Inimeste kaasamine mobiilsusplaneerimisse ja mobiilsusplaneerija tööriistakast

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Tõhus kaasamine kui planeerimise alustala

- Sisuline kõigi oluliste osapoolte kaasamine aitab kaasa arendustegevuste õnnestumisele ja sihtrühmade vajadustele vastavusele.

- Uuringud näitavad, et **osad sihtrühmad, sh eakad kui järjest kasvav ühiskonnagrupp, jäävad arendustes tihti planeerimisprotsessist kõrvale**.

- Olgugi et eakate sihtgrupini jõudmine on tihtipeale raskendatud, suurendab nende kaasamine nende vastuvõtlikkust uutele mobiilsuslahendustele, mis on väga oluline vananeva rahvastiku ja demograafiliste muutuste valguses.

- Projekti GreenSAM linnade piloodid keskenduvad mobiilsuslahenduste eaka-sõbralikumaks muutmisele ja eakate kaasamisele (Tartus on fookus rattaringlusel).

- IBS on projektis vastutav kaasamistööriistade **„tööriistakasti"** ja sellega seonduva juhendmaterjali loomise eest.

Mis on GreenSAMi tööriistakast (*toolbox*) mobiilsusplaneerijale?

- http://greensam.eu/toolbox/

- **Tööriistakasti eesmärk on**

  - teha eakate (ja teiste) sihtgruppide kaasamine lihtsamaks,

  - pakkuda abi kaasamise protsessi planeerimisel ja elluviimisel ning

  - näidata, kuivõrd pisikesed detailid võivad mõjutada tööriista valikut ja selle rakendamise edukust.

- Tööriistakast ja tööriistade lühikirjeldused tõlgitakse ka eesti keelde.

Welcome to the Toolbox of the GreenSAM project!

The Toolbox consists of collection of various tools, ranging from simple participation approaches to more complex digital tools, that can be used to engage people in silver age. As all tools have different aims, the following filters can be applied to find the tool best suitable for the user's purposes:

- the phase of development in which the user wants to use them (when they are developing age-friendlier and green mobility solution),

- the aim of the engagement,

- the number of people involved at one time and

- the time available to implement the tool.

After the user has found the most suitable tools for them, they can read more about these tools (incl. instructions for implementation) from the Concept Papers. More general information to support implementing and evaluating different tools can be found from the Implementation guidance and the evaluation framework.

To learn all tools, press the „search" button leaving the filters unfilled.

Technical note: the Toolbox works impeccably on all browsers except Internet Explorer.

Mis on GreenSAMi tööriistakast (*toolbox*) mobiilsusplaneerijale?

- 20+ tööriista

- Tööriistakast koosneb nutikast filtersüsteemist tööriistade sorteerimiseks:

  - *Millises etapis soovid tööriista kasutada?*

  - *Mis on sinu jaoks inimeste kaasamise eesmärk?*

  - *Mitu inimest soovid kaasata tööriista ühekordsel kasutamisel?*

  - *Kui palju on sul aega tööriista kasutamiseks?*

Toolbox

Participation stage (in which phase of the process can the tool be used) [?]

| Select | ⏷ |

What is your aim with citizen engagement? [?]

| Select | ⏷ |

How many citizens do you want to involve in the implementation of the tool with one time use? [?]

| Select | ⏷ |

How much time do you have availale to implement the tool? [?]

| Select | ⏷ |

Search

Tööriistakasti (*toolbox*i) kasutamine

Toolbox

Participation stage (in which phase of the process can the tool be used) [?]

Planning and development stage ⬍

What is your aim with citizen engagement? [?]

I want to collaborate with the citizens ⬍

How many citizens do you want to involve in the implementation of the tool with one time use? [?]

6-20 ⬍

How much time do you have availale to implement the tool? [?]

Up to 1 day ⬍

Select
Up to 2 hours
Up to 1 day
More than 1 day

Study visit/ site visit/ field trip

A journey by a group of people to a place away from their normal environment or to an object of interest with the goal of getting acquainted with other situations/solutions/conditions or to get first-hand experience of a place/intervention. A site visit usually refers to short visit/trip, while a field trip may be longer, e.g. whole day or even more.

View details »

Competitions

A motivational event or contest in which people can participate with the goal of winning or gaining something. Competitions usually have clear rules and guidelines and there may be a single winner, many equal winners, a "grand" winner with other lesser winners, participation prizes for all, or random winners.

View details »

World café /Learning Cafe

A form of discussion in a faux cafe setting, either one-on-one or in small groups. After a specified length of time, the participants change tables with each discourse round lasting 15 to 30 minutes.

View details »

Conceptual Mapping (e.g. with Tactile Tools)

It is a structured process, focused on a topic or a construct of interest, involving input from one or more participants, that produces an interpretable pictorial view (the concept map) of their ideas and concepts and how these are interrelated.

View details »

GreenSAM — Green Silver Age Mobility

Concept paper: Conceptual mapping

Conceptual mapping is a method that can be used to help any individual or group to describe their ideas about a topic in a pictorial form proposed by a facilitator. Essentially, it is a structured process, focused on a topic or a construct of interest, involving input from one or more participants, that produces an interpretable pictorial view (the concept map) of their ideas and concepts and how these are interrelated.

This method is primarily useful in situations where teams or groups of stakeholders have to work together. The exercise is led by a trained facilitator, who helps the participant group to articulate their ideas and understand them more clearly. This method, through analysing individual inputs, allows the creation of an aggregated group product.

What methods/other tools/techniques can be used while implementing the tool?	Main aims while using the tool
Any group idea generation or analysis techniques can be used, in addition to tools such as workshops or seminars.	Conceptual mapping is used for a variety of purposes such as (for example) strategic planning, product development, market analysis, decision making, measurement development, formulating solutions, etc.

How can the tool be used in each phase of the process (when developing age-friendlier and green mobility solutions)?

As this method facilitates traditional brainstorming, brainwriting, nominal group techniques, focus groups, qualitative text analysis, and so on in order to work out a group outcome, it is best suitable for the **planning and development phase**.

However, mapping is widely used as an **evaluation** tool itself, rather than a process to be evaluated, thus it would be suggested to evaluate the peripheral processes involved with conceptual mapping, i.e. how did participants respond? Were the any visibility issues/barriers? What was the feedback received during the process (did people disagree?) and at the end of the process? etc.

What is the aim of engagement with this tool

Inform – It allows to transfer knowledge, advice and experience concerning specific subject.

Consult – This tool gives oportunity to learn about all participants' ideas or points of view.

Collaborate – Members of the group through their individual inputs create an aggregated group product.

Empower – Participation in conceptual mapping can give people the feeling that their work, effort, and input may be included in decision making, so that they feel being empowered by having the possibility to be involved.

For how many people and how is the tool suitable (for one-time use)?	How much effort is required from the participant and what influences that?
The conceptual mapping process can have hundreds or even thousands of stakeholders involved, although it is usual to have a relatively small group of between 10 and 20 stakeholders involved.	**Considerable effort** required – the participants have to dedicate some time, be actively involved and open to collaboration with others. If the process is offline, the participant must to be present at the specified place and time, or if an online technique is used, the participant must

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How to use the tool?

How to prepare using the tool?
- Specify the group of participants and get to know them;
- Plan how to invite/recruit participants;
- Select/recruit relevant expert to work as the facilitator;
- Prepare schedule and time frame for the process;
- Book and prepare the location and needed tools and materials.

How to implement the tool?
- Opening: Welcome, short introduction to the conceptual mapping process and the time frame;
- The participants are divided into smaller groups and each group works with the facilitator (either online using special IT programs or directly) over the same topic;
  - Generation step (generating statements, describing specific outcomes of brainstorming, brainwriting, nominal group techniques, focus groups, qualitative text analysis, and so on);
  - Structuring step (sorting the statements into piles and rating the piles);
  - Representation step (where the analysis is done);
  - Interpretation step (the facilitator works with the stakeholder group to help them develop their own labels and interpretations for the various maps)
  - Utilization step (involves using the maps to help address the original focus).
- Formulate the group outcome.

How to follow-up using the tool?
- Summarize and present the outcome.
- Evaluate the process of using the tool and results of the tool.

Tips and hints for using the tool with people in silver age

- **Be aware of visual difficulties silver aged people may have and plan accordingly** – i.e. create exceptionally large conceptual maps with a very large text font and/or read the text aloud.
- **Be prepared to hand out written materials or use digital solutions** – pay attention to the color contrasts of your materials and if everything is easy to read, and in case some participants have poor eyesight, written materials or personal tablets can also be useful.
- **Be flexible** – if necessary, allow the participants to sit as close to the front/conceptual map screen as needed and have the facilitator work around the needs of the participant instead of the usual 'classroom' arrangement.
- **Take into account the needs of your participants** – the techniques used can differ depending on specific participants (age, background), the size of the group, the issues for analysis and the expected outcomes.

- *Concept paper* **ehk tööriista kasutamisjuhend** – annab ülevaate, millal ja kuidas tööriista kasutada, mida kasutamisel silmas pidada.

- Kasulikud nõuanded ja näpunäited.

- Igal tööriistal on eraldi juhend, koondab projektipartnerite parimad teadmised ja varasemad kogemused, partnerite kogemusi kajastab ka projekti koduleht.

Atlas (http://greensam.eu/atlas/)

- Tööriistakasti kasutamist toetab Turu ülikooli koostatud Atlas, mis koondab senise parima teadmise eaka-sõbralikust kaasamispraktikatest.

- Interaktiivne, kasutajasõbralik.
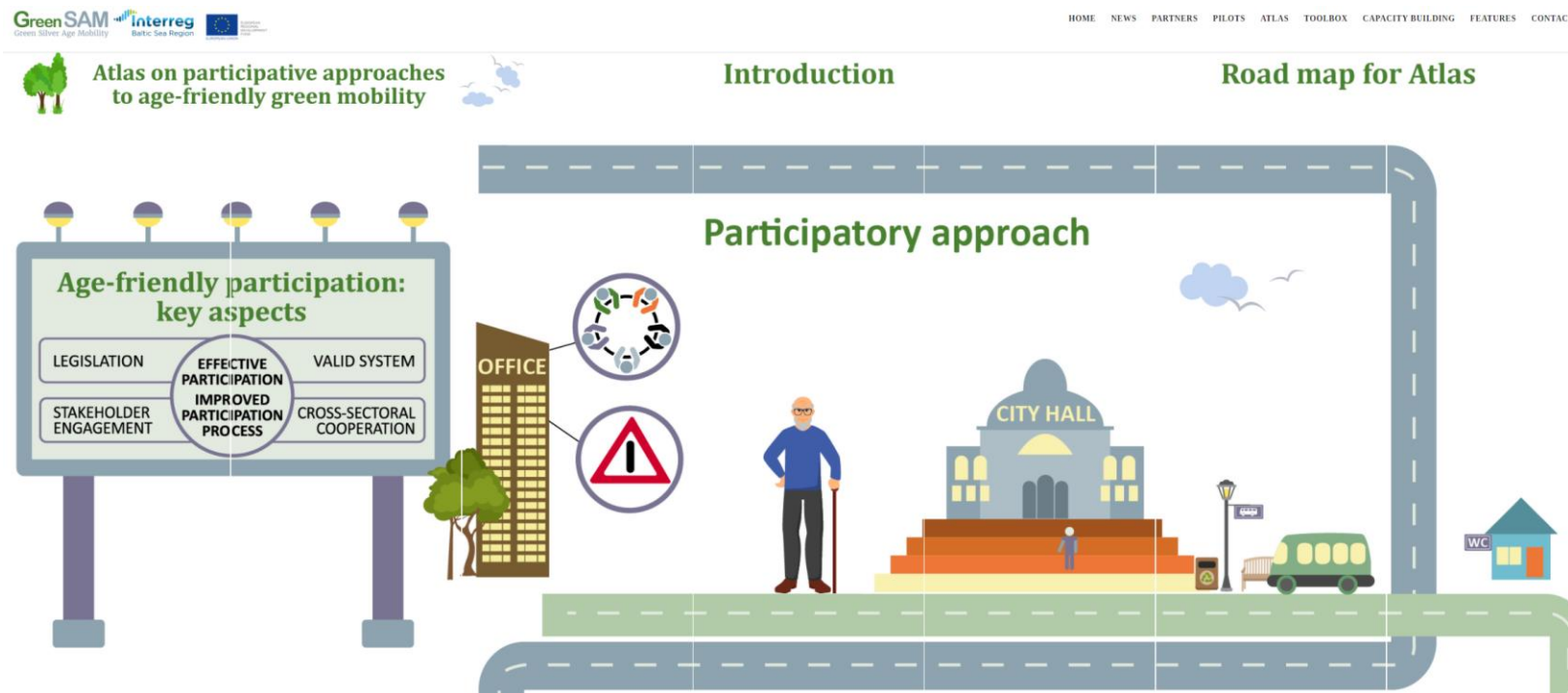
Tööriistakast + Atlas

- Tööriistakasti, Atlase ja teiste GreenSAM materjalide kombineeritud kasutamine annab parima ülevaate ja teadmised eakate kaasamiseks.
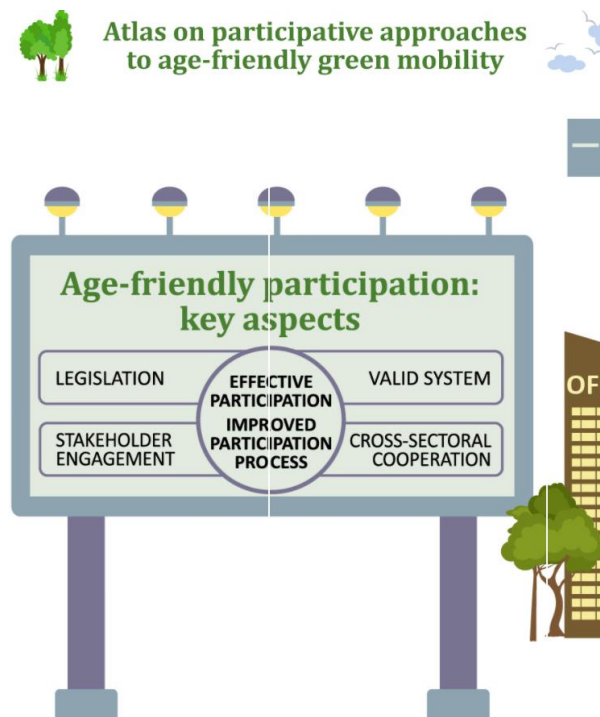
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