

## Big Idea Worksheet 1

Your name: Gruppe D

Name of the project: Mobility improvements in Zurich

### Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- city government/council
- council workers in tourist information, environment, mobility, planning and development, citizen services
- companies involved in mobility
- customers/citizens

If you had to narrow that to a single person, who would that be?

- mayor / council

What does your audience care about?

- follow guidelines and targets set by the federal government e.g. in climate, inclusivity and building
- create and maintain a safe, diverse, inclusive and connected community
- support the community by providing services in health, mobility etc.
- maintain partnerships with other cities

What action does your audience need to take?

- they need to ensure that mobility is designed for everyone
- they need to provide affordable services for citizens
- they need to help build up a sustainable mindset inside the community and be a role model for others

### What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- healthy citizens and more quality of life in the city
- subsidies since targets from federal government will be achieved
- possibility to create better services and innovation
- pioneer and good reputation

What are the risks if they do not?

- climate targets will not be achieved
- CO2 emissions in the city center continue to rise
- bad air
- more sick citizens
- bad reputation, people don't want to live in the city

### **Form your big idea**

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.

Our mobility service needs improvement so that we can achieve sustainability goals and provide the best services for our citizens.