

D.T2.2.4 - Campaign for raising the environmental awareness of employees Dubrovnik Airport

Pilot on low carbon mobility management -
testing car-pooling platforms and
implement public awareness campaigns

Version 1
05 2019





1. Introduction	2
2. Specifications of pilot.....	3
3. Objectives and impact.....	3
4. Insights on developments of KPIs.....	4
5. Insights on qualitative survey results	7
6. Learnings.....	8
6.1. Success factors	8
6.2. Failure factors	9
7. Conclusion	10



1. Introduction

This report presents the results and project report „Campaign for raising the environmental awareness of employees Dubrovnik Airport“.

The main message of the campaign is raising the environmental consciousness of employees and providing them with information on what they can do to reduce the harmful effects of traveling by car.

The overall objective of the project is to reduce energy consumption and ecological impacts of transport activities at airports and in their wider surroundings.

The specific objectives include the following:

- The objective of the project, which is to reduce energy consumption and ecological impacts of transport activities at airports and in their wider surroundings
- Changes in mobility behavior patterns of passengers and the airport’s employees by creating innovative strategies of public authorities regarding planning of low exhaust emission mobility
- The set ecological goals in the following period

Landside Airport Accessibility (LAirA) project; an Interreg Central Europe Funded project which aims to improve landside mobility planning for airports. The project has an aim of lowering CO2 emissions by changing the travel behaviour of airport passengers and employees and by developing innovative strategies with public entities.

LAirA addresses the specific and significant challenge of the multimodal, smart and low carbon mobility integration of airports in the mobility systems of Functional Urban Areas (FUAs) of Central Europe (CE).

LAirA is financially supported by the European Union’s Interreg Central Europe programme, which is a European cohesion policy programme that encourages cooperation beyond borders.

LAirA’s ambition is to reduce the energy use and the negative environmental impacts of transport activities in central-European urban centres.



The 56 million passengers and 39,000 employees of the airport systems in the FUAs of Vienna, Budapest, Warsaw, Bologna, Stuttgart, Dubrovnik and Poznan are addressed by the LAirA developments. LAirA shall develop the capacities of public entities - local and regional authorities and airports - that jointly plan and implement low carbon mobility solutions.

2. Specifications of pilot

We reviewed the project documentation, brochures and interviews. We analysis of documents (communication strategy, project homepage..), analysis of articles / reports (press, TV, internet, social media)

We also analysis campaign “Bike to work” with airport employees and members of the local bicycle club.

The campaign was mainly marketed on media, which seemed the most efficient way to reach the target market.

In order to achieve goals, it is essential to use as many marketing platforms as possible to spread the message as quickly as possible.

3. Objectives and impact

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Project monitoring and promo activities



Key objectives from airport's perspective for future developments:

Short term:

- Event planning and employee education
- Ensuring that an event with a cycling club will not affect the airport operations. Introducing the employee to the project and its goals.

Long term:

- Wider connectivity
- The airport growth perspective and how it affects the surface access

4. Insights on developments of KPIs

We have a good awareness on the project activities on the local level. Final Report providing a comprehensive picture of the report, including its context, methods and evidences of project monitoring. We will list some evidence of the project:

1. evidence of project monitoring - Digital (internet)

web link:

- 1.1. <http://www.dubrovniknet.hr/novost.php?id=70574>
- 1.2. <https://dubrovackidnevnik.rtl.hr/vijesti/grad/druzenje-na-aerodromu-uz-bicikliranje-do-ocuvanja-okolisa-foto>
- 1.3. <https://www.liberoportal.hr/vijesti/projekt-laira-zracna-luka-dubrovnik-organizirala-druzenje-s-clanovima-biciklistickog-kluba-konavle>
- 1.4. <https://dubrovacki.slobodnadalmacija.hr/zupanja/konavle/clanak/id/617920/zracna-luka-dubrovnik-i-biciklisticki-kluba-konavle>
- 1.5. <https://www.dubrovnikpress.hr/component/k2/item/35278-zl-dubrovnik-uz-projekt-laira-organizirala-druzenje-sa-clanovima-biciklistickog-kluba-konavle.html>
- 1.6. <https://www.jutarnji.hr/Promo/zracna-luka-dubrovnik-u-sklopu-projekta-laira-organizirala-druzenje-s-clanovima-biciklistickog-kluba-konavle/9234599/>
- 1.7. <https://www.dulist.hr/zracna-luka-dubrovnik-potice-nove-oblike-mobilnosti-i-odrzivi-razvoj/598502/>
- 1.8. <https://dubrovackidnevnik.rtl.hr/vijesti/zupanja/zracna-luka-dubrovnik-potice-nove-oblike-mobilnosti-i-odrzivi-razvoj>
- 1.9. <http://dubrovniknet.hr/novost.php?id=70655>
- 1.10. <https://www.liberoportal.hr/vijesti/odrzivi-razvoj-i-zastita-okolisa-zracna-luka-dubrovnik-potice-nove-oblike-mobilnosti-i-odrzivi-razvoj>



2. evidence of project monitoring - Digital (internet)

- 2.1. Facebook page Dubrovnik Airport
- 2.2. Facebook page BK Konavle
- 2.3. Facebook page Poslovni savjetnik
- 2.4. Instagram Libertas_TV

3. evidence of project monitoring - TV

- 3.1. Dubrovačka televizija
- 3.2. Libertas Televizija - LTV

4. evidence of project monitoring - Print (newspaper)

- 4.1. Glas Grada (August, 16, 2019)
- 4.2. Glas Grada (August, 30, 2019)

5. evidence of project monitoring - Video production and broadcasting in Croatian and English

- 5.1. The video is published on the Facebook page Dubrovnik Airport. The video is also published in the newspaper. (Glas Grada; August, 30, 2019)



JutarnjiLIST

J POČETNA VIJESTI SPORT NOVAC.HR EURACTIV LIFE KULTURA SPEKTAKLI VIRAL VIDEO

Zračna luka Dubrovnik u sklopu projekta LAirA organizirala druženje s članovima Biciklističkog kluba Konavle

AUTOR: Promo OBJAVLJENO: 13.08.2019. u 16:30

U Zračnoj luci Dubrovnik članovi projektnog tima LAirA predstavili su ključne smjernice i ciljeve projekta LAirA, te su tom prilikom darivali članove Biciklističkog kluba Konavle.

Podsjetimo, LAirA se bavi specifičnim i značajnim izazovima multimodalne i nisko-uglične mobilne integracije zračnih luka. Cilj projekta je smanjenje upotrebe energije i ekoloških utjecaja transportnih aktivnosti u zračnim lukama i njihovom okruženju, i to promjenom obrazaca ponašanja mobilnosti putnika i zaposlenika zračnih luka.



AKTUALNO > POLITIKA CRNA KRONIKA DULIST IN SPORT KULTURA ZANIMLJIVOSTI VAŠE VIJESTI KOLUMNJE >

f @ ✉ 🔍

DULIST

NAJČITANIJE

01 Zaštitar brutalno pretukao mladića ispred Revelina. Svjedok: Nakon nokauta nogom ga je...
🕒 25.5.2019 15:30

02 ZNAČKA MU JE U AUTU? Policija tvrdi da nije lažni policajac, a...
🕒 5.7.2019 08:25

03 VLASNIŠTVO OBITELJI BOŠKović U Brsecinama se gradi hotel s 24 sobe
🕒 30.5.2019 20:31

04 Pronađeno tijelo 28-godišnje Dubrovkinje u moru kod hotela Palace
🕒 21.6.2019 13:04

05 LIBERTASOV VOZAČ PIJEVIĆ 'Direktor me bez dokaza optužio da krađem gorivo'
🕒 6.6.2019 12:09

MALI OGLASI

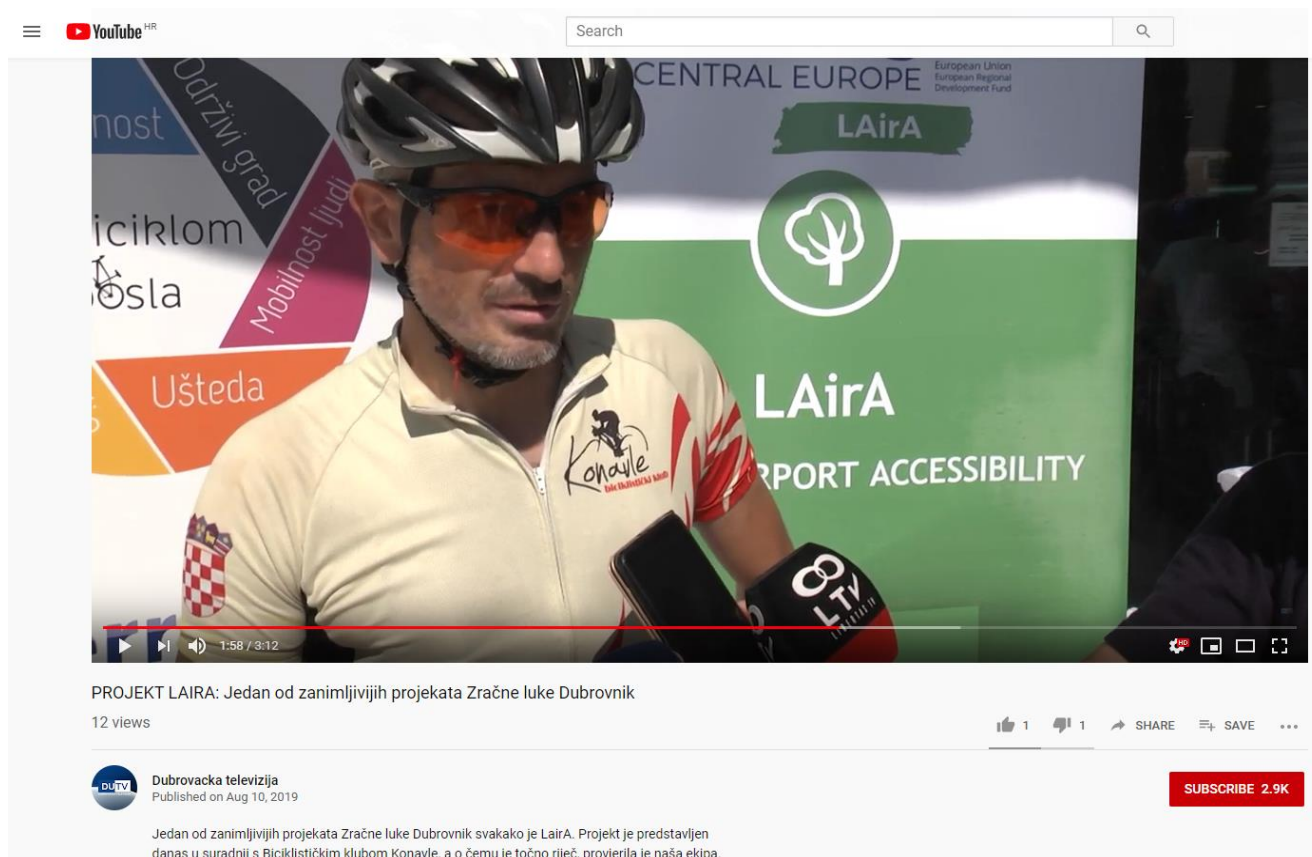
Grad

Zračna luka Dubrovnik potiče nove oblike mobilnosti i održivi razvoj

Dulist 🕒 15.8.2019 09:51

PODIJELI 🌟 0 🔄 f 8 📧





5. Insights on qualitative survey results

The campaign was very successful in getting employees to try cycling.

Why bicycling?

First of all, commuting to work by bike can eliminate costs for the commuter, such as fuel, parking (both space and charges), maintenance, taxes and insurance for the car. Secondly, the commuter could experience health benefits, such as losing weight and a lower risk of heart disease.

More cycling traffic has a positive effect on some external costs such as the environment, because it reduces CO2 output and noise pollution, and it has a positive impact on traffic jams.

The benefits of cycling are: Environmental Benefits, Health Benefits, Economic benefits, Transport benefits, Social benefits and Personal benefits.



In the age of Mobility, airports need to be connected to cities and regions by different transport modes (car sharing, taxi, bus, rail, cycle and other mobility services) to successfully compete and grow business.

We wrote and we sent press releases, we organized the event „Bike to work”. The campaign includes promo activities of providing a cycling equipment to a local bicycle club. We have leased media space on the most read Croatian portal - Jutarnji list.

Final Report providing a comprehensive picture of the report, including its context, methods and evidences of project monitoring.

The campaign „Bike to work“ was mainly marketed on media, which seemed the most efficient way to reach the target market.

We had campaigns in the local media of Dubrovnik-Neretva County, and also we had campaigns in the national media.

The most important insights:

- All project participants are satisfied with the results
- Bicycle club members and employees have expressed their desire for additional projects and similar activities

6. Learnings

6.1. Success factors

The first phase of the campaign includes the realization project “Bike to work ” which represents an awareness-raising campaign for employees about environmentally conscious ways of travelling to work and reducing motorized traffic as well as achieving energy efficiency.



The campaign „Bike to work“ includes promo activities of providing a cycling equipment to a local bicycle club. We donated 40 promo packages with cycling equipment to a local bicycle club and employees.

Promo materials of the project:

1. drawstring sport bag
2. 500 ml sport drinking bottle in solid PE plastic.
3. Bike repair kit. 15 piece multitool with 2 tyre levers, grater, glue and stickers including pouch with reflective trim
4. Roll up

On a global scale, passenger numbers and aircraft movements are expected to grow dramatically. Dubrovnik Airport is constantly looking for cooperation opportunities with the local communities and municipalities through various environmental and mobility related projects.

If passengers cannot see or do not know about the public transport link, then they will not use it. This is particularly important in the context of modern mobility services (Mobility as a Service, ride sharing etc).

The campaign was mainly marketed on media, which seemed the most efficient way to reach the target market.

Also, communication directed at younger groups on social networks.

6.2. Failure factors

In the age of Mobility, airports need to be connected to cities and regions by different transport modes (car sharing, taxi, bus, rail, cycle and other mobility services) to successfully compete and grow business.

Demand for air travel is growing and it is important that airports ensure their infrastructure is ready to efficiently serve the passengers.

An efficient and fast public transport network to and from the airport opens commercial and real estate opportunities around the airport region.



It is important to say that currently there is no bicycle path between downtown and the Airport. However, The Port of Dubrovnik and the City of Dubrovnik have provided other means of transport, such as public transport to the airport.

We couldn't organize a bike race because there is no bicycle path. The race would add to the attractiveness of the project.

7. Conclusion

The main message of the campaign is raising the environmental consciousness of employees / passengers, and providing them with information on what they can do to reduce the harmful effects of travelling by car.

The first phase of the campaign includes the realization project "Bike to work" which represents an awareness-raising campaign for employees about environmentally conscious ways of travelling to work and reducing motorized traffic as well as achieving energy efficiency. The campaign includes promo activities of providing a cycling equipment to a local bicycle club. Airport employees are members of the bicycle club.

It is important to say that all project participants are satisfied with the results.

Conclusions for the final pilot report:

- All project participants are satisfied with the results
- We have achieved the expected results of the project
- Bicycle club members and employees have expressed their desire for additional projects and similar activities.
- Giving direct benefits to participants from attending a particular event, such as reimbursement of travel expenses, an attractive venue, or listing important persons as participants in an event, can often help to attract more participants
- We recommend checking analytics websites as well as media analytics, which is a very useful tool for measuring visits and other metrics that show successful project results