

TAPESTRY

Setting the scene

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The need for TAPESTRY

- Traditional transport planning measures and infrastructure alone have proved largely ineffective
- Fail to address political, social, psychological and cultural influences
- High quality, well designed and well targeted information, publicity and community programmes CAN encourage changes in peoples' attitudes to transport

The need for TAPESTRY

- Results of INPHORMM and CAMPARIE - reducing car use can only be achieved if public awareness of problems of traffic growth is raised and info and support are provided
- Successful use of communications programmes = application of new techniques and measures
- Many transport professionals lack skills /knowledge to design, manage and monitor a successful campaign

TAPESTRY

- “Travel Awareness Publicity and Education supporting a Sustainable Transport Strategy in Europe”
- Objective: to investigate how changes in behaviour in favour of healthier and more sustainable transport options could be influenced by communication programmes or campaigns

TAPESTRY

- Review results of previous research and examples of best practice
- Plan and implement 18 cases studies
- Develop a common assessment framework
- Analyse case study results to measure their impacts and explore the communication techniques which appear to work best
- Develop best practice guidelines and policy recommendations

Case Studies



● Intermodal Transport
Austria, Belgium x2, Italy, Germany,
Ireland

● Mode Repositioning
UK, France x2, Romania, Germany,
Ireland

● Health and Environment
Spain, UK, Sweden, Ireland

Plus followers

Moldova, Romania, Iceland, Greece
and Poland

State of the Art

International overview

- Based on:
 - Travel, health and environment awareness campaigns
 - EU research projects
 - National transport policies
 - Current theories of behavioural change
- Conclusions aimed at practical guidance appropriate to local conditions

State of the Art

International overview

- Differences in the level of experiences in the use of communication strategies and awareness campaigns
- Three levels distinguished on the basis of the TAPESTRY national reports: 'Inexperienced', 'Intermediate' and 'Advanced'
- The differences between the categories?
All elements of soft measures: communication strategies, travel awareness campaigns, public acceptability, number of actors, co-ordination of initiatives, level of implementation etc.

State of the Art

International overview

- States still developing their infrastructure or transport strategy usually = ‘**inexperienced**’, beginners’ level.
- States facing congestion and severe urbanisation usually = ‘**advanced**’ (more likely to have been forced to deal with traffic related problems and travel behaviour change)

Based on TAPESTRY National reports:

- Greece, Spain, Ireland and Portugal - ‘**inexperienced**’
- Italy, France and Germany - ‘**intermediate**’
- Austria, Belgium, United Kingdom, Netherlands and Scandinavian countries - ‘**advanced**’

State of the Art

Conclusions

- Various models of change in travel behaviour have been utilised
- Development or adoption of a communication strategy before attempting to influence travel behaviour and/or attitudes of a certain group of people is necessary for every actor and at any implementation level
- Campaign Segmentation - the identification of target groups is crucial to the success of each individual campaign
- Campaigns should consider the whole range of media available to them and adapt their messages according to the campaign objectives
- High quality monitoring and assessment is essential

TAPESTRY Outputs

- Best practice review
- Case study reports
- Cross-site comparisons
- Best practice guidelines
- Interactive workshops

Practical tools for campaign building & implementation

Assessment of successful communication techniques and campaign types within the TAPESTRY contexts

Workshop Format

- Campaign design, management and assessment
- Workshop sessions

Either Managing campaigns

Or The psychology of campaigns

- TAPESTRY in a local setting
- Plenary session
- Emphasis on:

Sharing experiences

Learning and applying new skills