

4 GERMANY

4.1 Transport Strategy and “soft” measures

Information and awareness campaigns, demand management that considers individual (and institutional) travel needs, have been receiving rising attention in the last years. Originating from research on the integration of information for users of alternatives to the car, the discussion is now widening and a number of innovative research and demonstration projects have been carried out. The main emphasis has been on changing travel behaviour towards environmentally friendly modes by means of information, organisation, communication and co-ordination. Mobility centres are operating in several cities with an increasing number every month.¹⁰ Another area where activity is just starting is provision of information to companies regarding the transport activities conducted in the course of their business.

Nevertheless, these activities are so far only supported by a limited number of protagonists and there is a need to institutionalise it further and establish it within transport policy and planning. Especially on the national level, politics and industry put much more emphasis on transportation system management and telematics applications, which have a strong focus on increasing the efficiency of road transportation with the help of modern information technology.

4.2 Review of Campaign Initiatives

In the traffic report 2000 (Verkehrsbericht 2000, Integrierte Verkehrspolitik: Unser Konzept für eine mobile Zukunft) the German ministry for transport, building and housing (Bundesministerium für Verkehr, Bau und Wohnungswesen) states following main targets:

- strengthening of the European transport policy,
- continuing the integration of ex-eastern Germany,
- integration of spatial and traffic planning,
- provision of an efficient transport infrastructure,
- integration / networking of the different modes of transportation,
- providing equal market conditions,
- improvement of traffic safety,
- improvement of environmental protection,
- promotion of innovative techniques, and
- support of research in the field of mobility.

The strategies mainly deal with infrastructure and technical issues and are often very car oriented. The negative impacts of car and air traffic are to be dealt with by means of technical innovation. There are no explicit strategies on a national level for information and awareness campaigns.

National Level

Sound mobility is promoted by quite a variety of different institutions depending on framework conditions and co-operative interrelations, especially on a national, local or regional level. The discussion on alternatives to the car is driven by researchers from

¹⁰ Müller G., Von Europa lernen, Zur Dynamik des Mobilitätsmanagements in Europa – Eindrücke von der ECOMM 2001 in Rom, in Verkehrszeichen 2/01, Duisburg 2001

institutes and universities, some state ministries, a few pioneer local authorities, some innovative public transport companies, planners of private consultancies and environmental/transport organisations (VCD, ADAC).

The Research Society for Roads and Transportation (FGSV) has published a working paper on mobility management which positioned it as an integrated approach to support modal switch with a substantial role for local authorities and, particularly, public transport companies. For the latter there is a need to compete in a deregulated market and travel awareness could be a chance to establish themselves as all-round service companies in the field of mobility. The national association of public transport companies (VDV), which has a background in public awareness campaigns for public transport, is starting to promote these issues.

The national association of public transport companies (VDV) is running a national public awareness campaign which promotes public transport use ('Time for a change in thinking', 'On the way of reason') with the help of different media. Other existing information campaigns deal with the impacts of car use (improving road safety, noise campaigns etc.).

While certain transport organisation measures (e.g. provision of collective transport, organisation of car-pooling, etc.) have been around for quite some time, a coherent, information and co-ordination based concept dealing with individual mobility needs, is a relatively new topic (e.g. the first mobility centre was opened in Hameln in 1991). An increasing number of projects show a rise in attention, and discussion of these concepts is active.

Originating from research on the integration of information for users of alternatives to the car, the discussion is now widening. A number of innovative research and demonstration projects with the main emphasis on changing travel behaviour towards alternatives to single occupancy car use by means of information, organisation, communication and co-ordination have been implemented. Mobility centres are operating in several cities.

However, the implementation of mobility management still has a pilot status with some innovative pioneers operating mainly on a local level. The field of mobility management is not well defined. The number of active people and organisations is limited (and predominantly found in the western part of Germany). Therefore mobility management today is rather a marginal topic not established within mainstream transportation politics and policy.

The management of traffic flows with advanced technical tools (including new information technology oriented at the individual), as promoted by a transportation system management approach, is a more dominant theme with politics and industry. Here the focus is far more on the individual car (improved road efficiency and capacity) and less on alternatives. The role of the automobile as defining an individual's status appears unassailable and runs deep throughout all segments of German society, providing an important reason for this priority.

Regional / Local Level

In Germany it is difficult to pick out outstanding examples because many of them have interesting features and the variety is great. Information and consulting services (mobility centres) are well known and are also well represented in other countries.

The number of mobility centres is increasing every month. Karlsruhe opened its mobility centre on 28th of April 2001. Other cities that operate mobility centres include Bielefeld, Bonn, Duisburg-Ruhrort, Düsseldorf, Frankfurt, Freiburg, Hameln, Lembgo, Marburg, Münster, Reutlingen, Tübingen and Heidelberg.

In spite of the great variety and the specific features of every single mobility centre, mobility centres can be categorised as:

- **Small Initiatives**
These usually have only small financial and personnel resources. Their operating hours are limited. Nevertheless they often have a wide variety of services.
- **Service Offensive**
These are operated by one or more PT operators. Therefore the service offered is mainly focused on information for the use of public transport, although customers can also get other travel information.
- **Bigger Co-operations**
These have many different participants from city and regional councils, different public transport companies to smaller non-profit organisations and are able to offer a great variety of services.¹¹

Three outstanding examples are explained in more detail:

- Schopfheim attracts attention because of a very comprehensive concept with emphasis on public awareness.
- Halle, because a large-scale application shows the positive impacts of the Individualised Marketing approach.
- BASF shows that also companies that suffer from traffic on their site might try new methods to relieve the problem.

4.2.1 Public awareness and marketing campaigns for an ‘intelligent mobility’ in Schopfheim

Apart from information on public transport and alternative modes, provision of special transport offers, consulting for individuals and companies the Schopfheim mobility management concept offers public awareness and marketing campaigns for an ‘intelligent mobility’.

Campaigns are organised under different headings:

- intelligent car driving (e.g. energy efficiency)
- alternative use of the car (e.g. car sharing, car pooling)
- alternative modes of transport (walking, cycling, public transport)
- promotion of choosing close destinations for activities
- awareness about individual mobility in general

Selected measures:

- activity day on mobility as kick-off for the project (with information, practical testing of alternatives, competition, prizes and entertainment)
- systematic and regular media information (at least once a week)

¹¹ Fischer, P: Mobilitätsmanagement – Ein internationaler Vergleich der Mobilitätszentralen in den USA, den Niederlanden und Deutschland; Universität Kaiserslautern, unveröffentlichte Diplomarbeit, Kaiserslautern 1999.

- regular information stand at local market
- direct mailing of information (e.g. public transport timetable, bike map, etc.) to all households
- training courses for energy-efficient driving
- free public transport offer for local festival
- school project days on mobility
- campaign: six weeks without car
- campaign: mobile on foot
- regular communication with multipliers and decision makers (the project group)
- information-package ‘mobility’ for newcomers
- lectures.

The principle for all campaigns is the combination of measures under a certain theme and the promotion of individual benefits instead of merely an appeal for change.

A project office is mainly responsible for planning and organising information for public awareness measures and for building co-operation and networks and motivating other actors. It also acts as a mobility centre offering information for individuals and companies.

- The City of Schopfheim is in charge of the centre.
- It is financed by the Land Baden-Württemberg and the City of Schopfheim (personnel financed with public funds)
- It is open for the public: Monday to Friday 09.00-17.00
- It is staffed by the equivalent of: 1.5 full time employees (with additional freelance assistance)

Techniques used in the campaigning are:

- regular marketing tools (different media from poster to radio)
- special “corporate design” of all material
- co-operation with all locally relevant organisations: the project group meets every three months to discuss concepts and measures to foster public acceptance (in between regular correspondence for continuous flow of information)
- activity day (see above)

The breadth of measures and co-operating partners has substantially promoted discussion and awareness about mobility in the city (and region). The public was sceptical in the beginning (fear of possible car restrictions), but response to and acceptance of the project increased especially with personal experience of the measures (3500 participants in the activity day). It is too early to record actual changes in travel behaviour since the final survey of travel behaviour and attitudes on mobility is yet to come (in correspondence to the same survey in the beginning) and all the public awareness measures are aimed at long-term change.

First estimates show that a reduction of energy consumption and CO₂-emission of private vehicles in the project area of about 5% is realistic. The benefits of changes in mobility behaviour justify expenses of about 10-15 DM per capita per year for measures of information and motivation.

Experience shows that communication-oriented concepts should - if possible - not be limited to public transport, although public transport companies should naturally be included. It is

also very important to work with multipliers (people who can spread messages and techniques) and decision-makers.

4.2.2 Individualised Marketing to promote public transport, Halle

Another very interesting example, because it goes beyond putting information at the customer's disposal, is the Individualised Marketing (IndiMark[®]) approach. It will be explained using the example of Halle.

Halle is a city of about 300 000 inhabitants, situated in the centre of the Eastern part of Germany, about 30 km from Leipzig. The local public transport operator, HAVAG, carries more than 60 million passengers per year. The public transport network is mainly based on an extensive tram system of nearly 80 km.

For Halle, the modal share of public transport, which stayed at about 30-35% during the 1970s and 1980s, dropped dramatically after 1989 (by more than 50%). Similar decreases have been observed for walking trips. Correspondingly, the share of the car more than doubled since 1989. This development has caused a lot of problems, including road congestion, shortage of parking space (the network was not planned for such a large number of cars), emissions, underused public transport etc. Public transport was considered to have an important role in reducing these problems. But - despite large investments in the network and the rolling stock - it was only possible to stabilise the use of public transport at the 1991 level (about 20 %).

After a successful Individualised Marketing experiment in 1996, it was decided to run a couple of large-scale applications including nearly 28 000 people in 1997. A particular concern was to apply Individualised Marketing to different kinds of situations (in terms of means of public transport, areas, number of participants etc) with different objectives (preventing the loss of passengers, preserve current and attract new passengers, win back passengers etc.).

Implementation:

The implementation of all four marketing actions has been done in a very similar way, using the stepwise approach of the "phase concept". It included six phases:

1. **contact phase**, including all households/persons in a selected area
2. **selection phase**, assigning households/persons to the groups: "I" (interested/interesting)", "R with" and "R without" (regular public transport users with and without information needs) and "N" (not-interested/-interesting)
3. **confirmation phase**, for group "R"
4. **motivation phase**, for group "I"
5. **information phase**, for groups "I" and "R with"
6. **convincing phase**, for group "I"

Nearly all people living in the selected areas were included in the Individualised Marketing campaign. Only a small group of the households were not contacted in order to have a control group for the evaluation (after study). The targeted households (all household members) were approached using the telephone, mailings and (for some of them) home visits.

Evaluation methods and results:

The four (sub-) campaigns have been evaluated separately in order to identify the separate impacts of the Individualised Marketing exercises. All surveys used the KONTIV-design. For all applications, the evaluation has shown considerable increases in the mode share of public transport. This goes even for an application for which the aim was only on prevention of losses of patronage. In addition the assessment of IndiMark[®] among the targeted population has been extremely positive for all applications. The marketing action has not only influenced the mobility behaviour of the participants but has also encouraged them to actively change the local conditions. In that sense the marketing action also had political impacts. This effect should in particular be taken into account by public transport operators. It seems to be possible that they could use ‘soft’ policies to encourage the population into action in support of their aims. By co-operating with their customers in putting pressure on politicians, the operators could make the former “transport subjects” become “partners”.

In recent years more than 30 large-scale applications of IndiMark[®], targeting a total of more than 1 Million persons were implemented in Germany.

4.2.3 BASF, Ludwigshafen, Germany

BASF faced many accidents on the company's site, caused by a lot of car traffic. To solve this problem, a working group was established and developed a transport plan made up of 11 interconnected projects.

This included:

- promotion of car pooling,
- designated car pool parking facilities close to the factory entrances providing convenient interchange to the company bus system,
- extensive on-site bus system,
- better integration with the public bus and rail systems (e.g. working hours were changed to match schedules),
- reduction in the number of company vehicles,
- promotion of bicycle use (registration of 25,000 private bikes for the company site, provision of 15,000 company pool bikes, provision of 10 kilometres of on-site cycle tracks).

This resulted in an increase in the number of cars carrying 3 persons per vehicle to the site from 50 in 1989 to 1,300 by 1996 and reduced the number of on-site car accidents by 44% between 1991 and 1994.

4.2.4 Other Initiatives

In some smaller cities there are preliminary stages of mobility centres, e.g.

- Troisdorf (1989-1993): information centre on bicycle and general consulting on mobility as part of the project ‘bicycle-friendly city’
- Lünen (1991-): basic mobility centre with integration of information on alternatives to the car
- Bingen (1995-): privately organised mobility centre for information and consulting on alternative modes, interface between users and providers

In some other cities mobility management for schools has been introduced as pilot projects. These projects aim to reduce the number of parents that bring their children to school by car and to increase safety on school trips for the pupils.

Some public transport companies are on their way to expand traditional customer service centres into more integrated mobility centres (e.g. in Offenbach). Others seek closer contact to companies to consult them on alternatives in mobility organisation (e.g. in Hannover). In other cities this kind of consulting for companies is carried out by an environmental transport organisation with staff from public work funds (e.g. in Dortmund).

Although generally companies' attention for the home-to-work trips of their employees is not very pronounced and advice for companies in this respect is not institutionalised, there are several good examples across Germany where companies have implemented innovative mobility management measures. These are aimed at influencing their employees' mode choice and/or to reorganising business travel (e.g. BASF Ludwigshafen, Bausparkasse Schwäbisch Hall, Lufthansa Hamburg, AG 'Umweltfreundlich zum Betrieb' Freiburg, etc.). From a regional / local perspective the city of Munich offers financial aid for companies that try to implement mobility management measures. A workshop was held in May 2001.

Another milestone for sustainable transport which should be mentioned in this report is the National Plan for Cycling in Germany. This plan, passed as a resolution in the German Bundestag in April 2002, generated a great of public interest. The German Bundestag asked the government to stand for a "Bicycle Friendly Germany" and to create a National Plan for Cycling. For the duration of 2002 until 2012 cycling should be integrated in the transport policy and part of this policy should be awareness raising.

The aims of the National Plan for Cycling is

- the increase of cycling in Germany for the period to 2012,
- the support of cycling as a part of an integrated sustainable transport policy,
- the support of a modern, socially and ecologically compatible mobility and
- the improvement of bicycle safety.

Part of the Plan is the creation of a within "National Dialogue Plan for Cycling".

4.2.5 Participation in EU Projects or other initiatives

Research projects: Beginning with the EU-project in Hameln (DRIVE) in 1991 there have been a number of projects in recent times focusing on different aspects of mobility management. One main interest has been in commuter travel and consulting for companies (e.g. Cologne, EU/THERMIE; Verl, Land North Rhine-Westphalia; Bremen, EU/LIFE and just started Berlin, EU/LIFE). Other projects focus on public awareness / behavioural change (Schopfheim, Land Baden-Württemberg) or on the role of public transport companies in mobility management (Institut für Landes- und Stadtentwicklungsforschung Dortmund). Other EU-projects include ENTERPRICE, MOSAIC, MOMENTUM, CAMPARIE, INPHORMM.

4.3 Barriers, Opportunities and Critical Success Factors

In many cases quantitative results for use of services or concrete effects on behaviour seem to be quite low. It has to be considered though that many decades of car-oriented supply-side

policies cannot be revised within a few years. In qualitative respect an effect has to be noted in any case: in cities which introduced mobility measures and alternative forms of mobility organisation have received a further push and a wider public attention. Still a major problem for local initiatives is to cope with difficult framework conditions, which give individual cars a preferential position. The main attention is still very much on the organisation of traffic and not on the demand for mobility.

The demand for easily accessible, comprehensive information such as that provided by a mobility centre or through Individualised Marketing campaign is quite high, especially when it is presented as a service and is not seen as a lecture on correct behaviour. As this is a new and unfamiliar offer, good marketing for mobility centres and information on alternatives to the car use is needed. So far the existing mobility centres often fulfil their intended purpose as focal points for all questions on mobility only in part. Mostly they are depending on the financial support of the local public transport operator and therefore they are to a great extent oriented to public transport.

Consulting for companies has been successfully developed on a concept level. When it comes to implementation of measures there are still major difficulties. The most common problems which have to be dealt with include unfavourable framework conditions (e.g. no parking management, privileges for car users). In addition there is a lack of awareness in many companies about problems and opportunities and it is therefore difficult to ensure their co-operation.

Well-organised, broad-based and continuous public awareness campaigns are a valuable tool to support modal switch and should be considered as important measures aimed at people's thinking as precondition for behavioural change.

4.4 Suggestions and Future Plans

To reach the potential users a customer-oriented service philosophy is of utmost importance. Acceptance will only develop if services are provided professionally. Qualification of personnel is therefore an issue to work on.

Because of the wide range of services offered, close co-operation of different partners is a must for the success of local projects. If a single organisation (local authority, public transport company, etc.) is organising travel-awareness measures, integration of further partners can produce substantial advantages. Exchange of experiences and links between various actors working in isolated local projects should be strengthened.

Evaluating the success of travel-awareness campaigns is not an easy thing to do, but nonetheless important. Apart from concrete changes in behaviour, the long-term effects of changes in thinking and public awareness are less tangible. Here it might be necessary to develop locally applicable methods that make it possible to replace, at least in part, long, costly research. Also, for the further development of mobility management evaluation of the existing is helpful.

The approach, which focuses on individual mobility needs and works with information, organisation, communication and co-ordination, should play a more substantial role in solving transport-related problems.

4.5 References

Verkehrsbericht 2000, Bundesministerium für Verkehr, Bau- und Wohnungswesen, Berlin, November 2000

Guidelines for the state of the art report Momentum – Mosaic, Momentum Consortium, 1996

<http://www.vcd.org>

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5 GREECE

5.1 Introduction

This part of the WP2 report is a review of the state of practice on awareness campaigns in Greece. It describes what has been done in the past regarding transport, environment and health campaigns on the local and national levels and also presents the plans of various relevant organisations for the future.

5.2 Transport Strategy and “soft” measures

Little emphasis has been placed on awareness campaigns related to transport so far in Greece. To be more precise, there is no strategic plan and any attempts so far have tended to be isolated actions (usually only a radio or TV advertisement) rather than co-ordinated efforts. Most of them come from government institutions and ministries with no broader plan or common design and – most importantly – no assessment or repetition.

As far as planning at the strategic level is concerned, there is no Integrated National Strategic Plan to date. However, there are sectoral strategic plans, such as Road Safety Strategic Plan, and respective business plans which in a way substitute components of a national strategic plan. Furthermore agencies such as the newly established “Observatory for Transport and Traffic Flows for People and Products” can be considered as supportive mechanisms for policy planning and implementation.

Furthermore, in the field of environment and health campaigns related to transport, there is little progress. Only a few campaigns have been launched in Greece during recent years but it is foreseen that more initiatives will be implemented in the near future.

In this respect the future seems rather challenging, especially in view of the organisation of Olympic Games 2004 in Athens and the needs that will be created by this event. The experience gained from the TAPESTRY and CAMPARIE projects is likely to be a helpful tool in meeting this challenge.

5.3 Review of campaign initiatives

In the last 10 years, the campaigns launched by the broader public sector focus mainly on Road Safety issues. Campaigns informing the public about the dangers of drinking and driving, the importance of using seat-belts and helmets or how speeding causes casualties were periodically launched by several public or private organisations. The media used were radio, TV, distribution of informative leaflets to drivers (especially before major holiday periods), or brochures given to schools for special education courses.

During the last 5-6 years, a number of informative campaigns took place to inform the public and specific user groups about the implementation of some major infrastructure projects, such as the new Athens Metro, the new ATTICA Freeway connecting the new Athens airport to Athens, the EGNATIA ODOS Highway etc. These campaigns aimed at “advertising” the governmental and the Public Private Partnership work on the one hand and asking for the understanding of the public for any inconvenience caused by the construction works on the other.

Until recently, most campaigns have been launched at a national level in Greece. Since TV is the main mode used for campaigns, the major national TV networks have been selected for achieving the maximum publicity. Premium time, or periods of high television viewing - football matches, basketball games etc. – are usually selected for these campaigns. However, in recent years, regional and local authorities also launch campaigns both at national and regional / local level.

Campaigns at the local level usually focus on local problems or issues, such as the construction of a new bus lane, pedestrianisation or the modernisation of the bus fleet.

The main initiators and financial contributors of campaigns have been the relevant Ministries (Public Order, Public Works and Environment, Health etc), Local Governments and other Governmental Organisations such as the Police, the Fire Department or the Tourist Organisation. The Ministry of Public Works and the Environment is currently the biggest initiator of campaigns, either directly or through its subsidiaries or other affiliated agencies.

The Ministry of Transport has also issued several campaigns about the new services offered, the rights of the citizen, the pedestrian etc., and about the new Highway Code which is supposed to bring about road safety improvements. Moreover, NGO (usually non-profit organisations) are responsible for many awareness campaigns about major issues like road safety.

When it comes to advertising new infrastructure, it is common that the constructor and/or the operator is the launcher of the campaign. Since Private Companies undertake many infrastructure projects, it is common to have a private company launching a campaign to introduce the new infrastructure to its users.

Funding of campaigns is usually covered by the Organisation that launches them. Since no records have usually been kept on the campaign costs (or any other relevant information), there is no way to obtain such data or about the exact funding sources. Similarly there are no available data about TV or radio time used for general or specific awareness campaigns, either in the form of paid or community service.

The following initiatives are representative of the most recent and widespread campaigns within Greece in the last few years.

5.3.1 CAMPARIE project

So far, only one campaign has been launched in Greece within the framework of a European project. Thessaloniki Field Application was part of the CAMPARIE project case studies.

The Thessaloniki field application was about a general awareness and publicity campaign to promote Public Transport and the use of other environmentally friendly transport modes and to make people aware about the impacts of the excessive use of private cars.

This effort took advantage of the Thessaloniki General Traffic Study, which started in summer 1997. The study included extensive household and roadside surveys.

A publicity campaign was launched to inform the people of Thessaloniki that these surveys would take place. The CAMPARIE plan was to provide scientific assistance and additional campaign material.

The campaign focused on the benefits that result from:

- the reduction of extensive private car use (less traffic, better environment, etc.)
- the need to walk or cycle more even for health reasons
- the need to use Public Transport

Responsible for the campaign was the Organisation for Planning and the protection of the environment of Thessaloniki (OTh). OTh is a state agency - under the Ministry of Public Works and the Environment - responsible for the implementation of the Master Plan and the Environmental Protection of the city.

The public awareness campaign launched in Thessaloniki is a common campaign that has been implemented in many cities and countries around the world. It addressed at the same time several issues and its success depends on its penetration to the individual households. The scale of the campaign as well as the media used to send the message(s) are perhaps the most important factors for success. Repetition of the campaign is also another crucial factor.

In the setting of Thessaloniki the campaign was one of the first of this kind. People in this city are not often exposed to such campaigns. From this point of view one would expect that the campaign had the potential to be a great success. Due to the campaign objectives, the success of this case must be measured in terms of number of people who remember the message and the goals of the campaign as well as number of people who have changed attitudes rather than number of people who changed travel behaviour. Unfortunately, the indicators calculated from the before - after comparative evaluation show that success was limited. The reasons behind that should be searched not in the campaign itself but in the way inhabitants of Thessaloniki and of Greece in general react to similar efforts and promises coming from the State. Numerous polls in similar and other areas demonstrate that the majority of the population does not really believe that significant improvements can be made; improvements have been mainly associated with significant spending on infrastructure initiatives.

5.3.2 Athens Metro

ATTICA METRO, the organisation responsible for the construction and operation of the new Athens Metro has launched some 3 or 4 campaigns advertising the new PT system. The campaigns used TV and radio messages as well as printed material distributed in various places. In several cases the leaflets were inserted in the Sunday issues of major newspapers, so that almost everybody sees them. One of the messages has been “I learn to metro” where metro in Greek means count. So, I learn to count means that I learn to count the time and the distance again with the metro as compared to the private car, or the other surface modes.

The metro campaigns also covered the passenger information aspects, safety and security issues, cleanness and the park & ride facilities etc. In parallel, the Ministries of Transport and Public Works advertised the new bus lanes and bus terminals that were created in conjunction with the new metro line.

Nowadays, the Athens metro operates at almost full capacity. Because of this its marketing programme now puts emphasis on promoting its extensions and new stations as well as on

highlighting its contribution to the quality of life in order to persuade people to put up with the temporary annoyance for the sake of the future benefits.

5.3.3 *Egnatia Odos & Attica Freeway*

These informative campaigns are about the implementation of some major infrastructure projects, they have many things in common and that is the reason they are examined together.

Egnatia Odos is a state agency responsible for the construction and operation of the Egnatia Highway, which crosses Northern Greece from West to East. Egnatia Odos is a huge and very difficult project. Complex issues (technical, environmental etc.) had to be solved. In this respect a number of campaigns were launched to demonstrate the “benefits” of the new road, the care given to the environment, the cultural heritage etc. The particular campaigns are implemented mainly at national level though campaigns using printed material are often made along separate sections of the highway. The good image of the road and the agency behind that is considered to be very important for a project that absorbs considerable funds.

ATTICA Freeway connects the new Athens airport to Athens and to main national freeway system in the area. A major part of the freeway was opened on March 2002 and was coupled with a related campaign giving information about the start and state of operation. The campaign was launched by the Ministry of Public Works and the Environment and ATTICA ODOS SA, that is the state agency responsible for the construction and operation of the freeway, at local level and targeted the residents of Athens and its greater area. As the project progresses and new sections are opened, new campaigns are launched informing potential users about the functions and the benefits of the highway.

5.3.4 *“On the way” campaign*

A major communication programme related to road safety ran for a whole year, from June 2001 to June 2002. Its campaigns were split into several clusters such as drinking and driving, using seat-belts and helmets and improving driving behaviour. The programme targeted the general public and was launched by the Ministry of Transport (Traffic Police) at the national level. Its budget was €900 000 and was covered by national resources.

5.3.5 *“Bob” campaign in Greece¹²*

It was back in December 1995 that the Belgian Road Safety Institute (IBSR) and the Belgian Brewers’ Association (CBB-Arnoldus), supported by the Belgian Transport Minister, first launched a drink driving campaign based on the “Bob” concept. Bob is the person who does not drink when he has to drive and is responsible for driving the rest of the party home safely.

As drinking and driving is a serious road safety problem throughout the EU, cross-border co-operation can help to enhance people’s awareness of the problem and thus initiate the necessary change of mentality. The IBSR and CBB-Arnoldus therefore initiated in 2000 a joint, transnational information campaign urging drivers not to drink. The Netherlands, Greece, France and Belgium applied the concept to their Drink & Drive campaigns in 2001 – 2002 and obtained EC financial support.

¹² “EURO BOB – European Designated Driver Campaign Against Drinking and Driving 2001-2002”, Final Report, December 2002

The **initial objective** of the effort was to further extend the work performed by BIVV in Belgium on the issue of drunk driving, resulting in the development of specifications for implementing the BOB-concept in other European Union countries. The work underway in Greece is along these lines and has also:

- Adapted the proposed policies to the Greek lifestyle; i.e. the mentality and culture of the people, local habits and drinking and driving styles.
- Enhanced the “BOB” concept, by adding modules especially designed for young people (driving schools and basic school education).

The **expected results** of carrying out the BOB-campaign in Greece were:

- Creation of a positive mentality towards keeping sober at social events, in order to drive safely.
- Creation of supportive material and strategies to enhance public awareness of the severity of driving under the influence of alcohol.
- Ultimately, the reduction of accidents due to drunk driving in Greece.

The campaign is targeting mainly young people, but has tried not to exclude older age groups.

The campaign managers collected all relevant material from Belgium and translated / adapted it to the Greek situation. This adaptation was considered essential in order to achieve maximum efficiency. A major difference with the Greek people is that the percentage of them who believe that drinking and driving is a good combination is bigger than in the other EU countries.



The adoption of a Greek name was impossible. (And of course BOB could not be used in the Greek context either.) The final idea has the meaning “Alcohol - Not tonight – I’m driving”. The difference has to do with the meaning of “Not Tonight”, which could mean anything and could become a message or slogan at the centre of young people’s discussions. This is used in parallel with the image showing some glasses with a car key in the last one, which makes the idea rather innovative and powerful.

Hellenic Institute of Transport (HIT) has co-operated with the non-profit Greek Driving Schools Association (POEEOA) in the wide distribution of the material developed within the project to learner drivers all over Greece. As a sponsor of the project, the company “TECHNIKES EKDOSEIS SA”- publisher of the special car magazine “4 Wheels” with the highest circulation in Greece - has acted by carrying a full-page colour advertisement of the campaign in “4 Wheels” for a period of two months. In the mean time the Automobile and Touring Club of Greece (ELPA) and the car rental company AVIS will promote the campaign.

Within the after-survey, a questionnaire was distributed in the two largest cities of Greece, Athens and Thessaloniki. The research focused on the 18-39 age group, as they constituted the main target group. After the campaign, it turned out that 8 out of 10 Greeks had heard of the “Not Tonight” campaign. 75% of those questioned found the message convincing and 74% interpreted the message positively. Many people within the sample (60%) have more

than two drinks and then drive. To the question “Do you believe that drinking (even one glass containing alcohol) is dangerous?” 34% simply answered No, 20% “I’m not sure” and 46% answered Yes. From the previous answers it was concluded that the problem is much more serious than initially thought. To the question “Would you consider changing your attitude because of campaign”, 40% answered “Yes, indeed”, 33% “Maybe” and 27 “No, I don’t think so”.

This campaign has been coupled with other measures for road safety such as the recent change in the Highway Code, lowering the acceptable level of alcohol in blood, intensifying the alcohol tests (especially during weekends and public holidays), training of traffic police staff and use of new equipment etc. According to recent data, the combination of these measures with road safety campaigns has produced positive results in terms of reducing the number and severity of accidents.

5.4 Barriers, Opportunities and Critical Success Factors

The main barriers, opportunities and critical success factors that arise from the above data are as follows.

Barriers

The first barrier that results from the brief overview of transport related campaigns in Greece is inadequate funding. Campaigns do not comprise a part of an integrated national framework and do not receive continuous and substantial funding. In this respect, every initiator has to identify the appropriate sources and obtain the necessary funds, a task that is time-consuming and impedes the implementation of such initiatives.

Furthermore, “soft” measures are not considered to be amongst the priorities of policy and decision makers who tend to underestimate their effectiveness and usefulness. Instead, “hard” measures (and particularly infrastructure) continue to be the first option for those key persons.

A third barrier is the lack of integration and continuity among the various efforts. In other words, transport related campaigns are rather scattered both in terms of participating actors and in terms of timing. Even the road safety campaigns that are supposed to have the full political support and to be launched in a more scheduled way are not repeated continuously and punctually. Furthermore, each initiator tends to act on an individual basis and there is a lack of co-ordination at all levels. Another important issue that has to be taken into consideration is that almost all campaigns are launched for a short time (usually right after a relevant problem – like the increase of road accidents - has occurred) and are not repeated. This way, people are not constantly aware of the various problems and, therefore, almost every campaign has no lasting effect.

Another crucial factor is the lack of experts, particularly in the local and regional authorities. Experts seem to be utilised only at the Central Government Level, located mainly in Athens.

Last but not least, what is evident from all past efforts is the importance of keeping records of every campaign. So far there is no information about the cost of each campaign and – most importantly – there is no assessment information for any of the campaigns launched in the country until now. In this respect, there is no way of knowing whether a campaign has been successful or not or how many people have seen it, understood it, remember it etc. This is a

major problem, since every new campaign has no previous relevant information to build on and is being designed from scratch every time.

Opportunities

The current situation, given these barriers, provides a very significant potential for people and firms wishing to cover the existing gap. This coupled with the increasing emphasis on health matters that has been notable in Greece recently provides opportunities for more campaigns.

Additionally, the 2004 Olympic Games and their transport communication programme are estimated to contribute significantly in the enhancement of the “soft” measure role in transport planning and strategy. They are supposed to have a twofold contribution: creating the required environment for implementing transport related campaigns and obtaining the know-how of marketing techniques.

Furthermore, a lot of infrastructure projects are about to be completed, meaning that there will be “hard” measures that can be backed up by “soft” measures (campaigns) and that their operators will start launching campaigns for informative and image-related purposes.

Nevertheless, during the last 4 years public transport operators, especially in metropolitan areas such as Athens and Thessaloniki, have been under constant organisational and operational change that has led to the upgrading of their service quality. Having attained their quality objectives, public transport operators have the chance to reposition themselves through the implementation of a well-structured and targeted communication programme.

Finally, extended participation of Local Authorities and other NGO in EU projects and initiatives helps in the improving knowledge of marketing techniques.

Critical Success Factors

The gradual decentralisation (transfer of responsibilities from Central Government Agencies located mainly in Athens to regional / local authorities) that has taken place in Greece during the last 5 years in combination with the proper staffing of regional / local agencies is believed to facilitate the undertaking of more campaign initiatives. The adoption of Car-free day in many big cities can be considered as a start point for more repetitive efforts.

5.5 Ongoing initiatives and priority areas

At the moment a number of campaigns relating to new infrastructure rather than the attitude / behaviour of trip makers are under way and it is expected that it will be so, at least until the full completion of the projects. The “trend” is mainly due to the so-called “big projects” undertaken in Greece, partially funded by the EU. Thus publicity is necessary for several reasons. Since these big projects are delivered gradually, it is natural to have a stepwise publicity programme.

It is expected that toll related campaigns will soon appear. This aspect is still far ahead from a basic level of comprehension and acceptance from the majority of the potential users.

Targeted campaigns along with general awareness campaigns are also to be expected in the nationwide passenger railway industry, the suburban railway system in Athens and in other specific transport systems.

At the regional and local levels, several programmes should be expected. These will be mainly linked to the various projects and measures that will be funded and implemented by the Regional Development Plans. Though most of these are infrastructure projects, soft measures are expected to complement them. Emphasis is also expected to be given to the environment, both urban and rural.

Furthermore, the first promising attempts for the promotion of cycling as a mode have taken place during the last few months. Particularly, a call for proposals has been issued for the construction of pilot cycle network. This action is rather innovative for Greece.

Concrete plans to be implemented in the near future are available for the road safety problem and of course for the Athens 2004 Olympic Games:

- At the same time the Ministry of the Environment, Planning and Public Works has assigned a contract for a strategic plan on road safety. This plan will also include a number of campaigns, though some overlap with the previous one may occur.
- Finally a full Communication Strategy is being prepared by the respective Direction of the Athens 2004 Organising Committee for the movement of people and goods during the 2004 Olympic games. The strategy is using the experience of past events and in particular the Sydney Olympic Games and Communication plan about changing travel behaviour. The idea is to change travel behaviour not only for the period of the Games but also for good. The call for tenders for the specific programme was issued at the end of 2002 and the procedure has yet to be completed.

5.6 Suggestions and future plans

Though the past shows that awareness campaigns in Greece were rather poor, the present and especially the future demonstrate that things change at an increasing pace. The Olympic Games alone already trigger a series of events addressing many issues not really touched so far. Taking into consideration that most of the projects under way will be completed before 2004, and that Greece is in a fast changing era, campaigns will be one of the first line weapons for government and non government organisations.

Moreover, given that discrepancies may take place between geographical areas and agencies with similar roles, a better co-ordination and a more rational distribution of funds and effort should be undertaken. The efforts at the local level must be strengthened. This implies both additional funds and effort but also better and more know-how.