Active2Public Transport Pilot Action Promotion Manual

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https://interreg-danube.eu/projects/active2public-transport

Active2Public Transport | Better combining cycling, walking and public transport in the Danube region

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More information about Active2Public Transport
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https://interreg-danube.eu/projects/active2public-transport

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1 Introduction

1.1 PURPOSE AND SIGNIFICANCE OF THE MANUAL

This manual is designed to support the project partners with suggestions and inspiration for developing effective strategies for **promoting pilot measures** and **engaging early adopters**. It also serves as **an introduction to the key principles of communication** in the context of sustainable mobility projects/topics – providing the foundation needed to put these strategies into action.

In project documentation terms "The concept provides the PPs with a **clear roadmap to promote their pilot action**. This document aims to **empower the PPs with knowledge and strategies** necessary to reach their **target audience effectively**, **maximize participation** and **create a positive impact** on the implementation of A2PT."

Strategic communication plays a crucial role in influencing decision-making, shaping policies, and fostering behavioural change. However, for communication to be effective, it must be supported by concrete actions and structural measures. Without a clear and compelling narrative, stakeholders may resist change or perceive new initiatives as restrictions rather than improvements.

1.2 TARGET AUDIENCES OF THE MANUAL

This manual is intended for two main groups:

- Project partners and their working groups, especially those responsible for planning and implementing actions related to A2PT pilot.
- Other stakeholders beyond the project, including municipalities, NGOs, transport operators, and other stakeholders promoting sustainable mobility.

It aims to strengthen communication capacities and provide practical guidance aligned with the goals of the A2PT project and broader EU mobility policies.

1.3 CONTEXT AND LINK TO THE CONCEPT OF COMMUNICATION GUIDELINES

This manual builds upon and expands the *"Active2Public Transport COMMUNICATION GUIDELINES"* (released December 2, 2024, version 9). The guidelines primarily define key terminology, processes, and objectives of the A2PT project, outline the internal structure of transnational teams in the context of communication, and set standards for the use of promotional materials and visual identity elements (such as logos, typography, and colours). Additionally, they provide a broad overview of target audiences and communication channels.

While the Communication Guidelines serve as an essential reference document, it offers a more general framework. This "Pilot Measures Promotional Manual" builds on those foundations by offering a more detailed, practical approach to effectively delivering messages and information to target audiences.

This manual supports the project partners in developing localized strategies to promote pilot projects. These strategies are aligned with the principles of communication in the field of sustainable mobility—leveraging a tailored communication model that includes rebranding and reframing different transport modes while also addressing psychological, contextual, and behavioural factors. It operates within an institutional framework and draws inspiration from best practices in communication.

Additionally, the manual provides a more detailed breakdown of key topics, target groups, and channel selection, offering insights into how to maximize campaign effectiveness in specific local contexts.

The ambition of this manual is to empower teams with the necessary tools and insights to ensure that campaigns are not only effectively delivered but also well-received by target audiences—emphasizing added value and tangible benefits for recipients.

1.4 LINK TO OTHER PROJECT ACTIVITIES

These manual complements and is aligned with other deliverables from SO3, namely:

- **D3.1** – Initial communication concept,

- **D3.2** – Regional Pilot Implementation Reports,

- **D3.3** – Monitoring and Evaluation schemes and recommendations for improvement. The manual builds on their analytical foundations and avoids duplication by focusing on practical promotional tactics and transnational visibility. Content from evaluation (D3.3) will also feed into dissemination tools like the **Toolbox (D2.2)** and communication campaigns during the final phase of the project.

Besides the actions in SO3, this manual is closely linked to several other parts of the A2PT project structure, ensuring that the communication and promotion of pilot actions contributes meaningfully to strategic planning and long-term impact. In particular, it supports the implementation of **Activity 1.5** (Development of A2PT Action Plans) and **Activity 2.2** (Creation of the A2PT Toolbox).

Connection to Activity 1.5 – Action Plans

The insights gained through communication and user engagement during pilot actions – such as motivators and barriers for different target groups, public perception, and feedback on new A2PT services – provide valuable input for the regional and transnational A2PT Action Plans developed under Activity 1.5. These findings can help ground the strategic recommendations in real user experience and ensure the action plans are tailored to actual behavioural patterns and expectations.

Connection to Activity 2.2 – A2PT Toolbox

The promotional activities, storytelling formats, and communication tactics tested in the pilots serve as practical examples that can be integrated into the multilingual A2PT Toolbox developed under Activity 2.2. Lessons learned from user outreach and engagement – especially what types of messaging and channels proved effective

– can be included as transferable practices for other cities and regions aiming to promote active-to-public transport solutions.

By documenting communication strategies and results in a structured way, this manual not only supports the visibility and effectiveness of the pilot actions themselves but also strengthens the overall project legacy.

2 Fundamental Principles of Effective Communication

Sustainable mobility is a multifaceted and highly specific area of communication. It involves behavioural change, diverse stakeholders, and conflicting interests. Unlike conventional transport planning, which often focuses on infrastructure and policy, sustainable mobility requires a shift in public perception and everyday habits.

Before diving into the specifics of supporting pilot projects, it is essential to first understand the broader communication landscape—what makes it unique, the key influencing factors, and the challenges that shape public discourse.

Chapter "Fundamental Principles of Effective Communication" and its subchapters discuss various areas and key aspects to be considered and integrated into communication strategies (if applicable / feasible based on scale) to let them go beyond simple awareness campaigns, effectively engaging audiences, shifting perceptions, and fostering long-term behavioural change.

Later chapters will build upon these basics and provide specific measures and strategies to successfully develop and execute pilot actions.

2.1 CORE ELEMENTS OF CLEAR AND EFFECTIVE COMMUNICATION IN MOBILITY

Strategic communication is a powerful lever for change, capable of shifting public attitudes, building support, and encouraging new behaviours. However, communication alone cannot change travel habits unless it is paired with concrete actions – infrastructure improvements, new services, or policy shifts. Words must be backed by reality: if public transport is described as convenient and attractive, it must actually feel that way.

Too often, budgets are allocated for construction rather than explanation. Yet without a clear narrative, even good projects may face backlash. Communication helps people understand *why* change is happening and *what it means for them*. It should be persuasive, long-term, and tailored to the needs of different target groups.

"If there is no clear narrative explaining why changes are being made, people will immediately resort to irrational claims about a 'war on cars.'"

Crucially, infrastructure and communication must evolve together. Infrastructure without communication goes unnoticed, communication without infrastructure rings hollow.

Finally, communication in mobility must also navigate **political realities**: legal obligations, conflicting interests, low trust in institutions, or rising populist narratives. Strategic communication, therefore, must be clear, consistent, and grounded in truth – while also inspiring people to ask:

"What are my options – and what's best for me?"
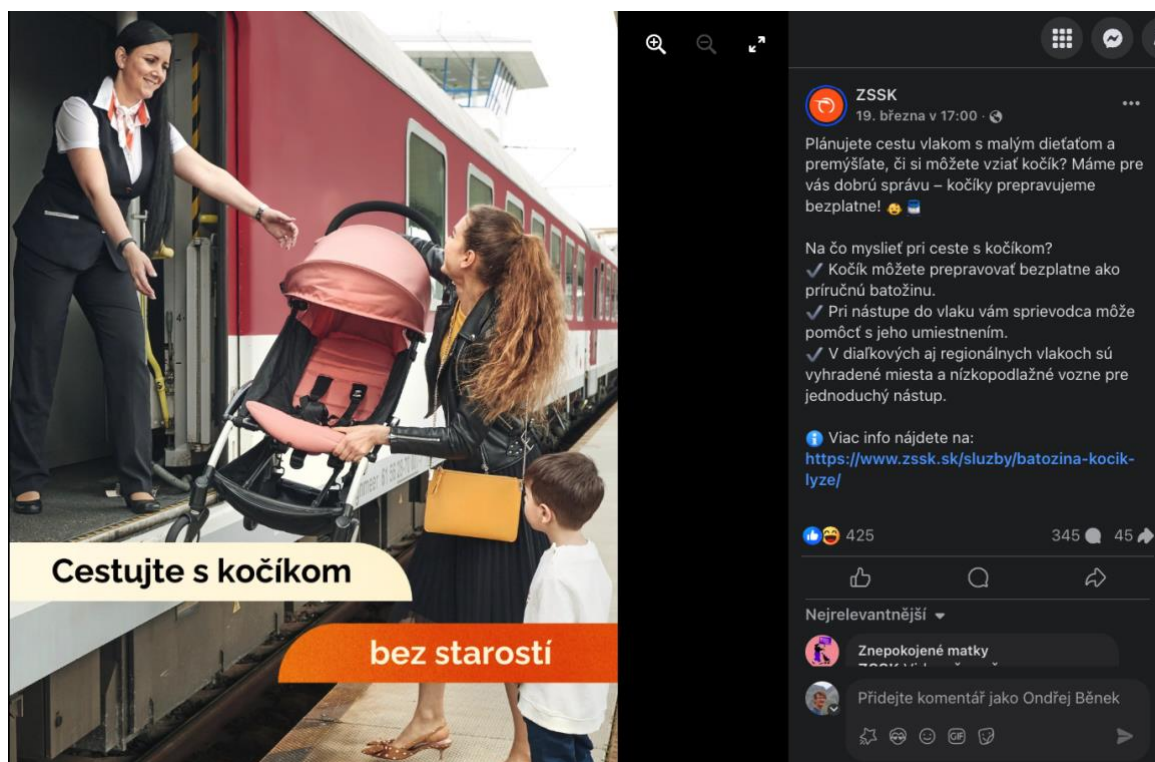
@ZSSK (poor communication example "Travel with a stroller, stress-free.")

2.2 APPROACH TO PROMOTION AND COMMUNICATION IN SUSTAINABLE MOBILITY

To effectively navigate your communication efforts to support sustainable mobility, communication must be strategic, structured, and audience-centric. A tailored **communication model** helps institutions—such as municipalities and NGOs—understand and engage the general public and foster a shift towards sustainable transportation.

This model serves two key functions:

1) Clarifying Core Messaging – Establishing a compelling vision for a better urban future.
2) Driving Public Engagement – Ensuring that communication aligns with the values and needs of diverse audiences while recognizing its multidimensional nature. Effective engagement is not just a one-way process (sender to receiver) but also involves actively listening and incorporating feedback.

The communication model for promoting sustainable mobility
This model outlines the broader environment in which communication on sustainable mobility takes place. It serves as a conceptual foundation for developing local strategies. The elements introduced here are further explored in later chapters, where practical considerations and tools are discussed in more detail:

The communication model for promoting sustainable mobility
BĚNEK, Ondřej. *Strategická komunikace témat udržitelné městské mobility.* Praha, 2023.
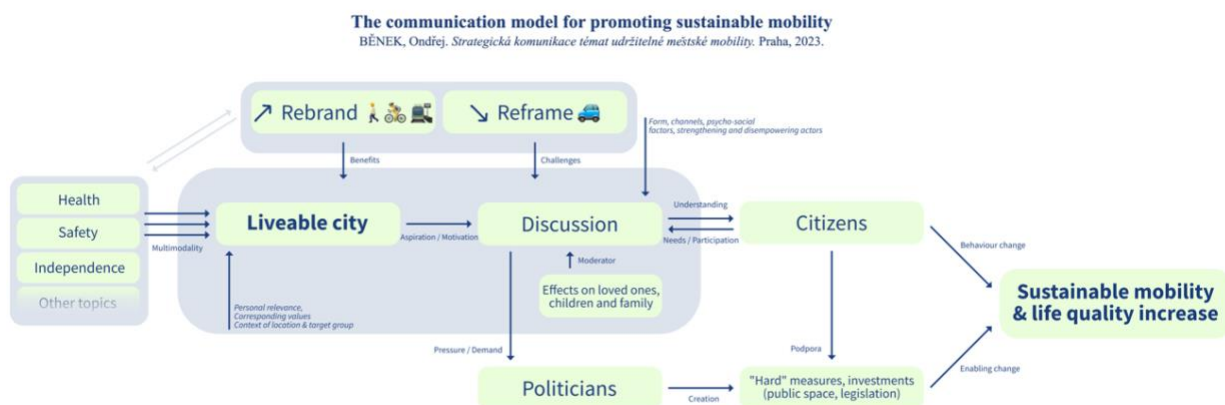
Topics/Themes

The overarching narrative should focus on a city designed for better living—not just transport improvements, but a holistic urban experience. This vision can be framed around three core themes (themes are discussed in chapter <u>Key Topics and Framing</u>) that directly impact people's lives:

- Health – Addressing air pollution, noise exposure, and the consequences of physical inactivity.
- Safety – Reducing traffic-related injuries, fatalities, and improving neighbourhood liveability.
- Independence – Enabling children to move freely without parental supervision and offering adults more freedom of mobility choices, independent of social and economic constraints.
-

Beyond these primary themes, localized subtopics should be tailored to the specific concerns of target audiences (more in chapter <u>Target Audiences</u>), ensuring personal relevance and emotional connection.

Reframing/Rebranding modes of transport

An effective communication strategy should reframe the perception of mobility choices:
- Sustainable transport modes should be positioned as pleasant, accessible, and desirable—not as sacrifices or limitations.
- Private car usage should be contextualized—acknowledging its role but highlighting its challenges (e.g., congestion, space consumption) and the advantages of alternatives.

This shift in narrative is essential to stimulate public discussion and encourage behavioural change. The form, channels, and messaging should be carefully chosen based on social, psychological, and contextual factors. But above all, what we say must be true – for example, public transport must genuinely be a pleasant and affordable option if that's how we choose to present it.

From Public Awareness to Policy Action

The ultimate goal of effective communication in sustainable mobility is to create demand for change (think of families in Netherlands fighting for their children safety during 70ties). When the public understands the benefits and aligns with

the vision, they naturally apply pressure on decision-makers, leading to political action and concrete measures such as:

- Investment in walking, cycling, and public transport infrastructure.
- Public space redesigns that prioritize people over private cars.
- Policy adjustments that support sustainable transport choices.

When public acceptance and institutional action work in tandem, the transition to sustainable urban mobility accelerates—leading to real, lasting change.

2.3 PLANNING AND PARTICIPATION

Strategy as a Foundation
Strategic communication is most effective when it is an integral part of the planning process—from design (public involvement) and approval (political communication) to implementation (explaining benefits and encouraging behavioural change). Communication is not just about promotion ("This new measure is great") but should actively support every step of policy implementation.

Two-Way Communication
A one-directional approach, where the city informs citizens, is not sufficient. Participation is essential, enabling the public to take an active role in decision-making. Authorities must ask the right questions and co-develop solutions with citizens (e.g., constructive feedback that allows for refinements before implementation).

Public Opinion Research
Well-structured surveys reveal hidden demand and help balance public debate, preventing the loudest voices from dominating the discussion. The most effective surveys focus on people's lived experience – for example, asking *"How safe do you feel when crossing this intersection?"* rather than *"Would you change this crossing?"* Such questions uncover emotional and practical barriers that policies alone might miss.

Gaining Insights

By collecting feedback and understanding the needs of different stakeholders, authorities can refine messaging and identify effective communication strategies that support behavioural change – tailored to the specific concerns and motivations of different target groups.

Engaging Key Actors

Identifying and involving influential community members strengthens policy support. Well-informed local leaders can either champion change or, at the very least, help prevent resistance.

Communication as an Adaptive Process

Strategic communication is a continuous, evolving process that requires ongoing negotiation and adaptation. Rather than a static campaign, it should be seen as a long-term, flexible engagement that responds to shifts in public sentiment and external factors.

Practical Recommendations

Integrate communication and participation into the core strategy rather than treating them as secondary efforts.

- Adopt a two-way communication model, ensuring public engagement is not just digital but also occurs in physical spaces where change is happening.
- Identify key multipliers—stakeholders who can amplify positive change or, at minimum, help reduce resistance.
- Approach communication as an ongoing, adaptable process, ensuring it evolves in response to changing conditions and feedback.

2.4 GOVERNANCE

Governance as a Communication Foundation

Effective communication in mobility projects does not operate in a vacuum—it depends on the quality of governance. Governance defines how decisions are made, who is involved, and which values guide collective action. It ensures that communication is not just heard, but trusted and acted upon.

Political Context and Power Dynamics

Understanding the local and institutional power landscape is key. Successful strategies acknowledge both formal structures (e.g. municipalities, ministries) and informal influencers (e.g. civic groups, businesses). Good communication aligns with political ambitions and acknowledges tensions, rather than ignoring them.

Participation Builds Legitimacy

Genuine public engagement—especially in the early stages like vision-making—strengthens governance, aligns expectations, and builds ownership. Stakeholders, including vulnerable groups, should be actively involved, not just informed.

At the same time, participation has its limits. It doesn't resolve all conflicts or satisfy everyone. Not all feedback can be acted upon, and trying to do so may delay progress. Participation should be well-structured to keep the project on track and within a reasonable timeframe.

Cooperation Across Levels and Sectors

Mobility solutions often touch multiple sectors: planning, health, environment, education, economy. Communication must reflect this complexity. Likewise, coordination between local, regional, and national governance levels is essential to avoid contradictions and ensure coherent narratives.

Governance Is a Long-Term Process

While communication delivers immediate messages, governance shapes long-term impact. Trust, continuity, and shared responsibility are built through transparency and dialogue. This requires patience, openness, and a willingness to adapt.

2.5 THE ROLE OF STORYTELLING AND VISUAL IDENTITY

The way communication is designed and framed significantly impacts its clarity and effectiveness. Using **positive framing, visual appeal, and emotional connection** with the audience enhances message reception and public support. Avoiding technical jargon and focusing on relatable stories that

highlight **concrete benefits for the community** can make communication more persuasive and engaging.

Research shows that **creative execution is the single most important driver of communication effectiveness**. According to Thinkbox, creativity accounts for over 50% of a campaign's impact on profitability – more than media spend, targeting, or channel choice. In the context of promoting pilot actions, this means that **how we communicate matters as much as what we communicate**. A well-crafted, inspiring or surprising message is far more likely to be remembered, shared, and acted upon. Creativity isn't just a "nice to have" – it's our most powerful lever for scaling the impact of pilot measures.
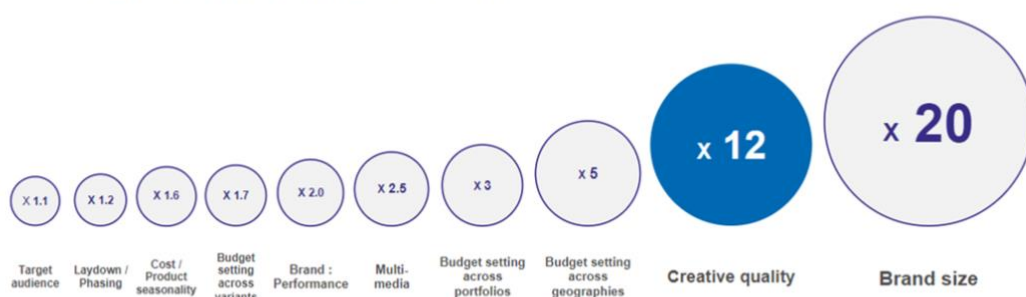
[@ThinkBox / Accelero](#)

Clarity and Accessibility

Communication should be clear, structured, and easy to understand. Complex technical terms should be avoided in favor of simple, relatable language. Since people **tend to fear change** when it feels unfamiliar, framing messages around **small, tangible improvements** rather than major shifts can make them more acceptable.

Visual Appeal

An engaging design attracts attention and triggers positive emotional responses. **Visually compelling materials**—such as interactive maps, infographics, and educational visuals—are often more effective than dry technical documents. Creating **a sense of curiosity and excitement** ("wow effect") can enhance public interest and engagement.

@Diestadtunddu.at

Storytelling as a Key Tool

People connect with stories more than statistics. Instead of just presenting data on improved road safety, tell a story about children finally being able to walk safely to school. Storytelling translates complex technical ideas into human-centred narratives, making them more engaging and relatable.

Emotions and Values Drive Decisions

Although logical arguments matter—especially for a certain (and rather small) segment of the population—**emotions are the primary drivers of decision-making**. People do not analyse policies in purely rational terms; instead, they respond to how a message makes them feel. Communication should **align with**

their values and aspirations, ensuring that the proposed change resonates on a personal level.

Branding and Emotional Framing

When promoting intangible changes—such as increased walkability—it is crucial to build a strong brand identity and tap into emotions. This involves **consistent branding elements** (e.g., colors, symbols, or slogans), making it easy for the audience to associate messages with a specific initiative or municipality. Emotional framing should align with the values of the target audience, emphasizing benefits like health, safety, and quality of life.

In the context of A2PT, it is advisable to **build on existing brand identities**—such as municipalities, transport providers, tourism agencies, or integrated transport systems. Messages delivered through locally **recognized and trusted** entities are more likely to be perceived as relevant and credible. While visibility of the A2PT project should follow programme rules, it is generally more effective to **highlight the content and added value for the end user**, rather than putting the project brand at the centre. In contexts where the lead institution faces low public trust, communication may benefit from emphasizing partnerships or aligning with brands that enjoy stronger community support. In rare cases, it may even be strategic to temporarily minimize institutional branding to avoid distractions and ensure that the message resonates with the audience

Practical Recommendations
- Use positive framing to make messages more acceptable and relatable.
- Avoid technical language and instead communicate in clear, accessible terms.
- Leverage visual storytelling—use engaging maps, graphics, and videos to make messages more appealing.
- Maintain a consistent brand identity to ensure messages are easily recognizable and associated with the initiative.
- Incorporate storytelling to translate technical changes into real-life benefits that people can connect with.

@Wien zu Fuss Facebook (example of brand symbols consistency)

@Citychanegers Czechia (example of brand symbols consistency)

2.6 OTHER FACTORS TO CONSIDER (PSYCHOLOGY, HABITS, CONTEXT…)

Psychological Framing and Social Belonging
Understanding how people psychologically process information is crucial for communication strategies that encourage behavioural change. Effective communication helps shift individuals' perspectives from "I am primarily a manager (focused on materialism, social status)" to "I am primarily a city resident (valuing community and environment)." This involves redefining social belonging—highlighting the values of new groups while showing the limitations of old affiliations. Visibility of desired behaviours and subtle social pressure can further drive change.

Perception of Change and Overcoming Resistance
People tend to perceive change as a risk, making it essential to frame messages around "transition" or "improvement" rather than drastic change. Simplified, polarized explanations often dominate complex ones, giving conservative attitudes an advantage over progressive shifts. The key to effective messaging is to avoid direct persuasion and instead create conditions where people reach decisions independently. Instead of telling people what to do, it is often more effective to say: "Just give it a try!" Small, incremental changes in daily habits are easier to adopt than large, immediate shifts.

Social Influence and Visibility of Behaviour
People naturally align their behaviour with social norms. When sustainable practices such as cycling to work become visible, they influence others to adopt similar habits. Creating an environment where sustainable choices are perceived as the norm can accelerate change. This principle applies not only to mobility but also to broader sustainability efforts.

The Role of Habits and Triggers for Change
Human behaviour is deeply embedded in routines, making change difficult without external triggers. Life events—such as moving to a new city, starting university, or having a child—offer unique opportunities to introduce new habits. Providing practical tools, such as personalized mobility maps for newcomers, can facilitate smoother transitions. Similarly, external disruptions

like temporary street closures can be leveraged to encourage alternative transport choices.

Communicating the Rationale for Change

People are more likely to accept change when they understand the reasons behind it. Simply announcing new measures is often ineffective; the context and benefits must be clearly communicated. For instance, reallocating space from parking to cycling infrastructure should not be framed as a loss but as a way to reduce congestion, lower emissions, and create safer, more liveable cities. Strategic communication should help individuals connect these changes with their own values and priorities.

Insights and Community Engagement

Effective communication relies on a deep understanding of local values and needs. Conducting surveys and engaging communities helps identify key concerns and tailor messaging accordingly. By positively framing initial messages, stakeholders can be encouraged to share their own insights—such as identifying unsafe pedestrian crossings or underutilized public spaces. This participatory approach not only improves communication effectiveness but also strengthens public trust and involvement in sustainable mobility initiatives.

Practical Recommendations

- Encourage people to try new behaviours through simple, actionable suggestions.
- Clearly explain the reasons behind changes, emphasizing personal and community benefits.
- Support new policies with engagement initiatives, celebrations, or temporary incentives.
- Utilize local surveys and insights to tailor communication to real community needs.

3 Key Topics and Framing

Communication themes should reflect the needs of different target groups and local specificities. Focusing on relevant values and framing discussions correctly can significantly enhance the acceptance of sustainable mobility. A combination of emotional and rational communication approaches helps gain public support and overcome negative perceptions of change.

Relevant Values and Topics:
Topics must be personally relevant and immediately applicable to people's daily lives. Addressing community life or local issues can help increase interest in sustainable mobility.

Sustainable mobility provides solutions to many problems, such as traffic accidents, poor air quality, and noise. These aspects should be highlighted and interconnected.

Identifying the right values is essential. The negative impacts of unsustainable transport are not yet widely perceived as a problem. It is necessary to shift value perceptions towards sustainable transport.
It should be clear that some values do not appeal to everyone. For some people, sustainable transport is not an alternative, and this should be clearly communicated (what is offered is an option, not an obligation) to prevent negative reactions.

Framing the Discussion:
The framing of discussions significantly influences how measures are received. Instead of asking, "Why are we building a cycle path?", ask, "How can we reduce accidents and improve our children's health?"

Discussions should begin with questions that resonate with people's values: "What kind of streets do you want? How can we improve community life?" The right questions evoke the right emotions and interest in change.

Public institutions often avoid communicating problems to prevent being perceived as incompetent. However, if problems are not discussed, proposed

solutions may be seen as new issues. For example: "Why are we building a cycle path? It will just cause traffic jams!" This can be prevented through open discussions that explain the context and emphasize the benefits.

Communication Strategy:
Campaigns should be tailored to target groups and local conditions. For example, promoting the health benefits of physical activity can be effective when linked to positive emotions and improved quality of life.

Clearly communicate the benefits of sustainable transport, such as reduced pollution, time savings, or increased safety. Topics should be presented clearly and understandably.

Simultaneous communication of multiple topics, such as multimodality and intermodality, can help reach a broader audience and highlight the variety of transport options.

Best Practices:
Experience from cycling promotion campaigns shows that emphasizing positive aspects, such as reduced stress, better physical fitness, and greater enjoyment of life, increases people's willingness to change habits.

A good practice example is creating pedestrian maps in city districts that highlight attractive and safe routes, drinking water sources, and cultural landmarks. Such campaigns can raise awareness of active mobility options.
Campaigns promoting active mobility often emphasize benefits such as reduced congestion, air pollution, noise levels, and accidents. These aspects should be adapted to local conditions.

Recommendations and Practical Proposals
- Frame communication positively to present changes as improvements.
- Increase the visibility of sustainable behavioral patterns within the community.
- Adapt communication strategies to different population segments and their habits.

3.1 TOPICS

The concept of a "city for living"—also referred to as the "15-minute city" or "attractive city"—serves as a compelling communication framework for promoting sustainable mobility and urban transformation. By providing context, rationale, and persuasive arguments, it makes change more understandable and appealing to the public. Anchored in universally relevant themes such as health, safety, and children's independence, this approach fosters emotional engagement while addressing common concerns. Positive framing and a focus on concrete benefits help dispel misconceptions and garner broad support for sustainable mobility initiatives. As such, it is a valuable concept to consider and integrate into communication strategies.

City for Living as the Core Theme
The main goal of communication should not be sustainable mobility per se; instead, the "city for living" concept offers an ideal overarching theme, encompassing three fundamental and many additional communication strands:

1) Health,
2) Safety,
3) Children's independence / Adults' freedom.

Positive framing facilitates the acceptance of measures. Topics such as street safety, a better environment for families, or an attractive public space resonate with the general public. Efforts to promote sustainable mobility "transform cities into better places to raise a family." This core theme aligns with other concepts such as the 15-minute city and liveable city.

Health and Air Quality
Air pollution and its health impacts, including asthma, learning disorders, heart disease, and the effects of noise on mental health, are specific issues that can be highlighted.

Safety
Safety is a key topic that resonates across generations. "It is the feeling of a lack of security in my neighbourhood." Traffic accident statistics, often interpreted

as evidence of road danger, can serve as an opportunity for positive changes (infrastructure improvements, speed reductions, etc.).

Children's Independence

Today's parents often recall the freedom they had in childhood, which their children now lack. This nostalgia can be used to support change. Building safe infrastructure, such as bike lanes, school streets, or speed reductions, enables children to move independently and contributes to their development. A safe environment for children is an indicator of the quality of public space. Children, whose presence in urban space is often limited to protected areas such as playgrounds, need infrastructure that allows free movement. If the environment is safe for children, it is also adapted to other age and social groups, making it a space suitable for all.

Balanced Use of Urban Space

Car traffic (including parking) often takes up a disproportionate amount of space at the expense of other street functions. For example, a moving car requires up to 70 times more space than a pedestrian, while most of the time, the vehicle remains parked. Historically, streets were shared spaces offering various uses, and their current car-centred adaptation is a relatively recent development. The accessibility of public space is crucial. Cities must offer space not only for transport but also for social interaction, relaxation, and other activities. Public spaces should be inviting, diverse, safe, comfortable, and climatically pleasant, with smooth pedestrian connectivity to the surroundings.

Diverse Themes in Campaigns

Campaigns can promote the health benefits of physical activity, the dangers for pedestrians, including children, the reduction of traffic congestion, air pollution, noise pollution, and better neighbourhood relationships. Campaign framing should include an emotional connection between the recipient and their loved ones, such as children, aging parents, or partners. "This new measure is also for your aging parents and children to keep them safe."

Additional Topics

Better neighbourhood relationships (social cohesion), energy resource utilization, fuel costs, discussions on urban space use, the spatial efficiency

of different transport modes, congestion reduction, and creativity enhancement. These topics are important even if people do not spend much time thinking about them—they become reasons for change.

Recommendations and Practical Proposals:
- Focus on topics that address fundamental human needs, such as health, safety, and quality of life.
- Create positive framing and emotional connections with target groups.
- Emphasize specific benefits in communication, such as better air quality, safer streets, or attractive public spaces.

3.2 PUBLIC TRANSPORT & COMBINED MOBILITY ADVANTAGES

Active mobility—walking and cycling—combined with public transport offers a powerful, people-friendly alternative to car-dependent systems. Communicating this connection is key to rebranding sustainable travel as desirable, modern, and emotionally rewarding.

This unlocks many potential topics that could be relevant to communicate, highlighting different added values and reframing sustainable transport from a fallback option into a lifestyle people aspire to.

A Lifestyle of Freedom, Simplicity, and Well-being
Walking or cycling to a train or bus stop offers a daily sense of freedom and independence. It brings:

- **Less stress** from traffic and parking
- **Daily physical activity** without additional time investment (like a gym visit)
- **Quality time** with children or companions (e.g. on the way to school)
- Mental clarity and **creative thinking** during active movement
- **Peace of mind** from not needing to own or maintain a car

This way of travelling contributes to both physical and mental well-being. Without moralising or shaming car use, the goal is to promote a mindset that values adaptability, health, and simplicity.

Smart Mobility, Powered by Innovation

Technology enhances the ease and appeal of active and public transport:

- **Better planning tools**: Real-time apps support smooth multimodal travel
- **Modern services**: Low-emission vehicles, barrier-free access, and onboard amenities
- **Digital integration**: Contactless payments, MaaS platforms, integrated ticketing
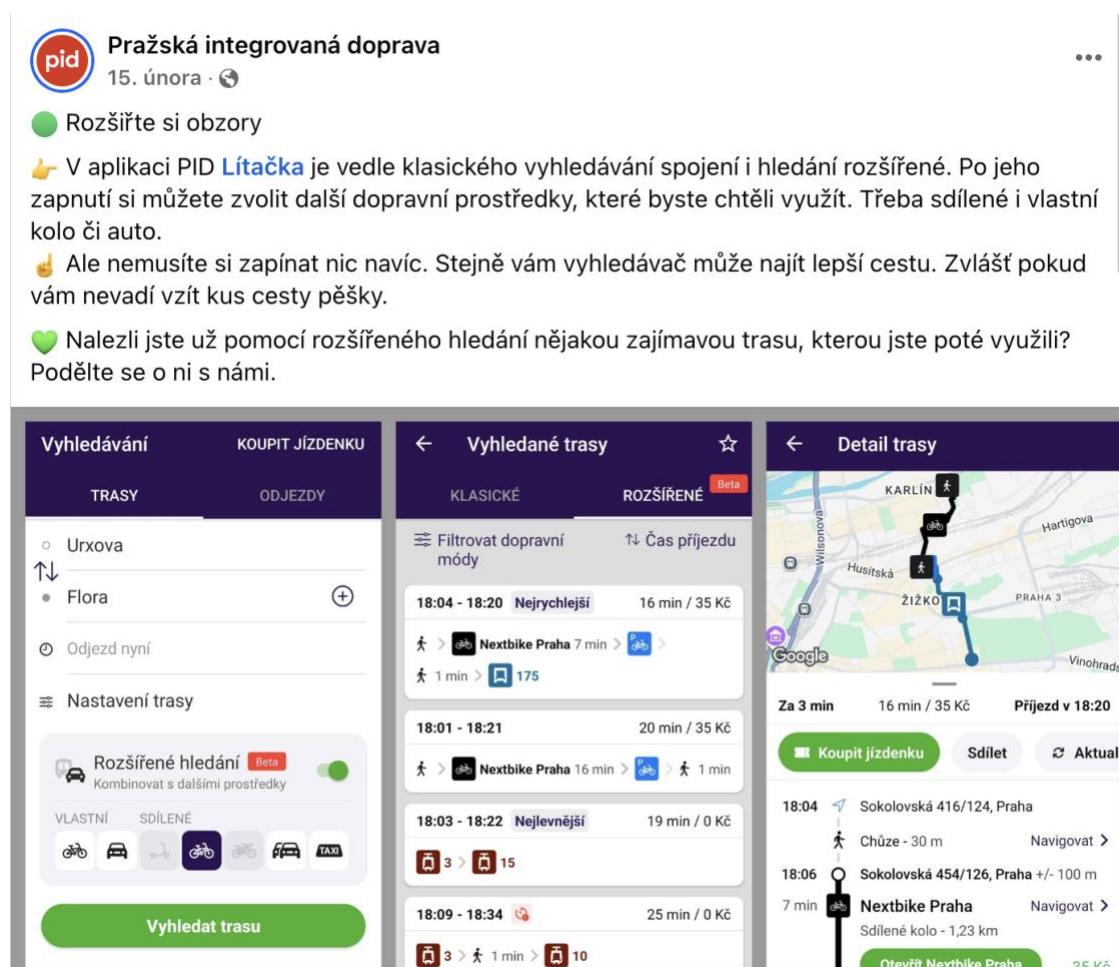
@Prague Integrated Transport (example of A2PT communication)
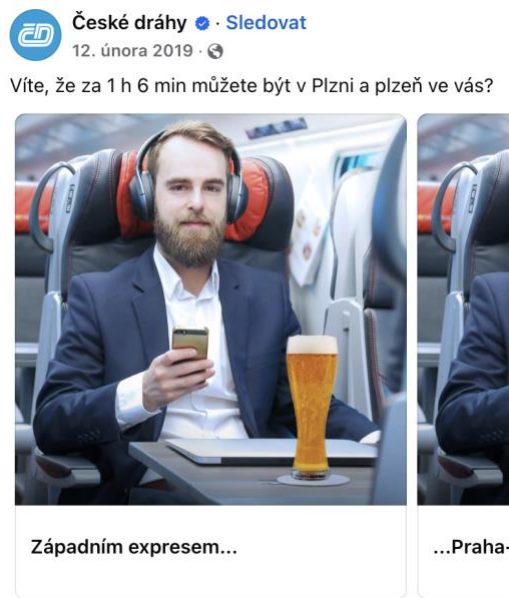
@Regiojet_kids_compartment | @CD_comfort_of_using_public_transportation
(examples of topic multimodality in train transport as alternative to cars)

@OBB (example of A2PT communication)

3.3 AREAS SPECIFIED BY A2PT

In line with the defined scope of the A2PT project, communication and promotional efforts should reflect the **thematic diversity of the pilot actions and associated activities**. To ensure strategic consistency and reinforce the overall project objectives, particular attention should be paid to the following **areas** explicitly identified for promotion within the project documentation:

- (1) Travel behaviour analysis based on big data
- (2) Service integration
- (3) Business cases and ticketing
- (4) Data collection and integration in existing travel information systems
- (5) Public transport station and platform accessibility
- (6) Services for active mode users at stations and on board
- (7) Maintenance models for bike-parking facilities
- (8) Train design for bike carriage
- (9) Solutions for bike parking/sharing and bike carriage on buses
- (10) Tools calculating energy savings and CO_2 reduction

These thematic areas are not only central to the technical focus of the A2PT project but also serve as **high-potential topics** for communication with stakeholders, users, and the general public. Highlighting them will support the project's ambition to foster multimodality by increasing awareness, understanding, and acceptance of integrated mobility solutions across the Danube Region.

📎 **Note for readers:**
For most A2PT areas, project partners have already collected and documented
a range of good practice examples. You can find them in the folder:
SO2 – Provide innovative solutions → A2.1 Inventory of A2PT solutions

These cases can serve as inspiration when designing, communicating or adapting pilot actions to the local context.

4 Target Audiences

Communication must be tailored to specific segments[1]: the general public, politicians, business actors, and partner organizations. Each group has distinct needs, values, and priorities that should shape the strategy and messaging. Effective segmentation is crucial for planning and executing campaigns that promote sustainable mobility. Without precise targeting, communication loses credibility and impact, potentially slowing down the implementation of key measures.

Public: Focus on the Undecided Majority
Focusing on the public is often the priority, but even within this group, segmentation is essential. The key audience is the undecided majority, not those with firmly established opinions. Trying to convert opponents of change is rarely effective, but it is important to prevent them from becoming active adversaries. Instead of persuading daily car commuters to switch to public transport, the message should emphasize how new cycling infrastructure improves overall traffic safety and flow.

Politicians: Building Trust and Providing Support
For politicians, the priority is maintaining public trust while making decisions that can be controversial. They need materials to communicate the benefits of mobility projects and defend their positions against criticism. When discussing measures that affect car traffic, they quickly become targets of media scrutiny and public pressure. Supporting them with clear messaging and success stories can help them navigate resistance and highlight the tangible benefits of sustainable transport. Cross-party solutions are essential to ensure continuity beyond political cycles.

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[1] *Note on audience classification:*
This manual uses a communication-driven segmentation of target audiences which reflects behavioural and engagement patterns.
For institutional consistency, these groups are mapped to the official stakeholder categories described in the A2PT Application Form and Communication Guidelines. See **Appendix A** for an overview.

Businesses: Demonstrating Economic Benefits

Businesses play a crucial role in shaping public discourse and influencing decision-makers. Economic arguments are the most effective way to engage them. Sustainable mobility can reduce employee absenteeism, increase the attractiveness of city centers, and lower transportation costs. Companies respond best to data-driven insights, such as studies showing that employees who regularly cycle to work take fewer sick days. Business leaders should also see the financial advantages of creating vibrant urban spaces that attract customers and investment. Partnerships with employers can promote benefits like subsidized public transport passes or incentives for active commuting.

Partner Organizations: Leveraging Expertise and Advocacy

Partner organizations and experts bring valuable insights that often remain outside official decision-making processes. Advocacy groups focused on pedestrian safety, cycling infrastructure, and environmental protection can provide expertise and help shape policies. Collaborating with NGOs, civic initiatives, and academic institutions ensures a unified approach and strengthens public outreach. These organizations can also create public pressure where municipal officials cannot. Ambassadors—such as influential mayors—can reinforce the message through real-life examples. Campaigns led by political leaders, such as the mayor of Jihlava giving up his parking space to promote cycling or the Paris mayor championing the 15-minute city concept, can inspire broader public support.

Additional Stakeholders: Tailoring Communication for Specific Groups

Other key audiences may require targeted communication depending on the specific project. Municipal teams need internal alignment, as resistance often comes from within public administration. Urban planners and transport engineers should be engaged in developing innovative solutions. Parents, teachers, and schools can play a role in shifting mobility habits among younger generations. Visitors attending major cultural and sports events benefit from clear guidance on sustainable transport options like park-and-ride facilities. Collaboration with police, traffic management agencies, transit operators, and other municipal organizations ensures smooth policy implementation.

Recommendations for Effective Communication

To maximize impact, communication strategies should identify key audience segments, tailor messages to their needs, and strengthen trust between decision-makers and the public. Transparency and collaboration with NGOs, business leaders, and local ambassadors can extend the reach of mobility campaigns and increase their effectiveness.

4.1 PILOT ACTION TARGET GROUPS

In most cases, pilot actions within the A2PT project will likely be communicated primarily to **early adopters** and individuals who already have a **positive attitude towards sustainable mobility**. These groups are typically more receptive to innovation and willing to test new solutions. Therefore, the communication focus should not be on persuading them of the benefits of the pilot actions, but rather on **how to reach and activate them effectively** through well-targeted channels and messages.

In this context, it is important to prioritize visibility in environments and communities where these individuals are already active—such as cycling or urban mobility networks, local sustainability initiatives, and public transport user groups.

In a later phase—particularly during the **utilisation of pilot outcomes and broader integration into policies and everyday practice**—it will likely become necessary to address **less engaged or more sceptical target groups**. This shift will require a different strategic approach, both in terms of content and communication scale, with more emphasis on trust-building, broader outreach, and addressing perceived barriers.

While this broader communication is beyond the direct scope of the A2PT project, acknowledging it at this stage can help partners better prepare for potential follow-up activities or collaborations that aim to mainstream the tested measures.

5 Communication Channels and Tools

Selecting the right communication channels is a key part of any communication strategy – whether promoting a pilot measure, new infrastructure or a service change. The choice of channels directly influences who will see your message, how it will be perceived, and whether it leads to action.

A well-balanced strategy should stand on **three pillars – the channel triangle**:

- **A reliable reference point** (e.g. website or project page) – a stable place where people can find key facts, visuals and explanations. It's where you clearly say *what is changing, why, and what it will bring*.
- **A lively, visible channel** (usually social media) – fast, emotional, interactive. It shows that the change is alive and happening now.
- **A repeatable outreach tool** (e.g. newsletter or contact database) – to maintain communication with those who have shown interest or engagement.

This structure ensures your message is accessible, active and sustained. **Pilot actions should also follow this logic**, even if they use channels shared with their host organisations (e.g. city, region, operator). What's important is that the content remains visible and purposeful.

Choosing the Right Channels: Medium is the Message
The medium shapes how a message is perceived. Each channel requires tailored content, whether through social media, conference presentations, or television interviews. Communication channels evolve: in sustainable mobility, Out-of-Home (OOH) advertising (e.g., billboards) was once dominant, later replaced by large-scale events, and now, social media plays a central role due to its extensive reach. Understanding the strengths and weaknesses of different channels is crucial for an effective strategy.

Reference Documents as a Communication Backbone

Strategic documents, analyses, and action plans provide a foundation for messaging. They should be easily accessible, preferably on official websites, and include evidence-based arguments (e.g., technical parameters, projected improvements in air quality pre- and post-implementation). These materials support credibility and ensure consistent messaging.

Social Media: Indispensable but Demanding

Social media is a key tool in public communication due to its broad reach, low entry barriers, and real-time interaction. It allows authorities to share updates, respond to events, and engage with citizens. When used well, it fosters transparency, visibility, and participation. However, it also demands consistent attention, planning, and readiness for feedback and criticism. Platform choice should reflect audience habits and message type. It is often more effective to share fewer, well-crafted messages that stand out and deliver real value. Social media can also amplify outreach through its role as a source for journalists.

Despite these advantages, limitations persist. Attention spans are short, content overload is widespread and reach often remains confined to echo chambers. Some groups may not be reached at all.

Some technical specifics can be found in Concept of Communication Guidelines.

Owned Media: Control and Reliability

Websites, newsletters, printed materials (such as maps), and mobile applications provide complete control over messaging. These channels are particularly useful for in-depth information, policy explanations, and official announcements. Printed materials can be still relevant, especially towards older generations or at places with relevance (e.g. public. transport vehicles/hubs) or high

Events and Direct Engagement: Building Trust

Face-to-face interactions, such as public discussions, guided walks, and community meetings, strengthen trust and engagement. In many places, "walks with the mayor" have proven to be an effective way to connect with citizens and improve political credibility.

You can find more detailed guidance in the chapter dedicated to A2PT Action Day Promotion.

Traditional Media: Declining but Still Relevant

Print, radio, and television remain pillars of credibility, but their overall influence is waning. In many countries, public service broadcasters still play an important role in providing accessible, neutral information—though the quality and perception of this role may vary. At the same time, commercial media often rely on attention-driven business models, which do not always align with structured, constructive institutional messaging. Nevertheless, building good relations with local media remains valuable. Traditional media can help reach audiences beyond the usual communication sphere

More details can be found in Concept of Communication Guidelines.

Capacity and Resource Considerations

It is better to **focus on a few well-managed channels** rather than spreading efforts too thinly across multiple platforms without sufficient resources. Quality communication requires careful planning and execution.

Video and Audiovisual Content

Each pilot action is required to produce a short video as one of its official deliverables – this is part of the project plan and included in the allocated budget. The video should serve both as documentation and promotion: it should explain the change that was tested, show how it worked in practice, and highlight the human side of the experience.

What content do people actually notice?

Choosing the right channel is only one part of the equation – the content itself must resonate. People tend to notice and engage with messages that:

- relate to their current needs (e.g. safety, convenience, local relevance),
- include a strong emotional element (curiosity, pride, fear, hope),
- stand out visually or conceptually from their everyday media stream.

More in chapter The role of storytelling and visual identity

Matching Content and Channels to Audience Stages

A useful framework for structuring content is the **See–Think–Do–Care** model. It helps shape communication based on how familiar or engaged the audience

is. This is relevant not only when designing messages, but also when selecting **the right channels** – since different platforms work better for different stages of engagement.

- **See** – raise awareness through broad and engaging content
  Example: a striking visual on social media showing the before/after of a redesigned intersection, or a short video teaser about a new service ("Something is changing in your street...")
- **Think** – offer context and explanation to build interest
  Example: a news article, infopanel or carousel post explaining why four parking spots were removed to improve pedestrian visibility and safety – including visuals and numbers
- **Do** – encourage specific actions (e.g. try the pilot, give feedback)
  Example: QR code on-site inviting people to test the new service or share their feedback; invitation to an Action Day or survey link shared via newsletter
- **Care** – maintain ongoing relationships, appreciation and loyalty
  Example: sharing user testimonials after the pilot, sending a thank-you message to participants, inviting them to stay involved or follow future updates

This model encourages communicators to go beyond just "informing" and to think strategically about **what people need to hear – and where they are most likely to engage with it**.

5.1 INCENTIVES AND GAMIFICATION

Incentives

As outlined in the project documentation, incentives can support behaviour change by rewarding sustainable choices and motivating people to try more sustainable modes of transport. Within A2PT, this may include:

- **Climate discounts** or **bonus tickets** for eco-friendly access to stations
- **Giveaways** (e.g. reflective items, cycling gear) at mobility events
- **Challenges and contests** (e.g. stamp collection at stations, photo competitions)
- **Partnership rewards**, such as coffee vouchers or discounts via local businesses

These actions help attract attention, spark curiosity, and recognise participation—especially among early adopters and cycle tourists.

Nudging and Gamification

Nudging techniques use subtle cues—such as framing choices, setting default options, or providing real-time feedback—to make sustainable decisions easier. Emotional engagement, perceived enjoyment, and social recognition further strengthen motivation. Gamification elements, such as earning points for cycling or walking, can make sustainable behaviours more appealing and reinforce new habits. However, excessive reliance on external rewards might limit the development of intrinsic motivation, making it crucial to balance extrinsic and intrinsic incentives.

6 Pilot Measures and Their Promotion

Once the broader context is understood, communication efforts can be tailored to specific pilot projects. These projects serve as practical examples, **demonstrating the benefits of sustainable mobility in a localized, tangible way**.

Pilot project communication should:
- Connect to the broader vision – Align messaging with the overarching goal of creating liveable, sustainable cities.
- Target key audiences strategically – Engage early adopters and influential community figures to build momentum.
- Leverage data and storytelling – Combine factual evidence with compelling narratives that resonate emotionally.

By integrating a strategic communication model, pilot projects can inspire larger-scale change, making sustainable mobility more accessible, desirable, and actionable for a broader audience.

Key Framing Tips for All Pilot Actions:

Instead of…	Say…
"Reducing car usage"	"Making space for people"
"Cutting emissions"	"Cleaner air and healthier streets"
"Intermodal integration"	"Easier trips with fewer transfers"
"Testing new ticket types"	"One ticket for your whole journey"
"Bike boxes for commuters"	"Safe and dry parking for your bike"
"Public transport promotion"	"Travel smart – stress-free and on time"

👉 Always ask: What will **users gain**? What **everyday problem** does this solve?

6.1.1 First Step – Pilot Preparation

The preparation phase lays the groundwork for effective communication during and after the pilot. It includes setting clear **communication objectives**, identifying relevant **target groups**, selecting appropriate **channels**, and defining **effective tactics**. It is crucial that this planning **reflects the local**

context, including the political and cultural environment, as well as available resources.

Preparation should also include defining how success will be **measured** and how **feedback** will be collected during the pilot. This enables teams to adjust their strategy if needed and provides a strong foundation for communicating results later on.

Teams should also prepare a simple communication concept for the **A2PT Action Day** taking place during European Mobility Week. This will support the visibility of the pilot and enable cross-regional learning.

For a practical overview of key steps and good practices, see the [checklist](#).

6.1.2 Second Step – Pilot Execution

This phase focuses on how to communicate during the implementation of pilot measures. At this stage, the goal is not broad outreach but rather **strategic engagement with selected audiences** — often early adopters or stakeholders whose feedback is essential for validation and iteration.

Communication during this phase should be direct, targeted, and human-centred. **Activation, co-creation, and trust-building** are more important than mass promotion. Teams are encouraged to build narratives around lived experiences and involve users in shaping the pilot.

Visibility **on-site and online should go hand in hand**, using simple visual identity elements, real-time storytelling, and open channels for feedback. Media work and community involvement (e.g. through schools or local NGOs) can support positive perception and build legitimacy.

For a practical overview of key steps and good practices, see the [checklist](#).

6.1.3 Third Step – Capitalising on The Learnings

While the primary focus of this manual is on planning and promoting pilot actions, the communication of results – including the capitalisation of lessons learned – is an integral part of the overall communication strategy.

This second step focuses on **making the pilot outcomes visible, transferable, and actionable**, both within each region and across the transnational partnership. Capitalisation ensures that promising practices do not remain isolated but contribute to wider discussions, policy learning, and potential upscaling.

To support this, all national teams are expected to:

- **Produce promotional content** such as short videos, interviews with users or stakeholders, infographics, and summary reports, capturing the outcomes and experiences of the pilots.
- **Organise visibility events**, such as an A2PT Action Day during the European Mobility Week, featuring live demonstrations, stakeholder showcases, and user engagement.
- **Contribute to a shared collection of materials** for cross-regional learning (e.g., joint video series, best-practice library).
- **Make strong use of data** collected during the pilots – to back key messages, highlight impact, and ensure credibility of communication outputs. Data-based storytelling is especially relevant for materials in the shared library.
- **Identify and empower A2PT Ambassadors**, such as test users or local partners, who can act as voices of success through testimonials and media.
- **Use EU-compliant visual identity and publicity templates**, as outlined in the Communication Guidelines.

These outputs serve multiple functions: they inform the public, provide material for stakeholder dialogue and generate evidence for **policy feedback loops**. Each partner is encouraged to tailor its approach based on the local context, while aligning with the common framework designed in the Communication Guidelines.

To ensure that pilot results contribute to wider change, the capitalisation phase will connect with the **A2PT Toolbox (D2.2)** – a curated inventory of transferable solutions and practices. In addition, the **A2PT Action Day** and **final conference sessions** will serve as key platforms for showcasing pilot results and facilitating dialogue among stakeholders, supporting both policy learning and practical uptake.

Instructions, templates, and visual guidelines for this phase are included directly in the Communication Guidelines.

6.2 PILOT MEASURES

All suggested approaches related to each pilot programme should be seen as inspiration — potential areas worth exploring and building upon. It is up to the local teams and their communication managers to evaluate these ideas and adapt the communication strategies to local specifics to fully leverage the local potential.

This manual focuses mainly on the promotion of pilot actions (First Step – Pilot Preparation & Second Step – Pilot Execution). Third Step – Capitalising on The Learnings typically involves broader outreach and different communication goals. While this manual touches on the topic, it does not go into full depth.

*A more detailed approach is developed within **Activity 3.3 (Monitoring and Evaluation).***

Structure for Each Pilot Action

1. **Communication Objectives**

   What do we want to achieve through communication? (e.g., raise awareness, change attitudes, engage target groups).

2. **Key Target Groups**

   Who are the crucial stakeholders for the success of this measure? (e.g., general public, students, seniors, local authorities, transport operators).

3. **Communication Channels**

   Which channels will we use to reach the target groups? (e.g., social media, press releases, workshops, events, partner networks).

4. **Proposed Tactics (Implementation Phase & Approaches)**

   What concrete communication activities will be carried out? How will they differ across project phases? (e.g., pre-launch – teaser campaign; during – informative messaging; post-implementation – storytelling, evaluation).

5. **Practical Examples**

   Some inspiration from similar (not necessarily same context) projects elsewhere.

6. **Impact Measurement**

   How will we know if we were successful? (e.g., website traffic, social media reach, participant numbers, feedback collected).

6.2.1 A2PT Testing Programs (BGL, DOU, VNC, BID, PUM)

> **A2PT TESTING SCHEMES implemented by BGL, DOU, VNC, BID, PUM.**
>
> Per region at least 10 persons will be offered e.g. cargo-/folding bikes purchased by the responsible PPs (incl. costs for maintenance) if they decide not to use the car in the testing period.
>
> In order to facilitate a real change in travel behaviour, the test period for each test person should be 4 weeks.

1. Communication Objectives
- Collect insights on user experience and challenges to inform further development and communication strategies.
- Generate authentic testimonials that can be used for further promotional efforts. These personal stories will serve as powerful, relatable content to build trust and inspire others to adopt A2PT solutions.
- Raise awareness about the A2PT concept and its benefits through first-hand experience.
  - Encourage behavioural change by motivating selected users to temporarily switch from car use to sustainable modes.

2. Key Target Groups
- Early adopters and mobility enthusiasts (especially young people and members of active urban subcultures).
- Local business owners, service providers, and hospitality staff operating in areas with limited car access or interest in last-mile solutions (e.g., pedestrian zones, historic city centers). This group is particularly relevant for the use of cargo bikes as alternatives for deliveries or local logistics.
- People already considering reducing car usage but lacking alternatives.
- Influencers and respected local figures active in sustainable mobility, environmental awareness, or urban innovation—individuals with the potential to inspire lifestyle change through relatable storytelling and visible leadership.

- Importantly, the target group is **not** current users of public transport or regular cyclists (e.g. daily bike commuters), but rather individuals who currently rely on private cars and are open to trying a shift in their daily routines. Locations can be strategically selected where this shift is most promising—e.g., residential areas located a few kilometres from train stations with direct connections to major employment or educational centers.

3. Communication Channels

- Social media platforms (especially Instagram or ones targeted younger population) for engaging visual storytelling from participants, local businesses, and community figures. Paid promotion for specified demographics.
- Collaboration with local cycling NGOs, small business associations, and environmental groups to reach early adopters and entrepreneurs.
- Direct outreach through chambers of commerce or local business networks to engage small delivery operators, restaurants, and service providers.
- Posters, flyers, or briefings in strategic locations (e.g., local cafés, shared workspaces, logistics hubs) to reach potential testers not active on digital platforms.
- Local and regional media coverage (print, radio, online) to create broader awareness and legitimacy—especially through town hall newsletters, community radio, local blogs, and information boards at municipal offices, coworking spaces, and community centers.
- A dedicated project microsite—ideally as a sub-page hosted on a trusted local partner's website (e.g., a public transport provider, city hall, or mobility agency)—to allow users to register, follow participant stories, and monitor impact. The site should be easy to navigate and offer regular content updates and calls to action.

4. Proposed Tactics (Implementation Phase & Approaches)

- Targeted recruitment through trusted local networks (e.g., small business associations, municipal contacts, university departments) with clear value proposition tailored to the audience.
- We strongly recommend using **existing, trusted branding**—preferably from the local public transport integrator or municipality—to build credibility and avoid perceptions of spam or unsolicited marketing.
- Communication materials should immediately highlight **the concrete benefit for the recipient**, such as: *"Get a free public transport pass and access to a high-quality bike"*, followed by a simple explanation of the pilot.
- All materials should **link to a dedicated landing page** (visually consistent with the trusted brand), featuring a clear call-to-action and full digital measurability. If linking directly to a questionnaire, it must be **well-branded** and include official contact information for trust-building.
- Identification and engagement of **local ambassadors** (e.g., mobility advocates, community leaders) to share the offer within their networks.
- Focus outreach on **strategically selected neighbourhoods**—ideally within 3–5 km of regional rail stations with good connections to jobs or schools.
- Participants should be encouraged to share a few photos or quotes from their experience for future storytelling materials, with support to make this easy and optional.

Examples of possible campaign messaging:

- *"Try a new way to move—without your car."*
- *"Your city. Your ride. Your choice."*
- *"Test sustainable travel. No cost. No hassle."*
- *"A better way to commute—discover it yourself."*
- *"Get there smarter. Try bike + public transport."*
- *"Free bike. Free ticket. Just try it."*
- *"Travel differently. On your terms."*

5. Practical Examples

- **Vienna's** *Pendlerrad* test campaigns offering e-bikes to suburban commuters for free trials.
  🔗 City of Vienna – Pendlerrad/Grätzlrad
- **Stuttgart's** subscription pilot offering folding bikes (Brompton) to Deutsche Bahn commuters for a monthly fee, aiming to promote bike–rail combinations.
  🔗 CITTI Magazine – Brompton & Deutsche Bahn pilot
- **Aarhus'** *Superpendlerne* campaign supporting suburban commuters to replace car trips with folding bikes and public transport, with participants documenting their experience.
  🔗 Urban Mobility Observatory – Aarhus case study

6. Impact Measurement

- **Participant engagement**: The goal is to fully utilize all available test slots (e.g., 3–5 bikes across several 1–3 week testing periods).
- **Feedback collected**: Qualitative input from participants is crucial to understand user experiences, barriers, and potential for scale-up.
- **Media assets prepared**: Although no real-time social media campaign will be implemented, photos, quotes, and testimonials should be collected for later communication activities or reports.
- **Insights for replication**: Evaluate what types of users and locations proved most promising for modal shift.

@A2PT Examples of already in use posters in Austria and Slovakia.
(Local branding and more focus on recipient added value/gains can be exploited).

6.2.2 Temporary Street Space Modifications (BGL, MOP, VNC)

Demonstration of the effectiveness of TEMPORARY STREET TRANSFORMATIONS

• BGL (re-design of space in front of train station Jennersdorf + connection to city center),

• MOP (redesign of space in from of PT station + main routes leading there),

• VNC (connection between the main railway station and the historical center).

Activities include the definition / activation of relevant stakeholders, a co-creational

process of implementing the relevant actions supported by an accompanying
   participatory process.

1. Communication Objectives

- **Collect insights** on what aspects of temporary street redesigns resonate with different stakeholder groups (e.g. residents, politicians, NGOs, businesses).

- **Test participatory techniques** (e.g. visual voting, co-design workshops) and evaluate which lead to constructive engagement or resistance.

- **Demonstrate benefits** of better active access to public transport: faster, safer, greener, and more pleasant last-mile connections.

- **Support local business** by highlighting how more attractive streetscapes increase foot traffic and improve the customer experience.

- **Position temporary changes as a low-risk testbed** for long-term improvement—emphasizing adaptability, quick feedback loops, and visible change.

2. Key Target Groups

- **Local residents and commuters** who pass through the area and can immediately feel the changes.

- **Local businesses and market vendors** affected by footfall and traffic flow changes—potential allies if supported and consulted early.

- **Municipal politicians and civil servants**, including members of city councils (MCs), who need visible success stories and community backing to support permanent change.

- **Local NGOs and community groups** who can act as early supporters, ambassadors, and facilitators of dialogue.

- **Transport operators and infrastructure managers** (e.g. train station authorities, public transport providers), who must be on board for successful coordination and legitimacy.

- **Media and influencers**, including:
  - *Urbanism, sustainability, and mobility communicators* active on social media or thematic blogs;
  - *Local lifestyle outlets* reporting on city life and events;

o *Municipal communication channels* such as city newsletters, town hall bulletins, or council-managed social media—trusted and well-read among local residents.

3. Communication Channels

- **On-site visualizations**: painted ground plans, before/after overlays, and banners explaining what's being tested and why. Preferably with educated and engaging personnel.

- **Social media**: Short videos showing "before & after" with sliding images or timelapse clips; engaging posts about specific people's experiences (e.g. elderly, kids, shopkeepers).

- **Local newsletters and magazines**, especially municipal ones—trusted sources for many residents who may not follow urbanism debates online.

- **Workshops, co-design walks, and open surveys**—enable direct participation and make supporters more visible than just the loudest critics.

- **Project microsite or section** on a trusted platform (e.g. PT provider or city hall), with clear "why this change" explanation (expected benefits/changes), contact info, feedback form, and regular updates.

4. Proposed Tactics

- **Kick-off event**: street party, food market, concert, or community celebration that naturally fills the space with people instead of cars.

- Use **mobile street furniture** like *parklets*, benches, and pop-up greenery. For example, show that one car parking space can become a resting area or bike parking for 10 people.

- **QR codes on site**: link to a page with feedback options, background info, and a short visual poll ("What would you like to see here permanently?").

- Ask **clear and emotionally relevant questions** such as "Do you feel safer or more comfortable here than before?" to generate specific and actionable insights (content depends on specific pilots).

- Proactively **amplify silent support** through visual voting, sticker boards, smiley token drops, or online sentiment analysis.

- Create **talking points for politicians** and city staff—e.g. "75% of residents voted for more calm corridor" or "80 people gave positive feedback in 3 days".
- Frame the space as a **testing lab**—not a final design. Highlight adaptability and invitation for input. This also helps reduce resistance by framing the intervention as part of tactical urbanism—temporary, reversible, and open to feedback.
- Involve **local schools or community centers** to give the space an inclusive, multigenerational feel.

5. Practical Examples

- **Argentinierstraße (Vienna)**: traffic-calmed section with extensive community input and artistic elements.
- **Ljubljana city center**: transformation over a decade with strong political leadership and gradual car reduction.
- **Paris COVID-era streets**: rapid roll-out of bike lanes and widened pavements, now being made permanent.
- **Car-Free Day (part of European Mobility Week):** seasonal celebrations that reimagine public space. These events provide a strong communication frame and legitimacy for tactical urbanism pilots.
- **Neighbourhood Festivals and Moravian community fairs**: local gatherings that showcase public space as shared and living—often featuring games, music, food, and opportunities for informal social interaction.
- **Parklet in Jihlava**: a reclaimed parking space transformed into a small public seating and greenery area, illustrating how even small-scale interventions can activate urban space and support local businesses.

6. Impact Measurement

- **Pedestrian/cyclist counts** before, during, and after the pilot.
- **User feedback** through online and offline surveys, comment boards, and direct interviews.

- **Media coverage and social reach**: both qualitative (tone, topics) and quantitative (reach, engagement).
- **Stakeholder involvement**: number and diversity of groups actively participating or providing input.
- **Business feedback**: simple pulse-checks with nearby shop owners.
- **Political feedback**: perceived public support and level of risk/safety felt by elected officials.
- **Replicability insights**: which visuals, techniques, or formats worked best to trigger acceptance.

6.2.3 Testing of Bicycle Boxes (MMP, MOP, DCC)

TESTING (long-term) BIKE BOXES at stations

• MMP (20 bike boxes at stations around Zagreb),

• MOP (20 bike boxes at public transport hubs e.g. Ljubljana, Celje, Maribor),

• DCC (10-15 bike boxes at stations along the railway line Novi Sad-Belgrade).

• BID

Costs for installing and maintaining the bike boxes will be covered by the authorities responsible for the stations.

Bike boxes will be offered to monthly/yearly PT ticket owners free of cost. In return they agree to engage in the evaluation of the pilot.

1. Communication Objectives

- Promote awareness and active use of newly available secure bike parking at key public transport stations.
- Promote the benefits of combining cycling with public transport—such as faster, more comfortable, and environmentally friendly journeys.
- Collect feedback on user experience with the bike boxes—what works, what needs improvement.
- Understand the role of secure infrastructure in increasing long-term A2PT use, especially for valuable or overnight-parked bicycles,

and provide actionable insights for municipal authorities, transport operators, and infrastructure managers.

- Encourage mode shift by combining bike use with public transport through convenience and perceived safety.
- Collect feedback on user experience with the bike boxes—what works, what needs improvement.
- Understand the role of secure infrastructure in increasing long-term A2PT use, especially for valuable or overnight-parked bicycles.

2. Key Target Groups

- **Commuters with longer or multimodal routes**, especially those who live beyond walking distance from PT stations.
- **Cyclists who own high-value bikes**, reluctant to leave them unattended near stations.
- **Current public transport users** who might be open to switching to bike+ride for first/last mile.
- **Local cycling communities** and NGOs—potential testers, ambassadors, and feedback providers.
- **Municipal and PT authorities** responsible for station infrastructure and service promotion.

3. Communication Channels

- **In-app/portal promotion**: integrate messages about the bike boxes into journey planning and ticketing apps, especially when users select bicycle transport options (e.g. purchasing a bike ticket prompts info about free secure storage).
- **On-site promotion**: signage near station entrances and platforms explaining how the boxes work and who can use them.
- Distribute printed materials (e.g., flyers) at bike repair shops or popular cycling spots to reach potential users beyond digital channels. at key public transport stations.

- **On-site promotion**: signage near station entrances and platforms explaining how the boxes work and who can use them.
- **Social media posts** with testimonials, photos of installed boxes, and step-by-step guides to access.
- **Public transport operator newsletters** and channels (e.g. app notifications, screens at stations).
- **Cycling forums, local NGOs and bike shops** for targeted outreach.
- **Microsite or project page**: includes a map of locations, process of usage, FAQs, registration link, and a feedback form.

4. Proposed Tactics

- **Simple and immediate value proposition**: "Secure your bike for free if you use public transport."
- **Make the process visible**—e.g. a video showing how to reserve and unlock a box.
- Offer short interviews with first users or local cycling advocates describing their experience.
- Partner with **local PT operator and city authorities** to co-brand the pilot and increase legitimacy.
- Highlight **station improvements** and the connection between better cycling infrastructure and train access.
- Include **a quick questionnaire or QR code** inside the box to gather short feedback after use. Ask how frequently they use the boxes, at what times, and whether they would recommend the system to others.

5. Practical Examples

- **Bike Towers in Czechia**: automated vertical bike storage solutions placed next to PT hubs (e.g. Hradec Králové, Pardubice, Přerov), integrated into everyday commuting routines.

    🔗 [BikeTower – Automated bike parking towers (CZ/EN)](#)

- **Smaller public bike cages in Prague**: placed near important metro or tram junctions, offering basic secure parking with access for PT card holders.
- **Small-scale lockers** in Swiss towns tested as part of Smart Mobility Hubs.
  🔗 V-Locker – Locations of smart bike lockers in Switzerland

6. Impact Measurement

- **Number of registered users** of bike lockers over the test period.
- **Utilization rate**: occupancy of lockers (especially peak times or overnight).
- **User feedback**: qualitative experience data via surveys, interviews, or QR-based feedback.
- **Security perception****: e.g. "Do you feel safer leaving your bike here than before?" and "Did the presence of secure parking encourage you to switch from car to A2PT for your trip?"**: e.g. "Do you feel safer leaving your bike here than before?"
- **Mode shift impact**: changes in how users access PT stations.
- **Replicability insights**: conditions under which this solution makes the biggest impact (e.g. bike quality, PT service frequency, station type).

6.2.4 Mobility Lab for Bicycle transport on Buses (BGL, MMP, BID)

MOBILITY LAB FOR TESTING BIKE CARRIAGE SOLUTIONS FOR REGIONAL BUSES
• BGL (purchasing 4 bike racks for buses connecting Vienna with the region, regional buses to and around Lake Neusiedl),
• MMP (purchasing 8 bike racks to be tested on regional bus lines either between Rijeka-Zagreb or Zagreb-Plitvica),
• BID (purchasing 10 bike racks for testing on the northwestern lines of Bratislava region and on the international line to Hainburg) in cooperation with the responsible bus operators.

1. Communication Objectives

- Attract early adopters to test the service and provide feedback.

- Raise awareness of the pilot testing of bike carriage solutions on regional buses among potential users, tourism partners, and regional planners.

- Promote the benefits of combining cycling and regional bus travel—especially in areas with tourism potential or limited train connections.

- Collect user and operator feedback on technical solutions, practical usability, and demand.

- Document and prepare materials for future expansion—targeted at stakeholders and future users.

- Understand which conditions and service formats support long-term implementation of bike+buses as part of A2PT.

2. Key Target Groups

- **Cyclists in specific areas of pilot action** (e.g. cycling tourists near Lake Neusiedl, nature park visitors, or cross-border commuters), who would benefit from combining bike and bus transport.

- **Bus passengers** who might benefit from multimodal flexibility—either because they live near the tested bus lines and could use them for daily first/last mile commuting, or because they seek recreational bike trips in the region.

- **Tourism agencies and cycling tour providers**, especially in regions with bike rental or accommodation infrastructure.

  - **Bus drivers and operators** who will provide operational insights and feedback.

- **Public transport authorities** and mobility planners evaluating the scalability of the solution.

3. Communication Channels

- **Operator communication channels**: websites and social media platforms of public transport providers and regional bus operators.

- **On-board and at-station information**: flyers, QR codes, stickers or posters explaining how to use the bike racks.
- **Tourist information centers and websites**: promotion of bus+bike options in combination with hiking, lake, or nature destinations.
- **Cycling NGOs and local tourism boards**: help reach seasonal or recreational users.
- **Social media and travel blogs**: storytelling from early users and regional partners.
- **Microsite or pilot webpage**: with overview of lines involved, instructions, testimonials, and user feedback forms.

4. Proposed Tactics

- Provide **training for bus drivers** before the pilot, including technical briefing and a short practical trip using bicycles to ensure confidence, safety, and motivation.
- Launch the service with a **public event or press trip**, involving local politicians, media, and mobility stakeholders.
- Partner with cycling communities and tourism organizations for **micro-influencer marketing**—engaging local cycling ambassadors.
- Promote through **targeted campaigns**: banners at bus stops, flyers inside vehicles, and information stands in tourist areas or bike rental shops.
- Leverage **social media challenges and user content** (e.g., photo or video contests with hashtags).
- Include **visuals and instructional materials**: how to load/unload bikes, real user stories.
- Highlight advantages: "No need for a car", "Reach places trains don't go", "Perfect for one-way rides."
- Provide feedback cards or QR codes (e.g. on flyers or inside the bus) to gather user insights and emphasize that participation can help bring the service to more regions.

5. Practical Examples

- ČSAD Vsetín (CZ): Regional summer buses with a rear-mounted rack for up to 7 bikes, used on tourist routes in the Beskydy area. 🔗 valasskycyklobus.cz/valmez

- IVB Innsbruck (AT): City and regional buses with rear bike racks (up to 4 bikes) connecting Innsbruck with surrounding mountain trails. 🔗 Innsbruck information

6. Impact Measurement

- Conduct short surveys (paper or online via QR codes) to assess usage patterns—how often, at what times, and user satisfaction.

- **Number of trips with bikes on buses** recorded by drivers or through reservation system (if used).

- **User feedback** on loading, comfort, sense of safety, and willingness to use again. Include whether the presence of secure bike carriage encouraged a modal shift (e.g. from car to A2PT).

- **Operator feedback**: ease of use, time impact, technical issues.

- **Impact on route attractiveness** and modal shift (e.g. would users otherwise drive or not go at all?).

- **Replicability insights**: under what conditions and with which user profiles is the service viable.

6.2.5 New Services for Pedestrians, Cyclists, and Rail Passengers (GYS)

> **Demonstrate effectiveness of NEW HIKE+BIKE+RAIL SERVICES** (GYS) by setting up Kéktúra information panels and stamping places at the stations, advertising the use of rail services (striping a locomotive promoting to take the train to hike).

1. Communication Objectives

- Raise awareness of new **intermodal travel opportunities** (rail, hike, bike), especially in **locations where A2PT is most convenient** – such as trailheads, park & ride spots, and family destinations.
- Promote A2PT as a **stress-free, parking-free** alternative for families and leisure travellers.
- Encourage travellers to switch from car use to **public and active transport for nature trips**.
- Encourage travelling by train to/from the hiking trails in order to avoid the need to return to the point of origin, i.e. allowing hikes with different start and end point.

2. Key Target Groups

- **Regional transport providers** (Railway staff with customer contact).
- Local tourist boards, visitor centres, and municipalities along the trail.
- Families, hiking groups, and leisure tourists.
- Trail users, cyclists
- Travel product platforms (e.g. loyalty schemes, hotel partners…)
- Local tourism ambassadors and community hosts.

3. Communication Channels

- **Partner websites and owned media** (e.g. GYSEV, Kéktúra, tourism portals) with a **dedicated landing page** describing the A2PT features, routes, transfers.
- **Tourism websites and sales channels** – inclusion of special offers (e.g. combined tickets incl. bike rental).
- **Printed trail maps** showing main routes, nodes, and explanation of intermodal access.
- **On-site signage** at **stations, trail access points**.
- **Presence at travel fairs and events**, and in travel centres at railway stations.

4. Proposed Tactics

- Railway rolling stock (locomotive, motor coach) with branded identity of the Kéktúra
- Set up **stamp-collection boxes** at train-accessible trailheads.
- Set up information panels at railway stations providing access to the Kéktúra
- **Influencer collaboration** with micro-bloggers from the region, showing simple, comfortable and nature-based journeys via short reels (trip planning, transfers, views, kids enjoying the trip).
- **Train staff engagement** – as travel promoters ("ask our guide for a hiking tip!").
- Joint promotion with **national tourism agencies**

5. Practical Examples

- **West Highland Line (Scotland):** marketed as "the train to the trail" – a car-free way to explore nature.

    🔗 VisitScotland – West Highland Line Itinerary

- **Train Jaune (France):** promoted through regional tourism networks as a scenic slow-travel experience.

    🔗 Yellow train

6. Impact Measurement

- **Ridership on pilot rail routes** to trail-accessible areas.
- **Visits to landing/info pages** hosted by GYSEV, Kéktúra, and tourism partners.
- Attendance at local launch or info events.
- Feedback via **QR-based on-site surveys** or tourism feedback channels.
- Survey among hikers attending launch or info event

6.2.6 Integrated Tickets fot A2PT (BID, GYS)

> **NEW INTEGRATED TICKETS FOR A2PT**
> will be tested by BID and GYS. New ticket offers combining e.g. bike rental (in cooperation with existing providers) with existing PT tickets will be integrated into the IDS BK mobile app. GYS will integrate new ticket options in their existing information services (Website, app) to test user acceptance.

1. Communication Objectives
- Promote awareness and uptake of new, integrated ticketing options that link public transport with active modes – especially bike and hike.
- Encourage users to try a convenient single-ticket solution for rail + hotel + bike rental.
- Position this offer as a time-saving, stress-free, flexible choice – especially for tourists and leisure travellers.
- Support perception of public transport as a modern, seamless part of outdoor travel planning.
- Position the ticket as part of the "original and right way" to experience the region – smart, local, connected.

2. Key Target Groups
- Leisure travellers and active tourists interested in hiking or cycling in the region.
- Commuters or day-trippers seeking flexible, last-mile solutions.
- IDS BK mobile app users and customers of GYSEV.
- Regional tourism boards, accommodation providers, bike rental companies.
- Local authorities and mobility agencies interested in multimodal ticketing development.

3. Communication Channels
- Owned digital channels: IDS BK app and website, GYSEV sales channels.
- Tourism authorities and visitor centres – printed brochures, trail maps, info boards, websites.
- In-app banners, notifications, and tooltips explaining the ticket and where to use it.
- On-site flyers/posters at stations, info centres, and rental points.

- Regional tourism and leisure media, booking portals, newsletters.
- Partner integrations into loyalty or benefit platforms (e.g. banks, hotels).
- Stakeholder briefings to authorities and transport operators.

4. Proposed Tactics
- Value-based messaging campaign (e.g. "One ticket. More adventure.").
- Visual guide or short video: "How to travel from city to trail with one ticket."
- Trip suggestions and time estimates showing how to combine train and bike/hike.
- FAQs and route examples in apps and online channels.
- Optional launch promotion – discount, giveaway, or prize draw for early users.
- Optional collaboration with outdoor influencers or micro-bloggers in the region.

5. Practical Examples
- OV-fiets + NS (NL): bike rental tied to rail passes.
  🔗 Last mile cycling
- Call a Bike (DE): nationwide bike sharing by Deutsche Bahn, integrated with rail and public transport services in 80+ German cities.
  🔗 DB connect
- Vélo'v + Lyon City Card (FR): public bike sharing combined with unlimited public transport access and discounts for tourists.
  🔗 Visit Lyon

6. Impact Measurement
- Ticket sales and redemptions (e.g. bike rental activations).
- Click-through rates on app and web-based promotions.
- Visits to landing/info pages.
- App analytics (booking flow, usage of combo ticket).
- User survey feedback on barriers and satisfaction.
- Number of customer service inquiries related to the pilot.

6.2.7 Integration of Expanded Information into Apps/Tools (DCC, PUM, VNC)

The INTEGRATION OF IMPROVED INFORMATION ON A2PT IN EXISTING APPS/TOOLS

• DCC (integrating information about safe bike parking option, bike carriage possibilities, etc. in their EuroVelo WebApp),

• PUM (aiming at integrating information about safe bicycle routes, links to public transport options, etc. in Online Cycling Portal for Olomouc Region),

• VNC (aiming at integrating information about safe bicycle routes, links to public transport options, etc. in the VeloRomania-App),

• GYS (integrating information about PT services in the Kéktúra Hiking app as well as the information channels of the company)

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1. Communication Objectives

- Raise awareness about new features and added value in existing apps providing mobility information.
- Promote A2PT (Active and Public Transport) options through better data accessibility.
- Encourage multimodal behaviour among app users (e.g. bike + train, hike + bus).
- Inspire other operators and regions to replicate this integration model.

2. Key Target Groups

- Users of the respective apps: tourists, locals, commuters, hikers.
- Local and regional authorities, responsible officials and mobility coordinators.
- IT providers responsible for developing or maintaining the mobility apps.
- Public transport operators and bike-sharing providers.
- Tourism boards and cycling/hiking associations.
- Mobility-focused media.

3. Communication Channels

- **Digital:** partner websites, newsletters, in-app messages, and media platforms operated by transport providers, municipalities, and regional authorities (e.g. city newsletters, transport agency websites).

- **Regional media:** newspapers, radio, tourism platforms.

- **Offline:**
  - ○ *For municipalities and officials:* capacity-building workshops, in-person meetings, regional coordination events, and conference presentations.
  - ○ *For the general public:* info booths at tourist destinations and PT hubs, promotional signage at train stations, during events like European Mobility Week.

- **Institutional networks:** municipalities, schools, tourism information centres.

4. Proposed Tactics

- Teaser campaign: *"What's new in your mobility app?"*

- User surveys to identify missing features.

- Short videos and tutorials demonstrating new features, ideally using **storytelling** (e.g. someone planning and enjoying a trip with the help of the new app – discovering safe bike parking, combining hiking and rail, etc.).

- Push notifications: *"Did you know you can now find safe bike parking near your train station?"*

- **Tailored messaging**:
  - ○ *For municipalities and officials:* direct outreach, pilot presentation invitations, peer exchange, cooperation via local networks.
  - ○ *For the general public:* messages emphasising *easier and more comfortable travel*, *relaxation in nature*, *stress-free trip planning*, distributed via tourism websites, brochures, signage at key locations.

- Storytelling: testimonials and user examples in app or partner media.

- Press releases and articles in regional or institutional channels.
- Follow-up meetings with stakeholders to present results and plan future development.

5. Practical Examples

Relevant examples exist but have not been sufficiently highlighted.

6. Impact Measurement

- Increase in traffic to websites and online tools showcasing A2PT features.
- **Number of backlinks and referring domains** to landing pages from partners, news media, or tourism sites.
- Number of app users accessing the new features (views, clicks, use of planning tools).
- Participation and feedback at events, workshops, and pilot demonstrations.
- Inclusion and promotion via partner websites, municipal platforms, and tourism channels.
- User satisfaction measured via surveys or interviews.

6.3 A2PT ACTION DAY PROMOTION

The A2PT Action Day is a **flagship promotional event** that each project partner implementing a pilot action will organize **during the European Mobility Week** 2025. Its aim is to showcase the benefits of combining public and active transport (A2PT) through engaging, visible and localized activities.

The aim is twofold: to **promote the pilot locally** and to **generate high-quality content** (photos, videos, testimonials) for transnational use. Documentation from these events will **feed into the Toolbox** (D2.2), final reports, and the wrap-up campaign at the end of the project.

Objectives

- Promote the specific pilot action – its offer, logic and added value.
- Raise public awareness of A2PT and its local benefits.
- Create opportunities for stakeholder engagement and networking.
- Enable people to experience A2PT in a practical, social and memorable way.
- Collect feedback and promote long-term behavioural change.
- Generate visual content and public visibility for the pilot through event documentation.

Approach, Positioning & Strategy

Each partner should design the A2PT Action Day as an extension of their pilot, tailored to its location, type and audience. It should:

- Be based on real-world interaction with the pilot (not a generic mobility day).
- Feel **local and authentic** – use language, formats and elements that resonate with people.
- Be **flexible** enough to be part of a bigger event (festival, market, car-free day).
- Use **EMW branding and trusted local brands** (city, region, operator) for legitimacy.
- Prioritise **face-to-face interaction** – it builds trust and emotional memory.
- Be **well documented** – content creation is key:
  - Capture high-quality photos of people interacting, smiling, exploring.
  - Film short video reels (1–2 min) showing the energy and messages.
  - Collect testimonials from real users, staff, and visitors.
- **Promote** the content across:
  - A2PT/partner websites and social media.
  - EMW post-reports and final conference wrap-ups.
  - Local and regional media (radio, newspapers, blogs).
  - Local communities and NGOs.

- o Event listings, posters in PT and tourist spaces, countdowns on social media.

Outputs & Evaluation

- Number of visitors, participants, app activations, tickets sold.
- Stakeholder engagement: which groups joined, what partnerships formed.
- Media mentions and digital reach.
- Photo/video content created.
- Insights from feedback (written, verbal, surveys).
- Lessons to improve future A2PT campaigns or services.

For mandatory visibility requirements related to the A2PT Action Day, please consult the Communication Guidelines and see Appendix B for additional instructions from the Transnational Communication Manager.

6.3.1 Suggested Activities

Based on pilot types, the following examples can be considered:

If your pilot is a new ticket or app feature:

- On-site assistance: volunteers explain and help people try the new ticket or tool.
- Info stands at train stations, bike hubs or trailheads.
- QR posters with "Try it now" challenges.
- Incentives for first-time users (free coffee, vouchers, trip planning tips).
- Mini-missions: visitors complete simple A2PT tasks (e.g. plan a multimodal route) to receive a reward.
- Quick planning booths: staff help visitors build their perfect trip using the app or ticket.

If your pilot is a physical service or infrastructure (e.g. bike box, pop-up design):

- Live demo: allow people to use and test the feature.
- Guided walkthroughs or station tours.
- Feedback wall or suggestion box.
- Artistic or interactive use of public space (e.g. chalk, music, bike art).
- Before/after showcase: present what the space looked like before the pilot and what has changed.

If your pilot is about A2PT trail/region promotion:

- Hike & train journeys with a local group.
- Stamp game or gamification of travel.
- Traditional food or music at the station to add local atmosphere.
- Partnership with tourist offices for route-based info kits.
- "Secret trail moments": storytelling stops along the route with QR codes or local characters.
- Local produce market or craft fair near the start/end of a hiking section.

If your pilot involves bikes or cycling services (e.g. cargo/folding bikes):

- Set up test-riding zones in visible public spaces (e.g. station forecourts, central squares).
- Interactive workshops on how to use folding or cargo bikes in daily life.
- Organise a time challenge:
    - Who folds and unfolds a bike fastest + short ride (e.g. "bike folding duel").
    - Obstacle course with cargo bike (e.g. "urban logistics race" with prizes).
- Prepare real-life testimonials – e.g. former pilot users share "how the trial changed their habits" (video or live talk).
- Bike photo booth: participants pose with bikes + branded background = social media content + keepsake.
- Partner with bike shops or cargo bike start-ups to display and promote equipment.

These activities can be combined with general elements such as:

- Temporary street or station transformations – "relaxed zones", community areas.
- Ambassador storytelling – real users, local staff, or known personalities.
- "Mobility meets culture" vibe – connect with a local fair, seasonal celebration, or open street day to ensure high attendance and social spirit.
- Mobility breakfast: free coffee or snack for those arriving by bike, train or foot.
- Create a bike + train travel map: visually show how far people can get within 30/60/90 minutes by combining bike and public transport – localised to each pilot region.
- Live mapping wall: people draw their dream A2PT connection.
- Flash events: music, spoken word, photo wall or surprise activity.
- Documentation: shoot short videos, capture photos of emotions and moments, publish afterwards for extended reach.

7 Best Practicices – Use Cases

When reviewing good practices and successful examples from other cities or countries, it is essential to **think in context**. What worked well in one place **may not work the same way elsewhere**.

A2PT partners are encouraged to **adapt ideas, not copy them** – always considering the local political and social climate, transport habits and infrastructure maturity, public trust in public transport and institutions, as well as communication styles and cultural preferences.

The best use of external examples is to **find principles or creative formats** that could be adapted to local language and tone, relevant pilot actions, current regional campaigns or events, and available communication channels.

This flexible and locally sensitive approach increases the chances of resonance, uptake, and long-term behavioural change.

7.1 A2PT TESTING PROGRAMS

7.1.1 Three Months Without a Private Car

Wiener Linien, Vienna's public transport operator, launched a challenge called *Autowette* ("car bet"), inviting 40 households to give up their private cars for three months—from May to July 2025. During this period, participants are encouraged to use public transport, shared mobility services, bicycles, or e-scooters. To support the transition, each household receives a monthly mobility budget of €500. The initiative aims to explore whether car ownership is truly necessary in an urban environment and to promote sustainable mobility choices. The project is being scientifically monitored by BOKU, a university partner that adds credibility to the project.

Promotion and Communication

The challenge is hosted on a [dedicated project website](), where interested residents can find detailed information and register.

Wiener Linien promoted the initiative on their [social media channels](), helping raise awareness among the general public.

Key figures such as Gudrun Senk, head of innovation at Wiener Linien, actively shared the initiative on their [LinkedIn profiles](), and the mayor of Vienna's 18th district publicly endorsed the project. This kind of visible support and "ambassadoring" from both institutional leaders and political representatives boosted public trust and interest.

The [City of Vienna issued a press release](), which led to broad media coverage. For example, [ORF]() featured a story about the challenge, among others. Framing the initiative as a time-limited experiment in partnership with a university helped reduce scepticism and made the idea more approachable for the public.

🔗 [www.wienerlinien.at/autowette]()

@Wiener Linien

7.2 TEMPORARY STREET SPACE MODIFICATIONS

7.2.1 Open-air Furniture for Public Spaces

The project "Pražské židle a stolky" (Prague's Chairs and Tables) is a long-term initiative led by IPR Praha (Prague Institute of Planning and Development) that provides publicly accessible seating in various locations across the city. Its goal is to make public spaces more inviting, comfortable, and socially vibrant by placing lightweight, movable furniture where people naturally gather.

Promotion and Communication
The project is communicated through dedicated page (having regular open calls), inviting the public and institutions to suggest new locations or collaborate on furniture placement. IPR issues press releases, which help bring the topic into mainstream media. The campaign is also supported by social media posts from both IPR and project partners.

Prestige and visibility are amplified by the involvement of high-profile institutions such as the National Gallery—see their Facebook post—or even the Office of the President (Prague Castle), which featured the project in a Facebook post from Prague Castle.

This multi-level communication strategy—combining public invitations, official media engagement, and institutional "ambassadoring"—has helped the project grow steadily and earn public recognition.

🔗 https://iprpraha.cz/projekt/37/prazske-zidle-stolky

@ Institut plánování a rozvoje Prahy

7.2.2 Before After visual comparisons

The *Before | After* gallery by Urb-i is an online collection of public space transformations from around the world. Though no longer active, the project remains a compelling example of visual storytelling in urban development. Each pair of images compares a public space before and after an intervention— typically showing the shift from car-dominated roads (noise, pollution, danger) to calmer streets with greenery, people, and safer design elements.

Promotion and Communication
While the gallery itself did not actively engage the public, it served as a powerful communication tool. By focusing on **simple, relatable visuals**, it helped illustrate the positive outcomes of urban improvements in an emotionally engaging and easy-to-understand format. The gallery has been widely used to:

- Promote **successful case studies**
- Inspire new **public space improvements**
- Communicate **aspirational visions** for upcoming projects

Its strength lies in its clarity and the immediate contrast between "problem" and "solution"—a communication format that resonates well with broad audiences, including non-experts.

🔗 www.urb-i.com/before-after-gallery
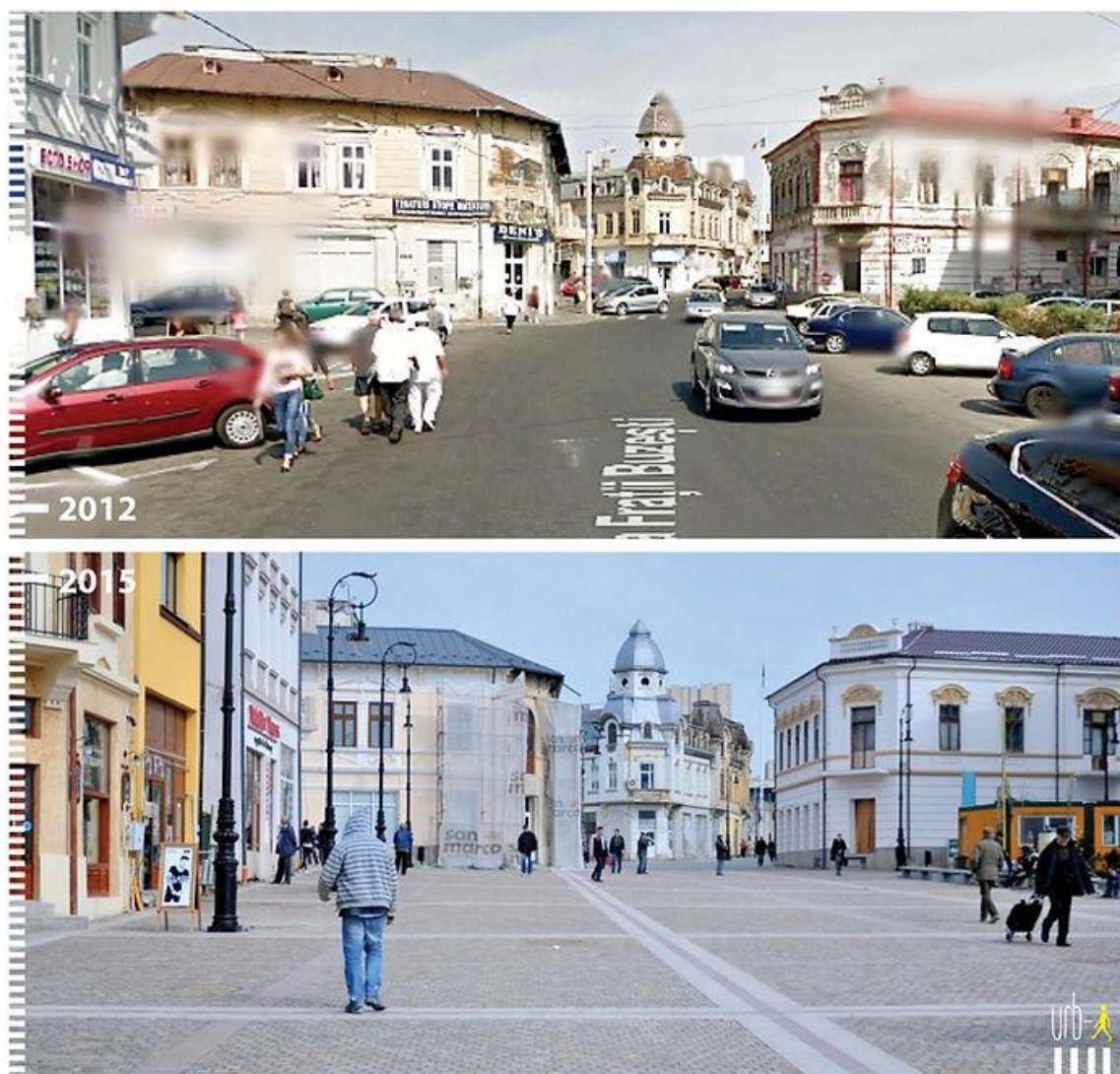
@urb-i.com

7.2.3 Car-Free Day & Take Back Your Street!

Take Back Your Street! (or "Experience the City Differently") and European Car-Free Day are community-led initiatives that transform streets into spaces for people, not cars. While Take Back Your Street! is coordinated by Czech NGO Auto*Mat and intentionally takes place on the third weekend of September to align with European Mobility Week, Car-Free Day is part of this broader campaign promoted by EU institutions and national authorities.

In both cases, local communities—neighbourhood associations, schools, cultural groups, or just motivated residents—take the lead in reclaiming their streets through block parties, cultural events, or tactical urbanism.

The strength of both events lies in the **bottom-up organisation** supported by **top-down visibility**:

- Press releases are regularly issued to inform national and local media.
- Promoted posts and social media campaigns—used by both NGOs like Auto*Mat and institutional actors such as EU bodies—help expand the reach beyond existing audiences and increase visibility for local organisers.
- Local actors initiate and run the activities, creating strong ownership and local relevance.
- NGOs like Auto*Mat, as well as national ministries and EU-level institutions, provide **organiser toolkits**, visual identities, mentoring, and **PR support** such as press releases and media outreach. Their joint efforts increase both grassroots capacity and the public visibility of the events.
- Public participation is boosted by a **strong sense of community**, visible results, and inclusive invitations to join.

This mix of grassroots energy and institutional support allows the initiative to reach both local neighbourhoods and national media.

🔗 www.mobilityweek.eu & www.zazitmestojinak.cz/en

@Zazit mesto jinak

7.2.4 Parklet: A Mobile Public Space on a Parking Spot

A parklet is a small public space created by transforming a single car parking spot into an area for rest, seating, and social interaction. Typically equipped with benches, greenery, and bike or scooter stands, parklets are designed to bring life into urban streets and provoke discussion about how city space is used.

In the Czech Republic, parklets were introduced as a mobile exhibition that could be temporarily installed in various cities, making them an effective tool for public awareness and spatial experimentation.

Promotion and Communication
The parklet was promoted as a temporary intervention in public space and communicated through a mix of local media, city websites, and especially social media. A **press conference** attended by high-ranking city officials ensured traditional media coverage. Visual posts and short explanatory texts made it easy for cities and partners to share the concept widely. In several cases, the parklet was linked to **broader public campaigns such as European Mobility Week**. Engagement of local authorities, architects, and NGOs enabled participatory discussions about urban space, while the mobile nature of the parklet allowed for testing in different urban contexts and encouraged repeated public attention.

☍   www.dobramesta.cz/novinky/1397/jihlava-ma-prvni-parklet

@Jihlavsky denik

7.2.5 Argentinierstraße: From Car Street to Cycle Boulevard

Argentinierstraße in Vienna is a key 1.3 km corridor connecting Karlsplatz with the city's main train station (Hauptbahnhof). In 2023, it was transformed into a cycling street based on the Dutch model—prioritising bikes over cars and enabling two-way cycling on a formerly one-way street. The redesign included widening sidewalks, planting 60 new trees, and introducing water elements and light-coloured paving to improve the microclimate. The project is part of Vienna's "southern cycle highway," a major route aimed at making active mobility a practical and comfortable choice across the city.

Promotion and Communication

The project featured the most extensive public participation process ever conducted in Vienna's Wieden district. Around 2,500 residents contributed ideas and feedback, and over 10,000 people took part in a public vote in June 2022. An overwhelming 85.5% supported the more innovative proposal, which prioritised cyclists, calmed motor traffic, and added green space and seating.

This input directly shaped the final plan. The city followed up with **information days**, public exhibitions, and on-site meetings with planning teams to maintain transparency and allow for further dialogue. Communication was consistent and multi-channel—using visuals, on-site signage, and online updates to keep residents informed.

The project received **strong political backing**, with active involvement and public support from key city figures such as Vienna's Mobility Councillor Ulli Sima and Wieden district mayor Lea Halbwidl. Their endorsement helped build trust and momentum for implementation.

The full process—from early participation to the street's reopening—spanned approximately **two and a half years (2022–2024)**. Argentinierstraße also plays an important **multimodal role**, linking directly to Vienna's main train station and thus encouraging seamless integration of cycling with public transport—fully in line with the vision of the A2PT project.

🔗 www.wien.gv.at/pdf/bv04/folder-argentinierstrasse-fertig.pdf

@Wien press service

7.3 TESTING OF BICYCLE LOCKERS

7.3.1 Prague Public Bike Boxes

To support multimodal travel, Prague Integrated Transport (PID) has launched a pilot project offering **secure public bike boxes** at key transfer points to railway lines. The first facility—located at the Opatov metro station—has been in operation for over two years and can hold up to 30 bicycles. Access is **free for long-term public transport pass holders (up to 24 hours) via *Lítačka* app** (official public transport app).

Initial results show promising impact: over **500 unique users** in the first year, with **100 people using the facility for more than five days**. The pilot continues, with further installations in planning.

Promotion and Communication

The communication of this pilot has evolved in several phases:

- First, **TSK (the City's road authority) issued an official press release**, which triggered **broad media coverage** across both mainstream and specialised outlets.
- This was followed by an **official opening ceremony** at the Opatov station, which helped introduce the pilot to the public and local stakeholders.
- Subsequently, the project received **strong support from the local vice mayor and their political party**, who helped amplify communication efforts and raise visibility both through political channels and local community engagement.
- Promotion also continued through **participation in large-scale public events**, such as **ForBikes**, **BikeFest**, and **European Mobility Week**, where the project team had the opportunity to engage directly with target groups.
- In the next phase—focused on **digital integration**—**PID will take over the lead role in communication**. The bike boxes will be made visible in the *Lítačka* mobile app and also integrated into **"Na kole Prahou," Prague's official cycling navigation app**. This is expected to make the service more discoverable and user-friendly for multimodal commuters.

🔗 https://mestemnakole.cz/2022/12/u-stanice-metra-opatov-je-mestska-kolarna-parkovani-je-zdarma/

@OndrejBenek

7.4 MOBILITY LAB FOR BICYCLE TRANSPORT ON BUSES

7.4.1 Video ride-through

JIKORD, the mobility coordinator for the South Bohemian Region in the Czech Republic, created a video series promoting **touristic bus routes** and **bike-friendly leisure travel**.

The campaign's core communication strength lies in its **explainer video format**, which clearly and engagingly shows what makes using the service attractive. Instead of focusing on abstract data or text-heavy timetables, the videos **walk viewers through the entire experience**—from boarding with a bike to exploring scenic and culturally significant destinations.
Key communication elements include:

- A **recognisable ambassador** guiding the viewer through each episode
- Visuals of the **boarding process**, including driver assistance with bikes
- **On-location shots** of heritage sites, landscapes, and bike-accessible areas
- Presentation of **maps, elevation profiles**, and practical tips
- Emphasis on **trip flexibility**, e.g. using different stops and not needing to return to the same place
- Use of **targeted hashtags** to distinguish bike-related content from other regional mobility services

🔗 https://www.jihoceskajizdenka.cz/cyklobusy/

@JIKORD

7.5 NEW SERVICES FOR PEDESTRIANS, CYCLISTS, AND RAIL PASSENGERS

7.5.1 Cyklohráček – Fun Family Train with Bikes Onboard

Cyklohráček is a colourful seasonal train running on scenic tourist routes from Prague, operated for over 12 years. It is designed especially for families and cyclists, offering a unique leisure experience supported by a vibrant visual identity and an engaging mascot.

One entire coach is dedicated to **bike transport**, including **repair tools**, air compressors, and basic supplies—making the train ideal for family-friendly bike trips. The train is operated by Czech Railways (ČD) in cooperation with the Prague Integrated Transport system (PID) and other partners along the route.

The campaign is successful thanks to its multi-channel communication strategy and strong collaboration among stakeholders:

- The train's **distinctive livery** and mascot make it instantly recognisable and visually engaging
- A dedicated Instagram profile shares fun content and updates for families
- Detailed information and route planning is available on PID's official website and also promoted via the Czech Railways (ČD) communication channels
- Partners—including towns along the route—also share content and promote events, which sometimes include **special themed days with unique programs** that further boost public attention and engagement
- Information is distributed at train stations via **flyers** and broader publications like the Tourist Line Brochure and Cyklohráček leaflet

This integrated communication approach ensures wide reach and builds strong brand awareness. It also effectively promotes the train not just as transport—but as a leisure destination in itself.

🔗 www.pid.cz/zabava-a-zajimavosti/cyklohracek

@PID

7.6 INTEGRATED TICKETS

7.6.1 PID Lítačka + Shared Bikes

In Prague, the **PID Lítačka** system connects long-term public transport passes with **free access to shared bikes** (Nextbike and Rekola). Pass holders receive **multiple 15-minute rides per day free of charge**, encouraging seamless connections between public transport and active modes. The offer is integrated within the user's PID Lítačka account and app.

The integration was promoted via:
- **Official city channels** (web, social media, newsletters)
- **Push notifications** in the PID Lítačka mobile app
- **Signage at bike stations** and public transport stops
- Local media coverage at the time of launch

7.7 APPS

7.7.1 Citymapper: Seamless Multimodal Travel Planning

Citymapper is a globally used mobile app designed to help users plan trips across cities by combining multiple modes of transport—**public transit, walking, cycling, shared mobility (bikes, scooters, carshare), and taxis**—into a single interface. Users can choose routes based on **speed, cost, simplicity or physical activity**. The app supports more than 100 cities worldwide and continuously updates based on real-time data feeds.

Its strength lies in **user experience (UX)**: Citymapper offers clear, dynamic maps, estimated arrival times, multimodal suggestions, and even caloric output for active trips. It's often used as a **benchmark** for integrating active and public transport into smart travel planning.

Target audience:
- **Urban commuters** looking for efficient daily route options
- **Young professionals and students** with multimodal mobility habits

- **Tourists** exploring unfamiliar cities
- **Sustainability-oriented users** who prefer biking or walking
- **People comparing transport costs or emissions** (e.g. CO_2 calculators)

Citymapper has relied heavily on **digital-first communication**:
- **App store visibility** and **strong user ratings** have been critical in building organic reach.
- The team used **engaging social media posts**, witty UX language, and **humorous app notifications**, which increase shareability.
- In some cities, Citymapper collaborated with public transit providers or tech media (e.g., product announcements in **TechCrunch**, **Wired**).
- They ran **targeted campaigns in new launch cities**, often with minimalistic outdoor advertising ("Get there smarter") and PR coverage of new features or integrations.

🔗 www.citymapper.com
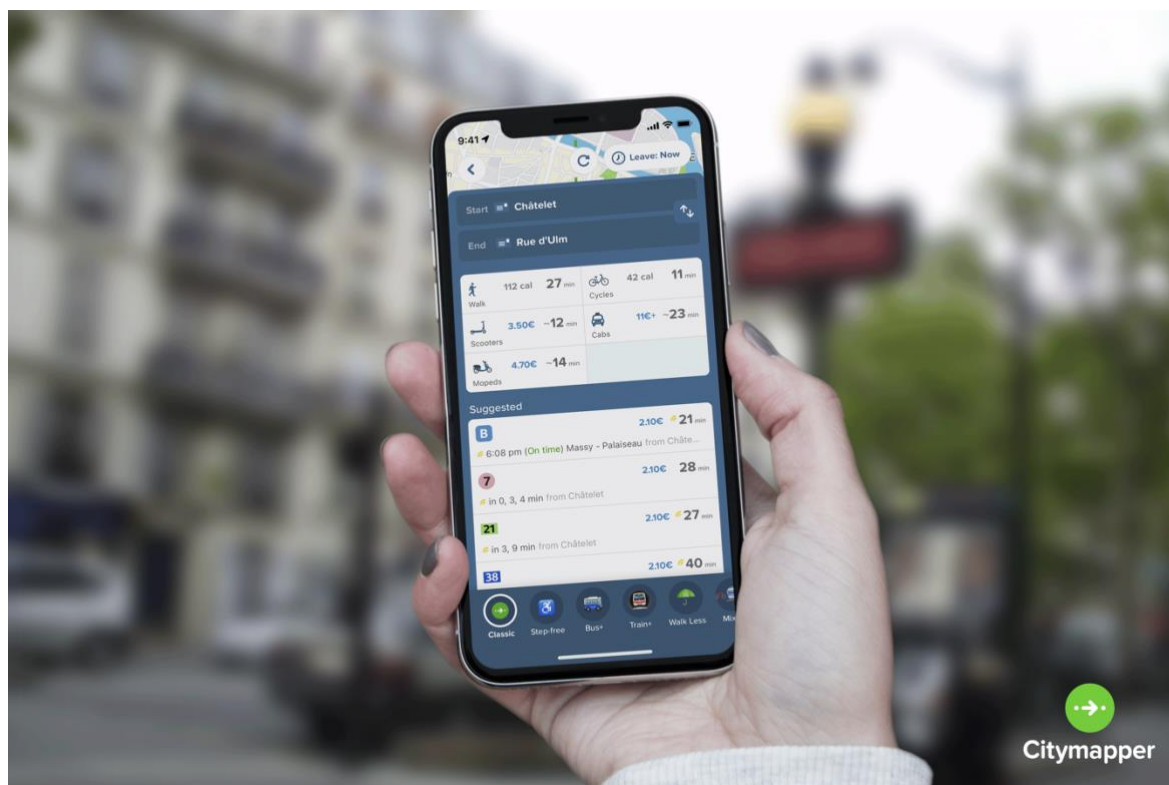
@Citymapper

7.8 GENERAL USECASES

7.8.1 We Live Cities of the Future" Exhibition

This travelling exhibition focuses on public space and its impact on urban quality of life. Rather than addressing transport alone, it **connects multiple related topics**—from safe routes to school and access to clean water, to play opportunities for children and quiet, shaded places to rest—through an engaging, visually rich format. **Developed collaboratively by dozens of organisation**s, it carries high legitimacy and reflects diverse perspectives on livable cities. The exhibition is modular, lightweight, and easy to assemble, making it highly **accessible for cities across the country**. Two full sets allow parallel display in different locations, and an English version is in preparation.

Promotion and Communication
The exhibition was **launched in the Czech Parliament, with the Minister of Transport** and members of parliament in attendance, generating strong national visibility. In each city, **local authorities organise vernissages and public discussions**, often involving experts. It is also actively used in schools, where teachers host guided sessions and discussions with pupils. To deepen engagement, an **online manual** complements the panels with expert-level content for those seeking more than the on-site summaries. The mix of political endorsement, educational outreach, and visual storytelling creates a compelling and scalable communication model.

🔗 https://www.akademiemobility.cz/vystava

@Partnership For Urban Mobility

8 Implementation and Timeline

8.1 STRATEGY FORMING

Every pilot site needs a communication strategy tailored to its local context, audience and resources. While this manual offers common goals and principles, the concrete steps must be developed individually by each partner. A good strategy provides clarity not only about *what* to communicate, but *why*, *to whom*, *when*, and *how*.

We strongly recommend that each team develops a **clear and time-bound communication plan**. This should go beyond general intentions and outline specific actions, assigned responsibilities and a realistic schedule.

Structure and content suggestion for a communication strategy:

1. **Goals**
   What do you want to achieve with your communication?
2. **Target groups**
   Who are we speaking to? What do they care about?
3. **Key messages**
   What is the main idea we want to convey? What tone will we use?
4. **Communication tools and channels**
   Where and how will we reach our audience?
5. **Timing**
   What will happen *when*? → This must be written as a simple timeline.
6. **Roles and responsibilities**
   Who is responsible for which part of the plan?
7. **Budget and resources**
   What human, technical, and financial resources are available?

Each pilot action should adapt the format to its specific context, but the output must include a concrete communication plan – ideally on one page – that is realistic, motivating, and clearly structured over time.

8.2 RECOMMENDED COMMUNICATION SCHEDULE

The specific information about the communication schedule can be found in the **project documentation.** Each pilot action should follow a phased communication approach aligned with its implementation timeline. While the exact timing will vary depending on the nature of each pilot, the following structure provides a general recommendation:

Phase	Project Months	Approx. Calendar Period	Key Activities
Preparation	13–18	Q2–Q3 2025	Define communication goals and target groups, prepare materials, plan A2PT Action Day
Execution	19–24	Q3–Q4 2025	Active communication during pilot, user engagement, collecting feedback
Follow-up	25–30	Q4 2025 – Q1 2026	Dissemination of results, videos, evaluation reports, showcasing impact and insights

8.3 DIVISION OF RESPONSIBILITIES

National communication managers are **responsible for designing a communication strategy tailored to their pilot projects**. With their understanding of the local context and support from this manual, they are best equipped to develop and implement an effective communication plan. They are also in charge of **executing it.**

As stated in project documentation, communication managers may consult with the **Transnational Communication Manager** on their local strategies to ensure alignment with the overall project objectives. The international manager provides advice, answers questions, and supports the national teams in adapting communication to their specific context.
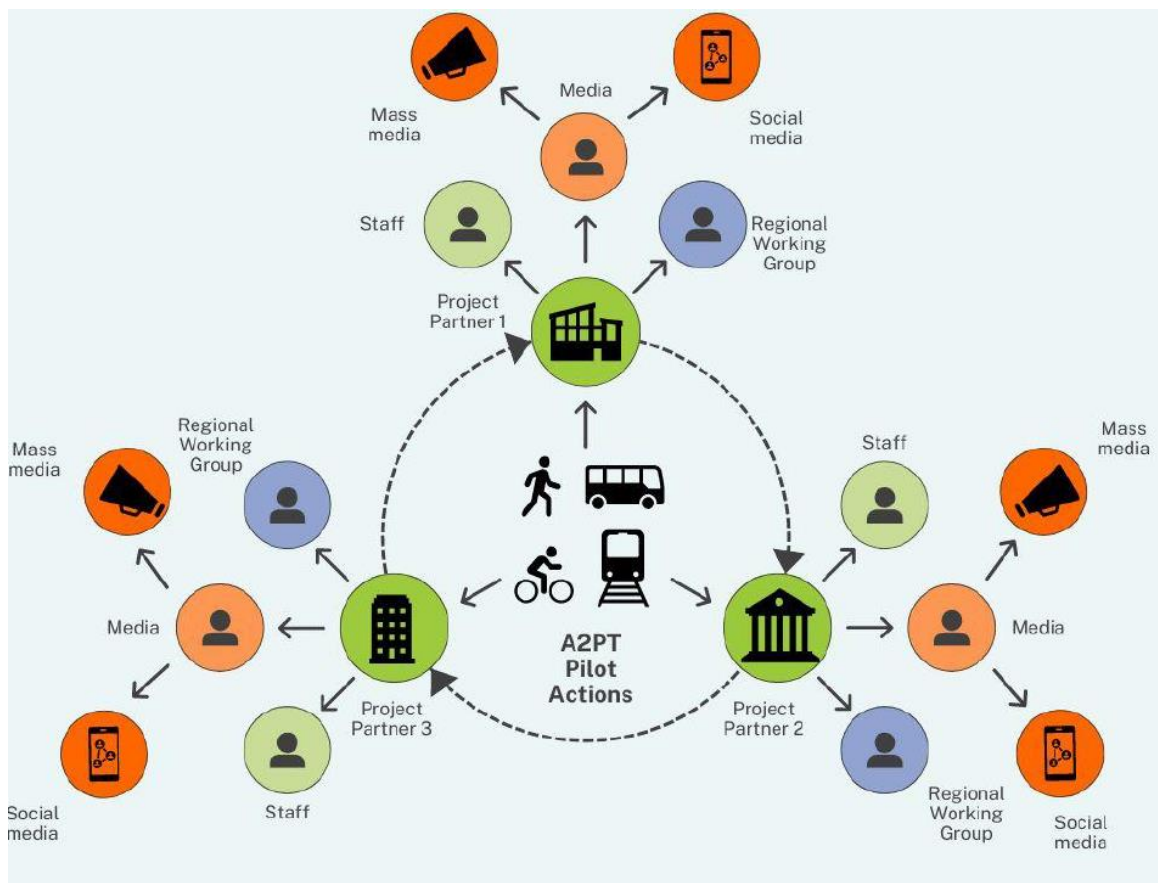
8.4 MONITORING AND EVALUATING OF CAMPAIGN SUCCESS

To ensure that communication activities support the pilot's goals effectively, all campaigns should be monitored and evaluated — not in terms of mass outreach, but in terms of relevance, engagement, and learning.

Responsibility for evaluation
The main responsibility lies with the **local project partners (PPs)** implementing the pilot actions. They are expected to:

- Develop a **monitoring scheme** to observe changes initiated by the pilot,
- Set up an **evaluation scheme** to assess the effectiveness of these changes,

- Collect both **baseline** (before) and **post-pilot** (after) data — including feedback from users or stakeholders.

Each partner will adapt a **common monitoring and evaluation framework** developed by **KTI** to their local context.

Communication-specific monitoring
The **Transnational Communication Manager** will support and coordinate the communication evaluation process across pilots. This includes collecting campaign materials, observing visibility, and ensuring coherence with the project narrative.

What to measure
Given that most pilots aim to engage **narrow, well-targeted groups** (rather than the general public), the focus should be on **quality over quantity**. Instead of broad KPIs like total reach, more meaningful indicators may include:

- Level of engagement within the target group (e.g. participation, feedback),
- Stakeholder activation or collaboration,
- Visibility among key actors or within the territory,
- Qualitative insights such as testimonials, reactions, or shifts in perception.

Evaluation results will feed into **regional pilot reports**, inform the **A2PT toolbox**, and contribute to future adaptation and upscaling.

9 Communication Checklist to promote pilots

For Communication Managers of pilot measure vs: What to prepare, promote and not forget

🧭 Before the Pilot

- ☐ Understand the pilot's scope, goals, and expected outcomes
- ☐ Get familiar with the overall A2PT Communication Guidelines and Promotion Manual
- ☐ Identify your main stakeholders (local partners, municipalities, operators, media)
- ☐ Clarify your timeline and communication milestones with the project team
- ☐ Decide which branding will be used (A2PT visuals or locally adapted identity)
- ☐ Draft a communication plan tailored to your pilot (incl. visuals and tone)
- ☐ Define specific communication objectives (clear and measurable – not vague or general)
- ☐ Segment your target audiences (e.g. parents, students, seniors, tourists)
- ☐ Prepare visuals and communication materials (based on chosen branding)
- ☐ Gather contacts for local media, influencers, community groups
- ☐ Plan if and how you will use **incentives** (e.g. giveaways, discounts, contests)
- ☐ Begin collecting materials (photos, quotes, statistics) for future use
- ☐ Prepare a simple concept for how you will use your **A2PT Action Day** during EMW 2025

🎯 Strategy & Engagement
- ☐ Prepare key messages and communication tone (positive, relatable, non-judgemental)
- ☐ Choose your communication channels (social media, newsletters, print, local events)

- ☐ Ensure campaign elements are aligned with the A2PT core themes (e.g. active mobility + public transport)
- ☐ Reach out to local NGOs or grassroots groups for engagement and support
- ☐ Involve **local ambassadors** or role models where possible
- ☐ Consider including schools or community organisations in awareness activities
- ☐ If possible, set up **basic measurement tools** (event attendance, online reach, social media engagement)

🚀 During the Pilot
- ☐ Launch teaser campaigns (e.g. "Something new is coming!")
- ☐ Announce the pilot publicly – press releases, articles, official posts
- ☐ Share regular updates: real stories, user testimonials, pictures from the field
- ☐ Ensure visibility **on-site** (e.g. posters, banners, branded elements) and **online**
- ☐ Organise or co-organise your **A2PT Action Day** as part of European Mobility Week
- ☐ Use incentives to boost participation and highlight early adopters
- ☐ Keep documenting progress – visuals, quotes, statistics, media mentions
- ☐ Make participation feel rewarding and community-based
- ☐ Stay flexible – adapt to feedback or changing local conditions
- ☐ Record footage and interviews during the pilot and **start preparing the official pilot video** (as required by the project). Each pilot should result in a short, engaging video that showcases its purpose, implementation and user experience.

🏁 After the Pilot
Although this manual focuses on communication *before and during* the pilot, communication managers should already prepare for what's next:

- ☐ Think ahead about which stories, testimonials and visuals might be needed later (e.g. for reports, social media or presentations).
- ☐ Keep all communication materials, assets and documentation well organised for handover to the core communication team.
- ☐ Identify people or organisations who could be highlighted as A2PT Ambassadors in future promotion activities.

- ☐ Collect and store relevant content, statistics and user feedback for future use and reporting.
- ☐ Reflect on what worked well and what could be improved next time. Document key lessons learned and any unexpected challenges.
- ☐ Prepare a short visual or written wrap-up to close the campaign (e.g. social media post, video highlight, summary email).
- ☐ Draft a brief quote or comment from a key stakeholder or pilot user to support the final communication.
- ☐ Create a short summary of pilot results tailored to different audiences (e.g. public, policymakers, operators). Include clear key messages and practical takeaways.
- ☐ Use collected data to visualise impact (e.g. charts, before/after figures, comparisons) and prepare a one-page summary that can be reused in presentations or reports.
- ☐ Share all outcomes and materials with the transnational team (e.g. visuals, quotes, data, key photos) and upload relevant stories to the shared best-practice library.
- ☐ Finalise and publish the pilot video. Make sure it's shared on relevant channels (e.g. social media, project website) and made available for future presentations and reporting.

APPENDICES

Appendix A

This table maps the institutional stakeholder categories used in the A2PT Application Form to the communication-focused segments applied in this manual. It supports consistency across project outputs while reflecting practical needs for promoting pilot actions.

A2PT Application Form	Pilot Action Promotion Manual	Comment
Local public authority	Politicians, municipal staff, urban planners	Focus on political support, internal alignment, and continuity beyond election cycles.
Regional public authority	Politicians, administrative departments	Emphasis on coordination, resource allocation, and long-term planning.
Public transport operator	Partner organizations, transit operators, implementation agencies	Often central to pilot execution and user engagement.
Interest groups / NGOs	Partner organizations, advocacy groups, ambassadors	Act as co-creators, validators, and amplifiers of project messages.
Citizens and users	Undecided majority, early adopters, mobility enthusiasts, families	Differentiated by engagement level; communication should reflect user needs and emotions.
Private companies and employers	Businesses, local entrepreneurs	Engage through economic arguments, cooperation on incentives, and win-win benefits.
Academic institutions	Experts, partner organizations	Provide credibility, data insights, and can support evaluation and public education.
Associated strategic partners (ASPs)	Mixed – depending on role: political, business, or civic actors	Their communication role should be defined based on their influence and project involvement.

Appendix B

Publicity requirements for the pilot actions are defined in the Toolkit documents of the *Danube Region Programme* and further specified for the *Active2Public Transport project* in the Communication Guidelines.

Based on these documents, the following checklist for project partners should help ensure compliance with publicity standards when reporting on and promoting pilot actions:

1. **Project Logo**
   - **Every pilot action must display the official project logo** (on a banner, roll-up, sticker, plaque, etc.). Use the project logo, on all your project communication materials, printed and digital.
   - The rules for using the project logo are defined in the official **project Communication Guidelines** (see chapter 7. Project Visual Identity)

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2 **Create a Visualisation of the Pilot Action**

   - Take a photo or prepare a graphic visualisation of the place or object where the publicity will be displayed (e.g. a sticker, billboard, plaque).

   - This can be a real photo taken on site, or a mockup or illustration showing the planned location and visibility of the logo/publicity element.

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3 **Check with First Level Control (FLC)**

   - It is strongly recommended to confirm with your First Level Controller whether the costs related to the pilot action — including publicity elements — are eligible.

   - Especially for non-traditional measures (e.g. mobile units like trucks), clarify in advance how the publicity should be displayed and what documentation is needed.

   Tip: Permanent plaques are not required on mobile elements like trucks, but they might be required for physical, stationary places like buildings or bike racks.