



# Hands-on Training Venlo

## PRESS RELEASE

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

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30.04.2021. On March 4<sup>th</sup> and April 30<sup>th</sup>, 2021, [e-smartec](#) partner Venlo Region organised two training days in relation to the project's hand-on training on the application of marketing techniques for mobility planning.

The regional SUMP of Noord-Limburg/Venlo – Trendsportal - was drafted and adopted by the eight regional municipalities within the Region as a result of intensive co-operation between regional municipalities, educational institutions, and entrepreneurs. For this reason, the 10 attendees had already extensive experience in using participation in developing mobility policies.

During the trainings, participants used the real-life example of the partial revision of the regional SUMP of Noord-Limburg. The objective of the training was thus twofold: on the one hand, there was a will to receive input for the SUMP process, and on the other hand, there was a need to improve the professional capacities of the attendees. The main objective of the training was then to partially revise the regional SUMP of Noord-Limburg.

The macro-strategic policy objectives of the Region that had to be tackled in the training were:

- Quality of life
- Road safety
- Attractiveness of mobility system
- Environmental and energy transition
- Spatial economic accessibility

The cards that had been paired with the SUMP development phases (3/4) were the ones representing geographic surveys, market day workshops, and nudging interventions.

Participants indicated some lessons they had learned during the training and that could be used in the revision of their regional SUMP, such as:

- Creating support for the vision and the projects internally and then externally, so that all stakeholders are aligned when relating to the Province, the State, and the EU.
- Learning from other people or organisations regarding how they have approached things is essential.
- Reflecting on the different forms of participation that can be applied is important, too.
- Using practical examples from other regions can help with the updating of the Mobility Vision for North Limburg.



## 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](#)
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## Contacts:

e-smartec Coordinator:

- Maria Morfoulaki, CERTH, [e-smartec@certh.gr](mailto:e-smartec@certh.gr)

e-smartec Communication Managers:

- Alessia Giorgiutti, POLIS Network, [agiorgiutti@polisnetwork.eu](mailto:agiorgiutti@polisnetwork.eu)
- Laura Babío Somoza, POLIS Network, [lbabio@polisnetwork.eu](mailto:lbabio@polisnetwork.eu)

