

D. 3.4.1. Methodology for elaborating awareness and sensitization programmes at regional and cross-border level

Document Control Sheet

Project Number:	10249002
Project Acronym	MIMOSA
Project Title	Maritime and Multimodal Sustainable Passenger transport solutions and services
Start Date	01/01/2020
End Date	31/12/2022
Duration	36 months

Related Activity:	Work Package 3 A.3.4. Enhancing the knowledge of sustainable mobility options
Deliverable Name:	D.3.4.1. Methodology for elaborating awareness and sensitization programmes at regional and cross-border level
Type of Deliverable	Report describing the method, the timeplan and the tools that will be used for spreading MIMOSA results and the commitment of stakeholders towards the MIMOSA goals
Language	English
Work Package Title	Increasing the knowledge of passenger transport and of passenger behaviour
Work Package Number	3
Work Package Leader	PP2 (Ca' Foscari University of Venice)

Status	Final version
Author(s)	PP2 with the cooperation of all partners
Version	1
Due Date of Deliverable	September 2021
Delivery Date	27/09/2021

Table of Contents

1. Introduction

- 1.1. Aim and scope of this document
- 1.2. Successfully involving the target group: theory and practice
- 1.3. The manifold role of awareness and sensitisation campaigns: spreading knowledge, sharing the vision, being part of the plan.

2. Mimosa awareness-raising campaign: methodology and implementation plan

- 2.1 Goals of the campaign
- 2.2 Addressed stakeholders and target groups
- 2.3 Expected results
- 2.4 Implementation process: time plan and activities
- 2.5 Tools to improve involvement and participation

3. Conclusions

References

ANNEX I

Factsheet on relevant EU Projects focused on awareness-raising campaigns for transport and sustainable mobility.

1. Introduction

1.1. Aim and scope of this document

This document represents the formalisation of the methodological steps that will be pursued in the MIMOSA project in order to:

- a) disseminate the knowledge acquired during the project about the understanding emerged regarding the status of passenger transport between Italy and Croatia (O.3.1. passenger transport demand analysis; O.3 .2 - user survey about habits; quantitative analysis of the existing demand - D3.1.1; behavioural analysis on habits and travel determinants - D3.1.3);
- b) sensitise the stakeholders to the results that emerged from such analysis and to the scenarios (D.3.1.4), creating the premises for a generalised tension by the stakeholders to the pursuit of the action plan (D.4.5.1) through the planning methodology to be defined in the MIMOSA cross-border planning model (O.4.5).

In addition to its informative and awareness-raising nature, the campaign will be an opportunity for participatory activities, the results of which will be fed into the cross-border planning model (O.4.5) which is one of the key outputs of the MIMOSA project.

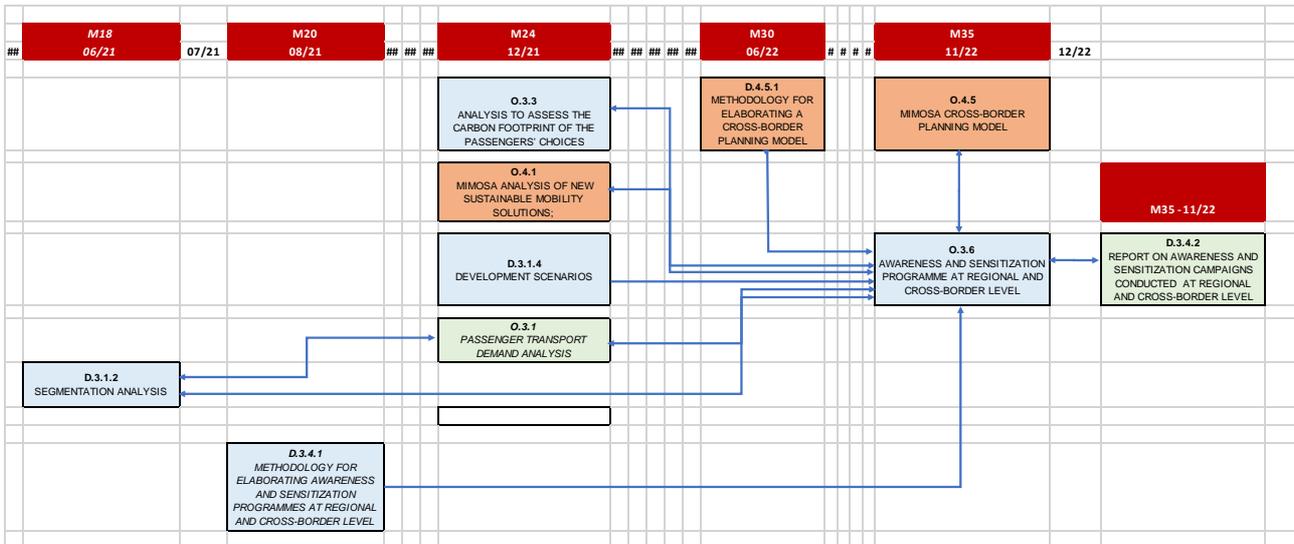
In the first place, the campaign plans to involve: a) public institutions, b) private organizations, c) academics & researchers, d) civil society/ citizens or association of citizens.

This document is therefore a preliminary outline of the path that will be followed for the realisation of Output 3.6 (awareness & sensitisation programme at regional and cross-border level).

To this end, in addition to a general section illustrating the expected contents of the awareness raising actions (section 1.2), a space is dedicated to the more theoretical aspects and previous experiences that may represent useful references for the MIMOSA project (section 2).

The final section outlines, in a more practical way, the methodological pathway, the timeplan and the periodic verification milestones that will characterise the awareness campaign of the MIMOSA project. Such campaign is, together with the activities of WP6 (WP6 - transferring and capitalising results), the key moment when the results of the MIMOSA project are brought to the attention of the public, stakeholders and authorities. In this sense, the campaign itself will make use of the wealth of knowledge present in most of the previous deliverables, while highlighting the experimental activities carried out in the field (pilots). Connections within WP3 are highlighted in Figure 1

Figure 1: Interconnection of this methodology and of the awareness campaign with the previous results of the MIMOSA projects



1.2 Successfully involving the target group: theory and practice

There is a wide range of contributions exploring opportunities, obstacles, tools and methods for the implementation of awareness campaigns in the specific field of sustainable mobility. For this reason, this document will not go over what has already been written elsewhere but will only focus on the methodological choice that is considered most suitable for the expected results and objectives of the MIMOSA project. In this section we simply provide the reader with a brief overview of key contributions.

The relevance of generalised awareness is a relatively recent issue: during the 1990s and early 2000s - as a straight consequence of the climate and environmental emergency - sensitisation methodologies and awareness-raising tools were developed, aimed at increasing more sustainable behaviors in the field of urban mobility, individual travel and the use of local public transport (Scheunpflug & McDonnell, 2008). Since then, the scientific literature on the subject has increased exponentially in terms of contributions, involving multidisciplinary research areas: from the application of principles and solutions of marketing and public management (Jones & Sloman, 2003), to statistical-descriptive analysis, associated with situational and communication models (Hössinger & Sammer, 2003), to the experimentation of motivational campaigns on specific target groups (Reutter, 2004).

The transition from simple communicative actions to an active stakeholder involvement was rapid and, in this purpose, Banister (2008) see the citizens' involvement as part of the paradigmatic transition towards sustainable mobility. While considering the barriers to acceptability, the sharing of a vision, the relevance of co-designing measures and so on, scholars and practitioners agree on the fact that only through understanding and acceptance by the people it is possible to successfully implement sustainable mobility measures (Banister, 2008).

On the policy side, the message was immediately understood (if not anticipated): in fact, since the late 1990s, the European Commission itself has been funding research projects under the

Framework Programme, specifically aimed at experimenting methods and strategies enhancing public awareness and influencing travel behavior towards sustainable transport modes (Mikiki & Papaioannou 2012). In some ways, in the field of mobility and transport, the early major document aimed at general awareness is probably the Transport White Paper (EC, 2011), accompanied from 2013 onwards by the Commission's massive action known as the "Urban Mobility Package" which recently (June 2021) supported the launch of a dedicated consultation workshops for stakeholders with the main aim of revising the policy framework within the more general approach of the Action Plan annexed to the Sustainable and Smart Mobility Strategy (2020). This last one, together with the European Green Deal (2019) are in fact providing a new EU framework for the overall direction of EU transport policy for the years to come that is also coming from a widespread consultation promoted within EU stakeholders. ¹

Since then, awareness-raising campaigns and promotion initiatives in the field of sustainable mobility are playing an increasingly important role in the dissemination and implementation of transport policy at European level.

Today, awareness-raising campaigns are a key element for the success of territorial development and cohesion actions. These side measures aimed at accelerating the transition to new forms of collective and individual mobility and at the same time at fostering a widespread understanding of the benefits related to different travel and transport modes. This is particularly important not only in the implementation of new infrastructures and services, but also in the implementation of "soft measures", where citizens' behavior plays a key role. It is widely acknowledged that increasing the awareness level and widespread knowledge of the environmental, health and social problems linked to the different modes of transport makes it possible to change people's habits and behaviors and achieve significant results in the medium-long term.

Consequently, awareness and sensitisation campaigns are an integral and completing part of every cohesion project aimed at influencing transport and mobility issues as well as of the guidelines of urban sustainable mobility plans. Their wide dissemination over time has made it possible to build up a specific skill set and to codify methods and tools for their implementation with positive results. The training manual of the e-ATOMIUM² project (2005-2007) on "Awareness Raising & Communication Campaigns" defines awareness campaign as: "*Purposive attempts to inform, persuade, and motivate a population (or sub-group of a population) using organized communication activities through specific channels, with or without other supportive community activities*³."

Based on this definition, adopted by mass communication theories, awareness campaigns related to mobility and transport have, over the years, specialized on their own topic objectives, developing

¹ PER INFO: https://ec.europa.eu/transport/themes/urban/urban_mobility_en

² e-ATOMIUM "Energy Agencies Training On Mobility In Union Member states", (jan 2005 – Jun 2007), STEER Programme (IEE), Coordinator: Mobiel 21 (Leuven, Belgium) Contract number: EIE/04/195/S07.38471. Project summary: <https://trimis.ec.europa.eu/entityprint/node/10461>

³ Rice R, Atkin C (eds), (2000), Public communication Campaigns, Sage Press, Thousand Oaks, California, (4th edition: 2012) on: e-ATOMIUM project (2005-2007), Awareness Raising & Communication Campaigns – Training Manual, p.5. https://www.eltis.org/sites/default/files/awareness_raising_communication_campaigns_6.pdf

tailored methodologies, thanks to the numerous initiatives launched by public transport agencies, providers and mobility experts and - especially in Europe - through the implementation of research and cooperation projects funded by the European Commission focused on this type of measures. As regards European funds for mobility and transport, the several Financing Programmes have immediately grasped the scope and impact linked to a systematic implementation of awareness and information campaigns, in order to support a more rapid and widespread paradigm shift towards the principles of sustainable mobility.

1.3 The manifold role of awareness and sensitisation campaigns: spreading knowledge, sharing the vision, being part of the plan.

In the field of urban mobility and transport planning, over the years good practices of awareness campaigns have mitigated the persuasive aspect and introduced participatory aspects, giving more and more importance to the early sharing of objectives and actions.

This has led to a shift from simple communication actions to real involvement actions. This aspect was particularly considered in this methodology, since it has a peculiar importance for the MIMOSA project goals. In fact, among the objectives of the MIMOSA project there is that of establishing a model of cross-border transport plan, formalizing the methodology for its definition (respectively O.4.5. and D.4.5.1). Since the reference context (the Italy-Croatia programme area) is international, such a plan cannot be established and controlled by a single supervisory authority, nor by other subjects with pre-established authority over the process, as is typically the case, instead, within national or regional borders. Thus, it must be a process of convergence that will necessarily have to be based on a shared vision not only about the needs (reducing the current unsustainability of transport), but especially on which objectives to pursue and how. The participation of stakeholders in this process is therefore fundamental, because the commitment towards the overall goal and related actions is more a voluntary attitude than a top-down decision.

In this purpose, the project will try to apply group work techniques that have the precise purpose of increasing the involvement and the sharing of the vision, with the ultimate ambition to make the participants pro-active subjects in the definition of the necessary path delivering the plan.

2. Mimosa awareness-raising campaign: methodology and implementation plan

2.1 Goals of the campaign

Generally speaking, the main goal of an awareness raising campaign is to spread the knowledge on a specific topic to influence behaviors and decision making-process (both individual and organizational ones) to improve the focus and the outcomes of development process.

The specific goal of the MIMOSA project is to improve the quality and sustainability of cross-border and coastal passengers' mobility between Italy and Croatia. In order to achieve this objective, a

series of complex and multifaceted processes and conditions must be put in place, both in the short and long term, ranging from the creation of new transport lines to the construction of connecting infrastructures, as well as actions aimed at changing passenger behaviour.

In such context, the specific objectives of the awareness-raising campaign have several particular features that need to be taken into account as far as:

- a) the development themes are very varied and concern both specific technical areas (emissions, planning, regulation, etc.) and cross-cutting themes (services to travellers, communication, cross-border coordination and planning);
- b) consequently, the campaign should be addressed to a variety of stakeholders with different skills and expertise;
- c) since the knowledge to be imparted and the focuses to be raised are both local and cross-border in nature, a shared overall vision of objectives and guiding principles must be pursued that are accepted by the stakeholders, whose objectives may differ considerably from one another.

Putting this into the specific case of the MIMOSA project, the objectives assigned to the campaign are both informative about the results achieved by the MIMOSA project and aimed at creating the conditions for the participatory definition of a shared strategy.

More in practice, the specific goals of the campaign are identified as follows:

1. to inform stakeholders about the general picture of the current state of passenger transport between Italy and Croatia, in terms of a) quantitative and qualitative aspects (including segments) of demand, b) quantitative and qualitative aspects of supply, c) the current and prospective impact of transport between the two countries in terms of carbon footprint (based on deliverables and outputs of activity 3.1);
2. to present to stakeholders an overview of new organisational and technical solutions for sustainable transport, illustrating their general and technical-implementation aspects, with examples taken from the MIMOSA pilots (based on outputs and deliverables of activities 4.1 to 4.4);
3. to present to the stakeholders an overview of possible solutions for the harmonisation and improvement of intermodal services, with a focus on the improvement of interconnectivity with origin and destination points and on the creation of new services for a better accessibility of public transport (based on deliverables and outputs of WP5);
4. to involve stakeholders in a participatory process outlining the method for a cross-border transport plan able to coordinate the actions of policy makers, authorities, and operators in a strategic programme for reducing emissions and improving accessibility and transport services in general (thus representing part of the to be realized D.4.5.1 "methodology for elaborating a cross-border planning model").

Being of an informative nature, the first three goals, aim to create awareness among stakeholders of the current unsustainable aspects of transport and, consequently, to guide them to be proactive and participate in improvement processes.

The fourth goal represents a participatory process in which the different perspectives and objectives are brought together in a document that contains a) a shared and subscribed vision, b) a process proposal on how to proceed for a coordinated planning of transport improvement actions.

In order to enhance the engagement of the selected stakeholders (see also next 2.2) in the participatory process (4th goal), PP2 will organize a preliminary series of on-line bilateral consultations with a relevant number of them, presenting and explaining and common opportunities and benefit (also beyond the project) related to this cooperation methodology and at the same time assessing their potential level of involvement and interest in the initiative. At the end of this preliminary short consultation process, PP2 will define specific groups of stakeholders on the basis of the assessment results and propose to the different ones targeted participatory actions in order to co-design the document with the shared vision and coordinated planning process of transport improvement actions.

2.2 Addressed stakeholders and target groups

Being the goals of the MIMOSA awareness-raising campaign twofold (i.e. informative and participatory), also the target groups should be somehow differently addressed.

In general terms, engaging stakeholders is a complex and highly relevant activity aimed at building relationships between parties thus supporting the exchange of information as well as to contribute – by sharing – to any decision-making process.

In this purpose, an open, active and inclusive dialog is usually warmly welcome in order to deliver concrete, useful and long-lasting results. In this purpose, the so called “Quadruple helix” approach (Roman et al. 2020) is often adopted with the aim of identifying a set of main target groups that should represent the counterpart of such kind of consultation process.

Adopting a quadruple helix approach will then mean to bring together stakeholders from:

1. public institutions (at the level of cities, regions & local, regional, national & European policy);
2. private organizations (start-ups, SMEs, corporations)
3. academics (researchers, universities, research organizations) and
4. civil society/ citizens or association of citizens

An effective inclusion of the whole set of representatives will then ensure a strong baseline on which determine innovative process and shared solutions which all involved stakeholders will benefit.

Then, public institution and citizens are going to represents the main target groups to be involved when considering the first three phases of the informative side of the awareness campaign, as far as the other two target groups (i.e. companies and academic) are usually part of the process that tested or analyzed some of the innovation process or services to be proposed.

On the contrary, the whole set of target groups mentioned are representing the audience to be addressed when in the need of coordinating an effort that is addressing a strategic approach to the planning of transport and mobility on a cross-border dimension with the expected purpose of improving accessibility and transport in a specific area.

2.3 Expected results

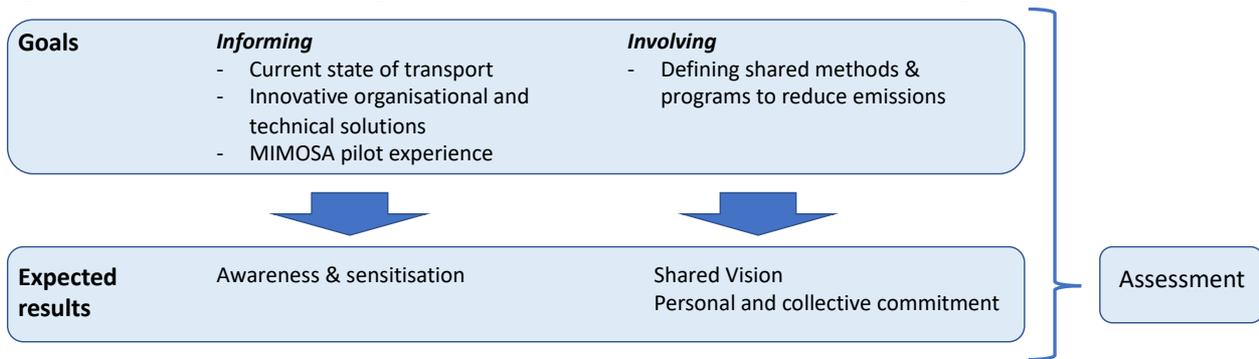
Expected result, at the end of the campaign, should be the following:

- **“Awareness & sensitization”**. This is the basic objective already inherent in the definition of the campaign: the target groups acquire an in-depth (not generic) knowledge of the sustainability problems of passenger transport between Italy and Croatia and are oriented to have a proactive attitude, i.e. aimed at their own personal role, towards the improvement of sustainability (e.g.: increasing the propensity to invest for operators, reviewing their travel choices for citizens).
- **“Shared vision”**: a document signed by as many stakeholders as possible in which: the current and prospective unsustainability of the state of passenger transport between Italy and Croatia is acknowledged, as well as the need for actions.
- **“Commitment”**: the endorsement (by stakeholders) to a series of policy recommendations that it undertakes to pursue and disseminate, within the limits of feasibility and for the scope of competence of each stakeholder.
- **“Assessment”**: a measure of the effectiveness of the public awareness action, carried out through the use of questionnaires which, depending on how the campaign evolves, may adopt one or both of the following techniques: a) for campaign participants, verification of awareness and sensitivity to sustainable transport issues before and after the campaign initiatives; b) for the general public, verification through a questionnaire addressed both to the people reached by the information campaign and to a sample of counterparts.

The realization of these specific documents, that will be part of the development of the MIMOSA Cross-Border Planning Model (O.4.5), and will be totally in charge to PP2 UNIVE, that will led the process, using on-line tools in order to assure a permanent communication flow and a co-design process. The idea is to make them part of the cross-border transport plan template (O.4.5). The added value of an awareness campaign conducted in this way is therefore to go beyond the simple dissemination of the project results, and to build a participatory convergence of views on the vision and a sort of common commitment (obviously not binding). The assessment will be part of the final report on the campaign foreseen in Deliverable 3.4.2, where each step of the campaign, as well as the meetings, results and related documents, will be thoroughly documented.

Figure 1 summarises the goals and the expected results presented respectively in the previous section 2.1. and in this section

Fig. 2: summary of the main goals and the expected results of the campaign



2.4 Implementation process: time plan and activities

The time schedule of the awareness campaign activities is presented below. The timeplan takes into account the timelines of the Application Form and the deadlines of the related deliverables. In addition, in order to have a reasonable certainty of not encountering obstacles and restrictions related to the COVID pandemic, the plan of preliminary activities is reshaped to be completed by 2021, while operational activities are carried out from 1 January 2022. At the same time in order to assure the meetings feasibility, facilitating the availability and the highest participation of all the different stakeholders, will be always proposed to stakeholders and partners during the organization phase, the on-line and/or blended options.

- **Within December 2021:** preliminary activities are concluded, including a questionnaire aimed at a) creating a preliminary involvement, b) assessing the pre-campaign degree of awareness and sensitivity towards the sustainability issues in Italy-Croatia passenger transport is sent to selected stakeholders (target group). All partners will contribute to the identification of the target group. The questionnaire will also provide the degree of potential involvement/participation of each subject contacted in the process, providing the possibility to select those who show a better attitude towards the initiative. To facilitate and increase the filling work of the questionnaire by the stakeholders, it will be prepared and distributed in different versions (on-line form: via qualtrics or g-moduli & a doc form). At the same time contact details will be distributed with the questionnaire template and re-call actions will be implemented by PP2 team in order to support and remind the finalization. In fact, those contacted will be explicitly asked to participate in the subsequent stages of the campaign, which will require activities such as reading and commenting on documents from the MIMOSA project, participating in panels and round tables, and a final questionnaire. Of course, only those who answer yes will take part in the campaign.
- In order to foster and maximize the impact of the Awareness-raising campaign, PP2 will discuss separately on bilateral on-line meetings the draft of the implementation plan with PP7 (Ministry Of Regional Development and Eu Funds - Department For Islands) responsible for WP6 (Transferring and capitalizing results) and with PP12 (HŽ PUTNIČKI PRIJEVOZ D.O.O.) responsible for WP2 (Communication activities). Particularly PP2 will discuss potential synergies/collaboration in public

meetings and events organized within WP6 activities planned for the period January 2022 – December 2022. Then, reached a fine tuning of the activities with WP6 and WP2 - the implementation plan of A-R Campaign will be presented to all PPs in the first common Steering C. Meeting.

- **Within January 2022:** stakeholder who have agreed to participate to the campaign are re-contacted by PP2 individually in order to: a) receive an information package of the MIMOSA study outcomes and pilots, b) provide their opinion / comments on the MIMOSA approach and on the overall issue. Opinions/comments will be gathered both in a pre-defined structured way (i.e. through forms), and in a discursive way (interviews or written comments).
- **February – April 2022:** organisation of local dissemination events (with the cooperation of all partners and stakeholders). Four meetings will be organised. The organisation of such events may concern both face-to-face meetings, to be carried out on the occasion of other activities already planned in the framework of PP2 or other partners' activities, and on-line or blended meetings. To this end, between December 2021 and January 2022, the preparation phase for the campaign will also include a broad consultation, both of partners and external stakeholders, to assess readiness to collaborate on these activities. The "minimum" solution will in any case be at least 4 virtual meetings. In addition, while we are writing this document, the problems relating to Covid restrictions have not yet been fully resolved. In such meetings, MIMOSA representatives and local stakeholders will discuss about the content of the information package and related comments. The meetings will be in the form of open discussion, with a moderator, and will have to come up with three main outcomes:
 - a synthesis document containing shared statements of principle (i.e., the seeds of a vision) on the main topics touched upon in the document. In particular, the principles should be oriented towards solving the main sustainability problems that are raised during the meeting, which in turn arise from the activities of the MIMOSA project;
 - a list of goals (what, when, how) for improving transport between Italy and Croatia in the directions indicated by the MIMOSA project: the participants in the meeting will therefore be asked to express their opinion on what actions can/could be undertaken, the time range for its feasibility, by whom and with what specific objectives. It is reasonable to expect that different statements of principles, as well as different goals, will emerge from the various meetings. All statements and goals will be brought together in a single document that will represent a sort "shared preliminary vision" from the MIMOSA stakeholders.
 - A proposal on how to proceed to achieve the objectives, or at least what steps to take to work in the right direction. This aspect, in particular, will contribute to the definition of the D.4.5.1 (methodology for cross-border planning model), which will therefore be the result of a participatory process as well as the related output (O:4.5 MIMOSA cross-border planning model), which we discuss below.

- **May 2022:** the outcomes from the meetings (a document containing the “preliminary vision” and the “shared methodology for planning model”) are circulated among stakeholders for comments and revision. At this stage participants will also be asked to prioritise the statements of principles and the goals and at the end of this process, a prioritised list of principles and objectives defined through an extended participatory process should be obtained, this being as close as possible to a common “vision”. A new document will be drafted for this purpose and circulated one last time.
- **June -Sept. 2022** - During this period, the campaign's target audience will be widened as much as possible, working closely with the partner in charge of communication to define documents and information packages (both printed and electronic) with contents aimed at different audiences: professionals (other than campaign participants), citizens, companies, young people, and students. Such documents and information package will be circulated widely. Moreover, main results of the campaign and its premises will be presented in one or two meetings, possibly organized in the context of the European Mobility Week initiatives. Feedback is collected from participants, who are invited to provide their contact details to receive information about the MIMOSA project.
- **Within Sept. 2022.** a questionnaire identical to the one previously circulated among stakeholders is re-proposed to the stakeholders themselves and submitted also to third parties who have become aware of the MIMOSA project. The effectiveness of the awareness-raising campaign will be assessed based on the comparison between answers before and after the campaign.
- **Within November 2022:** Campaign participants are formally thanked for their cooperation and offered to sign an endorsement document of the principles and actions identified during the process, as well as a non-binding commitment to be their own spokesperson and implementer.

2.5 Tools to improve involvement and participation

As mentioned above, numerous manuals and guidelines for an effective awareness-raising campaign are available. To name but a few of those consulted:

- Training manual of the E-Atomium Project (Intelligent Energy): “Awareness raising & Communication Campaigns - Training manual”.
- InAirQ Project (Interreg Central Europe): “Joint Methods And Contents For Awareness Actions – Guidelines”.
- BhENEFIT project (Interreg Central Europe): “Awareness Campaign Strategy”.
- ELINET – European Literacy Policy Network: “Guidelines to running an awareness raising campaign”.
- ELINET – European Literacy Policy Network: “The key features of successful awareness campaign”.
- Green European Foundation: “Campaign Handbook. A user’s guide to campaigning”.
- ENGAGE initiative (www.citiesengage.eu): “Campaign guidebook for cities”.

- REScoop 20-20-20 Project (Intelligent Energy Europe): Deliverable 3.3 “Guide to engage and manage stakeholders”.

These, as well as other useful contributions, are mainly focused on process, procedures and organisational and motivational factors. In the case of the campaign for the MIMOSA project, the target group of stakeholders who will be involved in the primary initiatives (meetings, round tables, participation in the contents of the planning model, etc.) will mainly be operators, decision makers and local authorities.

Since the contents at stake have a strong technical and interdisciplinary connotation, it is considered that it will be necessary to adopt team-working tools that are able to bring together different experiences and knowledge in synthesis documents that are not simply the sum of different positions. The possibility of arriving at shared opinions/judgments on a particular topic when people with different objectives and skills are involved is a typical problem of participatory activities. Since, in our case, we are dealing with issues with complex technicalities and stakeholders with specific professional skills, the role of the moderator in generating the confluence of views is likely to be less incisive than it might be in a general context aimed at citizens.

For this reason, depending on the specific time and situation, the campaign will adopt a twofold kinds of working method:

- With regard to the campaign meetings, an attempt will be made to adopt a technique similar to that of the "living labs", in which both the information part and the proposal and project part take place with a high degree of informal interaction and with a widespread contribution to the issues.
- In addition to the meetings, small working groups will be organised specifically to study the problems and propose operational solutions. In these small groups, it will be possible to adopt one or more teamwork techniques that have been tried and tested in a number of areas and that are usually used to support teamworking activities. Here we suggest the followings:
 - o Modified Delphi method. With reference to a particular theme/objective/issue, etc., participants are asked to briefly formalise their judgement in written form (a few lines). Judgments are collected and circulated to all participants anonymously, so no one knows who said what. Participants are then asked whether they intend to confirm their initial judgement, whether they intend to reformulate it in the light of what they have seen emerge from the group, and which of the judgements they have read from others they would adhere to. Based on what emerges from the second step, the moderator can assess whether or not points of convergence emerge in the group's opinions.
 - o System mapping. This is a technique used to highlight direct or indirect cause-effect relationships between elements of the same system whose role is difficult to isolate. For example, to understand which travellers' behaviours might be modified by new services and whether there might actually be a link between seemingly unrelated elements. This is a rather complex technique, involving a focused discussion in small groups, moderated by a

person trained to manage this type of activity. The result of such a procedure, however, is very useful because it consists of a map of the main relationships and factors underlying the phenomena one wishes to stimulate or discourage. Due to its complexity and the time it requires, whether or not this tool can be applied during the campaign will depend on the concrete way in which the meetings are organised.

- Prioritisation through 'importance-performance' assessment. This method is useful for establishing importance rankings when there are several elements (initiatives, problems, objectives, etc.) for which there is no obvious or shared priority (e.g. if it is a question of whether it is more important to intervene with restrictions on car traffic or the creation of cycle paths). The method consists of asking each participant to rate the importance of a certain objective, problem, etc. (e.g. on a scale of 0-10). The method consists of asking each participant to rate the importance of a particular objective, problem, etc. (e.g. on a scale of 0-10) and to rate on the same scale what they believe to be their current level of performance with regard to that objective or problem solution. For example: a) how important it is that there are new connections between Dubrovnik and Mljet, Kolocep and Lopud, and b) what is the current degree of connectivity/quality and frequency of transport on these routes. The same pair of questions is asked for all the issues on the table, so that at the end we have a summary picture of the participants' opinion weighing the importance of an action, investment, etc., with a judgement on the current situation. The moderator can then compose these judgements on a map that provides a visualisation of the overall judgements collected on the different issues, so that the results can be commented on and discussed collectively.

The main advantage of the three techniques presented here is that they translate informal, unstructured discussions and brainstorming into structured information with which participants can still identify (or openly disagree) even if the end result is not exactly the same as the opinions they have expressed. In this way the synthesis documents have a genesis that leaves little room for ambiguity as to whether they are actually the result of joint work.

A further advantage is that these techniques require longer and more direct interaction between participants than in traditional meetings, thus providing a moment of greater mutual understanding and, hopefully, greater cohesion.

The main disadvantage of these methods is that they are time consuming and require specifically trained moderators. While the latter problem can be overcome, the time-consuming factor is one of the main barriers to engagement processes. For these techniques to be effective, convinced and sincerely interested participation is required, so their application will have to be evaluated on a case-by-case basis. The risk is that the perception of an overly demanding activity may discourage active participation, thus risking compromising the outcome rather than improving it.

2. Conclusions

The method and programme presented here have been drawn up taking into account the realistic possibilities of movement and personal encounters that will be possible from the end of 2021 and throughout 2022. At the time of writing, the effects of the pandemic seem to be less and less stringent in this regard, so there is reason to be optimistic about the possibility of fully realising what is envisaged in this document. Although great strides have been made in remote teamwork techniques, the attention and involvement in non-presence meetings falls far short of what is needed to nurture a collective vision and will among individuals with very different goals and personal experiences. Therefore, should the conditions not exist in 2022 to realise the meetings described here, remote meetings should continue to be used.

In any case, the impact of such an eventuality on the awareness and sensitisation part of the campaign is thought to be modest, while it might be more evident on the involvement part. For this reason, it is envisaged that the Delphi method and the Importance-Performance method can be used, both of which have been proven even in cases where there are no meetings between stakeholders.

In conclusion, we point out the key role of all the project partners in collaborating to identify the stakeholders to be involved in the activities, also because it has been ascertained that consolidated ties are an element of primary importance in the adoption of common aims.

References

- EC. (2011a, March 28). Roadmap to a single European transport area—Towards a competitive and resource efficient transport system. European Commission COM (2011) 144 Final, Brussels.
- Hössinger, R., & Sammer, G. (2003, August). Explaining attitudes and supporting changes of attitudes towards transport policy decisions of stakeholders. In *Moving through Nets: The Physical and Social Dimensions of Travel*". 10th International Conference on Travel Behaviour Research. Lucerne (pp. 10-15).
- Jones, P.M. and L. Sloman (2003) Encouraging behavioural change through marketing and management: what can be achieved? Paper presented at the 10th International Conference on Travel Behaviour Research, Lucerne, August 2003.
- Mikiki, F., & Papaioannou, P. (2012). Investigating pro-environmental and active travel behaviour for successful sustainable travel promotion. *Procedia-Social and Behavioral Sciences*, 48, 1424-1433.
- Reutter, O. (2004). The 'YOU-move. nrw'campaign—New partnerships for youth-oriented and environmentally friendly mobility management Oscar Reutter. *Editorial board*, 10(4), 15-21.
- Roman, M., Varga, H., Cvijanovic, V., & Reid, A. (2020). Quadruple Helix models for sustainable regional innovation: Engaging and facilitating civil society participation. *Economies*, 8(2), 48.

Scheunpflug, A., & McDonnell, I. (2008). Building public awareness of development: communicators, educators and evaluation.

ANNEX I

Factsheet on relevant EU Projects focused on awareness-raising campaigns for transport and sustainable mobility.

As regards European funds for mobility and transport, the several Financing Programmes have immediately grasped the scope and impact linked to a systematic implementation of awareness and information campaigns in order to support a more rapid and widespread paradigm shift towards the principles of sustainable mobility. Considering just some of the most famous initiatives launched by the European Commission (e.g. the Framework Programmes for Research and Innovation [European FP], and those related to European Territorial Cooperation [ETC] or to the Intelligent Energy Europe Programme [IEE]), the topic of raising awareness of citizens towards less polluting and more sustainable transport solutions - and in general to increase the quality of life and of mobility services in cities and on long-distance routes - has developed a specific research area and relevant cooperation experiences since the very beginning. In this perspective it could be useful to provide a short overview of some selected European projects⁴ (short factsheets), in order to highlight the development and evolution of the different methodological approaches applied over the years in planning and organizing awareness-raising campaigns at EU level, following a chronological pattern.

Methodological Approach:

Projects are selected on the basis of similarity elements with the main topic of the MIMOSA project (5 FP projects and 5 Interreg/IEE projects are selected and reported in short factsheet, many others are reviewed in order to collect info and suggestions concerning methodological approach). The reference source for projects relating to the Research and Innovation Framework Programmes is the European Commission's online database Cordis (<https://cordis.europa.eu/en>), while for European Territorial Cooperation (Interreg) Programmes it is the EC's online database Keep.eu (<https://keep.eu>), and the EC TRIMIS platform, "Transport Research and Innovation Monitoring and Information System" (<https://trimis.ec.europa.eu>). A similar review of early FP projects up to 2004 is provided by Cairns S., Sloman L, Newson C, Anable J, Kirkbride A & Goodwin P (2004) Travel awareness - 'Smarter Choices - Changing the Way We Travel', Final report of the research project: 'The influence of soft factor interventions on travel demand' - Published by the Department for Transport, London, 20.7.2004 on the 'Sustainable Travel' section of www.dft.gov.uk, p.162 and fn.1.

1.2. European Framework Programmes - Research & Innovation (FP): Selected EU Projects on Sustainable Transport A.-R. and Sensitization Campaigns

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
FP4-TRANSPORT	1996-1999	University of Westminster (UK)	Information and publicity helping the objective of reducing motorised mobility - INPHORMM
Aim & objective			
The overall aim of the research is to produce Guidelines showing how to use various kinds of information and publicity campaigns in order to reduce dependence on the car and levels of motorised mobility.			
Methodological Approach			
An involved range of public or private sector organisations organized targeted a-r campaigns in private and public places (national, regional and Local Authorities, City Councils and municipalities, public transport operators,			

environmental organizations, Health Authorities and health insurance companies, employers, and sites with high volumes of traffic) such as tourist attractions, airports, hospitals, universities and schools). All are involved in providing information or running campaigns/programmes to reduce car use. Many campaigns are co-ordinated by partnerships between these organizations, and some are working with local community groups. Several information and communication tools aimed at different target audiences were exploited. At the same time were developed a number of 'concept campaigns', to illustrate how the principles derived under the general model might be applied in selected situations.
Target Groups
Workers, Citizens, local community groups, tourists, students, etc.
Achieved Results
INPHORMM project partners investigated how transport information and publicity campaigns can influence peoples' awareness, attitudes, and travel behavior - and encourage cycling, walking and the use of public transport. On the basis of the monitoring and evaluation results found in the review, some general conclusions have been drawn which have been used to develop a general model to understand travel behaviour change and provide good practice guidelines.

*Source: Cordis <https://cordis.europa.eu/project/id/UR-96-SC.1191/results>

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
FP4-TRANSPORT	1996-1999	Aristotle University of Thessaloniki (EL)	Campaigns for Awareness using Media and Publicity to assess the responses of individuals - CAMPARIE
Aim & objective			
Identify Information Management & Awareness Campaign (IMPAC) methods and strategies aiming at influencing travel behavior in favor of sustainable transport modes and at enhancing the awareness of the public and the image and attractiveness of these. Assess the future trends and perspectives for development of transport marketing. Achieve a widespread dissemination of the project outcome within and beyond the Transport RTD Programme.			
Methodological Approach			
A pan European survey of transport decision makers and of publicity and media professionals were conducted in order to record and assess perspectives of transport marketing. A user-friendly computer prototype (MIRTO) were realized, orientated towards transport policy makers and marketing professionals, as a guide for optimal IMPAC strategies and as a tool for evaluating the effects of the various media used therein. Test in situ and evaluate innovative strategies for IMPAC aiming at the promotion of sustainable urban transport.			
Target Groups			
Policy makers, marketing professionals, wide public			
Achieved Results			
Recommendations and guidelines regarding the main features of IMPAC focusing on their purpose, content, target destinations, media and displays. MIRTO prototype.			

*Source: Cordis - <https://cordis.europa.eu/project/id/UR-96-SC.1162>

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
FP5-GROWTH KA2	2000-2003	TTR - Transport and Travel Research (UK)	Travel Awareness Publicity and Education Supporting a Sustainable Transport Strategy in Europe - TAPESTRY
Aim & objective			
The TAPESTRY project built on the achievements of previous research and campaign programmes such as INPHORMM and CAMPARIE (in which many of the members of the TAPESTRY consortium were involved), and took forward the key issues that had emerged from these projects. The overall aim of TAPESTRY was to increase knowledge and understanding of how to develop effective communication programmes to support sustainable transport policies in Europe.			
Methodological Approach			

The TAPESTRY work programme was built around 7 main tasks: 1) The production of two technical Deliverables: the State of the Art Review and the Common Assessment Framework which were used to inform the campaign design process and shape the assessment of the case studies. 2) The production and maintenance of a European-wide state of the art on the principles and practice of promoting sustainable transport and its assessment, drawing on the consortium's past experience in projects such as INPHORMM and CAMPARIE. 3) The development and implementation of clusters of case studies, in which the 'state of the art' principles and best practice can be applied, monitored and evaluated.

4) The development of a common assessment framework for all case studies covering the life cycle of design, implementation and review, allowing for a local assessment, a European cross-site assessment and a thematic assessment.

5) The setting-up of an active network of interested individuals and organisations across the case study and elsewhere, in order to share good practice in the use of communication tools to deliver transport policies and plans, including links to partners in the USA, Central and Eastern European Countries and Iceland. 6) The production of guidance, best practice and resource materials for organisations and transport professionals in the field of communication, marketing and community development. 7) The active exploitation of the project results in all European countries, through both existing city co-operations networks and the network developed during the project lifetime itself.

Target Groups
Local Policy Makers, Practitioners, Wide EU general public
Achieved Results
TAPESTRY produced: 1) A state-of-the-art survey of recent EU and National projects dealing with multimodal awareness. 2) In addition, a complete assessment of TAPESTRY campaigns were conducted, which concluded that 6 case studies demonstrated statistically significant increased uses of the "target transport mode", while 3 case studies demonstrated a statistically significant decrease of private-vehicle use. 3) "Campaign Assessment Guidance" and "Best Practice Guidelines", methodologies for designing and managing a campaign, and then measuring it's outcomes and eventual induced behavioural changes.

*Source: TRIMIS - <https://trimis.ec.europa.eu/project/travel-awareness-publicity-and-education-supporting-sustainable-transport-strategy-europe#tab-partners>

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
FP7-TRANSPORT	2008 - 2009	Research Institute for System Integration – Istituto di Studi per l’Integrazione dei Sistemi (IT)	Raising citizens awareness and appreciation of EU research on sustainable transport in the urban environment – MOVE TOGETHER
Aim & objective			
The aim of the MOVE TOGETHER project, is to build an awareness raising exercise to let people become fully: 1) conscious of the sustainability implications of transport in the urban context, 2) aware of what EU transport research is doing and how research results can help making urban transport more sustainable.			
Methodological Approach			
3 main components: 1 Critical review and appreciation of EU research on sustainable urban transport with the help of a transnational panel of citizens. The establishment of a participatory process will make citizens and stakeholders produce together a Digest on EU research presenting the scientific facts in a language and format accessible to non-experts lay citizens. 2 The overall process will be tested with a local event in the city of Rome. A randomly selected panel of local citizens will be involved in a citizens and stakeholders conference process. They will assess the Digest produced at European level and relate it to the experiences, the EU research undertaken and the research needs of Rome This will complement the Digest with concrete commitments for the possible implementation of EU research achievements and best practices, elaborated by citizens and local stakeholders.3 Europe wide dissemination and replication of this systematic awareness raising concept and of the outcomes/lessons learned from the local event in Rome, by means of pilot exhibitions at major European conferences on sustainable transport issues, town hall exhibitions in cities selected through a tendering process, all complemented by other standard dissemination activities.			
Target Groups			

Stakeholders, researchers and politicians together with the general public.
Achieved Results
<p>Project partners have worked with two groups of citizens. The first comprised an international focus group of 27 individuals randomly chosen from each EU country, who participated in two workshops and the Move Together conference launch. The second group involved 24 citizens randomly selected from each area of the Rome metropolitan area who took part in two workshops and a local Move Together conference. Involvement with the two groups has resulted in two 'Move Together citizens declarations' at the EU and the local level. The declarations include a series of messages highlighting citizens' understanding of EU research on urban transport and its impact on their day-to-day lives. These experiences have been communicated to the wider public through a travelling exhibition that has visited Vienna, Rome, Budapest, Nice and Brussels.</p> <p>Project partners have worked with two groups of citizens. The first comprised an international focus group of 27 individuals randomly chosen from each EU country, who participated in two workshops and the Move Together conference launch. The second group involved 24 citizens randomly selected from each area of the Rome metropolitan area who took part in two workshops and a local Move Together conference. Involvement with the two groups has resulted in two 'Move Together citizens declarations' at the EU and the local level. The declarations include a series of messages highlighting citizens' understanding of EU research on urban transport and its impact on their day-to-day lives. These experiences have been communicated to the wider public through a travelling exhibition that has visited Vienna, Rome, Budapest, Nice and Brussels.</p>

*Source: Cordis - <https://cordis.europa.eu/project/id/212659>

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
Horizon 2020 EU.3.4: Smart, Green and Integrated Transport	2016 - 2019	Forschungsgesellschaft Mobilitaet - Austrian Mobility Research Fgm - Amor Gemeinnutzige GmbH (AT)	Prosperity through innovation and promotion of Sustainable Urban Mobility Plans - PROSPERITY
Aim & objective			
<p>The core concept of PROSPERITY is bringing ministries into the project, which will significantly enhance the visibility of the project at the national level and therefore increase numbers of cities active on SUMP. Thus PROSPERITY will ensure that more cities commit to SUMP that are in line with the EU SUMP Guidelines and that include a broad range of innovative measures. This will generate a high leverage factor, especially in regions and cities where take up is so far low and the impacts from transport are severe – therefore the majority of PROSPERITY activities is in such regions and cities - thus in southern, central-eastern and eastern Europe. Produce a culture shift in terms of environment for SUMP in member states and in the organisational culture of transport planning in city authorities.</p>			
Methodological Approach			
<p>To provide mechanisms and tools for Ministries to take this lead role. Analyse clearly the problems of (lack of) take-up of SUMP – to understand from cities themselves why they are not taken up and then to help cities to address these barriers. Get more cities to take up effective high quality SUMP – through cities’ involvement in the project and indirectly through more cities hearing about SUMP in their country. The Prosperity project aimed to tackle this problem by establishing national SUMP ‘task forces’. Over three years, these platforms became the place to discuss cities’ needs and requirements, and more specifically the planning and implementation of national SUMP support programmes tailored to these needs in each participating city. The project consortium used a peer-to-peer approach: they identified ‘champion’ SUMP cities and selected their development leaders to become trainers in other, less advanced cities. “This ensures that the information and content, contained in the training and awareness raising material, are based on the experience of real cities and these messages resonate most with other cities because they provide real evidence,” (Robert Pressl)</p>			
Target Groups			
<p>City administrations, ministries and national agencies, city and site managers, people in charge of budgeting, technical personnel and politicians. The project consortium used a peer-to-peer approach: they identified ‘champion’ SUMP cities and selected their development leaders to become trainers in other, less advanced cities.</p>			
Achieved Results			

A large awareness raising, dissemination, training and cross-learning programme has enabled cities from 13 EU countries and regions to make up for lost time in Sustainable Urban Mobility Plans (SUMP). All of these countries are now working on – or already have – a dedicated national programme.

*Source: TRIMIS - <https://trimis.ec.europa.eu/project/prosperity-through-innovation-and-promotion-sustainable-urban-mobility-plans> | Cordis: <https://cordis.europa.eu/article/id/300423-a-muchneeded-boost-for-sustainable-mobility-in-eu-cities>

1.3. European Territorial Cooperation Programmes (ETC) – Interreg | Intelligent Energy Europe Programme (IEE): Selected EU Projects on Sustainable Transport A.-R. and Sensitization Campaigns

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
INTERREG IIIB - Trans-European cooperation – North Sea Programme	2002 - 2005	West Yorkshire Passenger Transport Executive (METRO) (UK)	Travel Awareness Regional Groups for Environmental Transport 2 - TARGET 2
Aim & objective			
<p>Under Interreg IIC, the TARGET 1 project demonstrated the effectiveness of spatial development in tackling car dependency with interventions that provide specific target populations with travel awareness tools (information, promotion, incentives and new services). "Travel Awareness Regional Groups for Environmental Transport 2" (TARGET 2) is the follow-up of TARGET 1, and it supports sustainable transport in urban and rural areas through the development, implementation and ongoing awareness raising promotions, to provide a range of travel options for work, school and leisure journeys. The objective of TARGET 2 is to develop, implement and evaluate a package of mobility management activities that will promote, facilitate and encourage the use of alternative modes to the car. Through transnational co-operation, strategies to promote effective and sustainable transport systems in urban and rural areas will be developed. Specific objectives were: 1) to create a practical platform for exchange of information and best practice concerning mobility management activities; 2) to create proactive transnational networks to foster ongoing development of mobility management techniques; 3) to engage business in developing travel options that mitigate the environmental impact of business generated travel demands for employees, visitors and customers; 4) to extend existing, and develop a new range of interventions to develop positive attitudes to sustainable transport modes with young people and the wider community; 5) to test the benefits of a specific Mobility Centre in Lundby as a one-stop-shop for all sustainable travel information and support. A key driver of the project was to develop activities that could be continued, expanded and replicated following the completion of the project.</p>			
Methodological Approach			
<p>TARGET 2 was implemented through four linked transnational Work Areas, each designed to target a specific population group with the most appropriate interventions to achieve a modal shift in favour of more sustainable transport modes. These work areas are: 1) Work Places. This area developed a model for working with key business sectors and developing travel options, such as car-pooling, bicycle usage and the promotion of greener fuels. 2) Mobility Education. This area developed positive attitudes to sustainable transport modes by targeting households with information and school initiatives. 3) Transport and Leisure. This area aimed to reduce car travel to a range of visitor attractions through e.g. logistics improvement. 4) City Living. This area developed activities for urban areas such as improvement of information for walkers and cyclists, integrated ticketing and removing causes of social exclusion. The joint implementation of activities across the different countries was a fundamental component of the project. All partner regions participated in the four Work Areas, with each region having responsibility for the overall direction and co-ordination of a Work Area. Furthermore, the benefits of transnational co-operation and network-based learning were maximised through a number of activities including in-depth partner exchange visits, twice yearly thematic workshops, and development of the TARGET website. The added value of transnational exchange have been the sharing of knowledge and experience which: a) fast tracked solutions to problems; b) provided new perspectives to old problems; c) tested apparently good solutions to work in different locations; d) developed a common source of knowledge so mistakes were not repeated; e) created good practice leaflets, reports, posters for joint working on common solutions; f) helped to develop strong networks.</p>			

Target Groups
Urban and rural areas: workers, households, students, tourists/visitors
Achieved Results
During the three year life of Target 2, a total of 26 activities were successfully implemented through four linked transnational work areas that were throughout the eight partner countries. In Yorkshire and Humber within Target 2, the local authorities worked together to roll-out travel planning measures to companies. Subsequently a West Yorkshire Travel Plan Network has been established with 94 company members; the TOPS service has extended and now employs 3 full-time staff who supports 150 companies. These services are supported by project's specific electronic travel survey software, integration with the regional Journey Planner and a nationally available virtual web resource. In Odense, DK software was developed to be in use within schools by school children to determine danger spots throughout their journey to school. This has consequently reduced child related injuries by 75% and reduced accident figures by 18%; these are amounts that correspond to €2.1 million per year. Results from the software application, cross referenced with police accident records, have been incorporated into Planning and Highway road improvement schemes. Gothenburg used simple 'thank you days' encouraged awareness and feel-good factor to participants by the distribution of flowers or sweets. Moreover the project has made good progress in transferring project results to regional and national governments. For example, Lundby Mobility Centre and their mobility management strategies and the promotion and health campaigns in Odense by the UK House of Commons Health Committee. In Brugge the mobility plan has been incorporated at a regional level. Finally travel software developed in South Yorkshire, UK has been adapted by other authorities and phased in across South and West Yorkshire.

*Source: TRIMIS - <https://trimis.ec.europa.eu/project/travel-awareness-regional-groups-environmental-transport-2> -

Interreg IIIB North Sea Programme (archive):

<http://archive.northsearegion.eu/iiib/projectpresentation/details/&tid=41&theme=3>

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
Interreg Alpine Space 2000 - 2006	2003 - 2007	Province of Belluno (IT)	1. Transalpine Awareness Raising for Sustainable Mobility - ALPINE AWARENESS

Aim & objective
The „Alpine Awareness“ project partners follow a common main strategy of contributing to sustainability in transport in the Alpine Region, thus promoting a new, sustainable way of life in the Alps. Alpine Awareness deals with the provision and dissemination of information about sustainable development in the transport and mobility sector, which are important instruments for the creation resp. strengthening of awareness for problems related to the impacts of transport on environment and health. Measures in the field of eco-mobility can only be successful, if they are carried by a strong awareness for the meaning of „Sustainable Mobility“ for stakeholders, transport enterprises and the population, but also for visitors in the Alpine Region. The partners will create a number of common products, taking user-specific approaches and profiting from the advantages of transnational synergies. The common products will have regional mutations, which can be flexibly applied in the regions.

Methodological Approach
Transport, particularly motorized traffic, has a substantial impact on environment (air quality, noise, water etc.) and health in the Alpine region. Awareness for the causes and effects of these impacts is often low in both the local population and visitors to the Alpine Region, thus leading to unsustainable mobility patterns. The project aims at contributing to sustainable development by reducing traffic-related emissions, thus implementing the strategies of EU and national policies, by taking a target group-specific approach: - Young people (adolescents, pupils and kindergartners) will be involved as an authentic target group for putting measures of transport policy into effect. An early involvement of young people and their life-styles will effect an intense, long-lasting awareness of and sensitization towards sustainable multimodal mobility. Thus, young people will be made aware of multimodal mobility options other than the mere use of a car. By using a peer-group approach they become directly concerned and motivated to find solutions for their needs. - Being directly involved in the design and

organization of public transport offers and services, employees and operators in transport and tourism are another important target group for awareness-raising measures.- Specific measures for a sensibilization for sustainable mobility via PR and marketing campaigns and products will target the general population and have a special focus on families, employees and students.

Target Groups
Citizens, special focus on families, employees and students
Achieved Results
<p>The strategy pursued by the Provincial Administration of Belluno and by Dolomiti Bus is based on the conviction that, in order to awaken public opinion to the importance of sustainable mobility, information has to be provided on the advantages of replacing the private car with alternative means of transport, such as trains or buses. Provincial Administration of Belluno (LP) and Dolomiti Bus began holding a series of informative meetings in schools and at the Orienta Trade Fair. In 2005, the two partners announced a competition. The aim was to make the younger generation living in the alpine areas more aware of sustainable mobility, i.e. able to choose and use sensibly all means of transport, in order to improve the quality of life in mountain regions. The winning class in the primary school category provided the drawings and ideas to create a 2007 calendar which was distributed to all the hotels and schools in the province. At the same time, one bus of the Dolomiti Bus fleet was entirely decorated with a drawing made by the pupils of the winning 3rd (final) grade of a junior high school in Sedico. South Tyrol Eco-Institute/Alto Adige has re-organized its web site in both languages used (Italian and German) to improve promotion of the project and several other experiences made in the field of sustainable mobility, in order to make them accessible to a wider public. The project was a real success: from November 2004 to February 2006, almost 16,000 people from all five continents visited the web site. In July 2005 the site was awarded the "Ecology on the net" prize by the Italian Ministry of the Environment. South Tyrol Eco-Institute/Alto Adige, with the cooperation of the local public transport service provider, organized "Mobility Assistant" training courses. The Autonomous Region of Friuli-Venezia Giulia and the Carnia region have cooperated to publish a joint brochure as the main tool spreading the contents of the project, as well as two on-line newsletters providing the general public with information on the project and on its results. The TUM (Technical University Munich) has made available the results of its own representative study on the leisure and mobility needs of Alpine tourists. Further contributions include various press releases and articles in the media. In Austria, four project partners - the Federal Ministry of Agriculture, Forestry, Environment and Water Management, Federal Ministry for Transport, Innovation and Technology, the Federal Ministry of Economics and Labour and the Municipality of Werfenweng have jointly implemented measures in the Pongau Region (Province of Salzburg) in order to increase awareness of the need for sustainable mobility. Rhônealpenénergie-Environnement (the Rhône-Alpes Regional Energy and Environment Agency) has taken on the responsibility of coordinating the information dissemination phase, according to different means adopted by the partners. For example, a multilingual web site www.alpineawareness.net, introduces the project, as well as the European policies on soft mobility, the various partners and their main results. The objective of this web site is also an intervention aimed at promoting environmental protection, reducing gas emissions causing the greenhouse effect, optimizing energy consumption and protecting public health. The Autonomous Region of the Aosta Valley organized exchange activities between Aosta Valley and French schools.</p>

*Source: Keep.eu: <https://keep.eu/projects/80/ALPINE-AWARENESS-Transalpine-A-EN/> | Alpine Awareness official web site; <http://www.alpine-space.org/2000-2006/alpineawareness3a6e.html?&L=yobycrvmtmp>

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
IEE - Intelligent Energy Europe	2010 - 2013	City of Göteborg, Traffic and Public Transport Authority (SE)	Cycling Awareness Raising and Marketing - CARMA
Aim & objective			
The overall goal of the CARMA Project was to gain a better understanding of how to change the belief and behaviour of target residents.			
Methodological Approach			

The CARMA Project used four different approaches to reach its goals: 1) Analysis and identification of target groups; 2) Establishment of internal and external networks; 3) Capacity building - training sessions and workshops; 4) Implementation of communication activities.
Target Groups
Targeted groups of citizens: students, employees
Achieved Results
The project yielded the following results: a) It identified the target groups with the highest potential of changing their travel behaviour in favour of cycling b) It developed target group identification maps; c) It ran 38 different campaigns in total in the different CARMA cities in order to raise awareness and show the attractiveness of cycling as a transport mode; d) It targeted 100 000 students and 40 000 employees, held 54 internal and 36 external network meetings as well as 36 focus group meetings;

*Source: TRIMIS - <https://trimis.ec.europa.eu/project/cycling-awareness-raising-and-marketing>

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
IEE - Intelligent Energy Europe	2014 - 2016	Institute for Transport Studies, University of Natural Resources and Life Sciences (UK)	Increasing peoples' awareness and use of public transport through active mobility consultancy with focus on feeder systems - SmartMove
Aim & objective			
The main goal of the SmartMove project is to shift journeys currently undertaken by car to other, more sustainable means of transport. This will lead to a substantial decrease of greenhouse gas emissions caused by road traffic. The SmartMove project aimed to spread the concept of AMC campaigns to promote rural public transport feeder networks in Europe. Each of the eight test regions was a characteristic rural or peri-urban area, thus the experiences gathered can be relatively easily replicated elsewhere in Europe. The project has been successfully completed and the results are all accessible on this page.			
Methodological Approach			
SmartMove promotes the use of public transport via active mobility consultancy (AMC) campaigns. In this type of direct marketing campaign, current and potential passengers are provided with customised information via various communication channels. However, AMC campaigns do more than merely provide information: interaction with citizens is ensured through events, personal consultancy and on- site assistance. Eight rural and peripheral regions in Europe prepare, implement and evaluate a local “active mobility consultancy” campaign. This will give public transport operators an insight into the demands of current passengers and the views of those who do not use public transport. If it is shown that the non-use of public transport is caused by hard facts – the location of bus stops or inconvenient timetables – transport operators will be able to adapt their services in order to attract new passengers and ensure they retain existing users.			
Target Groups			
EU Population of rural areas			
Achieved Results			
A demonstration of AMC campaigns in the eight implementing regions, including all aspects from planning and preparation to implementation and evaluation The further development of AMC campaigns, taking into consideration hot issues such as demographic change and public transport feeder systems (“first rural mile”) Intensive training and knowledge transfer between the SmartMove partners via training seminars, site visits and guidance materials The facilitated uptake of AMC campaigns by external practitioners via take-up seminars and a dedicated e-learning scheme that includes video lectures and webinars accompanied by easy-to- read guidance documents and comprehensive information for implementers available on the project website			

*Source: TRIMIS – <https://trimis.ec.europa.eu/project/increasing-peoples-awareness-and-use-public-transport-through-active-mobility-consultancy> | SmartMove official website: <http://www.smartmove-project.eu>

EU Programme	Implementation Period	Lead Partner/Coordinator	Project name & acronym
Interreg Europe	2018 – 2023 (ongoing)	Adam Mickiewicz University Foundation, Poznan Science and Technology Park (PL)	Public Engagement for Sustainable Public Transport - PE4Trans
Aim & objective			
<p>PE4Trans addresses the issue of potential for improvement of public transport policies by including citizens to the process of design and implementation of sustainable transport strategies and plans with the view to change peoples' mobility habits and routines incorporating findings of behavioral sciences. Regions and cities across Europe invest significant funds in public transport infrastructures, introduce incentives and regulations as well as information campaigns with the view to reduce carbon footprint by stimulating peoples more pro-environmental behaviours. P4Trans partners adopt the approach "for the people, by the people and with the people" as a guiding principle for the possible policy improvements</p>			
Methodological Approach			
<p>The project goes in two directions: 1) Influencing the citizens' behavioural change using knowledge and good practices of environmental solutions based on economy, sociology and psychology developments to stimulate people towards more sustainable routines and habits, 2) Launching in the participating territories transferable mechanisms of public engagement in policy makings processes. A significant change that project will bring is the transferable frames for dialogue and mutual learning process involving experts to bring state of the art insights and provide feedback, policy makers shaping their short and long term agendas and citizens who will integrate their hopes and concerns, viewpoints and ideas adding significant value to the process. PE4Trans will focus mainly on improvements in the policy instrument governance in 5 participating territories (3 of them belonging to Growth & Jobs programmes and 2 financed from local budgets). As a result specific solutions will be elaborated in a participatory way in each partner territory enhancing the use of sustainable mobility solutions and contributing to substantial reduction of the carbon footprint, both policy-makers and inhabitants benefitting from the outcomes.</p>			
Target Groups			
Wide general public, citizens.			
Achieved Results			
<p>(still ongoing)</p> <p>The project focuses on the Measure 3.3.4 of Regional Operational Programme of Wielkopolskie 2014-2020 - Support of low carbon strategies, including urban mobility within ITI for the development of Kalisz-Ostrów Agglomeration - hereinafter referred to as ROP. It aims to contribute to low carbon economy objectives through the support of low gas emission public transport, strengthening the use of sustainable transport, including cycling and walking, by the Kalisz-Ostrów Agglomeration inhabitants and reduction of pollution on the territory. ROP foresees integrated investments projects combined the promotion actions. Thorough analysis the projects submitted for ROP makes it evident that they must be strongly supported at the implementation stage to gain better synergies. In addition application of the public engagement approach and learning people's needs and motivations is strongly needed to influence on citizens behaviours and habits towards sustainable transport. There are little experiences on the territory both on public engagement and influencing the citizen behaviours. But the ambition of the Kalisz-Ostrów Agglomeration is to introduce the public participation approach on different fields and stages of policy making. The project beneficiaries are mainly the municipalities - members of the Agglomeration Association, which makes it easier to introduce coordination activities and gain synergy effects. There is no additional funding required for the approved regional projects.</p>			

*Source: Interreg Europe official website: <https://www.interregeurope.eu/pe4trans/>