



e-smartec engagement methods



<https://projects2014-2020.interregeurope.eu/e-smartec/library/>



e-smartec Engagement Process

e-smartec objective was to enhance citizen and stakeholder engagement in sustainable urban mobility planning through targeted marketing techniques

The project identified in the participatory planning approach in SUMP, two main categories:



Increasing Awareness

This scope refers to all actions and techniques which aim to inform, train or educate the audience, with the ultimate goal to change behaviour towards sustainable modes of transport.



Engaging in co-planning

This scope refers to all techniques & methods that aim to foster collaboration and active involvement of the audience in the planning process.



e-smartec Engagement Process

In both categories, 4 elements should be considered:

1. Participants

Who is affected, interested, or can contribute?

2. Level of participation

Does everyone participate during the process, and to what extent?

3. Timeframe


When and how shall the participatory process be implemented?

4. Cost

What is the available budget?

e-smartec Level of participation

Does everyone participate during the process, and to what extent?

Increased community's influence on decision making) 

	INFORM	CONSULT	INVOLVE	COLLABORATE
GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.
PROMISE	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible

*The spectrum of public participation presented here has not included the referenced upper level of "empowerment", thus reflecting the authors' difficulty in identifying cases where citizens had the actual control of decision making in mobility design and planning.

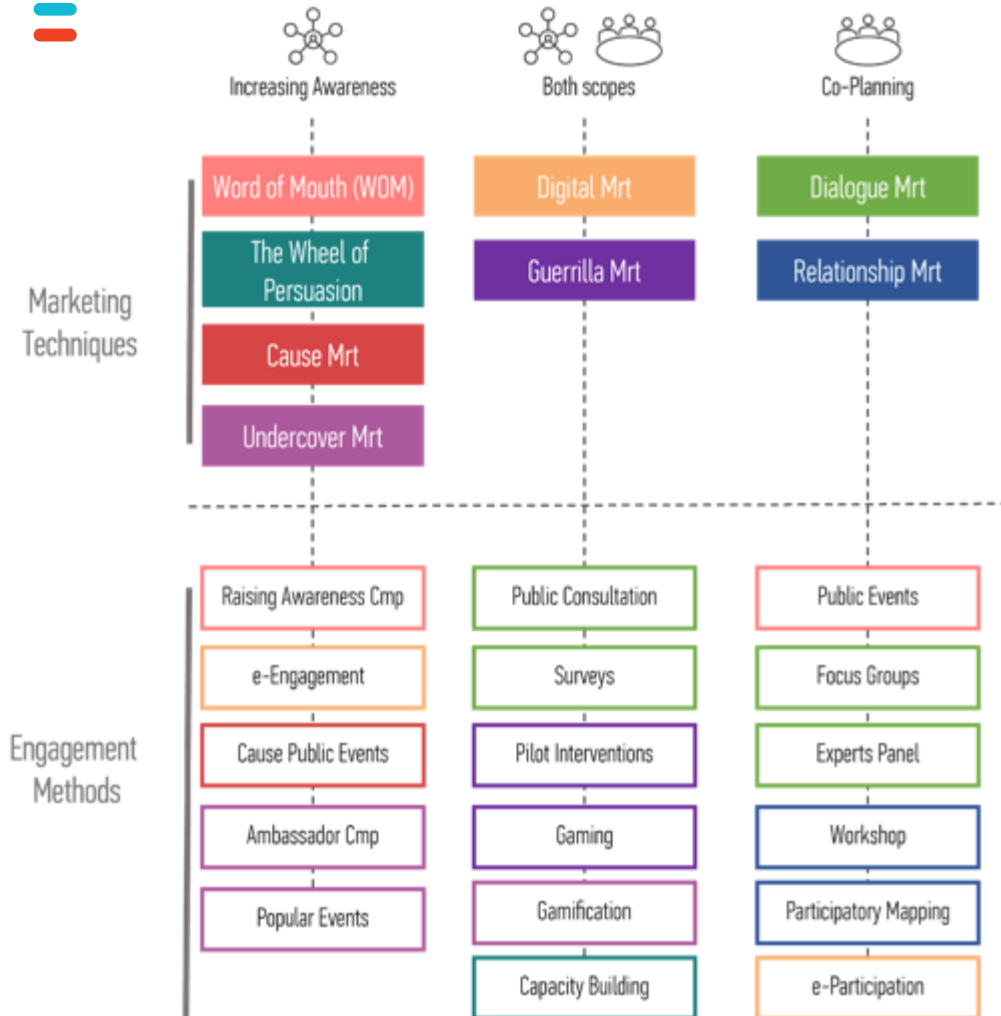
e-smartec Level of participation – SUMP example



** This diagram provides an indicative interpretation of the level of participation for each step of the SUMP cycle. It is based on the documented experience on engagement practices, as described in e-smartec reports:

1. CERTH, "e-smartec: State-of-the-art on marketing techniques for citizens' and stakeholders' engagement in e-smartec Regions", March 2020
2. CERTH, "e-smartec: International state-of-the-art on marketing techniques for engagement", April 2020

e-smartec Engagement Process



Each Marketing Technique can be implemented by using a set of Engagement Methods.

The combination of those methods forms the *backbone of the engagement process*.



Marketing Techniques & Engagement Methods



Word of mouth (WOM) communication is a process of storytelling and knowledge spread. It is a commonly used process in consumer decision-making literature and proven as the most important, trustful and credible source of information.

It is a direct technique, with the objective to generate a “buzz” over specific issues in order to increase awareness and enable participation in future initiatives

Key characteristics:

- ✓ Rapid spread of information
- ✓ Use of vivid artwork to attract public interest
- ✓ several mediums are used to cover a wide range of target groups
- ✓ Casual wording for broad engagement



Cause Marketing is a marketing technique that focuses on social or charity causes while promoting social responsibility.

Cause Marketing can provide the opportunity to engage the public, not only rationally but also emotionally through the creation of an ethic consciousness by stimulating individual behavioural change.

Key characteristics:

- ✓ Focuses on engaging the public not only rationally, but also emotionally, through the creation of an ethic consciousness.

Marketing Techniques & Engagement Methods



Digital marketing is the component of marketing that utilizes online based digital technologies such as digital apps, platforms and websites, used in desktop and mobile interface, to promote services and products.

It is a non - linear marketing approach, where exchanges between provider and recipients are free flowing and the information is disseminated through numerous channels, such as the blogosphere, YouTube, Facebook, Instagram, Twitter and a variety of other platforms.

Key characteristics:

- Rapid spread of information
- Attracts public interest, through interactive audiovisual elements
- Uses broad communication channels
- Uses casual and targeted wording

Marketing Techniques & Engagement Methods



A promotional campaign which uses several tools in order to reach as many individuals as possible.

Key characteristics:

- ✓ Clear objectives and success target goals.
- ✓ Focus on specific issues and the relevant audience target groups.
- ✓ Interesting content presented in different formats

Types:

- Offline campaign
- Online campaign



A Public Event aims to raise awareness, as a means of stimulating interest and creating publicity. Such events provide to the organizers the opportunities to inform the public about a priority issue, a specific milestone or the entire project. Local individuals and organizations are invited to participate in them.

Key characteristics:

- ✓ Strategic selection of site.
- ✓ Casual atmosphere.
- ✓ Allows for sensitive topics to be discussed.

Types:

- Interactive Event
- Pilot Event
- Open Event

Marketing Techniques & Engagement Methods



e-Engagement in the form of Online Campaigning is a similar method to Raising Awareness Campaign but focuses on web-based channels and digital tools.

Key characteristics:

- ✓ Focus on specific issues while targeting wider audience groups, since e-engagement can take place at anytime and anywhere.
- ✓ Interesting content presented in different formats.

Types:

- a focus group chat room
- a blog or a social media platform
- a project website or web/mobile platforms
- an online Event



e-Participation has been defined as “the utilization of information and communication technology in order to extend and deepen citizen’s participation”. This method is basically an open invitation to every citizen, willing to participate in particular issues, by commenting, sharing insights or ideas, via a free-access online platform

Key characteristics:

- ✓ Require ICT competences, legal knowledge and communication skills.
- ✓ Allows the participation of a larger number of citizens
- ✓ Gives the opportunity to reach out to wider demographic groups

Types:

- Web platforms
- Survey tools
- Specialized apps

Marketing Techniques & Engagement Methods



Dialogue marketing includes all activities in which media is used with the intention of establishing an interactive relationship with individuals.

Dialogue techniques are utilized to focus on particular issues or concerns that require further input from the community.

It is a four-stage process designed to help project actors develop long-lasting and mutually beneficial relationships with citizens.

Key characteristics

- ✓ Creates interactive relationships with individuals and their attitude
- ✓ Establishes simple and targeted communication
- ✓ Creates safe places that establish openness to sharing ideas

Marketing Techniques & Engagement Methods



A Focus Group is a structured discussion among a small group of participants, facilitated by a skilled moderator. This method is designed to obtain insights, ideas and opinions from the participants on a specific topic.

Key characteristics

- ✓ It is typically conducted face to face, but it may also be organized via online meetings.
- ✓ Questions are asked in an interactive group setting where structured discussion among participants is highly encouraged.
- ✓ Participants are selected based on their knowledge or level of interest to the specific topic.
- ✓ Neutral and casual environment.



Public Consultation is a regulatory process that invites citizens and stakeholders to provide their views and feedback on the current stage of the project.

Key characteristics:

- ✓ Experts and government officials share project information and details with the participants.
- ✓ A limited number of citizens is involved in the decision- making process.
- ✓ The selection of citizens is implemented randomly from the general population.
- ✓ It is usually the preferred formal type used for final approval of major policies or large-scale infrastructure projects.

Types:

- Physical meeting
- Online meeting

Marketing Techniques & Engagement Methods



Guerrilla Marketing is a promotion strategy which uses surprise and unconventional interactions in order to promote a concept.

It uses multiple practices in order to establish direct contact with targeted audience.

The used methods usually achieve high impact and notoriety, generating innovation and creativity.

Key characteristics:

- ✓ Links emotional responses and provokes recipients to relate to issues differently than they are accustomed to
- ✓ Use “out-of-the-box” tactics

Marketing Techniques & Engagement Methods

The “Gaming” approach can be described as a chameleon method. This approach masks learning technologies and pedagogical principles in game-based environment with the objective of engaging and motivating participants by offering entertainment and joy.

Types:

- SIMULATION-BASED – actions taken by players resemble actions taken by people in real situations in everyday life.
- DECISION-BASED – role play by players with presentation of thoughts, statements and attitudes.
- PSYCHOLOGICAL – based on interactions between individuals or groups striving to achieve set goals.

Game Categories

- Location based games
- Strategic games



Pilot Intervention is an approach where physical interventions of a temporary character are implemented on trial base, like a prototype, leading towards a more permanent transformation in the future.

Key characteristics:

- ✓ A harvest of local ideas for local planning challenges.
- ✓ Short-term commitment and realistic expectations.
- ✓ Low risk, with a possibly high reward.
- ✓ Building trust among disparate interested groups and local authorities.

Marketing Techniques & Engagement Methods



Undercover marketing is a technique that uses sublime messaging to promote a concept.

The audience is exposed favorably to a topic or issue without being specifically notified about the promotion strategy.

It bears many similarities with the Word of Mouth technique as its objective is to create a “buzz” over specific issues.

The key element that differentiates this technique is the use of seemingly not relevant engaging methods.

Key characteristics:

- ✓Uses “hidden messages”
- ✓Use of seemingly not relevant engaging methods

Marketing Techniques & Engagement Methods



The “Gamification” method has been broadly defined as the use of game-elements in non-game contexts. It refers to an instructional approach with the aim to increase engagement, motivation and participation.

Key characteristics:

- ✓ It provides participants with proactive directives and feedback through game mechanics and game dynamics.
- ✓ It simplifies learning and makes it more immersive and interactive through active participation and observation.
- ✓ It is likely to sustain a long-term engagement and thus, effectively influence behavioural change on the certain topic.
- ✓ It is suitable for engaging heterogeneous groups of individuals with different skills, expertise and interests.
- ✓ It can address serious topics with a non-formal approach.

Principles:

- challenges and rewards
- competitions
- personalization



The “Ambassador Campaign” method is a form of indirect promotion by collaborating with important public figures (celebrities, opinion-leaders, influencers).

Key characteristics:

- ✓ It generates Word of Mouth communication.
- ✓ It leverages the Ambassador’s popularity and reputation.

Keep in mind:

that a user’s analysis is required in order to define the criteria for the selection of the appropriate public figure

Marketing Techniques & Engagement Methods



Relationship marketing is a form of marketing that emphasizes in target audience retention and satisfaction rather than transactions. Relationship marketing focuses in an already cultivated target group with the intention of gaining loyalty to its purposes.

Key characteristics:

- ✓ Builds long – lasting relationships
- ✓ Involves many interaction levels, where both the provider and recipient have an interest in a more satisfying exchange

Marketing Techniques & Engagement Methods



A Workshop is an intensive planning session where citizens, stakeholders and experts collaborate on the development of a shared vision. It is a face-to-face process, designed to bring people from various sub-groups of society into a consensus by providing adequate information to all participants and the equal opportunity to contribute in co-creating a vision/ proposal.

Key characteristics:

- ✓ It targets situations which require the development of cross-cutting strategies and interdisciplinary collaboration.
- ✓ Participants can provide ideas and solutions to problems that are outside their areas of expertise.
- ✓ Project coordinators build partnerships and synergies with the relevant stakeholders and the public.

Facilitation Tools:

- World Café
- Participatory Scenarios
- Graphic Facilitation
- Idea Rating Sheets



Participatory mapping - also called community-based mapping - is a general term used to define a method that combines the tools of modern cartography with participatory approaches in order to represent the spatial knowledge of local communities.

Key characteristics:

- ✓ It represents the agenda of the community by showing information that reflects the community members' aspirations and needs.
- ✓ Participatory maps are not produced by formal media; a participatory map may be just a sketch or may be incorporated into a sophisticated computer-based GIS (geographic information system).
- ✓ Embrace diversity in presentation and content as they are not expected to follow conformity guidelines.

Types:

- Participatory mapping using scale maps and images
- Participatory 3-D models
- Participatory geographic information systems (PGIS)
- Multimedia and Internet-based mapping

All above types can be implemented as separate methods or as part of a broader participatory process.



e-smartec Engagement Process



Don't forget to check out the e-smartec library and the full handbook for more methods and tips!



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