

Chapter 3 - Practical activities

This chapter will include practical activities, aimed at putting into practice and experimenting with the skills introduced. The activities proposed will allow you to be an active part of the change and practically contribute to the transformation towards more sustainable cities.

3.1. Practical Activity 1. Brainstorming on Shared Mobility

Name of the activity: Discussing Shared Mobility

Time: 30min

N. of Participants: No limit of participants.

Materials needed: Pen, sheets and flipchart

Objectives:

- To raise awareness among participants of the place shared mobility might have in their daily future according to their vision
- To create alternative scenarios to boost sustainable mobility modes

Instructions Step by Step:

- **Step 1: Visualise your shared mobility idea**

In the first activity, participants were asked to draw or write how they see themselves in the future among emerging shared mobility technologies. Participants should work on sticky notes, which will be pinned on the walls for the participants to discuss together.

- **Step 2: Brainstorm on collective ideas of shared mobility**

Participants must brainstorm some issues and needs of the future of shared mobility in their district/city. We asked the groups to summarise the main points of their discussion on large pieces of paper, which we pinned on the walls. We also asked them to choose a group leader to present their group's ideas to all the participants. This activity must take into account both short-term and long-term perspectives.

Tips and discussion: The main goal of this activity is to put participants in the position to think about their personal vision of shared mobility in the present and in the future. After having read the module, they can apply the knowledge acquired to their urban context, trying to critically assess the practical benefits of shared mobility vis-a-vis individual and collective needs.

Evaluation: An assessment form will be distributed with the aim to measure the workshop elements' success objectively is the goal. Through an assessment of the activities' utility and the content's relevancy, the survey rates the engagement sessions' design. Three open-ended questions rounded up the survey, giving respondents the chance to share their thoughts on the sessions, including what they enjoyed and didn't like.



3.2. Practical Activity 2. Mapping the modes of movement by public transport and shared mobility in the city

Name of the activity: Mapping public transport and shared mobility.

Time: 2h.

N. of Participants: No limit of participants.

Materials needed: Mobile phone with Google Maps installed, use of [Google transit](#) to conduct the activity.

Objectives:

- To create a map with public transport and shared mobility modes in your city.
- To raise awareness of alternative mobility practices rather than private cars.

Theory: Creating a map of public transport and shared mobility can be a powerful tool for community engagement and urban planning. It allows people to contribute their insights and helps create a comprehensive view of the transportation landscape. This activity can put you in the position to rediscover the alternative mode of transport available in your city and, after having understood the main benefits of using public transport and shared mobility, put you in the position to consider these sustainable alternatives.

Instructions Step by Step:

- **Step 1: Set Up a Google Account**

If you don't already have one, create a Google account. This will give you access to Google My Maps.

- **Step 2: Access Google My Maps**

Go to Google My Maps and log in with your Google account.

- **Step 3: Create a New Map**

Click on the "Create a new map" button. You'll be directed to the map editing interface.

- **Step 4: Name Your Map**

Click on the untitled map at the top-left corner and give your map a descriptive name.

- **Step 5: Add a Title and Description**

Click on the "Untitled layer" in the left panel and add a title and description for your map. This could include information about the purpose of the map and instructions for contributors.

- **Step 6: Add Markers for Public Transport and Shared Mobility Points**

Click the "Add marker" icon on the toolbar.

Click on the location on the map where you want to add a marker.

A box will appear where you can add details like the name of the location, type of public transport, or shared mobility service, and any additional information.

- **Step 7: Customise Marker Icons and Colours**

You can customise the markers to differentiate between types of transport. Right-click on a marker, select "Change icon," and choose an icon that represents the mode of transportation. You can also change the colour of the marker.

- **Step 8: Add Lines and Shapes**

If you want to highlight routes or specific areas, use the "Draw a line" or "Draw a shape" tools. This can be useful for showcasing public transport routes or shared mobility zones.

- **Step 9: Share Your Map**

Once your map is complete, click the "Share" button in the top-left corner. Choose the sharing settings, whether it's public, private, or restricted to specific people. Copy the link to share with others.

- **Step 10: Promote and Gather Contributions**

Share the link to your map through various channels, encouraging community members to contribute. You can share it on social media, community forums, university websites, or any other relevant platforms.

- **Step 11: Moderate and Update**

Regularly check the map for new contributions and moderate content to ensure accuracy. Update the map as needed to reflect changes in public transport or shared mobility options.

- **Step 12: Analyze Data**

Review the data collected on the map. Identify patterns, popular routes, and areas with high or low engagement. This analysis can inform future decisions regarding public transport and shared mobility improvements.

- **Step 13: Engage Stakeholders**

Share the insights with relevant stakeholders, such as local transportation authorities or community leaders. Collaborate with them to implement changes or improvements based on the data collected.

Tips and discussion:

Think about the journey you usually make to go to university or to reach the place where you play sports and how you get there.

- How often do you think about the sustainability of your journey?
- Do you know if there is public transport or shared mobility that is more convenient than the car?
- Based on the map you created, do you think there are more convenient modes of movement for you in your city?

Think about the possibility of changing your mobility habits, if you are not already using alternative modes of transport.

Evaluation:

The final evaluation of the activity consists of a questionnaire to be undertaken at the end of the session. The questionnaire is useful to provide general feedback on the activity according to participants: what they learned and whether the activity contributes to raising awareness on alternative modes of transport or any other comment. Trainers should prepare this questionnaire in advance (using either an online tool like Google forms or preparing it on a printed version).

3.3. Practical Activity 3. Advocating for sustainable urban mobility plans

Name of the activity: Campaigning for green mobility.

Time: 2h.

N. of Participants: No limitation

Materials needed: Self-assessment tool, Sheets, Pen, Laptop

Objectives:

- To raise awareness on the limits of Sustainable Urban Mobility Plans (SUMS) through the SUMP Self-Assessment Tool;
- To contribute to the redaction of effective proposals at the local levels;
- To elaborate an awareness campaign based on the main results of the survey.

Theory:

In general, the most popular methods to raise awareness are:

- production of educational resources such as reports, studies and infographics;
- participation in events such as thematic discussions, roundtables, seminars, webinars, workshops, conferences, debates, vigils, exhibitions and demonstrations;
- production of audio-visual material such as television, video and documentary film;

- the use of the internet, including online forums, petitions, groups and interactive websites, as well as social media platforms such as Facebook, Twitter, and Instagram;
- using wireless communication such as mobile phones and text messaging, which are valuable for people living in societies where freedom of information and association is limited;
- engaging the media through press releases, briefings, newspaper articles and opinion pieces, and conducting media campaigns;
- networking (online and offline) including creating and maintaining a network of contacts to share and disseminate information to build awareness around the specific topic.

Instructions Step by Step:

- **Step 1: Introduce the SUMP Self-Assessment Tool**

<https://www.sump-assessment.eu/English/questions/PlanningContext>

The SUMP Self-Assessment is an instrument that can be used to evaluate planning activities in general as well as the quality of a specific strategic mobility plan, developed by the European Platform on Sustainable Mobility Plan. This makes it beneficial at all stages of the planning process, such as assessing what to improve when starting a SUMP, readjusting actions throughout the process, or assessing plan quality when finalising or having completed an SUMP. There are adjusted sets of questions depending on your planning context and desire to produce an assessment that fits your scenario.

The SUMP Self-Assessment consists of eight sections that are directly related to the SUMP principles and roughly follow the order of a planning process.

- **Step 2: Evaluate your own SUMP**

Compiling the SUMP Self-Assessment tool, you will be able to understand the main problem related to your mobility context, focusing on the main mobility challenges your city is currently facing.

- **Step 3: Traduce challenges in mobility claims**

Explain what an awareness-raising campaign is:

- *An awareness-raising campaign is a process that seeks to inform and educate people about a topic or issue with the intention of influencing their attitudes, behaviours and beliefs towards the achievement of a defined purpose or goal.*

Ask them to create a plan/presentation for an awareness-raising campaign on the mobility strategy in their city.

Participants should reflect on:

- goals or problems to be addressed – the long-term outcome you wish to achieve and/or the problem you wish to address;
- objectives – the short-term outcomes they wish to achieve;
- target groups – the relevant groups or individuals they wish to target with their messages;

- messages – the information they wish to convey to raise awareness and to sensitise on the topic;
- methods, and tactics to raise awareness – consider the most effective methods or tools to deliver the messages to the target group(s). e.g.: radio, television, video, film, the internet, social media, mobile phones, newspapers, newsletters, leaflets, and poster campaigns;
- The plan for their awareness campaign can be visualised on a PowerPoint presentation or a flipchart, why you decide to address that specific target group or why you believe the channel/tools they chose for their awareness campaign are more suitable than others.

Tips and discussion:

Identifying the individuals or groups to which the awareness campaign should be addressed is of paramount importance. Target groups may include children, parents, educators, teachers, political and legal stakeholders, the media and the general public.

Once identified, it may be possible to survey or assess the target group's initial level of awareness through small focus groups. The results of the assessment can be utilised to tailor the awareness-raising campaign and its messages appropriately and to evaluate the impact of the campaign in the future.

Key messages for the target audience should be clear, concise, consistent, compelling and simple, helping to ensure that they are memorable to the target audience. In developing key messages, it is suggested to conduct research on how a particular target group forms opinions and who or what influences them. For example, if an awareness campaign on the informed use of social media is addressed to teenagers between 13 and 17 years old it will not be beneficial to conduct

the campaign through press releases or newspapers but it will be more useful to spread the campaign through social media.

It may be useful to show them an example of a raising awareness campaign on the topic. We suggest using the [CONNECT project campaigns](#), but you can use any example that you can find at the local or national level.

Evaluation:

The final evaluation of the activity consists of a questionnaire to be undertaken at the end of the session. The questionnaire is useful to provide general feedback on the activity according to participants: what they learned and whether they understood how citizen participation can contribute to the general planning made by local authorities.

The questionnaire will be divided into 4 different sections where participants will be able to freely answer as they prefer (open-ended answer, bullet points...), and express their opinion on strengths and weaknesses of contents and trainers.

Trainers should prepare this questionnaire in advance (using either an online tool like Google forms or preparing it on a printed version).