MAN_02: Campaigning for sustainable forms of transport, such as PT, walking and cycling. Establishing a PT culture with PT as a green, safe, inclusive, and social space

Description of the measure and main outcomes expected

Until now, rnv faced constraints with its communications, as it was primarily focusing on product-related announcements rather than a comprehensive campaign promoting sustainable mobility. This approach lacked a unified effort to portray public transit as environmentally friendly, safe, and inclusive. The new communication campaign aims to fill these gaps by focusing on three main areas:

Firstly, it will launch a climate campaigning effort to establish a positive culture around public transit as a sustainable choice. This includes promoting its environmental benefits and its role in reducing carbon footprints.

Secondly, marketing efforts should emphasize how public transport can enhance connectivity, particularly in peri-urban areas, addressing the "last mile" challenge to complete journeys effectively.

Thirdly, the campaign should target specific groups to improve community perceptions of public transportation, aiming for inclusivity and safety. Additionally, specific measures include creating and updating a landing page to showcase rnv's contributions to climate protection. Moreover, the initiative will develop, supervise, and evaluate a sustainability campaign featuring events like “Earth Hour” or The National Garden Shows (BUGA 23).

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Preparation of the measure

The project began with finalizing and approving user research findings, providing a clear understanding of PT's strengths. Following this, comprehensive research was finalized and evaluated, enabling the identification of best practices and successful project benchmarks. Concepts for the communication campaign and landing page were developed and subsequently approved, ensuring alignment with the project goals.

Upon finalizing and approving the design of the campaign, including messages, channels and planning, the campaign was launched, and the project moved into the phase of collecting feedback on the campaign's performance. This data collection phase is for assessing the effectiveness of the campaign and making informed adjustments. The team is recording and evaluating the number of views generated across the landing page and social media channels, providing insights into the campaign’s reach and engagement levels.

Challenges & Mitigations

The implementation process involving user research, concept development, design approval, feedback collection, view measurement, and campaign launch did present challenges. These include ensuring stakeholder alignment throughout the project, managing resources effectively, integrating diverse feedback cohesively and selecting appropriate metrics for evaluation.

Next steps towards implementation

The monitoring and evaluating of the relevant data are still ongoing.