

Hands-on Training West Midlands

PRESS RELEASE

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

13.05.2021. On May 13, 2021, [e-smartec](#) partner CUE Ltd (West Midlands Region) organised a hands-on training aimed at people working in transport, sustainable mobility planning, citizens engagement and marketing functions in local authorities in the West Midlands Region.

The agenda, like the one of all other previous regional hands-on trainings in the [Bratislava Region](#), the [State of Hessen](#) and the [Region of Central Macedonia](#), included a theoretical presentation and an interactive exercise and discussion.

Likewise, a preliminary survey took place before the meeting (at registration stage) to evaluate the type of experience of the people attending the training session.

The number of people registered was 13; the number of people attending was 9. All attendees were from the Public Sector (Coventry City Council, Coventry University including subsidiaries, Transport for West Midlands).

In terms of work field, their experience was as follows:

- almost half work in Transport (44%)
- 22% works in Mobility planning
- 22% works in Citizen engagement
- one person has experience of SUMP (11%)
- one person has experience of Marketing (11%)
- 66% has experience in other fields.

As there were not many people and just one person had experience in SUMP, organisers from CUE Ltd decided to work in one unique group using the “Our City” example proposed by the task leader RSM.

The macro-strategic policy objectives that were used for the exercise were as follows:

- 50% reduction in the use of passenger cars in the historic center of the city
- 20% increase in footfall in the historic center of the city
- 50% reduction of parking requirements

After the training, the participants were asked to fill out a questionnaire to evaluate multiple parameters. All participants gave a very positive feedback to the training.

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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