

CiViTAS
Cleaner and better transport in cities

VANGUARD
.....

Evaluation
Webinar Changing travel
behaviour of children and
young adults

2nd of March

Mobiel 21

March 2012



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

1. Participants

The webinar was attended by 25 participants (including 5 speakers and the moderator). 4 people couldn't join the webinar due the unforeseen limit of 25 participants. Of these 29 people, 11 had completed the online evaluation form after the training.

2. Evaluation webinar

Every participant was asked to fill in an evaluation form during and after the training and to hand it in immediately. We received 11 filled in evaluation forms. This is a response rate of 38%.

3.1 Content evaluation

The participants gave a good evaluation of the content of the training. 80% of the participants evaluated the content as being good or very good, 10% as neutral and and the remaining 10% found the content as bad (see Figure 1). 80% of them (would also recommend the training to others (see Figure 2). 89% of the participants agreed that the proportion theory and practice during the training was properly balanced (see Figure 3).

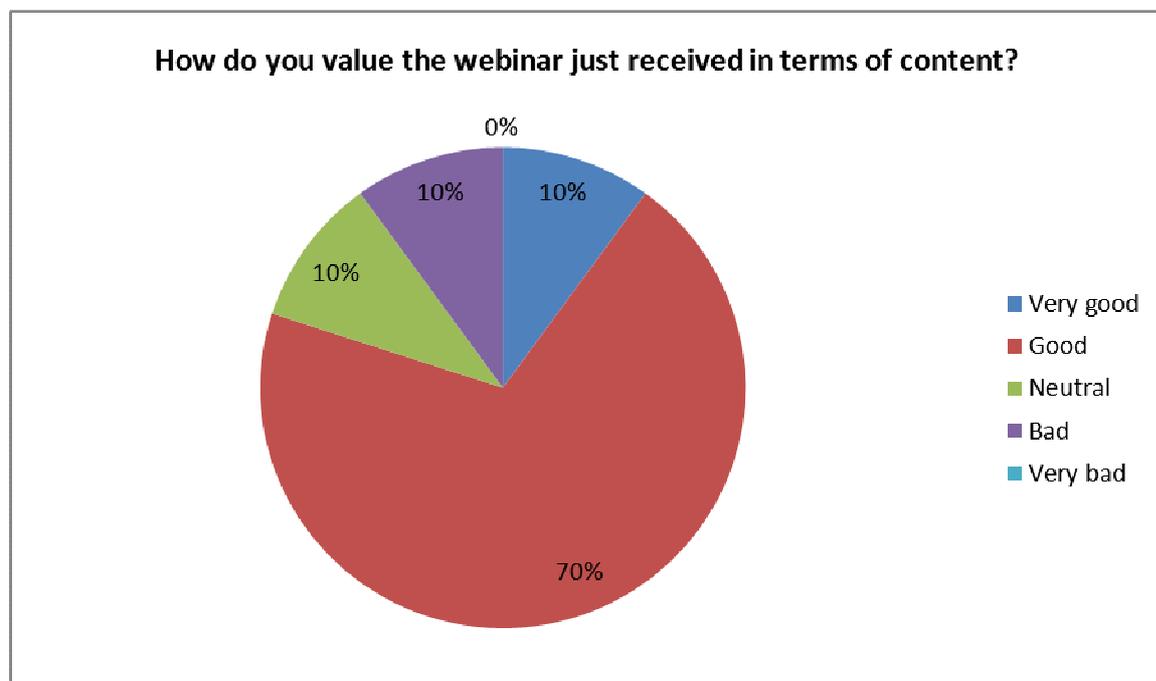


Figure 1: How do you value the webinar in terms of content?

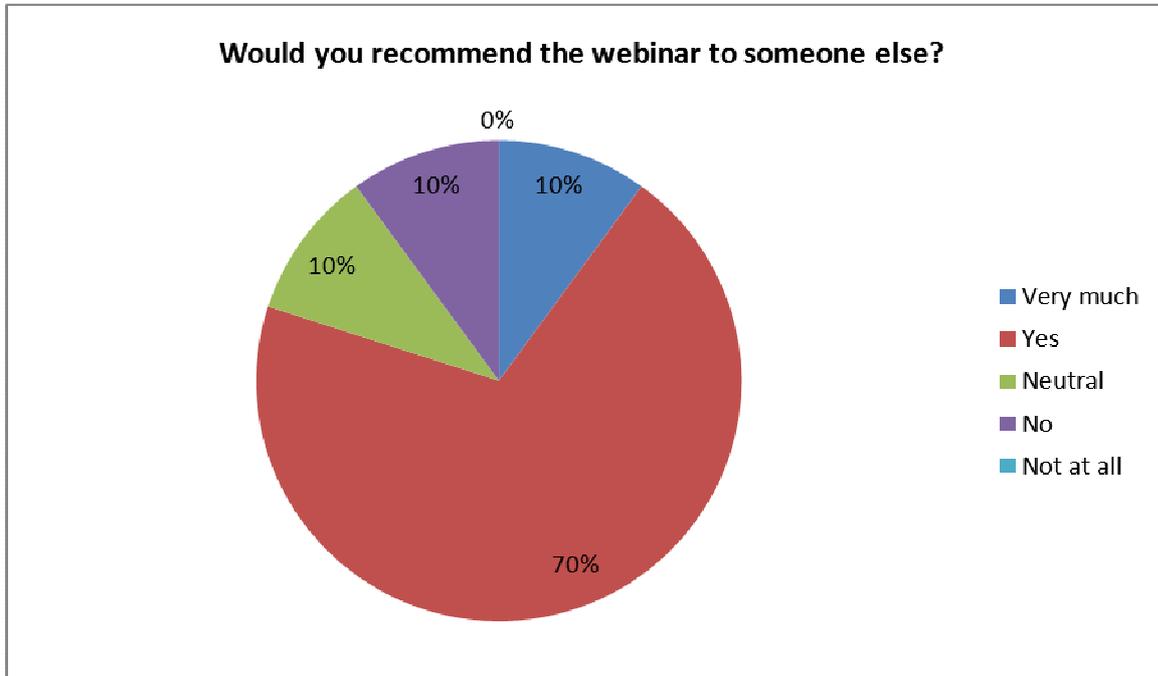


Figure 2: Would you recommend the webinar to someone else?

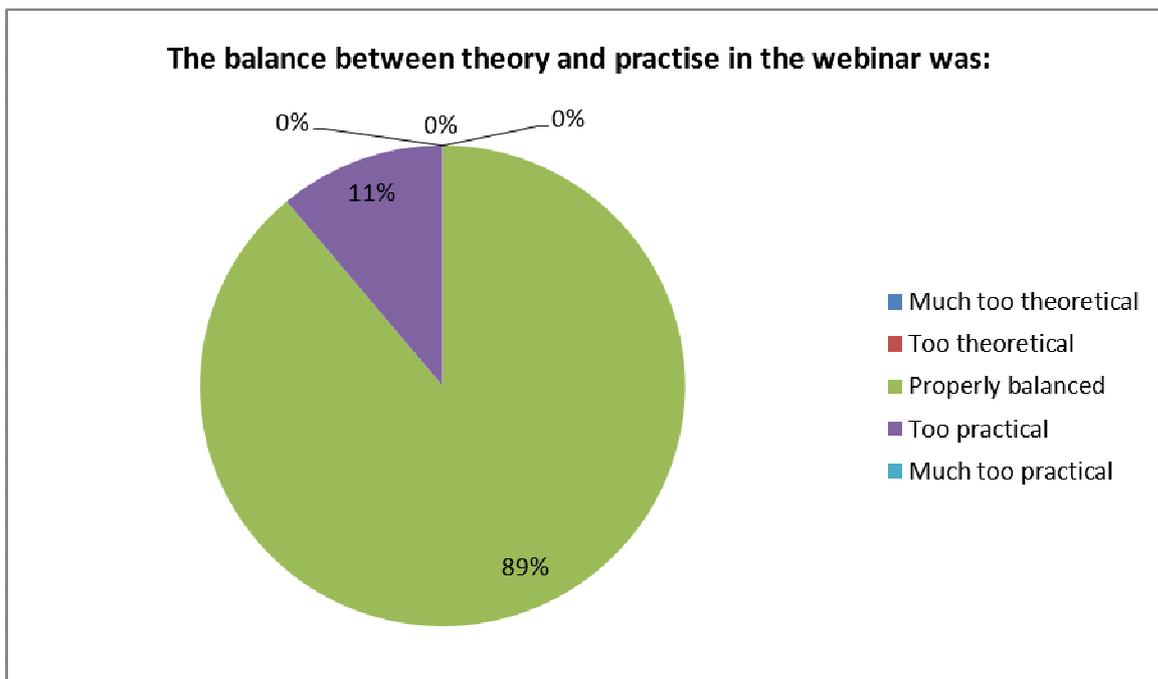


Figure 3: The balance between theory and practice

Figure 4 shows the content evaluation per presentation.

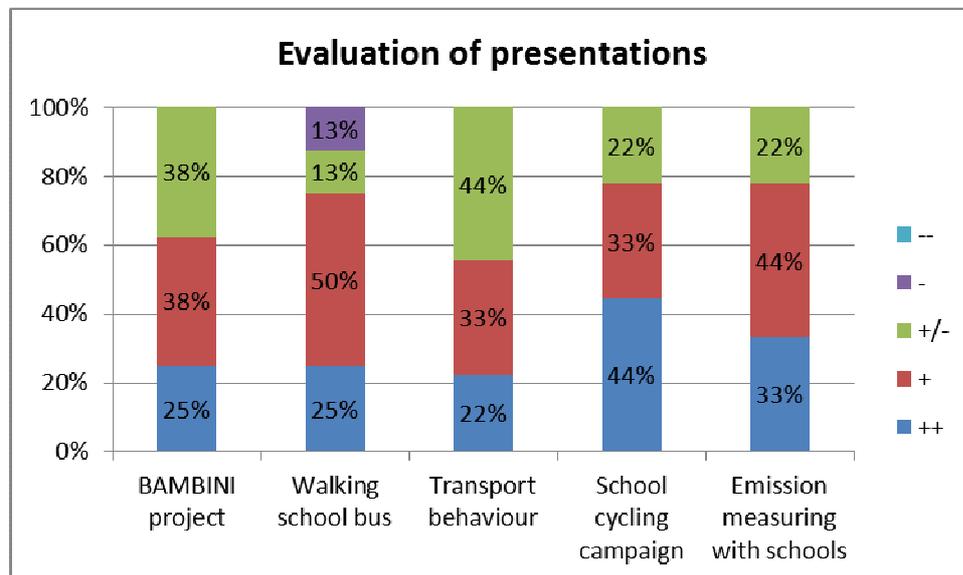


Figure 4: Content evaluation per section

Participants were asked which parts were most useful, which parts were of little use and which improvements could be made. Various responses came out of it, because of the variety of the presentations.

3.2 Event evaluation

The next figure (Figure 5) shows the evaluation of the event by the respondents. The evaluation of the technical background is various.

Comments here were:

- Better sound quality, it was very difficult to hear a couple of the presentations
- But since all the material and presentations are available, it's a very usefull way of getting information (maybe the only one in the near future since the budget for the conferences is being reduced).
- I wasn't able to get onto the call properly as it turned out there were a limited number of places available, even though I had registered. I then had to call in, however, it took three attempts to finally be able to connect. As a result I missed the first two presentations, and obviously wasn't able to see any of the presentation materials. The Low Carbon Vehicle Partnership in the UK uses a good webinar programme, so maybe you could look into the possibility of using the same one.
- I didn't join the discussion
- A moderated discussion should always follow each webinar. The host should have a few questions ready for each presenter, should stimulate active participation from the audience and bring up other examples, activities, etc. Passive participation -just listen and do not raise questions or participate in a debate- does not give any added value to the webinar experience.

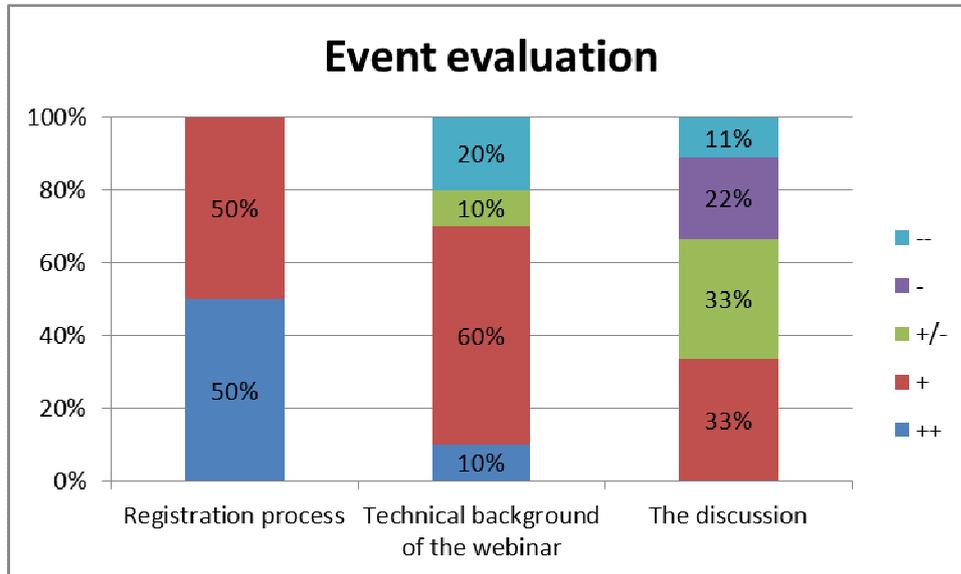


Figure 5: Level of satisfaction of several aspects of the event

Comments and suggestions:

- The webinar could be anticipated by a short homework activity announced in the log-in email. The homework could consist on a few questions prepared by the host in advance. Participants can be asked to think about e.g. one successful campaigns they are aware about in their own country and share the info/link with the audience, main challenges to changing people behaviour and how to tackle them, what is the role of local authorities in shaping the built environment around children and not the other way around.... The final discussion could get started from the homework.

3.4 Next webinar

All participants would like to be informed about the next webinar!