

Getting Policy Right

Communicating at Political Levels

Norman James

Transport & Travel Research Ltd

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Lessons from TAPESTRY Case Studies 1

The TAPESTRY case studies and research demonstrate:

- Limited impact of local campaigns;
- More global impact of National campaigns;
- Effectiveness of regional campaigns;
- Potential for personal nature of local campaigns;

Lessons from TAPESTRY Case Studies 2

- Strong supporting framework
- Campaign targeting;
- Understanding the awareness, attitudes and behaviour of the target group;
- ‘Seven Stages of Change’ Model;
- Interactive approach;
- Full assessment is essential.

EU and other policy directions

Potential Conflicts tackled by the Commission's Agenda:

- individuals' frustration at current levels of congestion
- the need for expansion of the Trans-European Networks (TENs)
- the important position of environmental sustainability

National Perspectives

- Level of experience that different countries have in the use of communication strategies and awareness campaigns.
- Development of the four country classifications according to the different levels the countries are at in terms of their development and use of communication strategies and awareness campaigns.
- Their stage of evolution reflects amongst other factors structural and technical issues:

National Perspectives

Structural

- overall transport strategy;
- clear vision, strategic objectives and measurable targets;
- degree of decentralisation;
- established framework for building partnerships;
- the number of campaign initiators.

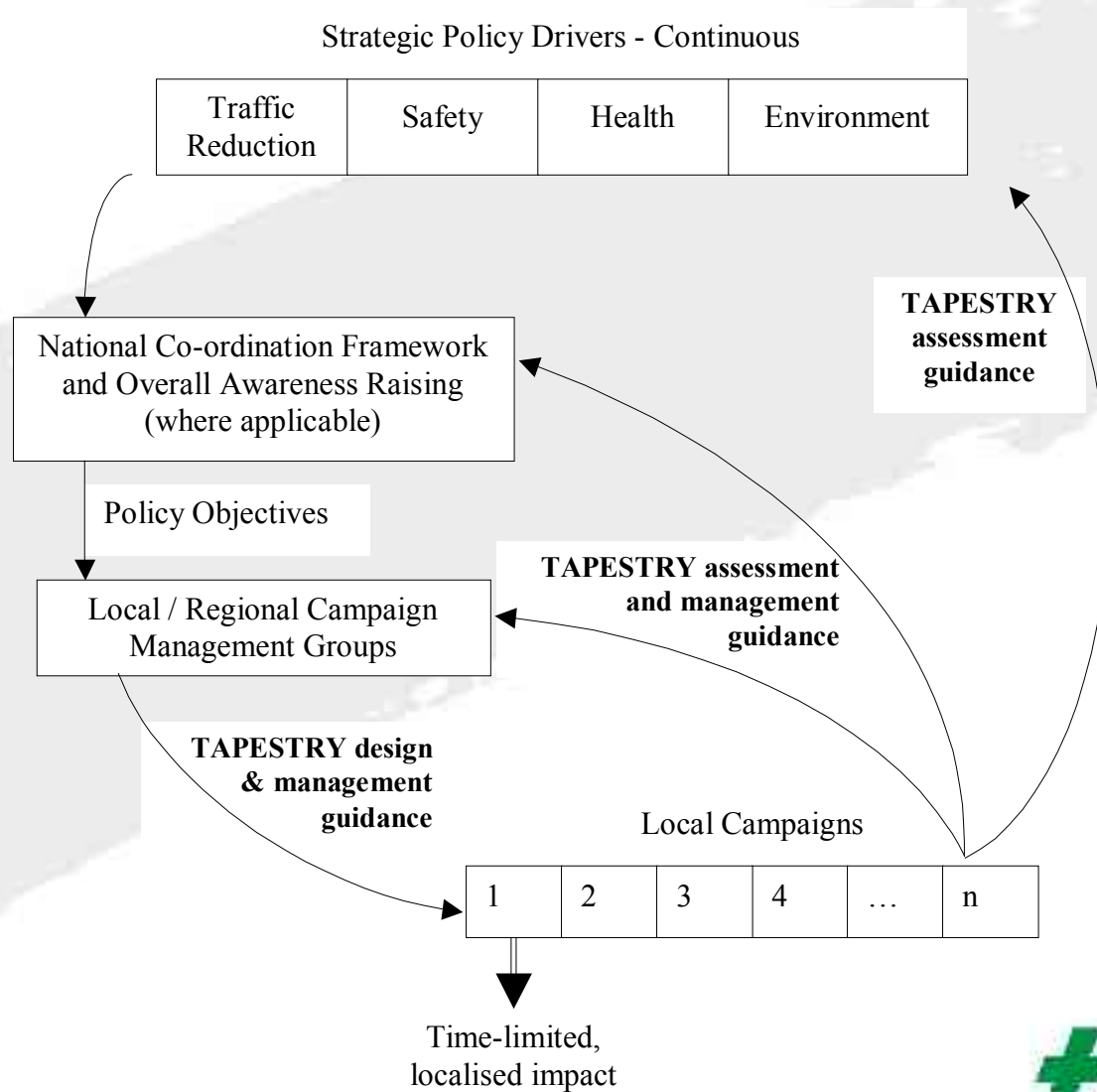
National Perspectives

Technical

- the number, continuity and repeatability of initiatives that are being launched;
- the way the target-groups are identified.

Linking Policy with Campaign Action

**How
TAPESTRY
Links Policy
with
Campaign
Design and
Outcomes**



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Support for Local Action

- **Key TAPESTRY findings include:**
 - **campaigns are effective not only on their own but also in support of other measures - either 'hard' or 'soft'**
 - **campaigns at the national level tend to be more effective at the lower end of the process of change (e.g. raising awareness), whilst more geographically focused campaigns have given better results in terms of behavioural change**

Support for Local Action

- **Key TAPESTRY findings include:**
 - **principle of subsidiarity is appropriate as it will allow national governments to provide the appropriate steer to campaigns within their country**
 - **The role of the EU in this case should be to provide support for the less experienced and less skilled countries to adopt campaign measures in conjunction with the other tools they intend to use**

Support for Local Action

Support at National Level for national & local campaigns

- Implementation in a well structured overall framework
- Logical & consistent campaign programme
- Sufficient time
- Danger of over-reliance

Conclusions

- Use different methods of communicating with politicians
- Decide what messages you want to put across
- Predetermine the level and scale of impacts of your awareness campaigns
- Keep a handle on your campaigns
- Ensuring the campaigns have the desired results (plan everything from design, management to assessment)
- Utilise TAPESTRY experience - CD Rom!

Your turn....

Think about.....

- Is the value of travel awareness campaigns recognised within your organisation or network?
- Do you have any campaigns running at the moment?
- How you can ensure consistency and ‘joined up’ working across departments? Do strategic objectives link different types of campaign?
- What level of resources are allocated to campaigns? Should they have more priority?
- Are your own campaigns consistent with the TAPESTRY Policy Guidelines? Do the guidelines apply in every case?