Interreg Baltic Sea Region
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SMART GREEN MOBILITY
BATS

BATS

Citizen Activation Guide for Year-Round Active Mobility

Quick start guide



BATS project: https://interreg-baltic.eu/project/bats/

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Quick start guide

Aim

The Citizen Activation Guide (CAG) is a framework designed to support mobility planners and civil servants in planning, implementing and monitoring citizen engagement activities to support year-round active mobility (YRAM). Citizen Activation Canvas is a tool to help you to summarize the most relevant elements of your idea.

The guide builds on the three main components: WHY, TO WHOM, and HOW, to help you set the aim, the purpose, target groups, and methods for engaging citizens in YRAM activities.

WHY

The first section helps you to determine why YRAM is important and why citizen engagement is needed.

Start with the following questions:

- What are the current problems and opportunities related to YRAM in your city, region, or site?
- What goals do you want to achieve through citizen engagement?

TO WHOM

The second section, TO WHOM, helps to determine who you are targeting with the engagement activities and to understand what their characteristics, needs and motivations are in order to engage them effectively. For this:

- The first step is data collection on the target groups to provide input for building the personas. Analyze what data you would need to address the problem and how to collect it (surveys, interviews, focus groups, etc.).
- The second step is to develop the specific profiles of target group representatives (e.g. gender, age, education, mobility habits, needs, motivation).

HOW

The HOW section outlines which methods to use to engage citizens through participatory and nudging approaches, how to implement the engagement actions, how to communicate with your target personas, and how collect feedback, and monitor their effectiveness.

- Select the most appropriate approaches to address your target personas. Consider whether active involvement through participatory approaches or nudging to encourage behavior change would work best for your target groups.
- Consider specific methods for the engagement process. Participatory techniques include focus groups, World Café sessions, workshops, online forums, digital mapping, field trips, and pop-up events. Nudging methods include environmental, educational, social, and incentive-based approaches to guide your target groups.
- Specify who will implement the planned engagement activities, through which steps, and when.
- Identify which communication methods will be most effective for reaching your target personas through communication campaigns.
- Specify which indicators and targets will be used, and when data will be collected to monitor and improve the effectiveness of the actions.

For a more detailed explanation of each section and its questions, as well as templates and examples, please check the Citizen Activation Guide at: https://interreg-baltic.eu/project/bats/

Citizen Activation Canvas

Why?

Define the problem

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Goals

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How?

Engagement process: approach, methods, phases/timing

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To whom?

Data on target groups

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Personas

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Communication

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Monitoring

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