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Engaging stakeholders and citizens in sustainable mobility planning with the use of marketing techniques

Maria Chatziathanasiou

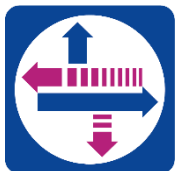
Research Associate

Hellenic Institute of Transport (HIT)

Centre for Research and Technology Hellas (CERTH)

mariacha@certh.gr / www.imet.gr

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What is a participatory approach?

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

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



<https://app.sli.do/event/5bijrldd>



<https://www.sli.do/>

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SUMPs 'sealing' the need for a participatory approach

Traditional planning

vs

Sustainable Urban Mobility Planning (principles)

Transport Engineers

Interdisciplinary planning team



Cooperate across institutional boundaries

Planning by Experts

Planning with involvement of citizens and stakeholders



Involve citizens and stakeholders



Why “bother”?



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



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



To support behavioral change towards adopting sustainable mobility habits



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

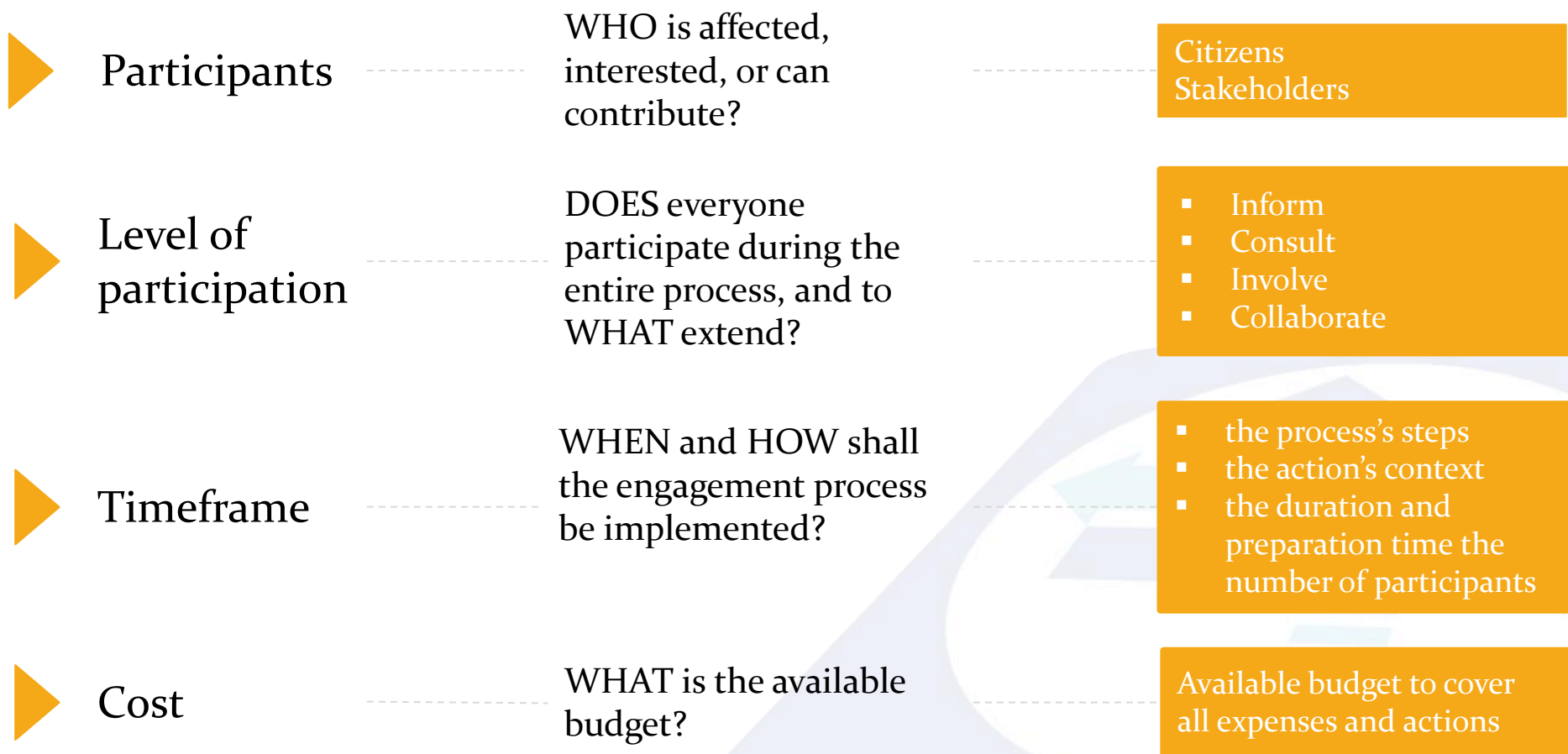


Challenging to develop and implement an effective engagement strategy!!



The 4 key elements of an engagement strategy

Participatory Planning



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



Increasing impact on the decision

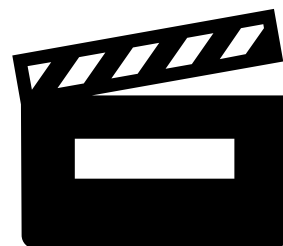
-  **INFORM**
-  **CONSULT**
-  **INVOLVE**
-  **COLLABORATE**



[further elaboration of SUMP cycle, Rupprecht, 2019]



e-smartec project





Marketing techniques and engagement methods

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

Word of
Mouth
(WOM)

Cause
Marketing

Digital
Marketing

Dialogue
Marketing

Relationship
Marketing

The Wheel of
persuasion

Guerrilla
Marketing

Undercover
Marketing

<https://www.interregeurope.eu/e-smartec/>

Word of Mouth communication (WOM)

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

SCOPE

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

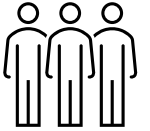
Engagement Methods [indicative list]

Raise Awareness campaign



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

Public Events



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



Cause Marketing

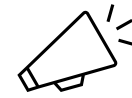
A marketing technique that focuses on social or charity causes while promoting social responsibility.

SCOPE

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

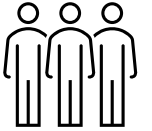
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Digital Marketing*

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

Types

- **Social Media Marketing**

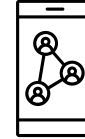
A technique that primarily uses blogs or communicative platforms such as Twitter, Facebook, Instagram, YouTube, Snapchat

- **Online Marketing**

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

Engagement Methods [indicative list]

e-engagement - campaigning



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

e-participation - crowdsourcing



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

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

Dialogue Marketing

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

SCOPE

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

Engagement Methods [indicative list]

Surveys



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

Focus groups



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

Experts Panel



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

Public Consultation



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

Relationship Marketing

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

SCOPE

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

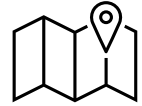
Engagement Methods [indicative list]

Workshops



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

Participatory Mapping



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

The Wheel of persuasion

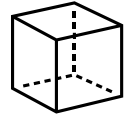
It is a marketing technique where scientific insights on the psychology of conversion, are used for persuading the targeted audience. It is a form of marketing that evolves around the art of human persuasion.

SCOPE

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

Engagement Methods [indicative list]

Capacity Building



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



Guerrilla Marketing

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

SCOPE

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

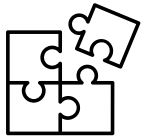
Engagement Methods [indicative list]

Pilot Interventions



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

Gaming



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

Undercover Marketing

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

SCOPE

- to rapidly spread information about an initiative
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Engagement Methods [indicative list]

Gamification



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

Popular Events



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

Ambassador campaign

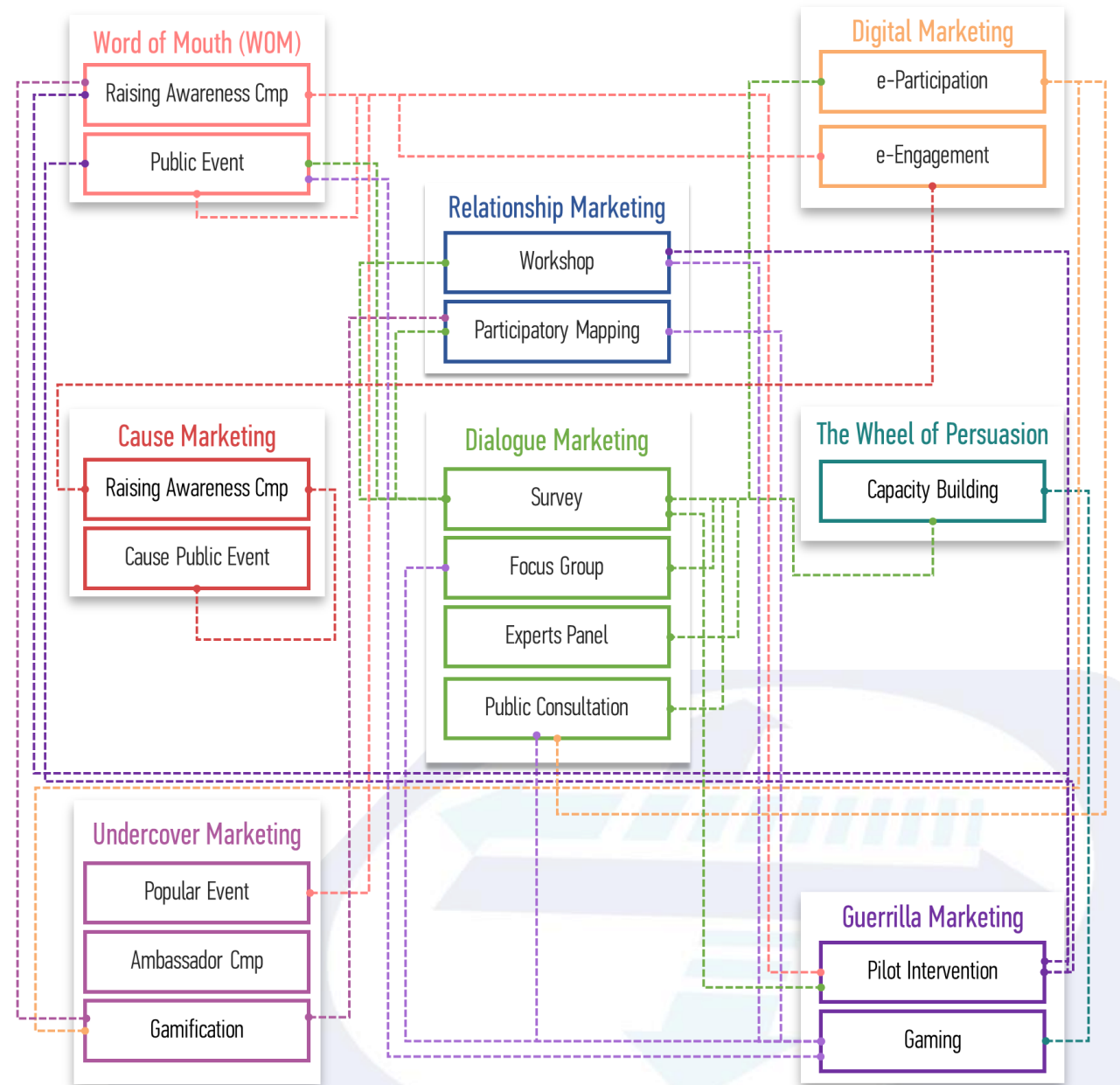


- a form of indirect promotion by collaborating with important public figures (celebrities, opinion-leaders, influencers)
- The “Ambassador” is responsible for delivering a consistent but indirect message that will cultivate relationships with the vision and goals of each initiative.

Complementarity of methods

Method complementarity

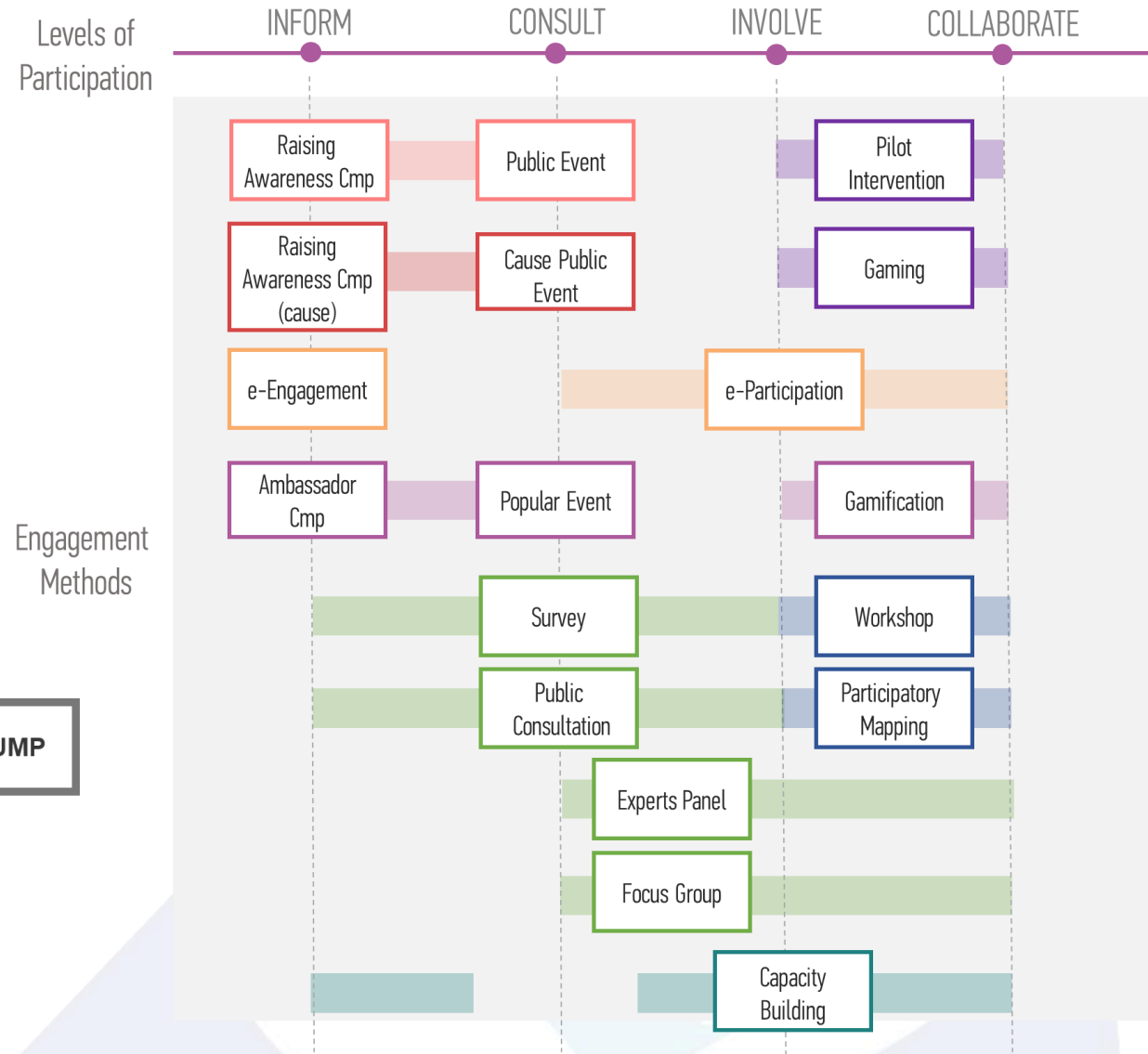
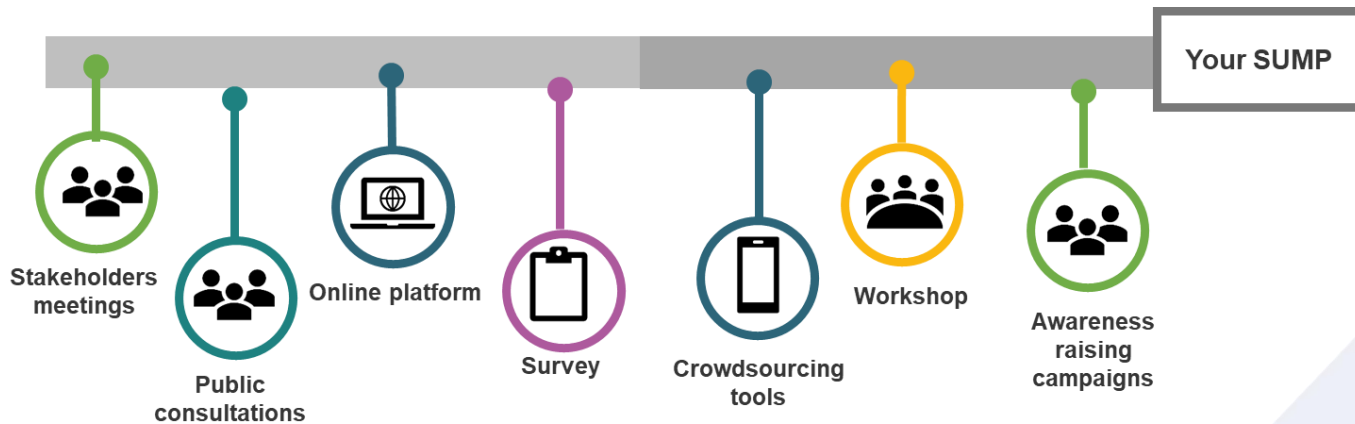
Most of the methods can work as stand-alone exercises but when combined with others they provide better results and more extended participants' outreach.



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

Variety of methods for engaging citizens and stakeholders

Spectrum of public participation



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

For more reading...

<https://www.interregeurope.eu/e-smartec/>

E-COURSE REGISTRATION
A Quick How-To

QR CODE | Log in | Engagement-SUMP

SCAN THE QR CODE | LOGIN TO THE MOBILITY ACADEMY | USE THE SELF-ENROLMENT KEY

<https://www.interregeurope.eu/e-smartec/news/news-article/13002/how-to-build-the-engagement-strategy-of-a-sump/>

e-smartec
Interreg Europe
We care for each other, we care for our space, we become part of mobility planning

Method in action

HANDBOOK FOR SUCCESS TIPS ON MARKETING TECHNIQUES

Success Tips

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

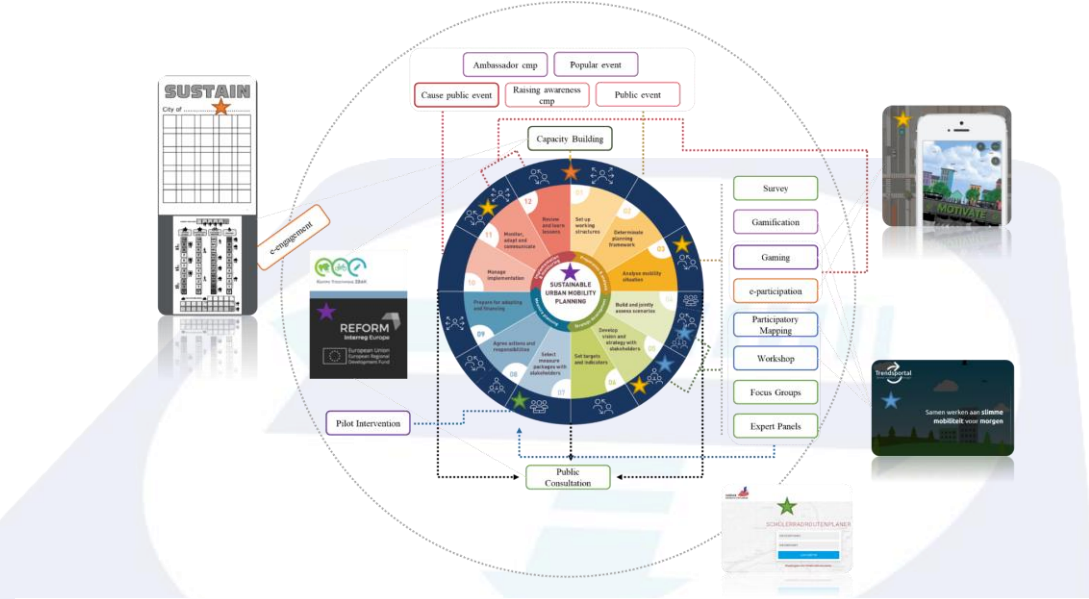
CO-PLANNING

INCREASE AWARENESS

MARKETING TECHNIQUES

SEPTEMBER, 2020

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



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



Tips for developing and implementing a successful engagement strategy

- Understanding the **value of the bottom up approach** and **securing resources** for it is the starting point
- There is **no “one solution fits all”**
- **Continuous** investment in public awareness and engagement actions is required > building a “culture” or leveraging on an existing one
- The **combination** of engagement methods and tools increases the success
- A **well-planned** mixture of low-budget, but still attractive campaigns and meetings with free online tools offering interactive elements can be the answer to low budget availability
- Leave **no one behind**: plan for engagement methods that can eventually include all affected parts (even the ones that are hard to reach)



Tips for developing and implementing a successful engagement strategy

- Be aware of “**participation fatigue**”
- Use the appropriate “**language**” based on your target group (i.e. avoid being too “technical” when reaching the wider public)
- Clarify your **expectations** and everyone’s **role** in the process
- Don’t be afraid to set “**uncomfortable**” questions or receive “uncomfortable” answers > be open and honest
- Ensure **follow – up**: how the SUMP has been informed by the citizens’/ stakeholders opinion > link to milestones of the SUMP process



Any questions?





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