

# 2<sup>nd</sup> Stakeholder Meeting Hessen

## 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, the 2<sup>nd</sup> online Stakeholder Meeting of [e-smartec](#) Project Partner [CC-SUM/FZ-NUM](#) took place.

During the event, the status of the Hessian Action Plan was presented and discussed with the participants. The group of participants included ten representatives from different municipalities, districts, associations, and other organisations with reference to municipal transport and mobility planning.

The aim was to define relevant and effective actions for the Hessian Action Plan with the participants and to define the measures in a more specific way to develop locally appropriate support services for target-oriented participation and marketing processes in sustainable mobility planning in Hesse.

The measures foreseen by the Action plan are diverse and based on each other. The aim is to make a comprehensive portfolio of marketing tools available to all Hessian municipalities so that they can be used by transport planners in Hessian municipalities and cities. In total, three possible Actions were discussed:

- Action 1: Developing a toolbox for marketing and participation methods
- Action 2: Capability and training measures for municipal actors
- Action 3: Municipal competition for the implementation of pilot actions

One result of the work and discussion phase of the online event was that the municipal representatives would like to see examples or templates as well as guidelines for participation formats. In addition, the exchange of experiences with other stakeholders is mentioned as well as providing overviews with good practices and methods of engagement. In general, the participants would like to see some support for communication processes as well as close monitoring of the activities.

The findings and results from the second Stakeholder Meeting are now being integrated into the specification of measures for the Hessian Action Plan.

## 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](#)

## 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 Babio Somoza, POLIS Network, [lbabio@polisnetwork.eu](mailto:lbabio@polisnetwork.eu)

