Internal use

URBANMOBILITY DAYS2023

Workshop:
Engaging with the Public and End Users on Sustainable Urban Mobility Solutions

European Commission

Sevilla.

UE23

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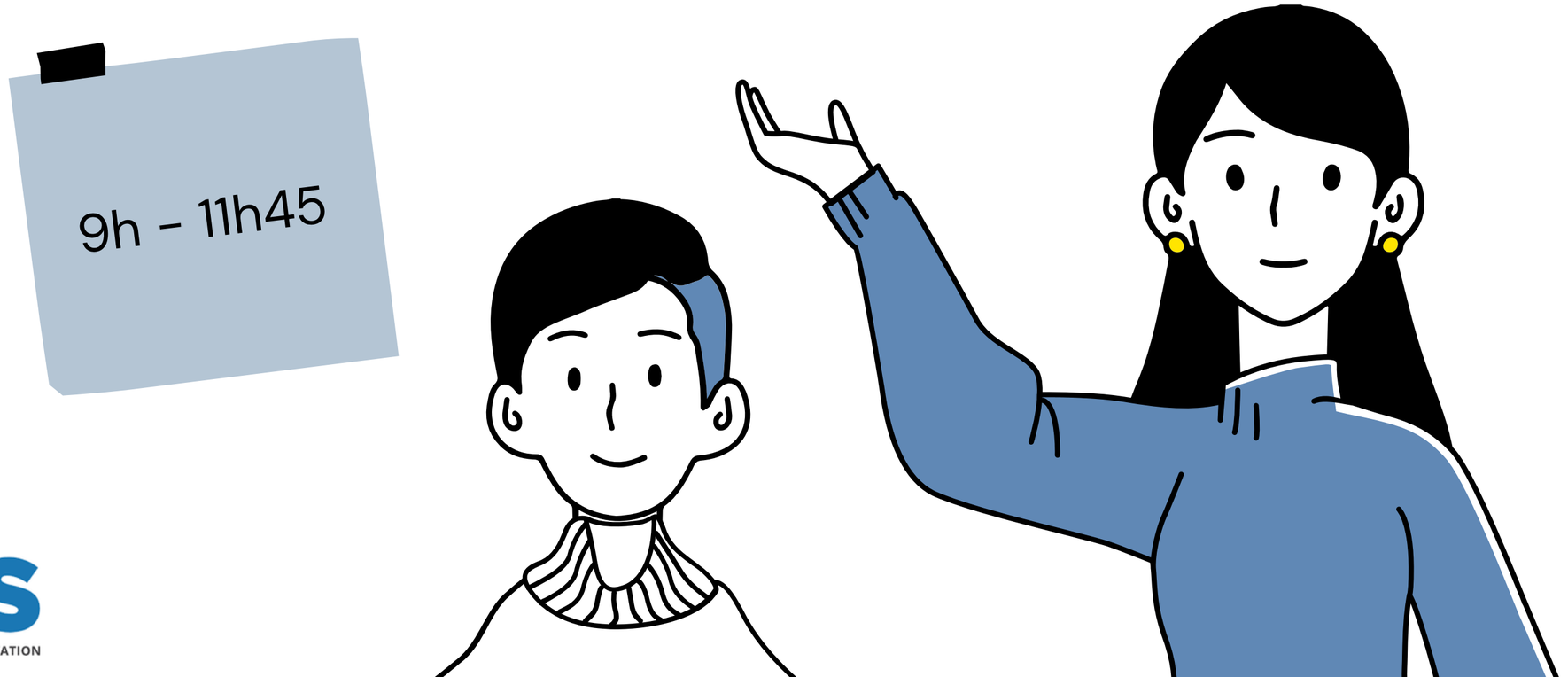
URBAN MOBILITY DAYS

04.10.2023

Workshop:
Engaging with the Public and End Users on Sustainable Urban Mobility Solutions



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URBAN MOBILITY DAYS

04.10.2023

Welcome!

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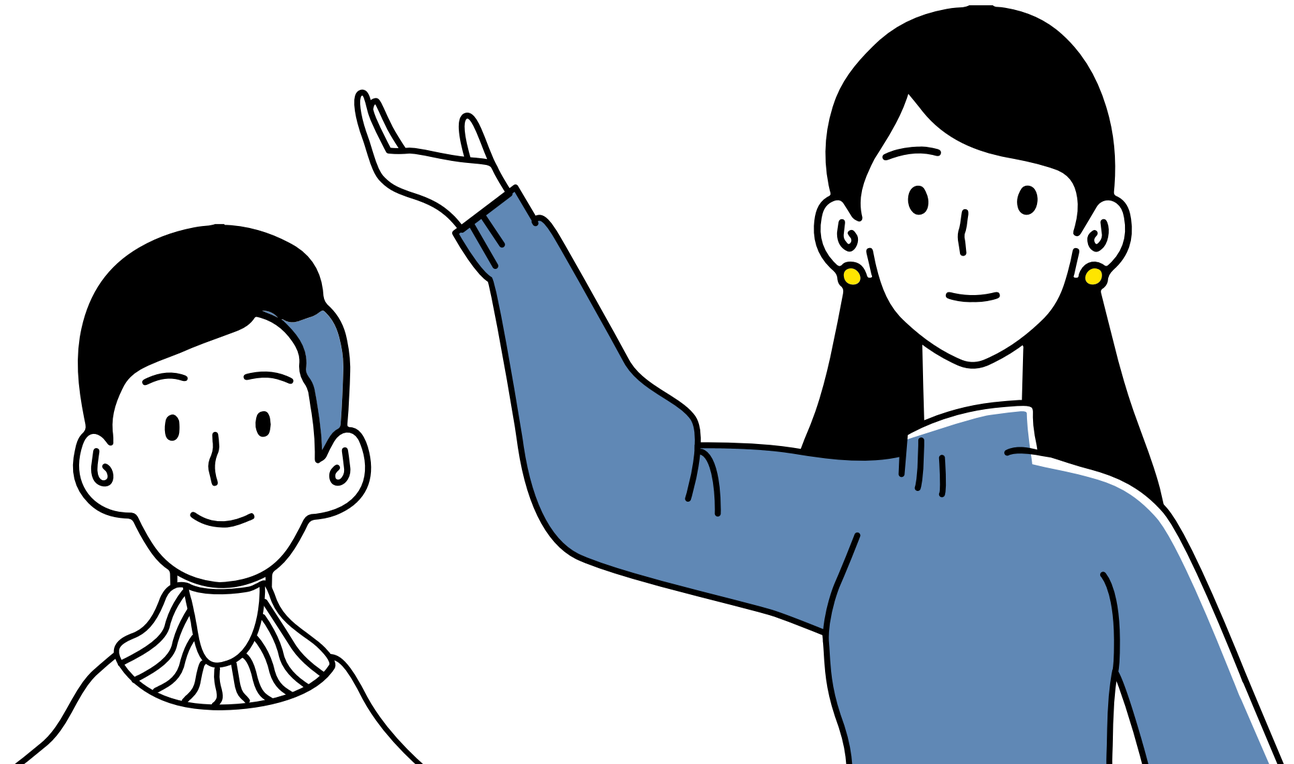
Password: UMDSEVILLE



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Introduction

Carolina & Manon will be your hosts!

- Let's make the most of this opportunity to discuss and share
- All levels of experience are valued
- All backgrounds and perspectives are important
- Help us ensure everyone gets a chance to speak

Carolina
EIT UM

Manon
POLIS

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Objectives

- Explore strategies and tools for citizen engagement
- Active engagement and sharing among participants
- Foster a broad and inclusive approach to citizen engagement

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Agenda & Housekeeping

9:00 - 9:25	Welcome & Warm-up
9:25 - 9:45	**Presentation: Inclusive citizen engagement - trends and lessons learned**
9:45 - 10:10	Activity: Challenges in citizen engagement
10:10 - 10:30	**Presentation: Citizen engagement methods**
10:30 - 11:30	Activity: Case study
11:30 - 11:45	Sharing solutions and wrap-up

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Let’s go!

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Go to slido.com and type #UMD2023

Flash me! :)

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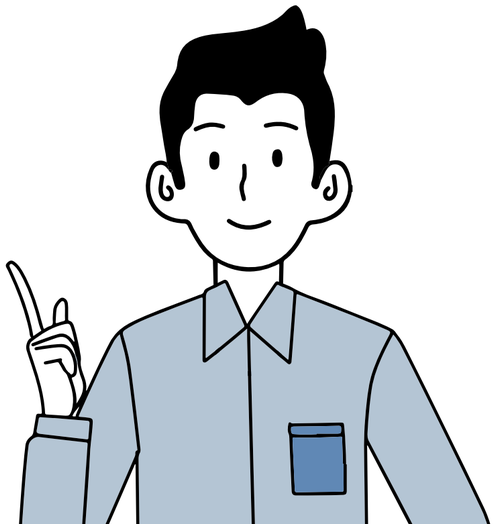

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Cats or Dogs?

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How many coffees have you had today?

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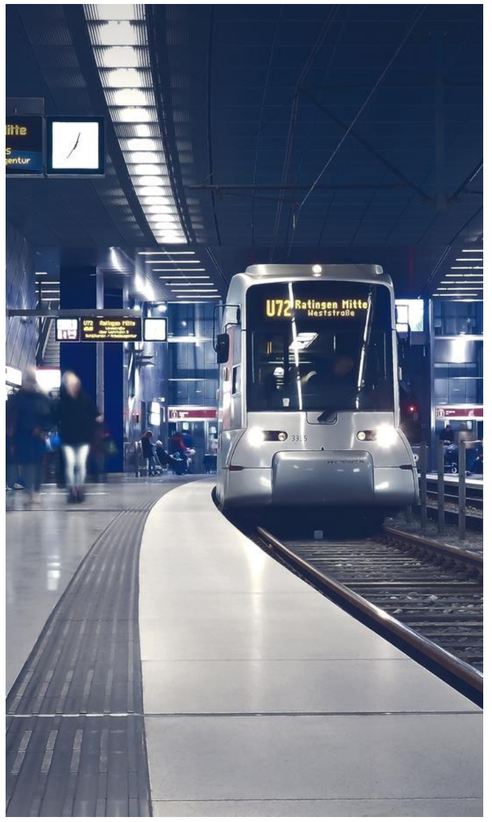
What is your main mode of transport in your daily life?



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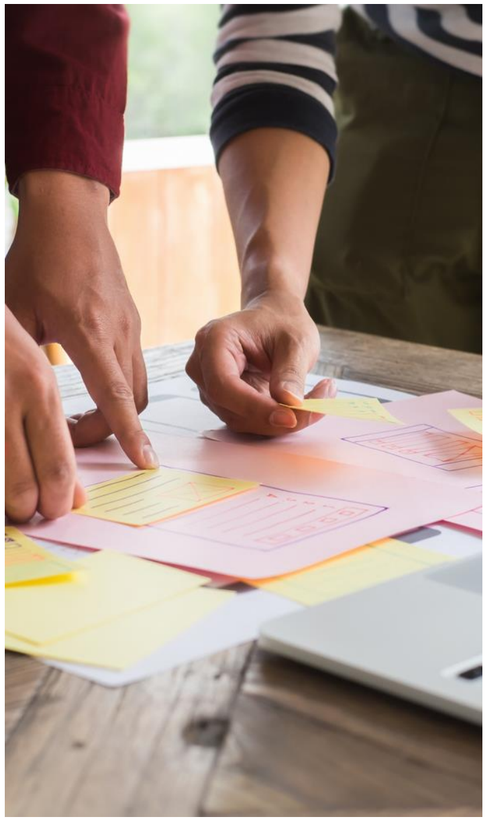
What word comes to your mind when you think about citizen engagement ?



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Inclusive citizen engagement: trends and lessons learned

Julienne Chen

Head of City Partnership

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Trends and lessons learned about inclusive citizen engagement

Julienne Chen

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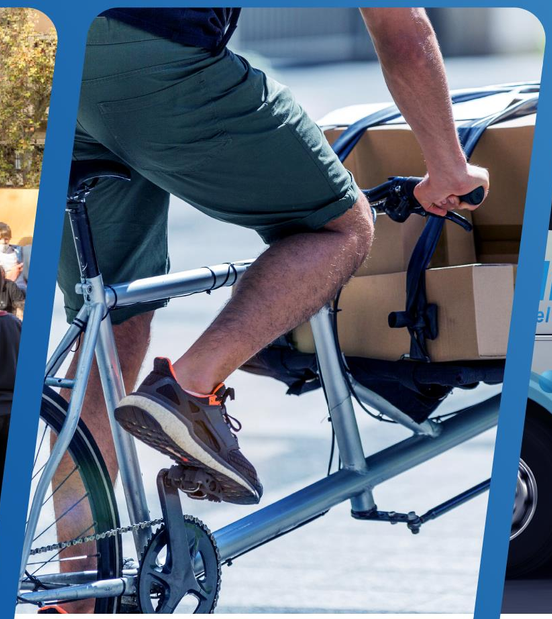
We focus on innovations that Most efficiently support cities on their way to net zero

Future mobility

Active mobility

Public realm



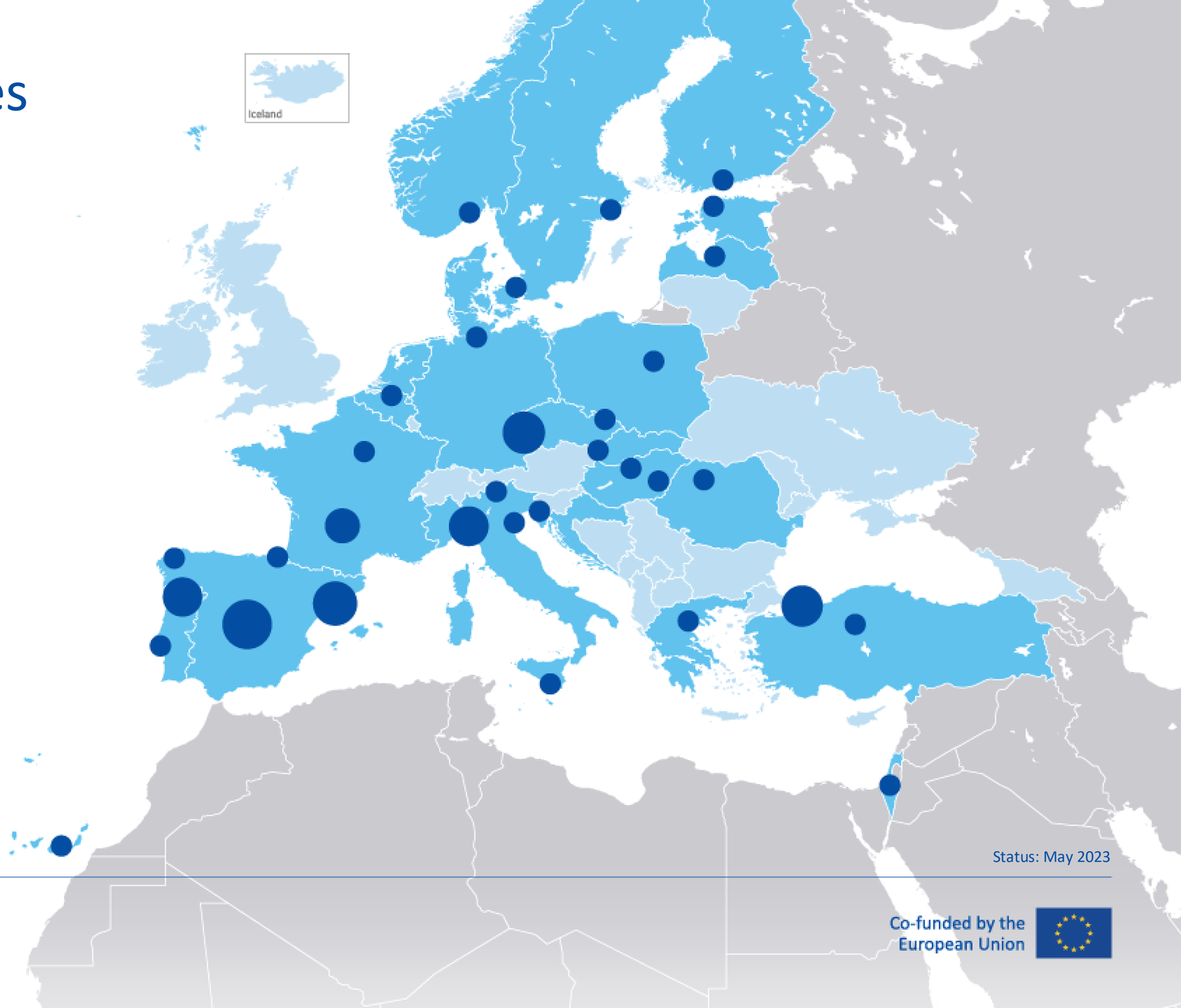
Sustainable city logistics

Mobility and energy

Creating impact in cities across Europe

150+ pilots

in **60+** cities



Status: May 2023

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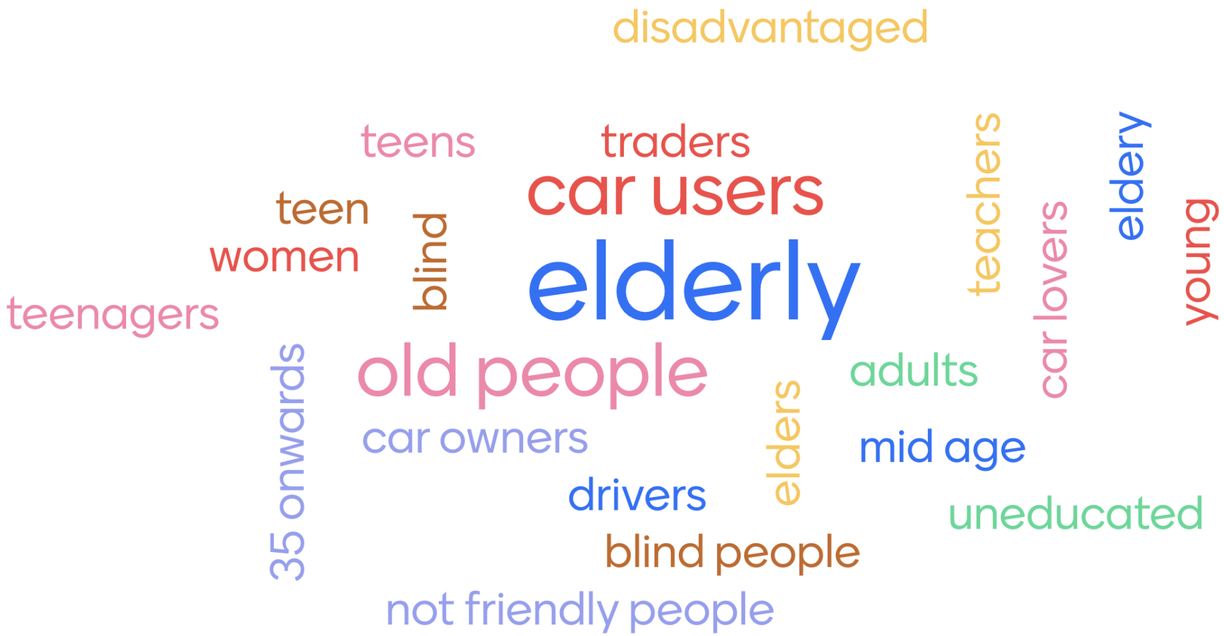
People will find a way to use what is useful for them

In many cases, we forget about those who we can’t see

Photo credit: Angie Schmitt @schmangee

What groups have you had the most difficulty in engaging?

29 responses



From the Citizens on the Move training programme, September 2023

Traditional modes of engagement won’t reach most people

Building competences and a community of knowledge

Trends and lessons learned

Six (rapid fire) points

1. Experiential-based learning and empathy building
2. Field work
3. Engaging formats with tangible outcomes
4. Visual tools that are easy to use
5. Work through existing organisations
6. Build civic capacities

1/6 Experiential-based learning and empathy building

Guide from **Global Designing Cities Initiative** (globaldesigningcities.org)

1/6 Experiential-based learning and empathy building

Bicycle Heroes (Dublin, Lisbon, Rome)

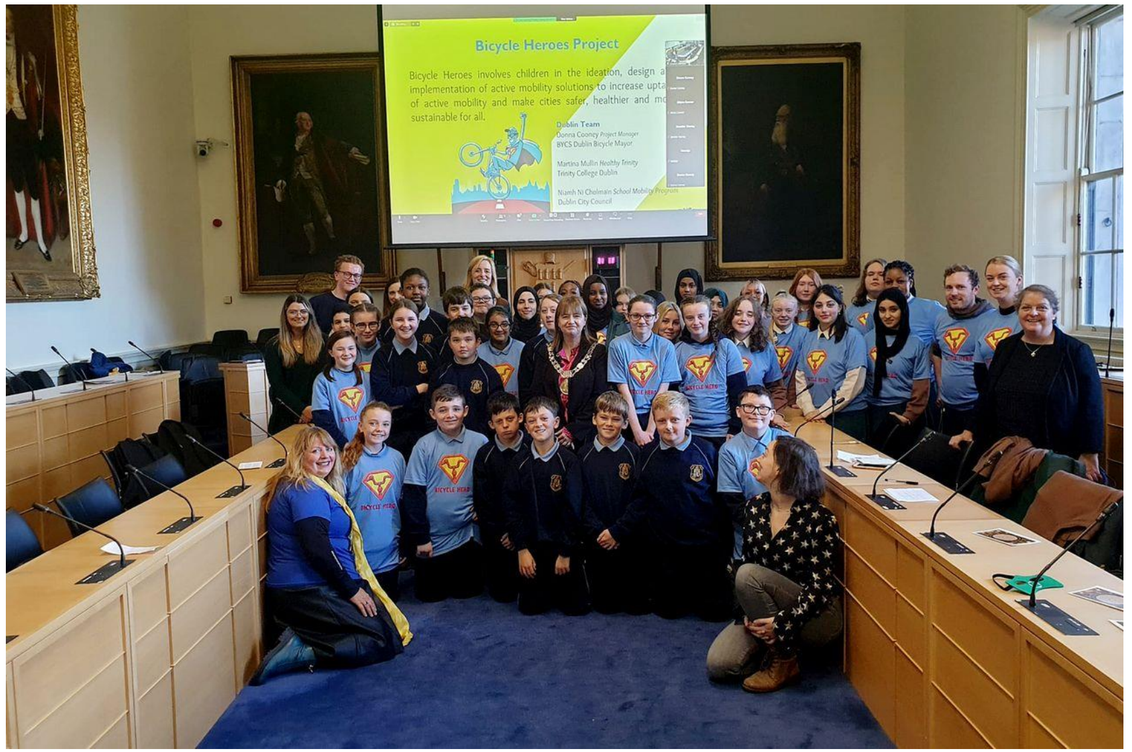


Photo credit: Donna Cooney

1/6 Experiential-based learning and empathy building

"I can't believe the size of this car! I can't see anything around it, and they can't see me."

"All I see are legs. I'm so happy when I see a dog appear."

"I want to touch the flowers, they're so close."

"The bikes look very big. And you feel it's more dangerous."

"This space is more child-friendly, the size of things is just right."

2/6 Field work

RAPTOR (Cluj-Napoca and Riga)

humankind.

Photo credit: Humankind

3/6 Engaging formats with tangible outcomes

FURNISH-KIDS (Barcelona and Milan)

CARNET FUTURE MOBILITY RESEARCH HUB

Ajuntament de Barcelona

Comune di Milano

ELISAVA

Iaac Institute for advanced architecture of Catalonia

Centro de Estudios Ambientales CEA Ingurugiro Gaietarako Ikastegia

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Photo credit: ELISAVA

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3/6 Engaging formats with tangible outcomes

https://furnish.tech/

FURNISH-KIDS (Barcelona and Milan)

CARNET FUTURE MOBILITY RESEARCH HUB

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Comune di Milano

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Photo credit: ELISAVA

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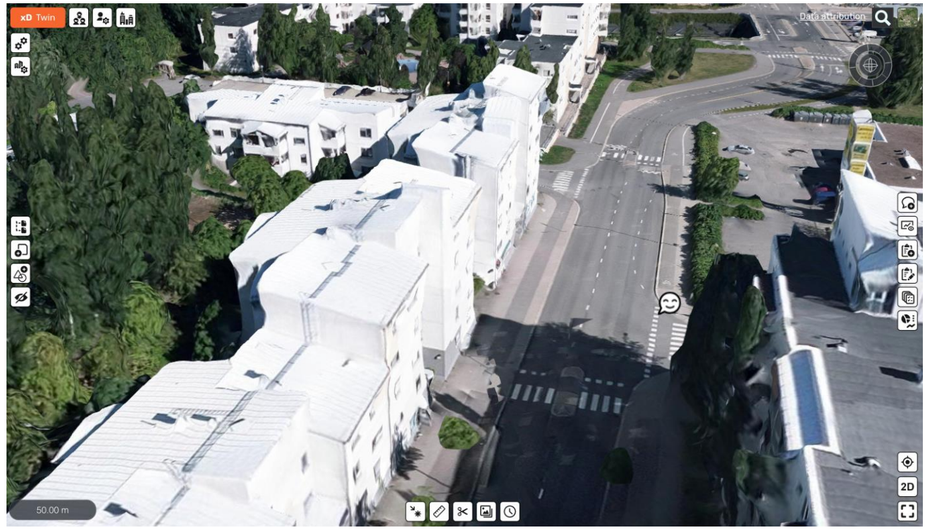
4/6 Visual tools that are easy to use

DVECE (Helsinki, Breda, Thessaloniki)



Source: xD Visuals; xD Twin 4k

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Breda University OF APPLIED SCIENCES

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5/6 Work through existing organisations

DVECE (Helsinki, Breda, Thessaloniki)

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FORUM VIRIUM HELSINKI

Breda University OF APPLIED SCIENCES

6/6 Build civic capacities

TandEM Women in Cycling (EU-wide)

BYCS

- Online preparatory modules
- In-person training: how to teach someone to bicycle from zero, how to lead group bike rides, how to do basic bicycle repair
- Each participants leads at least four cycling training workshops in their home city

The most important thing is to start

Camilla Falsini, Piazzale Loreto, Milan

Because over time, agile practices can become institutionalised

Photo credit: Todd Ramsey

Photo credit: Jaime Green, Wichita Eagle

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Thank you!

julienne.chen@eiturbanmobility.eu

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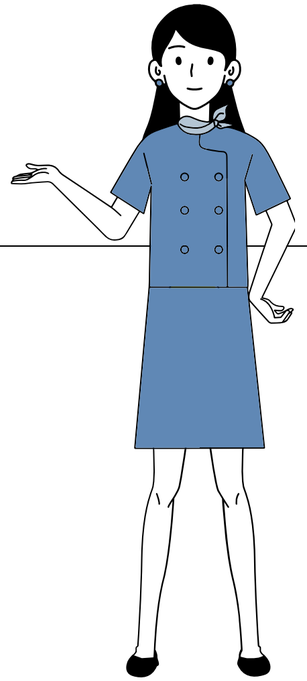
What are the biggest challenges you face in your work on citizen engagement for urban mobility?



Activity: **Identifying challenges**

Time: **10 minutes**

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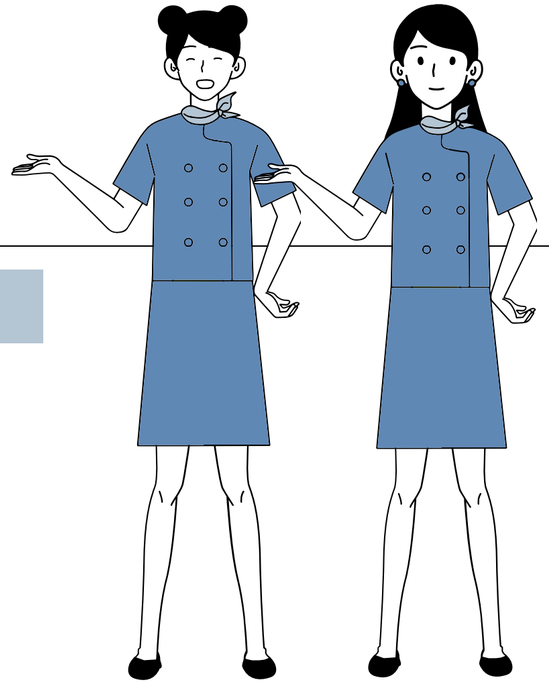
Talk in pairs!

What are the biggest challenges you face in your work on citizen engagement for urban mobility?



Activity: **Identifying challenges**

Time: **10 minutes**

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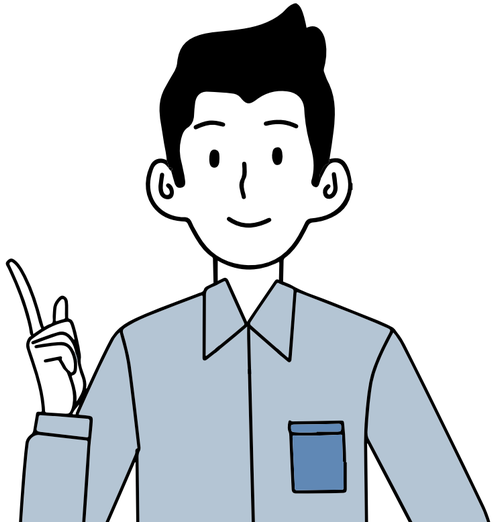
Go to slido.com: Share your challenges in a few words



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e-smartec engagement methods

Andréia Azevedo

Project Manager

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e-smartec engagement methods

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Working Groups and Taskforces

Access

Parking

Just Transition

Active Travel & Health

Air Quality and Clean Vehicles

Governance & Integration

Urban Freight

Regions

Small and medium-sized Cities

Climate-Neutral Cities Mission

Safety & Security

Mobility & Traffic Efficiency

POLIS

Peer-to-peer exchange

Policy & Advocacy

Research

Innovation

+100 Cities, regions and related entities

SUSTAINABLE URBAN MOBILITY INNOVATION

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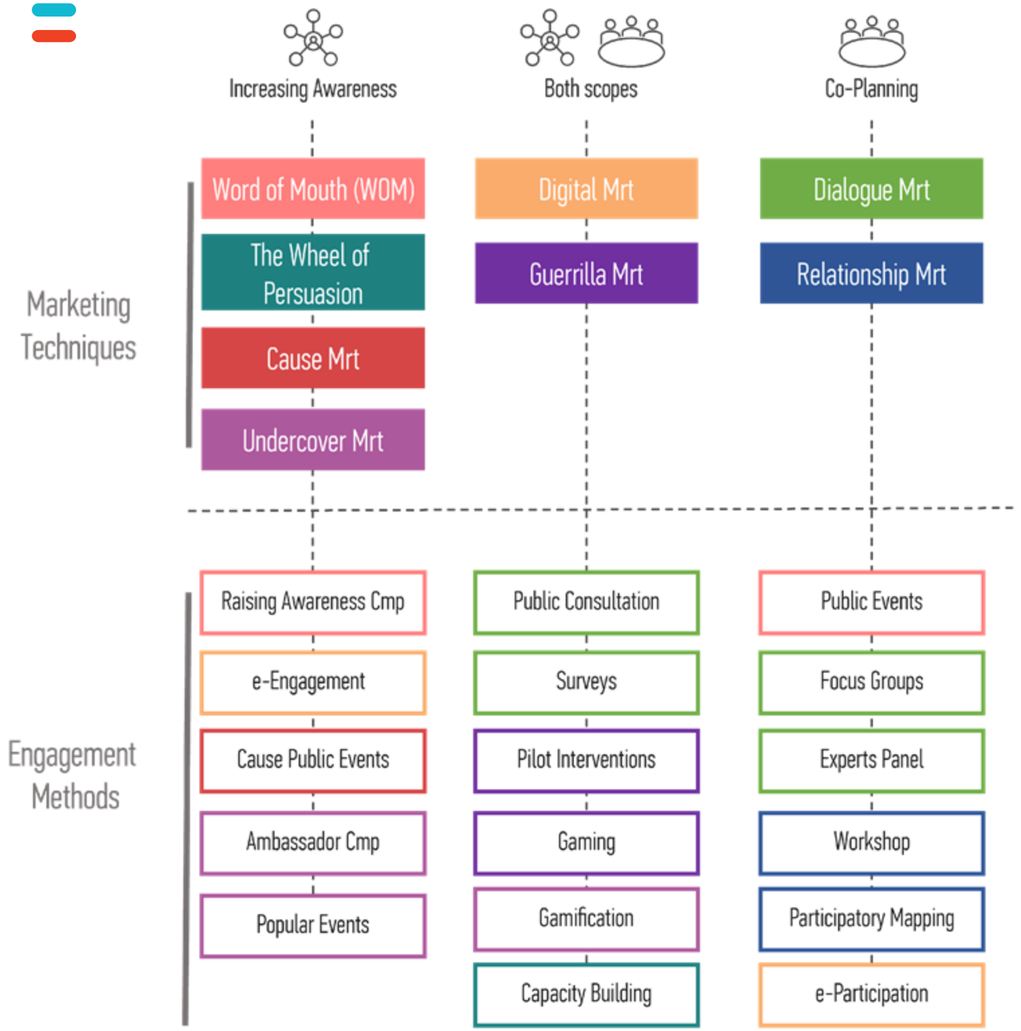
e-smartec Engagement Process



Each Marketing Technique can be implemented by using a set of Engagement Methods.

The combination of those methods forms the *backbone of the engagement process*.

https://projects2014-2020.interregeurope.eu/e-smartec/library/

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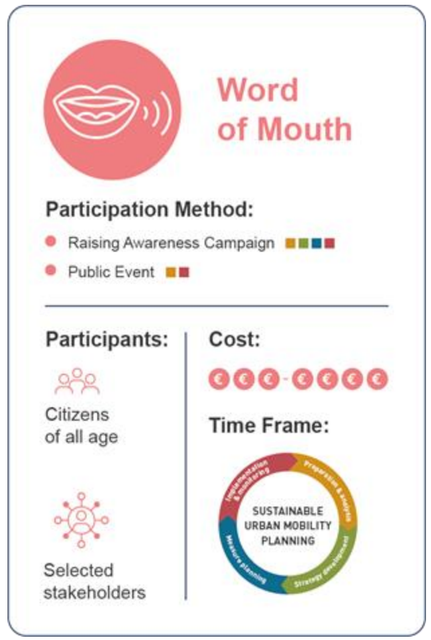
Marketing Techniques & Engagement Methods



Cause Marketing is a marketing technique that focuses on social or charity causes while promoting social responsibility.

Cause Marketing can provide the opportunity to engage the public, not only rationally but also emotionally through the creation of an ethic consciousness by stimulating individual behavioural change.

Key characteristics:

✓Focuses on engaging the public not only rationally, but also emotionally, through the creation of an ethic consciousness.

Cause Marketing is a marketing technique that focuses on social or charity causes while promoting social responsibility.

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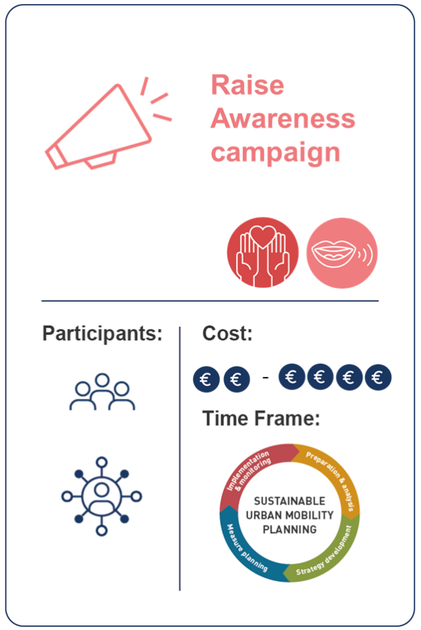
Marketing Techniques & Engagement Methods



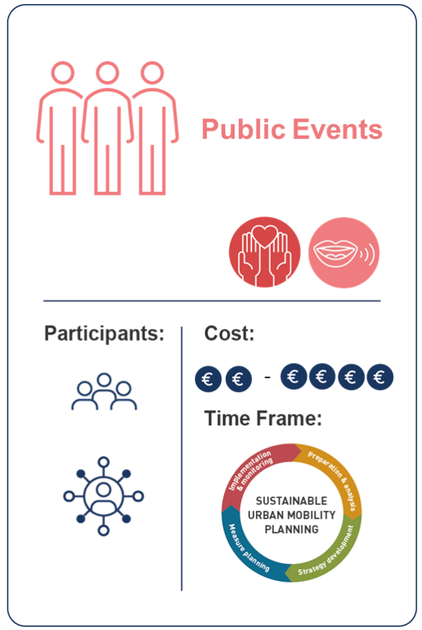
A promotional campaign which uses several tools in order to reach as many individuals as possible.

Key characteristics:

- ✓ Clear objectives and success target goals.
- ✓ Focus on specific issues and the relevant audience target groups.
- ✓ Interesting content presented in different formats

Types:

- Offline campaign
- Online campaign



A Public Event aims to raise awareness, as a means of stimulating interest and creating publicity.
Such events provide to the organizers the opportunities to inform the public about a priority issue, a specific milestone or the entire project.
Local individuals and organizations are invited to participate in them.

Key characteristics:

✓Strategic selection of site.
✓Casual atmosphere.
✓Allows for sensitive topics to be discussed.

Types:

- Interactive Event
- Pilot Event
- Open Event

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Marketing Techniques & Engagement Methods

Digital marketing is the component of marketing that utilizes online based digital technologies such as digital apps, platforms and websites, used in desktop and mobile interface, to promote services and products.

It is a non - linear marketing approach, where exchanges between provider and recipients are free flowing and the information is disseminated through numerous channels, such as the blogosphere, YouTube, Facebook, Instagram, Twitter and a variety of other platforms.

Key characteristics:

- Rapid spread of information
- Attracts public interest, through interactive audiovisual elements
- Uses broad communication channels
- Uses casual and targeted wording

Marketing Techniques & Engagement Methods

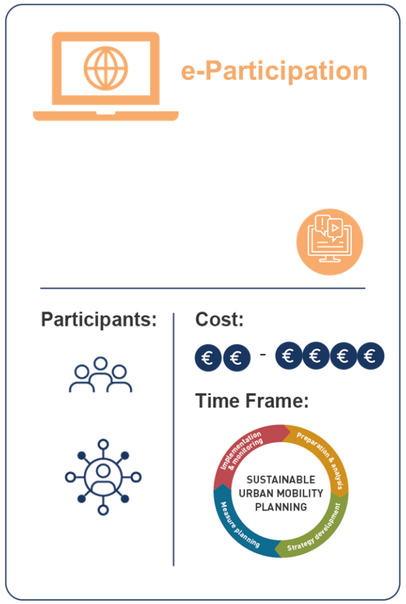
e-Engagement in the form of Online Campaigning is a similar method to Raising Awareness Campaign but focuses on web-based channels and digital tools.

Key characteristics:

- ✓Focus on specific issues while targeting wider audience groups, since e-engagement can take place at anytime and anywhere.
- ✓Interesting content presented in different formats.

Types:

- a focus group chat room
- a blog or a social media platform
- a project website or web/mobile platforms
- an online Event



e-Participation has been defined as “the utilization of information and communication technology in order to extend and deepen citizen’s participation”.
This method is basically an open invitation to every citizen, willing to participate in particular issues, by commenting, sharing insights or ideas, via a free-access online platform

Key characteristics:

- ✓Require ICT competences, legal knowledge and communication skills.
- ✓Allows the participation of a larger number of citizens
- ✓Gives the opportunity to reach out to wider demographic groups

Types:

- Web platforms
- Survey tools
- Specialized apps

Marketing Techniques & Engagement Methods

Dialogue marketing includes all activities in which media is used with the intention of establishing an interactive relationship with individuals.

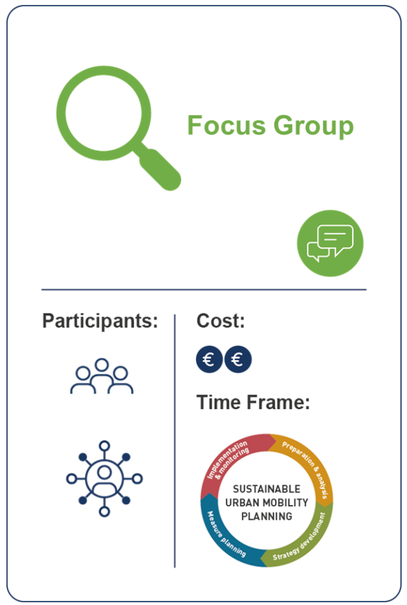
Dialogue techniques are utilized to focus on particular issues or concerns that require further input from the community.

It is a four-stage process designed to help project actors develop long-lasting and mutually beneficial relationships with citizens.

Key characteristics

- ✓ Creates interactive relationships with individuals and their attitude
- ✓ Establishes simple and targeted communication
- ✓ Creates safe places that establish openness to sharing ideas

Marketing Techniques & Engagement Methods



A Focus Group is a structured discussion among a small group of participants, facilitated by a skilled moderator. This method is designed to obtain insights, ideas and opinions from the participants on a specific topic.

Key characteristics

- ✓It is typically conducted face to face, but it may also be organized via online meetings.
- ✓Questions are asked in an interactive group setting where structured discussion among participants is highly encouraged.
- ✓Participants are selected based on their knowledge or level of interest to the specific topic.
- ✓Neutral and casual environment.

Public Consultation is a regulatory process that invites citizens and stakeholders to provide their views and feedback on the current stage of the project.

Key characteristics:

- ✓Experts and government officials share project information and details with the participants.
- ✓A limited number of citizens is involved in the decision- making process.
- ✓The selection of citizens is implemented randomly from the general population.
- ✓It is usually the preferred formal type used for final approval of major policies or large-scale infrastructure projects.

Types:

- Physical meeting
- Online meeting

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Marketing Techniques & Engagement Methods

Guerrilla Marketing is a promotion strategy which uses surprise and unconventional interactions in order to promote a concept.

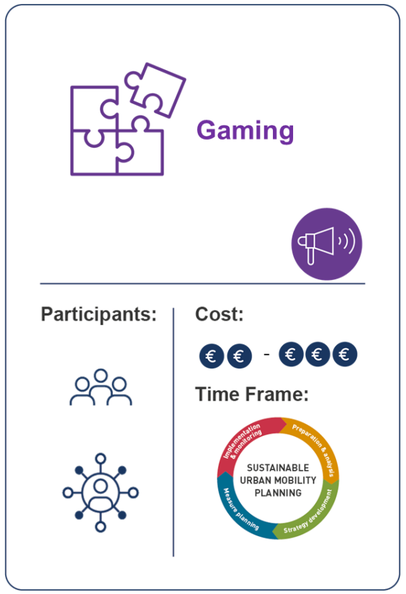
It uses multiple practices in order to establish direct contact with targeted audience.

The used methods usually achieve high impact and notoriety, generating innovation and creativity.

Key characteristics:

- ✓ Links emotional responses and provokes recipients to relate to issues differently than they are accustomed to
- ✓ Use “out-of-the-box” tactics

Marketing Techniques & Engagement Methods



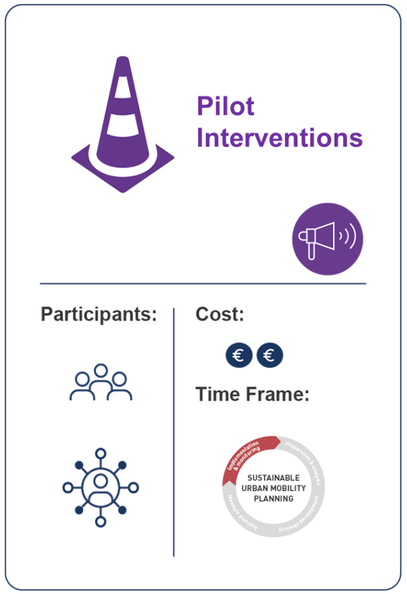
The “Gaming” approach can be described as a chameleon method. This approach masks learning technologies and pedagogical principles in game-based environment with the objective of engaging and motivating participants by offering entertainment and joy.

Types:

- SIMULATION-BASED – actions taken by players resemble actions taken by people in real situations in everyday life.
- DECISION-BASED – role play by players with presentation of thoughts, statements and attitudes.
- PSYCHOLOGICAL – based on interactions between individuals or groups striving to achieve set goals.

Game Categories

- Location based games
- Strategic games



Pilot Intervention is an approach where physical interventions of a temporary character are implemented on trial base, like a prototype, leading towards a more permanent transformation in the future.

Key characteristics:

- ✓A harvest of local ideas for local planning challenges.
- ✓Short-term commitment and realistic expectations.
- ✓Low risk, with a possibly high reward.
- ✓Building trust among disparate interested groups and local authorities.

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Marketing Techniques & Engagement Methods

Undercover marketing is a technique that uses sublime messaging to promote a concept.
The audience is exposed favorably to a topic or issue without being specifically notified about the promotion strategy.
It bears many similarities with the Word of Mouth technique as its objective is to create a "buzz" over specific issues.
The key element that differentiates this technique is the use of seemingly not relevant engaging methods.

Key characteristics:

- ✓Uses "hidden messages"
- ✓Use of seemingly not relevant engaging methods

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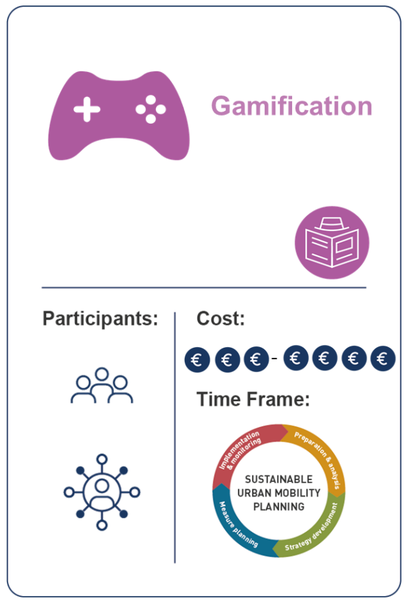
Marketing Techniques & Engagement Methods



The “Gamification” method has been broadly defined as the use of game-elements in non-game contexts. It refers to an instructional approach with the aim to increase engagement, motivation and participation.

Key characteristics:

- ✓It provides participants with proactive directives and feedback through game mechanics and game dynamics.
- ✓It simplifies learning and makes it more immersive and interactive through active participation and observation.
- ✓It is likely to sustain a long-term engagement and thus, effectively influence behavioural change on the certain topic.
- ✓It is suitable for engaging heterogeneous groups of individuals with different skills, expertise and interests.
- ✓It can address serious topics with a non-formal approach.

Principles:

- challenges and rewards
- competitions
- personalization

The “Ambassador Campaign” method is a form of indirect promotion by collaborating with important public figures (celebrities, opinion-leaders, influencers).

Key characteristics:

- ✓It generates Word of Mouth communication.
- ✓It leverages the Ambassador’s popularity and reputation.

Keep in mind:
that a user’s analysis is required in order to define the criteria for the selection of the appropriate public figure

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Marketing Techniques & Engagement Methods

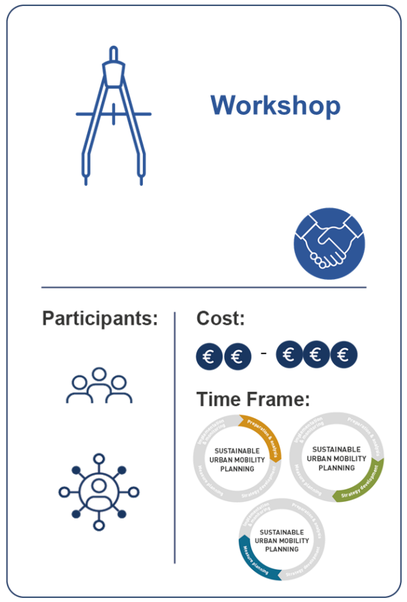
Relationship marketing is a form of marketing that emphasizes in target audience retention and satisfaction rather than transactions. Relationship marketing focuses in an already cultivated target group with the intention of gaining loyalty to its purposes.

Key characteristics:

- ✓ Builds long – lasting relationships
- ✓ Involves many interaction levels, where both the provider and recipient have an interest in a more satisfying exchange

Internal use

Marketing Techniques & Engagement Methods



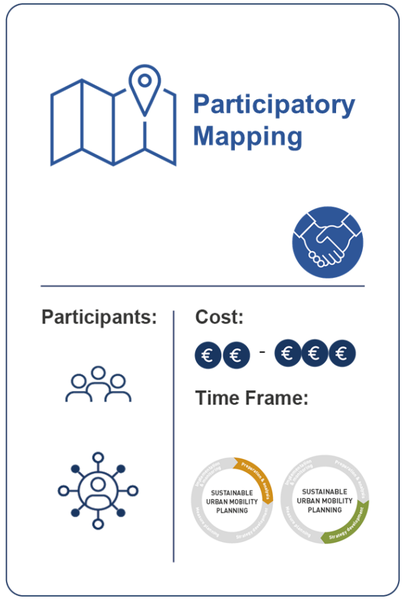
A Workshop is an intensive planning session where citizens, stakeholders and experts collaborate on the development of a shared vision It is a face-to-face process, designed to bring people from various sub-groups of society into a consensus by providing adequate information to all participants and the equal opportunity to contribute in co-creating a vision/ proposal.

Key characteristics:

- ✓It targets situations which require the development of cross-cutting strategies and interdisciplinary collaboration.
- ✓Participants can provide ideas and solutions to problems that are outside their areas of expertise.
- ✓Project coordinators build partnerships and synergies with the relevant stakeholders and the public.

Facilitation Tools:

- World Café
- Participatory Scenarios
- Graphic Facilitation
- Idea Rating Sheets



Participatory mapping - also called community-based mapping - is a general term used to define a method that combines the tools of modern cartography with participatory approaches in order to represent the spatial knowledge of local communities.

Key characteristics:

- ✓It represents the agenda of the community by showing information that reflects the community members' aspirations and needs.
- ✓Participatory maps are not produced by formal media; a participatory map may be just a sketch or may be incorporated into a sophisticated computer-based GIS (geographic information system).
- ✓Embrace diversity in presentation and content as they are not expected to follow conformity guidelines.

Types:

Participatory mapping using scale maps and images
Participatory 3-D models
Participatory geographic information systems (PGIS)
Multimedia and Internet-based mapping

All above types can be implemented as separate methods or as part of a broader participatory process.

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e-smartec Engagement Process

Don’t forget to check out the full e-smartec handbook for more methods and tips!

e-smartec
Interreg Europe

European Union
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POLIS

Internal use

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polis.network

@polisvideo

Internal use

Case Study

City of Zobeide

Internal use

URBAN MOBILITY DAYS

04.10.2023

Zobeide is a mid-size city with a mild climate close to the mountains. Within its historic city centre, thriving restaurants and small local businesses occupy the ground floor of traditional buildings.

Young professionals and older adults are the main residents of Zobeide city centre. Increasing redevelopment has brought new workers from different backgrounds to the area. The city centre is also a destination for shopping and leisure for families from other neighbourhoods and towns.

With a growing number of residents and visitors, the road network has become strained. The city needs to improve connectivity and increase alternatives to the car to preserve the appeal and livability of the city centre.

City of Zobeide

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URBAN MOBILITY DAYS

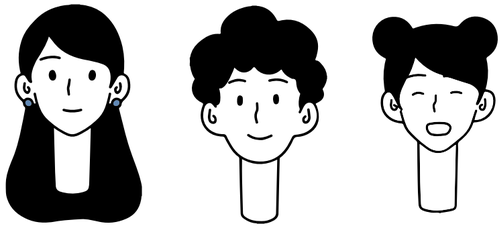
04.10.2023

1. As part of their SUMP, the city wants to increase their share of active travel trips.

2. Two main streets in the city centre have been identified for widened sidewalks and new bicycle lanes.

3. The city, together with local residents and businesses, needs to decide how to redesign these two streets. It is expected that some on-street parking will need to be removed to accommodate the active mobility infrastructure.

4. The city needs to gain sufficient support to move forward with implementation, so how would you engage with citizens and local businesses to continue the process?



Carla, Daniel & Nora
Zobeide's Mobility Department

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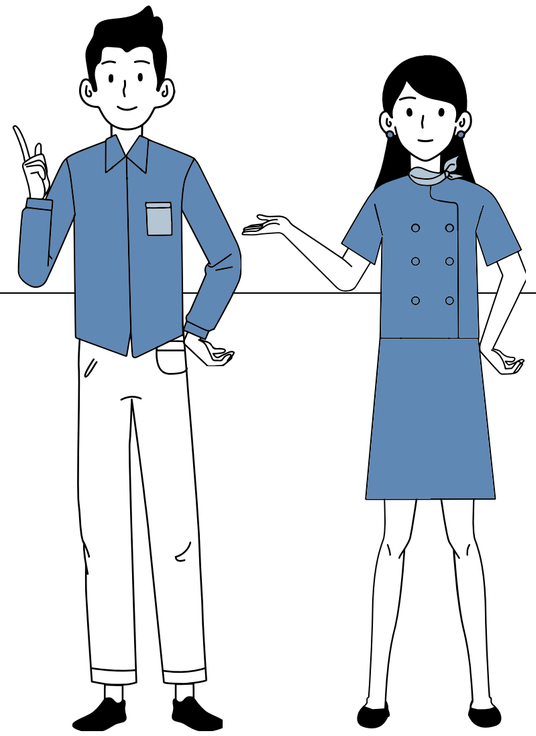
Talk in pairs!

Which citizen engagement methods would you advise for Carla, Daniel & Nora?



Activity: **Case Study**

Time: **5 minutes**

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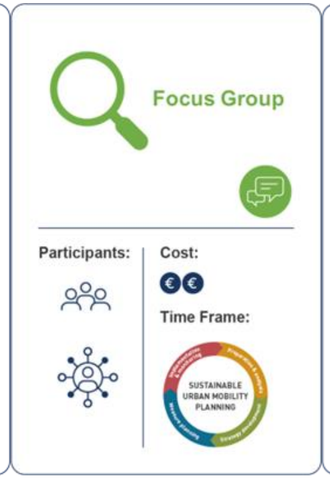
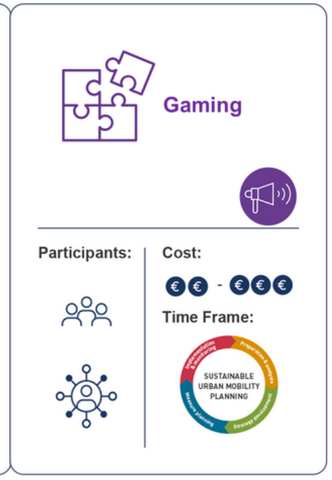
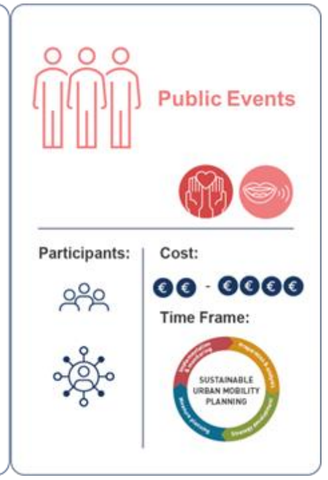
URBAN MOBILITY DAYS

04.10.2023







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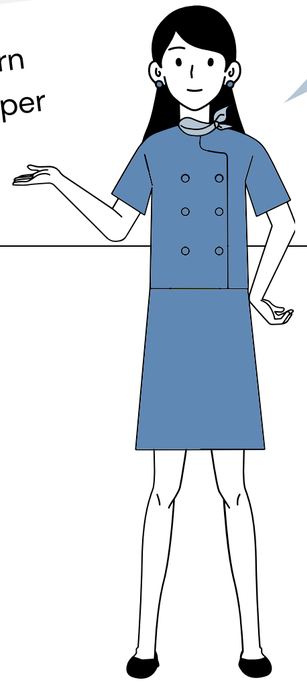
Discuss in groups of 4!

2 people with pink paper

2 people with white paper

If you have pink paper, turn back to find your white paper buddies!

Can you combine your methods to form one approach? Discuss the location, timing and target groups.



Activity: **Case Study**

Time: **15 minutes**

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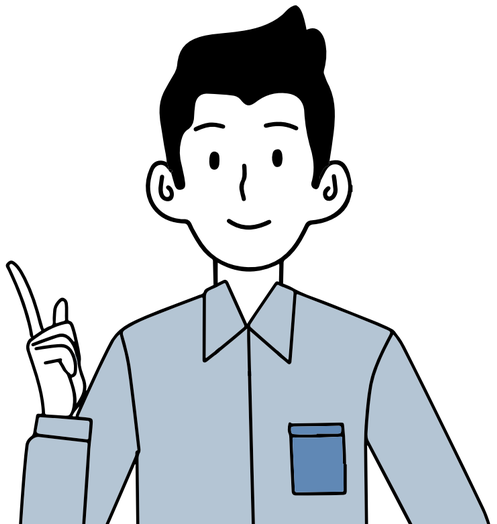
Go to slido.com: Summarise your group's approach in a few words

one person from each group!



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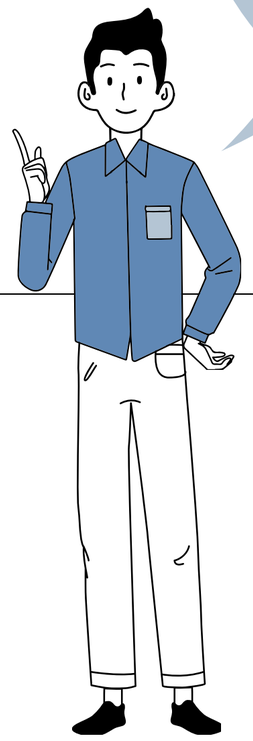
Discuss in groups of 4!

same group as last time!

Given your chosen approach, what challenges do you anticipate? How would you address these challenges?



Activity: **Challenges and solutions**

Time: **20 minutes**

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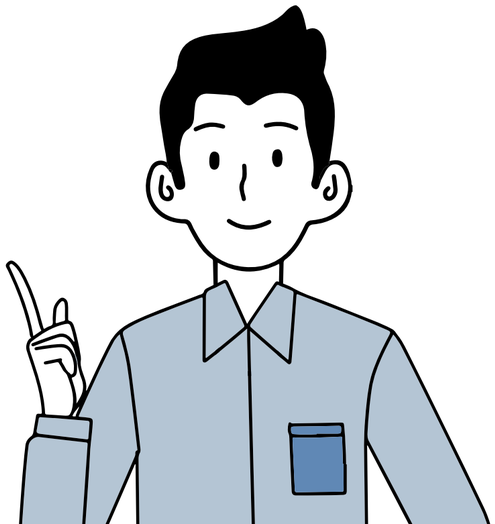
Go to slido.com:
What challenges did you identify?
Use one word for each challenge

one person from each group!



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Go to slido.com:
What is one solution that you came up with to your challenges?

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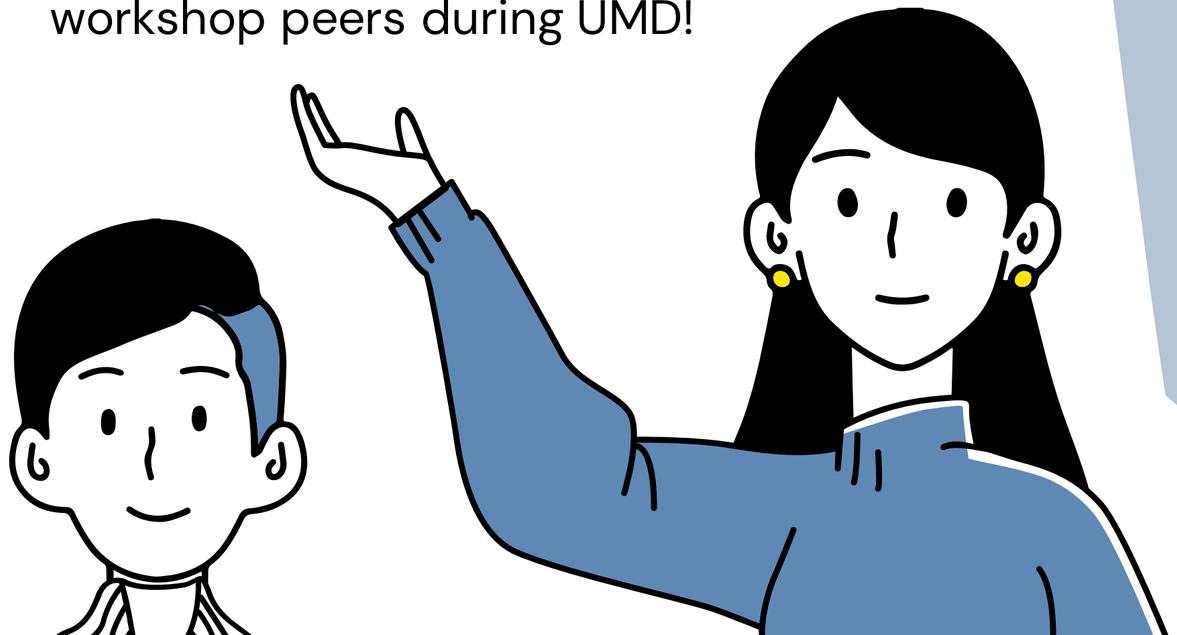
What is your take-home message from this session?

We invite you to write it on your sheet and hand it to us on the way out!

Grab a blue sticky dot to put in your badge and meet your workshop peers during UMD!

We will select 4 people to receive a printed set of cards of the **e-smartec engagement methods**



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TOMORROW. MOBILITY

WORLD CONGRESS

7 - 9 NOVEMBER 2023

BARCELONA & ONLINE

eit Urban Mobility

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Register here!

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Get in contact with us

We are defintely looking forward on hearing from you!

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Internal use

Thank you so much!

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