



Hands-on Training Hessen

PRESS RELEASE

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

31.03.2021. On March 31, 2021, [e-smartec](#) partner CC-SUM - State of Hessen organised a hands-on training to help representatives of Hessian municipalities using marketing techniques and marketing methods during the implementation of a SUMP.

Participants to [Hessen's first Stakeholder Event](#) as well as municipalities representatives were invited to the training (13 municipalities, 11 final attendees).

All participants received preparatory translated materials before the training. In addition, they received the "[Handbook for success tips on marketing techniques](#)" and were asked to fill in a survey to divide them into different groups on the basis of their experience with SUMPs.

The results from the survey pointed out that:

- many participating municipalities had not worked on a SUMP,
- only few had already worked (consciously or unconsciously) in participatory processes,
- none had experience with marketing techniques.

On the training day itself, an interactive session was arranged to let the participants apply their progress and current theoretical knowledge by planning a fictitious participation process within the SUMP cycle. Participants were divided into three groups (A, B, C): only group B managed to develop a participation process for all four SUMP phases based on the training cards, whereas groups A and C built up a participation process only for the first two SUMP phases.

The experience of the CC-SUM team showed that the provision of materials in the local language and its availability as a printed version are both relevant factors for a successful application, as these allow attendees to become familiar with the content beforehand and make them better equipped to apply the gained knowledge during the fictitious participation process.

According to the results of the closure survey, most of the participants expanded their knowledge of the SUMP and participatory processes and felt like the examples presented were useful, but suggested to add more regional examples in the future, too. Other participants suggested to provide less topics and more time to work on them. The overall feedback, however, was incredibly positive.

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](#)

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