



SMALL

User engagement plan

Capital Region of Denmark



To read

Introduction

What is co-creation and why do we need a user engagement plan ?

Co-creation, in the case of the SMALL project, is an approach that enables its organisers to better understand the needs of end users and involve them (to a defined degree) in the creation of the mobility solutions. Managing co-creation requires dedicated preparation, time, and inclusivity, hence the relevance of creating a user engagement plan. Co-creation can be used in five phases of a project:



Co-identify

Framing the challenge, determining the stakeholders to be engaged, considering the context, and so forth.



Co-develop

Brainstorm, decide and prioritise collectively on the solutions to be tested.



Co-implement

Plan and design collectively the preparation and execution of the selected solution.



Co-evaluate

Observe, assess and analyse collectively the impacts and processes of the solution tested.



Co-disseminate

Collectively share and spread information about the learnings of the pilot and the future of the mobility solution.



To read

What is a user engagement plan?

The user engagement plan should structure the questions related “why, what, who, when and how” to create a clear and meaningful co-creation approach. It defines the decision-making power of the different stakeholders and provides clear objectives and timelines. The user engagement plan is a tool that should support the pilot implementation plan and evaluation.

Why: Explain the motivations and the learning objectives of your team in doing co-creation.

What: Define what is influenceable through the co-creation and select the different co-creation steps you will use in your project.

Who: Identify the relevant target groups (end users) and stakeholders (partners) you need to engage with.

When: Define an indicative timeline for your pilot project and the different milestones (engagement events).

How: Select the different facilitation formats you will use in your engagement events



To read

This guide includes three different tools

Keep in mind that this guide should act as an iterative living document. As you progress within your co-creation journey, you also learn about new input you would like to add in your user engagement plan.

PowerPoint presentation

This presentation is your main guide to build a user engagement plan. Follow the different steps and complete the slides when necessary.

Stakeholders mapping excel

You will complete an excel file to identify and analyse the different stakeholders you'll involve within your co-creation journey.

*Already completed by
SMALL project partners.*

Co-creation timeline Miro

You will use a Miro board to plan and visualise your timeline for your co-creation journey.



To read

Terminologies to use

Before you get started, let's ensure we understand the following words in the same way.

People with reduced mobility

This group includes every person whose mobility in transport is reduced due to any kind of impairment. Each impairment – be it temporary or permanent, physical, sensory, visual or cognitive – influences how the person interacts with the physical or digital context. Depending on the severity of their condition, people with reduced mobility may use public transportation in autonomy or with some kind of aid (a person or a device). In both cases, a higher level of guidance is needed to provide impaired people with appropriate information and access (lowfloor vehicles, in-level access to stations, high-contrast screens, etc.), according to all special needs.

User engagement plan

A planning document which structures the interaction with your end users and stakeholders in order to maximise learnings and create additional value for the delivery of your new mobility solution.

Stakeholders

All professional organisations with whom you will collaborate as part of your co-creation journey (e.g. public transport operators, associations and NGOs, shared mobility operators).

User engagement event

A specific event organised by your organisation with end users and/or stakeholders, as planned within the user engagement plan.

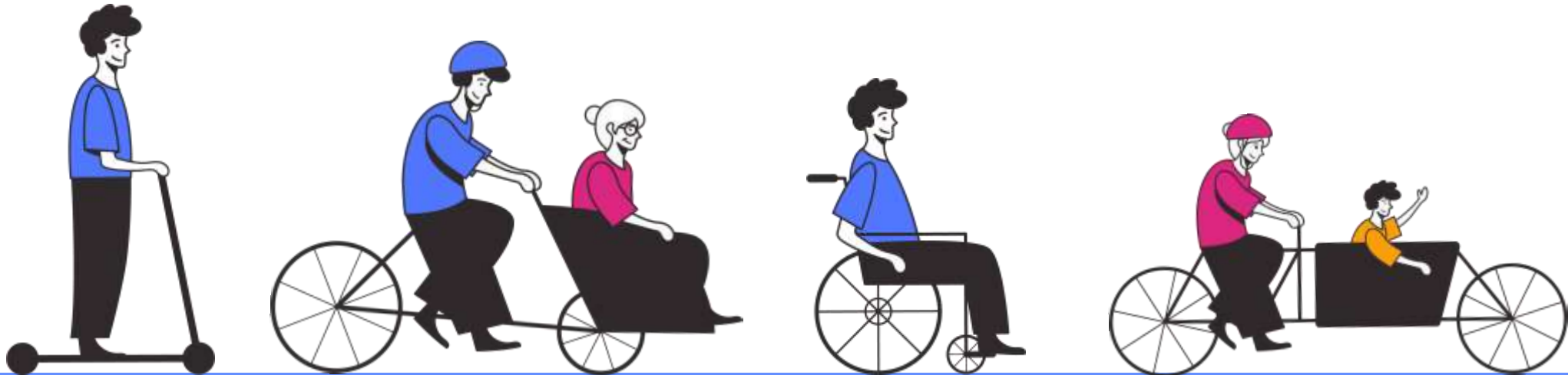
End users

They are the final users of your mobility solution. Within the SMALL project, these end users are children and families, the elderly and people with physical impairment.



1. Define your co-creation approach

Decide on the learning objectives of your co-creation exercise and its contours .



To complete



Improved accessibility to Hospitals

The aim is to improve accessibility to and from the region's hospitals and reduce the number of private car trips to and from the hospitals.

The pilot will test shared bicycles solutions to and from Herlev Hospital and Glostrup Hospital, offering inclusive and accessible shared micro mobility solutions between hospitals and train stations and other relevant locations. The hospitals are located in the suburban area of Copenhagen, about 1,5-2 km from the train station.

The target group consists of people going to and from the hospitals, such as patients, relatives, and hospital employees. Here, special attention is paid to elderly people going to and from the hospitals with the aim of developing a shared tricycle service.





To read

Impact Statement

Use the information of the previous slide to write an impact statement for your pilot. What is the impact you want to create? Include the following information:

Information include	to	Short explanation
Why		What is the reason for your pilot?
What		What is the impact you want to create (positive change)?
How		What is the path to this change?
Takers		Who may reuse your work?
End users		Who will benefit from your pilot?
Scale		Figures to specify the level of impact
Timeframe		Clarify the timeframe of your pilot





To complete

Impact Statement

Currently, we see that most trips to and from Herlev and Glostrup Hospital, two hospitals in the Capital Region of Denmark **[SCALE]**, are made by private cars. To reduce the number of private car trips and increase the accessibility to the hospitals **[WHY]**, an inclusive shared mobility solution will be developed **[WHAT]** targeting patients, family members and hospital employees, but especially elderly people **[END USERS]**. Co-creation with elderly people will provide insights into their needs and concerns, resulting in a tailored shared mobility service (e.g., tricycles) **[HOW]**. The pilot will run from September 2024 to the end of 2025 **[TIMEFRAME]**. After this pilot phase, the service can be extended to other municipalities, regions, or public/private housing facilities that want to offer inclusive shared mobility solutions **[TAKERS]**.





To complete

Why do you need co-creation?

- Currently, we have little knowledge about elderly people and their needs for shared mobility solutions or what are current barriers. In general, we want to get to know the end users better through co-creation activities.
- An important step of the pilot project is to co-develop (with the end users) new shared mobility solutions adapted to their needs. But we will also ask them to try-out and evaluate new solutions. As mentioned, we currently have little knowledge about their needs for shared mobility. Thus, to make sure we can meet the needs that are out there, co-creation is a very important part of this pilot project.





To complete

What – define your participation sandbox

Make clear what the co-creation approach can influence

What is not negotiable

- The pilot will focus on Herlev Hospital and Glostrup Hospital and these municipalities
- The sharing system will focus on bicycles (two and three-wheeled)
- The location of the shared bicycle system (train stations, housing facilities, Hospitals etc.).

What is negotiable

- The type of tricycle/bicycle (electric or mechanic bikes – depends on the specific need of the end users)
- The number of bicycles (who are the people living in the housing facilities?)
- The information and the booking system

To complete

What – co creation steps to use

Select the different steps that you need to focus on during you co-creation and explain what you intend to achieve.



1. Co-identify

Co-identifying potentials and challenges of shared mobility with end users.

Co-identify needs and wishes of the end users.

2. Co-develop



Co-develop future solutions of shared mobility that fits the needs of the target group.

During the pilot we will co-develop with end users, as they will provide feedback on the solution (co-evaluate). May lead to adjustments to the service if needed during the test phase.

3. Co-implement



Co-implement pilot implementation with municipalities, Hospitals and housing facilities.

4. Co-evaluate



We will focus on user experiences of the shared services and use them and end user feedback to continuously evaluate the solutions.

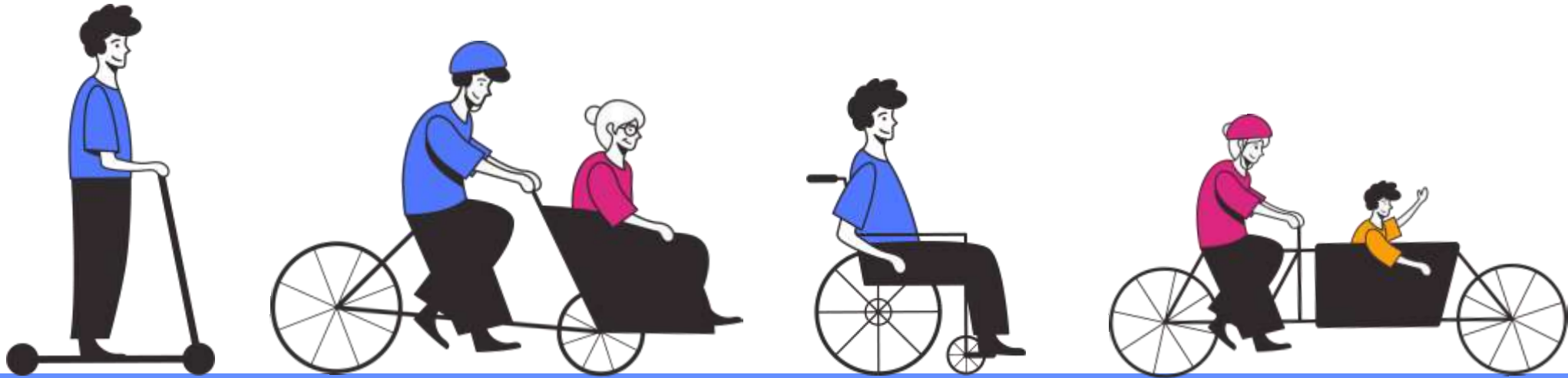
5. Co-disseminate



Ambassadors – user-experiences to use this project to inform and communicate, which will hopefully result in more permanent solutions (for now, there is only money for about 12 months).

2. Identify your partners

Get to know your end users and the stakeholders to work with



To read

Diversity of personas

There are many different realities in the wide categories of children & families, the elderly and people with physical impairment. We have identified the following sub-categories to take into consideration.

Wheelchair user
requiring a companion

Parents with small
children

Visually impaired
people

Wheelchair user not
requiring a companion

Independent children
and young people

People without access or skills
to use internet/smartphone

Walking aid users
requiring a companion

People with poor
balance

Elderly people

Walking aid users not
requiring a companion

People who can only
walk short distances

People with learning
disabilities

To read

Who – identify your end-users personas

Get a clear picture of the people you are developing this project for. Be as precise as possible ; it is up to you to define how you want to differentiate end users, in other words, how targeted you want your approach to be. **Try to cluster them into 2-3 groups.**

Description

Give them a name, an age, explain where they live. You can provide more information like socio-economic profile, technological awareness.

Also explain how you can reach these target groups.

Interest in the pilot

Explain how your pilot aims to support these end users in their mobility needs.

Mobility patterns and needs

Explain how these people move and what are their needs related to mobility (e.g. going to the hospital, care activities...).

Provide any data you have about this target group.



To read

Use the first insight

To learn more about the target groups of the SMALL project (children and families, the elderly and people with physical impairment), read our latest insight.

It will help you to learn more about the end users you are trying to reach.



Example from Amsterdam

People with permission to use additional public transport (APT) provided by RMC.

Description

Mixed user group of elderly people, people with physical impairment and others.

They live and move in Amsterdam and beyond. There are XX people with permissions to use APT

RMC knows these end users and has personal contact with them (via the helpdesk).

Interest in the pilot

The pilot will provide more travel options for these personas.

It might become cheaper for them than the RMC service.

Mobility patterns and needs

50% of them make use of both public transport and additional public transport.

They use the ATP services for the following reasons (?)



To complete (copy paste this slide to present each end-user persona)

Elderly people

Description

This target group covers age from 65+ and most of these people live in the proximity of the Hospitals.

Mobility patterns and needs

The needs of this user group vary. There is a big difference in how mobile older people are. Some have problems with balance, some with vision and others with reduced mobility in general, while others are perfectly healthy and fully mobile. However, a picture emerges of some general things affecting the target group that, if possible, should be given particular attention when offering the solution aimed at this end-user group.

Due to poor stability, many older people do not feel safe and comfortable riding a regular two-wheeled bike. A stable vehicle is therefore a necessity. Moreover, it is important for the elderly that they can book a vehicle in advance (versus younger people who do this on their route). This saves them a lot of stress. Moreover, many older people make regular visits to hospitals.



Interest in the pilot

The project will provide shared mobility solutions targeted at this particular user group and meet their needs. The shared tricycles will increase their mobility.



To complete (copy paste this slide to present each end-user persona)

People going to and from the Hospitals

Description

This is a very diverse group. It could be sick people, people who have an appointment, people who are in for regular checks, people who work there or people who are visiting the hospitals.

Mobility patterns and needs

What characterises this group is the use of the private car to travel to and from the hospitals. The car dominates regardless of the purpose of the trip, be it a patient, a family member or an employee.

In general, we see that public transport is not widely used to travel to and from hospitals outside the centre municipalities, such as Herlev and Glostrup hospitals.



Interest in the pilot

This user group is interested in getting a flexible and easy transport solution, that in combination with public transport will provide an attractive and competitive solution to the private car.



To complete through the excel

Who – identify the stakeholders to work

Understand the ecosystem of stakeholders you need to partner with – **already done by SMALL partners**

During your co-creation process, you will have to interact with different stakeholders for various reasons. Some partners may help you to reach and work with end users (e.g. NGOs, elderly councils...etc.), others may be directly involved in the provision of the mobility solution (e.g. public transport operator, shared mobility operator).

Use the following excel table to identify and analyse your different stakeholders (**already done by SMALL partners**)

Present the 2-3 most important stakeholders with whom you will collaborate in the next slides.

Link to the stakeholders excel: [User engagement action plan](#) and [process evaluation](#)



To complete (copy past this slide to present each stakeholder)

Who – identify the stakeholders to work

Understand the ecosystem of stakeholders you need to partner with

with

Organisation name and description

Organisations for elderly:

- Ældresagen
- Regionsældreråd
- Institutet for blinde og svagtsynede
- Disabled people's organisations in Denmark
- People carrying the "Hidden Disabilities Sunflower"

Influence of the stakeholder

These stakeholders have had a major impact on the project as they have contributed with inputs to the project's understanding of the target group's needs and desires for shared mobility solutions.

Interest in participating

Want to contribute to equal access to communities, education, employment and the good life. ensure better accessibility in transport for people with different kinds of reduced mobility and impairments.

Risk management (highlight)

High Power – High Interest = Manage Closely

To complete (copy past this slide to present each stakeholder)

Who – identify the stakeholders to work

Understand the ecosystem of stakeholders you need to partner with

with

Organisation name and description

Providers of shared micromobility on the Danish market

- TIER (Dott)
- Bolt
- Donkey Republic
- Lime
- VOI
- KINTO Share

Public transport operators.

Interest in participating

Shared mobility providers have interest in running the pilot and submission to the tender.

Public transport operator: interest in knowing about the project and the synergies to the public transport system.

Influence of the stakeholder

The operators play a key role as they are the ones we expect to establish and operate the pilot project. It is also them who have the solutions we want to pilot, and therefore a close dialogue with them is important, both before and during the pilot.

Risk management (highlight)

SM providers: High Power – High Interest = Manage Closely

PT operator: Low Power – High Interest = Keep Informed

To complete (copy past this slide to present each stakeholder)

Who – identify the stakeholders to work

Understand the ecosystem of stakeholders you need to partner with

Organisation name and description

Hospitals, Municipalities & housing associations:

This group covers the locations and areas where the shared services will be deployed.

- Herlev Hospital & Herlev Municipality
- Glostrup Hospital & Glostrup Municipality
- Housing association in Herlev (Lille Birkholm 3)

Influence of the stakeholder

As they are the landowners, they have great influence of the locations of the shared mobility hubs and therefore also on the pilot.

Interest in participating

Municipalities: Space for micromobility at the local train stations administrated by the municipality

Hospitals: Space for micromobility at the premises of the Hospitals

Housing association: Space for micromobility at their private area.

Risk management (highlight)

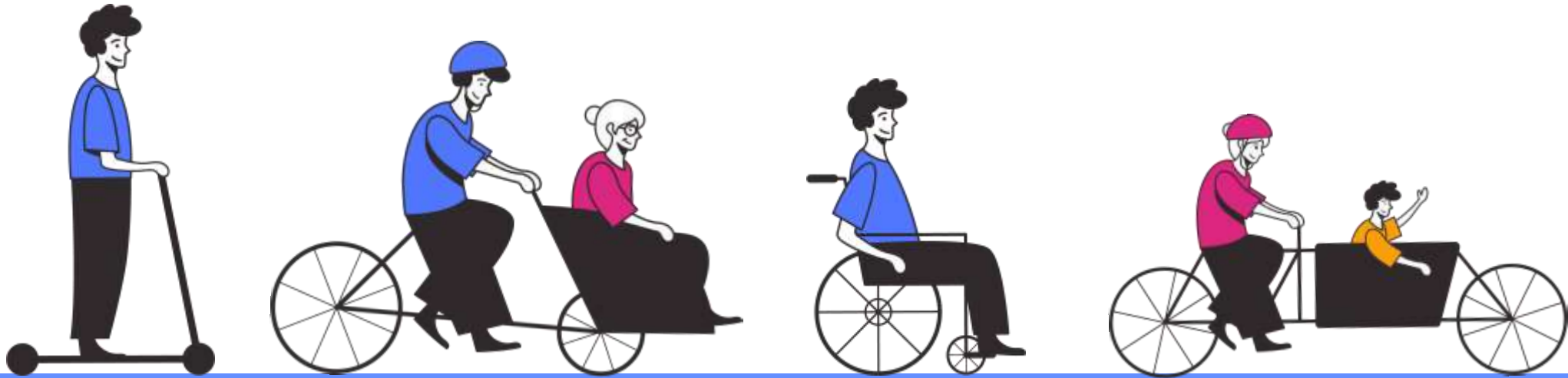
Municipalities: High Power – Low Interest = Keep Satisfied

Hospitals: High Power – Low Interest = Keep Satisfied

Housing associations: High Power – High Interest = Keep Satisfied

3. Draw a timeline of engagement

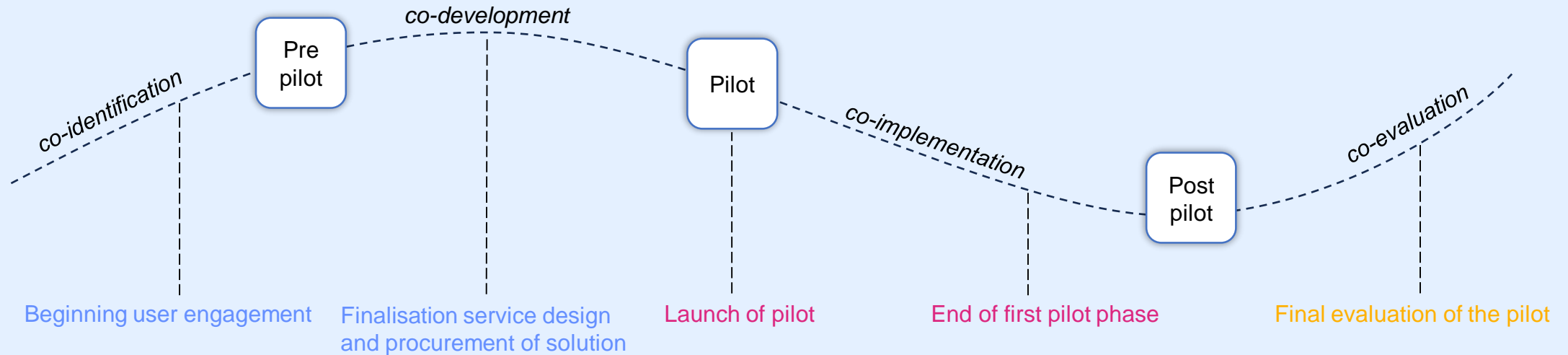
Present a clear co-creation process and prepare your co-creation events





To read and complete through Miro

Build a timeline



Your co-creation approach needs a clear planning to engage with end users and stakeholders, and to create coherence between the different activities. You should carefully plan each co-creation event, its objective, and its format. The timeline is structured with three main stages (pre-pilot, pilot, post-pilot).

The SMALL project has created a MIRO board to plan your co-creation timeline, [available here](#).







To read

User engagement events

Throughout your co-creation journey, you will have to organise several events with end users and various stakeholders.

Within the MIRO board, we have created a library of facilitation formats that you can use to organise such events. It is important to choose the right facilitation format based on your co-creation steps, the target groups and the learning objective of your event. The level of participation and creativity in your engagement event will vary based on the above criteria.

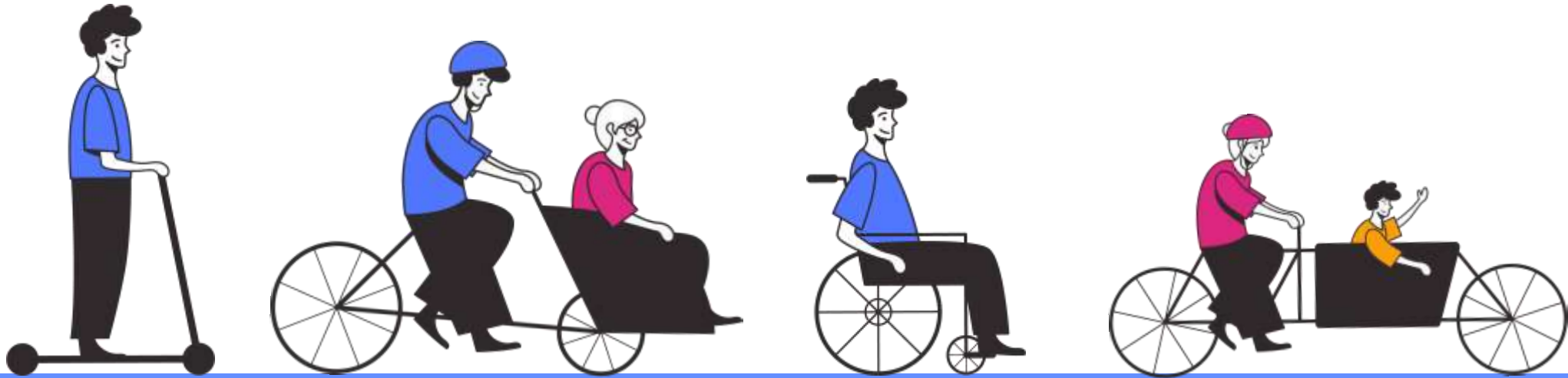
To support the preparation and monitoring of your user engagements events, we have also created a template you can use to prepare for an event and organise the lessons learnt from it, [available here](#).

Activity Card	Short description	More information														
	<table border="1"><thead><tr><th colspan="2">Survey</th></tr></thead><tbody><tr><td>Short description</td><td>With a questionnaire, you can collect a lot of information on specific topics and actions respondents who would otherwise not take part in the co-creation process.</td></tr><tr><td>Co-creation phase</td><td>co-design, co-develop, co-evaluate</td></tr><tr><td>Duration</td><td>several days to weeks</td></tr><tr><td>Mode</td><td>offline-online</td></tr><tr><td>No. of participants</td><td>large group</td></tr><tr><td>Ethics</td><td>high</td></tr></tbody></table>	Survey		Short description	With a questionnaire, you can collect a lot of information on specific topics and actions respondents who would otherwise not take part in the co-creation process.	Co-creation phase	co-design, co-develop, co-evaluate	Duration	several days to weeks	Mode	offline-online	No. of participants	large group	Ethics	high	<p>CONDUCTING A SURVEY</p> <p>Surveys are effective for co-creating with people with physical impairments and elderly people due to their accessibility, anonymity, and convenience. They allow for diverse and widespread participation, collecting both quantitative and qualitative insights in a cost-effective and time-efficient manner. Surveys can be conducted both online and offline, accommodating those who may not have access to smartphones or laptops. While surveys offer valuable data, combining them with other methods (e.g., interviews, focus groups, observational studies or participatory design workshops) ensures a more comprehensive understanding of the unique needs and preferences of people with physical impairments or elderly people.</p> <p>You can find more information on the following websites:</p> <ul style="list-style-type: none">https://usability.gov/newsletters/https://sensiam.austlii.edu.au/questform.pdf
Survey																
Short description	With a questionnaire, you can collect a lot of information on specific topics and actions respondents who would otherwise not take part in the co-creation process.															
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Accessibility audit																
Short description	Invite PPIs to test the accessibility of a certain service to show where the problems are and what problems you can easily fix.															
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4. Maintaining a relationship with your end users and partners






Define communication channels with your participants



To complete

How will you maintain a relationship with your end users ?

Some best practices include

-  Gather email addresses
-  Create a WhatsApp group
-  Build an online platform
-  Project's venue
-  Use existing communication channels of your stakeholders

Tip: Always share your co-creation timeline with your participants so that they have a clear idea of your process and know what to expect from you and when.

Communication tools

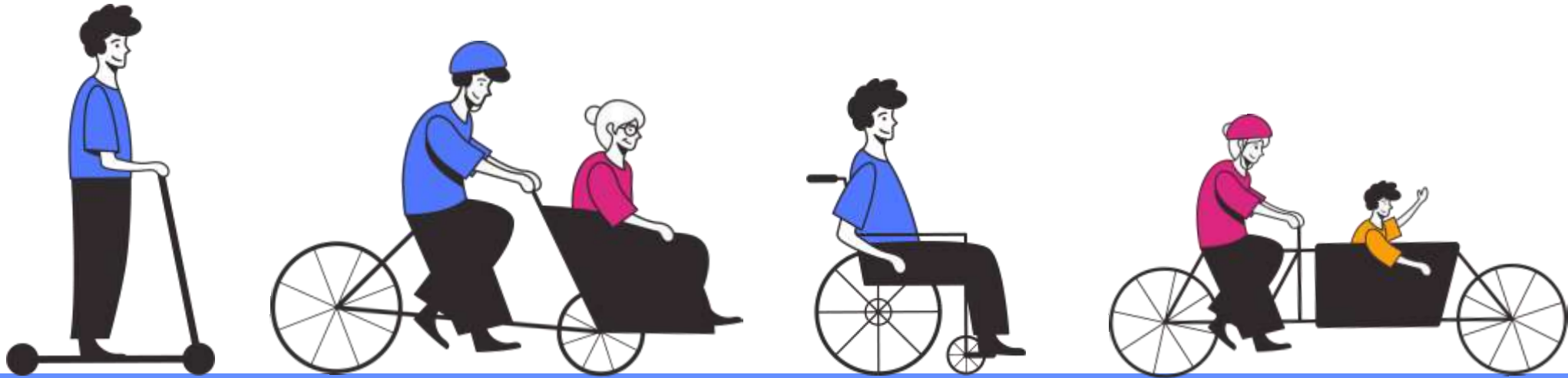
We created mailing lists – and e-mails were sent to the involved end users before and after events.

Information about the progress of the project is also distributed through e-mails to the end users.

Information events at the housing association (before and maybe during if needed be)

5. Estimate your budget

Have a clear view on the resources needed to conduct your co-creation journey





Resources needed for co-creation

It is important that your team provides sufficient resources for your co-creation activities. Your budget can vary significantly, depending on the number of events, the stakeholders you want to work with and the tools you want to use (which you have defined in the previous steps).

For example, you may need to give NGOs and associations some budgets to invest time to support you in working with end users, but resources are also needed for venue hire or the hours you spend on co-creation. List the different cost categories you plan to include.

Cost category	Description
Market dialogue	Market dialogue and workshop with shared mobility providers. The purpose of the workshop was to get the providers insights in order to prepare the tender of the pilot service.
Co-creation activities	Various workshops and meetings with user group and representatives
Venues and catering	important to offer the participants good catering, since they willingly are participating and using time on our project
Staff cost	Stakeholder mapping, contacting the right people, preparations for meetings and workshops, analysis of results and follow up.



Contact

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Interreg
North Sea



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