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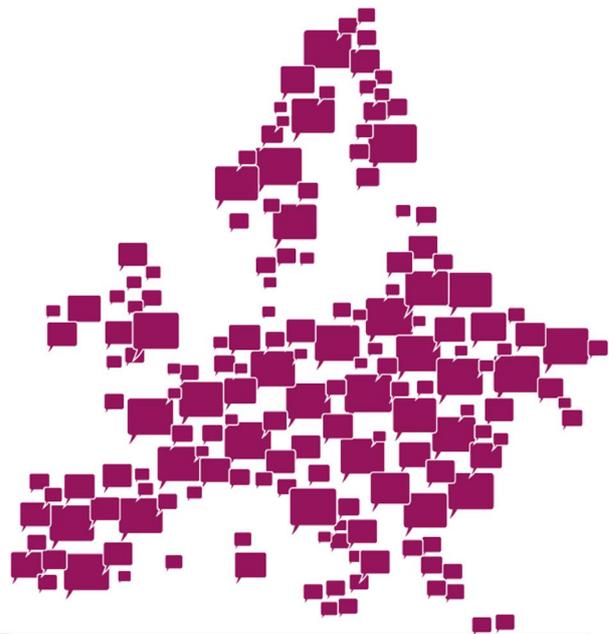
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## SocialCar

Open social transport network for urban approach to carpooling

# Customised communication strategies for the sites



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Deliverable D8.4

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Dissemination level: public

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## 1. Introduction

### 1.1 Scene setter

This document is a key output of task 8.4 *Local Dissemination Strategy* designed as a strategic manual accompanying and guiding the test sites involved in SocialCar to correctly and effectively disseminate the project at local level.

The document translates into communication action plans to be implemented starting from March 2016 by the 10 local sites involved in the SocialCar project.

The document serves as a repository for the communication duties of partners managing the test sites, particularly SEStran, Taxistop, Skopje, Zagreb, Lazio Region, Brescia, Turin, PIL, Concept Factory and Planidea.

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### 1.2 Executive summary

The document serves as a repository for communication actions designed together with the test site managers, taking into account both the communication portfolio developed on WP8 level which defines a minimum set of activities as well as all local communication assets such as external events, social media, mainstream media, etc., which can help to significantly expand the project visibility locally. The document explains the bottom-up approach of action planning, where emphasis was put on the early involvement of communication taskforces composed of test site managers and communication experts working for the partner organisations but not directly involved in SocialCar. Through this approach, WP8 sought to develop a co-ownership for actions in the



test sites, to instigate the creativity of local stakeholders as well as to ensure the feasibility of proposed measures. The feedback given by the local stakeholders translates into a SWOT analysis entailing a portfolio of actions that seek to capitalise on strengths, surmount weaknesses, seize opportunities and prevent risks. The defined actions revolve around two overarching objectives: the involvement of key stakeholders which are in the position of developing framework conditions for service models based on SocialCar as well as the encouragement of end users to engage and share data for improving the local transport systems. Action plans serving these two objectives are available for all 10 test sites. The document, furthermore, addresses the different layers of engagement as some of the test sites are capable of running macro simulations and embark on a real-life market roll-out.

### 1.3 Scope of the document

The present deliverable 8.4 is strictly tied to the D8.2 *The Ripple Effect Scenario: Dissemination and Exploitation Plan*, translating the overall project dissemination plan into concrete actions to be carried out locally.

The deliverable 8.4 will be followed by deliverable 8.5 that will report on the social media campaign: this report will be particularly important to evaluate the implementation of some actions outlined herein.

Furthermore, the actions defined in this document are dependent on other tasks and subtasks of WP8 including 8.2 Stakeholders' involvement and networking (particularly on the simulation tool, the training programme and the Consultation Group Meetings) and 8.3 Communication & Dissemination Measures, Tools and Platforms (particularly the info materials, publications and the app promotion video).

Moreover, the actions defined herein shall accompany and streamline the three-level test to be conducted within WP5. The development of a pilot app (WP4) is a prerequisite for the campaigns involving end users in Brussels, Edinburgh and Canton Ticino.

### 1.4 Glossary

ITS	Intelligent Transportation System
MoU	Memorandum of Understanding
NGO	Non-Governmental Organisation
PT	Public Transport
RTS	Regional Transport Strategy
SUMP	Sustainable Urban Mobility Plan
UITP	International Association of Public Transport



## 2. Methodology and SWOT

The strategies for local campaigns follow a bottom-up effort involving stakeholders from all SocialCar test sites. Both the creativity and strategic considerations of stakeholders on the ground were taken into account when translating the project communication strategy into site-specific local action plans. For this purpose, TTS designed a stakeholder survey (see Annex 2) with the goal to investigate local communication strengths, weaknesses, opportunities and threats. As a result, a number of external communication assets were identified, which can be utilised without the project communication budget. The rationale behind the ambition to exploit external communication channels is not only of financial nature. The pilot SocialCar app will be tested in the three most advanced sites. The project communication managers, however, share the ambition to pave the way for concrete actions in all other 7 sites which will translate into service models. For this purpose, a network of existing communication channels shall be identified, which will continue to exist beyond the project's lifetime. It is, therefore, important to stress that the local communication strategies are not solely guidelines on how to implement the planned SocialCar communication measures budgeted by H2020 but seek to establish self-sustained communication mechanisms which will be utilised beyond the project lifetime.

The action plans described in this document are designed to support the overall project mission of establishing new co-modal public-private mobility services based on the integration of shared data. To streamline these efforts, communication is needed on both levels – supply and demand. Based on this, the local actions pursue two overarching objectives:

- to establish a culture of cooperation between local transport suppliers, both public and private. These local action groups shall pave the way for innovative service models exploiting SocialCar and shall maintain the cooperation beyond the project lifetime (**Objective 1**).
- To capitalise on the growing popularity of the sharing economy, to educate local end-users that sharing of both data and vehicles is a meaningful way of co-creating mobility services and consequently of improving the local mobility system (**Objective 2**).

The survey for the test sites aimed particularly at identifying:

- all relevant local stakeholders by name and position;
- local PR management practices of the test site organisations, particularly the organisation of press conferences;
- relevant local media outlets, including mainstream media;
- external local events in the pipeline (both periodic and occasional);
- relevant local communication experts employed by SocialCar partner and associated organisations, not directly involved in the project;
- local communication practices involving citizens;
- local channels and measures that can support the project efforts to popularise SocialCar among transport experts, businesses and citizens;
- possibilities for local contributions to the next editions of the European Mobility Week;
- local proxies / multipliers;
- conditions and prospects for carpooling.

The findings about carpooling in the test sites are helpful to adjust the local communication actions. Accordingly, carpooling promotion efforts will be added to the action plans in cities without or with less



advanced carpooling practice. These findings are also taken into consideration for the communication SWOT. A summary of the carpooling practices in the test sites is provided in Annex 1.

Based on the survey findings as well as on findings from D8.2, the following strengths, weaknesses, opportunities and threats were identified for all test sites:

#### Strengths

- Well-designed communication portfolio on project level that serves both overarching objectives
- The partner organisations managing the test sites are active on social media
- The test site managers are or were involved in relevant projects (collective transport, carpooling, sustainable mobility) which offer synergies
- The test sites are active in cross-city cooperation in relevant policy domains (e.g. through their membership in networks such as such as Energy Cites, Eurocities, Balcinet, ICLEI)
- The test site managers have a good overview of the local media landscape
- The test site managers have a clear vision about the involvement of local actors
- The test site managers have well-developed networks of potential multipliers

#### Weaknesses

- Need for local communication management expertise on test-site level.
- Some sites are lagging behind in establishing carpooling schemes.

#### Opportunities

- The partner organisations managing the test sites are committed to sustainable mobility policies having also political support
- The partner organisations managing the test sites are involved in external local events for relevant stakeholders which offer synergies
- Efforts to develop or implement SUMP offer favourable climate for SocialCar
- Ljubljana as one of the SocialCar test sites is the European Green capital 2016 enjoying pan-European attention.

#### Threats

- Previously failed carpooling initiatives can affect the SocialCar idea.
- Lack of citizen's enthusiasm with regard to carpooling.
- Potential risk of misunderstanding SocialCar as a disruptive service for local mobility businesses.
- Resulting risk of low cooperation enthusiasm and possibly opposition.

These findings help to design concrete actions that seek to capitalise on strengths, overcome weaknesses, seize opportunities and prevent risks. A consequent action applicable in all 10 test sites is the need to organise local dissemination task forces composed of the test site manager and communication experts working for the partner organisation or other relevant local organisations (not directly involved in the project).

### 3. Multi-level campaigning

The local communication actions are organised in a cascading model of campaigning with three different levels of intensity. These campaigns will support the three-level implementation of Work Package 5 through communication actions.

- Level A: Serving **Objective 1**, key stakeholders in all test sites are to be targeted in order to support WP5 in the technical and functional testing of the SocialCar system. Serving **Objective 2**, end-users in all test sites will be addressed through actions that promote carpooling and data sharing for improving and co-creating urban mobility.
- Level B serves **Objective 1**. WP5 is expected to generate decision support through traffic macro simulation, which is to be conducted in Brussels, Canton Ticino, Edinburgh, Zagreb and Turin. Findings as

to how SocialCar can influence the urban traffic shall stimulate decision makers in all test cities and beyond to embark on the development of framework conditions which will allow for the adoption and exploitation of SocialCar. The communication actions on this level are related to dissemination of macro-simulation results.

- Level C serves **Objective 2**. WP5 will test the maturity of SocialCar market solutions with end-users in real-life conditions. The tests will be conducted in Brussels, Canton Ticino and Edinburgh. The communication actions on this level intensify the relations with end-users, particularly promoting the SocialCar app. Results from the test will, furthermore, become subject for dissemination on pan-European scale.

**On all three levels, a particular emphasis will be put on the fact that SocialCar is a project made possible through the funds of Horizon 2020. The local action plans offer a valuable platform for reaching out to locals and demonstrating the efforts of the European Union to improve the quality of life of citizens.**

## 4. Campaigns for the test sites of level A

The Level A involves all test sites: **Brescia, Brussels, Canton Ticino, Edinburgh, Lazio Region, Ljubljana, Luxembourg, Skopje, Turin and Zagreb**. Measures and tools designed on project level (i.e. consultation group meetings, training programme and simulation tool, the SocialCar Alliance, web award, guerrilla campaign, info materials and publications) are applicable in all 10 test sites<sup>1</sup> and serve as recurring elements in all 10 action plans.

### 4.1 Brescia

The local dissemination taskforce is composed of:

- Francesca Quiri, marketing manager, Brescia Mobilità;
- Andrea Pasini, social media manager, Brescia Mobilità;
- APAM Esercizio Spa<sup>2</sup>.

#### 4.1.1. Brescia site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:

- Municipality of Brescia;
- Other municipalities in the metropolitan area;
- The Chamber of Commerce;
- Legambiente<sup>3</sup>;

<sup>1</sup> Further information about tools and measures developed on project level is available in 8.2 The Ripple Effect Scenario: Dissemination and Exploitation Plan (section 4.5)

<sup>2</sup> APAM Esercizio S.p.A is the company managing the mobility services in Mantova and provinces ([http://www.apam.it/it/chi\\_siamo/il\\_gruppo](http://www.apam.it/it/chi_siamo/il_gruppo))

<sup>3</sup> Legambiente is a non-profit association established in 1980 whose mission is the improvement of environmental quality, the fight against all forms of pollution, a wise use of natural resources, the construction of a more balanced relationship between human beings and the nature (Source: <http://international.legambiente.it/who-we-are/>)

- Amici della bicicletta<sup>4</sup>;
- Brescia Centro (Association of Brescia Centrum Shops) as a multiplier;
- Marco Medeghini, General Manager, Brescia Mobilità;
- Federico Manzoni, Brescia County Council Assessor, specifically responsible for Transport and Institutional Services;
- Carlo Scarpa, President, Brescia Mobilità;
- Ezio Cerquaglia, CEO, Brescia Trasporti;
- Ettore Fermi, President, Metro Brescia;
- Susanna Bulferetti, Board Delegate AIIT;<sup>5</sup>
- Giulio Maternini, Professor of Transport Engineering, Università di Brescia;
- Franco Ferrada, General Director of SAIA trasporti<sup>6</sup>, suburban services.

### Actions

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in Italian language will support this process;
- To keep local stakeholders informed about findings of level B (macro-simulation) and C (real-life roll-out);
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- To include the SocialCar model in the local SUMP;
- To organise “hackathons” involving both Brescia Mobilità and the University of Brescia, as well as local business incubators and institutions to find and promote the “Business best idea for SocialCar usage” on local level (an effort to implement locally the project web award for the best service model based on SocialCar). Synergies are to be exploited with the Supernova Festival, dedicated to new technologies and innovation, which takes place every year in Brescia in October.

#### 4.1.2 Brescia site-specific actions for end users

- Continuous relations with local media outlets, in particular *Giornale di Brescia* (Brescia’s local newspaper); *Brescia Oggi* (Brescia’s local newspaper); *Corriere della Sera – Brescia* (The local insert of the national newspaper *Corriere della Sera*); *Teletutto* (TV station); *Brescia.tv* (local TV station); *Radio Bresciasette* (local radio broadcaster); *Brescia online* (Brescia’s city website);
- To capitalise on the European Mobility Week. The Mobility Week includes a particularly rich series of events and activities in Brescia. Brescia Mobilità is to consider the organisation of two events specifically dedicated to SocialCar within the project’s lifetime: one for transport practitioners (“sales” seminar that explains the benefits of SocialCar) and one for end-users and the general public with video screenings (e.g. the viral campaign dedicated to data sharing for a better mobility) at the central square or another highly frequented place;
- To involve a university course offering a mini workshop on SocialCar, in which students could simulate the use of the platform, asking them to develop a report which can then translate into blogging and social

<sup>4</sup> ONLUS supports the promotion of bicycle use (<http://www.fiab-onlus.it/bici/la-fiab/chi-siamo.html>)

<sup>5</sup> Italian Association for Traffic and Transport Engineering (<http://aiit.it/>)

<sup>6</sup> Company managing the extra urban transport in Brescia (<http://orarilinee.trasportibrescia.it/>)

media campaign. Brescia Mobilità has a close collaboration with Accademia Santa Giulia, which has specific courses on innovation;

- To create a blog on SocialCar featuring a forum for all partners including employees and other parties;
- To add a new section on the website of Brescia Mobilità dedicated to the “quality of local public transport”, thus supporting the overall project mission to stimulate data sharing for a new mobility paradigm in cities;
- To locally implement the project guerrilla campaign;
- To bundle all actions under the slogan “Brescia shares, you enjoy the trip”. The slogan is to be translated into Italian;
- To continuously use Twitter for SocialCar dissemination (1,284 followers).

**Budget available for the local campaign: Euro 10,000** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

## 4.2 Brussels

The local dissemination taskforce is composed of:

- Angelo Meuleman, Project Manager Taxistop vzw, local carpool operator in Flanders, and IT support for Taxistop in Brussels and Wallonia;
- Sandrine Vokaer, Project Manager Taxistop asbl, local carpool operator in Brussels and Wallonia;
- Belgian Open Knowledge Center<sup>7</sup>.

### 4.2.1 Brussels site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:

- David Van Kesteren, Taxistop CEO;
- Frederic Van Mallegem, CEO cambio car-sharing Brussels;
- Cathy Macharis, University of Brussels;
- Sandrine Vokaer, Taxistop Brussels;
- Sven Vlassenroot, Flemish Institute for Mobility;
- Miguel Vertriest, Flemish Network for Sustainable Transport;
- Pieter Colpaert, iRail, open knowledge center;
- Koen VandePutte: National Railway Organisation;
- Caroline Cerfontaine: UITP;
- Didier Dumont, STIB Public Transport Brussels;
- Joachim Bergerhoff, STIB Public Transport Brussels;
- Wim Nicques, Public Transport Flanders;
- Steven Willems, Brussels Ministry of Transport;
- Federic Monfils, CETIC, Charleroi ITS;
- Geert Popelier, VAB, Belgian Motorist Club;

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<sup>7</sup> Umbrella organisation for Open Knowledge initiatives (meaning that knowledge can be openly shared)

- Federal Administration for Transport;
- Steven Logghe, Be-Mobile - Mobility data provider;
- Elisbaeth Bries, Athlon Car lease;
- Jelle Dekeyzer, Mobimix, network for fleet operators;
- Peter Defreyne, Flemish Institute for Mobility;
- Peter Schoon: Iroutes;
- Chris Tampère, University of Leuven;
- Antoine Tassiaux, C-Cube ride-sharing;
- Athlon Car Lease, C-Cube ride-sharing;
- Anne-Claire Vanfleteren, C-Cube ride-sharing;
- NOTI Mundon-Izay, federal department for mobility merc DeCock, federal Ministry for Transport;
- Luc Swartebroeckx, Brussels Mobility platform;
- Claire Lodor, Brussels Mobility Platform;
- Pierre Rutten, Brussels Mobility Platform;
- Pierre Van Steenberghe, Belgian Taxi Federation;
- Stijn Lewyllie, European Passenger Federation;
- Anny Smagghe, Touring, mootorist club.

#### Actions

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in French and Dutch language will support this process;
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- To involve collective transport operators: STIB and SNCB;
- To organise "hackathons" involving start-up networks and the Brussels Department for Innovation to promote the "Business best idea for SocialCar usage" (an effort to implement locally the project web award for the best service model based on SocialCar). Synergies with bigger local events are to be identified;
- To feed the LinkedIn groups Belgium Mobility Experts and Mobimix;
- To attend as a speaker the CHUMS European project final conference; the Combined Mobility Platform of UITP (April 2016, Barcelona), the ShareNorth project, the TransCity annual Conference, the OuiShareFest Paris;
- Sharing newsletters with UITP and with the Interreg Europe NweRIDE project.

#### 4.2.2 Brussels site-specific actions for end users

- Continuous relations with local media outlets, in particular TV broadcasters (Flemish: VTM and VRT; French: RTBF, RTL - Local; BrusselsNieuws); Newspapers (DeStandaard, De Morgen, De Tijd, L'Echo, Le Soir, L'avenir); specific reviews for mobility (Mobimix, Smart Mobility Magazine Nexus); UITP (for combined newsletters);
- To organise a user session with current car-sharers and ride-sharers in Brussels;

- To capitalise on the European Mobility Week. In Flanders, Taxistop organises every year the Car Free Day, involving nearly 250 companies; in Brussels Taxistop collaborates with the Government and in Wallonia a carpool day has been organised. Taxistop will integrate SocialCar in these initiatives;
- To involve Gracq, Bond Beter leefmilieu, Voka, OuiShare Brussels, CoWorking Brussels, Smart City Brussels, proVelo as multipliers;
- To involve a university course for a session with students about cooperation between ride-sharing, public transport and taxi;
- To create a blog on SocialCar featuring a forum for open discussion. This is to be integrated in the Taxistop blog, and the Blog of New Commons in Belgium;
- To bundle all actions under the slogan "Brussels shares, you enjoy the trip!". The slogan is to be translated into French and in Dutch;
- To locally implement the project guerrilla campaign;
- To use all available internal and external channels to disseminate the SocialCar app promo movie;
- Continuous use of social media, in particular the Facebook pages of Taxistop (corporate and carpool)

**Budget available for the local campaign: Euro 10,000** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

## 4.3 Canton Ticino

The local dissemination actions are to be run by Davide Marconi, Planidea.

### 4.3.1 Canton Ticino site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:

- The Department for Land of Canton Ticino;
- Canton Ticino Administration;
- Representatives from transport private companies;
- Municipalities close to Canton Ticino.

#### Actions

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in Italian language will support this process;
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- To organise "hackathons" involving start-up networks (an effort to implement locally the project web award for the best service model based on SocialCar). Synergies with bigger local events in collaboration with MobAlt are to be identified;



- To organise local micro events in order to promote the potential of SocialCar. Synergies with MobAlt<sup>8</sup> are to be identified.

#### 4.3.2 Canton Ticino site-specific actions for end users

- Continuous relations with local media outlets;
- At least one contribution to the European Mobility Week in the lifetime of the project;
- To involve the municipalities of Boggio and Manno as multipliers;
- To involve a university course in collaboration with SUPSI;
- To continuously use social media for SocialCar dissemination;
- To bundle all actions under the slogan "Ticino shares, you enjoy the trip". The slogan is to be translated into Italian;
- To launch a dedicated section on SocialCar on the official portal of Canton Ticino;
- To locally implement the project guerrilla campaign;
- To use all available internal and external channels to disseminate the SocialCar app promo movie.

**Budget available for the local campaign: Euro 10,000.** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

## 4.4 Edinburgh

The local dissemination taskforce is composed of:

- Andrew Dougal - SEStran Communication Officer;
- Moira Nelson - Marketing and Project Support Assistant.

#### 4.4.1 Edinburgh site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:

- City of Edinburgh Council;
- Midlothian Council;
- East Lothian Council;
- West Lothian Council;
- Falkirk Council;
- Scottish Borders Council;
- Clackmannanshire Council;
- Fife Council;
- Transport Scotland;
- St Andrews University;

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<sup>8</sup> Project launched in October 2015 offering companies alternative transport for the route home-work (<https://www.mobalt.ch/page/il-progetto-pilota>).

- Paths for All, Transport Scotland, Membership of the SEStran Sustainable Travel Forum.

#### Actions

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in English language will support this process;
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- To collaborate with local businesses and stakeholders by offering them incentives. Identifying employers with existing mobility plans, as they are more receptive to sustainable transport initiatives;
- SEStran organises its Partnership Board 4 times a year and its Sustainable Transport Forum 2 a year. These already existing and well organised events will include a session on SocialCar;
- SEStran has been organising in the past the Mobility Award Prize Ceremony in partnership with Edinburgh College with successful results. The site manager shall consider reviving this network as an effort to implement locally the project web award for the best service model based on SocialCar;
- SEStran organises once a year the Sustainable Scotland Network Conference which offers synergies for SocialCar promotion;
- To activate SEStran Sustainable Transport Forum Members; University of St Andrews; Transport Scotland as multipliers.

#### 4.4.2 Edinburgh site-specific actions for end users

- The Commuter Challenge is an event in Edinburgh involving commuters travelling into the city centre. This is an event that offers synergies with SocialCar for reaching end-users;
- To feed the SEStran LinkedIn Profile;
- To bundle all actions under the slogan "Edinburgh shares, you enjoy the trip";
- To locally implement the project guerrilla campaign;
- To use all available internal and external channels to disseminate the SocialCar app promo movie.

**Budget available for the local campaign: Euro 10,000.** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

## 4.5 Lazio Region

The local dissemination taskforce is composed of:

- Lazio Region Communication, External and Institutional Relationship Area;
- Lazio Region Press office.

#### 4.5.1 Lazio site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:



- Italian Ministry of Transport;
- Lazio Region representatives (Territory, Mobility And Waste Department; Lazio Region Mobility Manager; Territory, City Planning, Road Transport Area and Rail Transport Area of the Mobility and Waste Directorate, Cotral S.p.A.- Regional Transport Company, Luceverde-Lazio Region );
- Rome Municipality (Transport and Mobility Department);
- Atac S.p.A.-Rome Local Public Transport Company;
- Rome Mobility Services s.r.l.;
- Universities (La Sapienza Rome University- Research Center for Transport and Logistics);
- Carpooling Platforms:  
<http://www.luiss.it/news/2015/06/22/luiss-carpooling-chi-cerca-e-offre-un-passaggio-macchina>;  
<https://carpooling.uniroma3.it/>;  
<http://www.carpooling-universita.it/sapienza/#sthash.fmkVMD1T.dpuf>;  
<http://www.carpooling.legambiente.it>;  
<http://roma.autostradecarpooling.it>; [http://www.autoincomune.it/?page\\_id=13](http://www.autoincomune.it/?page_id=13));
- Trade Unions:  
<http://www.un-industria.it>;  
<http://www.cnapmi.org/Unioni-e-Gruppi-di-interesse/Fita/Trasporto-persone>;  
<http://www.lazio.cgil.it/filt/item.asp?ar=1&liv1=1&se=5&st=4&liv3=5&liv2=4>;  
[http://www.fitcislazio.it/index.php?option=com\\_content&view=category&layout=blog&id=80&Itemid=118&lang=it](http://www.fitcislazio.it/index.php?option=com_content&view=category&layout=blog&id=80&Itemid=118&lang=it);  
<http://www.uiltrasporti.it/>;  
<http://www.confartigianatotrasp.it/>;  
<http://www.federmobilita.it/web/>);
- Transport private and public companies (Italian Car Club; Italian Highway Companies; Italian State Rail Company; T.I. Transport; Engineering S.r.l.; Car2Go Car Sharing; Enjoy Car Sharing; Muoversi in Città - <http://www.o6o6o8.it/en/trasporti/muoversi-in-citta/in-taxi>;Euromobility).

## Actions

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in Italian language will support this process;
- To keep local stakeholders informed about findings of level B (macro-simulation) and C (real-life roll-out);
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- To use periodical newsletter of Lazio region with regular updates on SocialCar;
- Lazio Region offers the Sector Open Lab methodology selection as an effort to implement locally the project web award for the best service model based on SocialCar;
- To activate Automobile Club Italia, Legambiente Lazio, Chamber of Commerce, Unindustria<sup>9</sup>, UNRAE<sup>10</sup>, Roma in bici<sup>11</sup>, Ispra Ambiente<sup>12</sup> as multipliers;
- To activate synergies with DiDY, RETRAINER and M-Resist (relevant projects with Lazio involvement);

<sup>9</sup> Union for the industries and enterprises

<sup>10</sup> National Association of foreign car makers

<sup>11</sup> Blog dedicate to people discovering Rome by bicycle

<sup>12</sup> Institute for Environment Protection and Research

- To promote SocialCar in the conference on Local Public Transport organized by ASSTRA<sup>33</sup>.

#### 4.5.2 Lazio site-specific actions for end users

- Continuous relations with media outlets, in particular:

**Newspapers:**

<http://www.repubblica.it/motori/?ref=HRHM1-8>

<http://motori.ilmessaggero.it/>

<http://motori.corriere.it/>

<http://www.iltempo.it/rubriche/motori>

<http://motori.leggo.it/>

**Magazines:** <http://www.quattroruote.it>

**Digital Journalism:**

<http://www.greenstyle.it/>

<http://www.mobilitymanagement.it/>

<http://www.omniauto.it/>

<http://www.uominietrasporti.it>

<http://www.sietitalia.org/sito%20REPT/iniziale.htm>

<http://www.asstra.it>

<http://www.cityrailways.net/>

<http://www.trasporti-italia.com/>

<http://www.lacittadellautobus.it/>

<http://www.ilmondodeitrasporti.com/>

<http://www.trasportando.com/>

<http://www.tuttogreen.it/categoria/muoversi/>

<http://socialeconomy.mobi/chi-siamo-contatti/>

<http://roma.ilquotidianoitaliano.it/category/trasporti-2/>

<http://www.romatoday.it/eventi/>

<http://www.cinquequotidiano.it/>

<http://mobility-roma.blogspot.it/>

**Regional radios:**

Centro Mare Radio

Qlubradio

Radio Antenna 1

Radio Antenna Fondi

Radio Antenna Verde

Radio Canale Zero

Radio Day

Radio Delta Velletri

Radio Dimensione Italia

Radio Dimensione Musica

Radio Dimensione Stereo

Radio Dimensione Suono

Radio Enea

<sup>33</sup> Association for companies and entities of local public transport

Radio Ferentino  
Radio Gamma Stereo  
Radio Giovani Arcobaleno  
Radio Immagine  
Radio Kaos  
Radio Latte e Miele  
Radio Linea Attiva  
Radio L'Olgiate  
Radio Mana Mana  
Radio Mania  
Radio Monte Altino  
Radio Noise  
Radio Nuova Rete  
Radio Opera D'Arte Web  
Radio Punto Zero  
Radio Roma Capitale  
Radio Spazio Musica  
Radio Stella  
Radio Studio A  
Radio Studio 93  
Radio Vaticana  
Rete sole  
Sabina TV  
Radio Spazio Blu  
Simply Radio  
Solo Radio  
Street Radio  
Tele Radio Orte  
TRS RADIO  
Vivalaradio  
Wikiradio

**Regional televisions:**

[www.7gold.tv](http://www.7gold.tv)  
[www.canaledieci.it](http://www.canaledieci.it)  
Centro Televisivo Vaticano - Index  
[www.extratv.it](http://www.extratv.it)  
[www.itvproduzioni.com](http://www.itvproduzioni.com)  
[www.tvgold.it](http://www.tvgold.it)  
[www.iestv.com](http://www.iestv.com)  
[www.reteoro.it](http://www.reteoro.it)  
[www.retesole.it](http://www.retesole.it)  
[www.romauno.tv](http://www.romauno.tv)  
[www.sl48.tv](http://www.sl48.tv)  
[www.super3.com](http://www.super3.com)  
[www.t9tv.com](http://www.t9tv.com)  
[www.teletibur.it](http://www.teletibur.it)  
[www.teledonna.it](http://www.teledonna.it)

www.telegolfo.com  
www.telepace.it  
www.teleroma56.tv  
www.teleuniverso.it  
www.televita65.it  
www.teleradiorte.it

- Rome Municipality took part in the last edition of the European Mobility Week with meetings, debates, visits and events on topics relevant for SocialCar. Lazio Region will, therefore, find an arrangement with Rome Municipality in order to locally promote SocialCar in the 2016 and 2017 editions of the EU Mobility Week;
- To involve a university course: Lazio Region is involved in many cooperation activities with universities and special sessions dedicated to SocialCar will be proposed, considering that most of Rome Universities have their own carpooling platforms;
- To bundle all actions under the slogan "Lazio shares, you enjoy the trip". The slogan is to be translated into Italian;
- To open a link on the official Lazio Region portal to the SocialCar website;
- Continuous use of social media available to the regional administration and affiliated institutions;
- To find synergies for end-user exposure of SocialCar at the Roma Motor show;
- To locally implement the project guerrilla campaign.

**Budget available for the local campaign: Euro 10,000.** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

## 4.6 Ljubljana

The local dissemination taskforce is composed of:

- Blaz Jemensek, PIL project manager;
- Klemen Gostic, PIL project manager;
- Klara Zrimc, PIL project assistant;
- Nina Kralj, PIL Business Secretary;
- Marjetka Uršič (Slovenian Railways, Passenger Transport);
- Jošt Šmajdek (Ljubljana Bus Transport);
- Matej Gojcic (Ljubljana Urban region);
- Vita Kontič, Matic Sopotnik (Municipality of Ljubljana);
- Jure Cuhalev (Prevozi.org).

### 4.6.1 Ljubljana site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:

- Zoran Janković, Mayor of Ljubljana;
- Lilijana Madjar, Director of Ljubljana urban region;

- Matej Gojcic, deputy director, City of Ljubljana;
- Matic Sopotnik, project manager, Transport department City of Ljubljana;
- Prevozi.org (carpooling initiative);
- Jure Cuhalev, administrator of the carpooling website;
- Marjetka Ursic, Quality Manager, Slovenian Railways Passenger Transport;
- Jost Smajdek, Manager of transport operations, Ljubljana Bus Transport;
- Dr. Peter Verlič (Director of Institute of Traffic and Transport Ljubljana);
- Peter Horvat, Manager of Ljubljana urban transport;
- Dušan Mes, General manager of Slovenian railways;
- Boštjan Koren, Slovenian Railways, Passenger Transport;
- Vita Kontič, Matic Sopotnik, City of Ljubljana;
- City Traffic Wardens Department;
- Jošt Šmajdek, Marjetka Uršič, Public company LPT (operating with parking facilities in the City);
- Urban Planning Institute of Slovenia.

#### Actions

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in Slovenian language will support this process;
- To keep local stakeholders informed about findings of level B (macro-simulation) and C (real-life roll-out);
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- Day-to-day stakeholder management, keeping the stakeholders listed above updated on the progress of SocialCar.
- To involve the public transport operator of Ljubljana (LPP) to evaluate a possible implementation of SocialCar in the city. LPP has already signed a Letter of Support to the project.
- To implement locally the project web award for the best service model based on SocialCar. To organise events to promote the "Business best idea for SocialCar usage". Synergies with universities shall be identified;
- To promote SocialCar at the ICTS Conference (international transport conference) in May 2017;
- To promote SocialCar at the Danube Region Conference;
- Ljubljana will include the carpooling concept in Ljubljana SUMP (in the event of an update).

#### 4.6.2 Ljubljana site-specific actions for end users

- Ljubljana is the European Green capital 2016. PIL will capitalise on planned communication activities, and will liaise with the Mayor's office of Ljubljana in order to find adequate ways of promoting SocialCar;
- To activate multiplying agents, in particular CIPRA Slovenia<sup>14</sup> (Matej Ogrin), FOCUS<sup>15</sup> association (Katarina Otrin), the students organisation of University of Ljubljana;

<sup>14</sup> NGO for the promotion of the sustainability in the Alps

<sup>15</sup> NGO for sustainable development



- Continuous relations with local media outlets, in particular Rtv slo.si - news website (operated by national TV); Delo - printed and online daily magazine; Dnevnik - printed and online daily magazine; Siol.net - news website; Zurnal - online daily magazine;
- Continuous use of all available social media networks to promote SocialCar;
- SocialCar promotion during planned sustainable mobility events (organised by the municipality, NGO's and transport providers) in Ljubljana;
- Contribution to the European Mobility Week in September 2016 with an event to promote SocialCar in collaboration with the city of Ljubljana;
- To bundle all actions under the slogan "Ljubljana shares, you enjoy the trip". The slogan is to be translated into Slovenian;
- To activate a link to the SocialCar website on the official portals of City of Ljubljana and of Ljubljana Urban Region;
- To add a SocialCar dedicated section on the websites:  
<http://www.prometni-institut.si/>;  
<http://www.slo-zeleznice.si/>;  
<http://www.zelenaljubljana.si/>;  
<http://www.lpp.si/>;
- To locally implement the project guerrilla campaign.

**Budget available for the local campaign: Euro 5,000.** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

## 4.7 Luxembourg

The local dissemination will be run by Falk Fernbach, Concept Factory.

### 4.7.1 Luxembourg site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:

- Sam Tanson, Responsible of the mobility in Luxembourg City;
- Lydie Polfer, Mayor of the city;
- Félicie Weycker, Verkéiersverbond (Transports Community) Board President in Luxembourg City;
- Jean Roilgen, Users Comitee President in Verkéiersverbond;
- Joé Schmit, Mobility Planification Responsible, Verkéiersverbond;
- Paul Mangen, Chief-Engineer in the Pont et Chaussées Administration in Luxembourg City;
- Paul Hoffman, Engineer-Director in Mobility Direction in Luxembourg City;
- René Birgen, Secretary in Aktioun Öffentlechen Transport;
- Marc Hoffman, Traveller Activities Director in CFL (Luxembourgish Railway);
- Marc Wengler, General Director of CFL (Luxembourgish Railway);
- René Biber, President and Administrator of Luxtram S.A.;
- André Von Der Marck, General Director of Luxtram S.A.;
- François Bausch, Minister of Sustainable Development and Infrastructures;

- Luxembourg; Carole Dieschbourg, Minister of the environment in Luxembourg;
- Camille Gira, Minister - Secrétaire d'État au Développement durable et aux Infrastructures;
- Alex Kies, Public Transport Director in Luxembourg;
- Guy Staus, Road Transport Director in Luxembourg;
- Guy Besch, Mobility Planification Director in Luxembourg;
- Jeannot Poeker, Railway Director in Luxembourg;
- René Rieth, Head of RGRT Unit (Regional Transport Network) in Public Transport Direction of the Government in Luxembourg;
- Tom Juttel, Engineer and Deputy Director General of Mobility Planification in Luxembourg;
- Camille Gira, Secretary of Sustainable Development and Infrastructures in Luxembourg;
- Wolfgang Schroeder, *Directeur Général des départements Transport et Flibco chez Sales-Lentz*, bus supplier in Luxembourg;
- Emile Weber, General Director of Emile Weber, bus supplier in Luxembourg;
- Thomas or Julien Friederich, Founder and co-founder of City Mov' e-car sharing and bike sharing company in Luxembourg;
- Willem Buijs or Bo Boormans, Managing Director at LuxMobility;
- Pierre-Yves Meert, Marketing & Innovation Manager, ALD Automotive Luxembourg;
- Daniel Peters, Head of Eco-Mobility (Enovos), Director (City Mov') e-car sharing and e-bike sharing company in Luxembourg;
- Joseph Gaulier, Journalist in *L'essentiel, Des tests psychologiques pour les chauffeurs*;
- Jean-Michel Hennebert, Journalist in *PaperJam, Le Benelux entend développer la mobilité durable*;
- Jean-Luc Bodeux, Journalist in *Le Soir, Mieux connaître au quotidien les habitudes de mobilité*;
- Geneviève Montaignu, Journalist in *Le Quotidien, Mobilité: des investissements à gogo*
- Frédéric Lambert, Journalist in *L'essentiel, Un Pont rouge élargi pour une mobilité diversifiée*;
- Gintner Josiane, Premier Conseiller de Gouvernement, chargée de direction;
- Rossi Alessia, Attachée de Gouvernement 1er en rang.

### Actions

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in French will support this process;
- To keep local stakeholders informed about findings of level B (macro-simulation) and C (real-life roll-out);
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- To activate a link to the SocialCar website on the websites of local enterprises where possible;
- Day-to-day stakeholder management, keeping the stakeholders listed above updated on the progress of SocialCar;
- To involve local companies with a high potential for carpooling scheme implementation through ad hoc questionnaires;
- To attend as a speaker the event "Living City" foreseen at the end of 2016 and promote SocialCar;
- To attend relevant local events related to start-up, research, innovation in order to share knowledge and identify synergies;

- To activate the Chamber de Commerce in Luxembourg, the School of Commerce, Silicon Luxembourg (a media outlet addressed to start-ups) and Mouvement écologique Luxembourg as multipliers and observers;
- The collaboration with both national enterprises and start ups is to be considered as an effort to implement locally the project web award for the best service model based on SocialCar. The project online marketing campaign will be channelled towards these particular target groups encouraging them to share ideas in the carpooling sector. Cooperation with magazine "Silicon Luxembourg" is to be considered.

#### 4.7.2 Luxembourg site-specific actions for end users

- To activate multiplying agents, in particular the magazine Paperjam and the independent start up Silicon Luxembourg;
- Continuous relations with local media outlets, in particular TV (RTL); Newspapers (WORT, TAGEBLATT); Magazines (PAPERJAM, LG Gemengen); Web (rtl.lu, wort.lu, paperjam.lu, infogreen.lu);
- To contribute to the European Mobility Week at least once in the project lifetime;
- To involve as multipliers the University of Luxembourg, 1,2,3 go social, an initiative supporting projects with a social mission in Luxembourg and Etika, an association promoting and proposing alternative funding for responsible projects;
- Continuous use of all available social media networks to promote SocialCar;
- To bundle all actions under the slogan "Ljubljana shares, you enjoy the trip". The slogan is to be translated into Slovenian;
- To locally implement the project guerrilla campaign.

**Budget available for the local campaign: Euro 10,000.** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

## 4.8 Skopje

The local dissemination taskforce is composed of:

- Aleksandar Avukatov, PR Department City of Skopje;
- Marina Petrovska, PR Department City of Skopje;
- Nedelco Krstevski, PR Department City of Skopje.

#### 4.8.1 Skopje site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:

- Lovren Markic, Administration of the City of Skopje;
- Mario Ringov, Administration of the City of Skopje;
- Antonio Karalanov, Administration of the City of Skopje;
- Marina Petovska, Administration of the City of Skopje;
- Gorjan Sekerinov, Administration of the City of Skopje;

- Zoran Davidoski, Head of the Department for Traffic, City of Skopje;
- Zoran Damjanovski, Administration of the City of Skopje;
- Nenad Tonik, Administration of the City of Skopje;
- Daniel Pavleski, Administration of the City of Skopje;
- Trajko Bazerko, Administration of the City of Skopje;
- Marjan Gusev, Administration of the City of Skopje;
- Viktor Petrov, Administration of the City of Skopje;
- Daniela Koltovska, Administration of the City of Skopje;
- Ana Gruevska, Public Enterprise for Transport of the City of Skopje;
- Mirjana Apostolova, Administration of the City of Skopje;
- Ana Kmetovska, Administration of the City of Skopje;
- Irena Santevska, Administration of the City of Skopje;
- Nedelco Krstevski, Administration of the City of Skopje;
- Tome Smilevski, Administration of the City of Skopje;
- Koce Trajanovski, Mayor of the City of Skopje;
- Irena Misheva, President of the City Council;
- Igor Janusev, Administration of the City of Skopje dealing with public transport;
- Olivera Tranatlovska, Head of the department for ICT;
- Gorjan Sekerinov, Department for ICT;
- Daniel Pavleski, Department for Traffic, City of Skopje;
- Nikola Krstanovski, Technical faculty;
- Marijan Gusev, Innovation IT company;
- Daniela Koltovska, Technical faculty;
- Viktor Kosevaliski, Avto plus Magazine.

#### **Actions**

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in Macedonian language will support this process;
- To keep local stakeholders informed about findings of level B (macro-simulation) and C (real-life roll-out);
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- To activate multiplying agents and observers, in particular Technical faculty, Prof. Nikola Krstanovski and Prof. Daniela Koltovska; Innovation SME, Marijan Gusev;
- To actively use available social media in an effort to implement locally the project web award;
- To create synergies with sustainable mobility projects active in Skopje (CREATE, SINERGI, FUPOL, STREETLIGHT) through joint information and promotion activities.

#### **4.8.2 Skopje site-specific actions for end users**

- Continuous relations with local media outlets, in particular Auto plus Magazine, daily newspapers; City newsletter;
- The City of Skopje usually takes part in the European Mobility Week with several initiatives and events. On this occasion, collaboration with local companies should be activated to share information on SocialCar;
- To involve multipliers, in particular the NGOs Europeanalianse and PROAKTIVA;
- To bundle all actions under the slogan "Skopje shares, you enjoy the trip". The slogan is to be translated into Macedonian;
- To continuously use of all available social media networks to promote SocialCar;
- To locally implement the project guerrilla campaign.

**Budget available for the local campaign: Euro 5,000.** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

## 4.9 Turin

The local dissemination taskforce is composed of:

- Fortunata Armocida, Municipality of Turin;
- Elena Ciarlo, Municipality of Turin;
- Giuseppe Estivo, Municipality of Turin;
- Bruna Cavaglià, Mobility Division Manager of the Municipality of Turin;
- Michele Chicco, communication Department of the Municipality of Turin;
- Giuseppe Chiantera, Municipality of Turin.

### 4.9.1 Turin site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:

- Cesare Paonessa, Director of Mobility Agency;
- Rossella Panero, Director of 5t<sup>16</sup>;
- Walter Ceresa, Director of GTT<sup>17</sup>;
- Claudio Lubatti, Turin Mobility deputy Mayor;
- Elena Pedon, Metropolitan city Of Turin - environment sector;
- Giannicola Marengo, Metropolitan city Of Turin - transports sector;
- Roberto Bertasio, City Of Turin - Mobility and infrastrucures Director;
- Fortunata Armocida, City of Turin - International relationships Sector;
- Giuseppe Estivo, City of Turin - EU Mobility Project Office;
- Donatella Mosso, Director of Torino Smarcity Association;
- Giuseppe Piras, Director Bike pride Association;

<sup>16</sup> Company for the mobility managemnet in Turin and Piemonte Region as in-house society

<sup>17</sup> Transport company of Turin

- Massimiliano Curto, Politecnico di Torino - University Reserch;
- Marco Diana, Politecnico di Torino, Professor;
- Ezio Spessa, Politecnico di Torino, Professor;
- Michele Berrino, Confesercenti<sup>18</sup>;
- Fabrizio Ghisio, Confcooperative<sup>19</sup>;
- Marco Annoni, Telecom Italia Reserch office Tlab;
- Cristina Manara, Confindustria<sup>20</sup>;
- Ilda Cappelletti, Transpadana<sup>21</sup>;
- Alberto De Marco, Politecnico di Torino, Professor;
- Anna Prat, City of Turin - Directory Innovation sector;
- Antonella Galeandro, ToBIKE - Bikesharing service;
- Aurelia Vinci, Piemonte Region - environment sector;
- Barbara Barazza, Chambere of commerce - Innovation secto;
- Danilo Ciravegna, Aizoon technolgy consulting company;
- Daniele Valle, Regional Piemonte Council;
- Chiara Ferroni, Torinowirless;
- Di Muro Gianpiero, Italian Ministry of Transport;
- Federico Maggiora, Mobility Manager Sanpaolo Bank Turin;
- Federico Galliano, General Motors;
- Fosca Nomis, Municipality of Turin Conuncil;
- Francesca Nutarelli, Mobility Manager FCA;
- Francesco Profumo, Iren<sup>22</sup> Director;
- Giorgia Pironi; Giuseppe Macchia, car sharing service Enjoy;
- Giuseppe Mella, ity of Venice, EU Mobility Project Office;
- Graziano Volpe, Piemonte Region - Director environment sector;
- Luisa Androne, CRF - Fiat Research Centre;
- Tiziano Schiavon, carcacityclub Torino;
- Michele Curto, Municipality of Turin Council;
- Roberta Novelli, IAAD<sup>23</sup> professor;
- Bruna Cavaglià, Mobility Division Manager of the Municipality of Turin;
- Martino, carsharing service CarzGo;
- Massimo Coccozza 5t;
- Matteo Antoniola, 5t;
- Paolo Sandri, GTT;
- Giuseppe Piras, Bikepride Association.

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<sup>18</sup> Entrepreneurs association

<sup>19</sup> Organisation offering support and assistance to local enterprises

<sup>20</sup> General Confederation for the Italian industries

<sup>21</sup> System for European Corridors

<sup>22</sup> Multiutility company dealing also with environment

<sup>23</sup> Design Institut



## Actions

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in Italian language will support this process;
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- To actively use available communication channels in an effort to implement locally the project web award;
- To activate the Chamber of Commerce; Industry Associations; Neighbourhood houses associations; TorinoWireless; Turin Smarcity Foundation; Hotel, Cafe and Restaurant Association; Commercial Association; 5T as multipliers and observers;
- To activate synergies with the projects OPTICITIES<sup>24</sup> and SETA;
- To include SocialCar scheme in the local SUMP.

### 4.9.2 Turin site-specific actions for end users

- Continuous relations with local media outlets, in particular La Stampa; La Repubblica edizione Torino; Cronaca Qui; Rai tre (Regional edition); Ansa;
- To use the occasion of local public events for the promotion of SocialCar. Planned for 2016 are: Salone del Gusto - Terra Madre (April); Bike pride (May – June); Salone del Libro (May); MiTo Settembre - musica (September); TFF (Turin Film Festival - November);
- To contribute to the European Mobility Week with SocialCar ad-hoc promotional activity;
- To activate a SocialCar link on the official portal of Turin;
- To use radio advertising;
- To bundle all actions under the slogan "Turin shares, you enjoy the trip". The slogan is to be translated into Italian;
- To use the Turin newsletter for all the relevant updates on SocialCar;
- To locally implement the project guerrilla campaign.

**Budget available for the local campaign: Euro 10,000.** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

### 4.10 Zagreb

The local dissemination taskforce is composed of:

- Matija Vuger, City of Zagreb, Office for Strategic Planning and Development of the City;
- Iva Bedenko in charge of Info brochures, City of Zagreb;
- Mirna Vučković Pepeonik, web administration, City of Zagreb;
- Jasenka Valenčić, web administration, City of Zagreb;
- Koraljka Eterović, web administration, social media, communication, Mayor's Office;
- Representative of the City Office for Physical Planning, Construction of the City, Utility Services and Transport.

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<sup>24</sup> <http://www.opticities.com/>



#### 4.10.1 Zagreb site-specific actions for key stakeholders

The following key stakeholders are to be involved in the Consultation Group Meetings and the SocialCar Alliance:

- Jadranka Veselić Bruvo, Head of the Office, City Office for Strategic Planning and Development of the City;
- Iva Bedenko, City Office for Strategic Planning and Development of the City;
- Mirna Vučković Pepeonik, City Office for Strategic Planning and Development of the City;
- Jasenka Valenčić-geographer, City Office for Strategic Planning and Development of the City;
- Matija Vuger, City Office for Strategic Planning and Development of the City;
- Representative of the City Office for Physical Planning, Construction of the City, Utility Services and Transport;
- Koraljka Eterović, the Mayor's Office;
- Dinko Butković, Public transport operators – ZET;
- prof. Ivan Grgurević, Faculty of Traffic and Transportation.

#### Actions

- To activate the stakeholders identified above for their participation in the 4 Consultation Group Meeting planned by the project. Project info materials and publications in Croatian language will support this process;
- The stakeholders above are to sign two MoU: one at the beginning of the implementation of the local campaigns and the second one at the end of the project in order to ensure a durable stakeholders commitment, paving the way for concrete service models based on SocialCar;
- To actively use available communication channels in an effort to implement locally the project web award;
- Day-to-day stakeholder management, keeping the stakeholders listed above updated on the progress of SocialCar;
- To find synergies with the round tables on public transport in Zagreb;
- To identify and involve local companies, start-ups and students in an effort to implement locally the project web award.

#### 4.10.2 Zagreb site-specific actions for end users

- Continuous relations with media outlets, in particular Glas Zagreba;
- To use of the monthly free city newsletters and info brochures;
- To find promotion synergies with the Zagreb Energy Week;
- To participate in the European Mobility Week with SocialCar promo activities;
- To involve the Croatian centre for eco-friendly vehicles; HAK-Croatian car club; SUP-Sigurnost u prometu (Safety in Traffic) as multipliers;
- To involve a university course through mini SocialCar workshops held in the Faculty of Traffic and Transportation;
- To bundle all actions under the slogan "Zagreb shares, you enjoy the trip". The slogan is to be translated into Croatian;
- To locally implement the project guerrilla campaign.



**Budget available for the local campaign: Euro 5,000.** (NB: this budget covers external costs for the local campaign implementation and does not include staff costs attributed to WP8).

## 5. Local campaigns for the test sites of Level B

Level B is an additional engagement layer for the test site managers in **Brussels, Canton Ticino, Edinburgh, Turin** and **Zagreb**. These sites are equipped with a traffic macro simulation tool and are capable of feeding their simulation models with data from public transport and carpooling services. The goal is to evaluate the impact of SocialCar on the traffic system in the cities. This test is to be performed under WP5, however, it has also implications for the local communication actions. The communication goal in this context is two-fold:

- To support the efforts of WP5 through the communication measures planned for the 5 test sites, in particular the Consultation Group Meetings. The project communication team shall ensure that the Consultation Group Meetings in these 5 test sites will be attended by stakeholders with access to the macro simulation models;
- The findings of the macro simulation will serve as an additional argument for all 10 test sites to identify application scenarios and prepare conditions for SocialCar service models.

## 6. Local Campaigns for the test sites of Level C

The most advanced layer of engagement is the test level C where the SocialCar system will be tested with end-users. This level involves **Brussels, Canton Ticino, Edinburgh**. This has implications for the site-specific action plans designed for end-users. The actions shall be bundled in integrated campaigns and the selection of the target groups shall be planned much more thoroughly. The tests and accompanying campaigns will not be able to reach everybody, which makes the selection of the most relevant target groups essential. Depending on the individual traffic challenges in these three sites, those travel scenarios need to be selected which make the use of the SocialCar app most likely. In these scenarios, the three campaigns shall select the target groups with the biggest potential to become early adopters and influence the other groups of the innovation diffusion cycle, i.e. the early and late majority. For a proper selection and campaign planning, SocialCar will capitalise on the project SEGMENT<sup>25</sup> which applied consumer market segmentation techniques for sustainable mobility campaigns. The project defines 8 target groups segments. Each of them has been profiled with socio-economic, demographic and behavioural characteristics (see Annex 3). The profiling makes it easier for the planning of the level C campaigns as it gives a snapshot of how to reach certain target groups most effectively. The launch of the three campaigns will be aligned with both WP4 (the production of the SocialCar pilot app) and WP5 (the implementation of the level C test). In a bottom-up approach, the test site managers have already identified their desired segments. The action plans of level A, particularly a communication mix of guerrilla marketing (social media), viral marketing (SocialCar app promotion) and event marketing (planned events) supported by local multipliers and media partners, shall be aligned with the identified end user segments. An overview of the selected target segments is provided below (the characteristics of the segments are available in Annex 3).

Brussels	<ul style="list-style-type: none"> <li>■ Devoted Drivers</li> <li>■ Image Improvers</li> <li>■ Malcontented Motorists</li> </ul>
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<sup>25</sup> <http://www.segmentproject.eu/>



	<ul style="list-style-type: none"><li>■ Active Aspirers</li><li>■ Practical Travellers</li><li>■ Car Contemplators</li><li>■ Public Transport Dependents</li><li>■ Car-free Choosers</li></ul>
Canton Ticino	<ul style="list-style-type: none"><li>■ Image Improvers</li><li>■ Active Aspirers</li><li>■ Practical Travellers</li><li>■ Car Contemplators</li><li>■ Public Transport Dependents</li><li>■ Car-free Choosers</li></ul>
Edinburgh	<ul style="list-style-type: none"><li>■ Malcontented Motorists</li></ul>

Beyond the end user engagement efforts, level C has another important implication of WP8. The results of the market roll-out in Brussels, Canton Ticino and Edinburgh will serve as a reference for other cities beyond the SocialCar consortium, and will be a subject of a WP8 campaign towards European city networks.

## Annex 1 Carpooling conditions and prospects in the test sites

### Brescia

First carpooling experiences in Brescia were made within the EU CIVITAS plus MODERN project when the city tested a carpooling service managed by an external transport company. The test targeted schools and it was unsuccessful. Brescia, therefore, seeks to develop prospects for a more appealing and effective carpooling service.

### Brussels

A tax incentive was introduced in Belgium to stimulate carpooling: commuters don't pay taxes on their commuter's allowance. The carpooling has to be organised by the employer. Moreover, the traffic legislation allows for carpooling lanes since 2002, which is not being practiced as yet. In Brussels, every employer with more than 100 employees needs to have a mobility plan. Very often, carpooling is used in such plans. The first carpooling operators have been active since 1975. New services such as BipBip, Djengo, CoCar, BlaBlacar enrich the carpooling practice with new service models. In Brussels, there are carpooling initiatives which also involve taxi – e.g. collecto (a collective taxi service) and Uber (peer-to-peer taxi service). The main challenge for carpooling initiatives is a lack of awareness and information among users.

### Canton Ticino

Poll2Job ([www.pool2job.ch](http://www.pool2job.ch)) is a closed carpooling platform for companies operating in Canton Ticino. The routes offered are both long distance and for daily commutes.

### Edinburgh

[www.TripshareSEStran.com](http://www.TripshareSEStran.com) is a regional journey sharing initiative which features options for car drivers, walkers and cyclists to share journeys to either save money or to gain support and encouragement if in a new area. The scheme has been live since 2006 and has seen its membership rise to over 7,660 in the South East of Scotland alone. The strategy officer at SEStran has achieved this by working closely with local authorities and other large employers within the region. Under the Regional Transport Strategy and the Edinburgh Council's local transport strategy, SEStran fund and support the promotion of carpooling at a regional level. Some sites across SEStran have installed car share spaces to promote their scheme. The main barriers to carpooling are related to safety concerns and reservations towards sharing of personal space. Also, limited parking provisions influence carpooling.

### Lazio Region

The carpooling experience of Lazio Region is based on two initiatives: one designed for employees and another one serving the entire province of Rome. The results from the first initiative were rather moderate due to the low number of employees that took part in the trial. The second one, Carpool Rome is active and is operated by Autostrade per l'Italia.



## Ljubljana

Currently, the city is not involved in a carpooling initiative. However, the web service [prevoz.org](http://prevoz.org), a private initiative, offers travellers shared trips on national level. The initiative is mainly used by students and young people.

## Luxembourg

Carpooling is not well established.. A parking area for users is available but without surveillance and guarantee. The city favours other alternative mobility schemes such as car and bike sharing. Since 2009, CITY MOV offers an electric car or bike rental service. In 2013, a car-sharing service was set up. Commuters can park their vehicles in one of the five big parking areas (with capacities of 160 to 2440 spaces) and continue their last-mile journey with buses or the car-sharing service.

## Skopje

The city has no carpooling scheme as yet. Carpooling is being practiced but it's organised privately. The city authorities, however, see the need of a systemised carpooling scheme to compensate deficiencies of the public transport network.

## Turin

Bringme Carpooling & Autostop is the largest Italian community of carpooling, and it's active in Turin. The web service ([www.bring-me.it/carpooling](http://www.bring-me.it/carpooling)) was launched in September 2011. An app (Carpooling Certificate) was made available in December 2012, and it's designed to assess carpooling trips. BlaBlaCar is another carpooling service active in Turin. Moreover, the Move+ project is designing a web-based platform (including a dedicated app) for dynamic ride sharing in the metropolitan area of Turin. The tool offers services such as a navigation and routing system, network of geo-referenced pick-up points, mobility credits exchange among users as well as a social network. On political level, several mobility plans constitute the basis for future carpooling initiatives: TAPE (Turin Action Plan of Energy), SUMP (Sustainable Urban Mobility Plan), SMILE (Smart Mobility Integration/Inclusion Life&Health Energy).

## Zagreb

Carpooling is mainly promoted and encouraged by NGOs, higher education institutions, SUMP's and international projects. A number of web services offer privately organised carpooling:

- <http://www.carpooling.hr/>
- <http://www.putujmozajedno.hr/>
- <http://www.putpodnoge.com/>
- <http://ajmoskupa.com/>
- <http://www.putovnica.net/>
- <http://gorivo.com/>
- <http://www.fpz.unizg.hr/autozasve/>
- <http://www.podjela-troskova.com/>

- <http://jeftinoputovati.org/>
- <http://www.vozimevozimte.hr/>
- <http://tinskavoznja.com/>
- <http://oglasnikprijevoza.com/>

The main barriers for carpooling in Zagreb are related to the absence of a national law promoting and regulating carpooling; the lack of awareness among users, the lack of coordination and communication among users as well as the missing of insurance system for carpooling.



## Annex 2 SocialCar test sites survey

Q1: Please list the names and affiliations of 30 individuals (including consortium members, external transport planners, carpooling and other mobility businesses, ITS developers, policy makers, public transport operators, journalists) which will be invited to join the SocialCar Alliance.

Q2: Please list the frequency of press conferences organised by your organisation. PLEASE NOTE THAT: as per grant agreement SocialCar shall be a subject of at least 4 press conferences (and/or press articles) in each test site.

Q3: Please list at least five media outlets (TV, newspaper, magazines, radio, digital journalism) which can be addressed with press releases and invited to press conferences related to SocialCar. Please list both mainstream media best suited to reach citizens as well as media that can reach the stakeholders relevant for SocialCar. The press conferences can be organised in connection with the Consultation Group meetings

Q4: Please list relevant local events planned for the next year(s) in your city: local fairs, exhibitions, conferences, regular events such as council meetings, reception of international delegations, etc. 3 local events shall be identified for the duration of SocialCar (i.e. one per year)

Q5: Please share the name(s) of a contact person(s) within your administration in charge of communication, social media, media relations, web administration. Please brief these persons about SocialCar and encourage them to support your efforts under WP8. SocialCar seeks to organise taskforces between the site manager, TTS, Bermag and the communication experts employed by your organisations and utilise existing assets such as the organisation's website, social media profiles, press releases, newsletters, press conferences, events, public reports and brochures

Q6: What is from your point of view the best way to channel stakeholders from your city to the SocialCar webpage? PLEASE NOTE THAT: the SocialCar targets are at least 500 visits per year of the SocialCar website including at least 50 visits per year of the SocialCar open knowledge repository from IP addresses of the test sites / regions. The open knowledge repository is a web section that archives all SocialCar deliverables (both IT-based and market-oriented). Please share your views as to how these numbers could be reached considering all available means and resources (both your SocialCar campaign budget and your regular means).

Q7: What is from your point of view the best way to reach citizens from your city with the SocialCar ad (SocialCar video)? PLEASE NOTE THAT: the SocialCar target is at least 1000 people reached with the SocialCar video (via social media) in each of the test sites. Please share your views as to how these numbers could be reached considering all available means and resources (both your SocialCar campaign budget and your regular means).

Q8: What is from your point of view the best way to encourage mobility businesses to participate in the web award on "Best business idea on SocialCar usage? PLEASE NOTE THAT: this web award is a campaign to demonstrate the possibilities for SocialCar adoption. The SocialCar target is at least one business idea to be submitted per site. Which are the local means to streamline business ideas (marketable SocialCar adoption) except for the Consultation Group Meetings?

Q9: What is from your point of view the best way to encourage stakeholders to download the SocialCar open knowledge repository (including the simulation tool and transferability publication? PLEASE NOTE THAT: the SocialCar targets are: at least 8 downloads of the SocialCar simulation tool from IP addresses of the test sites / regions; at least 8 downloads of final transferability publication from IP addresses of the test sites / regions; at

least 10 downloads per year of other materials stored in the open knowledge repository from IP addresses of the test sites / regions

Q10: Please list tentatively 10 names and their affiliations to be invited to the Consultation Group meetings (public authority, transport planners, transport operators, carpoolers, ITS developers, other mobility businesses or stakeholders). PLEASE NOTE THAT: the SocialCar target is at least 10 participants at each of the local Consultation Group Meetings in all sites (collective transport operators, public officials, carpooling providers, ITS developers, transport experts, etc.)

Q11: All parties in the Consultation Group Meetings are to sign 2 Memoranda of Understanding (at the beginning and at the end of the consultation process). The 1st MoU is to be signed seeking the commitment of all participating parties to contribute to and finalise the consensus building process. The 2nd MoU is to be signed at the end of the consensus building process with concrete targets and administrative schemes to facilitate the SocialCar mainstreaming (e.g. incentives for carpoolers). In addition to the above stakeholders, which other "external" party is necessary to sign the Memoranda of Understanding to support possible incentives for carpoolers (e.g. traffic police)? Which other parties are to be involved in the consultation process (e.g. NGOs)?

Q12: Please list tentatively 3 names (external stakeholders) which should be invited to the mid-term and final event of SocialCar. PLEASE NOTE THAT: the SocialCar target is the participation of at least 2 external stakeholders in the mid-term event and at least 3 external stakeholders in the final event.

Q13: Have you participated in the EU Mobility week? If not, how could you contribute to the EU mobility week in 2016 or 2017? PLEASE NOTE THAT: European Mobility Week is an annual awareness raising campaign that aims to make citizens aware about the use of public transport, cycling, walking and sustainable mobility. Cities can participate by registering their local event as part of the campaign. The SocialCar target is at least one contribution to the EU Mobility week (with SocialCar involvement) per site in the course of the project.

Q14: Please list local disseminators (Chambers of commerce, Environmental NGOs, Citizen initiatives, Software developers' clusters / networks, Educational facilities, Relevant associations)

Q15: Be creative: what other actions and ideas do you have to popularise SocialCar in your city?

Q16: What do you expect from the WP8 team?



## Annex 3 The profiles of the selected SEGMENT target groups

The following profile description are as reported in the "SEGMENT toolkit - Resources for creating segmented marketing campaigns for sustainable transport", D8.3 of the European project SEGMENT.

### Devoted drivers

- Would rather use the car and have no intention of reducing car use
- Think successful people use the car
- Not the kind of person to use the bus or to cycle, and finds bus use stressful
- See no benefit to cycling and think walking is too slow
- Do not like to walk. Although they know it can provide flexibility, they find it too slow
- Not motivated by fitness and have a very low moral obligation to the environment

### Demographic data

- Highest percentage of men of all the segments – 46.7%
- High level of full-time employment – 73.9%

### Transport availability and travel behaviour

- Highest percentage of households with three or more cars available to them – 7.3%
- Highest percentage of at least one car available to the household – 98.1%
- Have on average the longest walk to the nearest public transport
- Highest percentage of frequency of car use (5 to 7 days per week) – 73.7%
- In the last 12 months, the highest proportion reporting never having used public transport – 49.1%

### Intention

- Devoted drivers showed the least intention to change their travel behaviour, with the highest percentage of 'strongly disagrees' across a range of questions.

### Image Improvers

- like to drive and see the car as a way of expressing themselves
- Do not want driving restricted and do not want to cut down car use
- Not the kind of people to use the bus
- Think cycling can be a form of self-expression and a good way to keep fit
- Would like to walk for fitness, but are worried about the time it takes
- Have neutral or moderate environmental attitudes
- Are motivated by fitness – especially cycling
- Would like to increase cycling and maybe walking, rather than use the bus

### Demographic data

- Highest proportion of 25-34-year-olds – 40.9%
- Second highest proportion of employed or self-employed individuals – 70.4%



### **Transport availability and travel behaviour**

- Highest proportion of people owning two cars – 40.8%
- Least likely to be a member of a car club
- Highest proportion to have one bicycle available for their child – 83%
- Highest proportion reported never having used the tram/metro in the last 12 months – 44.7%
- Highest proportion of people reporting to have used a bicycle less than once a month over the last 12 months – 19.2%
- Highest proportion of people citing the car as their main mode of transport to visit friends and family – 86.7%

### **Intention**

- Moderate intention to use cycle, walk and reduce car use
- Low intention to use public transport

### **Malcontented Motorists**

- Do not like driving – find it stressful
- Want to reduce driving but still prefer the car
- Would rather use the bus than cycle, but see problems with using the bus
- Do not identify as cyclists, and see no benefit to cycling other than fitness
- Walk, but do not see any advantage to walking, except for fitness
- Have a small level of environmental consciousness
- Have a moderately strong intention to reduce car use, but not to increase use of public transport
- Highest proportion of women car drivers

### **Demographic data**

- 67.6% of this cohort are aged between 25 and 44 years old

### **Transport availability and travel behaviour**

- Over the last six months over 61.3% of individuals reported having used a car five to seven days a week
- Most likely to use tram or metro two to four times per week – 10.4%

### **Intention**

- Most people within this group are unclear or unsure about making any lifestyle change in their individual car use – 42% neither agree nor disagree to making changes
- Highest number of people unclear (neither agree nor disagree) about reducing their current level of car use in the next 12 months – 42.5%

### **Active Aspirers**

- Feel guilty using their car on short journeys, so would like to cut down on car use
- Agree that using the bus can be quicker, but are not bus users and see lots of problems with using the bus
- See themselves as cyclists and believe that cycling is quick and provides freedom and fitness



- Regard walking as healthy, do walk, and would like to walk more for fitness
- Have a high moral obligation to the environment, therefore do not believe that more roads are necessary
- Believe reducing their own car use will make a difference and intend to reduce car use
- Are highly motivated to use active transport modes, and to walk and cycle for fitness
- Have above-average levels of part-time employment

#### **Demographic data**

- Highest proportion of 45-54-year-olds
- Over 87% of the segment falls within the age ranges of 25-54 years
- Twice as many women as men in the segment
- High proportion having undertaken further education
- High proportion of individuals in full and part-time employment – low percentage retired

#### **Transport availability and travel behaviour**

- Highest proportion of households owning only one car – 58.6%
- Highest proportion of car club members – 5.5%
- Highest proportion of three bicycles per household – 3.3%
- Most likely to agree that:
  - whenever possible, children should not travel to school by car
  - it is important for children to walk or cycle to school to help them get enough exercise
  - it is important to reduce the number of cars on the road
  - they feel a moral obligation to reduce the emission of greenhouse gases
  - they feel a moral obligation to help solve their town or city's traffic problems
  - being environmentally responsible is important to them
  - walking is a very healthy way to get around
  - walking provides freedom and flexibility

#### **Attitude**

- Most likely to have actively cut down their car use in the last 12 months
- Most likely to agree that, by reducing their car use, they can help stop climate change
- Most likely to agree that driving can be stressful
- Most likely to agree that cutting their car use makes them feel good
- Most likely to agree that, if they could, they would not use a car
- Most likely to want to get a smaller, more efficient car
- Most likely to agree that car use reduces the quality of life in cities due to traffic noise and odour

#### **Intention**

- Most unclear about making any lifestyle change in car use – 42% neither agree nor disagree

#### **Practical Travellers**

- Use the car only for getting from point A to point B
- Only use the car when necessary
- Think that cars reduce our quality of life
- Would much rather cycle than use the bus as it is much quicker
- Identify themselves as cyclists but do not see it as a form of self-expression



- See the benefits of cycling – for example, it is not stressful E See walking as moderately healthy
- Will walk when it seems more practical than cycling
- Are not motivated by climate change
- See local pollution and congestion as issues
- Claim to not be motivated by fitness, but could be as they believe they are already fit
- Have no intention of reducing car use
- Have no intention of using the bus more
- Intend to cycle
- They probably think they are using a balanced amount of each transport mode
- Highly educated
- Above-average part-time working

#### **Demographic data**

- 81% of the segment are between the ages of 25 and 44 years old
- Highest proportion still in further or continuing education at the age of 20 years – 74.9%
- Highest proportion of part-time workers – 26.1%

#### **Transport availability and travel behaviour**

- Highest proportion with three or more bicycles available to them – 40%
- Highest proportion with a five-minute or less walk time to public transport – 77.5%
- Highest proportion using a bicycle to get to and from work/school – 50%

#### **Intention**

- Least likely to have a plan to reduce car use – 66%
- If no constraints, highest proportion would wish their child to travel to school by bicycle – 4.3%
- Most likely to say they would rather cycle than use the bus

#### **Car contemplators**

- See cars as status symbols, and believe that people should be allowed unrestricted car use
- Would like to increase car travel
- Would rather use the bus than cycle, but see lots of problems with the bus and find bus travel stressful
- Are neutral about cycling
- Do not identify with cycling and see it as a bit stressful
- Regard walking as not very flexible, but might want to walk a bit more for fitness
- Have a neutral or moderate attitude towards the environment and cycling
- Are not motivated by fitness but believe walking is healthy
- Intend to use other transport modes but are most likely to say they will start driving
- Are the youngest segment, with the highest proportion of students
- More likely to be women



### **Demographic data**

- Highest proportion under 24 years old – 36.9%
- Highest proportion unemployed/seeking work – 21.4%

### **Transport availability and travel behaviour**

- Highest proportion without a driving licence – 67.9%
- Highest proportion citing bicycle use as their main mode of transport

### **Intention**

- Most likely to agree that 'traffic problems will reduce if I drive less'
- Most likely to say they would like to travel more by car
- Cost, availability of a car and not having a licence seem to be the main barriers to increased car use among this segment
- Over 50% believe they are likely to become car drivers in the next 12 months

### **Public Transport Dependents**

- Do not like driving and would like to see less congestion
- Believe that more roads are needed to relieve congestion
- Think people should be allowed to use cars and would like to travel more by car
- Use public transport, although think that the bus is not the quickest method
- Believe that the bus is better than cycling, but that walking is often better
- Definitely do not see themselves as cyclists, and see no benefits to cycling, believing it to be stressful
- Walk and would like to walk more for fitness
- Are not motivated by the environment
- Are keen to walk more and least likely to start driving
- Are more likely to be women
- Highest number of retired people
- The least-educated group

### **Demographic data**

- Highest proportion of women – 81.1%
- Highest proportion of those aged over 55 years – 13.8%
- Least likely to have continued full-time education beyond the age of 18 years – 41.5%
- Highest proportion retired
- Most likely to have a disability that affects travel options – 8.9%

### **Transport availability and travel behaviour**

- Least likely to have a bicycle available to them – 77%
- Most likely to think they have reduced car use as much as they can
- Most likely to think that travelling by car is expensive
- Least likely to ride a bicycle



### **Intention**

- Most likely to think they should walk more to keep fit
- 'Owning a car is too much hassle' – is reported reason by these individuals for not driving in the last 12 months

### **Car-free choosers**

- Do not like driving and think that cars lead to unhealthy lifestyles
- Believe car use should be reduced
- Do not think the bus is stressful or problematic
- Would rather cycle than take the bus
- See cycling as beneficial for many reasons and as a route to self-expression
- Do not believe that cycling is stressful
- Regard walking as healthy and would like to walk more for fitness
- Feel a high moral obligation to the environment, and believe that reducing their own car use will make a difference
- Are keen to use active modes of transport
- Regard walking and cycling as healthy and good for fitness
- More likely to be women
- High proportion of students

### **Demographic data**

- 70.7% women make up the vast majority of the segment
- 74% of segment is under the age of 34 years – one of the youngest groups
- 16% still involved in studying with 19% full-time student at college or university

### **Transport availability and travel behaviour**

- Two-thirds do not hold a driving licence – by far the largest group of non-licence holders
- 51% do not own a car
- Highest numbers with a bicycle available to them in their household
- High levels of bus, bicycle and walking among this group with the highest response rate for having walked five to seven days a week

### **Intention**

- Strongly agree that over the next six months they intend to make sure that they (or their child) cycles to work/school more often than is currently happening
- Very likely to have had a plan to reduce car use before they moved to their current home