



Active2Public Transport COMMUNICATION GUIDELINES

Czech Partnership for Urban Mobility

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Active2Public Transport | Better combining cycling, walking and public transport in the Danube region

<https://interreg-danube.eu/projects/active2public-transport>

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More information about Active2Public Transport
and the project activities & results are available on:

<https://interreg-danube.eu/projects/active2public-transport>



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1 Abbreviations

A2PT	Active 2 Public Transport
AF	Application Form
ASP	Associated strategic partner
CM	Communication Management
DTP	Danube Transnational Programme
EC	European Commission
EUSDR	European Strategy for the Danube Region
FLC	First Level Control
FM	Financial Management
Jems	Joint Electronic Monitoring System
JS	Joint Secretariat
LP	Lead Partner
MA	Managing Authority
NCP	National Contact Point
PA	Priority Axis
PAC	Priority Axis Coordinator
PM	Project Management
PP	Project partner
PPR	Partner Progress Report
PT	Public Transport
SCOM	Steering Committee
SO	Specific Objective



2 Introduction

Dear readers,

Welcome to the "Communication Guidelines" for the Active2Public Transport project.

The Communication Guidelines describe the main rules for effective communication within the project. They combine the rules set by the Danube Transnational Programme with individual agreements made by all project partners.

These guidelines are designed to support project partners throughout the entire project implementation phase. Together with the Project Handbook, set of templates and promotional materials, the Application Form, and the Implementation Manual, these guidelines form a fundamental set of documents for project management.

In these pages, you will find answers on how to communicate effectively and how to accurately present the project's goals and outcomes. You will find detailed insights into key communication objectives, target groups, and corresponding goals. From internal communication management to external engagement strategies, each section provides practical guidance for seamless implementation. Additionally, the guide outlines a range of communication tools and methods, including transnational and regional working groups, project websites, social media platforms, and visual identity considerations.

I trust that these guidelines will empower you to navigate the complexities of the Active2Public Transport project with confidence and efficiency.

Sincerely,

Jitka Vrtalova

Communication Manager of Active2Public Transport Project

3 What is Active2Public Transport

The Active2Public Transport project aims to reduce carbon intensity and greenhouse gas emissions in the transport sector by promoting a combination of active travel and public transport. This approach offers an attractive and user-friendly solution to shift transportation away from car trips towards more sustainable modes of travel.

Achieving a climate-neutral transport sector in Europe requires more than just replacing conventional vehicles with electric cars. Policy measures must focus on supporting a multimodal shift towards active and public transport. Cycling and walking are the most energy-efficient and truly carbon-free means of transport, especially for short distances.

By better integrating active and public transport systems, we can provide attractive alternatives for car trips over medium and longer distances. Solutions developed and tested in the project aim to bridge existing gaps in the multimodal transport system, including provisions for all forms of active travel to and from public transport stations. This includes amenities such as parking, bike carriage on buses or trains, and easy access to bike sharing or walking paths from public transport stations.



**11 partners
from 9 countries**



Together, these efforts will contribute significantly to decarbonizing the transport sector and fostering a more sustainable future for Europe.

11 partners from 9 countries will work together for 30 months to inspire the experts of all involved organisations (local/regional/national public authorities, NGOs, services/infrastructure providers) to overcome their traditionally narrow, unimodal - often car-oriented - focus leading to more and better A2PT services and infrastructure beyond the limited geographical area of the pilot implementations.

The project will contribute to decrease the carbon intensity and reduce GHG emissions in the transport sector by supporting the shift towards environmentally friendly modes of transport. It will

- provide the strategic framework to improve the connectedness of APT in transport nodes systematically,
- provide guidance for the implementation of innovative solutions to overcome gaps in the multimodal APT system and
- showcase the impact of better linking A2PT infrastructure and services.

For more visit: <https://interreg-danube.eu/projects/active2public-transport>

In the A2PT, Communication is an integral part of every project activity. It ensures clarity, collaboration, and alignment among all involved. From planning to execution, effective communication guides tasks, resolves issues, and fosters teamwork.

A clearly defined distribution of duties, including the appointment of a designated individual, is imperative for effective internal and external project communication.

It's the key to success for everyone involved in the project.

4 Internal Communication

Local partners will take on a significant responsibility in driving communication efforts, leveraging their intimate understanding of local contexts and stakeholders. Therefore, **communication managers** will be appointed at the **partner level**.

Transnational Communication Manager will coordinate activities on the project's level. The role of the communication manager primarily involves setting guidelines for external communication, regularly monitoring outputs, and communicating with the MA/JS throughout the entire project. The communication manager is an integral part of the project management team.

This collaborative approach, with local partners at the forefront and the central communication manager providing support and coordination, is essential for maximizing the impact of communication efforts throughout the project.

For more information on the Internal Communication, see the Project Handbook in the project's document management platform (see [SharePoint](#)).

4.1 MEMBERS OF COMMUNICATION TEAM

The communication team consists of a **Transnational Communication Manager (CM)** and **communication managers at the partner level**.

Transnational Communication Manager (CM)

Responsible Person: Jitka Vrtalova, PUM, e: jitka@dobramesta.cz

Tasks and responsibilities:

- Keep up to date with communication requirements of the programme (check manuals, participate in communication seminars, etc.)
- Elaborate COMMUNICATION GUIDELINES building upon the communication objectives defined for each SO, focusing on the identified target-groups and suggesting appropriate communication activities/tools.



- Check whether templates for presentations, press releases, reports, etc. considering the Visual Identity Manual or other relevant guidelines for acknowledging and promoting the EU support.
- provide the PPs with key messages and suggestions for communication channels how to best address the identified target groups
- establish the project online presence (website hosted by Danube Programme). The PPs will follow up with creating subsites or links at the websites of their organization and identify existing social media accounts to share knowledge on project topics, raise awareness on importance of effective walking policies, collect input and opinions.
- Generate project leaflet in cooperation with LP addressing the target groups with information on the project scope and objectives, to raise awareness on the project
- regularly feed the project website with information which will be shared via the social media (and other) channels of the PPs.
- Specific activities are foreseen to disseminate/promote the Online A2PT Toolbox (see Act. 2.3) and the promotion of the pilot actions (Act. 3.4)

The manager also regularly communicates with project partners, answering their questions, consulting on their needs at the local level, and verifying that communication at the local level aligns with the objectives of the A2PT project.

Communication Managers at the partner level (PP CM)

The list of Communication Team Members is available in the project's document management system (SharePoint – [link here](#)). Project Partner Communication Managers (PP CMs) are responsible for dissemination and promotional activities at the local level. Specifically, they ensure:

- Promotion of the project and its activities locally, using the tools and methods described in Chapter 6 Communication Tools and Methods
- Providing materials for regular updates to the project's website on the DTP pages and promotion at the transnational level
- Ensuring publicity in local media and through their own communication channels (see Chapters 6.2 and 6.3), especially during events and project meetings
- Managing project publicity in accordance with the Communication Guidelines



- Providing feedback and assisting in setting up communication at the transnational level.
- Provide the input from the local level to disseminate/promote the Online A2PT Toolbox (see Act. 2.3) and the promotion of the pilot actions (Act. 3.4)

4.2 PROJECT MEETINGS

Regular meetings take place at various levels (refer to [Project Handbook](#), chapter 6):

- **Project Jour Fixe:** involving the SO leader team, project manager, CM, and lead partner,
- **Technical meetings:** involving relevant partners together with action leads, SO Leads, CM or the LP / Management Team, according to the implementation plan of the different project activities.
- **Project Meeting:** involving the entire team of all partners – at least once per project period (6 months),
- **Steering Committee Meeting** (refer to [Project Handbook](#), chapter 6.4):.

5 External communication

Communication plays a pivotal role in fostering understanding, engagement, and action among various stakeholders. In the context of promoting cycling and active mobility in urban areas, it is crucial to establish clear communication objectives tailored to specific target groups. This chapter outlines the communication objectives (CO) for external communication efforts aimed at raising awareness about the importance of better linking active mobility and public transport.

Main Goal:

Raise awareness among target groups about the importance of improving A2PT services and infrastructure





Communication is seen as an integral part of project implementation. Therefore, **communication objectives** are highly interlinked with the **specific objectives** which involve:

Danube Active2Public Transport Action Plan.

Raise awareness among the relevant stakeholders for the need to promote A2PT in the Danube region including challenges, benefits and possible solutions. Communication activities are targeting at informing and involving the target groups which are: national, regional and local public authorities and sectoral agencies, transport infrastructure providers, service operators/providers, NGOs and international organisations.

Provide innovative solutions.

Raise awareness of potential solutions to address existing gaps in the A2PT system of the Danube region. The target groups include national, regional, and local public authorities, sectoral agencies, planners, and civil servants working for public and private providers of public transportation, cycling, and walking infrastructure, as well as railway and bus operators.

Showcase the impact.

The main objective of communication activities in this work package is to promote the successes and benefits of pilot implementation. The target audience will once again include national, regional, and local public authorities, sectoral agencies, planners, and civil servants working for rail and cycling infrastructure providers, as well as railway and bus operators (both national and private), and micro-mobility service providers.

The achievement of these **specific objectives** is closely intertwined with the communication goals of the project. Each specific aim, whether it involves engaging target groups or transitioning them into stakeholders, relies heavily on effective communication strategies. Clear and transparent communication not only facilitates understanding of the audience's needs and preferences but also fosters trust and builds lasting relationships.

5.1 TARGET GROUPS

The Active2Public Transport (A2PT) project aims to benefit various target groups and stakeholders. Target groups for communication are specific audiences that the project aims to reach with its messages. In the context of the Active2Public Transport (A2PT) project, the target groups for communication include:

1. Local public authority
2. Regional public authority
3. National public authority
4. Infrastructure and (public) service provider
5. Sectoral agency
6. International organisation, EEIG
7. Interest groups including NGOs

For the description of the target groups see Appendix 1.





By engaging with these target groups and stakeholders, the A2PT project aims to create a more sustainable, efficient, and accessible transportation system that benefits both individuals and the broader community.

Now, regarding why it's essential to communicate the A2PT project on a transnational level to various target groups:

- **Shared Goals:** Transportation and environmental issues transcend national borders. By communicating the project on a transnational level, stakeholders can align their efforts and resources to achieve shared goals, such as reducing carbon intensity and greenhouse gas emissions.
- **Knowledge Sharing:** Different regions and countries may have unique challenges and best practices in promoting active travel and public transport. Communicating the project across borders allows for the exchange of knowledge, experiences, and lessons learned, leading to more effective solutions.
- **Policy Harmonization:** Transnational communication enables stakeholders to harmonize policies and regulations related to transportation and sustainability. This alignment can facilitate smoother implementation of the project's strategic framework and innovative solutions across different jurisdictions.
- **Funding and Support:** Engaging with international organizations and donors can provide access to additional funding and support for the project. Demonstrating a transnational approach can enhance the project's credibility and attractiveness to potential funders.
- **Global Impact:** Addressing climate change and promoting sustainable transportation require global collaboration. By communicating the A2PT project on a transnational level, stakeholders can contribute to broader efforts to mitigate climate change and build more sustainable transportation systems worldwide.

5.2 COMMUNICATION GOALS

A2PT communication goals are strategically designed to target the fundamental aspects of stakeholder engagement: changing **knowledge, attitudes, and practices**. By addressing these three pillars, we aim to create a comprehensive approach to promoting cycling and active mobility in urban areas.



Changing **knowledge** involves increasing awareness and understanding among stakeholders about the benefits, challenges, and importance of cycling as a sustainable mode of transportation.



Simultaneously, our efforts seek to shape **attitudes**, fostering positive perceptions and proactive attitudes towards cycling and active mobility initiatives.



Furthermore, we endeavor to influence **practices**, encouraging tangible actions and behaviors that support and promote cycling, such as the allocation of resources, implementation of cyclist-friendly infrastructure, and adoption of active commuting practices.

Through these targeted communication goals, we aim to drive meaningful change, ultimately contributing to the creation of healthier, more sustainable urban environments.

5.3 COMMUNICATION GOALS FOR INDIVIDUAL TARGET GROUPS

Setting goals for each target group varies depending on the country and the evaluator's position. Therefore, for integrated recommendations, CM organized a survey among project partners, which took place during a project meeting in Vienna on March 05, 2024.

The complete questionnaire survey is included in Annex 2. A sample question was:

What change should we achieve through project communication?

Target group: National public authority

Example: responsible national ministries

Choose one or more options from the provided answers.

- Knowledge
- Attitudes
- Practice
- None of them

Respondents had the option to extend this survey to their associative partners. The deadline for completing the survey was April 30, 2024.

The results of a survey, which was attended by 20 experts from 9 countries, are presented in the following table. Due to the sample size, the outputs are represented graphically only. The table below illustrates the level of achievement of communication goals for individual target groups from the perspective of project partners.

TARGET GROUP (TG)	COMMUNICATION GOALS		
	KNOWLEDGE	ATTITUDES	PRACTICES
Local public authority	●●●●●●●●	●●●●●●●●	●●●●●●●●
Regional public authority	●●●●●●●●	●●●●●●●●	●●●●●●●●
National public authority	●●●●●●●●	●●●●●●●●	●●●●●●●●
Infrastructure and (public) service provider	●●●●●●●●	●●●●●●●●	●●●●●●●●
Sectoral agency	●●●●●●●●	●●●●●●●●	●●●●●●●●
International organisation under inter-national law	●●●●●●●●	●●●●●●●●	●●●●●●●●
Interest groups including NGOs	●●●●●●●●	●●●●●●●●	●●●●●●●●

6 Communication Tools and Methods

To ensure the successful implementation of the project goals and communication objectives, various tools and methods will be utilized. Specifically, working groups at various levels will be developed to participate in the preparation of the project's main outputs.

The primary beneficiaries of these outputs will be the **project partners** (PPs) and **associated strategic partners** (ASPs). Their involvement in the project will be facilitated primarily through regular attendance at project meetings, as well as study/field visits and exchanges involving examples of good practices (see chapter 6 Communication Tools).

The **project partners** aim to enhance online visibility by regularly publishing content related to the project's theme, engaging with target audiences in meaningful discussions about the challenges they encounter in multimodal mobility and collaborative solutions.

Additionally, to maximize the impact of the Active2Public Transport initiative, which focuses on improving the integration of cycling, walking, and public transport in the Danube region, we will encourage **ASPs** and members of the A2PT **Working Groups** (more in the [Communication Tools](#) chapter) to share their experiences, insights, and media related to project themes.

In addition to advancing the project's goals, the strategy of regularly publishing content related to the project's theme and engaging with target audiences in meaningful discussions serves to enhance the visibility of individual project partners. This approach not only fosters collaboration on the broader project objectives but also highlights the expertise and contributions of each partner within their respective domains. Therefore, it's important to ensure that each partner is appropriately acknowledged and represented in communications.

Additionally, partners are encouraged to facilitate the sharing of experiences, insights, discoveries, photos, and videos related to project topics among target groups through both websites and social media channels.

Planned events such as project meetings and international conferences will be published by the appropriate partner hosting the event. Other partners are encouraged to share these announcements to maximize outreach and participation.



6.1 COMMUNICATION TOOLS

6.1.1 Partner Meetings

The cornerstone of international cooperation comprises partner meetings scheduled as follows:

- Partner meeting: Vienna, including a 2day study visit organized in cooperation with Burgenland (March 4-6, 2024)
- 2nd Partner meeting: Olomouc incl. study visit (July 16-18, 2024)
- 3rd Partner meeting: Ulm incl. study visit (November 12-14, 2024) + Danube A2PT Working Group Meeting
- 4th Partner meeting, 8-10 April 2025, Belgrade
- 5th Partner meeting, 9-11 Sept 2025, Bratislava/Sopron (tbc), incl. study visit organized in cooperation with Hungarian Partners (+ Danube A2PT Working Group Meeting)
- 6th Partner meeting, Jan 2026, Bucharest
- 7th Partner meeting & final conference, May/June 2026, Ljubljana organized in cooperation with the Croatian Ministry + Danube A2PT Working Group Meeting

These meetings will not only facilitate regular partner interaction but also serve specific goals crucial to the project's progress and success.

The organization of partner meetings is described in detail in the Project Handbook (available at [SharePoint](#)), ensuring a structured and efficient approach to collaboration.

6.1.2 Transnational A2PT Working Group

Moreover, there will be a special session of the Transnational A2PT Working Group attached to the partner meeting involving additional international stakeholders.

The meetings of the transnational working group will take place back-to-back with the 3rd, 5th, 7th partner meeting. The project management team will ensure that the main transnational stakeholders and representatives from international organizations are invited to the meetings, as defined in Appendix 1 of these communication guidelines.

To ensure representative participation, the planning of events and meetings will take into account synergies with the meetings of THE PEP/EHP Partnership Healthy Active Mobility, Walk21, ECF, UITP, and EUSDR.

A particular emphasis within a dedicated chapter is placed on the participation of project representatives (Lead Partner, Project Manager, Communication Manager, etc.) in international meetings with key multinational partners. Participation by individual project partners (primarily SO leaders) will ensure that transnational objectives are adopted and tailored to the regional context.

6.1.3 Regional A2PT Working Groups

Regional working groups will enable a more precise definition of the main project outputs and the Regional Active2Public Transport Action Plan. Therefore, they should encompass all key stakeholders identified within the defined target groups (see chapter [Target groups](#)).

The objectives and scope of the first Regional A2PT Working Group Meetings were discussed and approved by PPs during the first Partner Meeting on March 4 in Vienna.

The topics of the following regional working group meetings will very much depend on the progress in project implementation and the regional priorities.

6.2 MEDIA

Media play a crucial role in external communication, utilizing press releases, conferences, and regular interactions with journalists and media partners. By disseminating information about the project and its outputs, significant contributions can be made towards project goals. Following consultation with the communication manager, individual partners may issue their own press releases and utilize all promotional materials (posters, leaflets, etc.), as well as information on websites and social media channels, for communication with the media.

Interactions with media channels and journalists are most likely to occur during A2PT events, when media is invited, through press releases, when important news is communicated and coverage is desired, and when additional information is requested by journalists interested in a particular topic.

6.2.1 Strategic Media Planning: Amplifying A2PT Messages in Europe

In Europe, there is a wide range of media channels, each with its distinct audience and specific standards. Attempting to target or manage all of them is impractical and inappropriate. Therefore, it is advisable to select only those media channels that are suitable for communicating A2PT topics. Each PP should evaluate several factors when deciding which media to focus on:

- 1) Which media channels do your national target audiences pay the most attention to?
- 2) Which media will find your messages newsworthy in your country?

The next step involves disseminating information about A2PT topics through the media in each country. Here's how:

- It's crucial to have individuals in each A2PT country who can be trained to manage national level media relations effectively. This is essential because media in each country should receive communications in the national language.



- Address why your information is pertinent to that specific country (whether it's of national, regional, or local relevance). Additionally, emphasize its broader significance, such as in the context of collaboration/cooperation among A2PT countries.
- Ensure that media materials adhere to the format and language preferences of each country's media.
- Customize media materials for each country by including relevant examples tailored to specific states or regions.
- Be ready to promptly provide supporting facts, statistics, images, and spokespersons.
- Utilize event photos and prerecorded TV footage to expand media coverage.
- Enhance coverage by leveraging one country's media exposure to influence others (taking advantage of journalists reading each other's work).
- Provide context for A2PT by explaining its connections to the European Union, funding programs, and other macroregional strategies.

The procedural steps for media relations are as follows:

1. Formulate the media relations team, ideally with one member from each country, and define roles clearly.
2. Conduct comprehensive media training for the entire team.
3. Develop a standardized media toolkit that can be tailored for each event. This includes templates for event invitations, press releases, media kits with background information, a photo gallery featuring success stories, a list of contacts for significant projects, an event checklist for media involvement, and a template for post-event media coverage reports.
4. Establish target metrics in collaboration with the media team. This involves determining which events should involve media coverage, setting attendance goals for press events, and targeting the number of articles or interviews to be published post-event.



5. Create a monitoring and evaluation plan for each media activity, encompassing events, press releases, and responses to media queries. This plan should incorporate an evaluation form distributed at each event and a media monitoring report to assess coverage following events or press releases.

6. Designate a media relations officer from each country who is trained to manage national-level media relations. This individual should compile and regularly update the national list of media channels, typically on an annual basis.

7. Conduct an annual evaluation of media relations activities as a team.

6.2.2 Media Invitation to the A2PT Event

When inviting media to an A2PT event aimed at external audiences, several considerations are crucial:

- Craft an engaging invitation that highlights the event's appeal. Showcase any compelling narratives, research findings, or the presence of notable experts or politicians. Capturing the attention of editors-in-chief is particularly vital, as they determine coverage decisions.
- Prepare a comprehensive press kit that includes background information about the event and essential materials for journalists. This should encompass a detailed event press release, research data summaries, and brief profiles of key speakers. Additionally, provide event visuals for distribution to journalists post-event.
- Designate a dedicated contact person who can facilitate introductions to experts or speakers for interviews, provide event details, and assist with technical inquiries.
- Keep in mind that press conferences are typically reserved for significant news. For smaller events, one-on-one meetings with journalists are often more appropriate and effective.

6.2.3 Press Release: Why A2PT Matters

When preparing a press release or information on A2PT topics for media coverage, it's essential to consider the following guidelines:

- Writing a compelling press release involves identifying and focusing on aspects of your topics that will resonate with a specific target audience. This mirrors the approach of journalists who aim to present news in ways that are meaningful and appealing to their readership, thereby making the topics newsworthy.
- Upon receiving news releases, journalists typically inquire: "Why is this topic important? Why should my readers care?" It's crucial to address these questions when drafting press materials, ensuring that the most pertinent information is included to engage and captivate the audience.
- A2PT topics often involve complex technical details that are nonetheless significant. The challenge lies in presenting these details clearly to enhance their newsworthiness.
- Success in media coverage hinges on providing information that answers questions such as: How many people will benefit from your initiatives? How will their lives improve? When will these improvements become apparent? What are the associated costs?
- Public interest is generally higher in stories that focus on people rather than abstract concepts, projects, or activities. Highlighting specific events and outcomes rather than theoretical ideas is key to capturing attention.
- The presentation of topics is crucial. Compelling news often revolves around significant changes that affect people's lives. Therefore, emphasize novelty and change, explaining how your initiatives will impact individuals and communities and guiding them through the decisions they may need to make. In the context of A2PT, this approach is embedded in success stories and research outcomes.
- Another effective approach involves emotionally impactful stories, where finding the right storyteller can greatly enhance the appeal of your topic. For instance, a lifelong



fisherman from the Danube shore could vividly describe how a project transformed his life. Similarly, stories about cultural heritage or tourism released during peak holiday seasons can also attract media attention.

- To make technical topics accessible to a broader audience, use clear examples and engaging narratives that illustrate their impact on people and communities. Focus on how these topics relate to individuals' lives and community dynamics.
- After your topic receives media coverage, evaluate its impact by analyzing how many publications covered it and the demographics of their audience. This assessment provides valuable insights for future communication strategies.

6.3 PROJECT WEBSITE AND PARTNERS WEBSITE

These include the **project website** and **websites**, and **social media platforms of individual partners (PPs) and associated partners (ASPs)**. Social media is particularly emphasized due to its widespread reach and ability to engage diverse audiences effectively.

6.3.1 Project Website

The MA/JS provides projects with websites embedded into the programme's website. The official website of the Active2PublicTransport Project is

<https://interreg-danube.eu/projects/active2public-transport>

6.3.2 Partners Websites

Additionally, every partner involved in an Interreg Danube Region Programme project must showcase the project on their official website. This presentation must include the project logo in full color, a description of the project's objectives, details regarding financial support from the Interreg Danube Region Programme, and a link to the official project website as a minimum requirement. The template of this document is available in the project's document management system (see [SharePoint](#)).

Each partner is responsible for publishing the information on their website and proving its publication during reporting to the First Level Control (FLC). Compliance with this requirement is necessary for the recognition of project expenses.

Project partners will grow organic traffic by publishing and curating project topic related content on a regular basis and engaging target audiences in a meaningful conversation about the challenges they are facing when urban mobility is concerned, and how we can jointly overcome them.

In order to maximize the impact of the Active2Public Transport project, it is recommended that **news and updates** on partner websites and social media channels be published in the



local language for communication at the national level. For project aspects that extend beyond national borders and involve **information relevant to other partners** and **international organizations**, a dual translation into **English** would be appropriate.

The list of existing web-portals used by PPs of the project is available in the project's document management system ([SharePoint](#)).

6.3.3 General Rules for Publicity

To attract more visitors and to serve as a relevant source of project topic related information, content should be communicated in a simple way, not using complicated words and phrases, it should be useful, up-to-date and factual, it should be consistent and regular.

Articles could cover for example the following topics:

- Information about project goal and objectives
- Presentation of each partner organisation
- Presentation of previous successful projects related to this project or with a similar goal
- Featured articles covering good practice in Danube region linked to Project Active2Public Transport goals and topics
- Interviews with stakeholders from all countries covered by the project
- Coverage of project related activities (project events, working groups meetings...)
- Challenges faced by the local population and how the project will face them
- Useful research information related to the project topics



Voice and writing style

Communication should portray openness, warmth and friendliness that accompanies our organisations' accomplishments and drive, and spirit of Danube Transnational Programme. When writing content, keep in mind these personality: successful project manager with a strong sense for organisation and responsibility, but with an equally strong down-to-earth appearance, and a just right sense of humor. Have this in mind:

- Try to write in a conversational style: like you're telling a story to a friend, not issuing governmental press release.
- Try to use the active, rather than passive voice
- Think like the audiences to whom you're speaking
- Don't let pride come across as arrogance: when describing success, keep it honest and go easy on the superlatives
- Try to use as little as project management related lingo and acronyms as possible (like A2PT, PP, ASP, TBC, interim report...)
- You're writing for web, where people attention span is very low: don't write long paragraphs, break text into smaller, scannable chunks
- Try to come up with interesting headline

6.4 SOCIAL MEDIA

The successful implementation of the projects relies on utilizing all communication channels available to project and associated partners, enabling them to disseminate information about the project and contribute to increasing awareness, attitudes, and practices.

The list of existing social media channels used by PPs of the project is available in the project's document management system ([SharePoint](#)).

6.4.1 General Rules for the Social Media

The content produced for the project will predominantly be **in English**, ensuring accessibility and reach to a wider audience. However, recognizing the importance of local languages in effectively engaging with diverse communities, optional translations into local languages will also be provided where feasible and appropriate.

Furthermore, for video content specifically, it's imperative that **all videos are either produced in English or include English subtitles**. This ensures that the message of the videos can be comprehended by a broader audience, facilitating greater engagement and dissemination of project-related information.

We will utilize hashtags such as **#A2PT**, **#Active2PublicTransport**, and **#interregdanube** to increase online discoverability. It's important to **mention key stakeholders using @tags** in communications. The ideal amount of hashtags in each post is 3-7. Sometimes, commenting and sharing posts are way better for the algorithm than just liking a post.

6.4.2 Implementation

The project will address target groups via existing channels on social networks. The list of the official communication channels can be found in the project's document management system ([SharePoint](#)).



The Communication Guidelines will highlight the most commonly used social media platforms, including LinkedIn, Facebook (FB), YouTube, and Instagram.

Other social networks might be considered and involved after the consultation with the Project and Communication Managers.



6.4.3 Tips for content management

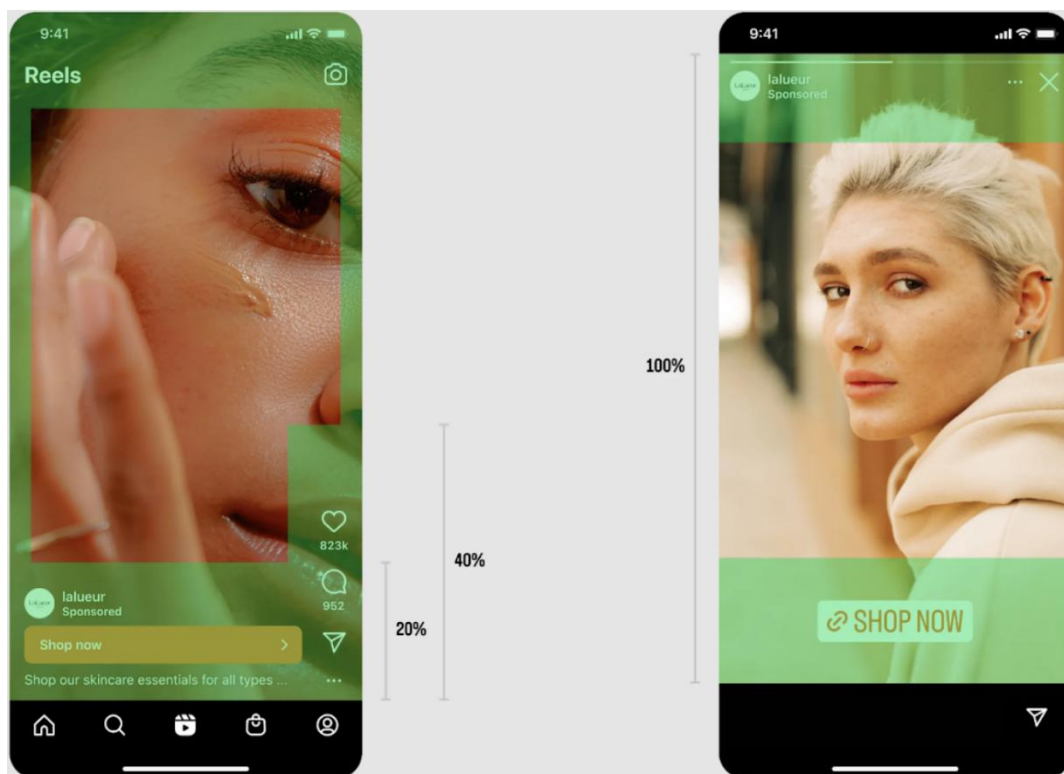
Facebook/Instagram/LinkedIn

- subscribe to many accounts dealing with your project's issues or geographical area,
- the more you follow, the more you are followed
- be active on the pages you subscribed to by linking, sharing and commenting posts
- encourage other colleagues from the organisation to join the conversation
- mention (and tag) people and pages and pages in your posts
- try to be active on a weekly basis
- always illustrate your post with media content
- try to respond to all messages, even the negative ones

Paid promotion = better reach, but don't underestimate the power of organic reach. Try to build trust. If they trust you, they'll come back and become not just the audience you are speaking to, but your partners and trusted allies in promotion of your cause.

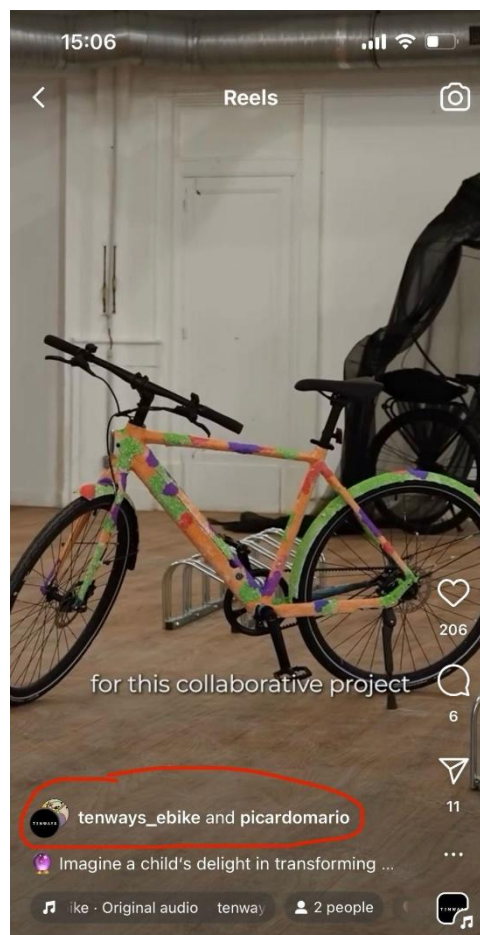
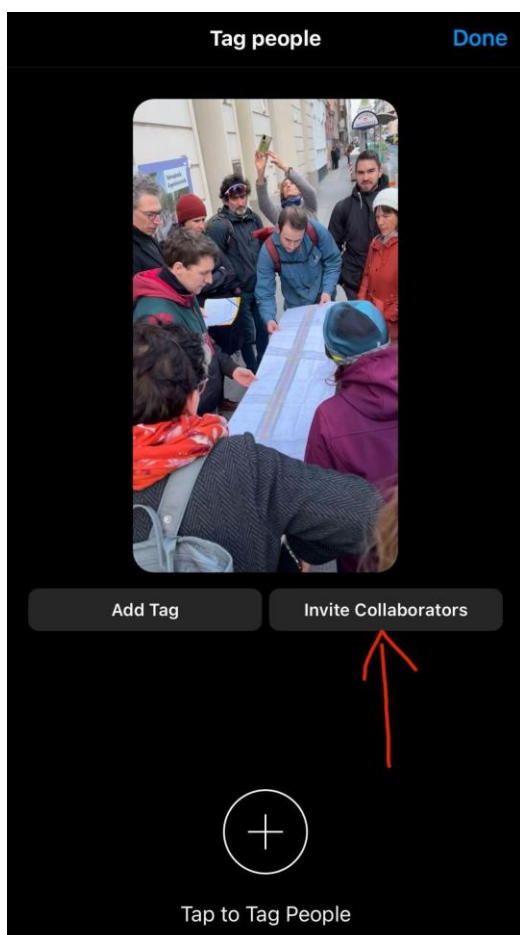
Especially on Instagram, always remember there is something called a safe zone. Which means that in that zone you can put texts and they will be visible. Whatever you put in the zone highlighted green, people will **not be able to** see well the text or part of the picture you are sharing. Both reels and stories have a bit different zones (see below).

Safe zones for reels and stories



To reach a bigger audience, there is a great tool called “Collaboration”. Before sharing a post or reel, you can tag another account and invite them for collaborating which means the content will appear on both profiles and reach followers from both profiles at the same time.

Collaboration tool



YouTube (YT)

- embed videos located on YT on the website
- create playlists
- share the same videos on our social media channels through the video tools of these channels (they will get more views than if we share the YouTube link)

7 Project Visual Identity

This chapter is in line with the strategic materials provided by MA/JS, namely: Project Communication Guidelines, Brand Book, and other strategic materials. Additionally, MA/JS has provided project logos and templates for creating PowerPoint presentations, letterheads, and promotional materials.

7.1 PUBLICITY

The publicity encounters:

- Logo
- Funding mention
- Poster
- Project website / partners website

7.2 LOGO USAGE AND SIZES

The minimum height of the EU emblem must be 1 cm. For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.

It means that the **A2PT logo should be at least 103 x 34 millimeters in size with a resolution of 300 dots per inch (DPI)**. This ensures that the logo remains clear and legible when printed or displayed at this specified size and resolution. It's important to adhere to these dimensions to maintain the quality and visibility of the logo in various applications. Whenever possible use the standard colour logo, placing it in a visible top position of all project documents and communication materials, such as the first or cover page.

On digital outputs, such as websites or mobile applications, it must be visible without the need for scrolling.

The [project logo package](#) was provided by the Managing Authority/Joint Secretariat (MA/JS). The project logo incorporates the programme logo, which includes the EU emblem and



funding statement used for promoting all EU-funded projects. Additionally, it features the programme's name along with reference to Interreg and project's acronym with the colour of the relevant programme's priority, unified into a single logo.

The package includes:

7.2.1 Standard logo / Full colour version

The standard logo is the full colour version (in the colour codes specified at the page **Chyba! Zložka není definována.**). This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.



Whenever possible, the standard version should be used in its full colour version.

Ideally, the project logo should be used on white or light background only. On dark backgrounds, use the standard logo with a white rectangle. The size of the rectangle is already preset in the appendix no. 1. (project logo).



Examples of proper usage¹



7.2.2 Monochrome logo

For single colour reproductions or engravings, when absolutely necessary for printing or specific usage in a document, a monochrome version of the logo should be used. This version should only be used whenever full colour is not available.

These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers – whenever the full-color version of the logo cannot be applied.

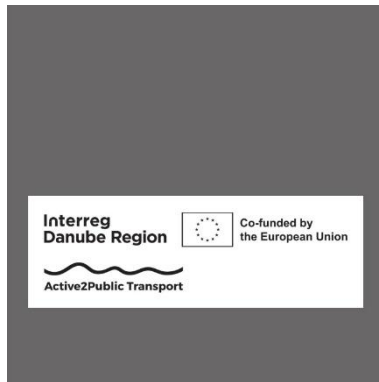
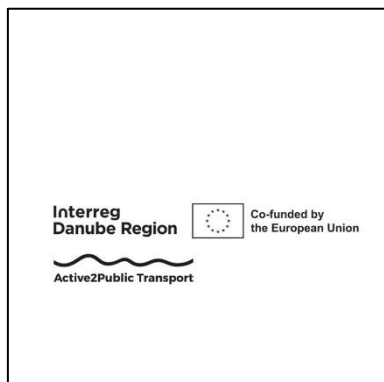
Monochrome (Black + Frame Flag)



¹ These images are provided solely for preview purposes, demonstrating color variations and the placement of the logo on various backgrounds. Please note that the size of the logo has been adjusted for preview purposes to ensure clarity and visibility.



Examples of proper usage²



Engravings



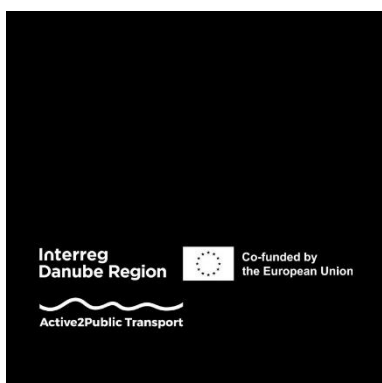
² These images are provided solely for preview purposes, demonstrating color variations and the placement of the logo on various backgrounds. Please note that the size of the logo has been adjusted for preview purposes to ensure clarity and visibility.



Monochrome (White + White Flag)



Examples of proper usage³



In general, it is recommended, that all uses of the logo (especially the monochromatic versions) be first consulted with the FLC to verify compliance with national regulations prescribing how European Union symbols should be displayed.

³ These images are provided solely for preview purposes, demonstrating color variations and the placement of the logo on various backgrounds. Please note that the size of the logo has been adjusted for preview purposes to ensure clarity and visibility.



7.2.3 Co-branding

When you wish to incorporate other logos next to the project logo, such as partner logos, or any other logos:

- Never position other logos above the Interreg logo.
- Ensure that no institutional logo (representing organizations like partner organizations) exceeds both the height and width of the EU emblem.





Active2Public Transport

Cobranding examples

<p>Interreg Danube Region</p> <p>Active2Public Transport</p>	<p>Co-funded by the European Union</p>	<p>AUSTRIAN ENERGY AGENCY</p>
	x	$\leq y$
<p>Interreg Danube Region</p> <p>Active2Public Transport</p>	<p>Co-funded by the European Union</p>	<p>AUSTRIAN ENERGY AGENCY</p>
	x	$\leq x$
<p>Interreg Danube Region</p> <p>Active2Public Transport</p>	<p>Co-funded by the European Union</p>	<p>AUSTRIAN ENERGY AGENCY</p>
	x	$\leq y$
<p>Interreg Danube Region</p> <p>Active2Public Transport</p>	<p>Co-funded by the European Union</p>	<p>REPUBLIC OF SLOVENIA GOV.SI</p>
	x	$\leq y$
<p>Interreg Danube Region</p> <p>Active2Public Transport</p>	<p>Co-funded by the European Union</p>	<p>REPUBLIC OF SLOVENIA GOV.SI</p>
	x	$\leq x$
<p>Interreg Danube Region</p> <p>Active2Public Transport</p>	<p>Co-funded by the European Union</p>	<p>REPUBLIC OF SLOVENIA GOV.SI</p>
	x	$\leq y$



7.3 COLOURS

Preferred colors are defined in the Brand Book. From these, we are selecting the following colors for use specifically in this project:

Basic logo colours

EU standard colour

CMYK: 100.80.0.0

HEX: 003399

RGB: 0.51.153

Priority colour

CMYK: 45.0.99.0

HEX: 9ACA3C

RGB: 154.202.60

Complementary colours

Colour

CMYK: 100.0.15.70

HEX: 004444

RGB: 0.68.68

Colour

CMYK: 0.74.100.0

HEX: FF6600

RGB: 255.102.0

Light Grey

CMYK: 0.0.0.14

HEX: DCDCDC

RGB: 220.220.220

EUSDR Lemon yellow

CMYK: 10.10.100.10

HEX: DCC601

RGB: 220.198.1



7.4 TYPOGRAPHY

The primary programme typeface to be used in all applications, spanning body text to headlines, is OpenSans. The specified guidelines are applicable across all print publications and stationery applications.

This typeface, including web font kits, are readily available for free and can be easily downloaded, for example, from this link: [this link: https://www.fontsquirrel.com/fonts/open-sans](https://www.fontsquirrel.com/fonts/open-sans)

As an alternative typeface to Open Sans, we use Aileron (available here: <https://www.fontsquirrel.com/fonts/aileron>). It can be used alone, or in combination with Open Sans.



Examples of typography

Open Sans Light AaBbCcDdEeFfGgHhIijj

Open Sans Light | 128 Glyphs

Open Sans Light Italic AaBbCcDdEeFfGgHh

Open Sans Light Italic | 128 Glyphs

Open Sans AaBbCcDdEeFfGgHhIijjKkLl

Open Sans Regular | 128 Glyphs

Open Sans Italic AaBbCcDdEeFfGgHhIijjKk

Open Sans Italic | 128 Glyphs

Open Sans Semibold AaBbCcDdEeFfGg

Open Sans Semibold | 128 Glyphs

Open Sans Semibold Italic AaBbCcDdEe

Open Sans Semibold Italic | 128 Glyphs

Open Sans Bold AaBbCcDdEeFfGgHh

Open Sans Bold | 128 Glyphs

Open Sans Bold Italic AaBbCcDdEeFfGg

Open Sans Bold Italic | 128 Glyphs

Open Sans Extrabold AaBbCcDdEeFf

Open Sans Extrabold | 128 Glyphs

Open Sans Extrabold Italic AaBbCcDd

Open Sans Extrabold Italic | 128 Glyphs

Aileron UltraLight AaBbCcDdEeFfGgI hIiJjKk

Aileron UltraLight | 128 Glyphs

Aileron UltraLight Italic AaBbCcDdEeFfGgI hI

Aileron UltraLight Italic | 140 Glyphs

Aileron Thin AaBbCcDdEeFfGgHhIiJjKkLlM

Aileron Thin | 128 Glyphs

Aileron Thin Italic AaBbCcDdEeFfGgHhIiJjK

Aileron Thin Italic | 140 Glyphs

Aileron Light AaBbCcDdEeFfGgHhIiJjKkL

Aileron Light | 128 Glyphs

Aileron Light Italic AaBbCcDdEeFfGgHhIi

Aileron Light Italic | 140 Glyphs

Aileron AaBbCcDdEeFfGgHhIiJjKkLlMm

Aileron Regular | 128 Glyphs

Aileron Italic AaBbCcDdEeFfGgHhIiJjKk

Aileron Italic | 140 Glyphs

Aileron SemiBold AaBbCcDdEeFfGgHh

Aileron SemiBold | 128 Glyphs

Aileron SemiBold Italic AaBbCcDdEeFf

Aileron SemiBold Italic | 140 Glyphs

Aileron Bold AaBbCcDdEeFfGgHhIiJj

Aileron Bold | 128 Glyphs

Aileron Bold Italic AaBbCcDdEeFfGgHh

Aileron Bold Italic | 140 Glyphs

Aileron Heavy AaBbCcDdEeFfGgHhIi

Aileron Heavy | 128 Glyphs

Aileron Heavy Italic AaBbCcDdEeFfGg

Aileron Heavy Italic | 140 Glyphs

Aileron Black AaBbCcDdEeFfGgHhIi

Aileron Black | 128 Glyphs

Aileron Black Italic AaBbCcDdEeFfGg

Aileron Black Italic | 140 Glyphs

Typography color palette

Title

60/66 pt, Bold

Subtitle

20/24 pt

Headline 1

50/54 pt, Bold

Headline 2

50/54 pt, Bold

Headline 3

20/24 pt, Bold

Headline 4

14/16 pt, Bold

Body

10/14 pt

Quote

10/14 pt, Bold Italic

• **List Level 1**

10/14 pt, bullet marker, Bold

◦ **List Level 2**

10/14pt, blank bullet marker

- **List Level 3**

10/14 pt, dash marker, 75% color

Caption

8/10 pt, 75% color

Use:
Headers - Sub Headers

Colour:
Reflex Blue

CMYK: 100.80.0.0
HEX: 003399
RGB: 0.51.153

Use:
Paragraphs

Colour: Black

CMYK: 100.100.100.100
HEX: 000000
RGB: 0.0.0

Use:
Paragraphs over
dark colour.

Colour:
White

CMYK: 0.0.0.0
HEX: FFFFFFFF
RGB: 255.255.255

7.5 FUND MENTION

In all communication tools and activities, the reference to the funding by the European Union must be clearly and prominently indicated.

Here is the sample of the fund mention:

This project is supported by the Interreg Danube Region Programme co-funded by the European Union.

When making official communications regarding Active2PublicTransport Project to the public, media, or referencing it in academic publications, it is essential to acknowledge the co-funding provided by the European Union and the Interreg Danube Region Programme. Below is an example citation that meets these criteria:

This [paper, press release, material] was supported as part of Active2PublicTransport Project, an Interreg Danube Region Programme project co-funded by the European Union.

7.6 MAP VISUALS

The map, crafted in alignment with the standard programme's visual features, prominently includes a geographic outline of the project area and involved partners. This ensures consistency with program guidelines while visually representing partner locations and aiding in coordination, navigation, and stakeholder engagement.



The map in a print quality is available in the project's document management system ([SharePoint](#)).



7.7 TEMPLATES

Templates for communication play a crucial role in maintaining consistency and professionalism across various documents and presentations. These templates streamline communication processes, saving time and effort while upholding quality and coherence in documents and presentations.

For the A2PT project, it means:

- PPT presentations: uniform layout, font styles, and color schemes
- Agenda: structured outline of topics to be discussed during meetings or events
- Invitation: event details, including date, time, location, and RSVP information
- Attendance list
- Report

The templates are available in the project's document management system ([SharePoint](#)).



8 Promotion Materials

8.1 POSTER

Each project partner is required to prominently display a poster or equivalent electronic display containing essential project information in a publicly visible location, such as the entrance of a building. The poster should have a minimum size of A3 and must include details such as the project title, objectives, key activities, partners involved, and relevant contact information. The Communication Manager of the Active2PublicTransport Project will coordinate the delivery of these posters.

Each partner is responsible for printing and displaying the poster and prove its publishing during reporting to the First Level Control (FLC). Compliance with this requirement is necessary for the recognition of project expenses.



A2PT Project Poster



The poster features the Interreg Danube Region and European Union logos at the top. Below the logos is the project title 'Active2Public Transport' and a subtitle 'Better combining cycling, walking and public transport in the Danube region'. The main body of the poster is dark green with white text. It includes a paragraph about funding, a table with project budget, Interreg Funds, and duration, a URL, and contact information for the lead partner.

2,856,023.50 € Project Budget	2,284,818.80 € Interreg Funds	1/2024-6/2026 Project duration
---	---	--

8.2 PROJECT LEAFLET

Communication Manager (CM) in cooperation with LP and PPs produced leaflet and provided the PPs with a printable pdf version ([Shaprepoint link](#)). Leaflets will be distributed to stakeholders and target audiences during project implementation phase, specially during public project events.

Leaflets will serve the purpose of building awareness of the project and its components among target audiences and user groups inside the region.



8.3 PERMANENT PLAQUES OR BILLBOARD

For investments in physical infrastructure or items with a budget exceeding €100,000, projects must prominently display durable plaques or billboards visible to the public as soon as the physical investment starts or purchased equipment is installed. These plaques or billboards must feature the EU emblem and the co-funding statement "Co-funded by the European Union" as outlined in Annex IX of the Common Provisions Regulation (EU 2021/1060), which is a requirement that can be met by displaying the project logo.

Moreover, billboards and permanent plaque have to feature information on the support received by the project from the Interreg Danube Region Programme, the contact details of the responsible partner (name, address, e-mail and website), and the description of the main project objective, including the address of the project website.



9 Evaluation

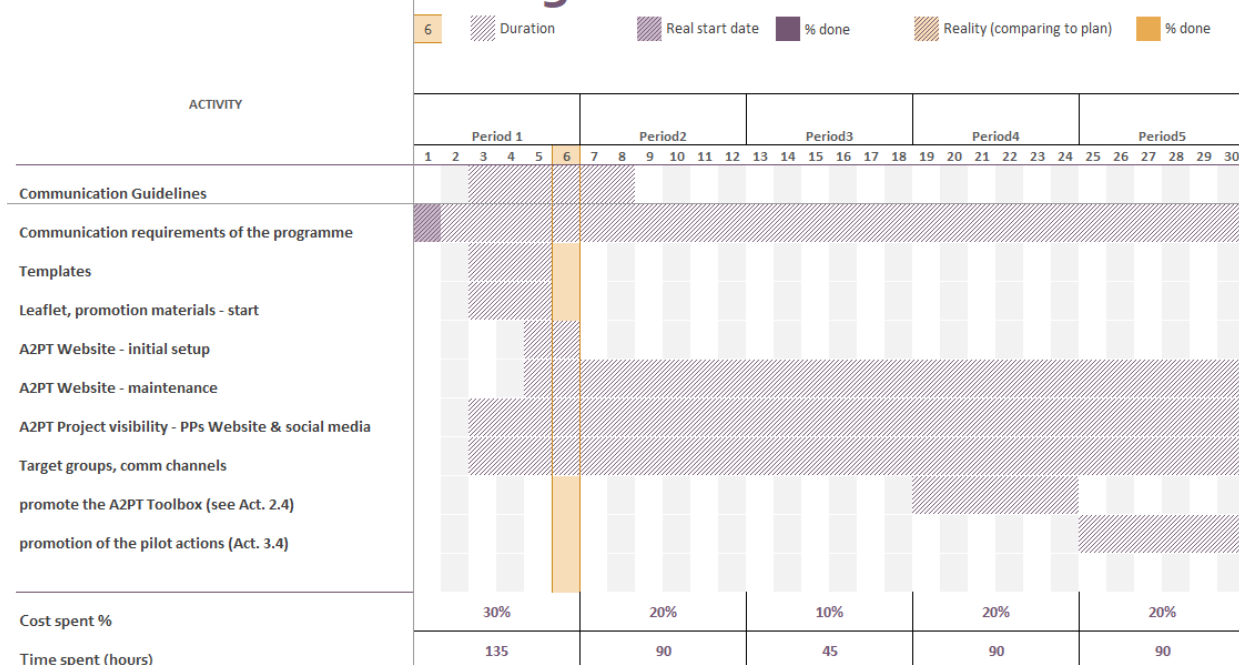
Evaluation is an essential part of any communication process. To ensure consistent and measurable outcomes, the a template of the **Promotion Content Report** has prepared that all project partners are required to complete as part of their periodic report.

The template is available on our SharePoint here: [COM_PP_comm reporting.xlsx](#)

10 Overview Time Schedule

The following action plan was developed by the Communication Manager and will be continuously updated during project implementation.

Communication Management





APPENDICES

Appendix 1

Description of the Target Groups

Target Group (TG)	Description of the TG & benefits of A2PT	Partners/ASPs who represent this TG
Local public authority	The implementation of multimodal transport system is crucial for larger cities to mitigate excessive car traffic. Municipalities and local governments play a key role in implementing the A2PT project, including planning and managing transportation infrastructure, allocating resources, and engaging with the community.	PPs from local authorities or representing local authorities in the project are DOU, the BID as well as the PUM which is representing more than 100 cities and regions in Czechia. Other cities have signed in to become ASPs.
Regional public authority	Regional authorities play a vital role in enhancing the attractiveness of A2PT services and infrastructure by facilitating cooperation between cities and municipalities. Local authorities often focus narrowly on their own territories, necessitating engagement with surrounding municipalities to cover the entire travel chain. Relevant regions will participate in regional and national A2PT working groups, supporting the development of action plans, providing data, and assisting with pilot actions. Improved strategic framework conditions and guidance for innovative solutions will benefit regional authorities, enhancing B+R services and infrastructure.	Partners from regional authorities or representing regional authorities in the project are: BGL, BID, DOU and PUM who in addition to cities also work with the Czech regions.

Target Group (TG)	Description of the TG & benefits of A2PT	Partners/ASPs who represent this TG
<p>National public Authority</p>	<p>National authorities play a crucial role in improving A2PT services and infrastructure by establishing regulations and providing funding. Responsible ministries will participate in national and transnational A2PT working groups, contributing to action plans and receiving recommendations for improving national framework conditions. These conditions include considerations in national transport, climate, and energy strategies, standardization of infrastructure and services, better funding opportunities, and clear regulations. National authorities will benefit from increased awareness and capability to improve A2PT services and infrastructure.</p>	<p>Partners from national authorities or representing national authorities in the project are: AEA, MMP, MOP, VNC and KTI. Other ministries have signed in to become ASPs.</p>

Target Group (TG)	Description of the TG & benefits of A2PT	Partners/ASPs who represent this TG
<p>Infrastructure and (public) service provider</p>	<p>Infrastructure and public service providers play key roles in enhancing A2PT systems. Municipalities and cities are responsible for creating safe and appealing infrastructure for cyclists and pedestrians, often collaborating with regional and national stakeholders.</p> <p>Service contracting for railways and buses primarily occurs at the regional and national levels, while local authorities handle bike or scooter sharing schemes. Although service providers have limited ability to adjust their offerings to A2PT user needs, they can suggest improvements and innovations. Service providers participating in the project, will actively contribute inputs for the toolbox and support pilot implementations.</p>	<p>Service providers involved in the project are GYSEV/Raaberbahn (PP), Czech Railway Administration (ASP), Slovenian Railways (ASP), Austrian Federal Railways (ASP), Regio-S-Bahn Donau-Ilher (ASP), SWU (ASP) and VBB (ASP).</p>
<p>Sectoral agency</p>	<p>National environment, energy, and transport agencies play a crucial role in collecting and providing data on greenhouse gas emissions, energy consumption, and related developments over time. They are essential stakeholders in national A2PT working groups, providing reliable and up-to-date data. These agencies also contribute to updating National Climate and Energy Plans or National Recovery and Resilience Plans in many countries.</p>	<p>In the project, AEA, DOU and BGL represent the view of this TG.</p>

Target Group (TG)	Description of the TG & benefits of A2PT	Partners/ASPs who represent this TG
<p>International organisation, EEIG</p>	<p>International organizations play a vital role in harmonizing A2PT services and infrastructure. The UN ECE expert group on cycling infrastructure helps standardize infrastructure elements and promotes actions for a better-connected A2PT system. ASP BMK and MOP representatives chair the group, providing a link to this expert group. THE PEP partnership active mobility focuses on raising awareness and facilitating the exchange of know-how and experiences. With the adopted pan-European Master Plan Cycling and the pan-European Master Plan Walking under development, THE PEP provides a strategic framework for improving active mobility, emphasizing the integration of active modes with public transport.</p>	<p>The project will regularly report to THE PEP / EHP Partnership Active Mobility and THE PEP Steering Committee. International organizations such as ECF, Walk21, and UITP are involved in THE PEP partnership, contributing valuable know-how and experience. ASP BMK provides a link to THE PEP, actively participating in all its formats.</p>



Target Group (TG)	Description of the TG & benefits of A2PT	Partners/ASPs who represent this TG
<p>Interest groups including NGOs</p>	<p>Interest organizations, particularly NGOs, should be involved in A2PT projects due to their crucial role in advocating for stronger commitments to cycling, walking, and A2PT initiatives. With expertise in pushing these topics into national policies, regulations, funding, and action, NGOs contribute valuable insights and know-how. They represent diverse interests and operate at both transnational and national levels, ensuring comprehensive understanding and effective collaboration. Involving NGOs fosters advocacy, enhances expertise, ensures representation, expands influence, and promotes collaboration, ultimately contributing to the success of A2PT initiatives.</p>	<p>The involvement of NGOs from the transnational level (ECF, Walk21, UITP, etc.) as well as on the national level (national cycling/walking advocacy groups, commuter and passenger advocacy groups etc.) in the regional, national and transnational A2PT working groups as well as in the collection of show cases for the toolbox is important.</p>



Appendix 2

Survey Questionnaire: COMMUNICATION GOALS FOR INDIVIDUAL TARGET GROUPS

Active2Public Transport: What change should we achieve through project communication?

For better understanding the needs and setting up the communication, please choose one or more answers for each question.

Target group: **National public authority**

What change should we achieve through project communication?

Example: responsible national ministries

Knowledge

Attitudes

Practice

None of them

Target group: **Regional public authority**

What change should we achieve through project communication?

Example: Regions, federal states

Knowledge

Attitudes

Practice

None of them

Target group: **Local public authority**

What change should we achieve through project communication?

Example: Cities, smaller municipalities

Knowledge



Attitudes
Practice
None of them

Target group: **Infrastructure and (public) service provider**

What change should we achieve through project communication?

Example: railway infrastructure providers

Knowledge

Attitudes

Practice

None of them

Target group: **Sectoral agency**

What change should we achieve through project communication?

Example: Tourism Development Authority

Knowledge

Attitudes

Practice

None of them

Target group: **Interest groups including NGOs**

What change should we achieve through project communication?

Example: ECF, Walk21, UITP, etc.

Knowledge

Attitudes

Practice

None of them

Target group: **International organisation, EEIG**

What change should we achieve through project communication?

Example: UNECE - expert group on cycling infrastructure working, THE PEP Partnerships

Knowledge

Attitudes

Practice

None of them