



Living Lab Central Macedonia

PRESS RELEASE

*We care for each other,
we care for our space,
we become part of mobility planning*

25.11.2019. On November 25, 2019, a joint event of [REFORM](#) and [e-smartec](#) (the two Interreg Europe projects led by the Centre of Research and Technology Hellas/Hellenic Institute of Transport) took place within the framework of [CERTH/HIT OPEN DAYS](#).

Co-organized by the Regional Development Fund of Central Macedonia (RDFCM) on behalf of the Region of Central Macedonia (RCM), the Region of Central Macedonia (RCM) and CERTH/HIT, the meeting hit off with a passionate address by Mr. P. Biliias.

Mr. P. Biliias, the Regional Vice Governor for Infrastructure and Networks, welcomed representatives from the Municipalities of the Region of Central Macedonia and high-school students who are active in the ECOMOBILITY campaign and proactively discussed the desired mobility interventions to reach sustainability goals within the wider area of Thessaloniki.

Consequently, Dr. E. Bekiaris, CERTH/HIT Director, and Mr. K. Tertivanidis, Director of RDFCM, welcomed and thanked the participants as well, thus introducing the following two sections of the event.

The first half of the meeting was dedicated to the presentation and the discussion of the Competence Centre for supporting SUMP's efficient development: the participants had the opportunity to be informed on the functionalities of the [REFORM Competence Centre](#).

Built on the basis of European and national SUMP guidelines, the Competence Centre provides useful material for each stage of sustainable urban mobility planning cycle and aims to become an effective channel for dialogue and experiences' exchange among Municipalities to overpass common problems with planning and incorporate lessons from previous experiences.

During the second half of the event, the 2nd e-smartec Living Lab took place. Developed from the valuable lessons learnt during REFORM project, e-smartec comes to find and adopt best practices on enhancing the participatory dimension of SUMP's, a subject in which Municipalities do not have large experience so far.

Success stories from the EU experience were presented, giving the floor to a fruitful discussion on RCM special needs on citizens and stakeholders' active participation in mobility planning: a good start to a project that aims to the successful implementation and participation effect in SUMP's, all while using innovative marketing techniques.



Notes to editors

The e-smartec project is designed to strengthen the urban dimension of regional and local mobility policymaking, contributing to the implementation of the EU Transport White Paper, Urban Agenda and EU 2020 with a view to transit to a low carbon economy.

e-smartec aims at developing action plans to start and implement effective mobility interventions, as the basis for a competitive, resource-efficient, and low carbon oriented European transport system.

e-smartec brings together 9 partners from 7 EU countries representing the 6 e-smartec test-bed areas, to join forces to provide tailored guidelines on citizens' and stakeholders engagement marketing techniques, innovative for decision-making and traditional procedures.

e-smartec proposes accompanying each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making.

More information: <https://www.interregeurope.eu/e-smartec/>

Social Media:

- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)

Contacts:

e-smartec Coordinator:

- Maria Morfoulaki, CERTH, e-smartec@certh.gr

e-smartec Communication Managers:

- Alessia Giorgiutti, POLIS Network, agiorgiutti@polisnetwork.eu
- Laura Babio Somoza, POLIS Network, lbabio@polisnetwork.eu

