



Hands-on Training Bratislava

PRESS RELEASE

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

22.04.2021. On April 22, 2021, [e-smartec](#) partner Bratislava self-governing region organised a hands-on training on the application of marketing techniques for mobility planning according to task T3.1 of the project.

The training, held online via MS Teams and collaboratively implemented with the use of an InVision's online whiteboard, was attended by four communication specialists and representatives of the Bratislava Integrated Transport department (Bratislavská integrovaná doprava), one of the main mobility stakeholders of the Bratislava self-governing region. UNIZA's Prof. Tatiana Kováčiková and Dr. Eva Malichova were selected as moderators, with the technical support of Dr. Ghadir Pourhashem.

Before the training, the moderators surveyed the participants to assess their knowledge and experience of SUMP. None of them had been involved in designing and implementing them, but all of them had worked in participative projects, with some having applied marketing techniques, too. Given such background, majority of the participants responded that

- SUMP should concern about "Public transport increase", rather than a broader context,
- "Involvement" is the highest level of participation,

whereas, the minority replied that

- SUMP could also encompass "People travel behaviour (how they move)" and "Traffic congestion reduction",
- "Collaboration", rather than "Involvement", in the key element for a higher level of participation.

The hands-on training proceeded with the distribution of the marketing and engagement cards in relation to the four phases of the SUMP process, thus developing a milestone scheme hereby [available](#).

Based on post-training collected feedback, participants got effective insight on the participatory planning process of SUMP and showed strong willingness into both transferring the concepts learned and allocating more effort on engagement in mobility planning.



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](#)
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