



Case study ANWB

## Member consultation of Road Pricing Bill

**6000 ANWB members discussed the Road Pricing Bill in seven online Synthetron debates, culminating in the largest 'online jam' in Dutch history.**

“ Synthetron helped us in a very professional way to reach more than 6000 members in online conversations on the key issues of the 'car tax proposal'. Our members were happy as they found it easy and engaging to participate. And for us, getting a collaborative filtered outcome on such a large scale made the process very efficient and transparent. We got deep insight into what our members think, feel and why, on the different policy issues. The excellent report enabled us to bring balanced and motivated advice to the government with co-created stakeholder support. We gave each member of parliament a copy of the report. ”

Guido Van Woerkom  
President & CEO ANWB

If years of debate on the implementation of the Road Pricing Bill have made one thing clear, it is this: without public support the introduction of this type of traffic management will prove extremely difficult. Synthetron, on behalf of the ANWB, spent three days researching the opinions of 6000 motorists on one of the most controversial topics in recent political history.

This research will assist the ANWB in providing the government with detailed advice on this thorny issue. Their report transcends mere statistics and offers profound insights into what Dutch drivers really think about traffic congestion, road pricing and the ways in which these policies could and should be implemented.

Synthetron therefore provides the building blocks for policies that citizens can really relate to.

### The Synthetron method

Synthetron is an online discussion forum that can accommodate up to 1000 participants, typically for a one hour debate. It allows decision makers to ask focused questions to large groups and get insight into the top opinions and ideas of the group.

Participants debate together, vote on each other comments and reach clear conclusions on the topics discussed. This research method powerfully combines qualitative and quantitative and provides a comprehensive view of the underlying feelings and, motivations of the participants.

The success of the Synthetron method is supported by the positive feeling that participants experience during the online discussion. 'I'm glad the ANWB has given us the opportunity to weigh in on this issue' one participant stated. 'It's a helpful and valuable discussion. I can finally express my opinion,' stated another.

### Member consultation

As the largest advocate for Dutch drivers, the ANWB hopes to provide the government with a clear and comprehensive overview of how its members perceive the solutions proposed by the Road Pricing Bill.

The set up was to hold a large-scale quantitative survey conducted by the Ruigrok agency, followed by a deepening out focussing on core issues from the survey. Synthetron was commissioned to provide additional insights by organising online debates around seven key sub-topics to.



## Recruitment

Synthetron and the ANWB collaborated closely in developing a strategy for recruiting participants for these sessions and jointly presenting the research objectives and approach to the Union Council and the media.

While it was imperative that these results should be relevant to the ANWB, it was equally important that they were presented in a way that participants can identify with.

A large-scale recruitment campaign was launched in cooperation with Amplixs to find 6000 pro-active participants. The 'digital consultation meeting' among ANWB members was conducted in seven sessions over a period of three days. In doing so, Synthetron and the ANWB created the largest 'online jam' in Dutch history.

## From inquiry to conclusion

Synthetron, in close consultation with the ANWB, drafted scripts to facilitate an effective and stimulating interaction between participants during the online brainstorm. Discussion topics, themes and questions were formulated in a way that gave participants the opportunity to reach clear conclusions.

A team of specialist moderators behind-the-scenes with ANWB team members led the discussion. 'Viewing rooms' were installed for members of the media and ANWB's management structure as well as its member association representatives.

The ideas, opinions and insights of 6000 ANWB members on one of the most sensitive current political issues were inventoried, categorised and analysed within two weeks using the three stage method developed by Synthetron.

The report provided a comprehensive overview and insight into the various sub-topics discussed, as well as recommendations.

## Presentation

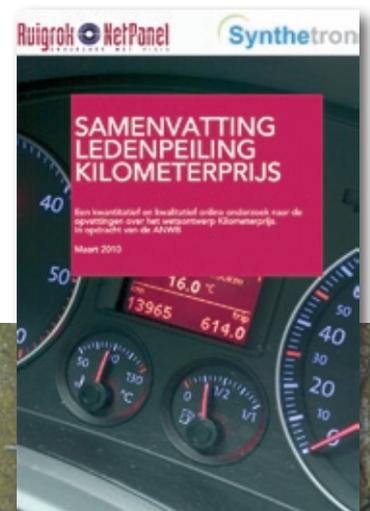
The outcomes from the online brainstorms was combined with the quantitative results obtained from the Ruigrok survey in a final report submitted to the government for evaluation. The results were communicated to the ANWB's members during a special Union Council meeting. Guido van Woerkom (ANWB's CEO) and Jeanette Kalthof (Synthetron) presented the report of the members' consultations during a separate press conference.

To download the final ANWB report about the members' consultation (in Dutch), please visit:

<http://www.anwb.nl/binaries/pdf/auto/dossier-kilometerprijs/complete-onderzoeksrapport-ledenpeiling.pdf>

and to see a video (also in Dutch) about the presentation of the report on an 8 o'clock news programme,

please visit: <http://nos.nl/video/147521-grote-meerderheid-voor-vorm-van-rekeningrijden.html>



If you want to learn more about how to involve and consult your stakeholders with Synthetron, please contact us:

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