

WEBINAR YEAR-ROUND ACTIVE MOBILITY SCHOOL CAMPAIGNS

14th January 2026



Interreg
Baltic Sea Region



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Agenda

- 1) Introduction to BATS
- 2) Best practice examples of school campaigns in
 - Gdynia
 - Kiili municipality
- 3) Introduction of Citizen Activation Guide
- 4) Breakout Sessions





The challenge

Active mobility drops substantially in bad weather, dark times and winter season:

- **Infrastructure is neither suited nor maintained** for adverse light and weather conditions
- Active mobility is **not attractive / feasible year-round**, does not feel safe for many user groups





OBJECTIVE

BATS equips (local) public authorities with new technical knowledge, tools, and working methods to help them facilitate active mobility (walking and cycling) as a year-round transportation option.



Who are we?

Consortium: 12 partners, 7 countries

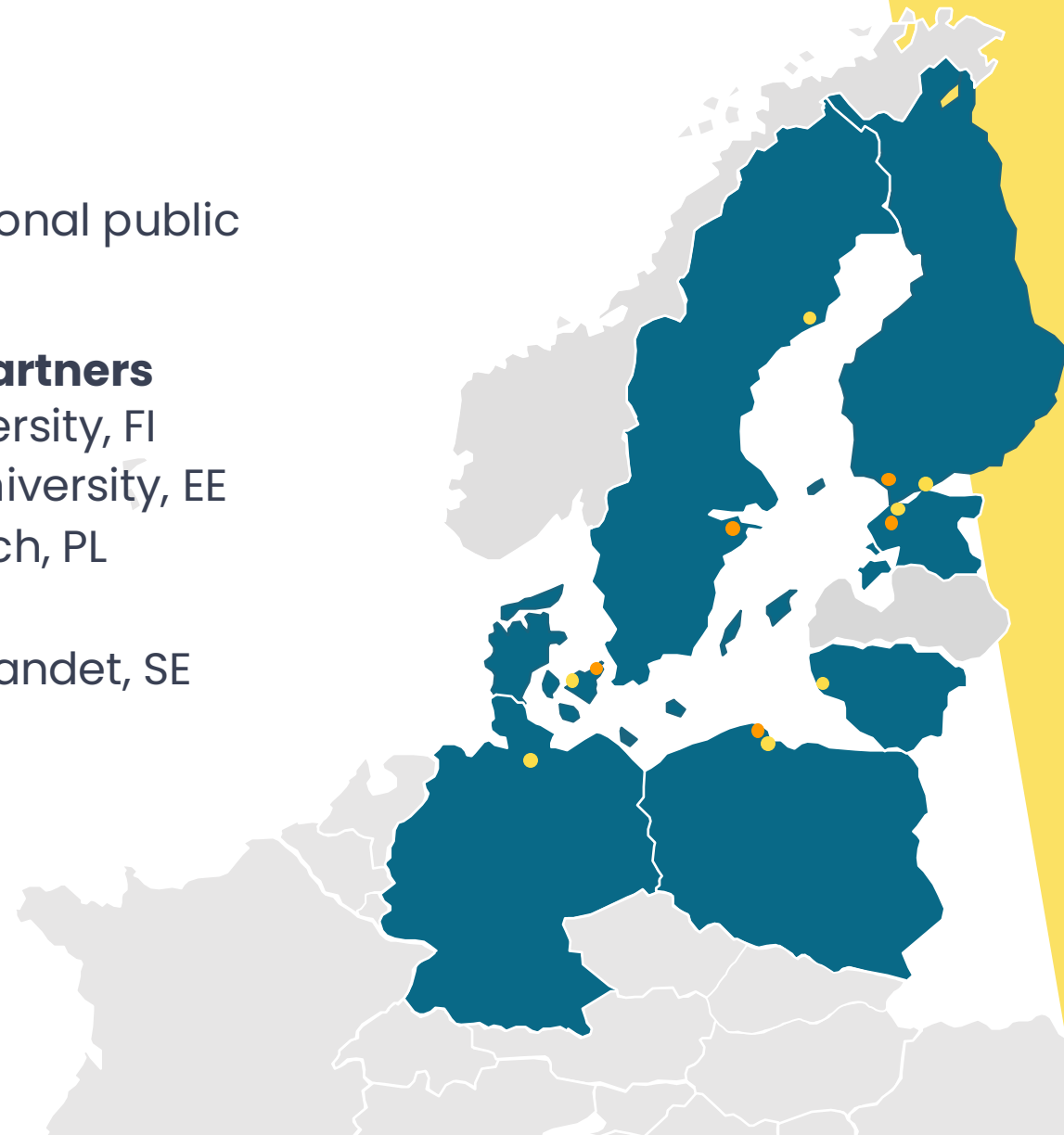
45 Associate organisations incl. 19 local and 11 regional public authorities

● **Public authorities (pilot cities)**

1. Hamburg-Altona & LSBG, DE (LP)
2. Umeå, SE
3. Gdynia, PL
4. City of Porvoo, FI
5. Kalundborg, DK
6. Klaipeda Public Transport Authority, LT
7. Union of Harju County Municipalities, EE

● **Knowledge Partners**

8. Aalto university, FI
9. TalTech University, EE
10. Gdansk Tech, PL
11. Gate 21, DK
12. Cykelfrämjandet, SE





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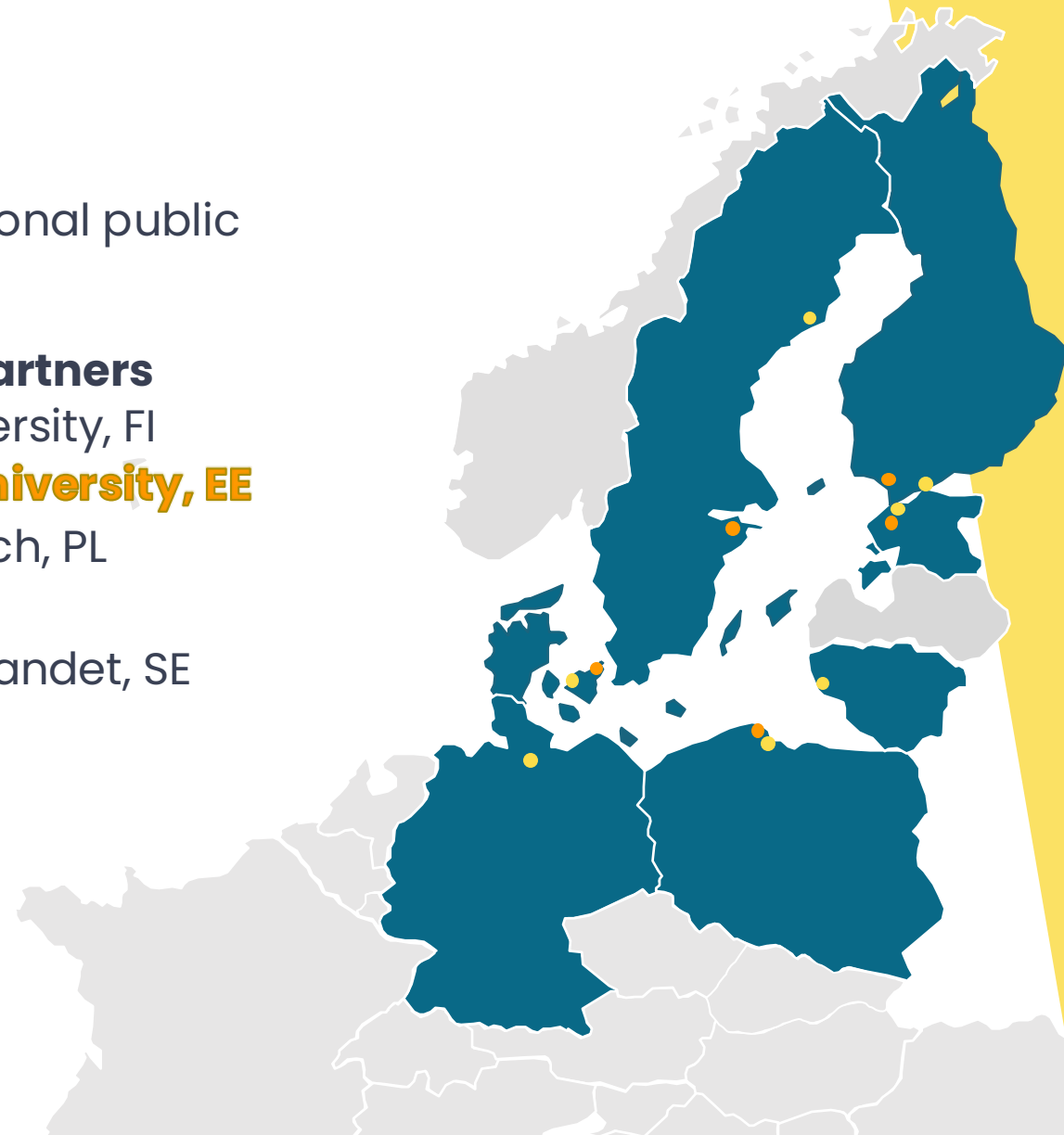
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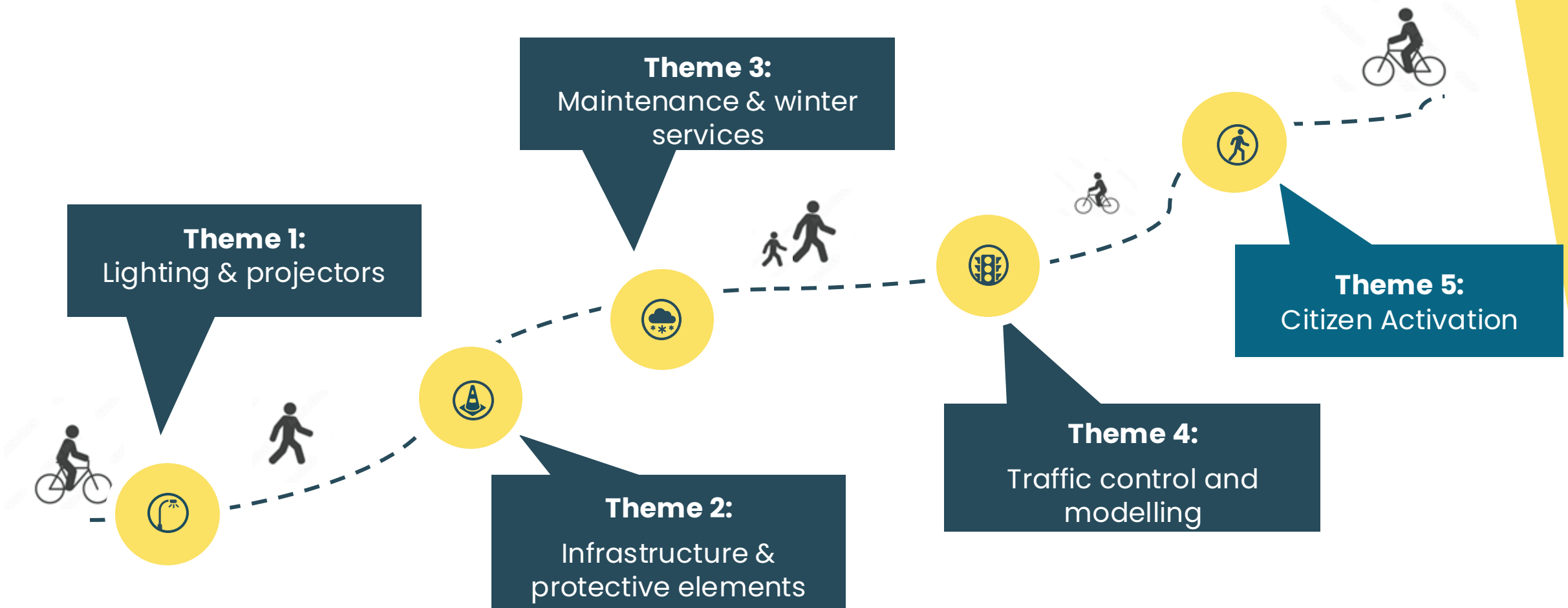
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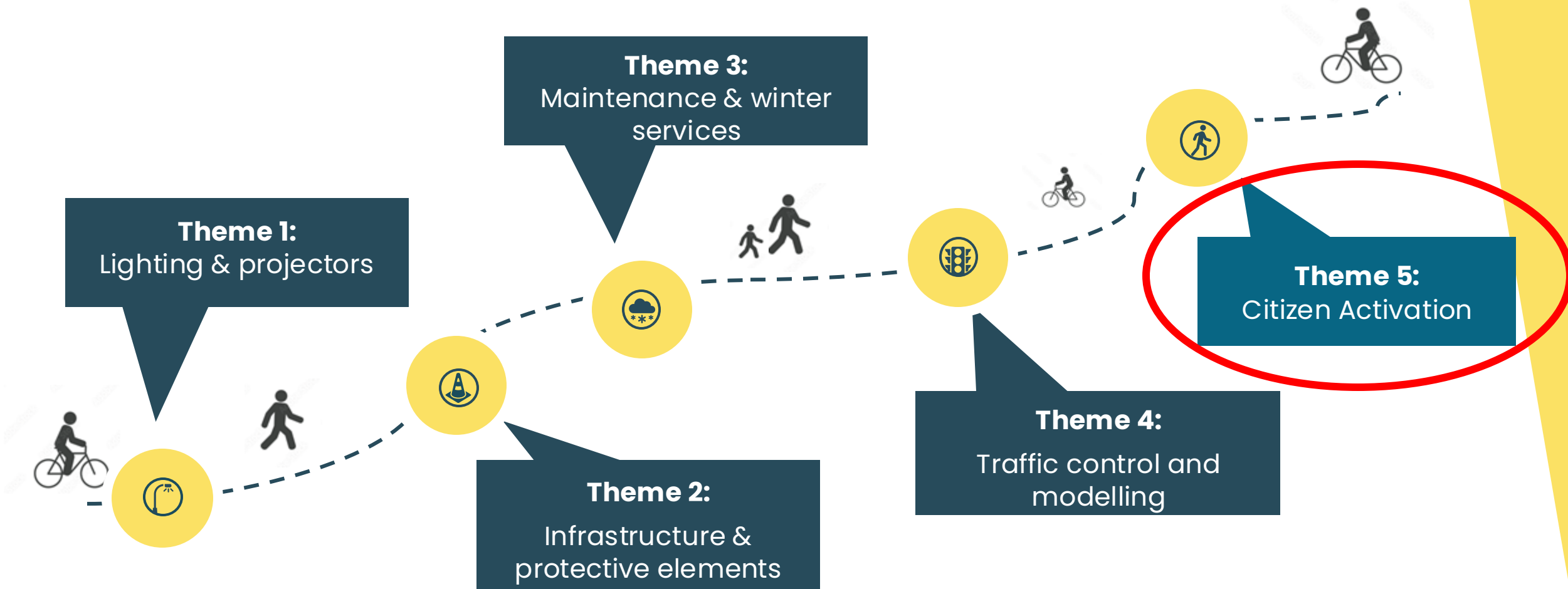


BATS addresses 5 dimensions of year-round active mobility planning (YRAM)





BATS addresses 5 dimensions of year-round active mobility planning (YRAM)



BATS THEMATIC EXCHANGE YRAM SCHOOL CAMPAIGNS

How to Organize Effective Campaigns: Gdynia Case Studies



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Educational Mobility Campaigns in schools and kindergartens since 2012



Objectives

- Developing a transferable market segmentation model
- Successful targeted marketing campaigns implemented in partner cities and changes in public attitudes and behaviour
- Build competence & capacity to increase and accelerate the take up and transfer of best practice across Europe

AIM OF CAMPAIGNS:

1. reduce car traffic near public kindergartens and primary schools in Gdynia,
2. increase the safety of children of preschool and school age during their daily journey to the facility and educate children about road safety,
3. promote sustainable ways of moving around the city during daily journeys among the youngest residents of Gdynia and their parents, in particular walking,
4. encourage parents of children attending public kindergartens and primary schools in Gdynia to lead a healthy lifestyle by regularly taking their children to the facility instead of driving them by car.





Segmentation process

- Our target groups are initially segmented by being in a life change moment: e.g. moving house, having a child, changing job, taking a child to the primary or secondary school
- Further segmentation takes place by an attitudinal survey
 - Long questionnaire about mobility behaviour, about attitudes towards the different mobility options, environmental and safety topics and about socio-demographic data
 - paper-pencil or online-version



SEGmented Marketing for ENergy efficient Transport



INTELLIGENT ENERGY
EUROPE



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Campaign design: some central questions



- What is the objective of the campaign?
- What are the promising segments to target?
- Who are we talking to?
- What do we want them to feel/ to do?
- What do we want to say?
- What are the core 'messages'?
- Why should they believe it?
- With which media will we work?
- Shall we provide any services for the target group?
- Shall we provide any events?



SEGmented Marketing for ENergy efficient Transport



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Safety audits of the school area

The audit should be carried out not only around the school building, but also in the immediate vicinity (e.g. 300 m, if we want to include such an area in a traffic calming zone)

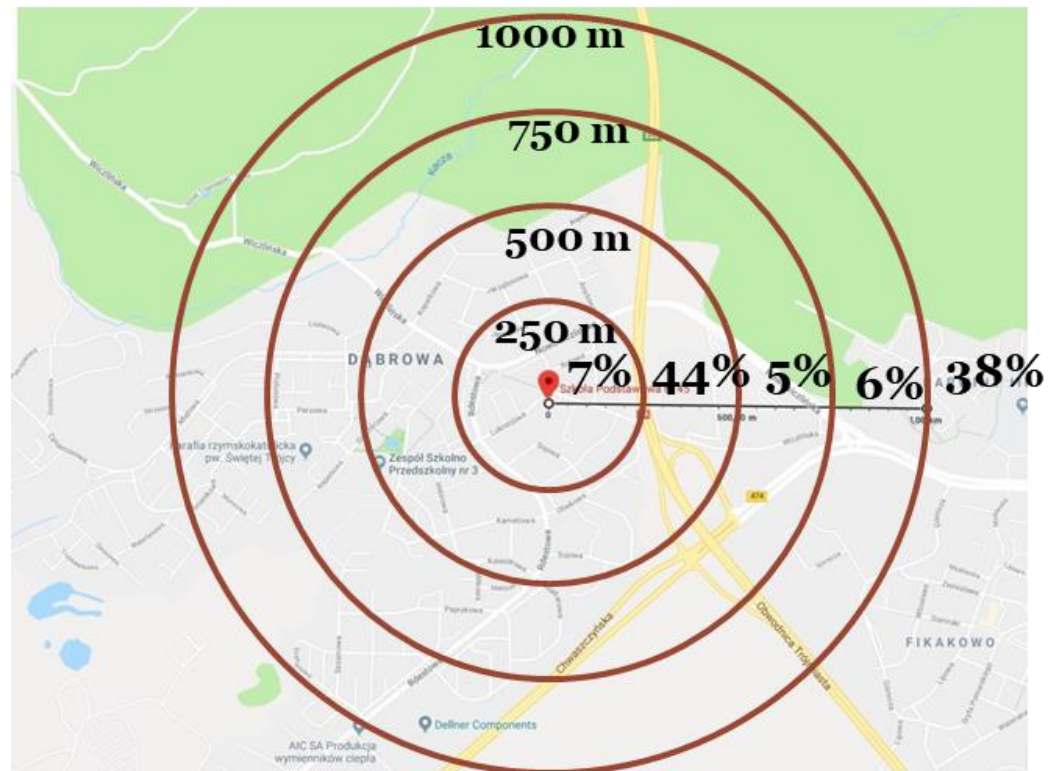




Workshops with parents and teachers

We conducted research in primary schools and preschools regarding transportation choices to educational institutions.

Analysis of the distance (km, time) children take to get to school/preschool.



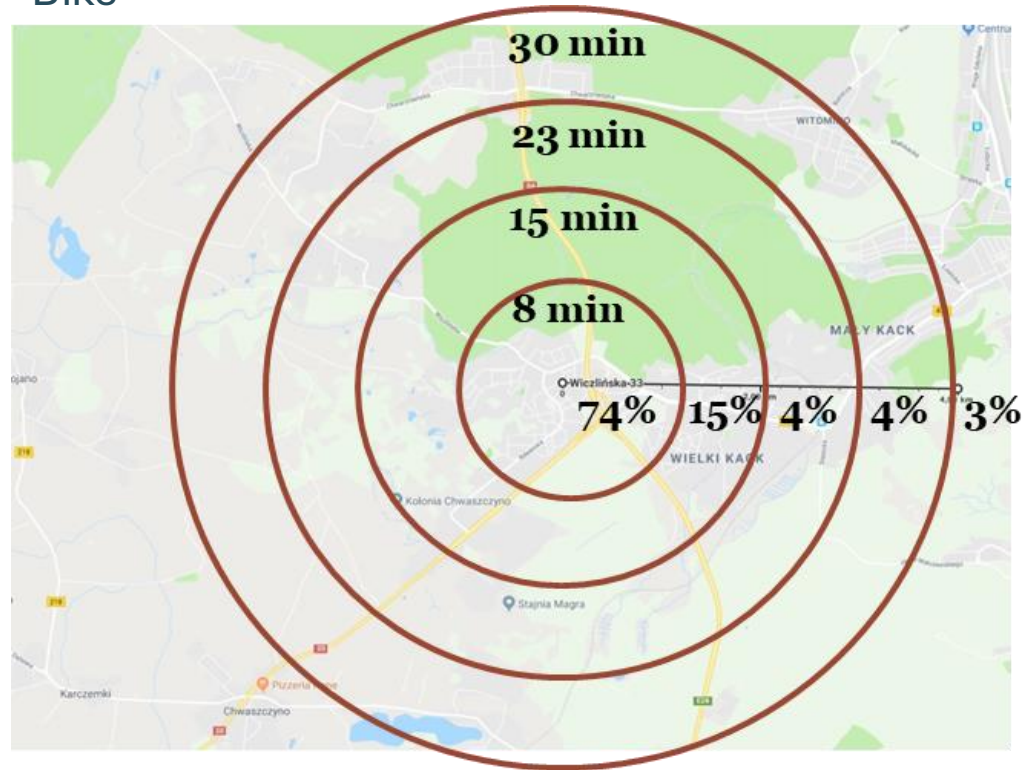
Distance to school from home



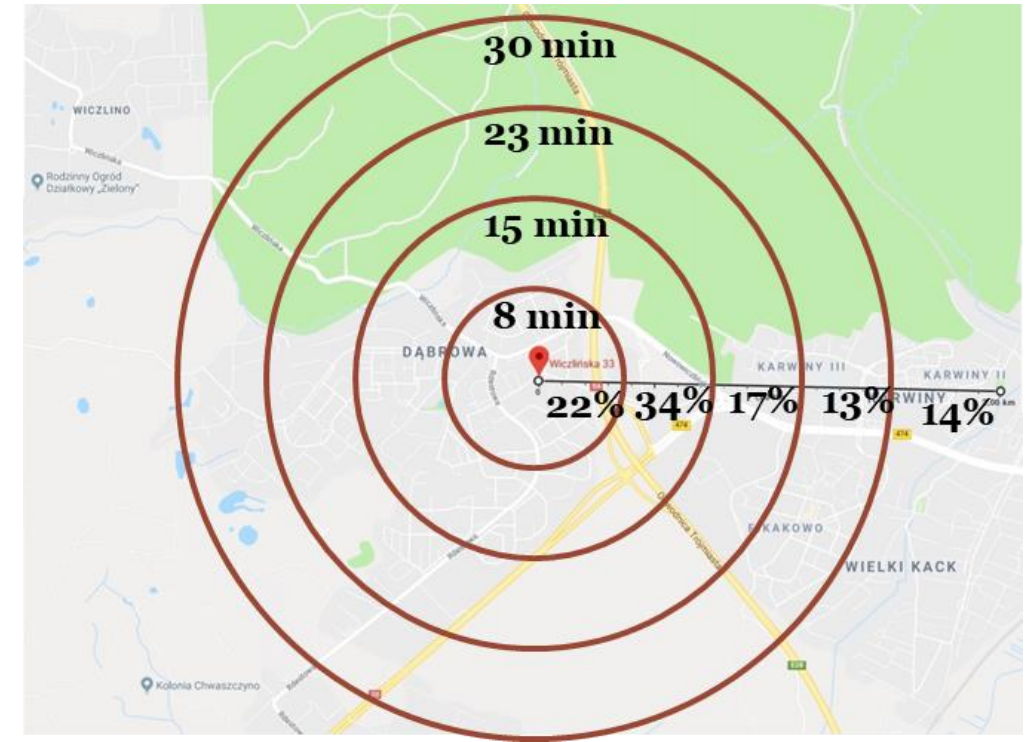
Analysis of time and distance to school

We conducted analysis of the distance (km, time) children take to get to school/preschool. We analysed dangerous spots/problematic places – in cooperation with the school Staff

Bike



On foot





Safety improvements near schools – adjusted to type of road and area



Walking bus campaign













A newsletter for parents – informative and raising awareness of safety issues, common mistakes, and emerging threats.

Educational activities for pupils in the InfoBox on various aspects of sustainable transport in Gdynia.

Improving the comfort of travel near schools, e.g., by installing air quality sensors (and analyzing their data).

Workshops with school staff on mobility plans.





”





Wybierz skąd „Odprowadzam Sam” razem zmotywujemy ciach samochodowy przy naszych przedmiotach i szkolach oraz iluśmy z powietrzu, którym oddychamy.



Wpisz numer grzechotki oraz grupy!



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Educational materials addressed to teachers were sent to kindergartens and schools participating in the campaign. The workbooks that were sent to teachers contained tasks related to active mobility, road safety and personal culture in public transport.





Stage Two – Performance by the Gdynia Główna Theatre

As a thank you for childrens involvement in the campaign, children and their teachers were invited to a performance by the Gdynia Główna Theatre entitled “Why We’re Not Flying to the stars ?” Including ecology aspects and saving Planet Earth.





Workshops in schools and kindergartens.

In Dec 2024, Christmas theme workshops were held in kindergartens and schools. Sustainable Mobility Department, together with agency, dressed as Mrs. Claus, the Snow Queen and an Elf, introduced children to the topic of sustainable mobility. Children learned a song on the advantages of moving around on foot, by bike and by scooter.

Then children were asked what means of transport they used to get to kindergarten or school, which was an excellent opportunity to talk about the benefits of choosing sustainable means of transport.





Charades game, which was also very popular. The slogans were a pretext for a conversation about safety and responsible behaviour on the road. Thanks to this game, the children learned or expanded their knowledge on trolleybuses or cargo bikes (popular in Gdynia)



At the end of the workshops children received gifts. Each package contained road safety gadgets and those connected to YARM with reflective elements: scarf, an elastic band, a keychain in the shape of a sun, a carrier bag. Additionally, the children were given exercise books with fun related tasks on YARM.



worek na plecy z odblaskiem



chusta odblaskowa





Stage four – surveys

In order to assess changes in transport behaviour and assess the effectiveness of the “Odprawadzam sam” campaign – autumn-winter edition, a survey was conducted among three target groups:

1. Children participating in the campaign,
2. Teachers participating in the campaign.
3. Parents of children participating in the campaign,



Analysis of the results of surveys of children participating in the campaign
The surveys were conducted by teachers at two stages of the campaign:
at the beginning (Oct 2024) and at the end (Dec2024).

26 surveys were received –groups participating in the campaign. A total of over 500 children participated in the survey. At the beginning of the campaign, responses from 522 children were analysed, while at its end – from 511 in 2024.

In2025, 44 kindergartens and 16 schools of grade "0" took part in the campaign. 5551 children took part in the campaign, 224 groups.





Jak szkoła to dwa koła





Jak szkoła
to dwa koła

Workshops researching the needs of secondary school students were held in January 2025 at secondary schools. The students developed the campaign from start to finish with the help of Gdynia City Hall employees. Their suggestions were incorporated into the campaign's implementation. Eight secondary schools, 240 students participated in the workshops.





Questions that we asked students

1. Come up with a **slogan** for a cycling promotion campaign. Explain why.
2. Develop the main **assumptions** of the cycling promotion campaign (duration, location, and how to promote it, e.g., social media, posters, and events).
3. What would encourage you to cycle to school more often?
4. What do you think your school could do to encourage more students to use bicycles?
5. What people (e.g., specific influencers) could motivate you to participate in the campaign?
6. What rewards would you like to receive as part of the





Key Campaign Activities

- Organization of the "School means, Two Wheels" cycling competition– a competition for secondary school students using the "Active Cities" app, in the following categories:
- trips to and from school, recreational trips
- Organization and distribution of cycling breakfasts.
- Organization of educational and recreational outings– one-day outings for the three winning schools (e.g., water park, bowling alley, educational and recreational facilities).
- Electric bike rentals for schools– two electric bikes provided for educational and promotional purposes.



Jak szkoła
to dwa koła



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Jak szkoła, to dwa koła (School means two wheels)



Campaign objective:

- Promote everyday cycling to secondary schools
- Build long-term active and sustainable mobility habits

Target group:

- Students of upper secondary schools in Gdynia
- Promotional materials reached 5,951.00 students, that is, 212 classes , 11 schools, A total of 941 students took part in the activities



- Promotional and educational competitions: film competition photo competition, art competition connected do enviromental issues and active mobility
- School Initiatives– Local activities organized by schools (e.g., bike trips, environmental workshops)



Bike ride with AJ



Jak szkoła
to dwa koła

Workshops with Influencer

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Jak szkoła
to dwa koła



Photo
competition



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Jak szkoła
to dwa koła

Art competition



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SUMPs for BSR



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Jak szkoła to dwa koła

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- Influencer Involvement– Influencer (Adam Modzelewski – ajthepolishamerican) participated in promoting the campaign and leading workshops for students.
- Campaign Closing and Awards Ceremony– A ceremonial summary of the campaign in Polsat Plus Arena Gdynia, awarding diplomas, gift cards, and thank-you notes to participants, coordinators, and schools
- 500 students participated in the ceremony



Jak szkoła
to dwa koła



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SUMPs for BSR



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Jak szkoła
to dwa koła



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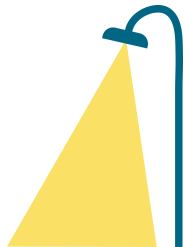
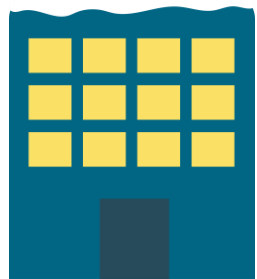
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Thank You!

***Agata Ludwiczak
Alicja Pawłowska***

***Traffic Management and Mobility Unit
Gdynia City Hall***



School campaigns in Kiili municipality



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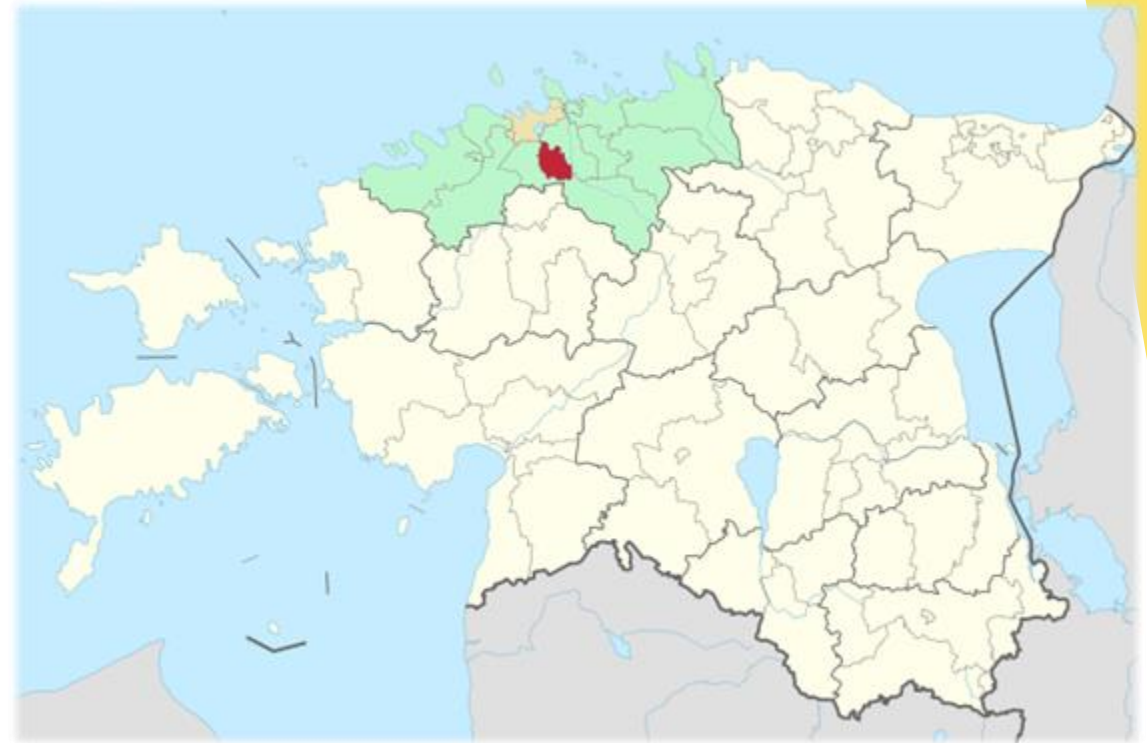
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Kiili Municipality

- Located about 20 km from Tallinn city center.
- One of the smallest municipalities in Harju County by territory, population 7 472 and growing.
- One centrally located high school (7-19 YO), 1000+ students.
- Kindergarten operates in five different buildings across the municipality, 500+ children.
- Large proportion of residents work in Tallinn and commute daily.
- Good bus connection, about 36 departures per day.





School Campaign in Kiili Gymnasium

Our main goal is:

to get and keep everyone actively moving – young and old – for healthier, safer, and stronger communities.

This initiative brings together local authority, schools, kindergartens, students, teachers and parents, and local businesses – all working together to make active mobility a part of everyday life.



Photo Maaris Tõlp



Key Questions of the Campaign: why-whom-how

WHY – to promote year round active mobility (YRAM) and to reduce daily car use.

WHOM – Understanding Target Groups

- Chosen target groups: parents, children, teachers.
- Analyze their needs, motivations, and barriers (personas).
- Create an approach and action plan.



Photo Maaris Tölp



Key Questions of the Campaign: why-whom-how

HOW –Engaging and Nudging the Target Group

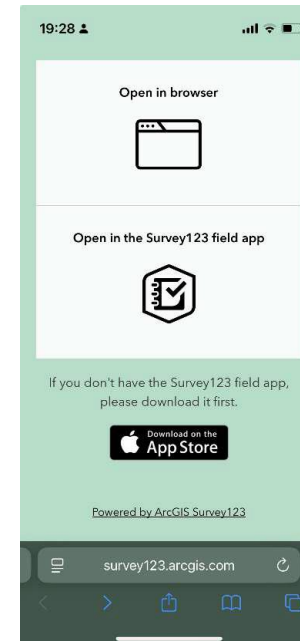
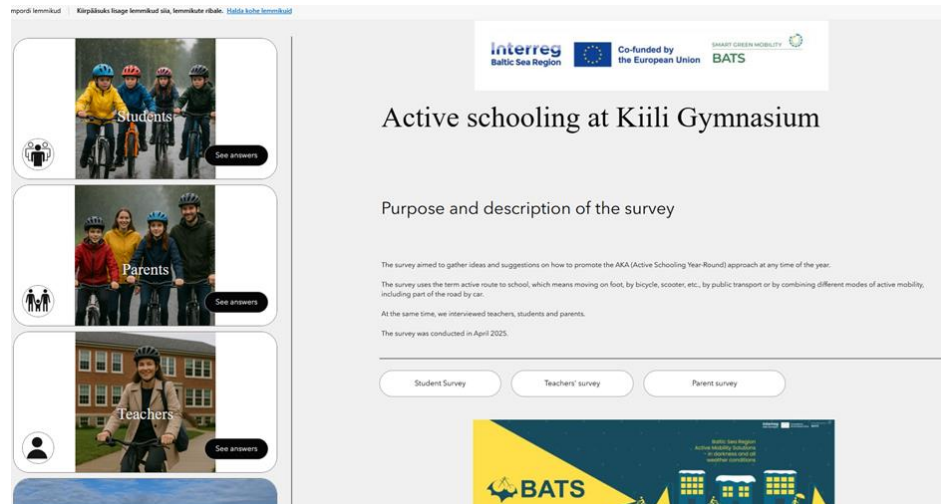
- Use data collection also for nudging.
- Conduct engaging campaign activities.
- Collect feedback from participants.
- Analyze results to improve effectiveness.
- Keep campaign plan flexible and change according to feedback.
- Use a participatory approach to involve everyone.

*If we want to change people's **behaviour**, they must have the capability, opportunity and motivation*



Data collection – designing and launching questionnaires

- Promotional video to engage the target groups.
- Using digital interactive technologies.
- The questionnaire was answered by **558** students, **64** teachers and **124** parents.





Students – 558 answers

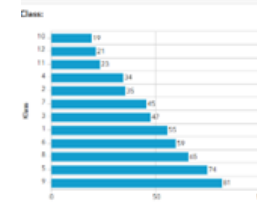
What do you think is the **most positive impact of going to school by active modes?**

- Most popular answers – gives freedom and improves physical fitness.

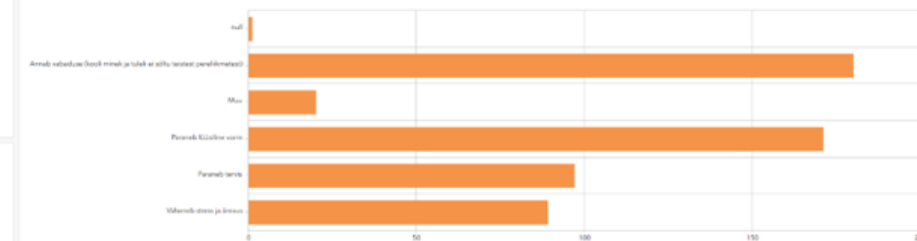
What makes cycling to school difficult all year round?

- Most popular answers – bad weather, more time consuming compared to a car, need to carry extra items.

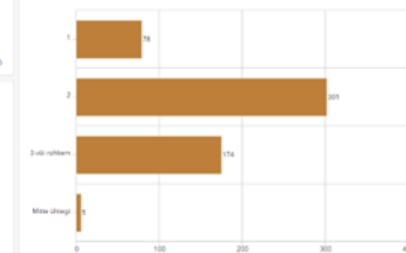
Vastanute arv
 **558**



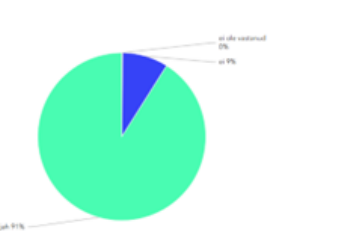
In your opinion, what is the most positive impact of an active school journey on children?



How many cars are there in your family?



Do you have a bicycle or the opportunity to use one?





Parents– 124 answers

In your opinion, what would change your **habit of taking your child(ren) to school by car?** (multiple answers)

- 47% chose – improving the quality of roads and public transport
- 27 % chose – no need to use car every day
- ~ 20% chose – school programs that support children's self confidence
- ~ 20 % chose – to give more independence for children
- ~ 20 % chose – restricting car access near schools
- etc



Highlights on my way to school and uncomfortable places on my way to school



Cycling week and day in April 2025 – “Joy of Cycling” Rattarõõm (70-80 participants)



Activities:

- Setting up a bicycle track
- Cycling classes for 3-rd grades
- Obstacle courses, cycling games
- Bicycle maintenance tent and equipment pop-up shop
- Snacks and pop-up student cafe
- Concert by students
- Rap artist and influencer sām
- Prizes for winners



Winter tire installation day – “Bike tuning” Rattatuuning (14.11.2025)



- In collaboration with Kiili Municipality and school and bicycle retail company Veloplus
- 25% discount to buy winter tires by Veloplus and 10% discount by project to 40 first buyers
- **70 tires** were replaced,
- tire changing was free and on place, all done in just one day.
- Promotional video
<https://www.youtube.com/watch?v=sv0-KjPdBJA>



Photos Maaris Tõlp



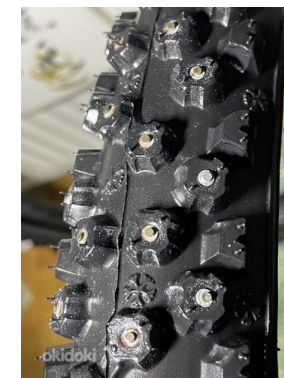
Bike count in the school parking lot

2024/2025 academic year

Date	Weather 8 AM	Bikes	Scooters
02.10.2024	7°C	131	16
06.12.2024	-5°C	35	1

2025/2026 academic year

Date	Weather at 8 AM	Bikes	Scooters
07.10.2025	9°C	165	21
05.12.2025	1.5°C	86 (32 with winter tires)	
08.01.2026	-10°C	43	4



Cycling in winter beginning of 2024 vs the end of 2025





New safety feature

In 2025 a **motion activated** street crossing traffic sign **lighting** installed near Kiili school.

Result: higher (perceived) safety





Media coverage



TULE KOHALE ja võta ratas kaasa! Homsel rattapäeval teeb mehaanik sinu jalgrattale lihtsama ülevaatushoolduse TASUTA. Lisaks saab kaasa kingituseks **Kiili Sport** logoga kella. 🕒 Vaata rohkem ürituse kohta siit: [Jalgrattapäev "Rattarõõm"](#)



Vartiuses Euroopa kolmas koht | [Harrastusteatri festival](#) | [Tule opilasmalevasse](#) | [Valla spordileiu](#) | [Rattaroom toob esinema sam-l](#)



KIILI LEHT

KIILI VALLA AJALEHT / WWW.KIILIVALD.EE



„Lastele meeldivad väga jooksu- ja rattauritused, neid on lihtne kaasata ja alati võetakse rõõmuga osa.“

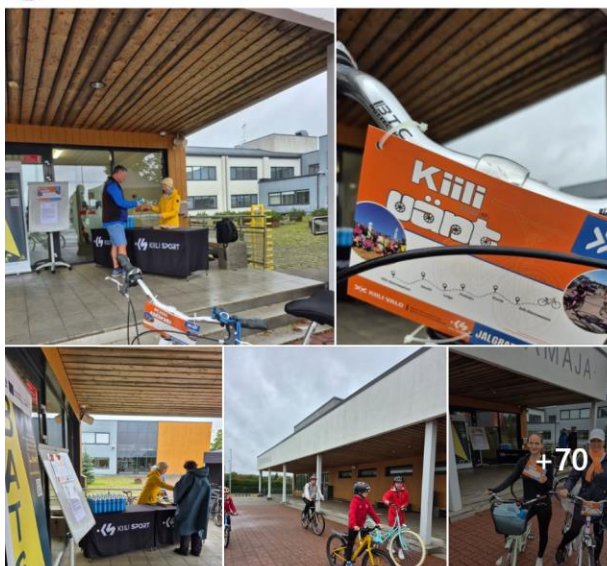
Toomas Ellmann,
valla spordijuh





Media coverage

Kiili vald lisas albumisse **Jalgrattamatk "Kiili vânt 2025"**
Avaldas Kristi Lehiste · 23. september 2025 ·



Kiili Gümnaasium G - Jälgib
Kiili Gümnaasium - originaal
ET 14. NOVEMBRIL KORRALDAME KOOLIS
Info ja registreerimine: <https://forms.gle/uGQDIV2hj5Uwgxm9>

Kiili Vallavalitsus
Avaldas Kristi Lehiste · 17. september kell 10:20 ·

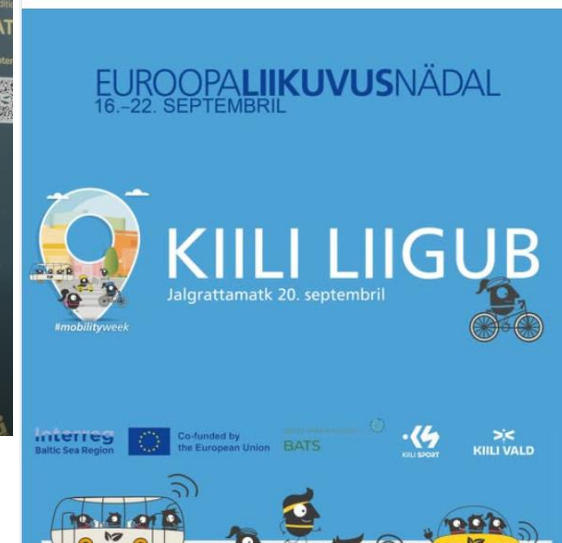
Kiili liigub – Euroopa liikuvusnädal 2025
16.–22. september tähistame üle-euroopalist liikuvusnädalat! Selle raames olete oodatud jalgrattamatkale "Kiili vânt" laupäeval, 20. septembril algusega kell 11.00 Kiili Gümnaasiumi eest.

Euroopa liikuvusnädal (European Mobility Week) on Euroopa Komisjoni juhitud teadlikkuse tõstmise kampaania säästva linnaliikuvuse teemal. See julgustab käitumisharjumuste muutusi aktiivse liikuvuse, ühistranspordi ja muude keskkonnasõbralike ja nutikate transpordilahenduste kasuks.

Proovi nädala jooksul erinevaid liikumisviise – jätta auto koju ja vali jalgsi, rattaga või muu keskkonnasõbralik liikumise viis.

Kiili vald kutsus kõiki vallaelanikke aktiivsest liikumisest osa saama, seda iga ilmagal!

#kiilivald #mobilityweek #liikuvusnädal #kiilliliigub #kiillsportdib Kiili Sport Harjumaa Omavalitsuste Liit





Kiili focus: school & community

- School as a change driver
- Community involvement



Communication challenges

- Car-centered habits
- Safety concerns
- Weather & darkness
- Parents as decision-makers



Bikes in front of Kiili Gümnaasium 8th of January 2026.



LISTEN first



Positive, not moralizing

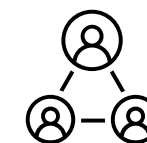
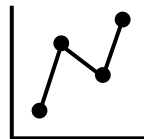


Visibility through action



From data to action

- **Surveys:**
- 558 students
- 124 parents
- 64 teachers



Nudging:



- Events: Cycling day, competitions, music, influencer, social activities, community bicycle hike.
- Practical solutions: maintenance, winter tyre installation.



Safety communication

- Flashing-light crossing activates when people approach
- Clear signal to drivers

What worked?

- Real action
- Positive media coverage
- Strong school involvement
- Credibility → Community trust



Pedestrian crossing next to Kiili Gümnaasium 2026.



Lessons learned



Kiili keeps cycling

- Listen first
- Make safety visible
- Combine soft and hard measures

Looking ahead

- Repeat survey
- Cycling education
- Continuous events
- Activate community



Kiili Vânt bicycle hike, photo taken near IKEA.

CITIZEN ACTIVATION GUIDE

Jaana Merisaar

Tallinn University of Technology



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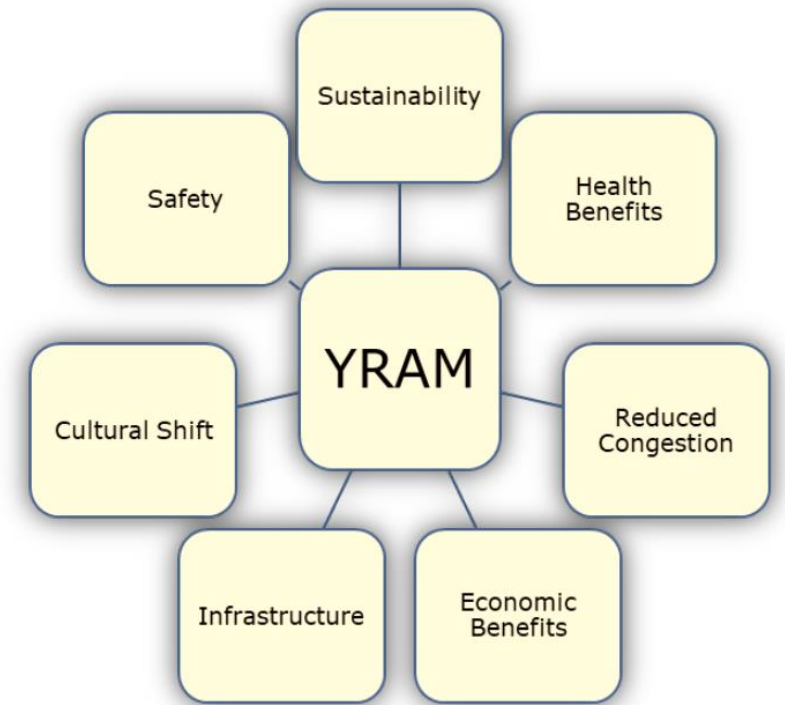


 PURPOSE

Why This Guide Matters

The Challenge

Transport accounts for 30% of household emissions. Traditional planning favours cars and warm weather, leaving active mobility underutilized in darker, rainier and colder months.



Key points related to YRAM

The Solution

Year-Round Active Mobility (YRAM) addresses environmental, health, and economic challenges through systematic citizen engagement and strategic planning.

[LINK TO GUIDE](#)

YRAM Benefits Across Sectors

Emission Reduction

Transport sector's share of household emissions can be significantly reduced through active mobility.

Health Improvement

Regular cycling reduces heart disease risk and combats sedentary lifestyle impacts.

Economic Value

Cycling industry creates more jobs per turnover than automotive manufacturing.

YRAM aligns with multiple Sustainable Development Goals:



The CAG Canvas Approach

A structured three-component framework guides planners through systematic engagement:



WHY

Understand benefits, current situation, and engagement goals for YRAM in your area.



TO WHOM

Analyse needs, motivations, and barriers. Create personas representing different community segments.



HOW

Select participatory and nudging approaches. Execute campaigns with continuous feedback.





CAG Canvas: First take time to focus on why and to whom -> HOW

WHY? Fill out and analyse

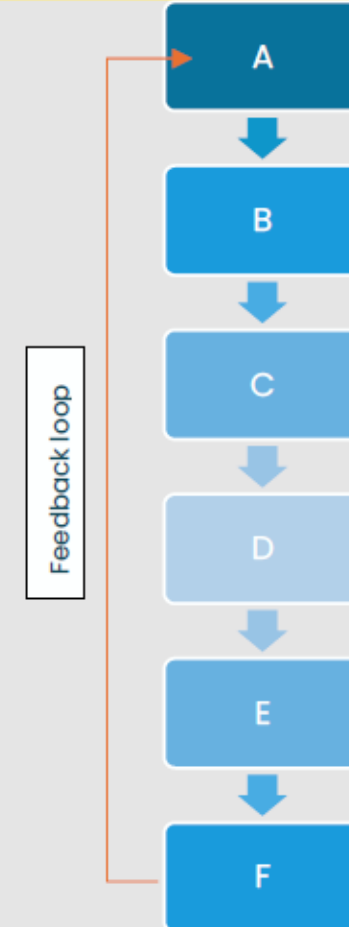
What is the current AM and YRAM situation in your area?
What other YRAM-related processes or strategies are currently in place in your area?
Why does your city/area/(pilot)site need citizen engagement?
What is the goal?

TO WHOM?

Survey, interviews, focus groups etc -> Personas

HOW?

Approach selection: Participatory and/or nudge
Execution of action step by step



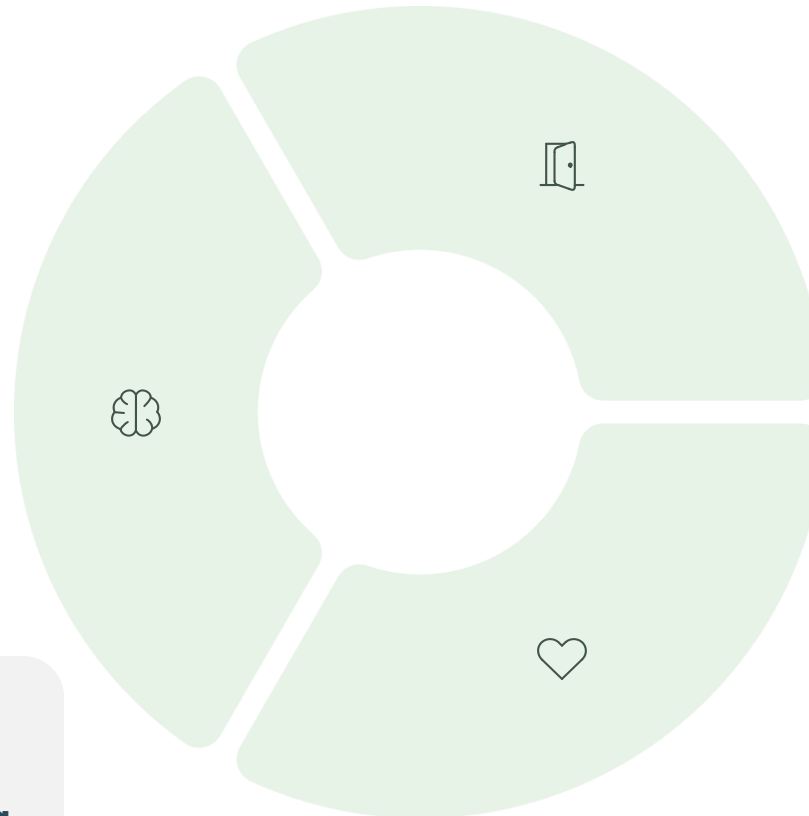
Understanding Behaviour Change

The **COM-B model** provides a framework for activating citizens toward YRAM:

Capability

Psychological and physical ability to engage in active mobility behaviours.

Behaviour change requires modifying at least one component. These elements interact through feedback loops, creating dynamic systems.



Opportunity

External factors—infrastructure, resources, social networks—that enable behaviour.

Motivation

Internal processes that trigger or inhibit behaviour, determining action over alternatives.

Know Your Target Group

Why Personas Matter

Personas are research-based models representing real people's behaviours, motivations, and limitations. They ensure **design decisions meet user needs**.

- Enable targeted interventions addressing specific barriers
- Increase project success through user-centered solutions

Elderly And Low Income Without Cars



Pippa

- **Age:** 76
- **Lives:** Aldsworth, Gloucestershire
- **Household composition:** Widowed, lives alone with her dog
- **Employment:** Retired for 18 years, former Midwife
- **Disability/Health:** A visual impairment and a spinal condition
- **Tenure:** Renting a retirement apartment
- **Interests and concerns:** Loves literature and writes short stories; worries about climate change and the cost of energy bills
- **Driving licence:** Yes, full

General transport habits

Pippa has a free bus pass but struggles to use it – her spinal condition makes bus journeys uncomfortable, and even waiting at a bus stop is challenging. Her primary journeys are trips to the hospital and to the vets, for which she usually needs a lift from her daughter. Due to her health conditions, she is unable to walk very far. On a good day she takes the dog for a walk.

Pippa used to drive but, due to worsening visual impairments and headaches, had to give it up. She got rid of her car 8 years ago. Previous to that, she had used her car frequently to meet up with friends and family. Without her car she hardly goes out unless it is necessary, and as a result she feels isolated from friends and family.

Frequent journey

Getting a lift to the hospital, every fortnight.

- ✓ Car is comfortable for her spinal problem; walking to the bus stop is not an option and the bus journey is uncomfortable
- ✓ Car lift is free, a taxi journey would cost her £30 each way and she's not aware of dial-a-ride services
- ✗ Two nearest train stations are 9-10 miles away, so not accessible to Pippa
- ✗ Daughter has to make a long round trip in car to take Pippa – 25 miles to pick Pippa up, then drive to the hospital, then drop Pippa home and drive another 25 miles back

"I can't get there without my daughter driving me to Salisbury. I just had to cancel an important appointment at the hospital because I simply couldn't get there and she wasn't able to help me that day. So it's being delayed by 4 months."

Less frequent journey

Emergency taxi trips to look after grandchildren, every couple of months.

- ✓ Local taxi firm is available to get Pippa to her daughter's house when her daughter is called away for work unexpectedly
- ✗ Is expensive, especially if traffic is bad, sometimes around £100
- ✗ Can be very stressful as taxis aren't always available immediately or sometimes arrive late
- ✗ Means leaving the dog alone unexpectedly as taxis won't take the dog

"Any travel presents me with so many problems I have kind of given up and don't attempt any journey alone. Car is the only real option for me but I can't drive with my vision problem."

Opportunities for Change

Key factors in decision making:

- Need – trip to hospital or vets
- Limitations – various health conditions make walking very difficult

Would like to use trains more:

- ✗ Extreme discomfort on board the train due to spinal condition
- ✗ Hard to walk any distance
- ✗ Lack of local train station

"In my dreams I can use a mobility scooter to go to my local station – it used to be a mile away – and I'd be able to get a train to Salisbury, my home town. It will never happen but it's the only way I could ever hope to travel independently."

Potential for switching to car use in the future:

- ✓ Would enable spontaneous trips to shops or to visit friends and family
- ✓ Would make going to the vets or the hospital much easier
- ✗ Health is too poor to drive herself – visual impairment; not allowed to drive
- ✗ Worried about the state of the roads – too dangerous for her, even if she was physically able to drive

Creating Effective Personas

Combine quantitative data (surveys, travel patterns) with qualitative insights (interviews, expert panels) for well-rounded profiles.

1. Collect diverse data sources
2. Segment population using statistical analysis
3. Design base profiles for each segment
4. Enrich with specific characteristics and needs

Data Collection Methods



Quantitative Tools

Surveys identify patterns and trends across large populations. **Mobile and sensor data** provide real-time mobility tracking.



Qualitative Tools

Interviews explore individual experiences. **Focus groups** reveal community sentiments and shared challenges.



Observational Methods

Direct observation captures **real-time behaviour**, especially during weather extremes or high-traffic periods.



Key Considerations

- Address seasonal variations in mobility
- Assess infrastructure adequacy and safety
- Understand motivations and barriers
- Consider diverse demographics
- Establish longitudinal tracking

Modular Citizen Survey questionnaire template for YRAM

1. **What is your most frequent journey?**
 - To work/school/university
 - To leisure activities/daily errands/friends
 - To places for recreation and well-being
 - Other, please specify:
2. **Approximately, what is the distance of your most frequent journey (door to door)?** If the distance varies, choose the most frequent distance.
 - Less than 3 km
 - 3-5 km
 - 6-10 km
 - 11-20 km
 - 21-50 km
 - More than 50 km
 - I don't know
3. **How do you most often travel to and from work, studies, or other activities that you regularly visit, during the winter?** By winter we mean October to March. Choose the option you use most frequently.
 - On foot
 - Bicycle
 - Public transport
 - Car alone
 - Car with members from the household
 - Carpooling (through an app or an agreement with colleagues/neighbours or others)
 - By a combination of several modes of transport
 - Other, please specify:



HOW

Participatory Approaches

Citizen participation ranges from passive to active engagement:

Informing

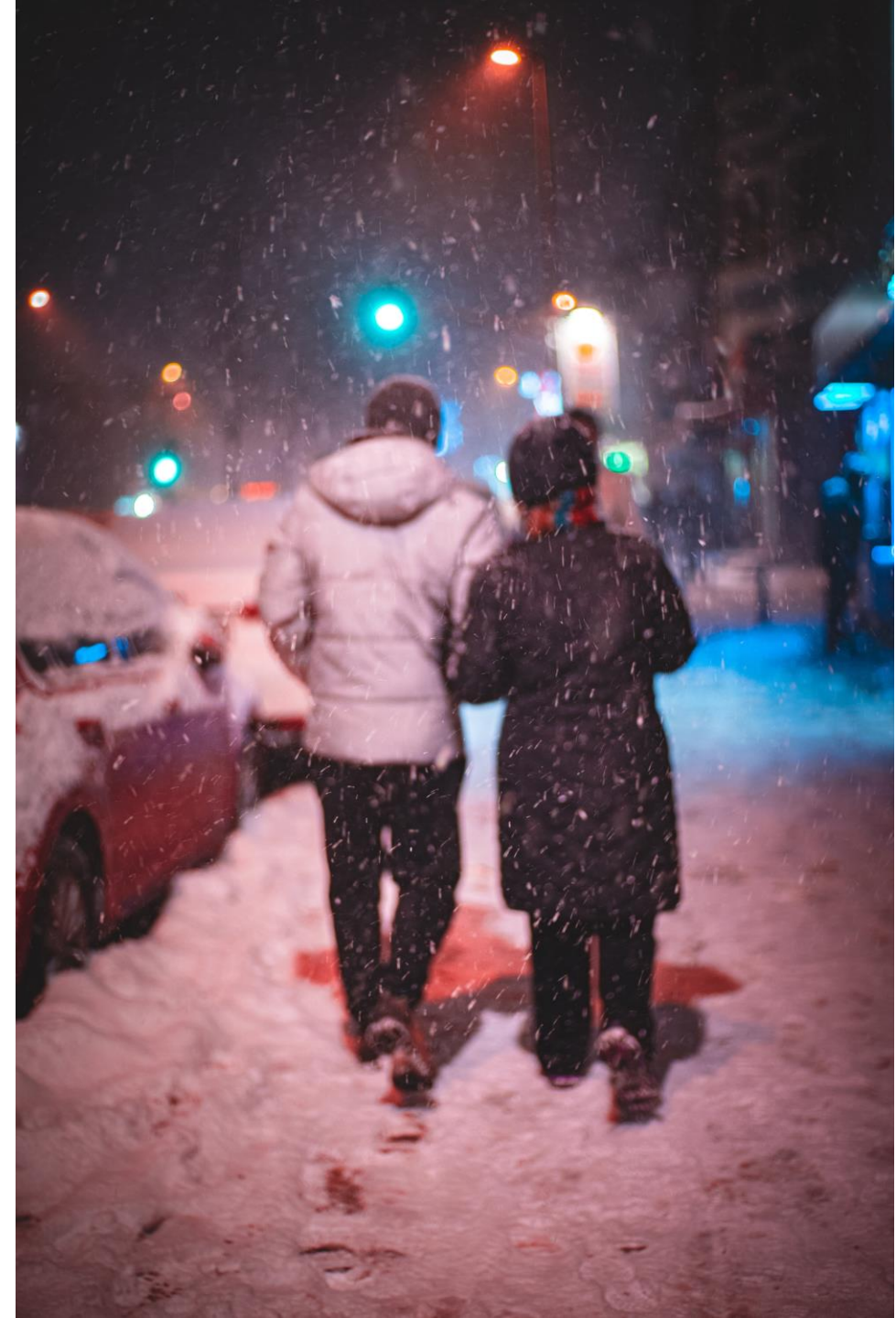
One-way communication where authorities deliver information through websites, posters, or guided tours.

Consulting

Two-way relationship enabling feedback through surveys, meetings, workshops, and online channels.

Engaging in Dialogue

Collaborative **co-creation** throughout all project phases, from design to delivery.



Participatory Methods



Focus Groups

6–10 participants discuss topics in moderated sessions. Uncover issues, understand values, and test consensus through in-depth dialogue.



Online Forums

Digital platforms for asynchronous discussion. Accessible anytime, reaches wide audiences, enables flexible participation.



Walking / Cycling Field Trips

Organized tours of mobility sites. Provides experiential understanding, enables real-time feedback, builds shared perspective.



World Café

Rotating small group discussions at café-style tables. Fosters creativity, equal participation, and collaborative problem-solving.



Digital Mapping

Interactive maps for location-based feedback. Visualizes community input, identifies issues spatially, enables precise data collection.



On-Spot / Pop-Up Events

Temporary on-site engagement activities. Creates informal interaction opportunities, gathers immediate feedback, tests solutions.

Nudging for Behaviour Change

Nudging alters decision contexts to encourage specific choices while preserving freedom. Four types of nudging guide YRAM interventions:

Environmental

Modify physical spaces—coloured bike lanes, improved signage—to make desired behaviours easier.

Educative

Provide information and feedback to enable conscious decision-making about mobility choices.

Social Reference

Leverage peer influence and social norms to encourage alignment with community behaviours.

Incentive

Create positive experiences through non-monetary rewards and gamification elements.

- ❏ Nudges work best when supporting existing attitudes. Combine with infrastructure improvements for lasting impact.



Campaign Success Framework

Essential Steps

1. Define clear **campaign objectives** and value proposition
2. Identify primary and secondary **target audiences**
3. Select appropriate **media channels** and timing
4. Structure **messages** for different phases
5. **Monitor** effectiveness and gather feedback
6. **Refine approach** based on insights

Campaign Phases

01

Awareness

Ensure broad reach across target audience

02

Consideration

Generate interest and drive engagement

03

Conversion

Encourage active participation

Combine digital tools, gamification, and community events for maximum impact. Use the YRAM Monitoring Guidance to track KPIs and measure success.



KPI-s related to citizen activation

Level of service for pedestrians and cyclists

The measured (i.e., counted) number of pedestrians and bicyclists in a specified area for a designated period of time

Physical activity level per capita, the portion of the population that is physically active, health attributes

The proportion of total trips by transportation mode

The perceived satisfaction of public spaces.

Security perception, volume/speed values, reported perception about crime-related security in the city transport system (including freight and public transport, public domain, bike lanes and roads for car traffic and other facilities such as car or bike parking)

Comfort during active mobility

Satisfaction from participating in active mobility

Attitude towards active mobility

The commercial impacts (e.g., change in revenue, spending habits) and the ability to access retail establishments (e.g., the mode used to access the establishment) by pedestrians and bicyclists as a result of transportation investment



Implementation and Monitoring

YRAM Monitoring Guidance
user manual

*by Gdańsk University of
Technology*

The YRAM Monitoring Guidance appendix 1
specifies the required data, calculations, data
sources, and whether the KPI* is weather or lighting-
dependent for each KPI.

**Key Performance Indicators*

Success Stories from BATS Pilot Cities

Klaipeda, Lithuania

BATS experiment focuses on **installing lights** that display traffic signs that reflect in the snow, or any other road surface. The process involved discussions with Lithuanian Cyclists Association and municipality and procurements for both projectors and cycle lane separators.

Hamburg, Germany

On-spot survey at renewed Reventlowstreet intersection: over 80% of cyclists felt safer with new protective elements, 50% of pedestrians reported improved safety. 120+ participants provided valuable feedback.

Umeå, Sweden

"Winter Scouts" program improved communication about snow maintenance. Citizens submitted feedback through dedicated error reporting system, received quick responses and prioritized attention to their input.





BREAKOUT SESSIONS

Objective: share experiences and approaches from different cities and countries



Group 1: **Barriers for reaching students and parents**

Aim to discuss the barriers experienced when trying to reach students and parents and how to overcome them and engage effectively

Group 2: **Activities and channels to reach students and parents**

Aim to discuss which specific activities and channels are most suitable to reach our target group

Group 3: **Other important stakeholders for successful school campaigns**

Aim to discuss what are the key stakeholders and how to get them involved to ensure successful campaigns.



THANK YOU!