Interreg North Sea

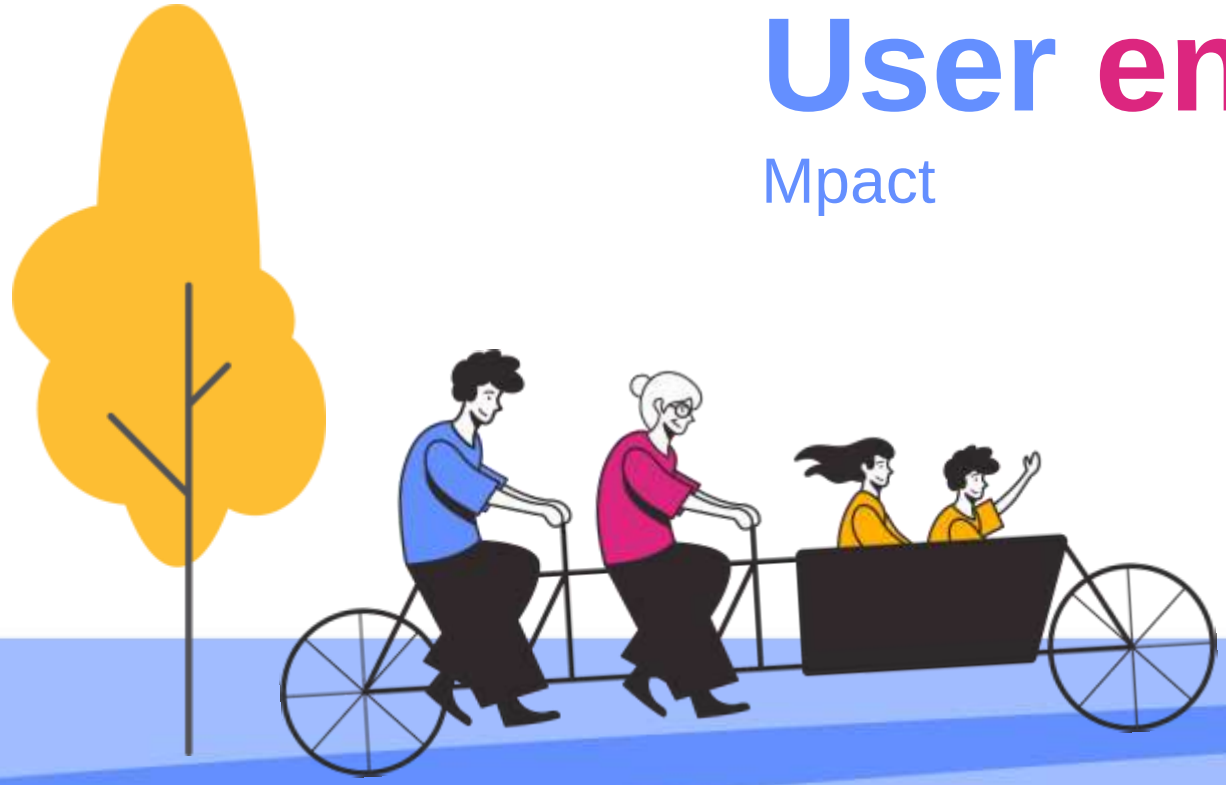
Co-funded by the European Union

SMALL

MOBITWIN – MPACT

User engagement plan

Mpact



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

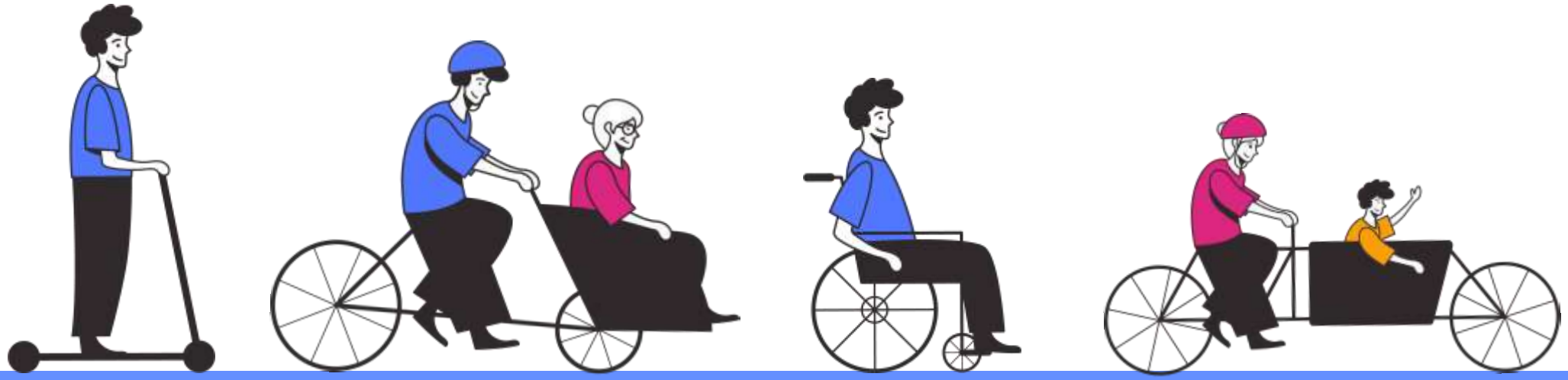
A specific event organised by your organisation with end users and/or stakeholders, as planned within the user engagement plan.

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

Mobitwin

Mobitwin is an on-demand transport service from Mpact that ensures that people with reduced mobility do not become socially isolated and are able to go to important appointments. Mobitwin is active over entire Belgium but is mainly used in the Flanders region. We have around 40.000 members and 3.000 volunteers, divided over more than 240 Mobitwin desks.

To improve the service, reach more people and to make the service more sustainable, pilots are being considered that focus on one or more of the following:

- leisure trips or more demand-driven trips (cultural events)
- use of different types of vehicle, shared vehicles (e.g., cambio cars), or ridesharing
- recruiting more/new types of volunteers (e.g., younger people)

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 to include	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

The Mobitwin service has been active for almost 40 years now. Mpact wants to make sure that the service remains relevant for elderly people and people with physical impairments **[WHY, END USERS]**. We want to make sure that members of the Mobitwin service can be actively involved in society and their risk of social isolation is decreased **[WHAT]**. To do this we need voluntary drivers. Since we don't have enough voluntary drivers to cover all the requests, we want to help our Mobitwin desks in recruiting more volunteers **[HOW]**. We will test out this pilot with 1 Mobitwin desk **[SCALE]**. This pilot phase will start in Autumn 2024, until Autumn 2025 **[TIMEFRAME]**. Based on the results of the pilot, this scenario can be further implemented to all the Mobitwin desks in Flanders, and later also in Brussels and Wallonia **[TAKERS]**.

To complete

Why do you need co-creation?

The destination of the trips: currently people use Mobitwin to go to the hospital, day centre, visit people, do groceries, etc. So mostly for essential reasons. But maybe we can try out a pilot that focuses on leisure trips or more demand-driven trips (cultural events)

Type of vehicle: Most trips are done by drivers with their private car. We could test out trips with a different type of vehicle, shared vehicles, or ridesharing. The members are mostly older people (75+) who cannot walk/bike/ride to places easily because of physical problems. These problems have to do with their age and/or illness.

Recruiting more/new types of volunteers: What we see is that our voluntary drivers have a very specific profile (of course there are some exceptions), namely being retired, owning a car and loving to drive. We also see that there is a gap in demand and offer. There is more demand for trips than volunteers who can do that trip. Attracting a new group of people (ex. younger people) might help with this imbalance. For this to happen, We should work together with a few Mobitwin desks, since Mobitwin is a very local service. We have not decided yet on which desks we want to collaborate with. They are the ones that recruit volunteers and members, and make sure that as many people as possible can be mobile.

To complete

What – define your participation sandbox

Make clear what the co-creation approach can influence

What is not negotiable

- Voluntary fees
- Insurance
- Conditions to be a member of Mobitwin
- The software for the Mobitwin service

What is negotiable

- The type of modes provided for the trips with Mobitwin
- The number and profiles of volunteers
- The type of rides done with Mobitwin

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

Research with Mobitwin desks: send out surveys to all the desks to hear about their challenges

Research with volunteers and members: Organise individual phone calls and focus groups with these endusers to hear about their challenges

Goal: write out a report with all the results and choose one local Mobitwin desk to collaborate with in the next phases

2.Co-develop

After identifying the different needs, we can decide in which region we want to do a pilot project. The approach/scenario for this pilot will depend from the city or the region of the chosen desk. In most cities the Mobitwin desk is actually part of the social services from the local government. We see that changes in mobility policies can impact the local desks. For example: when a city introduces a circulation plan, it might be hard for drivers to get to the house of the member, unless there would be exceptions for Mobitwin drivers.

3. Co-implement

Combining input from the previous phases, we want to come up with a strategy, a pilot project, and test it out locally. The duration and the frame of the pilot will be decided together with the Mobitwin desk.

4. Co-evaluate

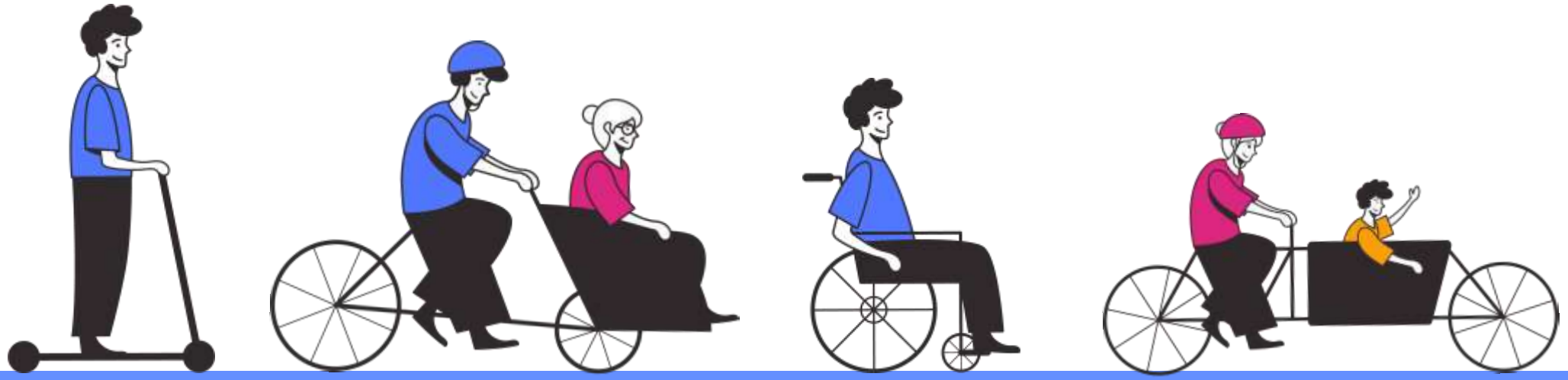
To be able to do a co-evaluation, we need sufficient time and acknowledgment that the talking/feedback phases are just as, or even more, important as trying out a new thing.

5. Co-disseminate

After this pilot project ends, we want to have more knowledge and actual practices that we can share with the other desks. The idea is to have a communication toolkit for all our Mobitwin desks, so that we can help them with recruiting volunteers. Because this service cannot exist without volunteers.

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.

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.

Interest in the pilot

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

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).

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 (?)

Interest in the pilot

The pilot will provide more travel options for these personas.

It might become cheaper for them than the RMC service.

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

Elderly people

Description

Focus on: Wheelchair users requiring a companion, Wheelchair users not requiring a companion, Walking aid users requiring a companion and Walking aid users not requiring a companion.

The Mobitwin members are mostly older people (75+) who cannot walk/bike/ride to places easily because of physical problems. These problems have to do with their age and/or illness.

Mobility patterns and needs

Mpact started with Mobitwin 40 years ago, as a solution to a mobility problem. The problem being that less mobile people become socially isolated and are not able to go to important appointments, like the doctor. Since the 80's we have been providing a service that makes sure no one gets left behind. Most trips are done by voluntary drivers with their private car.

Currently, people use Mobitwin to go to the hospital, day centre, visit people, do groceries, etc. So mostly for essential reasons.

Interest in the pilot

By focusing these Mobitwin trips also on leisure time trips, we might improve the access of these end users to cultural events

There is more demand for trips than volunteers who can do that trip. Attracting a new group of people (ex. younger people) might help with this imbalance.

Almost all Mobitwin rides are conducted with the driver's private vehicle. Some of these rides could perhaps also be carried out with a van/car from the central/municipality, a rickshaw, or a buddy on public transport. We could test out trips with a different type of vehicle, shared vehicles, or ridesharing.

To complete through the excel

Who – identify the stakeholders to work with

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

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

Mobitwin desk pilot

Understand the ecosystem of stakeholders you need to partner with

Organisation name and description

The **Mobitwin desk with whom Mpact will collaborate** to co-develop and co-implement the pilot project. This is yet to be decided
Mpact has the most contact with the Mobitwin desks. We organize the start-up of a new desk, give them material to use, answer their questions, follow-up their accident reports. They can always contact us. They are also welcome on our yearly member's day + we also organize a study day once a year, specifically for the Mobitwin desks

Influence of the stakeholder

They can help shape and evaluate the pilot

They can help with the communication about the pilot project to the members and the volunteers that will be involved

Interest in participating

They want their Mobitwin desks to work as efficiently and easy as possible. The coordinators also have other tasks, next to Mobitwin, so their workload should not become too big.

Risk management (highlight)

High Power – High Interest = Manage Closely
High Power – Low Interest = Keep Satisfied
Low Power – High Interest = Keep Informed
Low Power – Low Interest = Monitor

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

Volunteers of the Mobitwin desk

Understand the ecosystem of stakeholders you need to partner with

Organisation name and description

The **volunteers** of the Mobitwin desk mentioned on the previous slide
The volunteers don't have direct contact with Mpact. The desks are their contact person, recruit them, and organize events to thank them. Every year Mpact organizes a member's day and on that day, we usually gather input and can talk to Mobitwin volunteers

Influence of the stakeholder

They are volunteering multiple times a week, so they know Mobitwin better than us. They know which things should change and which innovations are needed. We appreciate their work so much and want to acknowledge their expertise by hearing their ideas, and working together with them to bring them into action.

Interest in participating

The pilot project should not give them more work, but either ease their work or help attract new volunteers so that there's room for new things and new members.

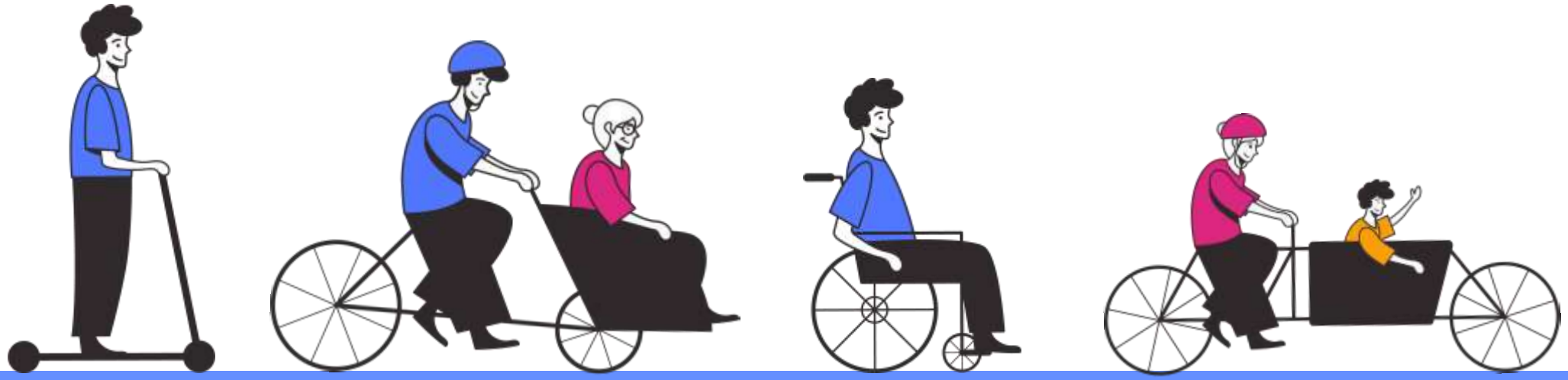
At this moment, volunteers receive a voluntary fee that is regulated by the government

Risk management (highlight)

High Power – High Interest = Manage Closely
High Power – Low Interest = Keep Satisfied
Low Power – High Interest = Keep Informed
Low Power – Low Interest = Monitor

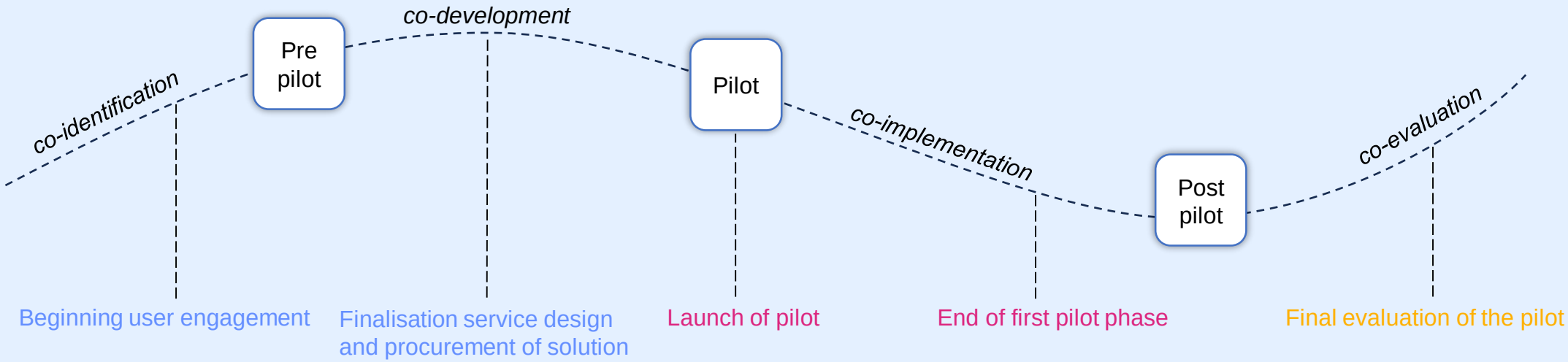
3. Draw a timeline of engagement

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.

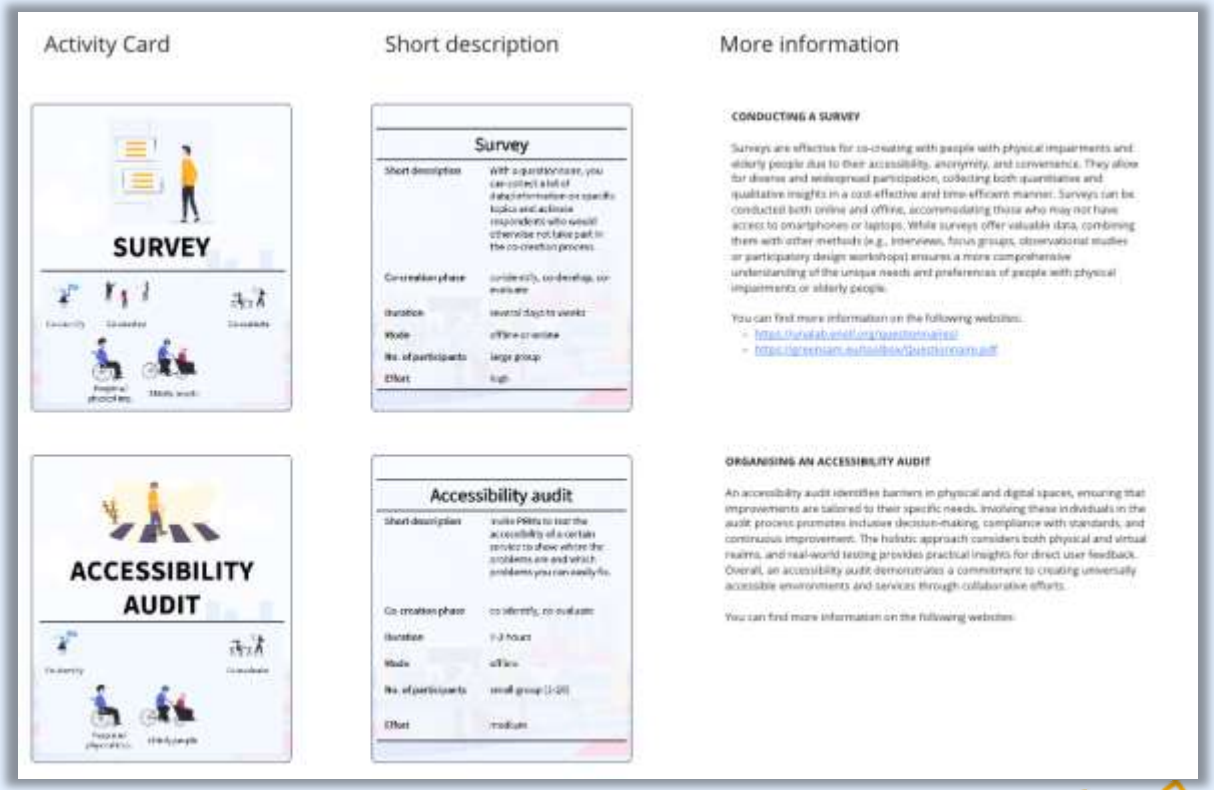
To read

User engagement events

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

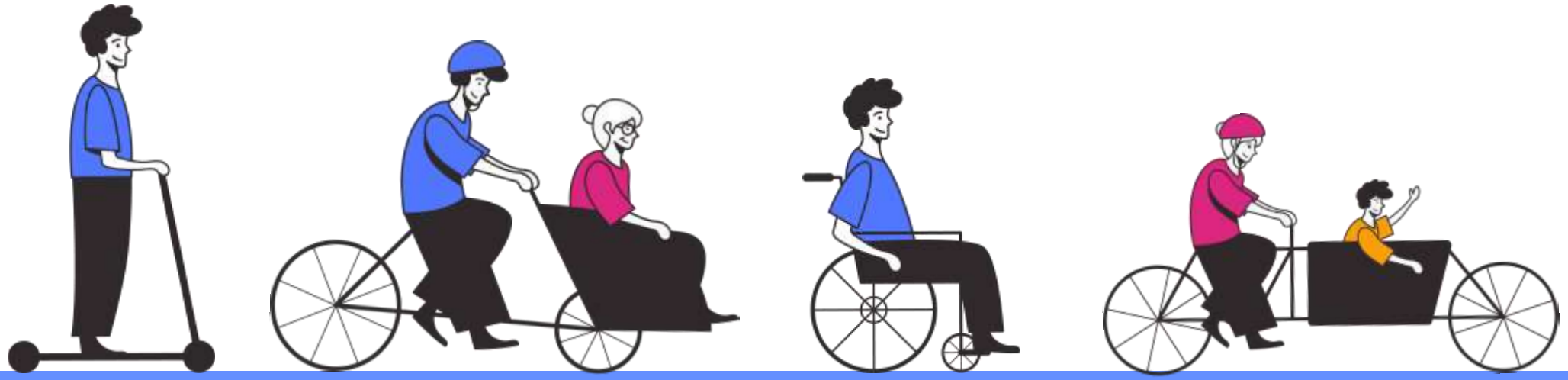
Within the MIRO board, we have created a library of facilitation formats that you can use to organise such events. It is important to choose the right facilitation format based on your co-creation steps, the target groups and the learning objective of your event. The level of participation and creativity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



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

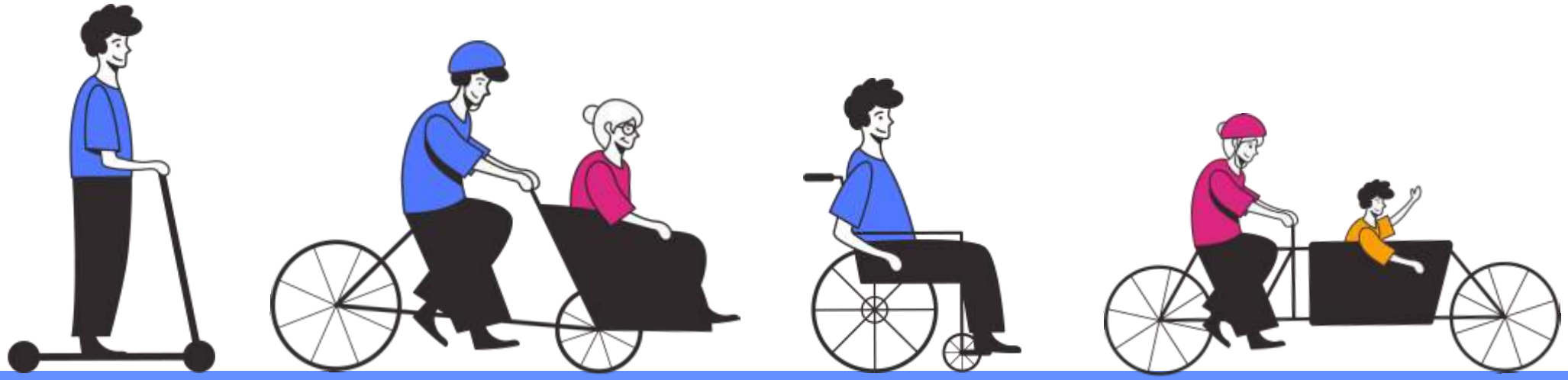
The Mobitwin desks are the first contact points for the end users during the pilot phase. The communication with the desks will be maintained through regular meetings and surveys.

Before and after the pilot phase, Mpact will maintain contact with end users through:

- Phone calls
- Focus groups (co-organized with the desks)

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.

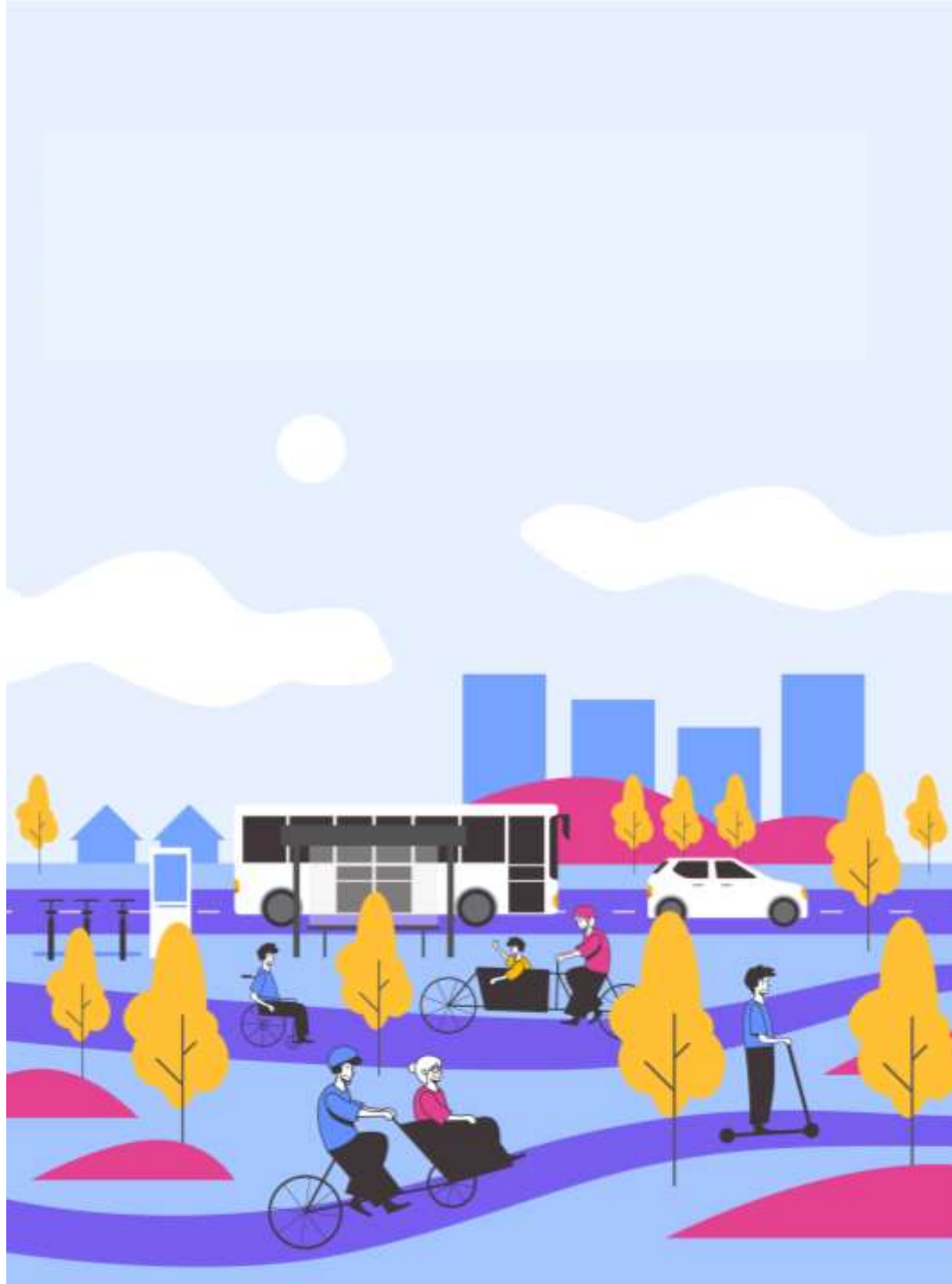
Cost category	Description
Voluntary fees	We should provide voluntary fees for new volunteers or other incentives
Discounts for cultural events	If we test Mobitwin rides during leisure time trips, it might help to have discounts for several cultural events
Buying or renting of new modes to test with	If we want to test the rides with other vehicles that the private cars of the volunteers, we might look for opportunities to buy or lease these vehicles
Transcription programs	Budget for transcribing the interviews with members and focus groups with volunteers

Contact

Isaura Lips
isaura.lips@mpact.be

Esen Köse
esen.kose@mpact.be

Interreg North Sea

Co-funded by the European Union

SMALL