

Abstract | DT Strategic Communication of Sustainable Urban Mobility Topics | Běnek

The aim of the thesis is to describe and define the type and themes of communication and good practice of procedures and approaches that are effective in gaining support for sustainable (especially urban) mobility in the context of institutional strategic communication in the Czech/European context. This creates a suitable theoretical framework for strategy development at the municipal level and gives officials, practitioners, and politicians a tool that will enable them to use strategic communication effectively to improve living conditions in cities.

The theoretical part discusses the function of the public urban space, especially its transport function, introduces the different modes of transport (car, pedestrian, cycling, public transport, and their combinations) and offers a description of their effects on the city and its citizens, also points out the evolution of the transport regime and discusses approaches and policies that support sustainable modes of transport. It also discusses the field of strategic communication as a tool for promoting sustainable transport, particularly from an institutional perspective, and describes the communication of change, the stakeholders involved, and the topics to be communicated.

The practical part describes the qualitative research, its objectives and methodology, which operates with a grounded theory method and uses expert interviews in strategic communication and sustainable transport and other analytical work to describe and discuss findings that can help local governments in gaining support and implementing sustainable mobility patterns.

In this way, the type of communication, topics, other findings, and successful approaches of cities in the form of good practice from abroad are described. A communication model for promoting sustainable mobility has also been developed.