

DAY OF CITIZENS FOR EUROPE IN ROME, ITALY

PROTECTING CITIZENS' RIGHTS: CHALLENGES AND OPPORTUNITIES FOR EU PASSENGERS

16th September 2014 Rome (Italy)



With the support of the Europe for Citizens
Programme of the European Union



Tools to promote the citizen participation: online quiz, free guide, civic survey

Through a series of projects we have developed different types of instruments, with different purposes.

I will show, with two examples of project activities: the first achieved and finished, the second current (launched yesterday).



THE FIRST PROJECT

The project

Mobility: a paradigm of European citizenship

Country partners

Italy, Bulgaria, Romania, Slovakia, Spain, Lithuania, Serbia, Portugal

Implementation period

2013

Topic

European transport policies

One of the specific objectives

to **encourage civic participation** in the transport issue in 8 European countries, producing as output the **final recommendations** to be presented to European and National Institutions

With the support of Europe for Citizens Programme of the European Union.

The basic question that has inspired our work was:

***how to involve citizens in the transport policies of their city
and how to encourage their active participation in their definition?***

This question has been divided into other 3:

- 1) how to arouse the curiosity of the citizens and then capture their **attention?*****
- 2) how to satisfy this curiosity and turn it into **interest?*****
- 3) how to channel this interest in active participation , and then turn it into **action*****

We have created 3 tools, all of which responded to one of the questions

How to arouse the curiosity?

The online quiz

We made an simple online quiz "*What kind of traveler are you?*",

Consisting of 20 items on:

- sustainable mobility
- passenger rights
- mobility habits

depending on the total points, the participant was returned a particular profile:

FROM 0 TO 7 POINTS

Uninformed: are all your choices informed? During your travels, **you don't stop long enough to read information** which might be useful first of all for you and for passengers in general. Give it some time, you will avoid unpleasant surprises and will discover pleasant ones.

FROM 8 TO 15 POINTS

Inattentive: you've heard of it and you are quite aware of it, but for one reason or another **you do not consider the more important things: the protection of the rights and the practice of sustainable behaviour** must be taken seriously.

FROM 16 TO 20 POINTS

Smart: **your knowledge allows you to travel with confidence.** You know your passenger rights and are aware of the impact that transport has on the economy, the environment and more generally on the quality of life of all of us. And **you try as much as you can to do your part as a good active citizen.**

How to satisfy the curiosity and spark interest?

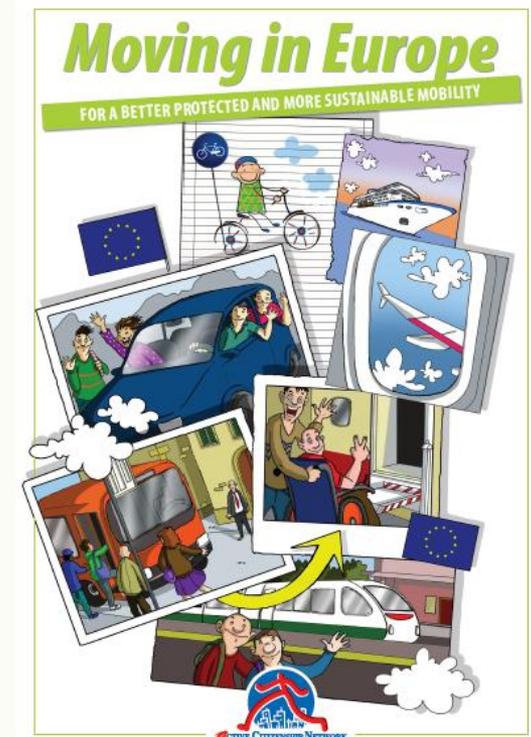
The free guide

After the quiz, the user was asked to download an informative guide to help him explore the themes covered in the quiz and thus have the tools to begin to mature reflections on the subject, for a more active involvement (last step).

The guide is very simple, written in non-technical language and user-friendly for the average citizen.

The guide is structured in three parts:

- 1) WHAT IS SUSTAINABLE MOBILITY?
- 2) MOBILITY IN EUROPE
- 3) PASSENGER RIGHTS (TRAIN, AIR, SHIP, BUS AND COACH PASSENGER RIGHTS)



How to channel the interest in active participation, transforming it into action?

The Civic survey

The last and most important step was the more active involvement of citizens.

With the 1° step we have **captured their attention** (online quizzes) and after we have provided them **some information** to analyze the theme (guide). At the end, we asked them to express their ideas and proposals by participating in our **online consultation**.

How we have structured the civic survey

We have formulated a series of questions that would allow citizens to reflect on any problems related to the issue of transport in their city and to make proposals for improvement.

They have participated in the consultation more than **4,000 citizens** in **299 cities, 8 countries**.

THE SECOND PROJECT

Project

Consumers in network - Consumatori in rete

Country

Italy

Implementation period

2014 /2015

Topic

local public transport

Main specific objectives:

- 1) Mobilize citizens on the theme of local public transport and encourage participation
- 2) to carry out a civic consultation on local public transport

With the support of Ministry of Economic Development

Also in this case, the basic questions were the same but it is tried to experiment with other tools, integrating "off line" and "online" activities, so that the first amplify the effectiveness of the second and vice versa

how to arouse the curiosity of the citizens and then capture their attention?

The video

The instrument thought it was a video.

It offers 5 tips for getting around town.:

- 1. Learn how to travel around the city*
- 2. Travel "green"*
- 3. Awareness and participation*
- 4. Protect yourself and exercise your right to mobility*
- 5. Know your rights as rail passenger*

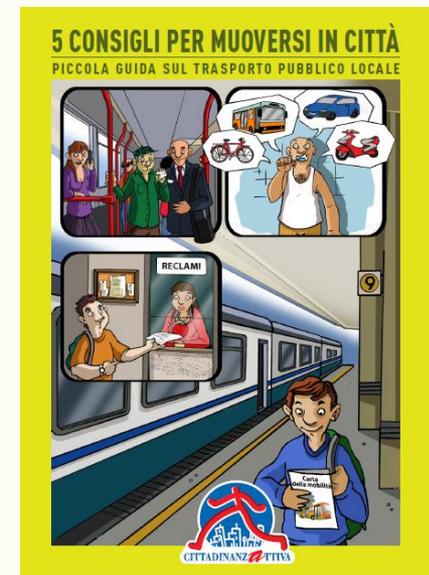
It also contains an **invitation to take action** in their community to participate in the definition of transport policies at the local level.

How to satisfy the curiosity and spark interest?

The free guide and awareness-raising activities off line (banquets)

The video is supplemented by guidance on local public transport, which provides information to citizens on sustainable mobility, on good manners and proper action to be taken on public transport, about their rights, about what to do in case of being rejected.

The local offices of Cittadinanzattiva took an active part in the mobilization of the territory: more than **50 initiatives**, to distribute the guide and inform the citizens, are been organized during this week (European Mobility Week)



***How to channel the interest in active participation,
transforming it into action?***

The Civic survey

We have launched a new online consultation on local public transport, focused on participation and suggestions for improvements.

Thank you for attention!