

5th Project & Steering Committee Meeting

Hosted online by Žilinská univerzita v Žiline (Bratislava)

PRESS RELEASE

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

03.02.2021. The 5th Project Meeting and Steering Committee Meeting of the [e-smartec](#) Project were held online on July 1 and 2, 2021. The event, who saw the participation of all Project Partners, was hosted by [e-smartec](#)'s Project Partner [Žilinská univerzita v Žiline](#).

The meeting started with a welcome from Professor Tatiana Kováčiková (TK) on behalf of UNIZA. Project Coordinator Maria Morfoulaki followed with an overview on the status of the project, indicating its ongoing activities, deliverables, and pending milestones.

As of what pertains Task 1.3, "Capacity building for effective marketing approach in mobility planning", Lazio Region's Partners presented the obstacles of implementing the task as initially planned due to COVID-19, which led to adapting to the new reality (taking the events online). Chara Di Majo, Roma Servizi per la Mobilità, also presented some highlights from the regional hands-on trainings which took place in the first half of 2021.

Regarding Task 1.4, "Action Plan (AP) definition and preparation", CUE moderated the regional updates, highlighting pending activities (such as the 2nd plenary stakeholder meetings). The status was also revealed through the 1-2-1 clinic meetings that CUE organized with each regional partner in June 2021:

- **Region of Central Macedonia** is considering to plan the 2nd plenary meeting in September 2021. The AP will address low participation and cooperation amongst neighbouring Municipalities. It will be divided into two actions: enhancing SUMP's and establishing awareness activities to promote sustainable school commutes.
- **West Midlands Region** has currently problems related to Brexit and the funding of the projects; the 2nd plenary stakeholder meeting (September/ October 2021) will act as a facilitator for finalizing a decision in line with the new planning. The focus of the AP will be wider, and also connected to micromobility and active mobility.
- **Lazio Region** has finalised its citizens' event, indicating that the survey is already online and the results will be shortly analysed. The AP for Lazio Region will focus on cycling with the main objective to increase awareness on sustainable mobility and inform citizens on the bicycle projects carried out by the region's administrations.



- **Bratislava Region** is finalising the results of its citizens' survey. The 2nd plenary stakeholder meeting will accommodate a discussion on the first draft of the Action Plan, which will focus on the attractiveness and efficiency of public transport.
- **Venlo Region** has already organised its 2nd plenary stakeholder meeting during which good practices and lessons learned to support the revision of the regional SUMP were discussed. The North Limburg's Action Plan will focus on increasing the capacity of all stakeholders involved in SUMP planning in the region, as well as promoting remote working and digital mapping tools for involving citizens in the SUMP decisions.
- **Hessen Region's** 2nd plenary stakeholder meeting has already taken place, but partner HTAI/CC-SUM is also thinking to plan another meeting in autumn 2021. Hessen has decided to change the policy instrument by focusing on integrating mobility planning and the role of participation. The AP will consist in an Online-toolbox that will provide a one-stop shop for municipalities to facilitate and support participatory formats and marketing techniques, and capacity building activities.

Regarding Task 1.5, "Monitoring of the APs", Partner UNIZA stressed out that the Task activities are strongly interlinked with all the other Tasks and mentioned that a key challenge of monitoring of APs implementation is also to ensure the "exploitation of APs in regional policy instruments".

Regarding Task 1.6, "Transferability analysis", CERTH reminded partners on the 2 dimensions for the transferability process:

- the enlargement of the transferring tips of regional e-smartec GPs (previous material will be fully exploited, further input will be required to authors' GPs) – PART A
- the transferring potentials of the methods identified within the GPs – PART B

The combination of Parts A and B will be the input in a multi-criteria analysis tool (Visual PROMETHEE software).

As of Task 2.2, "Advanced communication and dissemination actions", Partner POLIS presented analytics from the website and social media, as well as the additional activities that have been agreed within the JS, POLIS and CERTH. These are:

- **the e-course:** based on the hands-on trainings and the relevant material, the e-course will aim at introducing the use of marketing and engagement techniques for SUMPs to a wider audience.
- **POLIS webinars:** these will be done via Zoom and take place during autumn/winter 2021. One webinar will be related to the e-course launch.

The project e-smartec will also participate to the **European Week of Regions and Cities** and the **POLIS Conference**.

Finally, discussions on the Project Management and Steering Committee actions were further taken into consideration before concluding the two days of work.

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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