

Engaging the Public Regarding a New Overall Transportation Concept for Baden and Surrounding Areas



In the scope of a multiyear communication mandate, we are assisting the canton of Aargau with the development new transportation measures and an accompanying public participation process. The measures are aimed at providing forward-looking, sustainable, flexible and needs-based mobility services while also providing a basis for the well-balanced and high-quality development of settlements and open spaces. The overall transportation plan is taking shape in a public participation process with the canton, region and municipalities.

Our services

- Drafting of media releases and other texts
- Development of a website concept, including information architecture and UX writing
- Conceptualization of an overarching story and various personas
- Design of information graphics, illustrations and icons
- Public relations work supporting the public participation process

Client

Canton of Aargau

Facts

Period 2022 - 2024

Project Country Switzerland

Contact persons

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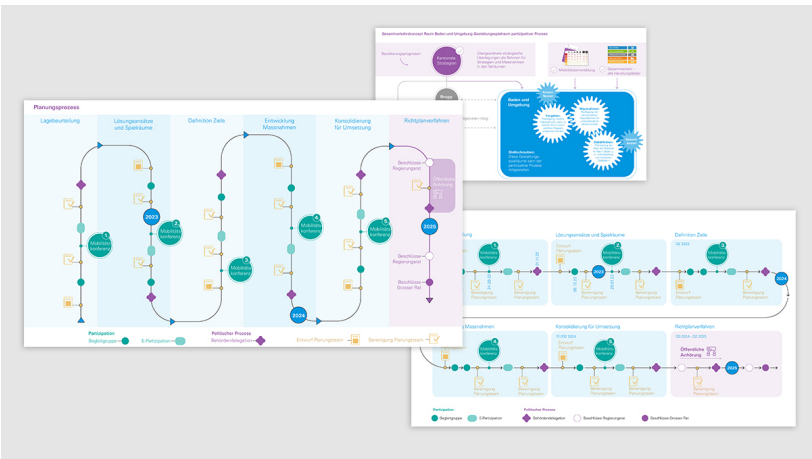
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Icons to visualize the objections of the Overall Transportation Concept for Baden and surrounding areas



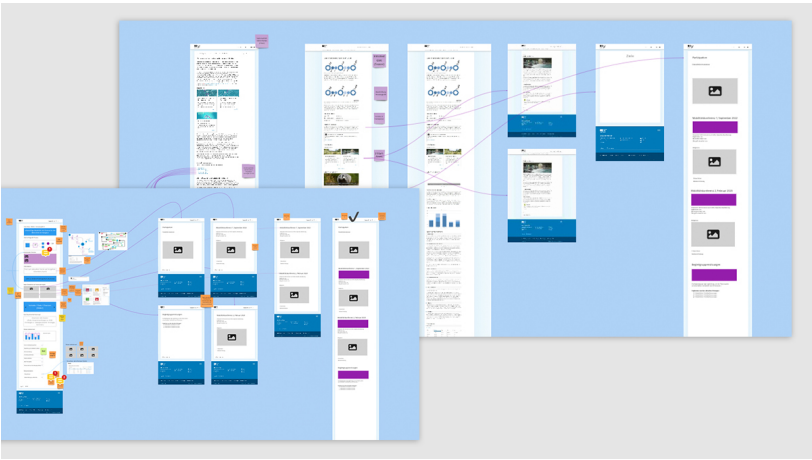
Illustrations to visualize the relevant target groups



Graphics to visualize the project schedule, the strategic embedding of the project and the scope of the public participation process



Photo of the first Mobility Conference 2022



Website concept and information architecture