



# CiViTAS

Cleaner and better transport in cities



08

POLICY ADVICE NOTES

## Promoting a new mobility culture in cities



The CIVITAS Initiative is a European action that supports cities in the implementation of an integrated sustainable, clean and energy efficient transport policy. Lessons learned during the planning, implementation and operation phases of the activities are summarised in twelve Policy Advice Notes and give an idea on how to cope with urban transport problems which cities of the European Union have to face in the future.



# Promoting a new mobility culture in cities

## Information, marketing and education

Since 2002 the CIVITAS Initiative, funded by the European Commission, helps cities to achieve a more sustainable, clean and energy efficient urban transport system by implementing and evaluating an ambitious, integrated set of technology and policy based measures.

Frequently, the residents of cities depend very much on their cars and therefore it should be a goal of each city to establish a new “mobility culture”. Within CIVITAS II (2005–2009) several measures were implemented aiming at changing towards more sustainable mobility behaviour by information or promotion campaigns. In some cases training courses for a more sustainable way of driving a car, also known as eco-driving, were organised. The most important information about the implementation of the measures and experiences made by the cities are summarised in this Policy Advice Note in order to support and inform local politicians interested in these actions.





## Overview

### DESCRIPTION OF THE MEASURES

Mobility behaviour can be influenced through information and promotion campaigns which are aimed at developing sustainable mobility behaviour among the citizens without any additional infrastructure investment. Such campaigns have to address the target persons emotionally and also offer clear information. Amongst others, the following measures can be implemented:

1. Integrated information strategies to draw people's attention to the negative impacts of individual motorised traffic and the positive effects of cycling, walking and public transport including environmental and health impacts
2. Promotion and marketing campaigns on sustainable transport means like public transport, non-motorised transport modes, low emission vehicles, car-pooling etc.
3. Implementation of events for strengthening the image of public transport (e.g., celebration of the anniversary of the public transport company with decorated buses, live music, presents, etc.)
4. Public events like a temporary conversion of main streets to pedestrian zones, car-free days, children painting the streets and implementing speed measurements near schools, inline-skating or bicycle events on urban streets and others

5. Integration of the citizens in discussions about mobility issues and planning processes, e.g. by the establishment of a mobility forum, which is a communication tool to win public support for planned demand management policies (e.g. discussion can be accomplished online or at regular public meetings). This ensures the maximum transparency of planning processes and enables more democratic, participatory decision making.
6. E-learning platforms for the general public and/or companies which inform about possibilities of how to use clean vehicles, public transport, etc. or how to implement mobility management measures
7. Eco-driving courses to teach drivers how to use motorised vehicles in an energy efficient way
8. TV and radio trailers as well as newspaper articles promoting sustainable urban transport
9. Development of a catchy slogan and/or a branding to promote the use of sustainable transport modes

### TARGET GROUPS

The target groups of the marketing and education measures are the inhabitants of the area concerned. Different groups of the residents can be reached, for example, car drivers as potential public transport or car-sharing users, but also visitors and tourists may be influenced by designing measures particularly for this group.

However, children and young people are one of the most important target groups, as their future mobility behaviour can easily be influenced in a sustainable way before they adapt to a car oriented lifestyle. Moreover, young people are supposed to be able to influence



the attitude of their parents and teachers by informing them about the possibilities of using sustainable transport modes.

Finally, local and regional businesses and institutions should be addressed to organise information campaigns or training courses for employees at worksites (especially when restrictive measures are being implemented affecting local business like access restrictions in the city centre). There are several tools and methodologies available to map target groups, their needs and potential to change mobility behaviour.

## IMPACTS AND BENEFITS

**The benefits of implementing marketing and promotional efforts related to mobility management can accrue to several groups, as described below:**

### **For the public**

Marketing and promotion can enhance all positive effects of sustainable transport measures. For example, by promoting public transport and non-motorised transport modes, the modal split for private motorised traffic, the car ownership rate as well as kilometres driven by cars can be influenced significantly. This contributes to better air quality, less energy consumption, better environmental and living conditions (e.g. noise reduction), as well as better safety conditions. Congestion in the city can be reduced but it is hard to evaluate the exact influence of marketing and promotion.

Campaigns and training are a very cost effective ways of changing behaviour. In the longer term, the positive effect of mileage reduction may result in lower demand for new transport infrastructure and lower public expenditure. Furthermore, campaigns often make use of

incentives to convince people to change behaviour. These incentives are a direct benefit for the public.

The measures can heighten the acceptance of transport measures implemented by the cities and the public support can be enhanced therewith.

### **For individuals**

People who use information about suitable and economic possibilities of travelling in a city normally save money. Persons, who take part in eco-driving courses, can reduce the fuel consumption of their cars by 10–15% by learning more efficient, adaptive and safe ways of driving. Hence, each participant can save money without any investment in new technologies and equipment. By attending a “Mobility Forum”, each person can gain information about current measures implemented in the city. More importantly, they can become involved in and may have an influence on the planning process itself.

### **For companies**

Companies might be interested in promotion and marketing measures for gaining a positive image for their organisation, as being aware of ecological matters. Engagement of the media creates the possibility of cost-free marketing for such companies. When eco-driving courses are implemented in companies or other institutions, money can be saved due to lower energy consumption. Experiences made in CIVITAS II show that a freight carrier with 150 drivers who offered eco driving courses decreased its total fossil fuel consumption by 17%. Also the promotion of cycling and car-sharing or car-pooling among employees can result in benefits for the companies, because if the persons addressed change their mobility behaviour, the need for parking spaces can decline and the



health of the employees can be enhanced. By promoting public transport and enhancing its image, more people may decide to use bus, tram or train and by that the revenues for the public transport companies may be increased.

### **FRAMEWORK CONDITIONS FOR SUCCESS**

The possibility of introducing incentives that provide rewards for using public transport or car-sharing can enhance the success of promotion campaigns (e.g. “Eco-Points”). Furthermore, it is necessary that safe and affordable transport alternatives to the private motorised modes are available (at minimum there should be a potential for it) and that sufficient funding is provided from the beginning of the project. It is also advantageous if a marketing and promotion strategy for sustainable transport modes is integrated already in the local transport policy or plan.

The European Sustainable Mobility Week creates an opportunity to integrate activities of different stakeholders which might concentrate on different aspects of marketing and promotional measures.

## Implementation steps and timeline

**When implementing sustainable supportive measures, several important considerations must be taken into account, as discussed below. Before the following steps are introduced, a responsible/ coordinating unit and a measure leader should be chosen to provide smooth coordination and clear division of tasks.**

### **WORKING STEPS**

#### **1. Information basis**

- Revising results of former marketing and promotional campaigns (if such actions were taken before)
- Collecting experiences from other municipalities (with special regards to cities of similar size)
- Engaging experts on techniques of marketing and promotion campaigns
- Gaining information on specific training topics, such as eco-driving
- Launching a behavioural survey prior to the implementation to provide a tailor-made strategy based on the characteristics and the concrete needs of the target group

#### **2. Designing the concept**

- Definition of target areas of the city
- Selecting the target groups and the institutions, where the activities should be implemented
- Definition of the criteria for procurement (e.g. for training activities)
- Developing an action plan by detailing appropriate measures to be implemented, creating a schedule and assigning the tasks



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- Adaptation of the promotion and information campaigns according to the introduction of new services or infrastructure investments
- Preparation of information and promotion material or workshops and training courses

### **3. Initiate the formal decisions required**

- The different activities which should be accomplished (e.g. which kind of campaign to choose) have to be approved by the responsible politicians of the city
- Concerning an “Info Mobility Point” in certain cases regional and municipal permits might be required

### **4. Realisation**

- Launching the marketing or education campaign
- Repeating the measures constantly in order to achieve a multiplier effect

### **5. Measurement of results**

- Measuring direct effects of the campaign
- Assessing indirect effects of campaign (if it was linked with other activities like the introduction of new services or infrastructure investments)
- Conclusions for future activities

Measuring the effectiveness of the measures implemented is highly important, but it has to be considered that it is difficult to quantify the impacts of soft measures. Therefore, it is important to define significant indicators, which have to be measured before and after the measure implementation.

## **ACCOMPANYING MEASURES TO AMPLIFY POSITIVE EFFECTS**

As a general rule, marketing and promotion campaigns should be implemented as accompanying measures to the introduction of sustainable mobility solutions in order to create synergy effects. These sustainable measures can be the introduction of new ticketing systems, new public transport services, introduction of environment-friendly vehicles, car sharing, etc.

## **TIMEFRAME**

The duration of the planning and implementation phases varies strongly between different campaigns and depends on the activities, on the funds available, as well as on the size of the target population to be reached. Timeframe is also dependant on scope and the type audience to be reached (e.g. regular marketing activities might be conducted for target group like schools or universities).

Usually, promotion and educational campaigns take only a few months, however, 2 to 3 years might be needed for more complex activities, like training courses for eco-driving. It has to be taken into account that the measures have to be repeated continuously. The impacts of the measures will not be immediately visible as influencing the attitude and behaviour of persons generally takes a noticeable time.



## What are the investments involved?

First of all, expenditures for the behavioural survey have to be considered. The investments needed for a marketing campaign depend on the number of persons who need to be reached, on the materials used for publications, partners involved and on the kind and design of tools and activities. Costs for coordination meetings have to be paid as well as the training of the staff responsible for the implementation of the activities.



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### **For example, within the CIVITAS II cities the following expenditures were made:**

- In Burgos (Spain) a “Mobility Forum” was set up to engage and inform stakeholders about soft measures implemented, to coordinate activities as well as to implement workshops and coordination meetings. The public relations and information material for this measure cost about EUR 18,000. In the same city new mobility services for tourists (e.g. bicycle loan scheme for tourists, tourist taxi system) were promoted as well. This cost about EUR 42,000.
- In Krakow (Poland) sustainable mobility marketing was implemented, which included special events, a loyalty program for public transport users as well as mobility education programs for schools and companies which had the goal to establish a new mobility culture. For this measure the production of information material cost EUR 30,000 and technical equipment (hardware, software) cost EUR 10,000.

Furthermore, costs for the organisation and implementation of workshops and training courses have to be considered. Depending on the number of participants within CIVITAS II EUR 20,000–30,000 were spent for an event. For eco-driving courses between EUR 200 and 250 per participant and course can be estimated. Costs also accumulate when evaluation and monitoring activities are implemented.

Involving partners like the media or cyclist organisations may decrease costs significantly and improve the overall results of the campaign (e.g. wider audience, better understanding of needs of particular group of users).



## Main drivers that serve as precursors to success

**The factors that tend to predict the success of marketing and promotional activities are:**

- High awareness of the citizens toward environmental problems and a realisation of the harmful influence of the current level of car use
- In general, the citizens and commuters have a positive attitude towards soft measures
- Sensitivity of decision makers at different level (local politicians, municipal administration, management of schools and universities) towards mobility matters
- Existing mobility manager working as link between the target population and the initiator of the measure (e.g. the public transport operator)
- Businesses, authorities and NGOs joining forces in the process of changing mobility behaviour
- In relation to the measure of eco-driving support for companies with captive vehicle fleets, requesting specific eco-driving licenses for their drivers fosters the success of such a campaign (e.g. certificates for completing an eco-driving course)

## Strategies for a successful implementation

**Experience reveals that the early support of politicians and the acceptance and cooperation of key stakeholders is crucial for the success of marketing and promotional campaigns as detailed below.**

### **Political support**

It is crucial to convince politicians with positive examples of successful campaigns in order to guarantee political support because politicians are often not aware of the benefits achievable with marketing or educational measures at relatively low costs.

In New Member States of the European Union a growing number of individual car users put pressure on politics, which results in an underestimation of soft measures like marketing and education. It is important to combine marketing measures with other sustainable solutions to create a synergy effect.

### **Acceptance**

The measures are well-accepted as they are “soft” measures and normally do not restrict personal mobility behaviour. However, a well prepared information strategy and the introduction of incentives for people is necessary as these measures are often ignored due to the lack of interest towards initiatives and campaigns (partly also because they are inundated by many campaigns) as well as due to peoples’ aversion to courses where they are taught to drive in a new way.



In order to raise awareness among citizens, promoting the idea of sustainable transport has to be reinforced constantly over a longer time period. The campaigns have to be designed in a very clear manner and the message should be understandable and easy to recall. Furthermore, they have to be designed exactly for the particular target group (e.g. pupils, students, car users, drivers of companies, shop-owners).

### **Financial management**

Sufficient funding should be ensured from the beginning of the project. In order to guarantee financial support, the administrators responsible have to be convinced of the long-term benefits and the positive cost-effectiveness of information and education campaigns in comparison to expensive infrastructure investments. The involvement of different stakeholders might result in a division of costs of the campaigns (e.g. media, volunteer organisation).

### **Institution & Organisation**

Cooperation of a multi-disciplinary team of stakeholders fosters the success of the measures significantly. However, it is advisable to let citizens provide ideas and suggestions for the implementation of the measures as well. It is advantageous to create an easy access to the mobility manager for people and organisations with ideas or suggestions. If marketing campaigns are implemented in combination with other measures (e.g. introduction of new infrastructure, rolling stock or a new service) the time schedules have to be synchronised with each other. It has to be ensured that the promoted messages are complementary and not conflicting. Furthermore, the target group should not be overwhelmed with too much information otherwise people give up as they cannot remember all the advice.

### **KEY ELEMENTS TO BE CONSIDERED:**

- Campaigns and training are very cost effective ways of influencing the travel behaviour of people without needing any additional investments in new infrastructure
- Promotional campaigns heighten the acceptance and public support for transport measures, which might be not very popular (e.g. access restrictions)
- Safe and affordable transport alternatives to private motorised modes are necessary to make the measures successful
- The measures have to be repeated constantly in order to achieve a multiplier effect
- Marketing campaigns should be implemented as accompanying measures to the introduction of sustainable mobility solutions in order to create synergy effects





## Who are the key people to be involved?

### STAKEHOLDERS

The following persons and groups should be involved as informal advisors or supporters:

- General public should be involved in public meetings and events to participate actively and should be informed via the internet, press releases, posters or exhibitions. In general, the public has a positive attitude towards the measures.
- Interest groups or associations (e.g. driver and taxi associations, merchants, driving schools, cycling and walking groups, disabled people, hotels, museums, schools) should be involved directly in the measure development in order to define specific needs and to design the campaign in a tailor-made way
- Representatives of important traffic generators (trading centres, universities, schools) as partners interested in promotion and events
- Different NGOs might be interested in cooperation in marketing and promotion activities of sustainable mobility. For example, cyclist organisations are important social partners in discussions of the development of cycling infrastructure and soft measures.

Organisations for disabled persons are important partners for raising awareness for sustainable transport and the accessibility of all transport modes for all citizens as well. Constant communication and their involvement help to respect needs of this category of urban space users, independent of public initiatives.

### MAIN PROJECT PARTNERS

#### Decision makers

- The leading role for promotional measures is usually assumed by the local administration (the under-departmental structure has to be taken into account)
- The public transport operators or the public transport authority can be responsible for marketing campaigns to enhance their image
- Educational actions, such as eco-driving courses, can be adopted by private carriers autonomously

#### Others

- The environmental department can assume the tasks like evaluation related to air quality monitoring, emissions and noise levels measurement. They also can implement consultation processes with regard to quality of life in the city.
- Research institutions can support the measures scientifically by evaluating the outcomes and impacts after implementation
- Private companies can be appointed as consultants
- Associations with prepared campaign materials

#### Media

Continuous reporting about information campaigns or successful stories about eco driving should raise the awareness among the citizens.



## Enumeration of practical examples from CIVITAS II

**Within CIVITAS II 6 cities implemented measures dealing with information and marketing campaigns and educational activities:**

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**Burgos (Spain):** “Mobility Forum”, sustainable mobility marketing

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**Debrecen (Hungary):** Sustainable city-traffic development plan, Safety and energy-efficient training for public transport drivers

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**Genoa (Italy):** “Mobility Forum”, sustainable mobility marketing and “Eco-Points”

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**Krakow (Poland):** “Mobility Forum”, sustainable mobility marketing

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**Malmö (Sweden):** Eco-driving for the hospital employees and municipal employees, heavy eco-driving

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**Suceava (Romania):** Information and awareness rising

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www.civitas.eu

The CIVITAS website contains information about CIVITAS-related **news and events**. It provides an overview of all **CIVITAS projects, CIVITAS cities** and maintains **contact details** of over 600 people working within CIVITAS.

In addition, you get in-depth knowledge of **more than 650 innovative showcases** from the CIVITAS demonstration cities.

Visit the CIVITAS website and search for **prime examples of experiences** in sustainable urban transport currently being undertaken in cities. If any of the ideas suit your city, or you are just interested in learning more, you may then contact the relevant person responsible for this measure.



## Contact

CIVITAS Secretariat  
C/o The Regional Environmental Center  
for Central and Eastern Europe (REC)  
Ady Endre út 9-11, 2000 Szentendre  
HUNGARY

E-mail: [secretariat@civitas.eu](mailto:secretariat@civitas.eu)  
Tel: +36 26 504046, Fax: +36 26 311294



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