



CiViTAS
Cleaner and better transport in cities

VANGUARD
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Training

Organising an individualised social marketing campaign for sustainable transport solutions in cities

17 - 18 May 2011 (Toulouse)



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

PROGRAMME DAY 1

Tuesday 17 May 2011

Moderator: Karen Vancluysen - Polis

Time	Topic
12.00 - 13.00	<i>Registration and welcome lunch</i>
13.00 - 13.15	Welcome and introduction Karen Vancluysen - Polis
13.15 - 14.30	Individualised social marketing: what's in a name? General background: history, terminology and theory Dr Michael Carreno - TRi, Edinburgh Napier University What is individualised social marketing? (what is it not?) Clarification of the terminology used (e.g. Indimark, Travel Blending, segmentation), a short history of social marketing, understanding behavioural change, how/where can social marketing and segmentation be applied, the practicalities of implementing such campaigns and the benefits that can be achieved
14.30- 14.45	<i>Coffee break</i>
14.45 - 15.45	How to organise an individualised social marketing segmentation campaign? A generic STEP-by-STEP practical guide Dr Michael Carreno - TRi, Edinburgh Napier University How to plan a successful individualised marketing campaign? How to practically implement such a campaign? What are the crucial steps involved? What actions to do? Who to engage with, for what tasks? Budget and resources needed? What are important context factors? When to start? How to evaluate? Potential pitfalls and how to avoid them. There will be a special focus on segmentation, and the following questions will be answered: Who to survey? How many? Which questions to ask? How to analyse the results? How to influence response rates? Main barriers/ success factors?
15.45 - 16.00	<i>Coffee break</i>
16.00 – 17.30	Local challenges: Group exercise on planning an individualised social marketing campaign in a city, barriers Small groups try to set up a plan for a successful individual marketing campaign for different local challenges. Afterwards, all groups will present their plans, mention problems they are faced with, solutions suggested, etc. Based on the knowledge of good practices in Europe, the trainer will give feedback on the group exercises.
17.30 - 18.00	Conclusion of the day Overview program day 2
20.00	<i>Dinner and informal networking</i>

PROGRAMME Day 2

Wednesday 18 May 2011

Moderator: Karen Vancluysen - Polis

Time	Topic
08.30 - 09.00	<i>Welcome coffee</i>
09.00 - 09.15	Welcome and recapitulation first day Karen Vancluysen - Polis
09.15 - 09.45	The Hammersmith Study. A successful individualised awareness raising campaign targeting people who drive their car into the London borough of Fulham and Hammersmith (UK) Dr Michael Carreno - TRi, Edinburgh Napier University (UK) Over 500 car drivers were recruited as they left a car park in Hammersmith, London and interviewed about their travel choices for driving into Hammersmith and their attitudes towards car use and environmental issues more generally. Based on these interviews, the project team designed and distributed information booklets about alternative transport modes containing theoretical-enhanced messaging and photos to entice participants to get them to think about how they currently travel and the different options open to them. Evaluation of the project showed the theoretically-based targeted materials to be significantly better at changing peoples' attitudes towards sustainable travel choices and actual behaviour, compared to standard (non-theoretical) information materials.
09.45 - 10.30	The SEGMENT project: first results of segmentation studies in different EU-cities targeting people that undergo a change moment in their life such as new residence, new university students, new family composition, change in job,... Melanie Leroy (Eurocities) and Bianca Kaczor (City of München, Germany) The EU-project SEGMENT has developed and tested a new market segmentation model targeted at people undergoing a change moment in their life , e.g. new residents, new university students, families with young children, people with a change in job or job location. This new approach has been tested in 7 EU-cities and both speakers will share their experiences when using this approach in the different cities.
10.30 - 10.45	<i>Coffee break</i>
10.45 - 11.30	Personalised travel planning experiences with a well-proven approach to individualised social marketing in Brighton (UK) Abby Hone - City of Brighton & Hove (UK) Personalised travel planning is probably the most wide spread application of individual marketing throughout Europe. Brighton was one of the pioneering cities. It has recently completed its fifth year. Personalised Travel Planning in Brighton & Hove engaged directly with thousands of residents. The method, experiences, challenges and opportunities will be presented.
11.30 - 11.45	<i>Coffee break</i>

11.45 -12.30	<p>Using the market segmentation model (MaxSem) in an evaluation tool (MaxSumo) within the context of a company travel plan</p> <p><i>Pernilla Hyllenius, Trivector (Sweden)</i></p> <p>In a number of companies in Sweden, both travel surveys and a simple market segmentation method (based on the theoretical behavioural change model-MaxSem) have been used in mobility surveys as part of wider company travel plans. The benefits of this approach are twofold. Firstly, mobility management measures can be chosen and designed more accurately, focusing on individuals' current travel behaviours, barriers to modal shift and their attitudes towards car driving behaviour. Secondly, following the interventions, it is possible to assess both the change in overt behaviour as well as more subtle changes in attitudes and perceptions, and thus a more comprehensive evaluation is obtained.</p>
12.30 - 13.00	<p>Conclusion and evaluation</p>