



SMALL

# VISIT VARBERG – Apelviken Campground User engagement plan

City of Varberg



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



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## 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.



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# 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.

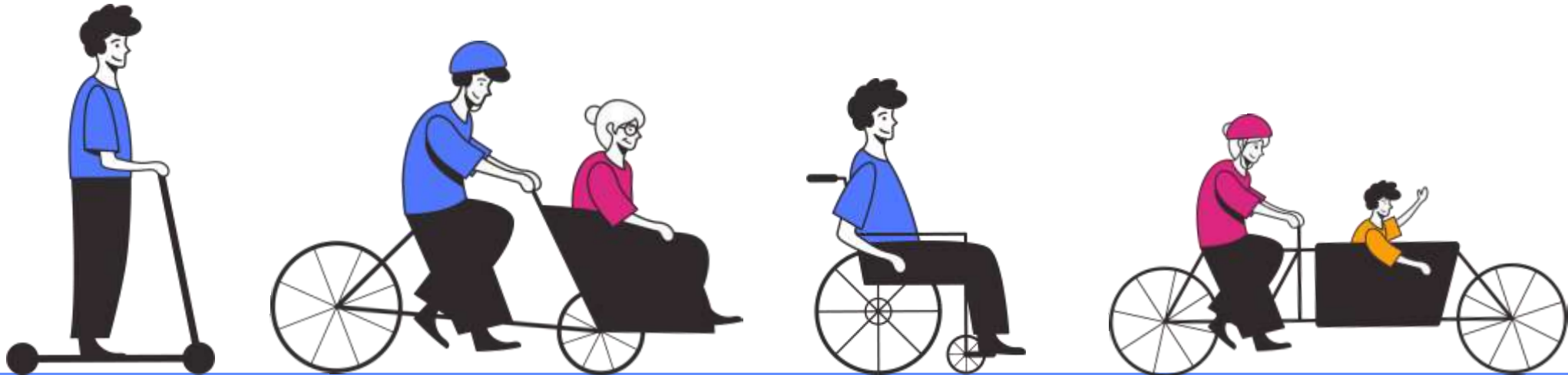
## End users

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

# Visit Varberg

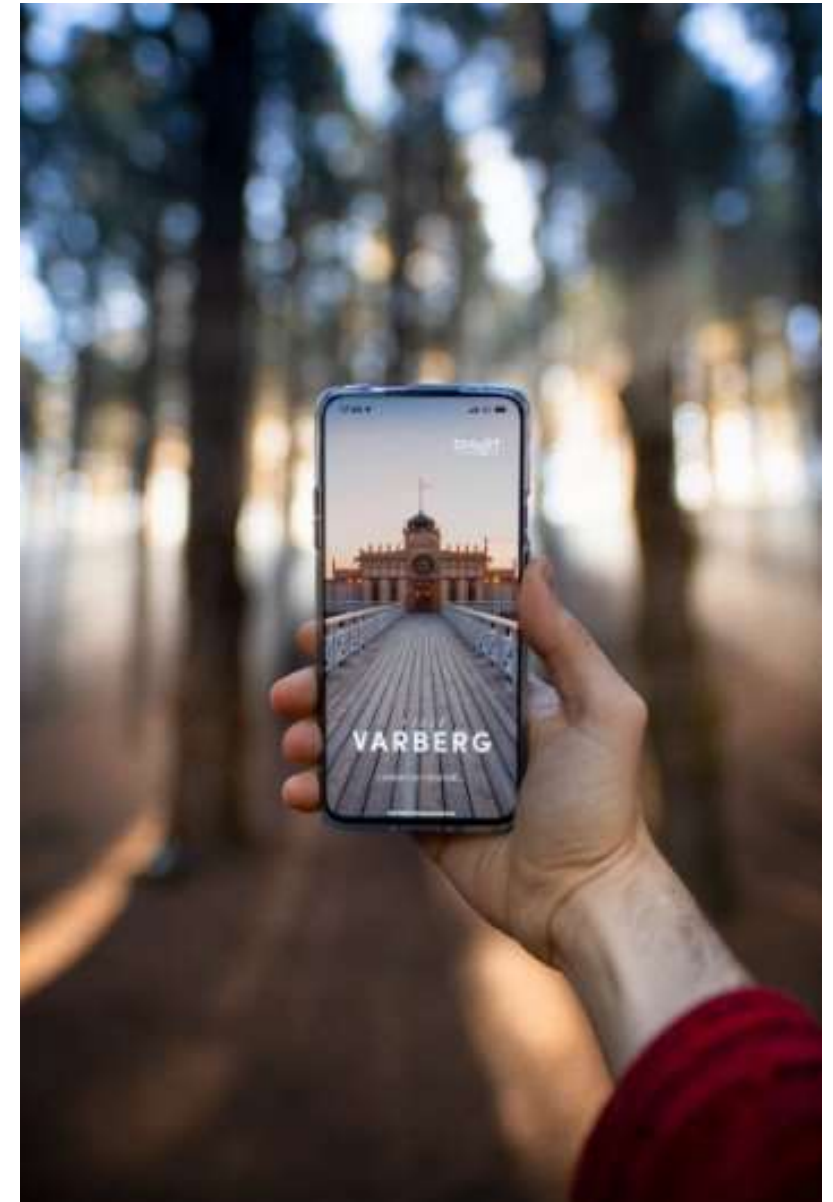


The city of Varberg has a vision to create a sustainable city for all citizens. Social inclusion and security in the public spaces are prioritized.

We want to maintain the attractiveness of the city, to make sure that future citizens and businesses choose to stay and grow in the city and region.

Varberg has a long tradition of welcoming summer tourists. Every summer, the population in Varberg doubles, and the traffic and parking situation need improvement. We aim to achieve this by creating alternatives of micromobility solutions for **families with children** during the summer months.

We decided to start a dialogue with the target group “families with children” at our camping sites outside the city center. The question we want to work with is; “*How can we motivate the families to use micro mobility solutions when moving about all over the city?*” And “*is it possible to use digital nudging as a tool?*”





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







To read

# Impact Statement

Visit Varberg wants to create knowledge and offer shared mobility solutions (e.g. cargobikes, bicycles with child seats, etc.) **[WHAT]** aimed at families with children, both residents but especially visiting families at our campsites **[END USERS]**. Our aim is to reduce car use in the city to create a more attractive city centre **[WHY]**. We want to make local authorities and shared mobility providers aware of the lack of inclusiveness in shared transport solutions. We hope to influence stakeholders in Varberg, as well as other cities and municipalities **[TAKERS]**. We want to do this in co-creation with the target group and through online campaigns **[HOW]**. We plan a first pilot in 2024 and hopefully a second one in summer 2025 **[TIMEFRAME]**. The test period will be used to decide on the scale of the actual pilot **[SCALE]**.





To complete

# Why do you need co-creation?

The challenge is to find a representable group of families that visit our camping sites during the summer period and involving them in our pilot. Also, the challenge how to motivate them to try out and evaluate new shared mobility solutions. This group of people are rarely available since they don't live in Varberg so the big challenge is to co-create with this group outside the summer season.

- In the beginning of November we had a recruiting event at the camping site to reach out to possible stakeholders. We recruited 13 interested families for a further dialogue.
- We have had discussions with stakeholders who are interested in contributing with alternative vehicles and services.
- In January we prepare a digital survey that will be distributed by e-mail to the 13 families. This will be the start of the co-creation process.
- After the survey we are planning to organize a face-to-face event in Apelviken Campground during the spring break.
- We also wish to launch a digital service that can contribute to motivation and nudge the target group to make more sustainable decisions when they move about.





To complete

## What – define your participation sandbox

Make clear what the co-creation approach can influence

### What is not negotiable

- The pilot will only include different **bike** models
- The pilot will not be available in all camping sites

### What is negotiable (what input do you want to get?)

- The type of bicycle
- How accessible the vehicles will be
- Amount of parking hubs and locations

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

We identify the target group because we are responsible for the attractiveness of the destination towards the visitors

## 2. Co-develop



The stakeholder input will help us develop a tailormade solution that will increase the use of shared mobility.

## 3. Co-implement



We hope to implement an initial test with the target group during the summer of 2024 in collaboration between the camping site, stakeholders and the municipality.

## 4. Co-evaluate



After the initial test, we will evaluate the testing period with the target group and the stakeholders. What worked well, what needs to be changed and was there any particularly successful aspects of the test?

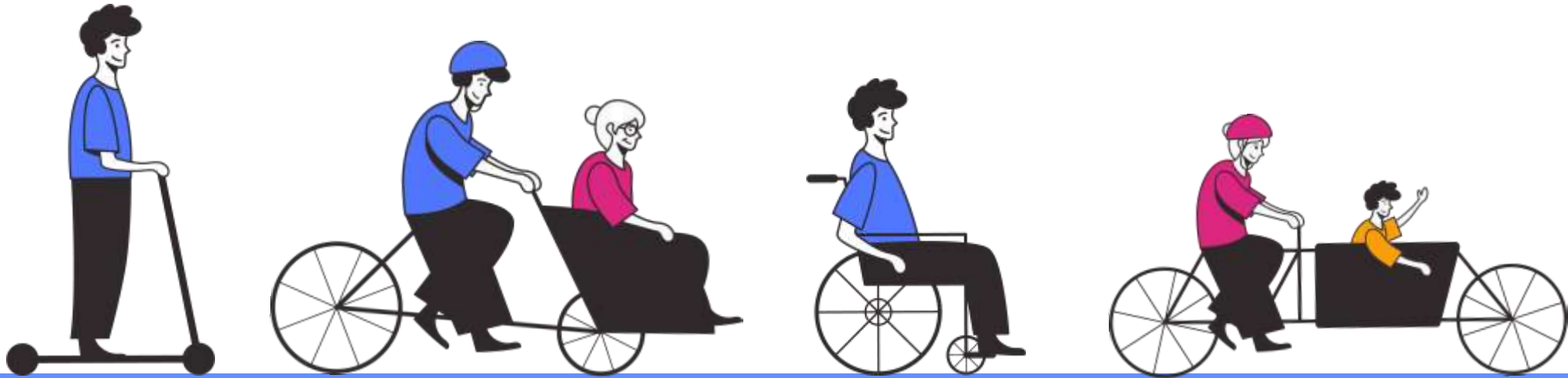
## 5. Co-disseminate



If the test is successful, the plan is to disseminate the results and see if it's possible to implement the results in other similar places with a lot of tourists and visitors.

## 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.*

*Families with children from the age of 1-8, visiting Varberg and need options to move around without a car. In Varberg they are tourists and most likely wants explore several destinations in the area. We need to provide these families with options to reduce the use of the car.*

## Interest in the pilot

*Through listening to their needs, provide them with requested alternatives. Also the camping sites are interested in the decrease of the car use.*

## Mobility patterns and needs

*Most of these families arrive to Varberg in their car. We like to influence them to use other mobility options, especially for short distances.*

*This group needs to be informed of the possibilities of other mobility options by for example targeted campaigns and digital marketing.*



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.





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

# Families with children

## Description

We will recruit visiting families with at least two children that are staying during their vacation on a camping site in Varberg.

## Mobility patterns and needs

Currently there are not many options to reach the city centre from the camping grounds. This pilot will provide more shared mobility options when visiting Varberg.

There are few parking spots available in the city centre during the high season. We want to provide alternatives to the family car that suits the needs of the specific target group



## Interest in the pilot

More options to travel to Varberg (less car-dependent).



To complete through the excel

# Who – identify the stakeholders to work

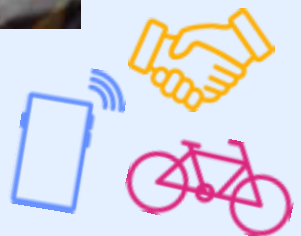
Understand the ecosystem of stakeholders you need to partner with – **already done by SMALL partners**

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)

# Camping sites

Understand the ecosystem of stakeholders you need to partner with

## Organisation name and description

Camping site

## Influence of the stakeholder

They provide us with testing ground and the target group.

## Interest in participating

They are interested in increase and design their services to their customers. Therefore this test will be interesting for them to follow.

## Risk management (highlight)

Low Power – High Interest = Keep Informed

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

# Vehicle providers

Understand the ecosystem of stakeholders you need to partner with

## Organisation name and description

Vehicle providers like Cycleurope

## Influence of the stakeholder

They can provide with tailormade requested vehicles that the target group can evaluate.

## Interest in participating

The interest from the stakeholder to participate in the co-creation is strong and we do not need to finance their participation. But when it comes to the actual pilot products there will require a budget.

## Risk management (highlight)

High Power – High Interest = Manage Closely

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

# Municipality of Varberg

Understand the ecosystem of stakeholders you need to partner with

## Organisation name and description

Municipality of Varberg, which consists of several departments with different missions. The organization has a vision to develop a sustainable and attractive destination for all, from different perspectives, such as assessibility, health, security, service and a reduced use of vehicles that impact the environment.

## Influence of the stakeholder

The municipality has an obligation to develop the city in a sustainable way. This process includes citizen dialogue, campaigns and nudging and to provide future solutions or the framework for solutions.

## Interest in participating

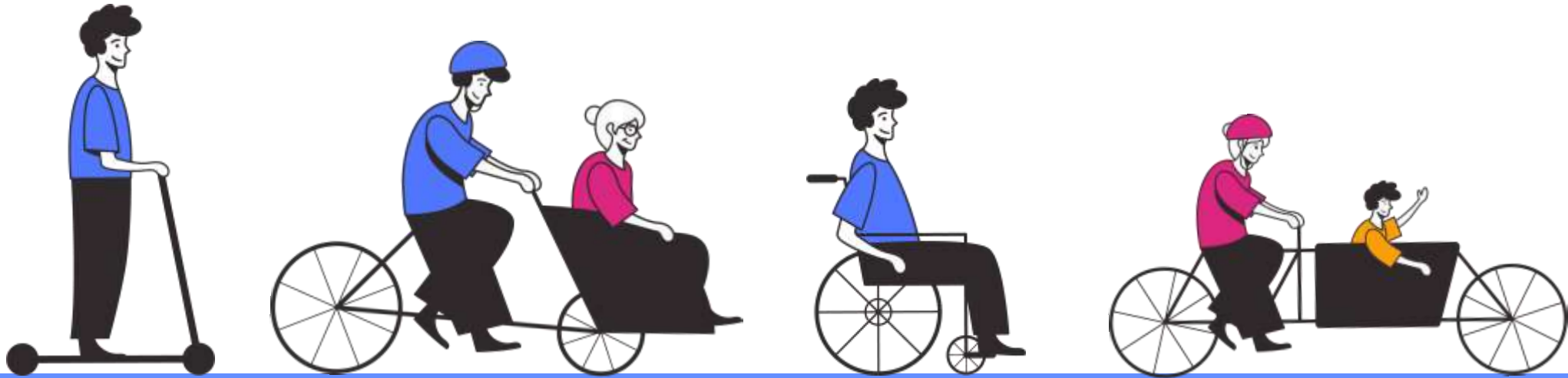
The departments are working towards the vision and the overall goals that are:  
"Society for all" and "sustainability"

## Risk management (highlight)

High Power – High Interest = Manage Closely

# 3. Draw a timeline of engagement

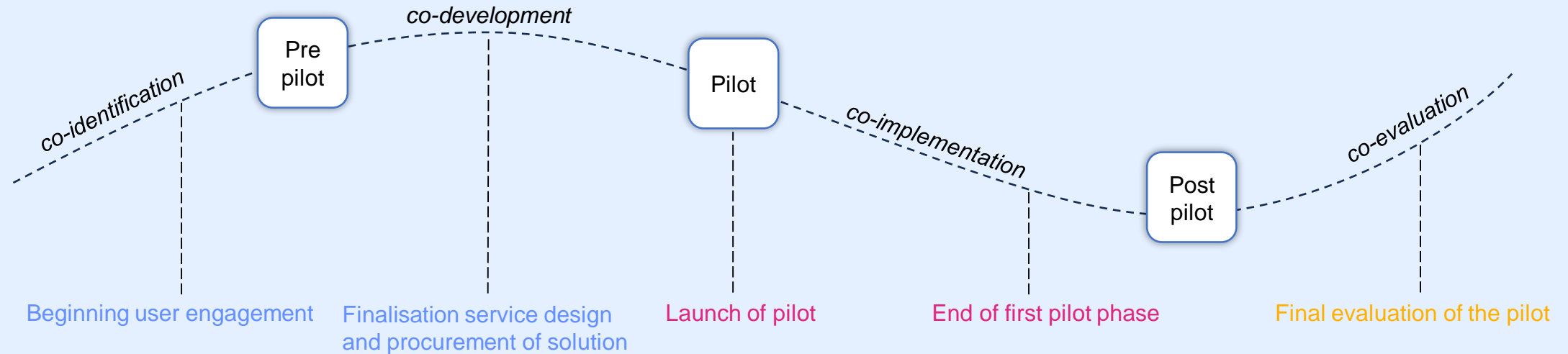
Present a clear co-creation process and prepare your co-creation events





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

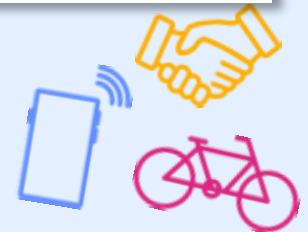
# User engagement events

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](#).

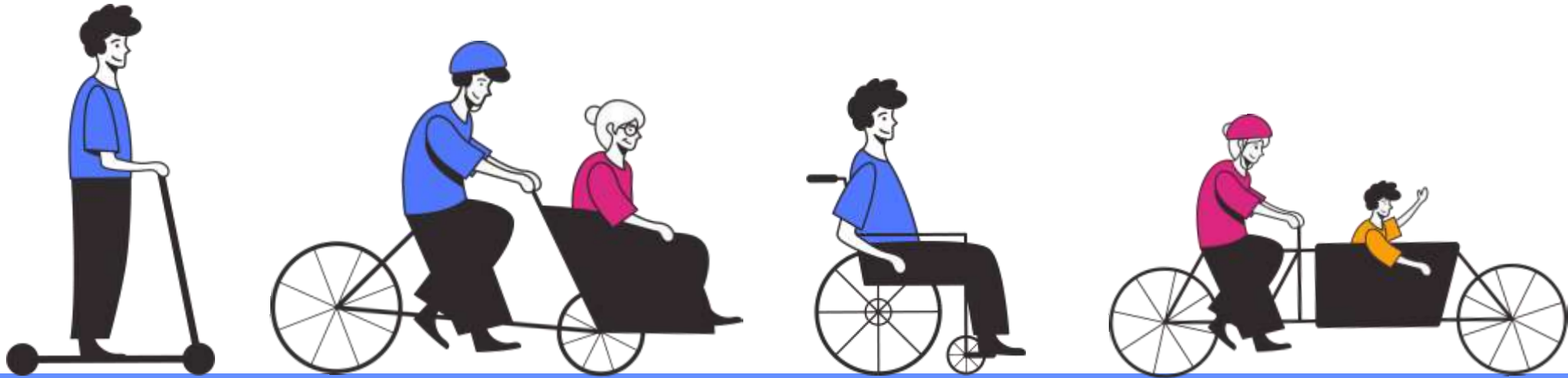
Activity Card	Short description	More information														
	<table border="1"><thead><tr><th colspan="2">Survey</th></tr></thead><tbody><tr><td>Short description</td><td>With a questionnaire, you can collect a lot of information on specific topics and allow respondents who would otherwise not take part in the co-creation process.</td></tr><tr><td>Co-creation phase</td><td>co-identify, 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 allow respondents who would otherwise not take part in the co-creation process.	Co-creation phase	co-identify, co-develop, co-evaluate	Duration	several days to weeks	Mode	offline-online	No. of participants	large group	Ethics	high	<p><b>CONDUCTING A SURVEY</b></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"><li><a href="https://usability.gov/newsletters/">https://usability.gov/newsletters/</a></li><li><a href="https://sensiam.austlii.edu.au/questform.pdf">https://sensiam.austlii.edu.au/questform.pdf</a></li></ul>
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Accessibility audit																
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Co-creation phase	co-identify, co-evaluate															
Duration	1-2 hours															
Mode	offline															
No. of participants	small group (1-6)															
Ethics	medium															





# 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

 johanna.ostheden.andersson@varberg.se  
louise.wallmander@varberg.se

 Create a WhatsApp group

 <https://naringsliv.varberg.se/SMALL>

 Apelviken, Varberg



*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.*

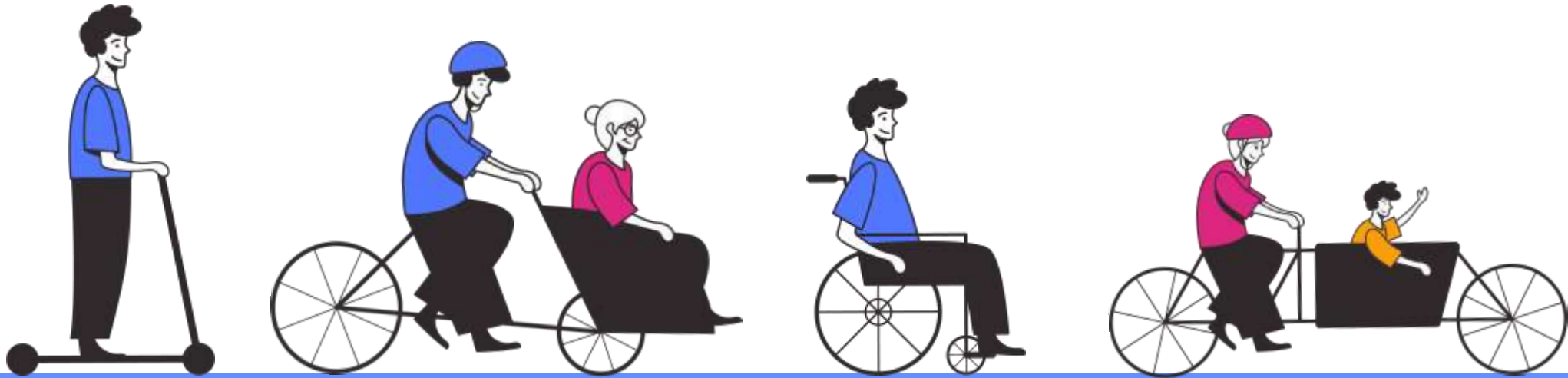
## Communication tools

**Pre pilot phase** – email- and phone

**Pilot phase** – unclear at this moment

# 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
Rental of vehicles	Rental costs related to the different vehicles we would like to test
Marketing	Marketing and dissemination of the test and the vehicles provided before, during and after the pilot phase
Maintenance	Maintenance of the vehicles provided
Staff costs	For coordination and maintenance of the system and vehicles
Equipment	Locks, tools...
Software	Software costs for rental system provided for the customers



# Contact

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