian

	<p>areas in the city centre, as well as in the visioning work for the city centre.</p> <p>The results have provided the city with useful information about the diversity of pedestrian routes and the reasons why people choose to walk along certain routes. The planners found that as a positive surprise. Most suggestions were related to reducing car traffic in the city centre and increasing the safety of cross-walks.</p>
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]

<b>Sources and more information</b>	<a href="https://maptionnaire.com/best-participation-practices/map-walkability-survey-tool">https://maptionnaire.com/best-participation-practices/map-walkability-survey-tool</a>
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### 3.27 SUNRISE: co-creation in Bremen. Managing conflicts Over Street Place

<b>Title of the practice</b>	<b>SUNRISE: co-creation in Bremen. Managing conflicts Over Street Place</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Germany
<i>Region</i>	Bremen
<i>City</i>	Bremen
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	

<p><i>Detailed information on the practice</i></p>	<p>In order to solve mobility issues by promoting cycling, walking and public transport local community has to be involved and convinced to changes its habits. Following the fact that the needs and perception of the many groups of people living in a neighbourhood differ, the HORIZON 2020 project SUNRISE, applied alternative procedures were applied to approach them.</p> <p>The practice focuses on the neighbourhood of Hulsberg, in Bremen, Germany, where parking situation has severely limited the public space for people. SUNRISE involved citizens in a co-creation process in order to integrate new development into the, already densely built up, urban neighbourhood. The initial goal was to remove around 100 private cars from the roads and re-distribute public space to walking, cycle-parking, greening, etc. A fertile ground for that was created due to the spatial consolidation process applied in the area of a large hospital that used to service Bremen and its surroundings.</p>
<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>An intense bottom-up participation (co-creation) process was applied. Residents and relevant stakeholders (i.e. neighborhood councils, administration, fire brigade, local businesses, etc.) were involved in the identification of needs and problems, development of concepts and implementation of the proposed solutions.</p> <p>The Co-Creation Forum was defined as the ‘platform” on which all participations activities are carried out. Online surveys, forum street space, mappint tools for the interactive ideation exchange were some of the tools used to reach a wider audience.</p>
<p><i>Timescale (start/end date)</i></p>	<p>2019-2020</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>A Core Group has also been created, involving 10-15 members of important target groups. A Memorandum of Understanding has been signed by the group members.</p> <p>The first phase of the co-creation process, mapping the mobility problems wihtin and round the Hulsberg neighborhood involved around 380 citizens’ (through the kick-off event, February 2018, an online survey and 8 street chats).</p> <p>An electronic survey run from end of September 2019 to end of October 2019 in order to collect citizens (car owners) aspects on proposed road re-designs.</p> <p>The SUNRISE Implementation Team has been created from the very beginning of the pilot cite activities and assigned with the role of working closely wth the Core Group for the analysis of the</p>

	<p>information provided by the participants (weighting the different solutions), considering technical feasibilities, financial and legal implications within the whole mobility system.</p> <p>After the proposal development phase, residents of Hulsberg were informed through various events. For example, around 180 residents were informed about the proposed residential parking plans in September 2019, through street chats.</p>
<i>Quantitative or qualitative evidence against the influence of decision making</i>	The coalition agreement after Bremen's 2019 elections decided to implement SUNRISE proposed solutions not only in Hulsberg but also in other neighbourhoods in Bremen.
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	<p>SUNRISE project official website: <a href="https://civitas-sunrise.eu/">https://civitas-sunrise.eu/</a></p> <p><a href="https://civitas-sunrise.eu/sunrise-gives-you-a-co-creation-tour-in-hulsberg">https://civitas-sunrise.eu/sunrise-gives-you-a-co-creation-tour-in-hulsberg</a></p> <p>SUNRISE Bremen official website: <a href="https://sunrise-bremen.de/#aktuelles">https://sunrise-bremen.de/#aktuelles</a></p>
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### 3.28 “Citizen Lab” co-creation tool in Leuven, Belgium

<b>Title of the practice</b>	“Citizen Lab” co-creation tool in Leuven, Belgium
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<b>Location of the Practice</b>	
<i>Country</i>	Belgium
<i>Region</i>	Flemish Region
<i>City</i>	Leuven
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	

<i>Detailed information on the practice</i>	The practice concerns the use of an engagement tool, namely “Citizen Lab” in order to gather citizens’ ideas for the strategic multi-annual plan of the years 2020 to 2025 in the city of Leuven. In order to reach as many citizens as possible and convince them to participate, a digital participation platform was launched.
<i>Marketing/ Engagement Tools and Techniques used</i>	“Citizen Lab” provide cities and governments a digital participation platform to consult their citizens on local topics and include them in decision-making.
<i>Timescale (start/end date)</i>	June 2019 - ongoing
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	For the city of Leuven, the use of “Citizen Lab” brought: <ul style="list-style-type: none"> <li>• 2331 ideas – 96% receiving official feedback from the city</li> <li>• 31492 votes – 91% being in favour of an idea</li> <li>• 3007 participants – 3% of the population actively participated</li> </ul> Safer bike lanes, game libraries, and outdoor fitness equipment were just a few of the ideas that citizens came up with.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	The city will compose a strategic plan based on the policy data, the environmental analysis and the, over 2.000, citizen ideas. Taking these ideas into account strengthens support for the city’s policies in the upcoming years.
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]
<b>References and more information</b>	<a href="https://www.citizenlab.co/case-studies-en/leuven">https://www.citizenlab.co/case-studies-en/leuven</a>

### 3.29 Cities-4-People: “Citizen Mobility Kit”

<b>Title of the practice</b>	<b>Cities-4-People: “Citizen Mobility Kit”</b>
<b>Location of the Practice</b>	
<i>Country</i>	Greece (GR), Denmark (DN), Hungary (HU), United Kingdom (UK), Turkey (TU),
<i>Region</i>	Thessaly, Hamburg Metropolitan Region, Central Hungary, Oxford, Istanbul Providence
<i>City</i>	Trikala, Hamburg, Budapest, Oxfordshire, Istanbul (Üsküdar)
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The “Citizen Mobility Kit”, created by “Cities-4-People” project (Horizon2020), is an open toolkit that can work online and offline, depending on the community that creates and uses it. A repository for tools, methods and applications that can be used to support communities’ activities on-site and facilitate exchange and collaboration between people.</p> <p>It embodies the People-Oriented Transport and Mobility (POTM) approach. An inclusive and multidisciplinary approach that encompasses both digital technologies and social innovations in order to bring out solutions that are inspired by a sharing mentality and have a low ecological footprint and the potential to solve real urban and peri-urban mobility issues.</p> <p>The Citizen Mobility Kit was implemented in 5 different cities (Trikala, Hamburg, Budapest, Oxfordshire, Istanbul) through Mobility Labs as part of the Cities-4-People project.</p> <p>It was based on the meaningful collaboration between citizens and city stakeholders. The scope of the project was to co-develop, prototype and pilot innovative and smart mobility solutions that address pressing and real urban mobility challenges.</p>

<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>From April 2018-to June 2018, each partner city hosted the following events:</p> <ul style="list-style-type: none"> <li>• Mobility Lab (launch events, including roadshows, pop-up events, ongoing displays and workshops)</li> <li>• Presentation Days</li> <li>• Hack days</li> </ul> <p>Each city took a slightly different approach to develop the ideas into concepts, but in all cases Hack days were planned to ensure that 10 concepts were developed out of these high-level ideas. In order to ensure that Hack day events were adequately communicated the project partners used several different media:</p> <ul style="list-style-type: none"> <li>• Personal invitations</li> <li>• Word of mouth communication</li> <li>• Social Media</li> <li>• Flyers &amp; Posters</li> <li>• Press Releases and Newsletters</li> <li>• Web site</li> </ul>
<p><i>Timescale (start/end date)</i></p>	<p>June 2017, Ongoing till May 2020</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>In general, though the profile of challenges differs from city to city, most of the selected concepts address issues related to road congestion, low quality and provision of end-to-end cycle and pedestrian infrastructure, and low connectivity of public services (service gaps). Similarly, three intervention areas are preferred in the concepts selected across all five project areas.</p> <ul style="list-style-type: none"> <li>• <b>Budapest:</b> 5 Mobility labs - 200 participants (40 stakeholders, 25-30 mobility enthusiasts, 130 local regular citizens)</li> <li>• <b>Hamburg:</b> 6 Mobility labs - 250 participants (4 parts of the QHS are well-represented)</li> <li>• <b>Oxfordshire:</b> 11 Mobility labs - 170 participants (4 parts of the QHS are well-represented)</li> <li>• <b>Trikala:</b> 3 Mobility labs - 83 participants (Citizens and community representatives, Government and city authorities' representatives, Industry representatives, Entrepreneurs)</li> <li>• <b>Üsküdar:</b> 7 Mobility labs - 420 participants (Mobility experts, University students, Representatives of citizen groups, Experts from related departments of the municipality, Local representatives, Regular citizens, The Mayor)</li> </ul>

	These interactions resulted in the collection of over 350 different ideas for the resolution of local mobility challenges in the five project focus areas.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	In July 2018, all partner municipalities hosted Mobility Lab Hack days, where the previously generated ideas were discussed and assessed by the local community, the top ideas were selected, and these were subsequently developed into 10 to 12 more concrete concepts to address the mobility challenges.
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	Cities-4-People project official website: <a href="https://cities4people.eu/">https://cities4people.eu/</a>
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### 3.30 U\_CODE, digital driven approach to facilitate urban design in Sangerhausen, Germany

<b>Title of the practice</b>	<b>U_CODE, digital driven approach to facilitate urban design in Sangerhausen, Germany</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Germany
<i>Region</i>	Saxony-Anhalt
<i>City</i>	Sangerhausen
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	



*Detailed information on the practice*

A digitally driven project aims to bring citizens into the heart of urban design. The system, U\_CODE, is an online space where large numbers of citizens can submit design proposals regarding new urban infrastructure, buildings and spaces. These are assessed by experts, and ideas are incorporated into the eventual design.

The practice focuses on the use of the U\_CODE in Sangerhausen, in order to develop a new school building and its surrounding area (including access issues).

The idea is to involve the public as much as possible, in order to pick up on any resistance to proposed architecture and work and prevent negative public feeling towards new builds. Algorithms are used to analyse public reactions to decisions made about urban proposals, monitor emerging discussion topics and get a read on the public's perception.

The platform consists of three main sections:

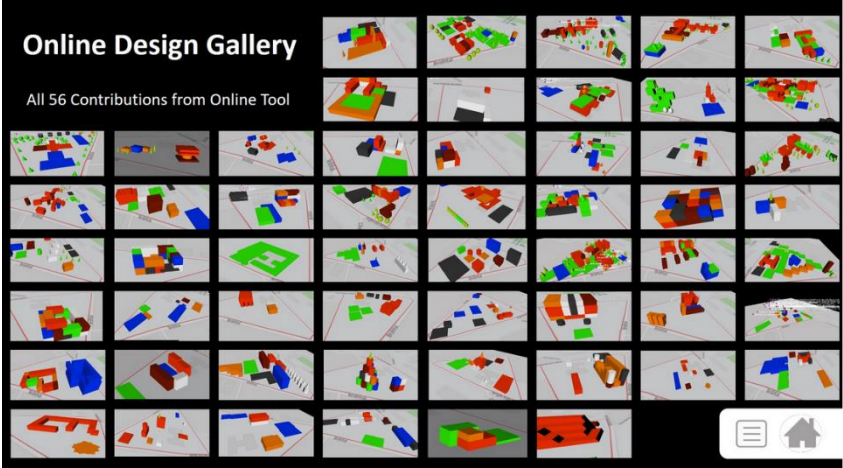
- a Public Project Playground, in which the public can submit their ideas and play around; a Professionals Project Space, in which accredited architects work on their proposals for the urban architecture design
- a Co-Design Space, in which the ideas come together to form a harmonious blend of community-led co-created innovation.

All this information is uploaded to a data space in the cloud, and other information such as social media can be included here for each project.

The Co-Design Space is formed from two connected parts: an online portal where people contribute their own design ideas or comment on others, and a local co-design space, where experts introduce tools such as virtual reality and 3D printing to adapt and work on ideas created in the digital space, or to generate new ideas. The results of the co-design workshops enter an online gallery, accessible by the public who can then see and comment on the projects as they progress.

The vision of U\_CODE is to tap into the collective creativity of citizens, in order to complement professional planners' expertise. Citizens can usually easily contribute local knowledge about a specific place's social hotspots, history, social image, etc.

<p><i>Marketing/ Engagement Tools and Techniques used</i></p>	<p>Digital Platform for Participatory Planning</p> <p>U_CODE raises public participation in urban planning to a new level by bringing together professional planners and citizens in a novel co-creative work flow and interaction process. It enables any citizen to actively take part in design work and project discussions, anytime, anywhere.</p> <p>The digital aspect of the U_CODE platform means that public participation can be drawn into projects at scale. “With digital online tools, it can involve much broader audiences – hundreds to thousands – than conventional participation formats. Also, it ensures higher public acceptance and understanding of complex urban planning projects, which otherwise are often subject to controversial debate</p>
<p><i>Timescale (start/end date)</i></p>	<p>May/June 2019</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>U-CODE run a live test in Sangerhausen, with real life project and under real world conditions. The design task was the re-design of the Special School Campus of CJD Sachsen-Anhalt in Sangerhausen. Target end – users (pupils) participated in a semi-control environment, closely monitored and guided.</p>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>The results of the Sangerhausen case are:</p> <ul style="list-style-type: none"> <li>• Collection of end-user feedback on the process</li> <li>• Learnings about necessary improvement and adjustments on the tools</li> <li>• Enhance participation in urban planning</li> </ul> <p>The following picture demonstrate the 56 contributions from the U_CODE tool, in order to create the building and the surrounding area.</p>

	 <p><b>Online Design Gallery</b> All 56 Contributions from Online Tool</p>
<p><i>Quantitative evidence against behavioural change</i></p>	<p>[None identified]</p>
<p><i>Quantitative evidence against externalities</i></p>	<p>[None identified]</p>
<p><b>References and more information</b></p>	<p>U-CODE project official website: <a href="http://www.u-code.eu/">http://www.u-code.eu/</a>, <a href="http://www.u-code.eu/project-history">http://www.u-code.eu/project-history</a></p>

3.31 “Traffic Agent”, a GPS-tracked application for children to record traffic problems in Oslo, Norway

<b>Title of the practice</b>	<b>“Traffic Agent”, a GPS-tracked application for children to record traffic problems in Oslo, Norway</b>
<b>Location of the Practice</b>	
<i>Country</i>	Norway
<i>Region</i>	Capital of Norway
<i>City</i>	Oslo
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	
<i>Detailed information on the practice</i>	<p>The city of Oslo has created an app that enlists children as 'secret smartphone agents' to encourage them to record traffic problems. The, so called, “Traffic Agent” application encourages children to go undercover to report dangerous intersections, damaged pavements, overgrown bushes, broken streetlamps or illegally parked cars.</p> <p>Additionally, the “Traffic Agent” app wants to make children and parents feel confident enough and safe enough to walk to school. The city vision is that more of its 44 000 school-age children walk or cycle to school, as part of plans to make the centre free of cars by 2019. So, the city priority was to make the streets safer.</p>
<i>Marketing/ Engagement Tools and Techniques used</i>	Marketing technique - GPS-tracked application, a crowdsourcing tool. The app is distinctive because it gives a voice to school-age children, who are often left out of urban planning. Each report generates an encouraging note from the app, which motivates children to use it further.
<i>Timescale (start/end date)</i>	Since February 2015
<b>Results achieved</b>	
<i>Quantitative evidence against the level of engagement</i>	Since its debut in February 2015, the app has spread across 54 schools in Oslo (each with 200 to 700 students) and logged more than 5,790 reports and 2,402 trackings, where children mark a problem without specifying what it is.

	The children have filed almost 6,000 reports.
<i>Quantitative or qualitative evidence against the influence of decision making</i>	The city has redesigned several crossings and pavements as a result, while the traffic data has helped city planners decide where to build new schools.
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]

<b>References and more information</b>	<p>Eurocities, <i>Oslo's Traffic Agent app. Game to improve road safety</i>. Retrieved from: <a href="http://nws.eurocities.eu/MediaShell/media/CitiesInAction_TrafficAgent_Oslo_Jul16.pdf">http://nws.eurocities.eu/MediaShell/media/CitiesInAction_TrafficAgent_Oslo_Jul16.pdf</a></p> <p>Oslo Eurocities Awards for Innovation video: <a href="https://www.youtube.com/watch?v=S9XtlwWpBP0&amp;feature=youtu.be">https://www.youtube.com/watch?v=S9XtlwWpBP0&amp;feature=youtu.be</a></p> <p>Urban Sustainable Exchange, <i>Case Studies: The Traffic Agent</i>. <a href="https://use.metropolis.org/case-studies/the-traffic-agent#casestudydetail">https://use.metropolis.org/case-studies/the-traffic-agent#casestudydetail</a></p>
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### 3.32 Public Participation GIS for sustainable urban mobility planning in regions of Poland

<b>Title of the practice</b>	<b>Public Participation GIS for sustainable urban mobility planning in regions of Poland</b>
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<b>Location of the Practice</b>	
<i>Country</i>	Poland
<i>Region</i>	Greater Poland, Łódź Region
<i>City</i>	Poznań, Łódź
<b>Relation of the GP with Interreg Europe projects</b>	
<i>Does this practice come from an Interreg Europe Project?</i>	No
<b>GP description</b>	

*Detailed information on the practice*

The practice presents two case studies where Public Participation GIS (PPGI) methods were used in sustainable urban mobility planning: the cities Poznań and Łódź in Poland. PPGIS seeks to position everything on Earth, it presents an interesting frame for the public to communicate their preferences, ideas, and experiences.

The PPGIS methods were applied in appropriate stages of the planning, discussing key issues related to participant recruitment and provided guidelines for planners working on sustainable urban mobility.

The *1st case study* was conducted in Łódź: (population ca 700,000) spatial extent of the survey 293.25 km<sup>2</sup>. The main objective was to consult with the public a draft project of sustainable public transport model and more particularly:

- to identify parts of the city with low rating of public transport services;
- to single out locations with problems and issues related to the use of public transport (e.g. uncomfortable interchanges);
- to establish locations of transport infrastructure (e.g. 'park and ride' facilities) suggested by the public;
- to collect general suggestions for public transport service improvements.

The *2nd case study* was conducted in Poznań (population ca 540,000), involved 5 downtown neighbourhoods encompassing the area of 1680 ha, inhabited by 122,500 people. The main objective was to update a "local needs map" as part of the Integrated Program for Renewal and Development of Downtown Poznan for the years 2014–2030.

*Marketing/ Engagement Tools and Techniques used*

**Łódź:** Participant recruitment was open and voluntary and information about the survey was advertised on posters at bus and tram stops, as well as in local and social media outlets. The data collection was carried out entirely online through a geo-questionnaire.

To capture an overall evaluation of public transport accessibility the participants were requested to answer a single question

*"How would you evaluate public transport accessibility in your residential location?"*

The answers were provided on a Likert-like scale and geocoded to residential locations provided by participants. Such geocoding

	<p>allowed for cartographic presentation and spatial statistical analysis (heat maps).</p> <p><i>Poznań:</i> The study was conducted in two stages:</p> <ol style="list-style-type: none"> <li>1. a <i>geo-questionnaire</i> to diagnose problems perceived and experienced by the residents and users of Poznań downtown was created. Its objectives were to examine residents' mobility patterns and to evaluate living conditions in the area in terms of security, accessibility and infrastructure maintenance.</li> <li>2. the study applied a <b>geo-discussion</b> to collect residents' proposal for infrastructural improvements in Poznań downtown. In this study, the locations were attributed with answers to open-ended questions about details of the evaluation and ideas for intervention that would alleviate the experienced problems. Figure 7 presents a group of clusters in Poznań city center, along with names, numbers of markings, and summaries of open-ended answers</li> </ol> <p>Both case studies employed <i>PPGIS crowdsourcing and participatory methodologies</i> to provide public input into urban planning policies and to guide local government spending. The topics were situated at the intersection of downtown renewal and public transport planning and are applicable in SUMP's formulation.</p>
<p><i>Timescale (start/end date)</i></p>	<p><i>Łódź:</i> 28<sup>th</sup> February 2016 to 14<sup>th</sup> March 2016</p> <p><i>Poznań:</i> 14<sup>th</sup> to 31<sup>st</sup> of March 2016 and 17<sup>th</sup> to 29<sup>th</sup> April 2016</p>
<p><b>Results achieved</b></p>	
<p><i>Quantitative evidence against the level of engagement</i></p>	<p>In <i>Łódź</i> participants of the survey for public transport system reached 2387 citizens, pointing out 1654 problematic locations.</p> <p>In <i>Poznań</i>, the 1<sup>st</sup> stage included 709 citizens/ participants, who pointed out 308 problematic locations, while the second phase 169 citizens/ participants.</p>
<p><i>Quantitative or qualitative evidence against the influence of decision making</i></p>	<p>The recipients of survey results in <i>Łódź</i> were the City of Łódź Office of City Development (pol. Biuro Rozwoju Miasta Urzędu Miasta Łodzi) and the Transport and Road Management Authority (Zarząd Dróg i Transportu w Łodzi). The recipients took an active part in formulating survey questions along with the research team.</p> <p>The participants in <i>Poznań</i> submitted their proposals and commented on proposals contributed by others. The recipients of the results collated into a "local needs map" were the City of</p>

	Poznań Office for Revitalization and Project Coordination and elected members of five city neighbourhood councils. The main goal of the case study was to inform the future infrastructural investment in Poznań downtown with residents' input.
<i>Quantitative evidence against behavioural change</i>	[None identified]
<i>Quantitative evidence against externalities</i>	[None identified]
<b>References and more information</b>	Michał Czepkiewicz, C. B. (2016). Public Participation GIS for sustainable urban mobility planning: methods, applications and challenges. <i>Rozwój Regionalny i Polityka Regionalna</i> (35), 9-35.



## 4. e-smartec SD model

This chapter aims at describing the approach and methodologies that will be used to analyse the GPs collected by the e-smartec project and provide (1) a classification of the GPs according to specific criteria and (2) a dynamic model (which will be the base for some simulative models) to gain some insights about the impacts (either positive or negative) generated by the GPs in terms of capacity to shift the willingness (awareness and consensus) to adopt a sustainable mobility.

### 4.1 Classification process

The process for the classification of GPs is based on a multi-criteria approach. The fundamental criterion to start the classification is the objective related to each GP. In fact, each GP that was analysed, either in the literature or from case studies, specifically mentions the purpose for which it was developed. For example, the practice “Walk to School” identifies its objective as “the aim of the campaign was to promote walking to school for students and their parents”. Thus, a former work has been devoted to collect the objectives of all the projects/case studies/Good Practices and codify these using key-phrases (a former form of categories). For those cases that presented a vague description of the objective or that have a description of the practice that implied an objective different than the one indicated as the principal, we extrapolated to the more general aim of the project. To give an example, the obvious objective of the “Walk to School” program is to increase walking trips; however, it also implies that the GP has an additional objective of Mode Choice Shift. A few examples of key-phrases (categories) that describe the objectives of the GPs are: Mode choice shift; Increase of walking trips; Increase of cycling trips.

Moving on from the objectives, a set of criteria was defined upon which the GPs will be judged/monitored. These criteria were inferred from the characteristics of the campaigns/GPs. Examples of these criteria include:

- Duration of the campaign/GP: continuous or specific period
- Diversity of communication/marketing technique: printed material, online material, combination of both
- Locus of events: Local or National

A fitness evaluation of each GP against the entire list of criteria will be performed. The underlying assumption is that the criteria work in the vain of: the more the better. For example, a continuous duration of a GP is more preferred than a campaign that run for a specific period. A campaign that used a combination of printed and online material is preferred to a campaign that used only one of those, while using printed material is equivalent to using printed material.

Finally, the success of a campaign is measured against the KPIs. These performance indicators are either explicitly mentioned in the description of the GP or are inferred from their characteristics. Examples of such KPIs are:

- Percentage of people walking
- Percentage of trips made by bicycles

- CO2 emissions

The final result of the process will be a table that will summarize the objectives, criteria and KPIs of all the GPs. The following table illustrates such an example for the Walk to School GP.

	Mode choice shift	Increase of walking trips	Increase of cycling trips	Duration of the campaign	Diversity of communication/marketing technique	Locus of events	Percentage of people walking	Percentage of trips made by bicycles	CO2 emissions
Walk to school	X	X		Specific period	- <sup>3</sup>	Local	1.3% increase	-	-

Next steps of the classification process will be:

1. Develop the entire set of key-phrases that will describe the objectives
2. Develop the entire set of criteria
3. Develop the entire set of KPIs
4. Create the table for all GPs (International and Interreg)

## 4.2 The causal loop diagram

Basing on the former insights provided by the GPs, especially the international ones, a causal loop diagram to capture the cost-benefit dynamics arising from the interaction between the variables analysed in the GPs' description has been elaborated, as shown in Figure 4.

The central variables to the Causal Loop Diagram are the ones named "Repetitive Behaviour", "Resistance to adopt" and "Willingness to change".

Resistance to adopt affects repetitive behaviour positively: the larger the resistance to adopt the larger the level of Repetitive behaviour. On the contrary, willingness to change affects the repetitive behaviour negatively: the larger the willingness to change the smaller the level of repetitive behaviour.

The notion of repetitive behaviour acts on both the long- and short-term disadvantages to the environment. As a result, the CLD illustrates the friction between immediate advantages that characterize everyday moves, and the longer-term (difficult to see) disadvantages that will emerge from such unsustainable behaviour.

<sup>3</sup> When a specific cell is empty or has a - it indicates that either the information is not known or that the specific objective/criterion/KPI has not been used in the GP.

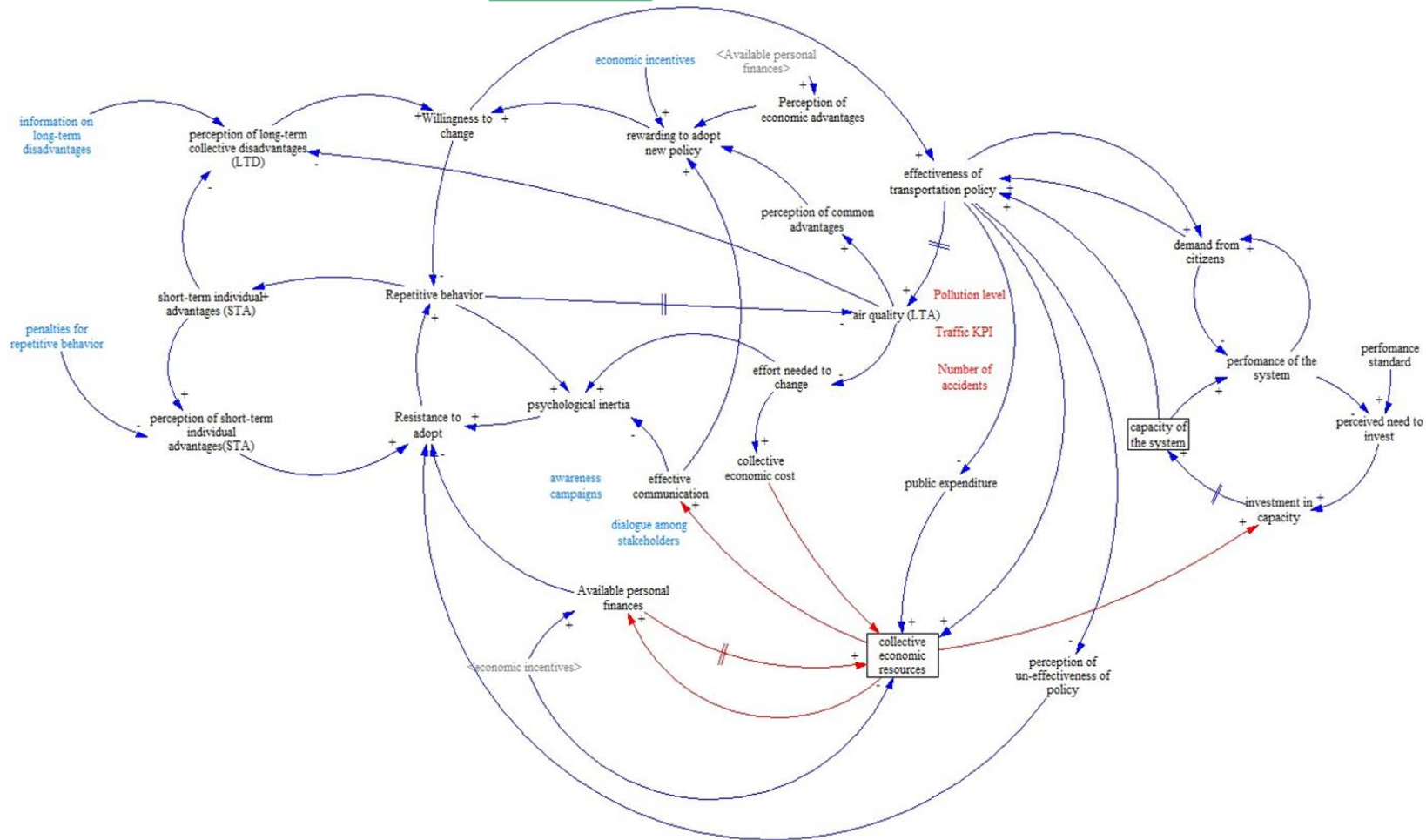


Figure 4: Causal loop diagram capturing the interaction between the GP variables

At the same time, repetitive behaviour affects positively the long-term, collective disadvantages (more repetitive behaviour more disadvantages) after a delay. The long-term collective disadvantages (noted as Air quality (LTA)) affect negatively the perception of long-term collective disadvantages which affects positively the willingness to change. As a result, a balancing loop is formed:

- **Negative/Balancing Loop:** Repetitive behaviour → - Air quality (LTA) → + perception of long-term collective disadvantages → + willingness to change → - Repetitive behaviour

The other loops that are formed are:

- **Positive/Reinforcing Loop:** Repetitive behaviour → + short-term individual advantages → + perception of short-term individual advantages → + resistance to adopt → + Repetitive behaviour
- **Negative/Balancing Loop:** Repetitive behaviour → + short-term individual advantages → + penalties for repetitive behaviour → - perception of short-term individual advantages → + resistance to adopt → + Repetitive behaviour
- **Positive/Reinforcing Loop:** Repetitive behaviour → + psychological inertia → + resistance to adopt → + Repetitive behaviour
- **Positive/Reinforcing Loop:** Repetitive behaviour → - Air quality (LTA) → - effort needed to change → + psychological inertia → + resistance to adopt → + Repetitive behaviour
- **Positive/Reinforcing Loop:** Repetitive behaviour → - Air quality (LTA) → - effort needed to change → + collective economic cost → + effect on personal finances → + resistance to adopt → + repetitive behaviour
- **Positive/Reinforcing Loop:** Repetitive behaviour → - Air quality (LTA) → + perception of common advantages → + rewarding to adopt new policy → + willingness to change → - Repetitive behaviour
- **Positive/Reinforcing Loop:** Willingness to change → + effectiveness of transportation policy → + Air quality (LTA) → + perception of common advantages → + rewarding to adopt new policy → + Willingness to change
- **Negative/Balancing Loop:** Repetitive behaviour → - Air quality (LTA) → + perception of common advantages → + rewarding to adopt new policy → + willingness to change → + effectiveness of transportation policy → - perception of un-effectiveness of policy → + resistance to adopt → + repetitive behaviour

Apart from those aspects that are related to the differences between collective-individual and short-term vs. long-term, there is a part of the model that is focused on the financial/economic aspects of transportation policies. Again, the economic variables – the most important of which are the “collective economic resources” and the “available personal finances”- interact with pre-existing loops, which affect the Willingness to change and the Resistance to adopt. The basic logic behind those variables is that the more effective a policy is the better the level of collective economic resources, which has a positive impact on the personal finances (and vice versa) which ultimately affects the overall attitude towards the new policies.

Finally, there is a small cluster of variables that are focused on the performance of the system itself. The following negative/balancing loop is formed:

- **Negative/Balancing Loop:** Capacity of the system → +performance of the system → -perceived need to invest → +investment in capacity → +capacity of the system

The variable of “investment in capacity” is affected positively by the collective economic resources, while the performance of the system forms a balancing loop with the variable of “demand from citizens”.

As it was mentioned before, the various loops that were described interact also with each other forming bigger loops. However, it is revealed that there are two types of feedback loops: there are the reinforcing ones that increase the resistance to adopt and therefore the repetitive behaviour. Moreover, there are the negative (or balancing loops) that act on the willingness to change with the aim of reducing (counterbalance) the repetitive behaviour.

As a result, two interesting policy insights are highlighted. Firstly, with the appropriate measures in the positive loops of the Resistance to adopt, the reinforcing behaviour can act in favour of the policy, since the nature of a reinforcing loop is not always in the form of “the higher the resistance to adopt the higher the repetitive behaviour”, but it can also act as “the lower the resistance to adopt the lower the repetitive behaviour”. This fact means that these policies could force a more environment-friendly behaviour from the part of commuters, that break the negative effects of repetitive, unsustainable behaviour.

The second sets of policies act on the Willingness to change. In this part, the higher the effect on the willingness to change, the lower the level of repetitive behaviour and thus the lower the level of long-term disadvantages.

*Next steps of the dynamic modelling include:*

- 1) Further elaborate the Causal Loop Diagram and build the simulation models
- 2) Decide on the classification method by performing several scenario analyses, using the simulation models
- 3) Rank the list of GPs and provide inside for the transferability report.

## 5. Conclusions

In the previous chapters a description of 32 Good Practices, coming from areas (countries, regions, cities) outside the partner regions, took place. The research analysis focused primarily on European practices, referring, thought, to some outstanding cases from outside Europe (USA, Canada and Australia). The GP mining placed particular emphasis on the identification and description of those practices that could prove their success in two specific aspects:

1. citizens' and stakeholders' influence on decision making
2. behavioural change towards sustainable modes of transport

Other externalities related to sustainable mobility, such as CO2 emission reduction, were also examined and described. The level of citizens' and stakeholders' engagement is provided as a horizontal level of information, which is presented by the number of participating stakeholders (i.e. citizens, individuals, children, parents, teachers, workers or residents). In most cases the feedback given from the target group, in terms of number of ideas/ concepts/ statements/ or number of completed questionnaires, is also reported as an evidence.

The final list of the identified GPs cannot, for sure, be considered exhaustive, nonetheless it provides a good geographical dispersion across Europe and a good balance between the above-mentioned targeted aspects (influence of decision making vs behavioural change).

Furthermore, the GPs cover a sufficient dispersion of target groups that are reached and influenced from the GP and either change their mobility patterns or participate in co-decision processes. The target audience varies from individuals to specific groups of citizens and visitors (i.e. parents, students, teachers, workers, youngsters, elderlies, car drivers etc.). Involvement of one target group should not be considered for all cases, as there are several cases where segmentation is of utmost importance (i.e. SUMP consultation).

The collected GPs demonstrated evidence of success against the citizens and stakeholders' influence in decision making and/ or the citizens' behavioural change towards sustainable mobility. Table 3 categorizes the International GPs according to this classification.

Table 3: International GPs categorization according to the evidence of success

No	Title of the international GP	Evidence demonstrating the success of the GP against:	
		Influence in decision making	Behavioural change
1	“Walk to School” campaign, from safe routes to school policy in USA	✓	
2	“Walk to School” campaign in Hertfordshire, UK		✓
3	“Bike to School” campaign, from safe routes to school policy in USA	✓	
4	“Bike It Plus”, a tailor – made program promoting cycling to school in London, UK	✓	✓
5	CONNECT: “Eco-trip” campaign to raise awareness amongst young people for sustainable school trips		✓
6	“Corporate Cycling” campaign enhancing bicycle mobility in Bolzano, Italy		✓
7	“Get Cycling Denmark” campaign		✓
8	Encouraging employees to use public transit through "CarboPOINTS"		✓
9	LIVEMOBILITY: sustainable mobility application for car, public transport and bicycle	✓	✓
10	“Because we love you!” campaign, Berlin’s transport authority		✓
11	The “TravelSmart” campaign in Perth, Australia		✓
12	“Whitehorse Moves” program, for reducing greenhouse gases emitted from transport		✓
13	CIVITAS RENAISSANCE: campaigns promoting the use of public transport and cycling		✓
14	CIVITAS MIMOSA: car sharing campaign in Utrecht		✓
15	ELVITEN: promoting electric light vehicles usage in urban areas	✓	✓
16	“Borrowing electric bicycles is contagious” campaign in Randers, Denmark		✓
17	“Traffic Snake Game” for encouraging primary school pupils to travel more sustainably in Torhout, Belgium	✓	

18	TRAM: gamification platforms to boost sustainable Mobility in Andalucía, Spain		✓
19	SMART MOVE: active mobility consultancy for promoting rural public transport		✓
20	Tactical urbanism approach for developing the Walk Bike Master Plan in Burlington VT, USA	✓	
21	CH4LLENGE: participation and cooperation strategy development for Budapest's SUMP	✓	
22	Clean air consultation from Healthy streets policy in London, UK	✓	✓
23	Participatory mapping in Southend – On – Sea, UK	✓	
24	Public discussion on the surface network changes after opening Budapest's new metro line	✓	
25	TRACE: "Positive drive" campaign in Breda, Netherlands	✓	
26	"Maptionnaire", map – based survey for walkability in Helsinki, Finland	✓	
27	SUNRISE: co-creation in Bremen. Managing conflicts Over Street Place	✓	
28	"Citizen Lab" co-creation tool in Leuven, Belgium	✓	
29	Cities-4-People: "Citizen Mobility Kit"	✓	
30	U_CODE, digital driven approach to facilitate urban design in Sangerhausen, Germany	✓	
31	"Traffic Agent", a GPS-tracked application for children to record traffic problems in Oslo, Norway	✓	
32	Public Participation GIS for sustainable urban mobility planning in regions of Poland	✓	

As presented above, 13 of the selected GPs have a proven success against behavioural change, while 15 of them against the influence in decision making. In total, 4 of the GPs address both categories.

The international GPs with evidence of success against behavioural change demonstrate results that are measured through modal split estimations before and after the GP implementation. Willingness to switch to sustainable modes of transport due to GP's impact and number of new trips undertaken with "marketed" sustainable modes of transport are also reported (in the most technological advanced cases, through online tracking processes).

Measuring proven results especially in mobility behavioural change is not easy, and this turned out to be a significant exclusion factor for many cases within this study. Even in the cases when before and after analysis of mobility patterns was conducted, when marketing campaigns for increasing awareness over sustainable mobility act as a communicational tool, supporting new sustainable mobility infrastructure/ incentives/ services/ policies, it is not easy



(and, eventually not even desirable) to “extract” the actual figures on the impact of the marketing technique and answer the question: “eventually what would have been the modal shift if no communication techniques were applied?”. Lessons from the experience of the GPs clearly demonstrate the need to always support new sustainable mobility provisions right from the very beginning of their “birth”, by engaging beneficiaries to the conception, planning and implementation and by properly “selling” the final product to the end users. Emotionalizing i.e. the problems caused by motorized traffic before an engagement strategy is applied is of outmost importance.

On a similar note, it is not always the case that awareness increase automatically leads to changes in mobility patterns. Proven increase in awareness provides a ground base for further take –up of measures/ incentives by policy makers, thus should be seriously considered, but before and after analysis should clearly differentiate between both aspects. To this respect, results in increased awareness were treated as an “externality” within the current study, rather than a proven result in behavioural change.

An important finding of the GP analysis relates to the “echo” effect of short – duration (daily/ weekly) campaigns. Some relevant GPs (i.e. “Eco-trip” campaign) reflect amazing figures of participants and sustainability increase during the implementation, but more “week” results of long-term commitment to sustainable mobility patterns. On the other hand, programmes that last longer (i.e. yearly, such as “Bike it Plus”) can demonstrate impressive long – term impacts. Continuity of actions over a significant period of time is, thus, a very important factor for the commitment of citizens to sustainable modes of transport, without, minimizing, though, the importance of more focused events. At any case, a good engagement plan and a good balance of both tactics should apply.

The international GPs with evidence of success against citizens and stakeholders’ engagement for influencing decision making demonstrate results that connect participation to policy/ design/ planning co-creation. The GPs clearly differentiate between the levels of citizens’/ stakeholders’ impact on final decisions from “collaboration” in the sense of co-creation and participatory design that leads to the implementation of the citizens’/ stakeholders’ advices/ ideas/ proposals to the maximum extent possible and “consultation” processes that takes into consideration the opinion of the public in decision making<sup>4</sup>. The current state-of-the-art analysis had a clear focus on these levels of decision making influence, connecting co-creation processes to actual policy tools/ plans/ measures.

It should be mentioned, that the most upper level of influence of decision making is the “empowerment” (authorities implementing citizens’/ stakeholders’ decisions). Nonetheless, it was difficult to identify cases where citizens had the actual control on decision making in mobility design and planning, as, at some point, the decisions on mobility planning become too complicated to be handled without the involvement of the authorities and experts.

It could be said that all the practices that concern (co-) design/ planning/ creation generally start with identifying the participants needed for a specific issue. Understanding the target group, is the next key step to success, as is the creation of open, clear, tailored-made, with

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<sup>4</sup> U-CODE, Database of Participation Methods in Urban Development, retrieved by: <http://www.u-code.eu/results/database-of-participation-methods-in-urban-development>

value and balance activities that aim at retrieving information and feedback. Informing the audience on the results and evaluating the results with the participants (i.e. SUNRISE, consultation for Budapest's new metro line) creates greater transparency, feeling of ownership and eventually acceptance of the new interventions.

It is worth mentioning that technology-based tools that aim at boosting participation in decision making, or the so-called "digital participation" or crowdsourcing platforms (i.e. Citizen Mobility Kit, Maptionnaire, U\_CODE), can engage a wide audience through their interfaces, but, special handling is required for large data sets that may be produced, thus complexity of decision making may increase significantly. Such tools should be made widely known through (local) media channels, workshops, events, etc. and be easily accessible through web pages or app stores. It should be always considered, though, that their added-value, is highly compromised by tech illiteracy of senior citizens, therefore more traditional options should be investigated for reaching out to elderlies and not being left out from mobility-related decision-making processes.

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