



Communication Seminar, Vienna, 12 September

Objective: How to roll out a project initiative

Wolfgang BACKHAUS, TROLLEY project

Trolley
Promoting *electric* public transport

ebus
the smart way



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



Project aims and results:

- To deliver transferable strategies for implementation of trolleybus systems ...
 - **advanced energy storage systems** for trolleybuses,
 - **efficient planning** of trolleybus network extensions
 - **potential take-up strategies** for ebus systems ... (in Leeds (UK); Leipzig, Osnabrück, Bremerhaven, Aachen (DE))
- To develop innovative ways of promoting trolleybus systems as innovative and environmentally friendly transport mode ...
 - **“ebus - the smart way!”** campaign incl. print campaign, and TROLLEY movie
 - **European Trolleybus Day** incl. photo and design competitions ...
- To reshape and update the image of trolleybuses in Central Europe!
 - more than **75 stakeholders signed TROLLEY “Declarations”**
 - trolleybus positioned in several EU policy documents, future programmes,
 - **27 trolleybus cities celebrate ETD 2014**



Project Objective and Communication Objective



- What was the project's specific objective beyond the project?
 - *to make the trolleybus more popular and spread initiative of (re-) introduction of trolleybuses and to strengthen position of already existing trolleybus systems also in other than the project partner cities*
 - *to establish a knowledge base about trolleybus systems*
- What was the related communication objective?
 - *to inform public transport users and planners (city authorities) about the modernity and other benefits of trolleybuses and convince them to join the initiative “ebus -the smart way!”*

Target Audiences and Communication Tactics



- How were the specific target audiences for reaching the objective identified? Who were they and why were they important?

- *City authorities*
- *Public transport (PT) authorities*
- *Associations of PT authorities*
- *Public transport users*
- *Energy sector*



- What was the communication strategy /tactics to reach and convince these audiences?
 - *use the hype about “electromobility” (city authorities) and make clear that trolleybuses are ebuses & “ready to use” electric mobility!*
 - *make technical and economic information for PT companies/planners available, e.g. “in Salzburg trolleybuses are more economic from 40.000 operational km per year, but save 51.000 tons CO2 per year” ...*
 - *create a “pro trolleybus” atmosphere among PT users in trolleybus cities*

Communication Actions and Tools



- What were the communication actions and tools used?
 - “ebus - the smart way!” campaign
 - ... to use the *hype about “electromobility”* (city authorities) and make clear that trolleybuses are e buses & “ready to use” electric mobility!



Communication Actions and Tools



- What were the communication actions and tools used?
 - **TROLLEY Roadmap** incl. “Innovation and Research Agenda”
... to make technical and economic information for PT companies/ planners available through ...
 - consultation process with more than 70 stakeholders
 - presentation & consultation meetings in Brussels, Berlin, Vienna and Gdynia



Communication Actions and Tools



- What were the communication actions and tools used?
 - **European Trolleybus Day (ETD)** from 2010 on
... to create a “pro trolleybus” atmosphere among PT users in trolleybus cities ... through





- Lessons learnt
 - ***Find a “hook”!***
 - Topical hook: “electromobility” - trolleybus systems are part of it.
 - Organisational hook: European Mobility Week for ETD!
 - ***Provide an incentive!***
 - Organisational support for ETD starter cities (two-stage starter kits with promotion material)
 - “Legwork” for important stakeholders, e.g. international association UITP used “TROLLEY’s Innovation and Research Agenda” as input for its “Bus System of the Future” Roadmap
 - ***Think beyond the project from the start!***
 - “Permanent cooperation established” with an association as project partner to continue TROLLEY’s promotion/lobbying work: trolley:motion will continue TROLLEY’s ETD, Declaration etc.

Contact



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Read more about TROLLEY

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