



**COMPETITIVE AND SUSTAINABLE GROWTH
&
ENERGY, ENVIRONMENT AND SUSTAINABLE DEVELOPMENT
PROGRAMMES**



MIRACLES Project GRD1 – 2001 – 40047

Rome Winchester Barcelona Cork



Deliverable D 3.2

DISSEMINATION PLAN & IMPACT



FINAL DISSEMINATION REPORT STRUCTURE

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1.1.3 Task 3 - Coordination of Publicity Initiatives Across Sites

Objective: to facilitate project partners in the internal/external communication and to realize a common scheme to spread information.

The WP3 coordination has been realized by a strictly communication amongst the WP3 leader and the Local Dissemination Managers responsible of both local and national dissemination initiatives. The role of the WP3 leader has been to give support to the local managers on the CIVITAS-MIRACLES corporate images, and also to provide a consulting service on the local print materials. The local managers have also provided a strong support to the WP leader for all the initiatives related with METEOR requirements, including CIVITAS Newsletter updates, CIVITAS Web Site updates and overall the participation in the CIVITAS Forums.

The WP leader has also worked as an active link with the DLG issues that have been reported to the partners during the project meetings. From this point of view a particular attention has been paid to the coordination for the CIVITAS Forums (Rotterdam 2004 and Nantes 2005) and for the CIVITAS1 Final Conference (Nantes 2005), in order to produce the posters and the other materials to set up the MIRACLES stands (Fig. 2 and 3) and the presentations for the workshop of the events. Then a strong coordination has been realized amongst the WP leaders, the Press Office and the local dissemination managers in order to update the project fact sheets.

A successful coordination with the partners has been also improved in order to produce a Multimedia CD Rom, which includes information, pictures, videos about CIVITAS Initiative and MIRACLES Project, as a final dissemination material.



Fig 2 – the posters of the four cities prepared in occasion of the Final Conference



Fig 3 – the MIRACLES Stand at the Final Conference



1.2 Dissemination at European Level

The Dissemination at European Level has been strictly coordinated with the METEOR Dissemination Staff in charge of the Dissemination Liaison Group. Periodic meetings have been organized in order to set up common dissemination strategy and products.

The international dissemination has mainly been realized by the support to METEOR, providing the MIRACLES Dissemination Materials, updating the CIVITAS Web Site, providing articles for the CIVITAS Newsletter and through the participation of MIRACLES Partners in different international workshops or events when requested.

In any case, the most important coordination work in the DLG has been the organization of the CIVITAS Forum specially those of Rotterdam and Nantes, including the CIVITAS1 Final Conference. It should be highlighted that a real and effective collaboration and coordination amongst the project dissemination managers has begun only during the second year of the projects life, due to the different timing of each CIVITAS 1 project for developing the dissemination tools. Also a lack of communication and timing between the realization of the MIRACLES corporate image (developed at the early months of the project) and the CIVITAS corporate image (communicated some months later) has caused a re-planning (with the related further costs) of the MIRACLES dissemination material designed up to date, including the mock up of the project web site.

Many meetings have been organized and, after some troubles at the start of this process, a good information flow within the DLG members has been achieved. In my opinion, one of the best results of the DLG activities is represented by the organization of a workshop devoted to better analyse the main targets of the CIVITAS communication on international, national and local basis. This workshop, hold in Brussels by John Porter in collaboration with METEOR, has produced changes in the dissemination materials to be prepared at that time (fact sheets). Furthermore, the workshop has been proposed also to the MIRACLES local dissemination managers and hold during a Rome project meeting in 2004. About this workshop, I would like to highlight that it would have been really more useful if scheduled at the early months of the projects life, in order to apply many of the lessons learned to a wider range of dissemination materials, which at the moment of the workshop were already produced.

The WP leader has also collaborated with the new METEOR Dissemination Management and with the new management of the CIVITAS Web Site on different issues linked to related changes and, during the last six months, the WP3 has strictly collaborated with the dissemination management of the CIVITAS2 website, verifying and updating the MIRACLES Fact Sheets uploaded on the new CIVITAS website.



2. LOCAL DISSEMINATION

In this chapter will be reported the local dissemination activities. At the start of the description for each city are presented the intention of dissemination as indicated in the D3.1 – Dissemination Use Plan. It will be useful to determine what has been really possible during the project lifetime.

2.1 ROME

2.1.1 Intentions & Strategy

The objectives of the local dissemination were to inform a wide range of stakeholders about CIVITAS Initiative and to enhance the awareness of the final users about the sustainable mobility policies undertaken in Rome with the support of the MIRACLES Project, through different and targeted tools as indicated in the table below.

TOOLS	TARGET GROUP	LEVEL*
Leaflets / Brochure	Press / Stakeholder	Loc. / Nat. / Int.
Posters	Press / Stakeholder	Loc. / Nat. / Int.
Conferences and Seminars	Press / Stakeholder	Loc. / Nat. / Int.
Press Releases	User / Press / Stakeholder	Loc. / Nat.
Meetings and Forum	Stakeholder	Loc. / Nat. / Int.
Publications on specialized magazines	Stakeholder	Loc. / Nat.
PTO Internet / Intranet	User / PTO staff	Loc.
PTO Marketing tools	User / Stakeholder	Loc. / Nat.
City information displays	User	Loc.
Link with City Council information campaigns on mobility	User / Stakeholder	Loc.

* Loc. = Local; Nat. = National; Int. = International

The chosen strategy to achieve the above objectives can be summarized as in the following list:

- To create an information flow with the communication responsables of the “Comune di Roma”, STA and ATAC through periodical meetings, in order to plan with them how to use their own communication tools (internal and external);
- Take advantage of special events related to each demonstrator as: opening, conferences, workshops, “Green Sundays” and any other activity field in order to disseminate materials and also to realize the public surveys (task 3.1);
- To create appropriate links amongst the MIRACLES Web Site and the Rome’s project partners web site;



- To support the press office of “Comune di Roma”, ATAC and STA through materials prepared by the MIRACLES press office;
- To sign co-marketing agreements with Italian Stakeholder Association in order to share the information about CIVITAS and MIRACLES achievements;
- To produce an Italian version of the MIRACLES dissemination materials to be distribute to stakeholder at local and national level.

2.1.2 Results & Achievements

At local level good results have been reached, especially because of a good information flow with ATAC. CIVITAS-MIRACLES has realized the public surveys (see annex 1), the first at year 2 and the second at year 4, participating in street events such as “Green Sundays” and workshops for Local Mobility Managers, surveying not only the project awareness but also the demonstrators’ awareness and the related users’ acceptance.

We can sustain that the user’s awareness of the project has grown, as well as a general acceptance of the MIRACLES measures in any context of their application. But overall it is possible to affirm that amongst the PT users, and more in general amongst the citizens, the awareness that mobility policies are very necessary for a better quality life in our city has really grown.

The corporate image has been applied at the ATAC web site pages strictly related with the MIRACLES Project, as well as in other materials realized by ATAC to be distributed in different contexts. The most important examples of local dissemination are indicated below.

- A lot of dissemination material has been distributed before and during the “Tridente” closure, for the opening ceremony of the recharging station for e-vehicles and for the 10 e-scooter prize to University student as well as during the “Green Sunday” by a face to face explications;
- Presentation and dissemination material distribution has been carried out during two workshops for the Mobility Managers;
- Dissemination Material has been distributed at the press conference organized to present the Rome Car Sharing scheme, as well as for the opening of the new Trolleybus line.
- CIVITAS corporate image has been also applied on the on-board video information system, so called MOBY, available in the new ATAC fleet of Euro 4 buses.

Concerning dissemination initiatives undertaken at national level we would like to underline the following three, which we consider very important:

- 2004 - An agreement at Italian level for the project dissemination has been signed with “ICS-Iniziativa Car Sharing” (Italian Authority), in order to share stakeholders database and to share information about sustainable mobility;



- 2004 - Following the statements of the agreement, MIRACLES and ICS have co-organized in Rome the first Italian International Congress on Car Sharing, which has represented an important step for the MIRACLES dissemination (the fact sheets were particularly appreciated by the participants) and where the former Mobility Councillor Mario Di Carlo presented the CIVITAS-Miracle project to the audience;
- 2005 - An agreement with ASSTRA (Italian PTO Association) has been signed in order to disseminate CIVITAS-MIRACLES results to a wide national stakeholder audience. This agreement produced a mailing in order to inform all the ASSTRA associates about the CIVITAS Initiative. Moreover, an article about the Nantes CIVITAS Forum has been written by the WP leader and published in November 2005 on “TP-Trasporti Pubblici”, the ASSTRA monthly magazine distributed to all associates and also to all Mobility departments of Italian City Councils.

2.1.3 Problems

As local dissemination we have had a good response from the persons in charge of the not traditional communication channels of the institutional bodies (web sites, on board information system, etc.). In these cases it has been relatively easy to establish a good flow of communication and proactive action with these managers and technicians.

The main problem envisaged in the local dissemination in Rome has been the difficulty to interact with the communication persons in charge of “Comune di Roma”, ATAC/STA in order to plan with them specific dissemination initiatives for the final users and overall to know with a certain advance the activities planned by each communication department. It is comprehensible that in big city like Rome, the level of accessibility of these offices is very low, however it was expected a certain availability at least to apply the corporate image.

After many attempts and together with the project coordination we decided to interact with a lower level of the management, the persons in charge of the production of the institutional communication material, in order to realize something like “blitzes” when aware that some material were in production. In this way we have inserted the CIVITAS corporate image in all the ATAC materials described in the progress reports and in the final report.

On the other hand, as highlighted in results and achievements, targeted dissemination to the stakeholders has been easier since the project information materials (brochure, newsletters, fact sheets) produced in Italian were planned for these targets.

As a partial justification, we have to remark that during the project life time we experienced one change of the Mobility Councillor and all his staff, one change of the top management in ATAC and all his staff, one City Council administrative election and the merge process between ATAC and STA, which takes almost one year to be completed. These changes have made difficulties to establish a relationship with the communication managements and their commitment with the project itself, and obliged the local dissemination manager to explain many times the project characteristics.



2.2 BARCELONA

2.2.1 Intentions & Strategy

The objectives of the local dissemination have been focussed upon improving awareness and acceptance of the sustainable mobility policies promoted by the Barcelona partners. It is important to bear in mind that different organisations have been involved in promoting (compared to other sites, a relatively small number of) measures piloted in the catalan capital; with Barcelona Municipality leading on access restrictions and goods delivery innovation, ATM leading on collective public transport (WP7) and TMB leading on cleaner bus fleets (WP12).

The basic strategy that has been followed has been to promote those dissemination tools defined at the higher (European and project) levels, and to apply them effectively at local level. On the one hand, this ensures that the local activity supports the overall promotion of the CIVITAS programme, and the MIRACLES project. On the other hand, it strengthens the local coordination.

The tools used for local dissemination are indicated in the following table. Two tools, the CIVITAS Factsheets and the Citizen phone surveys, are highlighted as being of primary importance.

TOOLS	TARGET GROUP	LEVEL*
Telephone surveys	Citizens	Loc. / Int.
CIVITAS Factsheets	CIVITAS community, Barcelona Mobility Pact	Loc. / Nat. / Int.
Web content	Press / Research community / CIVITAS community	Int.
Posters	Press / Research community / CIVITAS community	Loc. / Nat. / Int.
Conferences and Seminars	Press / Stakeholder	Loc. / Nat. / Int.
Meetings & Fora	CIVITAS community	Int.
Meetings	Stakeholder	Loc.
Barcelona Mobility Pact	Citizens	Loc.
Barcelona Mobility Pact	Freight operators	Loc.
Site visits	Research community	Int.
Leaflets	Press / Stakeholder	Loc.
Variable Message Signs	Public transport travellers, motorists	Loc.
Press articles	Citizens	Loc. / Nat.

* Loc. = Local; Nat. = National; Int. = International

The Fact Sheets provided a common template that each organisation leading a particular measure could identify with, and to which all partners readily contributed. In the case of Barcelona, and with the support of the MIRACLES Dissemination leader, the Factsheets of the Barcelona measures were produced in Catalan and Castilian as well as English. As a result, these materials have been disseminated locally



(supporting responses to press (over 100 articles) in the early phase of the project, as well as a final dissemination action via the Mobility Pact Secretariat of Barcelona Municipality (mailout to 40 key city stakeholders). Overall, this action has provided a common corporate promotion of measures that, in practice, were realised in quite distinct ways.

The second important dissemination activity has been the realisation of the Before (2003) and After (2006) surveys (each, telephone-based with 1000 citizens), their processing, analysis and reporting. Section 1 describes this activity as being at the European level; this is correct in that considerable effort was expended in ensuring a set of kernel questions were common to the activities realised across the four MIRACLES cities. However, as indicated in the Evaluation Plan (D4.1), Barcelona had envisaged from the outset of the project that this activity would also be a means of gauging citizens' awareness and acceptance of measures at a city-wide level, and would provide indicators that could assist in progress with scheme implementation (for example, ex-ante acceptance for restricting traffic access on the Ramblas).

2.2.2 Results & Achievements

Due to the good cooperation between the MIRACLES sites, and the pro-active role of the Dissemination Leader, MIRACLES has achieved an excellent quality of dissemination at the European level (the common corporate image of the posters presented at the Nantes Forum is one example, the work developing multimedia CDRom is another...). The final dissemination action at local level incorporated a local language version of the poster as the front-page to present the "Factsheets Information Pack".

The results of the surveys show increased awareness of the MIRACLES measures over the project lifetime. The most important means of learning about CIVITAS for this city is press coverage (57% of respondents), followed by friends and "word-of-mouth" (23%). These results appear to validate the dissemination approach adopted by this site, see figure 4.

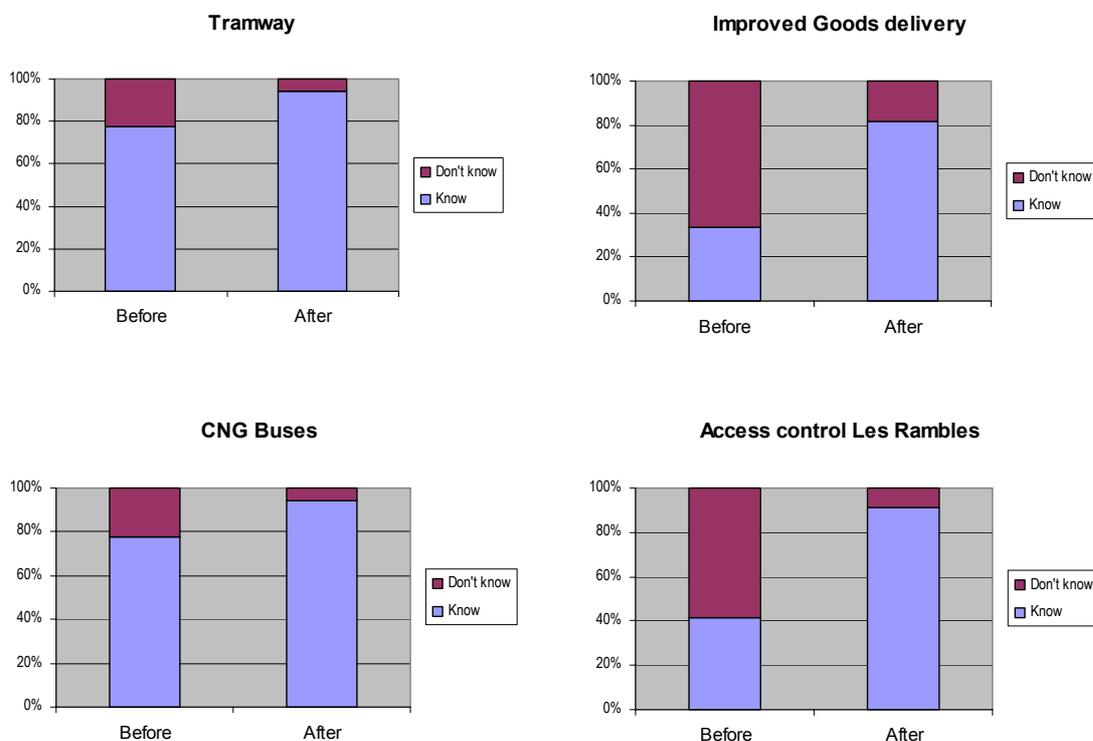


Fig 4 – Summary results of evolution in citizen awareness (from Barcelona public surveys).



- The tramway integration measure is proving to be of great interest to those cities looking for new systems of mass transit. Visits have been made to Casablanca, Fes (Morocco) and Berlin (Metropolis congress) and have been received in Barcelona from Reims, Nice (France), Singapore, as well as Connex (Company from France).

2.2.3 Problems

The realisation of the public surveys required a local agreement between ATM and Barcelona Municipality regarding who would finance these activities; this was more a challenge than a problem, but there was a delay in realising the After survey due to the late-running of two (of the five) measures, in turn, partly due to the changes that resulted from the political elections.

The changes in key personnel (4 councillors, 2 directors at Barcelona Municipality, 2 directors at ATM) came into effect over a period of about one year as a consequence of the cascade of municipal, national and regional elections. The consequences of these changes were reported in detail at the Site Audit. As far as dissemination is concerned, these delays meant that the Communications department at Barcelona Municipality could only be involved to a partial extent in the project. So, although the final result is quite satisfactory (see section 2.2.2), it is pointed out that the optimal time-window for the Ramblas access restrictions was missed with a consequently more-cautious campaign to support the implementation.

2.3 CORK

2.3.1 Intentions & Strategy

In Cork it was decided to use a wide range of dissemination media to promote the concepts and lessons learned from MIRACLES measures. The wide-ranging campaign was carried out using all the applications listed in the DUP, copied below:

TOOLS	TARGET GROUP	LEVEL*
Intranet	Cork City Council Employees	Loc.
Internet	Users/Stakeholders	Int.
Links from and to other relevant web sites	Anyone with an interest in sustainable transport in Cork.	Int.
Local Radio	Users	Loc.
Press Releases	Users/Stakeholders	Nat.
Case Studies for Energy Cities	European Energy Interest Groups/ Municipalities/ Politicians	Int.
Articles for Internal Staff bulletins	Cork City Council Employees	Loc.
Car Pooling Questionnaires inserted into 1500 staff wage slips	Cork City Council Employees	Loc.
Articles for specialized magazines and E-bulletins	Engineers/Researchers/Municipalities	Nat.
Public Poster Exhibition	Users/Tourists	Loc.
Public Signage	Users	Loc.
VMS	Users	Loc.
Text Messages	Users of Pay by Phone Parking	Loc.
Training	Cork City Council employees	Loc.
Presentations, submissions to METEOR, MIRACLES Partners, Other CIVITAS Cities	Politicians Engineers/Researchers/Municipalities	Int.
Distribution and Display of MIRACLES brochure in Cork City Council public offices	Users/ Researchers/Stakeholders	Loc.

* Loc. = Local; Nat. = National; Int. = International

2.3.2 Results & Achievements

General project dissemination work included the design of posters, summarising information about each of the MIRACLES WP activities in Cork. Over the years the posters were used at many exhibitions as the opportunities arose and when not in use there they were displayed in the Cork City Energy Agency. They



were then redesigned for the Civitas Forum in 2004 and provided to the project leaders for use at other international events.

Like the other cities, Cork was an active participant in the CIVITAS Forum, presenting one or two papers to it each year, submitting for the CIVITAS award in 2004 and submitting articles for CIVITAS and MIRACLES newsletters. Not only did CCC contribute to these dissemination opportunities, but it also learned from them. Information about the freight management measures undertaken in other CIVITAS cities was of particular interest and will be applied where possible.

The City Council has also been particularly keen to share information with CIVITAS partners about the bollards selection, the tendering process and design of the parking payment by phone system etc. This has been highlighted on the METEOR and MIRACLES websites and newsletters etc. The tendering documents have also been made available to partners.

The key dissemination actions for the MIRACLES funded access restrictions measures (WP 5) took place in 2005. This consisted of pre-design, mid-design, pre and post pilot meetings and leaflet drops with local traders and residents. The council also took out advertisements in the local press encouraging shoppers to come into the city to shop where they will 'No longer have to contend with cars and other vehicles in these newly refurbished streets.' The slogan for the road closures was "Good News for Shoppers! Christmas Shopping Made Easy!" The Park and Ride Service (WP7) was promoted locally and nationally through advertisements in Newspapers and specialist magazines and even in parking fines notices. There were also a number of launch events to generate extra publicity at key interludes. For example, on the 21st of May 2004 the Minister for Transport officially launched the new green double-decker buses purchased by the bus operator for exclusive use on the Park and Ride Service. The Irish government publicly acknowledged the innovative nature of Cork's Park and Ride Project by awarding it the Public Service Excellence Award at a ceremony in Dublin Castle, presented by an Taoiseach (The Irish Prime Minister).

Another Key WP10 dissemination activity was the production of brochures to promote and inform the public about cycling measures. It was decided to produce a Cartoon-Style Brochure, which would be enticing for people of all ages to read.

Registration for the Park By Phone System was launched in early 2005 via advertisements in the press on the radio and via the internet. Press releases about this initiative were released periodically throughout the lifespan of MIRACLES to penetrate the public consciousness with the concept. There was much publicity when the system finally went live in August 2005, and since then ongoing dissemination of information about this service locally has been the primary responsibility of the Park-by-Phone Consortium.

One of the most popular MIRACLES documents uploaded to www.corkcity.ie summarised the research into Biofuel options for WP 12. Many emails, phone calls and visits were received from the public in response to this. Information about WP 12 was also disseminated at many local, national and international events, from a local Renewable Energy Information evening in 2002 to the CIVITAS Fora in 2003 and 2005 and a joint presentation at a national Energy in Transport Conference in November 2005.



2.4 WINCHESTER

2.4.1 Intentions & Strategy

An exploitation and dissemination strategy was developed that aimed to reach as wide an audience as possible, including politicians and those working within the transport industry. The strategy also focused on key target groups within the local community, such as large employers, municipal fleet managers, commuters, traders and schoolchildren.

TOOLS	TARGET GROUP	LEVEL*
Winchester Commuter Forum	User	Loc.
Winchester Freight Forum	Stakeholder	Loc.
Winchester MIRACLES web-site	User	Loc.
ROMANSE On-Line	User / Press	Loc. / Nat. / Int.
Presentations at conferences	Stakeholder	Loc. / Reg. / Nat. / Int.
Livery on bus / car fleet	User	Loc. / Reg.
Meetings	Stakeholder / PTO Staff	Loc. / Reg.
Leaflets / Brochures	User / Press	Loc. / Reg.
Poster displays	University/researchers/visitors	Loc.
Staff seminars	Research group staff	Loc.
Conferences/seminars	Researchers/Private and public TOC & consultancies	Reg. / Nat. / Int.
5 star academic journals	Researchers	Nat. / Int.
Local Radio	User	Loc.
VMS	User	Loc.
County Staff Newsletters	Hampshire County Council Employees	Loc. / Reg.
Press Releases	User / Press / Stakeholder	Loc. / Reg. / Nat.

* Loc. = Local; Nat. = National; Int. = International

In addition to providing an overall public relations strategy to promote the MIRACLES project in general, the strategy also detailed dissemination activities for each individual Workpackage, identifying the most suitable means to promote the activities and the most relevant target audience for each individual measure. The “Marketing and Public Relations Schedule” below provides a brief overview of the type of marketing and publicity events undertaken in each Workpackage.



MIRACLES Marketing and Public Relations Schedule – Winchester

	General Strategy & WP10	WP 5	WP 6	WP 7	WP 8	WP 9	WP 11	WP 12.1	WP 12.2	WP 12.3
Local Press Article	X	X	X	X	X	X	X	X	X	X
Trade Press Article	X	X	X	X	X	X	X	X		
Newspaper Ad		X			X					
Local Radio/TV Interview	X		X	X	X					X
Local Radio Ad		X	X							
Website	X	X	X	X	X	X	X	X	X	X
Project Newsletter	X	X	X	X	X	X	X	X	X	X
WCC Newsletter	X	X	X	X	X	X	X	X	X	X
HCC Newsletter	X	X	X	X	X	X			X	X
Promotional Leaflet		X	X		X	X				
Promotional Poster		X	X		X			X		
Launch Event	X		X	X	X					X
Trade/ Stakeholder Group Events	X						X	X	X	
Roadshow	X									X
Marketing/ Promotional Materials	X			X	X					
Other Suitable Publications				X	X				X	
On-Vehicle Advertising				X	X			X		X

This plan was used to raise public awareness of the developments and achievements of the initiatives and influence people to change their travel behaviour by encouraging them to participate in the various elements of the project, such as bike-about and the environmental parking scheme, and by making use of the information made available by the project.

2.4.2 Results and Achievements

Awareness of MIRACLES during the lifetime of project increased from 3% in July/August 2003 to 24% in July/August 2005. Awareness of businesses was much higher showing that initiatives such as the clean vehicle trials, where many businesses were contacted directly, had raised awareness of the project. Awareness of MIRACLES of bus passengers also increased during the project, from 10% in the Interim survey to 25% in the final bus passenger survey.

When considering the effectiveness of the campaigns and in particular how people were made aware of MIRACLES. Those people that had heard of MIRACLES were asked in an awareness questionnaire how they were informed. 13% stated that they were informed through the local newspaper, 13% through a leaflet or poster, 11% through the Bikeabout bicycles and 10% from another source (which included being contacted by the County Council or made aware through their job). Only 7% of respondents were aware of MIRACLES through Bike Week itself, even though awareness of this event was very high (over 50%). This was also true for the Alternative Transport Day. From the business questionnaire, businesses that were aware of MIRACLES had been informed through local newspaper (46%), leaflet/poster (36%), information displays at bus stops (25%) and 29% other (which included through HCC or WCC). The Figure below illustrates the success of the various methods used to inform the general public about MIRACLES.

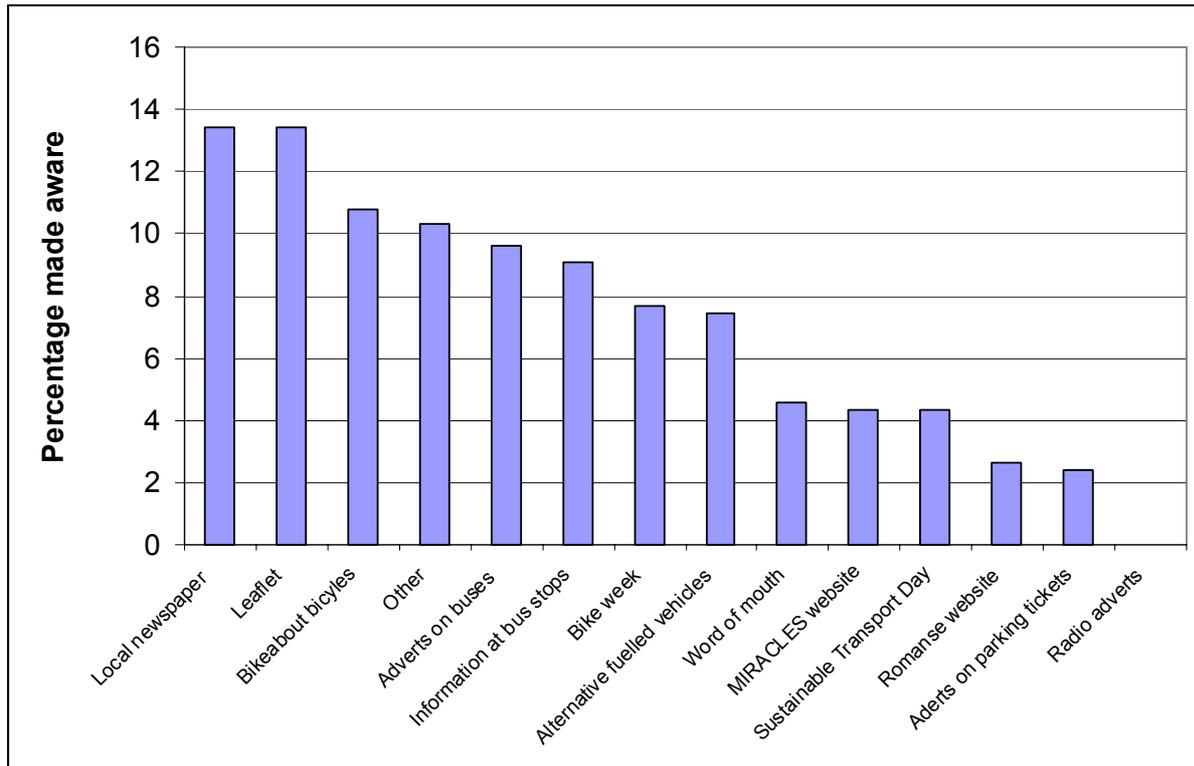


Fig 6 - Main methods used to inform respondents of MIRACLES in Winchester

2.4.3 Problems

Overall there were few problems experienced in Winchester with dissemination. From the sample of the public surveyed about the awareness of the MIRACLES measures the cost effectiveness of the radio advertising, and parking ticket ads was disappointing. The local website, which did not form part of the original project plan, should in hindsight have been included earlier. Had time allowed it would have been advantageous to spend more time disseminating the results of the trials during the lifetime of the project. In practical terms informing others of the outcomes will continue post project, but will not be captured in reports such as these.

Further surveys on awareness of the project and the demonstration measures are likely to be carried out in 2006/07, this is expected to enhance the quality of the results collected so far and will enable changes to be tracked over time.



3. LESSON LEARNED AND RECOMMENDATION FROM THE CITIES

The first lesson learned early at the start of the project has been that there is a big difference amongst big cities like Rome and Barcelona, and little cities like Cork and Winchester. This caused different approaches and also different achievements for the dissemination of the project, as well as making it difficult to compare results from similar dissemination actions.

3.1 Rome

The lesson learned is that it is quite difficult to involve the political level, the top management and also the press in a big city like Rome for what concerns the dissemination at city level.

The recommendation is that to achieve best results it could be useful to centralize the economical resources devoted to dissemination in each work package to the local dissemination manager (other costs budget) and to use them to push the communication management for interacting with the project, presenting them initiatives and products that do not need further funding. This to save a lot of time to approve the funding, and time to be spent by the management to supervise all the process of funding that may appears less profitable for this level of stakeholder. On the other hand, the local dissemination manager has a wider point of view about the project implementation, useful to target the dissemination materials at local level and to offer them tailored and ready to use dissemination tools.

At national Italian level a good result has been achieved through the co-organization with “ICS- Iniziativa Car Sharing” of the 1° Italian International Congress on Car Sharing, held in Rome in 2004. Nevertheless, it has been quite complicated to reach a certain balance for the graphical presence in the communication material, and also in the presentations, as well as in political participations, due to the few amount of MIRACLES financial participation. In this occasion, two fundamental and crucial objectives have been reached:

- to involve the political level and the management level of Rome City Council and ATAC, which have presented the state of the art of Car Sharing as part of the CIVITAS Initiative-MIRACLES Project;
- to disseminate CIVITAS-MIRACLES to a wide range of interested Italian stakeholders (politicians and managers).

A further positive consequence of this activity has been the dissemination of CIVITAS-MIRACLES also to the political and the management levels of the Italian Ministry of the Environment, which has been the economical and political sponsor of the event: in fact, the Minister of the Environment opened the event.

In this case the lesson learned is that a flexible marketing approach is quite useful to manage the relations to different kinds of national stakeholder institutions or associations, in order to balance the needs of visibility of each actor, especially when few project economical resources are available to be allocated. The recommendation is that the organization of a national event or workshop is a very good way to disseminate a project like MIRACLES. In this case one event per year would be really useful.

3.2 Barcelona

Barcelona shares the “bity city challenge” reported by Rome regarding involving politicians and other key decision-makers. The solution adopted in Barcelona was to involve the Municipality’s



Communications department in the project; this was not too difficult given the high-quality of the dissemination materials that MIRACLES was offering. The engagement regarding the public survey was also relatively straight-forward for such a big city (compare, for instance, the approaches of the smaller MIRACLES cities of Cork and Winchester), and this, in turn, served to increase politicians' interest in the CIVITAS project.

It is very useful to monitor citizens to determine which forms of dissemination work best locally. The results for MIRACLES indicate that personal contact may well be the best approach in smaller cities, whereas larger cities need to work more via the established local press.

3.3 Cork

Cork developed considerable Marketing and information dissemination expertise through participation in MIRACLES. It found that a multi-media approach is best to attract the greatest general response; however particular media are better than others for different target groups. For example middle aged people do not favour leaflets or web-based information. They prefer radio advertisements and VMS signs, so these media were key in promoting the Park and Ride service, which is primarily aimed at this age group, since they also tended to most reliant on cars for commuting.

Formal presentations were most important at the beginning of the project to garner political support for the access restrictions measure, the Park and Ride bus operator licence and development of the phone-based parking payment system. Public meetings advertised by door-to-door leaflet drop were very useful to disseminate information about the Pedestrianisation Scheme. However information uploaded to the Councils website about the Biofuels project was most successful in generating widespread, worldwide interest in this project. Press releases sometimes generated interest but the website maintained it. Word of mouth was also key in spreading information about this measure, which so captured the public imagination and interest of farmers that the city council had little need to make any effort in dissemination, the offers of interviews, seminar invitations etc all came to us. The invitation to give a presentation to the Dáil about incentivising biofuel use was considered most helpful in pushing for further national political support for Biofuels use. Lobbying was also important for this.

Measures which were the most pro-active were best received by the public. The Green Routes and sustainable transport were more difficult concepts to sell. However the Cartoon-style leaflet developed in year four was the most successful at generating media interest because of its colourful easy to read layout and use of characters modelled on popular real-life personalities. Cork was also more successful than all other Irish cities who participated in European Car Free Day, because a significant area of the city centre could be closed to traffic, directing traffic onto alternative routes. The free park and ride offer for European Mobility week was also particularly important because it was a pro-active measure: the City Council was perceived to be making a sacrifice itself to promote more sustainable commuting and it provided a viable alternative to driving all day long irrespective of the weather. It also presented an ideal opportunity to carry out user surveys to determine what motivates people making more sustainable mode choices.

4. DISSEMINATION ACTIVITIES LIST

In this section a series of dissemination activities at international, national and local level will be listed.

4.1 International Events (all partners)

DATE	PLACE	DESCRIPTION
11-12/02/2002	Rome	MIRACLES Kick Off
21-22/03/2002	Brussels	DLG Meeting
18-19/04/2002	Barcelona	Technical Visit
17-18/06/2002	Winchester	Project Meeting
21-22/10/2002	Barcelona	Project Meeting
10-11/02/2003	Rome	Project Meeting
17/02/2003	Brussels	DLG meeting
16-17/06/2003	Cork	Project Meeting
18/06/2003	Brussels	DLG Meeting
20-21/10/2003	Graz	CIVITAS Forum
09/02/2004	Brussels	DLG Meeting
16-17/02/2004	Barcelona	Project Meeting
18/02/2004	Barcelona	Attendance at Local Dissemination Meeting
21-22/06/2004	Brussels	Mid Term Review
23/06/2004	Brussels	DLG Meeting
14-15/10/2004	Winchester	Project Meeting
25/10/2004	Barcelona	Attendance at Local Dissemination Meeting
17-19/11/2004	Rotterdam	CIVITAS Forum
29/11/2004	Barcelona	Attendance at Local Dissemination Meeting
17-18/02/2005	Cork	Project Meeting
23/05/2005	Brussels	DLG Meeting
13-15/06/2005	Barcelona	Project Meeting
26/09/2005	Nantes	DLG Meeting
10-13/10/2005	Winchester	Project meeting
02-03/11/2005	Nantes	CIVITAS Forum
27-28/02/2005	Rome	MIRACLES Final Meeting

4.1.1 National and Local Events Rome

DATE	PLACE	DESCRIPTION
11/04/2003	Genoa	Dissemination Meeting with ICS
08/05/2003	Turin	Meeting with "Torino Car Sharing" to agree dissemination with regional stakeholders
20/06/2006	Rome	Meeting with ATAC Department for Mobility Management
03/10/2003	Genoa	Meeting with ICS for a general agreement on dissemination
06/11/2003	Rome	Meeting at Italian Ministry of Environment to co-organize the Car Sharing Congress
21/11/2003	Rome	Attendance at Municipality of Rome Event on Mobility
27/11/2003	Rome	Attendance at Mobility Manager ATAC Presentation
18/12/2003	Genoa	Meeting with ICS to co-organize the Car Sharing Congress
23/01/2004	Genoa	Meeting with ICS to define the budget of the Car Sharing Congress
10/02/2004	Rome	Meeting with ICS and Ministry of the Environment for the Car Sharing Congress
05/03/2004	Rome	Meeting with Mobility Councillor Mario Di Carlo for his participation as MIRACLES representative in the ICS Car Sharing Congress
09/03/2004	Rome	MIRACLES/METEOR Meeting
11/03/2204	Genoa	Meeting with ICS to define the Mario Di Carlo participation in the ICS Car Sharing Congress



22/04/2004	Rome	ATAC conference for Sustainable mobility
14-15/06/2004	Rome	Project Meeting
29/06/2004	Rome	Meeting with Local Bodies for "Roma Car Sharing"
09/09/2004	Rome	Local Dissemination Meeting with ATAC Dept. for Mobility Management
20/09/2004	Rome	Local Dissemination Meeting with ATAC Dept. for Mobility Management
27/09/2004	Rome	Meeting with Local Bodies for "Roma Car Sharing"
07/12/2004	Rome	Meeting with "Roma Car Sharing" responsible
09/02/2005	Rome	Press Conference for the launch of "Roma Car Sharing"
07/09/2005	Rome	Meeting with ASSTRA for National Dissemination
05/10/2005	Rome	Meeting with ASSTRA for National Dissemination
26/10/2005	Rome	Meeting with ASSTRA for National Dissemination

4.1.2 National and Local Events Barcelona

DATE	PLACE	DESCRIPTION
November 2001	Barcelona	TMB: Various press releases relating to launch of operation of first 35 CNG buses
June 2003	Barcelona	ATM: Various press releases relating to launch of the AVM system operation for metropolitan bus fleet operators
October 2003	Barcelona	TMB: Various press releases relating to investigated benefits of CNG bus operations
March 2004	Barcelona	ATM: PTP journal dedicated to tramway launch
April 2005	Madrid	AECOC annual conference – Barcelona Municipality presenting goods delivery innovations
November 2005	Málaga	ITS-Spain – Barcelona Municipality presenting Ramblas access control scheme
March 2006	Barcelona	ITS-Catalunya – ATM presenting real-time passenger information system
June 2006	Barcelona	Barcelona Municipality: Mobility Pact MIRACLES information pack release

4.1.3 National and Local Events Cork

DATE	PLACE	DESCRIPTION
12/07/2002	Dublin	Presentation of MIRACLES/CIVITAS I at a Seminar to launch the EU 6 th Framework Programme organised by Forfás.
22/09/2002	Cork	In Town Without My Car Day- street surveys about public attitudes to the day
25/09/2002	Cork	Promotion of Cork City Council's research into renewable vehicle fuels at a Renewable Energy Information Seminar .
28/07/2006	Cork	Launch of MIRACLES Street Surveys in and around the Clean Zone areas in Cork City.
22/09/2003	Cork	In Town Without My Car Day- Schools debate on Sustainable Transport Theme
11/10/2003	Cork	Official opening first phase of the St. Patrick's Street Project
20/10/2003	Graz	Presentation to the "Making the Right Choice" Workshop at the CIVITAS Forum.
29/11/2003	Cork	Public launch of the new park and ride service.
3-13/01/2004	Cork	Travel to School survey included MIRACLES information for school principals



21/05/2004	Cork	Official launch by the Minister for Transport of new green double decker buses purchased by for the Park and Ride Service.
08/08/2004	Cork	Free use of the Park and Ride for a day: a heavily advertised marketing promotion to encourage greater use of the service.
22/09/2004	Cork	Official opening of the refurbished St. Patrick's Street
29/11/2004	Cork	The first anniversary of the new park and ride service
08/01/2005	Cork	Park and Ride promotion for the City of Culture "Awakening" ceremony on January 8 th when the entire city centre was closed to traffic.
09/06/2005	Cork	Preliminary meeting with local traders about pedestrianisation in the Clean Zone.
19-24/09/2005	Cork City	European Mobility Week : intensively advertisement for promote MIRACLES measures
02/11/2005	Cork	Meeting with local traders seeking feedback about pedestrianisation pilot in September
22/11/2005	Dublin	MIRACLES Joint presentation at the Sustainable Energy in Irish Transport Conference
12/01/2006	Cork	Prize giving ceremony for the winner of the European Mobility Week Art Competition.
31/01/2006	Cork	Launch of the " On Yer Bike" Green Routes poster, by Lord Mayor Deirdre Clune
21-/02/2006	Cork	Public Service Excellence Award Roadshow presentation of Projects including Cork's Park and Ride project.
31/03/2006	Dublin	Public Service Excellence Award for the Park and Ride service presented by an Taoiseach..

4.1.4 National and Local Events Winchester

DATE	PLACE	DESCRIPTION
00/06/2003	Winchester	Bike week and bike Fair
15/09/2003	Winchester	Declaration of Air Quality Management Area
22/09/2003	Winchester	Alternative Transport Day
22/09/2003	Winchester	Quality Bus Partnership Launch
22/09/2003	Winchester	Alternative Transport Day
30/09/2003	Winchester	Launch of new on-street PT timetables & info.
05/11/2003	Winchester	Launch of new buses by Mark Oaten MP
24/02/2004	Winchester	Official opening of Park and Ride extension
29/03/2004	Winchester	Launch of clean vehicle trails
12/06/2004	Winchester	Launch of Bikeabout scheme
12/06/2004	Winchester	Bike week and bike fair
28/06/2004	Winchester	Launch of Collectpoint altern. delivery service
05/07/2004	Winchester	Launch of clean-bus, art competition
22/09/2004	Winchester	Alternative transport day
17/10/2004	Winchester	Launch of hybrid electric bus trails
08/12/2004	Winchester	Motorvate local business seminar
12/12/2004	Winchester	Clean-bus art competition prize giving event
17/03/2005	Winchester	Launch of electric van recycling service
17/06/2005	Winchester	Bike week and bike fair
22/09/2005	Winchester	Alternative transport day
09/11/2005	Winchester	Exhibition at Sustainable business awards



4.2 International, National and Local Conferences attended by the Partners

DATE	PLACE	DESCRIPTION
11-13/11/2002	Barcelona	DGTREN's Conference
15-16/05/2003	Prague	TRENDSETTER Accessible Cities Workshop
26/02/2004	Brussels	Policy Forum with Workshop on e-transport
01/07/2003	Winchester	Winchester elected members visit
27/10/2003	London	ITS (UK) Smart Environment Group presentation
30/10/2003	London	ITS (UK) Freight Interest Group presentation
16/12/2003	Winchester	Winchester City Council Air Quality Action Group presentation
10/03/2003	Winchester	Winchester City Council Air Quality training event
23/04/2004	Brussels	VIVALDI Workshop
27/04/2004	Rome	ICS/MIRACLES Car Sharing Congress
20/06/2004	London – DfT	US Scanning Tour - Highways Agency
16-17/06/2004	Rome	John Porter's Marketing Workshop
21/10/2004	Aalborg	VIVALDI Workshop – two presentations
23/11/2004	London – DEFRA	Regional Air Quality Coordinators Group
14/12 2004	London - EST	Clean Bus working group
16/03/2005	Winchester	IHT/ICE Joint Presentation
02/06/2005	London	Low Carbon Vehicle Partnership presentation
15/09/2005	Bristol	VIVALDI National Conference presentation
20/10/2005	Oxford	English Historic Towns Forum Conference presentation
02-03/11/2005	Nantes	CIVITAS Forum
03-04/11/2005	Nantes	CIVITAS Final Conference
07/04/2006	Nottingham	30th UK National Transport Conference presentation

