

# RAISING AWARENESS



A significant shift towards the use of more sustainable mobility modes in Constanta is possible only by a change in travel behaviour for each social category at city level. The first step in achieving this is to inform and acknowledge about the importance of the efforts that Constanta is making in implementing, at local level, measures to sustain and develop a sustainable urban mobility system.

The aim of the measure was to develop a comprehensive large-scale awareness campaign based on a city-wide Communication Strategy that coordinates and integrates the initiatives that exist, are being implemented and projected to be implemented by the city in the field of sustainable urban mobility.

## CONTEXT & CHALLENGES

Although in Constanta many sustainable urban mobility measures have been implemented during the last years and a Sustainable Urban mobility Plan has been elaborated and approved by the city council, little attention has been paid on how these efforts could be correlated and supported by an awareness raising campaign.

As a response to the immediate need for a better integration of communication and promotion activities at local level, following activities have been carried out:

**A. Communication strategy:** This integrated communication strategy represents the backbone of all promotional, communication and activities developed at local level, with direct involvement and approval of the Mobility Forum (1CTA1).

**B. Information campaign:** Targeting the citizens and tourists that are visiting Constanta in order to inform about the sustainable urban mobility alternatives implemented by the city. It is carried on using traditional information channels (leaflets, posters etc), press, mass media and virtual media.

**C. Raising awareness campaign:** Based on the achievement of PORTIS, the campaign aims to raise awareness on sustainable urban mobility. It is carried on using all the communication channels and focusing on distinctive specific issues, in order to address all fields of interest for a comprehensive social spectre (as target users). Therefore, sub-campaigns have been designed, promoting sustainable and alternative ways of transport and tailored even for the last month of PORTIS, during new global development with the COVID-19 pandemic period.



**D. Raising awareness campaign:** Based on integrated sustainable mobility measures implemented in Constanta on a large – scale. The campaign presents the results of measures implemented in PORTIS, as well as other initiatives that Constanta implemented for improving the mobility. All the measured emerged during the discussions and debates carried out by the Mobility Forum.

## RESULTS - FINDINGS - LESSONS LEARNED



The large-scale campaigns and the complexity of the messages generated, tailored to different social categories, lead to successfully achieve a significant increase of the level of information and awareness of the citizens regarding sustainable urban mobility measures and interventions implemented by Constanta municipality.

It is the first time in Constanta when such a campaign has been developed, following a Communication Strategy and using a mix of channels of communication and promotion, such as:

- leaflets
- booklets
- social media channels
- online

- press releases
- videoconferences
- tv and radio shows – each approach a different topic related to sustainable mobility in Constanta
- meetings
- conferences
- lectures for scholars and students
- events

All the campaigns initiated during PORTIS implementation are going on beyond the end of the project, in compliance with the Communication Strategy, in close cooperation with the Mobility Forum and adapting with the event/time of the year/circumstances etc. The campaigns carried on are:

- “Choose the bike”
- “Choose the bus”
- “Walk! It’s simple and healthy”
- “Choose virtual Mobility”

• **Lesson learned 1:** Keep a consistent and comprehensive information and raising awareness campaign, making sure that messages generated are tailored to different social categories.



• **Lesson learned 2:** Permanent interaction with the Mobility Forum, taking into consideration the outcomes and debating the options to be presented and promoted at city level regarding the sustainable urban mobility measures implemented by the municipality and related stakeholders.

• **Lesson learned 3:** Keep close contact with local stakeholders involved in sustainable mobility activities in Constanta (ex. Public transport company, universities, local police, schools etc.).

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