



Design a successful campaign programme

Overview

- **The 5 Evaluation Criteria for the award of the EUROPEAN MOBILITY WEEK**
- **Campaigning**
- **Key recommendations for the Award**
- **Examples**

The 5 Evaluation Criteria for the Award

- The annual theme
- The comprehensiveness of the action plan regarding events, activities and involvement of citizens.
- The strategic approach in communicating towards the citizens and the media.
- The (expected) environmental and social impact of permanent measure(s)
- The quality and scope of the partnerships with local stakeholders.

The 3 pillars for campaigning

Information



Awareness
raising

Testing New
Behaviour

Steps to plan and implement a sustainable mobility campaign

1. Campaign aim and objectives
2. Defining and understanding the target group
3. Campaigning the campaign
4. Message and message giver
5. Placement, timing and media
6. Monitoring, evaluation and documentation
7. Presentation of the results

Planning stage	Step 1: Campaign aim and objectives
	Step 2: Formative research
	Step 3: Campaigning the campaign
	Step 4: Design the social marketing Mix
	Step 5: Shaping up the plan: SWOT analyses
Implementation stage	Step 6: Deliver social marketing mix
	Step 7: Monitor, evaluate and adapt
	Step 8: Document the campaign
Post-campaign stage	Step 9: Post campaign activities
	Step 10: Campaign legacy

Key recommendations 1

Gaining interest, increasing the number of users

- Nobody is sitting and waiting for your information. So, be active and present yourself and your topics!
- Interact and exchange with other active people and initiatives. They are influencer and multipliers.
- Create a community! Call for action! Encourage participation, replies and comments. Try to initiate a dialogue.
- Making contribution possible, especially making sharing as easy as possible
- posting, twittering, re-tweeting / sharing, liking, linking, bookmarking
- Emotional aspects: Providing games, competitions,
- Surveys on topical issues/subjects are good ways to increase followers / participation



Key recommendations 2

Making the program more diverse

- Be interdisciplinary – do not only stick to mobility even when this is the main topic. Related topics: health, environment, energy, social inclusion, culture, sport, economy etc.
- Claim ideas and suggestion from the citizens
- Use the opportunity of the **EUROPEAN MOBILITY WEEK** to introduce new services or present plans.
- Don't implement your program with only activities that don't "hurt" anyone.
- Car-restricting measures are important!
- Encouraging to a critical dialogue

Think about different target groups



Stakeholders



**Include
politicians!**

Don't forget freight traffic

Provide cargo bikes to test



Don't forget parking day – usually the 3rd Friday in September

How about
parklets?



Photo: Mobilitätsagentur

Activities in Vienna



**Using role models
and celebrities:**

Marcel Koller, former Coach of the Austrian National Football Team

Activities in Vienna



Including the local economy:

Bakeries designed special sort of bread for pedestrians.

Photo: Christian Fürtner / Mobilitätsagentur

German play with words: Gebäck (bread etc.) and Gehbäck (Geh = walk)

Activities in Vienna



Join forces – think about sport, health, food, culture, dance,

Tropical emotions on grey Austrian streets.

Brazilian Carnival with Sambistas and Blocos to please the eye and the ear.

Activities in Vienna

Quiz



Climate quiz for students.

Activities in Vienna



**Awareness raising
in a pleasant
atmosphere.**

Photo: Christian Fürtner / Mobilitätsagentur

Vienna's pedestrian officer Petra Jens distributing brochures and leaflets.

Activities in Vienna



**Using public space
In a different way.**

Photo: Christian Fürtner / Mobilitätsagentur

Activities in Lisbon



Use well established campaigns and include the start or the final presentation into the **EUROPEANMOBILITYWEEK**

Bike to Work Campaign in Lisbon.

Activities in Lisbon



Present your plans or discuss activities with citizens or experts.

Organise a symposium, discussion rounds or presentations.

Activities in Lisbon



Use eye-catcher to attract people.

Activities in Bolzano

Organise a bicycle party with competitions and scavenger hunts or geo caching



Other activities

Exchange of second hand bikes



Awarding the cyclist of the week



Photos and video clips / footages are highly welcome.....

...but a certain quality is necessary

So, please, **don't think that e.g. mobile phone videos** are usable for more than a fb news.

Consider a **professional photographer** rather than using own pics. You might use the photos later in your dissemination products – and, there is never a second chance for nice situations at events!





Many Thanks

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What are your ideas?