



MARKETING AND PROMOTION

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MoMa.BIZ website: <http://moma.biz>

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BOX 9 -MARKETING AND PROMOTING THE MOBILITY PLAN

Marketing and promotion are key to the successful implementation of the Mobility Plan. Therefore, communication should not be limited to raising awareness on the alternatives available for the home-work trips of employees but it should be part of the entire process of the development of the Mobility Plan.

Employee input should be encouraged in the consultative, planning and development phases:

- Identification of the mobility challenges;
- Identification of possible solutions for tackling mobility issues;
- Solutions adopted;
- Evaluating both the implementation of mobility solutions and their impact in reducing CO2 emissions.

This will ensure that employees are aware of the mobility challenges of the BIZ and in how their actions contribute to addressing these. As a result the solutions implemented will better suit the needs of employees and explain the introduction of less popular solutions, such as parking fees.

A clear communication goal is to insure that the aims of the Mobility Plan is to offer a greater choice of transport modes and to promote a more “green

awareness” of the use of the car in order reduce single car use.

Communication to the BIZ, its companies and employees on the progress and results of the implementation of the mobility measures are essential.

There are different types of communication tools that can be employed (i.e. internet/intranet, print materials, events, etc.) to both raise awareness and promote the Mobility Plan. The Marketing and Promotion Box provides a list of communication activities that could be implemented, including also a section of useful tools and resources focusing on sustainable mobility awareness campaigns, to help you design and implement your own.



9.1 - Branding the Mobility Plan

The creation of a BIZ mobility brand is part of the overall marketing and promotional strategy to underpin the delivery of the plan. The creation of a brand (logo, branding guidelines and slogan) will help ensure cohesion and a single identity irrespective of who is producing information.

Implementing a branding strategy has the following advantages:

- it quickly and clearly identifies the activities and measures linked to the Mobility Plan;
- it adds visibility to the Mobility Plan;
- it helps employees become more familiar with the idea of sustainable mobility and eventually change their mobility behaviour.

The creation of the brand may require you to seek the help of experts. It is also possible to involve both the BIZ companies and their employees too, for example the BIZ companies could organise a competition for the slogan of the Mobility Plan.

Good practice:

- Next (UK) took advantage of its strong brand identity for its mobility plan - communications. The mobility plan communications were fully branded so that the staff could see that all the initiatives, information and messages were linked to the mobility plan, which had its own style but was also recognisably part of Next's corporate image.¹

- AstraZeneca (UK) markets all mobility plan measures under the umbrella 'Drivers for Change'. The name has been used for a video, shown at regular travel fairs.²
- The Factory for non-ferrous metals near Plovdiv (Bulgaria) has introduced the first Plan for improving the transport and mobility of the employees. It sets a framework to manage the parking lots for the employees' cars, introduces cargo bicycles for internal deliveries, quality features of the public transport, improvement of the facilities and informational and promotional activities.




9.2 - Launch and Special Events

Launch events are important for attracting attention, particularly from the media and key stakeholders to the Mobility Plan and publically demonstrating the commitment of the BIZ to its implementation and achievement. It is also important to have a series of on-going specialist events. This will ensure the continual communication of the plan, enable key messages to be promoted and keep the plan visible in the media. They can be organised at different moments of the Mobility Plan process as new elements of the plan come online or key milestones have been achieved:

- At the initial stage in order to inform the wider community, key stakeholder, businesses and employees about the aim and objectives of the process and obtain their involvement;
- Just before the mobility survey in order to raise awareness on the objectives of the survey and the importance of the employee participation;
- At the moment of implementation of the Mobility Plan in order to inform the employees of the planned actions;
- At the implementation of a single mobility measure;
- Upon achievement of major milestones.

The size and style of the event will be dictated by the message which is to be communicated and the audience to whom it is aimed. They could be organised by the BIZ companies alone or in collaboration with the local authorities, public transport operators, etc. They can have the form of a



simple meeting or a high publicity event with billboards, free gifts, buffets, where local politicians, senior managers and relevant organisations (i.e. cycling organisations) are invited to talk.

In the case of the launch event for the presentation of the Mobility Plan it is advisable that it coincides with the presentation of a “visible” mobility measure that will benefit the employees, i.e. bike pool.

Special events on the other hand can include car free days, fairs, competitions, etc. that can be organised as standalone events in an attempt to promote a particular mode of transport or in accordance to local, national and international campaigns, i.e. European Mobility Week, Car Free Day (UK), etc.

Good practice:

- Buckinghamshire County Council (UK) used frisbees, mugs, mouse mats, stress balls, yo-yos and a giant inflatable that blocked the way into the building, to broadcast the green travel message.²
- Computer Associates (UK) launched its successful carpooling scheme in the staff restaurant. The car share software was demonstrated on a large plasma screen and staff invited to enter their postcodes and find a match there and then.²
- In Austria, as part of their attempts to persuade people to travel to work using sustainable modes the Styrian Health Insurance organised a bicycle party for employees and their families, including trial rides of various bicycle

models and types. Children could also try a skills course where various obstacles and challenges had to be mastered.³

- The Factory for non-ferrous metals near Plovdiv (Bulgaria) has organised a special Information day to present the ideas of its Mobility Plan to its employees. It included presentation of the measures, as well as their advantages and the demands they address. Promotional materials of the advantages of sustainable mobility (carpooling and public transport) were given to them, aimed at initiating carpooling at the BIZ.



9.3 - Information and Marketing on Company and BIZ Intranets

Intranets of the BIZ companies and/or the BIZ can have a central role in the distribution of information and marketing of the Mobility Plan. They could include web pages dedicated to the Mobility Plan with general information on the Mobility Plan, specific mobility services (i.e. carpooling matching service), ongoing sustainable mobility competitions among the employees, information on public transport timetables and routes, links to sites with traffic and travel information, links to e-shopping and home delivery services, updates and results regarding the Mobility Plan etc.

Internal emails can also be used for the same purpose.

It is also important to consider cases where employees do not have access to a computer (i.e. factory workers, warehouse staff) and ensure that information and promotion material is produced in a variety of media.

Good practice:

- The Government Office for the East Midlands (UK) has a link to the Nottingham TravelWise web site, which provides traffic and travel information.²
- AstraZeneca (UK) when re-launching its mobility plan had the plan headlined for three weeks on the front page of the intranet, which staff log on to most days.¹

9.4 - Distribution of information material

Information and communication materials should be produced in a variety of media in order to reach all the different groups in the BIZ. They can be divided in three groups (based on a list prepared by the UK Department for Transport) according to the media used:

1. Written media:

- Leaflets on aspects of the travel plan
- Information and briefing notes for senior managers
- Information in staff induction packages
- Poster campaigns (themed)
- Business travel guidance manual
- Exhibition stands and notice boards in canteens, and other staff areas
- Mobility plan newsletter
- Stories/ regular updates in existing staff newsletters/ bulletins
- Local newspapers

2. Spoken media:

- Working groups, e.g. bicycle user groups (BUGs)
- Informal meetings, e.g. brown bag meetings
- Face to face staff/ trade union briefings
- Radio spots and interviews on local radio stations

3. Other media:

- Intranet/ bulletin board updates
- Web-sites
- Mouse mats, pens etc carrying green messages
- Green messages on e.g. compliment slips, headed paper, staff passes etc.

(Source: Department for Transport, A travel plan resource pack for employers)

When producing communication material it is useful to include key facts and figures on the benefits of sustainable modes of transport as they will attract the attention of the employees and will help you support your case.

Good practice:

- Stockley Park (UK) has developed a website that includes a section with information on how to reach its premises with the different modes of transport <http://www.stockleypark.co.uk/travel>
- In the Netherlands, "Veilig Verkeer Nederland" has developed a series of funny postcards to promote carpooling.³
- In Belgium, both the Flemish and the Brussels Government have developed a carpooling manual for the employees of companies participating in a promotional campaign for carpooling. The manual contains all necessary information for employees. As part of the same promotional campaign, companies organise information sessions where travel consultants explain the practice of carpooling.³

9.5 - Individualised marketing

Marketing activities can also be targeted at certain groups in order to best reach them and to communicate information most appropriate to their needs or interests.

The mobility survey carried out will identify different groups among the employees, i.e. people likely to switch mode of transport, dedicated drivers, employees living close to bus routes, employees interested in carpooling etc.

In some cases the employees can be divided in different groups according to the job they carry out as it defines their work schedule and hence the possibilities of using alternative modes of transport, i.e. senior management, office workers, factory workers etc.

Good practice:

- Plymouth Hospitals NHS Trust (UK) made use of Geographical Information Systems software to target staff living close to bus routes and those with potential to car share. Letters were then sent to specific staff members about the options available to them.²
- At Bluewater, staff applying for a parking permit have to register with the company's TravelSense® scheme, after which they become eligible for discounts on public transport and receive all news on promotional offers and travel information.²

9.6 - Welcome packs for new employees

It is well documented that periods of change are a great opportunity for influencing the mobility behaviour of people, and therefore, providing new employees with information regarding the mobility options for reaching the workplace will most likely influence the mode of transport they will end up using for their daily home-work trips.

Information on the Mobility Plan of the BIZ should be incorporated in the welcome packs issued by companies to their new employees. This should also be reinforced as part of the companies induction programme for new employees.

Welcome packs can include:

- comprehensive information about the transport options for reaching the BIZ, i.e. buses, trains, walking, cycling, carpooling, etc.;
- maps with cycling and walking routes for reaching the BIZ;
- information on the parking management policy of the BIZ;
- introductory incentives, i.e. free weekly ticket for public transport;
- information on additional incentives, i.e. discounts or interest free loans for the purchase of bikes;
- the BIZ/company's objectives regarding transport.

This measure has also the potential of attracting new employees as it provides up to date information on the travel options available to prospective

staff and may also influence on where they relocate to.

Good practice:

New recruits at Argent Group (London, UK) are briefed about travel policies through the company's 'attitude document' which sets out support for cycling, walking and public transport, alongside information on business objectives.²



USEFUL RESOURCES AND TOOLS

ELTIS <http://www.eltis.org/>

Eltis facilitates the exchange of information, knowledge and experiences in the field of urban mobility in Europe. Its site includes a “Case Studies” section which presents successful examples of sustainable mobility, including raising awareness.

IEE E-LIBRARY <http://www.iee-library.eu/>

The Mobility Management section of the IEE eLibrary collects a number of tools and guidebooks from IEE funded projects focusing on mobility management and raising awareness such as the “eATOMIUM-Awareness raising & communication campaigns” and “COMPETENCE”.

MOBILITY MANAGEMENT PORTAL <http://www.eu-portal.net/>

The Portal aims to accelerate the take up of EU research results in the field of local and regional transport through the development of new education and training courses and teaching materials. Its training material can provide a useful insight into mobility management and raising awareness

MAKING TRAVEL PLANS WORK: LESSONS FROM UK CASE STUDIES

UK Department for Transport, 2002

<http://eu-added-value.eu/docs/makingtravelplansworklessons5783.pdf>

THE TRAVEL PLAN RESOURCES PACK FOR EMPLOYERS

UK Department for Transport, 2006

<http://travl.org/downloads/Publications//Useful%20Documents/Travel%20Plan%20Resource%20Pack%20for%20Employers.pdf>

THE ESSENTIAL GUIDE TO TRAVEL PLANNING

UK Department for Transport, 2008

<http://ways2work.bitc.org.uk/pool/resources/essential-guide-to-travel-planning-final-mar-08.pdf>

REFERENCES

¹Department for Transport(UK), 2008; “The Essential Guide to Travel Planning”.

²Department for Transport(UK), 2002; “Making Travel Plans Work: lessons from UK case studies”.

³TOOLBOX for Mobility Management in Companies
<http://www.mobilitymanagement.be/english/index.htm>





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