

REPORT ON SI CAMPAIGN ACTIONS FOR AWARENESS RISING ON PILOT ACTION AMONG TARGET GROUPS

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Content

1. Summary4
2. Date and place4
2.1. Thematic leaflet for employees4
2.2. Small competition at the public event4
2.3. Motivational workshop4
2.4. E-Newsletters
2.5. Promotional posters4
2.6. Movie for promotion of sustanaible mobility5
2.7. Training for using the application Cesty-Mesty5
2.8. Online Competition for rewarding5
3. Number and types of participants/target groups5
4. Implemented actions and links to deliverables, outputs5
4.1. Thematic leaflet for employees5
4.2. Small competition at the public event
4.3. Motivational workshop6
4.4. E-Newsletters
4.5. Promotional posters6
4.6. Movie for promotion of sustanaible mobility6
4.7. Training for using the application Cesty-Mesty6
4.8. Online Competition for rewarding6
5. Expected effects and the response7
6. Annexes
6.1. Invitation and Agenda7
6.2. List of participants7
6.2.1. Small competition7





6.2.2 Motivational workshop9
6.2.2. Training for using the application Cesty Mesty
6.3. Pictures
6.3.1. Thematic leaflet
6.3.2. Small competition at the public event
6.3.3. Motivational workshop14
6.3.4. E-Newsletters
6.3.5. Promotional posters15
6.3.6. Movie for promotion of sustanaible mobility15
6.3.7. Training for using the application Cesty-Mesty
6.3.8. Online competition for rewarding16
6.4. Media coverage
6.5. Web-links





1. Summary

The presented report reflects the campaign actions to get target group (employees) on board. Trendy promotional campaign (promotional material, advertising posters, competition) have been used to win hearts and minds of target group.

Maintaining staff involvement and ensuring their continued support are key factors in the success of any Workplace mobility Plan (WMP). Therefore, Development agency Sinergija responsible for WMP preparation at the Municipality of Ljutomer decided to run the active campaign action to mobilize the employees and to provide different opportunities on awareness rising in order to change the commuting habits of the employees.

The campaign action consisted of different actions: disseminating the thematic promotional material (thematic leaflets, e-newsletter) and thematic events that additionally motivated employees to make a shift towards the sustainable modes. Those were: online competitions for rewarding the successful ones, training on using the application on carpooling, small competition at the public event, matchmaking workshop for finding carpool match, etc.

It was obviously that the actions have bigger impact on changes. People are intensively activated, see other employees how commute and get influenced by them.

2. Date and place

2.1. Thematic leaflet for employees

Date: 05.2017

Place: Municipal building in Ljutomer

2.2. Small competition at the public event

Date: 2.8.2017 Place: Ljutomer, SI

2.3. Motivational workshop

Date: 16.11.2018 Place: Ljutomer, SI

2.4. E-Newsletters

Date: 05.2018, 06.2018, 08.2018

2.5. Promotional posters

Date: 07.2018





2.6. Movie for promotion of sustanaible mobility

Date: 03.2019

2.7. Training for using the application Cesty-Mesty

Date: 11.4.2019 Place: Ljutomer, SI

2.8. Online Competition for rewarding

Date: 05.2019 Place: Ljutomer, SI

3. Number and types of participants/target groups

The target group that have been tackled in all events and in campaign actions were the employees of municipality of Ljutomer. Around 30 employees are working at the city hall and were constantly engaged in the activities. The idea was to include only employees and to made a customized activity which might influence on their travel behaviour and speed up the changes in commuting habit.

4. Implemented actions and links to deliverables, outputs

4.1. Thematic leaflet for employees

For promotion of sustainable mobility, the project thematic leaflet was designed & produced with the interesting facts and figures. The leaflet was disseminated among employees.

4.2. Small competition at the public event

Development agency Sinergija and Municipality of Ljutomer organized together dissemination event where different institutions participated. In order to promote sustainable mobility small competition among employees was organized. The topic of the competition was: Who will be the first from the event point to the city post and back? This was very short tract prepared in 1 km length, competitors (employees) could choose between 4 different travel modes: car, bicycle, walk and scooter. The fastest one was the scooter driver, second was cyclist, third pedestrian and the last one car driver. Whit this really small and effective competition we showed employees that the car is not always the fastest choice especially in city centres.





4.3. Motivational workshop

In November 2017 motivational workshop was organized for employees of Municipality of Ljutomer to promote sustainable modes of commuting. The emphasis was on the carpooling and cycling, because these are 2 options which are most suitable for municipality employees, because of the travel distance between municipality and workplace.

Especially for this workshop carpooling mas was created, where we showed employees with whom they can match. In this case, info cards were also created to exchange information when someone travels and from which place. Map was very good excepted. The map will help raise awareness of carpooling options and hopefully encourage potential users, who did not choose this transportation mode because of the lack of information.

4.4. E-Newsletters

Three thematic e-newsletters were created and spread among municipal employees. 1st was on topic of walking, 2nd on topic cycling and the 3rd one on carpooling. The idea behind the e-newsletter was to get to know employees with the Workplace mobility plan and what measures are anticipated for each pillar. Besides the measures also a few facts on the topic have been presented in order to motivate employees to change the travel behaviour.

4.5. Promotional posters

For promotion of different sustainable modes of traveling 3 posters were designed. Posters are hanged on municipal walls of hallways, to constantly remind employees why the sustainable commuting is important. A few interesting facts (data, pictures) have been provided on the posters.

4.6. Movie for promotion of sustanaible mobility

A campaign video was created. It contains a few flashes of the employees commuting, mostly by cycling and usage of the new bike shed. There are also different factsheets on cycling, waking and carpooling.

4.7. Training for using the application Cesty-Mesty

In the middle of April 2019 training on how to use the application (which was developed by Czech partner) was organized. At the training employees got the information on how to use it and how to match with the co-workers for carpooling. In addition, they learned how to compete against each other in order to be rewarded. The application allows to gathered the points if they commute by sustainable modes, once they reach the pre-set threshold the employees could receive a nice reward (scooter, etc.).

4.8. Online Competition for rewarding

People change their habits if they are rewarded. For this purpose, competition was prepared. In competition cooperated 9 employees from municipality.





5. Expected effects and the response

Development agency Sinergija run many actions to motivate the employees of the Municipality of Ljutomer. Some of them had bigger impact, while others seem had no real affect. The campaign contained different materials (leaflets, e-newsletters) and different actions (trainings, competitions). The large effect indeed had the competition where the employees could win different prices, what stimulated their sustainable commuting. The response was good, especially from thee employees that already commute sustainable way. It was expected that the employees would use more carpooling, but probably they are still not ready to change the habits. The weather conditions also didn't contribute to the better effects as it was rainy the whole April and May.

The Small competition at the public event where simulated the different usage of modes did have effect not only on the employees, but also on other participants of the events. People could learn the facts that the scooter or bike are faster than car when you have to travel within the city centre.

The paper material does not have any effect at all. Employees got them and not even read them. So, working intensively is what matters, as well as the role model within the staff group.

6. Annexes

6.1. Invitation and Agenda

Not applicable. Since the events and activities were held with the municipality, the operational issues were solved orally, by phone or by email. List of participants are provided only for the events.

Page 1

6.2. List of participants

6.2.1. Small competition







CENTRAL EUROPE MOVECIT

LISTA PRISOTNOSTI: Prvi diseminacijski dogodek, Ljutomer, 2.8.2017

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15.	JANJA MLAKAR	GORNJA RADGONA	mlakarjanjaQqmail.com	lanotri
16.	KARMEN JELEN	LJUTOMER	jelen-karmey@yahoo.com	The
17.	Shrintian Joria	LJUTOMER	KRISTJANSONC@GHAL.cm	Yorden
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6.2.2 Motivational workshop

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14.	KARMEN LAH	OBCINA FUTOMER	kanmen. lah@ljutomer.s	1	fair
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Page 3

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6.2.2. Training for using the application Cesty Mesty

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Page 3



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- 6.3. Pictures
- 6.3.1. Thematic leaflet



6.3.2. Small competition at the public event







6.3.3. Motivational workshop



6.3.4. E-Newsletters



-S trajnostno mobilnostjo do zadovoljnih

Mesec MAJ - mesec PEŠAČENJA in KOLESARJENJA

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MOVECIT NOVIČNIK Št. 3

Pedrawijemi Hesec je dkrog in pred vami je novičnik ilit. 1, ki ga pripravijane v sklopu ozaveliče skotj popisica MOVECT, Preditavili smo vam še prednosti in konsti hoje bri kolesar

Lepo vabljeni k branju novičnika ter čim varnejlo in udobnejlo pot nariz delovne mesta vam želimo

a Razvojne agencije Sinengija.





6.3.5. Promotional posters



6.3.6. Movie for promotion of sustanaible mobility

Movie is uploaded in section - annexes.





6.3.7. Training for using the application Cesty-Mesty





6.3.8. Online competition for rewarding









6.4. Media coverage

Not applicable

6.5. Web-links

Not applicable.