

# REPORT ON CZECH CAMPAIGN ACTIONS FOR AWARENESS RISING ON PILOT ACTION AMONG TARGET GROUPS

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D.T3.4.6

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Title	Report on CZ campaign actions for awareness rising on pilot action among target groups
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Submission	



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## 1. Summary

We have conducted many campaign actions for employees of the Municipality of Litoměřice and Litoměřice hospital. Most of the activities were focused both on the municipality and hospital, however, the lack of electronic communication channels and contacts with the hospital employees was a big barrier in focusing on them with this kind of communication.

Most of the activities were connected to promotion of sustainable transportation use. We have organized events, distributed printed materials and promo materials and also had an online campaign, mostly consisted of the newly developed competition and carpooling tool called Cesty městy. The specific examples are listed in chapter bellow.

From results in modal split change over the years we can see also that certain campaigns might have had a bigger impact than others. Even though the data from the survey (see D.T2.2.2: Monitoring an evaluation report on testing the pilot actions or D.T3.1.1, D.T3.1.2 & D.T3.1.3: transnational reports on 13 two pillars modal split) can be misleading (different samples, different sample size etc.) we can see that bigger change in travel behaviour has occurred the first year and the change in the second year was smaller. This can mean that events such as Car free day promotion could have been more effective than online campaign since it probably has influenced more people in a direct way, whereas in the online activities the employees needed to take the initiative themselves. Also, it could mean that there was a certain group more susceptible to change their behaviour and they already changed it the first year and others, who are harder to convince to step out of their comfort zone haven't responded yet.

The campaign actions are however a very small portion of what goes into one's decision making process and therefore evaluate the modal split change solely by it would be rather daring. The employees responded to the campaign actions in a positive way and even their knowledge of the project and municipalities and hospital intentions can be seen as a success.

## 2. Date and place

All campaign actions took place in Litoměřice since they were campaign for the employees of the Municipality of Litoměřice and Litoměřice hospital.

Some of the campaign actions were events organized for employees:

- Car free day promotion: 21<sup>st</sup> September 2017
- Cesty městy carpooling and competition training for employees of municipality and hospital: 17<sup>th</sup> September 2018
- Competition Cesty městy awarding ceremony: 13<sup>th</sup> November 2018

And some had a form of distributing physical materials such as flyers etc.:

- Travel staff survey attendance promotion via flyers: April-May (repeatedly in 2017, 2018, 2019)
- Carpooling Cesty městy flier distribution: Flyers were distributed on 17<sup>th</sup> September 2018.
- Thematic brochure about Mobility in Litoměřice focused on employees: 27<sup>th</sup> May 2019.



And some had a form of online campaign:

- Competition Cesty městy: 17<sup>th</sup> - 28<sup>th</sup> September 2018.
- Carpooling tool within Cesty městy website: 17<sup>th</sup> September 2018 and ongoing.
- Competition and Carpooling direct mail to employees: 17<sup>th</sup> September 2018.
- Instructional video on how to use the carpooling tool: 28<sup>th</sup> May 2019.

### 3. Number and types of participants/target groups

The target groups of all events and campaigns were the employees of the Municipality of Litoměřice and the Litoměřice hospital. The number of the participants follows.

Events organized for employees:

- Car free day promotion: 40 participants (estimation).
- Cesty městy carpooling and competition training for employees of municipality and hospital: 20 participants.
- Competition Cesty městy awarding ceremony: 12 participants

Materials such as flyers etc. distributed:

- Travel staff survey attendance promotion via flyers:
  - 2017: 1100 printed flyers and posters
  - 2018: 900 printed flyers and posters
  - 2019- 935 printed flyers and posters
- Carpooling Cesty městy flier distribution: 400 pcs of printed and distributed trifolds.
- Thematic brochure about Mobility in Litoměřice focused on employees: 350 pcs of brochure printed and distributed.

Online campaign:

- Competition Cesty městy: Total reach is unknown. 22 actively participated in the competition.
- Carpooling tool within Cesty městy website: 35 registered participants to the date 31<sup>st</sup> May 2019.
- Competition and Carpooling direct mail to employees: The email was sent to all employees of the Municipality of Litoměřice.
- Instructional video on how to use the carpooling tool: 267 views of FB dated to 31<sup>st</sup> May 2019.



## 4. Implemented actions and links to deliverables, outputs

Campaign for employees were part of D.T3.4.6.: Report on CZ campaign actions for awareness rising on mobility planning among target groups; D.T3.2.3: Workplace mobility plan for municipality Litomerice, D.T3.2.4: Workplace mobility plan for Litomerice hospital. The campaign actions were also connected to D.T3.2.16: Stakeholders' input within CZ Mobility planning process, D.T.3.3.2: Report on Implementation of pilot action 2 in CZ and O.T3.1: 13 mobility plans developed for 13 central Europe municipality's units to fostering CO2 reduction. Some campaign actions also inspired some dissemination events (D.C.6.4. Documentation on dissemination events in participating CE regions). And since promo materials were distributed at the campaign actions, it was also connected to A.C.3: Promotional materials. The implemented actions and methods of communication are described below.

Events organized for employees:

- Car free day promotion: The event was focused on the real car costs calculation, where we had a poster of all the costs of the car including price of car, fuel, tires, repairs, parking fees, permits, auto-cosmetics, insurance and so on. This was very eye opening to people since they usually count only the price of fuel into their budget. This way the participants could calculate how much the car costs them each month. Some of them even wrote the amount of money the ownership of the car costs them on previously prepared board. Another poster was about MOVECIT project and its goals and important outputs. The participants were also given promo materials (flyers, pens, reflex stripes etc.).
- Cesty městy carpooling and competition training for employees of municipality and hospital: We held a training on how to use the web application. We have distributed flyers inviting the participants to the training. The training consisted of presentation and the participants have been trying out the application, how it works and they were answered their questions, there was also a discussion about possible improvements and about possible impact.
- Competition Cesty městy awarding ceremony: All participants in the competition Cesty městy were invited to be awarded with promo materials as a gratitude for the actions they have conducted to make their travelling more sustainable.

Flyers were distributed to enhance the sustainable commuting and its monitoring. The carpooling part of Cesty městy web application was enhanced by printed trifolds, which were distributed at each department of both the municipality and the hospital. Thematic brochure was also prepared and printed to encourage the employees to travel more sustainably. This brochure was distributed at the end of the project to show what has been done within its lifetime.

Online campaigns were distributed mostly via internal systems of the employers. New website [www.cestymesty.cz](http://www.cestymesty.cz) was created and competition and carpooling tool was developed. It was piloted in Litoměřice. Link, including QR code was distributed at the printed materials. The supporting video was published on FB page of Nadace Partnerství and shared internally. Direct mail was also used.

## 5. Expected effects and the response

- Please, describe and outline what was achieved during the campaign actions. The main emphasize should be on expected effects, the impact that was obtain by having different (or single) action(s), how was the response from the targets, if you dispose with some measurable data (from the competition), please provide them in this chapter and evaluate them... (1500 - 2000 characters, max. 4000 with the data or tables).



We have tried to activate the employees into choosing the more sustainable transportation modes for their commuting and business trips. However, this chance is very difficult to make and first there is the need to make the people think more critically about their commuting. Our goal was to encourage them to think more critically and step out of their comfort zone and habit behaviour. We wanted them to start thinking daily about their choices. Firstly, we have tried to communicate the negative aspects of car ownership. We have talked with them about the real financial costs of automobile and how a single use of car is disturbing the public space. Secondly, we have promoted other possibilities, which was enhanced with the pilot action and purchase of 10 e-bikes, which could be used by the employees for business trips and commuting.

The mobility plans for both Municipality of Litoměřice and Litoměřice hospital showed that the most efficient solution to downsize the single car use is carpooling. Based on this knowledge we have added a carpooling map to the web application to make it more possible for the employees to find a match and commute together. All the measures and its effect is complicated to measure. But we can see now that 4 people are trying to find a match for carpooling via the online map in Litoměřice (31<sup>st</sup> May 2019). This might not seem as high number but the possible CO2 savings for 1 match can be much bigger since every future journey can be downsized 2x - 5x, depending of the car occupancy.

Effect of the campaigns can be also partly measured by usage of the municipality e-bikes usage:

The name of bike	The number of kilometres for each bike for one season	The number of people using each bike
1 CITANA 19"	40	4
2 CITANA 16,5"	212	3
3 CITANA 16,5"	160	1
4 CITANA 16,5"	28	3
5 CITANA 19"	33	1
6 ALTEZZA 17"	259	5
7 VOYAGER 19"	1200	4
8 MONTANA 19"	2 173	1
9 MONTANA 17"	801	18 policemen
10 MONTANA 19"	751	

This table shows that during the pilot action monitoring was cycled 5657 km, 1 038.85205 kg of CO2 was saved. It also shows that there were 22 municipality employees and 18 policemen who changed their mobility behaviour to more sustainable way, or at least stepped out of their comfort zone by using the e-bikes.



## 6. Annexes

### 6.1. Invitation and Agenda

Cesty městy carpooling and competition training for employees invitation:



Vážení zaměstnanci **Nemocnice Litoměřice**,  
dovolujeme si vás pozvat na:



#### **CESTY MĚSTY - kurz pro zaměstnance**

**PONDĚLÍ 17. 9. 2018 13:00**  
**ZASEDACÍ MÍSTNOST ŘEDITELSTVÍ**

  
Drobné občerstvení  
zajištěno

#### **Spolujízda**

**Spojení veřejnou dopravou je komplikované nebo příliš dlouhé** a jinak, než autem to nejde? Že klidně pojedete autem s kolegyní či kolegou z práce? Ale víte s kým? Dovolte nám představit vám aplikaci **Cesty městy**, která vám pomůže najít lidi na spolujízdu autem do práce.

#### **Soutěž**

**Zapojte se do soutěže Cesty městy**, která proběhne v druhé polovině září! Na krátkém setkání se dozvíte, jak s webem pracovat, jak bude soutěž probíhat i co **můžete vyhrát**.

Na kurzu vám ukážeme celou webovou aplikaci Cesty městy i jak s ní jednoduše pracovat! Pokud si budete chtít vše rovnou vyzkoušet, přineste si své počítače či telefony.







## 6.2. List of participants

Cesty městy carpooling and competition training for employees of municipality and hospital: 17th September 2018:

**Interreg**   
CENTRAL EUROPE  
**MOVECIT**  
European Union  
European Regional  
Development Fund

 **nadace partnerství**  
| LIDÉ A PŘÍRODA

WWW.NADACEPARTNERSTVI.CZ  
Nadace Partnerství, Údolní 33, 602 00 Brno  
telefon: +420 515 903 111, fax: +420 515 903 110  
e-mail: partnerství@nsp.cz

SEZNAM ÚČASTNÍKŮ: Projekt MOVECIT *KURZ CESTY MĚSTY 17.9.2018, MĚU LITOMĚŘICE*

	Jméno a Příjmení	Název organizace	E-mail	Telefon	Podpis
1.	SIMONA SURNEJČOVÁ	NADACE PARTNERSTVÍ	simona.surnejcova@nsp.cz		<i>Jan</i>
2.	HANA BRUHOVÁ	MĚSTO LITOMĚŘICE	hana.bruhova@litomezice.cz		<i>Hana Bruhová</i>
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10.	MONIKA ČAPKOVÁ	MĚU LITOMĚŘICE	monika.capkova@litomezice.cz		<i>Monika Čapková</i>
11.					
12.					
13.					
14.					
15.					

member of ENVIRONMENTAL PARTNERSHIP ASSOCIATION  
Nadace Partnerství je zapsána v nadačním rejstříku vedeném Krajským soudem v Brně, oddíl N, vložka 42 / IČ: 4577321 / DIČ: CZ4577321

**Interreg**   
CENTRAL EUROPE  
**MOVECIT**  
European Union  
European Regional  
Development Fund

 **nadace partnerství**  
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2.	VĚSTĚMIL PĚTR	NEMOCNICE LITOMĚŘICE	vestemil.petr@nemocnice-lit.cz		<i>Vestemil Petr</i>
3.	IVETA KEČKOVÁ	-	iveta.keckova@nemocnice-lit.cz	716 723 806	<i>Iveta Kečková</i>
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6.	MIROSLAV KRONBERGER	-	keblirkef@seznam.cz	604 916 788	<i>Miroslav Kronberger</i>
7.	PAVEL ZONČEK	NEMOCNICE LITOMĚŘICE	p.zoncek@nemocnice-lit.cz		<i>Pavel Zonček</i>
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Competition Cesty městy awarding ceremony: 13th November 2018:



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**SEZNAM ÚČASTNÍKŮ: Vyhodnocení soutěže Cesty Městy. Městský úřad Litoměřice. 13. 11. 2018**

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9.	VĚSTĚK HONKÁ	MĚÚ LTM	vestek.honka@litomerice.cz		<i>[Signature]</i>
10.	BŘETISLAV HOLUB	MĚÚ LTM - ŽP	brislav.holub@litomerice.cz		<i>[Signature]</i>

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13.					
14.					
15.					
16.					
17.					
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19.					
20.					

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### 6.3. Pictures

- Car free day promotion: 21<sup>st</sup> September 2017:







- Cesty městy carpooling and competition training for employees of municipality and hospital: 17<sup>th</sup> September 2018:



- Competition Cesty městy awarding ceremony: 13<sup>th</sup> November 2018:







- Travel staff survey attendance promotion via flyers: April-May (repeatedly in 2017, 2018, 2019):



**Chcete dojíždět do práce rychle,  
levně, bezpečně a efektivně?  
Řekněte nám o své cestě do práce!**

Prosím, zapojte se do dotazníkového šetření.  
Váš názor je pro nás důležitý a děkujeme za něj.

Vyplněním dotazníku nám poskytnete důležité informace pro tvorbu institucionálního Plánu mobility Městského Úřadu Litoměřice a pro zavedení opatření, která vám usnadní každodenní dojíždění.

V rámci projektu MOVECIT stejné zjišťování probíhá i v jiných evropských městech.

Dotazník je přístupný do 30. dubna přes vzdělávací portál RENTEL,  
dále na odkaze [bit.ly/mc-mu2018](http://bit.ly/mc-mu2018) nebo pod QR kódem.

**odkaz na dotazník** 



nadace partnerství  
LIDÉ A PŘÍRODA

Tento projekt byl podpořen z programu Interreg CENTRAL EUROPE  
- Evropský fond pro regionální rozvoj  
www.interreg-central.eu/movecit

- Carpooling Cesty městy flier distribution: Flyers were distributed on 17<sup>th</sup> September 201:





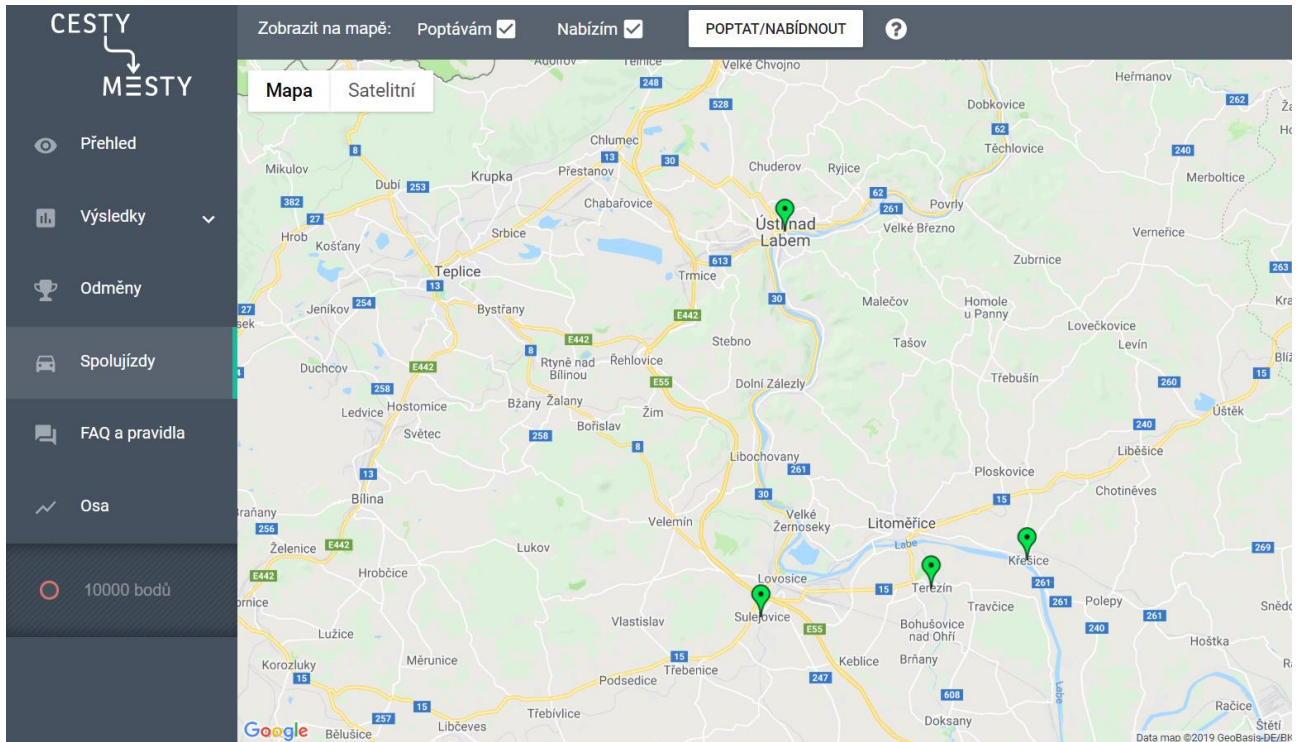
- Thematic brochure about Mobility in Litoměřice focused on employees: 27<sup>th</sup> May 2019.







- Carpooling tool within Cesty městy website: 17<sup>th</sup> September 2018 and ongoing:







## 6.4. Media coverage

- Car free day promotion: 21st September 2017:
  - <https://nadacepartnerstvi.cz/O-nas,-Pro-media/Pro-media/Tiskove-zpravy/TZ-Propagace-Dne-bez-aut-pro-Mestsky-urad-Litomerec>
  - <https://nadacepartnerstvi.cz/Verejny-prostor-a-doprava/Plany-mobility/Projekt-MoveCit/Propagace-Dne-bez-aut-pro-Mestsky-urad-Litomerec>
- Cesty městy carpooling and competition for employees of municipality and hospital, September 2018:
  - <https://www.litomerec.cz/aktuality/8002-soutez-motivovala-uredniky-k-omezeni-pouzivani-automobilu>
  - [https://www.facebook.com/Litomericke24/videos/294183011202036/UzpfSTkyNTQ4NjMxMDk0NzZMwNDoxMTg2MzM1ODI0ODYyMzUw/?\\_\\_tn\\_\\_=%2Cd%2CP-R&eid=ARDVvkGsb3kH7nverzeU-rrw5Cc8egXNT2EE7VhAcAvixDf940eTV1d0JD8rdvulYsdzVyntvt\\_gApGu](https://www.facebook.com/Litomericke24/videos/294183011202036/UzpfSTkyNTQ4NjMxMDk0NzZMwNDoxMTg2MzM1ODI0ODYyMzUw/?__tn__=%2Cd%2CP-R&eid=ARDVvkGsb3kH7nverzeU-rrw5Cc8egXNT2EE7VhAcAvixDf940eTV1d0JD8rdvulYsdzVyntvt_gApGu)
  - <https://www.youtube.com/watch?v=pjY94Kns19c>
- Travel staff survey:
  - <https://www.litomerec.cz/aktuality/6286-dopravni-navyky-zamestnancu-chce-urad-i-nemocnice-zmenit>
  - <https://www.nadacepartnerstvi.cz/O-nas,-Pro-media/Pro-media/Tiskove-zpravy/TZ-Polovina-zamestnancu-uradu-i-nemocnice-v-Litom-1>
  - <https://www.nadacepartnerstvi.cz/O-nas,-Pro-media/Pro-media/Tiskove-zpravy/TZ-Polovina-zamestnancu-uradu-i-nemocnice-v-Litom-1>
- Communication of pilot action (purchase of 10 e-bikes and 4 charging stations):
  - <https://www.litomerec.cz/aktuality/5754-urednik-na-kole-cyklistikou-ku-zdravi-i-za-lepsi-mesto>
  - <https://www.litomerec.cz/aktuality/7385-mame-prvni-vysledky-z-pruzkumu-dopravniho-chovani-obyvatele>
  - <https://www.litomerec.cz/aktuality/7485-urednici-nasedaji-na-elektrokola>
  - <https://www.litomerec.cz/aktuality/7387-zastupci-litomeric-a-drazdan-diskutovali-budoucnost-elektromobility>
  - <https://www.litomerec.cz/aktuality/7740-evropsky-tyden-mobility-prinese-raduzajimavych-akci>

## 6.5. Web-links

N/A