



**Deliverable 6  
Results & Recommendations**

**Part 3: Recommendations for Further Research and  
Application**

*Final Version*

## **TABLE OF CONTENTS**

1. Recommendations for Further Research & Application .....	1
2. Menu of Measures .....	1

### **Annex A – Checklists for Local Policy Makers and Practitioners**

## 1. Recommendations for Further Research & Application

Bearing in mind the results of TAPESTRY, the following research and implementation initiatives would have significant benefit at ensuring harmonisation of approaches across the member states:

- **Creation of a learning network to teach practitioners how to develop, conduct and assess / campaigns at the local level. The TAPESTRY outputs will form the basis for this, but require detailed exploration in order to provide their full benefit.**
- **Development of a network of cities to transfer knowledge at the strategic level, drawing upon the impacts of local campaigns conducted within each of the members cities - see Annex A.**
- **A programme of best practice workshops will provide in depth study to enable transfer, from those directly involved, of the detailed knowledge and best practice gained through TAPESTRY, and in particular to develop the key linkage between local level and strategic level campaigns and objectives.**
- **Emphasis should be placed on the transfer of experience, expertise and know-how from the countries in the advanced grouping to countries in the intermediate and inexperienced levels and to accession countries to ensure maximum benefit from existing initiatives and infrastructure and to maximise their potential.**

Implementation of the above as an integrated package of measures would ensure an increased profile for soft measures and campaigns as support tools for all other measures and strategies and would meet the stated goal of transfer of best practice to promote EU harmonisation.

*A step in this direction would be the explicit incorporation of the TAPESTRY methodology and support from the TAPESTRY partners in the supported CIVITAS II projects and any similar integrated projects.*

Finally the work carried out in TAPESTRY and other projects conducted independently in parallel provides the opportunity for **the development of a predictive model, and prospective assessment tool to assess the likely direction and scale of impacts (including contribution to strategic objectives) in advance of implementation.** This would build on the TAPESTRY design tools and allow the development of a menu of options for campaign implementation.

## 2. Menu of Measures

Transfer of Best Practice identified in TAPESTRY will be a key element of the use of the results. Within TAPESTRY there is an initial programme of best practice workshops planned for September and October 2003. This primarily focuses on providing benefits to those organisations that have been most active in following TAPESTRY either as formal followers or through receipt of the TAPESTRY newsletters.

The TAPESTRY partners, followers and active newsletter recipients form the basis for both learning networks and city networks as defined in section 1. However, without active support for dissemination activities at national and EU levels many of the formal TAPESTRY partners lack the resources to ensure consistent expansion. Active involvement of networks such as POLIS, ACCESS etc, which has been a feature of the TAPESTRY dissemination strategy will help with this process.

It is expected that in some countries support will be obtained for enhancement and customisation of the TAPESTRY guidelines for the national perspective. The TAPESTRY state-of-the-art review would suggest that such action would be most likely in countries defined as 'experienced', as these are most likely to be receptive to the TAPESTRY concept. Furthermore, it is hoped that within these national developments, topical guidelines covering issues such as travel to school or cycling campaigns might also be produced.

The danger that development activities will be concentrated in experienced countries requires external policy guidance from the Commission to national governments to overcome existing barriers. Within TAPESTRY the need to campaign to policy makers for the introduction of campaigns as a valuable tool in their toolbox has been recognised for one of our followers and will be followed through within the project. However, it would be a shame if this were an isolated action.

Further implementation of the TAPESTRY assessment guidelines will help break the cycle that without clear evidence of positive results it is difficult to justify implementation of campaigns. Proper assessment ensures accountability and can overcome this reluctance, but requires proper resourcing to achieve success.