



Information and awareness campaigns to enhance the effectiveness of investments and infrastructure measures for energy-efficient urban transport

# ADDED VALUE

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# Editorial

As part of the European Transport Strategy to restore the balance between transport modes, major investments have been made in order to increase the use of public transport, soft modes, rail and maritime transport. In fact, over reliance on the private car leads to rising health and environmental problems, traffic congestions and safety issues. Furthermore, transport is the second biggest source of greenhouse gases in the EU and the trend reveals a steady increase over the last number of years.

Major investments have been made throughout Europe in re-construction and modernization of the transport network in cities, in particular public transport. This is especially true for new member states within the Objective 1 Regions under the EU's cohesion policy which have access to structural funds. These investments are not always accompanied by a strong promotional campaign necessary to encourage use, and thus the potential cost effectiveness of these investments is not achieved.

Combining hard and soft measures to promote public transport and soft modes is crucial to achieve stated economic and social objectives. The overall objective of ADDED VALUE is to improve the cost-benefit ratio of (expensive) infrastructure and investment measures in transport by supporting them with intensive and relatively cheap information and awareness campaigns in order to increase take-up and bring about a modal shift.

The practical applications developed within ADDED VALUE and depicted in this publication, are perfect examples of successful, low cost, and easily replicable measures that induce behavioral changes - an ADDED VALUE to maximize the impact of relevant EU-funded projects!

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# The project

The aim of the ADDED VALUE project (funded with the STEER program of IEE) is to add value to big investments and infrastructures made for alternative, energy saving transport modes, which are either already in place or are being planned and implemented during the project time. This is to be achieved through applying marketing tools, and information and awareness campaigns to promote and make better use of these infrastructures.

## Why a project like ADDED VALUE?

The overall idea of ADDED VALUE is to improve the cost-benefit ratio of (expensive) infrastructure and investment measures in transport by supporting them with intensive (and relatively cheap) information and awareness campaigns so that they are more readily accepted and used by the citizens. Nowadays very often these big investment measures are implemented without any accompanying promotion. All the money is spent for construction and building, with no money provided for the necessary soft measures. This would be unthinkable in the car industry when a new model is produced. Similarly, if one builds a new very nice and fancy theatre, people would be aware of it and would appreciate it. But without an attractive programme they won't use it for the purpose it was built – to visit plays. Taking these examples



ADDED VALUE demonstrates the importance of the combination of hard measures (infrastructure & investments) with soft measures (marketing, information, promotion) to maximise cost-benefit effects.

In eleven different cities and regions all over Europe applications have been implemented dealing with the promotion of big investments / infrastructure measures by soft measures such as mobility management and travel awareness campaigns to promote energy efficient clean transport. The promotions include pedestrian zones and walking as well as cycling, public transport and multi-modal (e.g. park &



ride). The applications are carried out in Portugal, Spain, Ireland, Italy, Romania, the Czech Republic, Lithuania, Poland, Slovenia, France and Bulgaria.

The whole range of campaigns and measures from the Added Value project varies from the pure design and dissemination of information material, to public participation of users in the decision and planning process, to possibilities for testing new behaviors including training sessions and finally to competitions, raffles and games. The activities target both emotional and rational aspects. While engaging and consulting with stakeholders, decision makers and planners, the target groups for these campaigns are mainly end users - the citizens.

## Implementation in Znojmo, the Czech Republic

### Collective transport for hockey fans

In Znojmo activities for this project were carried out in towns of the whole district of Znojmo, in order to promote the newly completed cycle and pedestrian infrastructure.

Transportation of ice hockey fans was organized in order to alleviate traffic congestion and decrease pollution during the season 2008/09. This activity involved the use of two buses used by about 2000 people. This activity was so successful that it was repeated also in next season, financed by the municipality.

Campaigns in schools were focused on increasing children's awareness about the environmental problems and effects of traffic. This campaign consisted of a survey of transport services in selected schools and of a competition for pupils called „Transport and Environment“. About 800 children from 13 schools directly participated but its message reached more than 4 000 pupils and students.

The other main measures, which were part of the campaigns, were workshops for municipality workers, shopkeepers and public, organization of activities during European car free day, development of marketing materials and media campaign.

Project activities have also promoted building of new cycle track in town of Znojmo and new pedestrian zones in Znojmo and towns of Moravsky Krumlov and Miroslav.

## Implementation in Almada, Portugal

### Exchange recyclable materials for tickets

The introduction of the new Light Tram in Almada, fully operational since November 2008, was a long held aspiration from local governments of the region. The tram route connects the University, the main public transport hubs, universities, business centre and the city centre. The objectives in Almada were to market the new tram and attract non-users to this new and efficient public transport system. A global integrated campaign was developed but some actions were more high-profile and successful than others. One such action was the Trips for Trash initiative which allowed people to exchange recyclable materials for tickets for public transport! More than 6000 tickets were distributed and people were involved in both recycling and public transport promotion. Along with this action art performances in the tram were also promoted. Another successful action was the production of a video using a mixed technique, combining real images with pictures made by the children. - an innovative approach warmly received by the population. Actions that involved the public directly were a major success in Almada and an easy idea for other cities!





## Implementation in Maribor, Slovenia

### Promotion of the cycle network by organising guided tours

The main goals of the project were to promote cycling as a means of transport for the citizens, to increase the number of cyclists in the city, as well as to increase their awareness of the new cycling connections and the cycle track network. To achieve this goal, three maps with cycling routes have been designed and disseminated - for the City of Maribor, for the city centre and for Maribor suburbs. Three information boards have been set up and leaflets have been disseminated for cyclists with cycling routes in three languages – Slovene, English and German. Also a photo competition with the title “Save Nature – to school with the bus or bike” has been organised and almost 100 photos from different schools have been submitted. A jury selected the best ones, which are collected in the booklet. Cycling lessons were organised for pupils from elementary schools to encourage cycling as a mean of transport especially for their trip to school. The cycling training took part in live traffic situations, with 150 participants from around 15 schools on each



of the two campaigns. User feedback shows that the cycling activities were very successful.

## Implementation in Salerno, Italy

### Family trips along the coastal cycle path.

For AGEAS Salerno the project consisted of the revitalisation of the cycle infrastructure stretching along the coastline for about 30 km (Pontecagnano-Paestum), connecting the seaside to major tourist attractions. Because of lack of communication and promotion, the route hasn't been a great success so far in terms of usage.

The first step involved a massive re-launch communication campaign, beginning with a competition for the a slogan and logo involving primary and high schools of the province of Salerno. We started with children as the target because cycling is still considered here to be a leisure time occupation and this specific target group could be a starting point for getting others involved.

We collaborated with Legambiente, the environmental education centre of

the most relevant environmental national association in Italy — on a “language” in terms of images. The result was an illustration with a happy family cycling along the sea in a sunny Sunday morning - in our opinion, the perfect scene. This picture, complete with the logo, suggests the idea of “sun-sea-nature” together with the slogan containing “town-nature-friends-cycling” presents the cycle path in a positive light. Along the track, are placed black boards of 6x3 m and 3x2 m, posters 70x100 cm and 50x70 cm at the busiest points of the coast line and also in the advertisement spaces of the buses of the CSTP service (Public City Service Buses) in the city and suburbs of Salerno. The impact of communication and promotion, monitored by a call survey, has been very high for the target of children, parents and teachers (65%), but appreciated less by public opinion leaders and some cycling association (40%).



## Implementation in Cork, Ireland

### Taxsaver Commuter Ticket Scheme to encourage the use of public transport

Cork seeks to tackle traffic issues at three key institutions; University College Cork (UCC), Cork University Hospital (CUH) and Cork Institute of Technology (CIT), through developing mobility plans to encourage utilisation of recent improvements in transportation infrastructure. The three institutions are all located in the south western area of the city, causing problems with car parking and traffic congestion. A comprehensive survey of students, employees and visitors to the area provided data on travel patterns and modes but also increased awareness of sustainable modes as well as inviting suggestions for improvements.

Cork City Council has had some very successful initiatives in promoting both cycling and public transport in addition to carpooling. Free professional cycle safety training was offered to employees of all three institutions and this was promoted through the websites and global emails of the institutions. Training was provided both for



beginners and also for those who had cycled in the past but needed to brush up on their skills on negotiating traffic, signalling etc. Feedback was very positive. As this venture was so successful, further cycle safety training days are planned. For students, the benefits of Cycling were promoted with flyers, roll-up posters, free coffee and bike workshops.

The Travel Pass or Taxsaver Commuter Ticket Scheme - an incentive to encourage the use of public transport - is actively being promoted by the three institutions. The scheme involves the employers providing staff with public transport tickets as part of their salary package. Employees participating in the scheme benefit from reduced tax and PRSI payments. Take-up of the scheme at UCC in particular has more than doubled from 2006 to 2008/9. Discussions are ongoing with public transport service providers with a view to examining where improvements can be made.

## Implementation in Varna, Bulgaria

### Cycle training for schools

Promotion of the newly constructed cycling path of almost 10 km was the goal of the Added Value project. The overall campaign was based on three activities: the organization of information days, provision of bicycle training in the schools and a "Day without car" campaign. One of the most successful activities was bicycle training, conducted in 10 Varna schools with more than 500 participants. Almost as many teachers and parents were indirectly trained as well. Cycling safety experts introduced the most important road signs and basic safety rules to the trainees. The practical lessons were assessed as a cycling competition with the winning team representing the school in the 24th May procession. Amateur short movies were shot in some of the schools and will later be used during road safety lessons. The campaign was covered by local media and was viewed by an audience of almost 550 000.



## Implementation in Navarra, Spain

### Bicycle guided tours to promote the Cycling Master Plan

In Navarra, a Cycling Master Plan has been elaborated to guide the development of cycling in the region, together with different infrastructures completed and initiatives taken by several municipalities and other sectoral organizations.

CRANA has added value to infrastructures and initiatives by developing specific campaigns and promotional activities to ensure their success and has developed different tools targeted to promotion of cycling in general. These tools were then also used in specific campaigns. The highlights of the campaign included a specific web site with practical information about daily cycling targeted to the general population, cycling promotion targeted to relevant authorities and technicians, a theatre play to promote transport and environment with humour, and a roadshow that shows the advantages of cycling and promotes facilities in Navarra. Specific campaigns included events, meetings, interviews, information leaflets about facilities and infrastructures

and safety cycling advice, workshops on bikes maintenance, workshops on road safety and also bicycle guided tours to help citizens to be self-confident in urban cycling.

## Implementation in Lodz, Poland

### Movie contest to raise awareness for sustainable transport.



Within the Added Value project the Polish organization ISO Instytut Spraw Obywatelskich organised a movie contest with the aim of raising awareness of energy efficient urban transport. The main aim was to show that bikes, trams and buses are faster, safer and cleaner than the private cars, that infrastructure couldn't be provided just for private cars and to stop the trend of decrease in the use of sustainable modes. Therefore the movie contest was designed for young amateur people as they should act as trendsetter. The main idea for the contest was to demonstrate the benefits of using public transport in Łódź. Each clip shouldn't be longer than 3 minutes. The most important criteria for awarding are creativity, originality and fun factors. To give the potential contributors an example ISO produced their own clip which was posted on YouTube <http://www.youtube.com/watch?v=E2Bses5VFIY>. The results of the contest and the awarding procedure takes place on Car Free Day, 22nd Sept 2010. Sponsors have been encouraged to provide prizes – e.g. cameras. Awarded movies will be promoted by ISO, put on You Tube and Added Value project's Polish website: <http://miastowruchu.pl>



## Implementation in Vilnius, Lithuania

### Hotel Bike Rental System

Vilnius Healthy City Bureau organised joint weekend trips to raise the awareness of the citizens of new bicycle lanes. Five cycling trip routes have been marked and for these routes 24 joint weekend trips have been organised with a participation of 1380 people in total.

Another implementation in Vilnius is the Hotel Bikes System. Five hotels have been selected where staff have been trained to promote and prepare the hotel bikes for handing over to guests who are willing to explore the city by bike.

An evaluation has shown that the rental service is popular with the guests. In general about 9 out of 10 guests appreciate this service offered by the hotel. 57% of the guests that rent these bicycles explore the historical city centre of Vilnius. 9% of the guests use the bicycle for recreation trips to nearby parks and to explore nature. About 30% cycle in the other parts of Vilnius besides the historical centre. The most common reason for choosing to cycle is health benefits, followed by relaxation and joy / fun. Among the deterrents to cycling, dangerous cycling conditions in Vilnius were cited most often.

## Implementation in Pamiers, France

### Several emotional campaigns to promote the cycling network

In 2004, the city of Pamiers implemented a cycling network but is not really used and so the collective has identified possible improvements. As a result different campaigns have been set up to change the perception and the behaviours of the inhabitants on this alternative mode of transport:

Ecol'avelo (children go to school by bike, rounds are organized and they are accompanied by adults), a bike code written by children, a race with pupils (the winner received a bike), a map of the bike scheme, the delivery of goods by bike, a rally with various activities including technical control of bike, demonstration of electric bike; quiz on road safety and incentives for the participants.

These actions were targeted to all citizens but results showed that the children are the best target as they have a great power of influence on the parents. The support of a bike association is highly appreciated in the case of Ecol'avelo, as parents who are more reassured about safety are more inclined to subscribe to the initiative.

The most difficult to mobilize are the shopkeepers, for economic reasons (they are afraid to lose customers) so communication tools must be adapted to overcome this. It was noted that incentives arouse interest and it is also important to have the support of elected officials.



## Recommendation 1

*Pure information doesn't result in a satisfying behaviour change.*

Very often an information campaign alone isn't appropriate to change people's behaviour. The production and dissemination of information materials must be accompanied by an action to try out new behaviour.



## Recommendation 2

*Cooperating with schools*

When organising cooperation with schools one should plan actions well in advance. Schools are contacted by many different external sources to partake in various initiatives and time is limited. It is also important to agree with teachers the best available time period when pupils are less stressed.



## Recommendation 3

*Monitor your campaign progress throughout rather than just using a before and after study*

Using MAX-SUMO as a planning and monitoring tool enables you to discover possible problems and risks early on, when it is easier to carry out corrective actions.



## Recommendation 4

*Document your campaign throughout so that there is a library of material at the end of the campaign*

Planning the documentation of the campaign is essential. Very often there isn't appropriate photo- or video material available once the campaign has been completed. In order to more easily repeat the campaign the next year the whole process, contacts, costs and barriers should be transparent and documented for implementers.

## Recommendation 5

*Using role models*

To convince people to try out new behaviour the use of well known role models could be a good idea. Actors, musicians, sportsmen and similar may be a more popular choice than politicians. In any case these role models should lend credibility to the behavioural change.

## Recommendation 6

*Personalise the benefits*

Campaigns for changing mobility behaviour are more successful and meaningful if the benefits are personalised. "To save money" or "to become fitter" are better ways to encourage people to be active than arguing about "this is good for the entire environment".



## Recommendation 7

*One campaign can't fit every target group – even not every person*

It is a myth that all target groups could be served with just one campaign. Campaigns should be designed to address the specific needs of the audience. Information campaigns can focus on different type of people and have different messages than e.g. competitions or joint bicycle trips for families.

## Recommendation 8

*Avoid lack of information when implementing large projects*

When planning large projects that can cause upset to residents, the local economy or other users it is necessary to organise and devise alternatives well in advance and to communicate with all parties involved so that they are kept informed and do not have to rely on information only from the media

## Recommendation 9

*Cooperation between different city departments*

Planning for communication between municipal departments should start as early as possible. Lack of early communication can lead to lack of cooperation - very often cooperation between departments within a city fails because they don't communicate with each other or if they do it can be too late for joint planning of activities.

## Lessons learnt

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## Recommendations to add value to your activities



## Recommendation 10

*Repeat campaigns to stay in the mind of the citizens*

Changing behaviour is a process and one couldn't expect to change habits because only one campaign has been carried out e.g. for 3 weeks. It is essential to maintain a presence in the minds of the target group. Therefore a repetition or further development of the campaign is recommended.

## Recommendation 11

*Awareness raising through theatre plays*

Awareness raising via theatre is much more special and easier to understand than using standard print media. The messages could be transferred more efficiently if it is funny and actors/actresses interact with the public.





## Recommendation 12

### *Emotions and rational arguments*

Emotions are a very appropriate way to raise awareness. Once the target group is aware of the problem of motorised transport and also of their own role, it makes sense to provide also rational arguments that support a change of behaviour.



## Recommendation 13

### *Cooperation with media*

When inviting the public to participate in events or actions, cooperation with media is recommended as e-mails alone often are not enough. When asking people to take part in a photo competition it makes sense to cooperate with a local newspaper for greater reach and higher impact.



## Recommendation 14

### *Plan for all weathers*

When planning outdoor activities e.g. on a particular day it might be necessary to plan an “emergency program” just in case it rains. This is especially important if the date is a fixed one like the Car Free Day or Earth Day and activities can’t be postponed to another day.



## Recommendation 15

### *Pilot test of materials, messages and actions*

Before spending a lot of money on producing materials or implementing actions it is a good idea to test the materials / actions on a pilot audience to check that your plans are appropriate and that the message is clear and convincing.

## Recommendation 16

### *Make exhibitions more interesting*

It is interesting not only to install the exhibition and let people to visit it by themselves, but offering guided tours, especially for organized groups like students. Exhibitions are more attractive if they include less text and more interactive elements.



## Recommendation 17

*Plan resources – financial and human ones*

Experience has clearly demonstrated that it is dangerous to count mainly on voluntary support when implementing a campaign and / or on sponsors.



## Recommendation 18

*A two step information strategy is appropriate*

When planning and implementing a campaign it is imperative to inform all stakeholders and involved parties about the objectives and implementation steps first in order to give them an edge on information compared to end users. Not until then should the end users be informed.



## Recommendation 19

*Give-aways and raffles motivate people to participate*

People like to receive gifts. Therefore, to hand out give-aways (gadgets, maps etc.) or to implement a lottery or raffle is an effective way to attract more people. Even if the prizes are only small or the give-aways not really expensive.



## Recommendation 20

*Communication tools are crucial*

First check the suitability of your communication tools. More often than not it is much more effective to write a personal letter than to use anonymous direct mailing. Face-to-face contacts are more appropriate than telephone calls. Pictures and films, being livelier than brochures and texts, leave a more lasting impression.



# Partners

Agência Municipal de Energia de Almada  
( AGENEAL ) - PT

Cork City Council  
( CCC ) - IE

Fundación Centro de Recursos Ambientales de  
Navarra  
( CRANA ) - ES

Agencia per la gestione energia-ambiente  
sviluppo sostenibile Salerno  
( AGEAS ) - IT

Mesto Znojmo Znojemsky regionalni rozvoj - CZ  
City of Maribor  
( MOM ) - SI

Hansjörg Luser - architektur ZT GmbH  
( HOG ) -AT

Agence Régionale Pour l'Environnement Midi-  
Pyrénées  
( ARPE ) - FR

Vilnius Healthy City Bureau  
( VHCB ) - LT

Instytut Spraw Obywatelskich  
( ISO ) - PL

Black Sea Regional Agency for Energy Manage-  
ment - ( BSRAEM ) - BU

Romanian Association of Public Transport  
( URTP ) - RO

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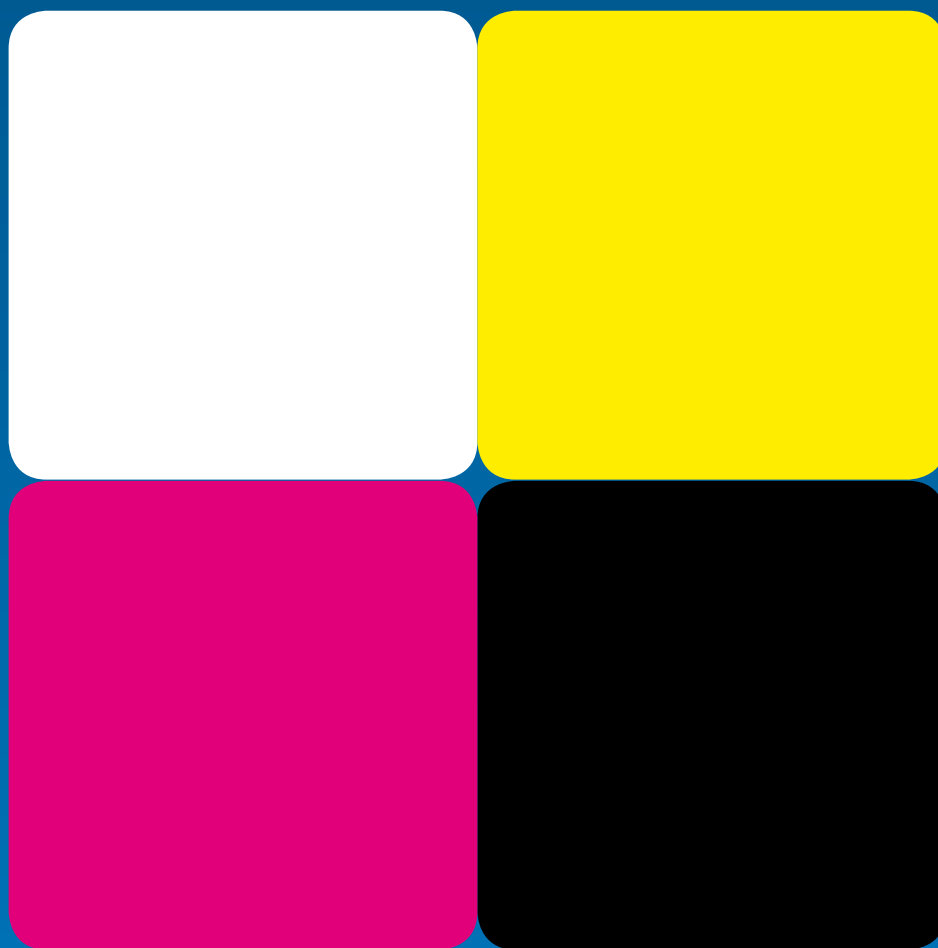
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# ADDED VALUE



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