

e-smartec
Transferability analysis

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1. Introduction

1.1 Project overview

Many European urban areas face a series of environmental challenges arising from unsustainable behaviours and choices linked to passengers' and freight mobility. Based on the experience, sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and real users; therefore travellers – citizens and tourists. *The transition to sustainable mobility requires active support from both competent authorities and citizens as clearly mentioned in the SUMP cycle approach (Sustainable Urban Mobility Plan, Rupprecht, 2019). It is vital that all relevant actors and target groups are fully informed for the goals of the SUMP and that are able to express needs that will be listened and respected. This helps in the acceptance of SUMP but also in the real improvement of its quality.*

Taking into account the above, the scopes of participatory planning can be divided into two categories:

- *Awareness - refers to all techniques and methods used for informing, raising awareness and educating the public, with the ultimate goal of adopting new behavioural patterns that favour sustainable mobility.*
- *Collaboration and co-design - refers to all techniques and methods exploited for promoting collaboration and active public participation in the design process (e-smartec Handbook, 2020).*

Among the lessons learned during the first development period of SUMP (until 2018 with the revision of the directives) is that citizens should be involved in the design process from the earliest stages of design and that their interest should be maintained alive even after the completion of the SUMP. The engagement goals (information, consultation, participation and cooperation), the timing and frequency in reaching citizens as well as the proper use of techniques and tools for involving citizens and stakeholders are of crucial importance and must be well defined from the outset of developing a SUMP in an integrated participatory planning strategy (Myrovali et al. 2021).

As the experience has shown, users' engagement in mobility planning is often a big challenge for authorities since it requires deep knowledge of both human behaviour change strategies as well as a good insight in marketing sector. This is exactly what e-smartec project tries to achieve; inspired by the wide spectrum of marketing techniques from business sector, proposes effective transferring of them in mobility co-planning and citizens' engagement.

The e-smartec project is a 3-year project, funded under the Interreg Europe Project and the thematic area of Low Carbon Economy. The project initiated at the beginning of August 2019 and is split into two phases: phase 1 has a duration of 2 years, while phase 2 a duration of 1 year. E-smartec aims at reinforcing existing policies and programmes by enhancing each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making. The overall goal is to develop action plans that provide tailored guidelines on citizens' and stakeholders engagement marketing techniques.

1.2 About this document

Results of the experience exchange that took place during the whole Phase A of e-smartec project consist the basic input upon which, a generalized 'Transferability analysis' is conducted with the scope to;

- learn by the experience of other cities, take advantage of opportunities, avoid making similar mistakes, have prior knowledge of risks and risks mitigation.
- highlight the factors that influenced the success or failure of a method/practice and which require attention at any adoption trial.

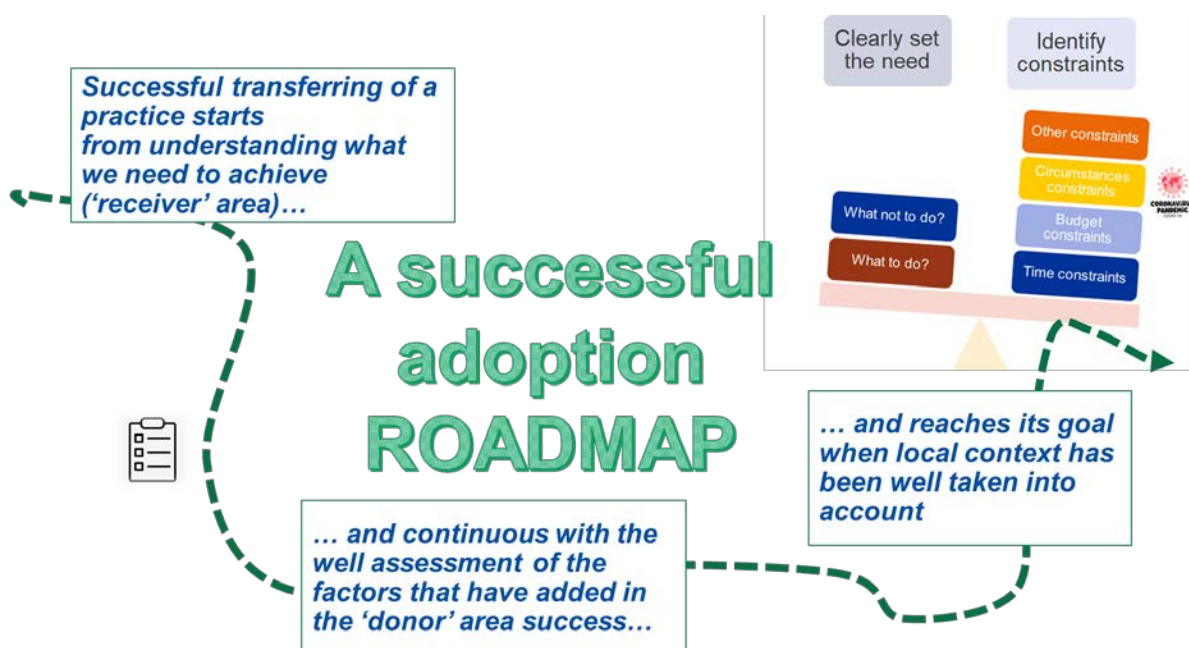


Figure 1: Roadmap for effective adoption and replication of an e-smartec GP

Coming near the closure of the first phase of the project, this deliverable concentrates the knowledge exchanged and multiplied throughout e-smartec project activities regarding the identified Good Practices (GPs) in engagement and co-planning in mobility and brings authorities (relative) decision making capacity one step ahead by;

- Offering an updated e-smartec GPs E-library with additional components (evaluation criteria) so as to further support authorities in selecting the most suitable for them GP according to their special needs and capacities (e-smartec E-library 2.0)
- Presenting the results of a multicriteria decision analysis (MCDA) method based on the input of key representatives of mobility planning at the 6 e-smartec regions (Region of Central Macedonia, West Midlands, Lazio Region, Bratislava Self – Governing Region, Venlo Region, State of Hessen) regarding the difficulties on applying engagement actions in sustainable mobility planning while prioritizing e-smartec GPs based on the comparison of challenges with GPs key components.



Figure 2: The two building blocks of the e-smartec transferability report

The abovementioned two parts of the current deliverable are interlinked; the additional components of the E-library 2.0 as well as the input collected from the local key actors in mobility planning in the 6 e-smartec Regions are aligned (what changes is the way of expression of the criterion – in the first part is the criterion itself while in the questionnaire is the difficulty to reach/react/implement/fulfil it).

The current deliverable is structured (excluding the introductory chapter) into two main chapters in line with parts A and B presented in chapter 1.2 as well as of a sum up chapter.

2. e-smartec E-library 2.0; selecting e-smartec Good Practices fitting real needs and capacities

2.1 The approach for e-smartec E-library 2.0

In the framework of Del. 1.1 'State-of-the art on marketing techniques for citizens' engagement in e-smartec Regions', a total of 44 practices were identified and categorized under two main clusters according to their main goal (6 GPs are serving both scopes);

- GPs FOR BEHAVIOURAL CHANGE (27+6)
- GPs FOR CO-CREATION and CO-PLANNING (11+6)

Based on this input while injecting the knowledge from further review of marketing techniques and methods (Handbook), e-smartec project developed the e-smartec matrix and the respective E-library.

GPs FOR BEHAVIOURAL CHANGE										
Practices	Description	COVID tag	OBJECTIVES		SUMP step*	PRACTICE MAIN ATTRIBUTES AND RELEVANT FEATURES				
			Main	Secondary		Diversity of communication marketing techniques	Diversity of communication methods	Cost implications	Easiness to transfer	Direct (citizens and other stakeholders) communication
VOLTARO	Open space annual event in the Coast of Thessaloniki for the promotion of bicycling and walking with the help of volunteers.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport		8, 9, 11	word of mouth	public event	●○○	●●●	✓
MOBITHESS	MOBITHESS provides environmental friendly car routing, trip routing with the use of Public Transport, combined transport routing and pedestrian routing, POIs, environmental impact and training on sustainable mobility.	✓	exchanging information with citizens and stakeholders	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	11	digital marketing	e-engagement - campaigning	●●●	●○○	
MOTIVATE	MOTIVATE is a cloud based tool that collects data and provides first level overview of daily trips and travellers' opinions.	✓	exchanging information with citizens and stakeholders	increase co-creation of new mobility solutions/ ideas (achieving co-creation)	3, 4, 5, 6, 11, 12	undercover marketing	combined e-participation - crowdsourcing; gaming, gamifications	●●●	●○○	✓
Macedonian Cuisine Food Truck of the Region of Central Macedonia	A moving truck, offering real life experience in gastronomy that started its journey to Europe from the 34th Philoxenia expo on November of 2016.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport		8, 9, 11	word of mouth	ambassador campaign	●○○	●●●	✓
Cycling against Diabetes Mellitus	This practice is repeated every year in the coastal zone of Thessaloniki and the citizens have the chance to participate in this event and be engaged with the main bike road of the city and learn for the benefits of cycling for their health.		increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport		8, 9, 11	cause marketing	public cause event	●○○	●●●	✓
Ecomobility	Ecomobility is a national campaign organized every year. Student groups, with their work and suggestions are called upon to bring solutions to urban traffic conditions in their city, with the overriding support for the right of free movement and the restriction of access to cities.		increase co-creation of new mobility solutions/ ideas (achieving co-creation)	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport	3, 9, 11	combined word of mouth; wheat of persuasion; guerrilla marketing	combined public event; gaming; capacity building;	●●●	●○○	✓
Virtual Reality for the promotion of tourism in RCM	Virtual and Augmented Reality Technologies, Video 360 and the use of VR headsets for experiencing a destination.	✓	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport		3, 8, 9, 11	word of mouth	other	●●●	●○○	✓

Figure 3: e-smartec E-library (part of it)

In the meanwhile, a series of capacity building efforts (events, trainings) and discussions with local and regional stakeholders took place adding more knowledge on the examined issue of engagement in mobility planning.

Figure 4: E-smartec project previous deliverables on GPs

Therefore, the need for upgrading the E-library was set; E-library 2.0 is developed in the framework of the current report incorporating the additional evaluation on new criteria. All

criteria is ranked from 1 to 5 (1 showing that low - / 5 showing high - effort/capacity/knowledge etc is needed).

The additional evaluation criteria are:

1. Advanced knowledge/capacity requirement for GP adoption and transferring

This criterion is based on the estimation of the responsible public authority's knowledge/capacity requirement compared to traditional and simpler communication activities i.e. development of a leaflet etc. (in most cases, collaboration with external experts is necessary both for the planning and implementation phase).

2. Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring

This criterion is based on the estimation of the responsible public authority's knowledge/capacity requirement for the development and management of ICT tools i.e. need to develop a crowd-sourcing app etc. (in most cases, collaboration with external experts is necessary for the development of the ICT tool and the public authority contributes with feedback during the development and takes over the management and maintenance).

3. Requirement for strong access to more advanced communication channels

This criterion is based on the estimation of the responsible public authority's experience/capacity requirement for the design and coordination of communication campaigns with increased reach out and strong communication strategy that usually require broad stakeholder engagement for securing collaboration. i.e. media coverage.

4. (Required) Cost for a full replication of the GP

This criterion is based on the estimation of total cost required for both the design and implementation of the GP.

5. (Required) Duration for a full replication of the GP

This criterion is based on the estimation of total duration required for both the preparatory/design phase and the implementation phase of the GP (1: less than a month (3-4 weeks), 2: 1-2 months, 3: 3-4 months, 4: 4-6: months, 5: more than 6 months), for recurrent events the required duration is estimated per event cycle.

6. (Required) Effort for a full replication of the GP

Necessary effort / man-months to design/develop the GP

This criterion is based on the estimation of total man-months required for designing/developing the GP by an average public employee with no specific expertise on a certain sector but with previous experience in similar projects (i.e. ICT, communication, participatory practices).

Necessary effort / man-months to implement and monitor the GP

This criterion is based on the estimation of total man-months required for implementing and monitoring the GP by an average public employee with no specific expertise on a

certain sector but with previous experience in similar projects (i.e. ICT, communication, participatory practices).

7. Level of synergies required for the replication of the GP

This criterion is based on the estimation of the required level of synergies with public or private stakeholders for the effective replication of the GP with increased outreach to the specific project's target groups.

8. Level of effectiveness of the GP for engaging wide audience/diverse targets

This criterion is based on the estimation of the anticipated level of effectiveness of the GP, focusing specifically on the increased diversity of the engaged audience.

The evaluation procedure was; CERTH conducted a first screening and evaluation of the above criteria per GP after reviewing all deliverables and the input of partners per GP and then, project partners confirmed or/and corrected the evaluation of the GPs of their Region based on their valuable real-life testing understanding. The final scores are presented in the next subchapter.

2.2 e-smartec GPs' additional criteria evaluation

In this chapter, one table per e-smartec GP, concentrating a short summary of facts and the evaluation on the additionally identified criteria, is presented.

2.2.1 GP 1: VOLTARO

Short description	Open space annual event in the Coast of Thessaloniki for the promotion of bicycling and walking with the help of volunteers.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 8: Agree on actions and responsibilities Step 9: Prepare for adoption and financing Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	word of mouth
Principal link with a marketing method	public event
Advanced knowledge/capacity requirement for GP adoption and transferring	2

Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	3
(Required) Duration for a full replication of the GP	2
(Required) Effort for a full replication of the GP:	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.2 GP2: MOBITHESS

Short description	MOBITHESS provides environmentally friendly car routing, trip routing with the use of Public Transport, combined transport routing and pedestrian routing, POIs, environmental impact and training on sustainable mobility.
Principal goal	exchanging information with citizens and stakeholders
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	digital marketing
Principal link with a marketing method	e- engagement - campaigning
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	5
Requirement for strong access to more advanced communication channels	4

(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	5
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic

2.2.3 GP 3: MOTIVATE

Short description	The MOTIVATE app is a cloud based tool that collects data and provides first level overview of daily trips and travellers' opinions. MOTIVATE tries to capture citizens' and visitors' mobility habits and needs (crowdsourcing initiative) while triggering their interest via the provision of rewards. MOTIVATE interactive learning environment (awareness raising game on sustainable mobility) is an integral part of MOTIVATE app, which accompanies the whole initiative connected to travellers' real behaviour shift towards sustainable modes of transport (cycling, walking, public transport).
Principal goal	exchanging information with citizens and stakeholders
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 6: Set targets and indicators Step 11: Monitor, adapt and communicate Step 12: Review and learn lessons
Principal link with a marketing technique	Undercover marketing
Principal link with a marketing method	[Combined] <ul style="list-style-type: none"> e-participation-crowdsourcing

	<ul style="list-style-type: none"> gaming gamification
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	3
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	3
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic

2.2.4 GP 4: Co-creation of mobile open government services with the substantial participation of senior citizens and other stakeholders

Short description	Activities to identify and invite co-creators, set up an organisational structure (living lab) for the co-creation process, define the services to be co-created, discover data sources, define requirements for the services and design of prototypes.
Principal goal	increase co-creation of new mobility solutions/ ideas (achieving co-creation)
Principally applicable in SUMP steps	<p>Step 3: Analyse mobility situation</p> <p>Step 4: Build and jointly access scenarios</p> <p>Step 5: Develop vision and strategy with stakeholders</p> <p>Step 6: Set targets and indicators</p> <p>Step 7: Select measure packages with stakeholders</p>

Principal link with a marketing technique	relationship marketing
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • focus group • workshop
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	3
(Required) Cost for a full replication of the GP	3
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	3
COVID-19 lessons learnt	-

2.2.5 GP 5: Macedonian Cuisine Food Truck of the Region of Central Macedonia

Short description	A moving truck, offering real life experience in gastronomy that started its journey to Europe from the 34th Philoxenia expo on November of 2018.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 8: Agree on actions and responsibilities Step 9: Prepare for adoption and financing Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	word of mouth

Principal link with a marketing method	ambassador campaign
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.6 GP 6: REFORM

Short description	The practice established a permanent regional cooperation for increasing capacity of the local Municipalities and facilitating the deployment of their Sustainable Urban Mobility Plans (SUMP).
Principal goal	increase co-creation of new mobility solutions/ ideas (achieving co- creation)
Principally applicable in SUMP steps	Step 1: Set up working structures
Principal link with a marketing technique	wheel of persuasion
Principal link with a marketing method	capacity building
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2

Requirement for strong access to more advanced communication channels	2
(Required) Cost for a full replication of the GP	3
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	3
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic - The REFROM workshops can be easily coordinated online as well.

2.2.7 GP 7: Cycling against Diabetes Melitus

Short description	This practice is repeated every year in the coastal zone of Thessaloniki and the citizens have the chance to participate in this event and be engaged with the main bike road of the city and learn for the benefits of cycling for their health.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 9: Prepare for adoption and financing Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	cause marketing
Principal link with a marketing method	public cause event
Advanced knowledge/capacity requirement for GP adoption and transferring	3
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	5

(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.8 GP 8: 4mycity

Short description	4myCity” service is designed to ease citizens to monitor reports addressed and/or report possible problems/incidents within the Municipality, but also to suggest improvements in the area.
Principal goal	exchanging information with citizens and stakeholders
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	digital marketing
Principal link with a marketing method	e-participation – crowdsourcing
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	5
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	

<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	3
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic

2.2.9 GP 9: Ecomobility

Short description	Ecomobility is a national campaign organized every year. Student groups, with their work and suggestions are called upon to bring solutions to urban traffic conditions in their city, with the overriding support for the right of free movement and the restriction of access to cities.
Principal goal	increase co-creation of new mobility solutions/ ideas (achieving co- creation)
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[Combined] <ul style="list-style-type: none"> word of mouth wheel of persuasion guerrilla marketing
Principal link with a marketing method	[Combined] <ul style="list-style-type: none"> public event gaming capacity building
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	

<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.10 GP 10: Virtual Reality for the promotion of tourism in RCM

Short description	Virtual and Augmented Reality Technologies, Video 360o and the use of VR headsets for experiencing a destination.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 8: Agree on actions and responsibilities Step 9: Prepare for adoption and financing Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	word of mouth
Principal link with a marketing method	(exploitation of new technologies for interactive experience)
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	5
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4

<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic

2.2.11 GP 11: Coventry University Enterprises Ltd Location Independent Working (LIW)

Short description	Coventry University Enterprises Ltd Location Independent Working is a scheme to enable staff to work outside of the office to help improve work life balance, productivity and absenteeism.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[Combined] <ul style="list-style-type: none"> word of mouth cause marketing
Principal link with a marketing method	cause related awareness raising campaign
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	5
Requirement for strong access to more advanced communication channels	3
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	2

Level of effectiveness of the GP for engaging wide audience/diverse targets	2
COVID-19 lessons learnt	Applicable during the pandemic

2.2.12 GP 12: Coventry Recycling Club

Short description	A scheme to reward residents for recycling. It is web based only and has been/is promoted via all printed/ email literature distributed by the web team, on the Council website, Facebook and Council and Coventry Recycling Club twitter accounts, on the side of refuse vehicles, round-about signs, bus stops, local radio, local print, and in person via community events and council staff.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> relationship marketing cause marketing
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> awareness raising campaign e- engagement - campaigning
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	3
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	3

Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.13 GP 13: Cycle-R services

Short description	A registered charity for providing training, qualifications and work experience to long-term unemployed, providing low-cost, high quality refurbished bikes to low-income families, encouraging cycling and supporting eco-mobility.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	wheel of persuasion
Principal link with a marketing method	[Combined] <ul style="list-style-type: none"> • capacity building • cause related awareness raising campaign
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	5
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	5
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.14 GP 14: “Go Electric Taxi” Scheme

Short description	The Go Electric Taxi scheme includes a range of different incentives worth £2,500 for taxi drivers interested in making the switch to a cleaner vehicle – as well as the opportunity for a two-week test drive for all Coventry Hackney cab drivers.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 8: Agree on actions and responsibilities Step 9: Prepare for adoption and financing Step 10: Manage implementation
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> • relationship marketing • word of mouth
Principal link with a marketing method	pilot intervention
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	5
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.15 GP 15: Greening Your Fleet event

Short description	Greening Your Fleet event that took place on 29th June 2018 at the Coventry Transport Museum and covered several subjects like: funding opportunities for businesses looking to reduce carbon and save energy, vehicle options for businesses, Green Wave App and electric cars.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 8: Agree on actions and responsibilities Step 9: Prepare for adoption and financing Step 10: Manage implementation
Principal link with a marketing technique	word of mouth
Principal link with a marketing method	public event
Advanced knowledge/capacity requirement for GP adoption and transferring	3
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	3
(Required) Duration for a full replication of the GP	2
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.16 GP 16: SUITS

Short description	The SUITS project develops tools (demo tool for data collection and analysis; sample tool for route optimization, data management platform for Urban Transport Management, Decision Support Tool, Capacity Building Toolbox, change toolkit, monitoring tool) for local authorities of small and medium sized cities to enhance their capacity to design and implement sustainable transport measures.
Principal goal	increase co-creation of new mobility solutions/ ideas (achieving co- creation)
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 6: Set targets and indicators
Principal link with a marketing technique	wheel of persuasion
Principal link with a marketing method	capacity building
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	3
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	-

2.2.17 GP 17: CASI project citizen panel meetings

Short description	Two Citizen panel meetings were organized in Coventry in order to promote inclusiveness in the debate on sustainable innovation. During a first round of citizens' panels meetings, citizens worked out their visions for the sustainable future state of the environment. Then, these visions were translated into research priorities on sustainable innovation. Afterwards, a second round of citizens' panels were organised so the citizens could validate the research priorities identified by the experts.
Principal goal	increase co-creation of new mobility solutions/ ideas (achieving co- creation)
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 6: Set targets and indicators
Principal link with a marketing technique	dialogue marketing
Principal link with a marketing method	[Combined] <ul style="list-style-type: none"> • survey • focus group • public consultation
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	3
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	5
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	5

Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	Applicable during the pandemic - in an online format

2.2.18 GP 18: Cycle Training in Schools (Bikeability)

Short description	Bikeability is a cycle training scheme (a modern version of cycling proficiency), delivered in primary schools by a cycle training team.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	wheel of persuasion
Principal link with a marketing method	capacity building
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	2
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	4

COVID-19 lessons learnt	Applicable during the pandemic - bike and walking is the better alternative for school trips especially due to covid but following the specific health rules.
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2.2.19 GP 19: Rome's SUMP participatory approach

Short description	Rome's SUMP was generated through an intense multilevel participatory methodology. The SUMP introduced a new participation approach, involving the citizenship through a specific open portal to allow the knowledge and voting of the sustainable proposals.
Principal goal	increase co-creation of new mobility solutions/ ideas (achieving co- creation)
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 6: Set targets and indicators Step 7: Select measure packages with stakeholders Step 8: Agree on actions and responsibilities Step 9: Prepare for adoption and financing
Principal link with a marketing technique	[Combined] <ul style="list-style-type: none"> • survey • focus group • expert panel • e-engagement crowdsourcing • public consultation • public event • awareness raising campaign • workshop • e-engagement campaign
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • survey • focus group • expert panel • e-engagement crowdsourcing • public consultation • public event • awareness raising • campaign; workshop • e-engagement campaign

Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	Applicable during the pandemic – only the online activities

2.2.20 GP 20: PEDIBUS

Short description	The PEDIBUS initiative supports primary schools' managers to encourage pupils and families to walk to school safely in organised groups following fixed routes.
Principal goal	Promoting socialization among pupils and their families, demonstrating physical and psychological well-being by changing mobility habits.
Principally applicable in SUMP steps	Step 4: Build and jointly access scenarios Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	word of mouth
Principal link with a marketing method	<p>[combined]</p> <ul style="list-style-type: none"> survey focus group expert panel e-engagement crowdsourcing public consultation public event

	<ul style="list-style-type: none"> • awareness raising campaign • workshop • e-engagement campaign
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	3
(Required) Cost for a full replication of the GP	2
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.21 GP 21: DESIRE

Short description	Targeted training for pupils on road safety, with focus on sustainable mobility. Children were actively involved by facilitators in dramatization, events/entertainment, surveying and a competition for the best art craft produced during the whole learning process.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[Combined] <ul style="list-style-type: none"> • Wheel of persuasion

	<ul style="list-style-type: none"> Guerrilla Marketing
Principal link with a marketing method	[Combined] <ul style="list-style-type: none"> Gaming Capacity Building Surveys
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	2
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.22 GP 22: VIA LIBERA

Short description	#vialibera is an initiative supported by the city to incentivize a new approach to car-free mobility. Once a month, on Sundays, 15 km of streets around the city centre are banned to cars and citizens can freely take advantage of this opportunity (walking, cycling, neighbourhood parties, events, etc.)
Principal goal	behavioural change towards sustainable or green modes of transport
Principally applicable in SUMP steps	Step 8: Agree on actions and responsibilities Step 9: Prepare for adoption and financing Step 11: Monitor, adapt and communicate

Principal link with a marketing technique	Guerrilla Marketing
Principal link with a marketing method	Pilot Intervention, Public Event
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	3
(Required) Duration for a full replication of the GP	2
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	Applicable during the pandemic under the necessary transformations

2.2.23 GP 23: FORMULA E ROME E-PRIX

Short description	During the E-prix of formula E Championship, RSM draw up a communication plan mainly addressed to citizens and employees living and working in the EUR borough, close to the circuit, to discourage the private vehicle use in favour of public transport for the whole event period, suggesting the choice of alternative road routes, in particular on the closing days of via C. Colombo.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 8: Agree on actions and responsibilities

	Step 9: Prepare for adoption and financing Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	Undercover Marketing
Principal link with a marketing method	Popular event, ambassador campaign
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	3
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	5
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	5
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	-

2.2.24 GP 24: Transdanube Pearls

Short description	The practice concerns the creation of a network, involving actors along the Danube, committed to the promotion of sustainable mobility in tourism. The practice deployed engagement techniques (network seminars, assemblies, etc.) in order to bring the potential network members together and engage them to eventually participate. Members were awarded the title “Danube Pearls” and sustainable mobility solutions were offered for the tourists to travel between the “Pearls”.
Principal goal	Increase of mobility planning effectiveness

Principally applicable in SUMP steps	Step 1: Set up working structures Step 3: Analyse mobility situation Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 6: Set targets and indicators Step 7: Select measure packages with stakeholders Step 8: Agree on actions and responsibilities
Principal link with a marketing technique	[Combined] <ul style="list-style-type: none"> • dialogue marketing • relationship marketing
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • capacity building • focus group • public consultation • experts panel • workshop
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	3
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	5
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	5
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	3
COVID-19 lessons learnt	Applicable during the pandemic – only in online format

2.2.25 GP 25: BA.cycloportal

Short description	The practice offers an interactive
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	experience to bike the community, either to recreational or professional cyclists, by exploiting the online portal providing important information about bike lanes. BA.cykloportal offers a combination of an interactive map of bike lanes in the Bratislava self-governing region and a new communication channel of the municipality to reach the population interested in biking.
Principal goal	behavioural change towards sustainable or green modes of transport
Principally applicable in SUMP steps	Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	Digital Marketing
Principal link with a marketing method	e- engagement - campaigning
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	5
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	5
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic

2.2.26 GP 26: eGUTS

Short description	The practice established modern technologies like a mobile app in conjunction with more common marketing channels like public events, in order to promote the use of e-mobility in the Danube regions.
Principal goal	behavioural change towards sustainable or green modes of transport
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> • digital marketing • relationship marketing • word of mouth
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • e- engagement – campaigning • public event
Advanced knowledge/capacity requirement for GP adoption and transferring	3 <i>(the GP is not led by the public authority)</i>
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.27 GP 27: Promoting the implementation of a new sustainable mode of transport in city of Bratislava

Short description	The practice involves the creation of a marketing strategy, implementing a massive marketing campaign (including a wide media and social media coverage, contests, promo videos and an app), for the promotion of a new sustainable mobility product (bike sharing).
Principal goal	behavioural change towards sustainable or green modes of transport
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> • digital marketing • relationship marketing • word of mouth
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • e- engagement – campaigning • public event • awareness raising campaign
Advanced knowledge/capacity requirement for GP adoption and transferring	3 <i>(the GP is not led by the public authority)</i>
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	(Information not available)
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.28 GP 28: EdTWINL (Education Twinning): Multicultural marketing as a tool for sharing the knowledge and best practises in international environment

Short description	The practice established special curriculum on schools and special trainings for the teachers, organized special multicultural events and provided possibilities for multicultural visits and information exchange.
Principal goal	exchanging information with citizens and stakeholders
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 6: Set targets and indicators
Principal link with a marketing technique	[Combined] <ul style="list-style-type: none"> • dialogue marketing • relationship marketing
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • capacity building • focus group • public consultation • experts panel • workshop
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	3
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4

COVID-19 lessons learnt	-
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2.2.29 GP 29: Silver Economy: creation of cross-border cooperation

Short description	The practice established a cross-border cooperation by attracting businesses or organizations that produce products or services to people above the age of 50 and increasing capacity of people above the age of 50, through training events that increase their language skills, technology skills and job hunting skills.
Principal goal	exchanging information with citizens and stakeholders
Principally applicable in SUMP steps	Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 7: Select measure packages with stakeholders
Principal link with a marketing technique	Relationship Marketing
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • capacity building • focus group • public event
Advanced knowledge/capacity requirement for GP adoption and transferring	3 (<i>the GP is not led by the public authority</i>)
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	3
COVID-19 lessons learnt	-

2.2.30 GP30: SacraVelo: Combination of two different aspects in one product to attract a broader group of people

Short description	The practice aims at promoting the active transport and the sacral tourism by combining them to a single product. The aim is to reach a wider range of users at local, regional and international (cross-border) level.
Principal goal	behavioural change towards sustainable or green modes of transport
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	Undercover Marketing
Principal link with a marketing method	-
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	(Information is not available)
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	3
COVID-19 lessons learnt	-

2.2.31 GP31: Promotion of the implementation of new unified tariff system

Short description	Use of marketing channels to increase acceptance of the new unified tariff system applied in Bratislava. A clear message was communicated to the
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	wider audience through online articles published on several different websites.
Principal goal	behavioural change towards sustainable or green modes of transport
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	Digital Marketing
Principal link with a marketing method	e- engagement - campaigning
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	(Information is not available)
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	Applicable during the pandemic (<i>note: although not mentioned in the “e-llibrary” doc, it seems applicable as it relies on Digital Marketing</i>)

2.2.32 GP32: Creation of a unified image of tourist destination

Short description	The practice focuses on a creation of unified image of cross-border destination providing services in the field of tourism, culture, relaxation and sport in the area along the river Small Danube.
Principal goal	behavioural change towards sustainable or green modes of transport
Principally applicable in SUMP steps	Step 5: Develop vision and strategy with stakeholders

	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> • digital marketing • undercover marketing
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • survey • gaming • focus group
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	-

2.2.33 GP33: Energy transition game

Short description	The Energy transition game is a game played on a map – searching for potential locations for windmills and solar fields - that guides an informal discussion about the energy transition in a municipal level.
Principal goal	exchanging information with citizens and stakeholders
Principally applicable in SUMP steps	Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders

	Step 7: Select measure packages with stakeholders
Principal link with a marketing technique	guerrilla marketing
Principal link with a marketing method	gaming
Advanced knowledge/capacity requirement for GP adoption and transferring	3 <i>(the GP is not led by the public authority)</i>
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	2
(Required) Cost for a full replication of the GP	3
(Required) Duration for a full replication of the GP	2
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	2
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	2
Level of synergies required for the replication of the GP	3
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic – if in online format <i>(adjusting the game to an online format will need adjustments in the rated criteria above)</i>

2.2.34 GP34: Trendsportal card game

Short description	The practice concerns a card game that contains the goals of the Sustainable Urban Mobility Plan (SUMP) of the Municipality of Venlo in each card. Players are asked to select specific cards (goals) and write down their substantiation and proposals for the achievement of the goals.
Principal goal	exchanging information with citizens and stakeholders
Principally applicable in SUMP steps	Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders

	Step 6: Set targets and indicators
Principal link with a marketing technique	guerrilla marketing
Principal link with a marketing method	gaming
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	
(Required) Cost for a full replication of the GP	2
(Required) Duration for a full replication of the GP	2
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	2
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	2
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	Applicable during the pandemic – if in online format (<i>adjusting the game to an online format will need adjustments in the rated criteria above</i>)

2.2.35 GP35: Cargobike Trendsportal

Short description	The practice refers to a competition contacted as part of the policy making process of the Sustainable Urban Mobility Plan (SUMP) in the municipality of Venlo. The Municipality purchased an electric cargo bike and, after, its moving around to the city to create awareness on mobility topics, it has been awarded to citizens through a photo/ idea sharing contest.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 3: Analyse mobility situation

	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> • dialogue marketing • relationship marketing
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • focus group • public event
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	2
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	-

2.2.36 GP36: Active Mobility Check for Municipalities in Hessen

Short description	The Active Mobility Check (AMC) is a marketing tool to promote a better environment for active mobility in municipalities. It combines different marketing techniques for awareness raising among stakeholders and creating a culture of walking and cycling in an urban community with an efficient, short and participatory planning process. All stages of the AMC are targeted towards a strong public perception.
Principal goal	behavioural change towards sustainable or green modes of transport

Principally applicable in SUMP steps	Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 7: Select measure packages with stakeholders Step 8: Agree on actions and responsibilities Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> wheel of persuasion relationship marketing
Principal link with a marketing method	[Combined] <ul style="list-style-type: none"> awareness raising campaign capacity building workshop public event focus group
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	4
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	-

2.2.37 GP37: School Bike Route Planner

Short description	The School Bike Route Planner App has been developed as a
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	communication tool to promote more and safer cycling to and from school. It has been designed for use at home or in school for teaching. As an easy entry instrument for mobility management in schools, it supports the development of the School Bike Network of Hessen in a participatory process with pupils and other stakeholders.
Principal goal	exchanging information with citizens and stakeholders
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 4: Build and jointly access scenarios Step 5: Develop vision and strategy with stakeholders Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> • digital marketing • word of mouth • wheel of persuasion
Principal link with a marketing method	e-participation – crowdsourcing
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	3
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	4

COVID-19 lessons learnt

Applicable during pandemic

2.2.38 GP38: "Better to school"

Short description	"Better to school" is a comprehensive service which bundles all consulting activities of the Hessian Centre of Competence for Mobility Management for Children and Young Adults. It bundles several offers for schools, municipalities and politicians. Heart piece is the Competence Centre of School Mobility operated by the ivm GmbH, which offers consulting services to support municipalities, schools and public authorities to improve their mobility situation.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	wheel of persuasion
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • capacity building • focus group • public event
Advanced knowledge/capacity requirement for GP adoption and transferring	5
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	3
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	<i>ongoing</i>
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	4

Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic – it offers specific service for safe way to school due to covid-19.

2.2.39 GP39: Active Mobility Marketing Toolbox

Short description	A selection of standardised materials for awareness raising and advertising on active mobility gives local authorities the possibility of promoting active mobility in different formats with a high publicity effect at low costs and efforts.
Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 1: Set up working structures Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	wheel of persuasion
Principal link with a marketing method	capacity building
Advanced knowledge/capacity requirement for GP adoption and transferring	3
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	3
(Required) Cost for a full replication of the GP	3
(Required) Duration for a full replication of the GP	unknown
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	3
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	3
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic – promoting online events through relevant platforms

2.2.40 GP40: Reporting platform for cycle traffic

Short description	The reporting platform for cycle traffic gives cyclists the opportunity to report defects and opportunities for improvement directly to the public authorities.
Principal goal	exchanging information with citizens and stakeholders
Principally applicable in SUMP steps	Step 3: Analyse mobility situation Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> • digital marketing • relationship marketing • dialogue marketing
Principal link with a marketing method	e-participation – crowdsourcing
Advanced knowledge/capacity requirement for GP adoption and transferring	3 <i>(the GP is not led by the public authority)</i>
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	1
(Required) Duration for a full replication of the GP	<i>ongoing</i>
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	2
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	3
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	Applicable during the pandemic as it relies on a digital tool

2.2.41 GP41: Mobilfalt: campaign promoting combined transport

Short description	Mobilfalt is a combination of individual
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	transport with the offers of local public transport authorities in rural areas.
Principal goal	behavioural change towards sustainable or green modes of transport
Principally applicable in SUMP steps	Step 10: Manage implementation
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> • relationship marketing • dialogue marketing • digital marketing
Principal link with a marketing method	[Combined] <ul style="list-style-type: none"> • awareness raising campaign • e- engagement - campaigning
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	4
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	4
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	4
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	5
COVID-19 lessons learnt	<i>Only partially</i>

2.2.42 GP42: "365" Flat rate Ticketing

Short description	With a '365' flat rate ticket, Hessian pupils and trainees can use public transportation except long-distance trains for one Euro per day all over the state of Hessen. The message "one Euro per day" for unlimited use of public transportation makes the offer accessible and bolsters sustainable mobility habits in an attractive way.
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Principal goal	behavioural change towards sustainable or green modes of transport
Principally applicable in SUMP steps	Step 10: Manage implementation Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	word of mouth
Principal link with a marketing method	awareness raising campaign
Advanced knowledge/capacity requirement for GP adoption and transferring	3
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	5
(Required) Duration for a full replication of the GP	5
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	2
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	2
Level of synergies required for the replication of the GP	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.43 GP43: City cycling competition

Short description	CITY CYCLING offers municipalities tried-and-tested, easy-to-implement measures to advocate sustainable mobility actively through marketing/PR activities. The CITY CYCLING campaign is designed as a competition to promote cycling. Members of local parliaments are invited to form teams with citizens and to compete to top the leader board.
Principal goal	Increase of walking and cycling trips
Principally applicable in SUMP steps	Step 8: Agree on actions and responsibilities

	Step 9: Prepare for adoption and financing Step 11: Monitor, adapt and communicate
Principal link with a marketing technique	relationship marketing
Principal link with a marketing method	awareness raising campaign
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	2
Requirement for strong access to more advanced communication channels	5
(Required) Cost for a full replication of the GP	3
(Required) Duration for a full replication of the GP	2
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> Necessary effort / man-months to design/develop the GP 	2
<ul style="list-style-type: none"> Necessary effort / man-months to implement and monitor the GP 	2
Level of synergies required for the replication of the GP	5
Level of effectiveness of the GP for engaging wide audience/diverse targets	4
COVID-19 lessons learnt	-

2.2.44 GP44: Frankfurt Green City

Short description	"Frankfurt Green City" is a platform and communication strategy at the same time. It is an umbrella brand for all activities in the field of sustainability. Citizens can obtain information on five main topics, which also lead to the responsible city administrative units. Here, the City of Frankfurt gives an account of the status, trends and interim results in the areas of "Business and Consumption", "Planning and Building", "Education", "Climate and Open Spaces" and "Mobility". Thus, possible solutions to the challenge of the growing city and climate change are presented.
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Principal goal	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
Principally applicable in SUMP steps	Step 12: Review and learn lessons
Principal link with a marketing technique	[combined] <ul style="list-style-type: none"> • digital marketing • relationship marketing • dialogue marketing
Principal link with a marketing method	[combined] <ul style="list-style-type: none"> • e-engagement – crowdsourcing • e-engagement campaigning
Advanced knowledge/capacity requirement for GP adoption and transferring	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	4
Requirement for strong access to more advanced communication channels	4
(Required) Cost for a full replication of the GP	(Information is not available)
(Required) Duration for a full replication of the GP	<i>ongoing</i>
(Required) Effort for a full replication of the GP	
<ul style="list-style-type: none"> • Necessary effort / man-months to design/develop the GP 	x
<ul style="list-style-type: none"> • Necessary effort / man-months to implement and monitor the GP 	x
Level of synergies required for the replication of the GP	x
Level of effectiveness of the GP for engaging wide audience/diverse targets	x
COVID-19 lessons learnt	-

2.3 The e-smartec E-library 2.0

The additional new input per GP formulated the supplementary part of the initially built e-smartec E-library; E-library 2.0 contains both the initial input as well as the new one presented (partially) in the following figure (based on chapter 2.2 content).

	GP 1: VOLTARO	GP2: MOBITHES	GP 3: MOTIVATE	GP 4: Co-creation of mobile open government services with the substantial participation of senior citizens and other stakeholders	GP 5: Macedonian Cuisine Food Truck of the Region of Central Macedonia	GP 6: REFORM	GP 7: Cycling against Diabetes Melitus	GP 8: 4mycity	GP 9: Ecomobility
Advanced knowledge/capacity requirement for GP adoption and transferring	2	5	4	4	4	4	3	4	4
Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	1	5	4	4	1	2	1	5	2
Requirement for strong access to more advanced communication channels	4	4	4	3	5	2	5	4	4
(Required) Cost for a full replication of the GP	3	5	4	3	5	3	5	4	4
(Required) Duration for a full replication of the GP	2	5	3	5	5	4	4	4	4
(Required) Effort for a full replication of the GP: Necessary effort / man-months to design/develop the GP	3	5	4	3	4	3	4	4	4
(Required) Effort for a full replication of the GP: Necessary effort / man-months to implement and monitor the GP	3	4	3	3	4	3	4	4	4
Level of synergies required for the replication of the GP	4	4	3	4	4	3	4	3	4
Level of effectiveness of the GP for engaging wide audience/diverse targets	4	4	4	3	4	4	4	4	4

Figure 5: Supplementary part of e-smartec E-library (E-library 2.0) – part of the full table

Any interested Region for replicating engagement actions, depending on the phase and step of SUMP cycle that wants to intervene and reinforce, should first of all position itself on the criteria-map by answering the following questions; which is the level of maturity / capacity / knowledge for implementing engagement actions, which is the available budget and time effort to be given, which is the level of synergies already established with key actors that can support an ideal engagement strategy, which are the available communication channels, which is the timeframe within which the actions should have been concluded. Afterwards, comparing their status with the requirements per SUMP step can be helped in the selection of a GP (which under the necessary transformation can be successfully transferred). Indicative reading - screening charts derived from E-library 2.0 that can help in decision making are depicted in the figures below.

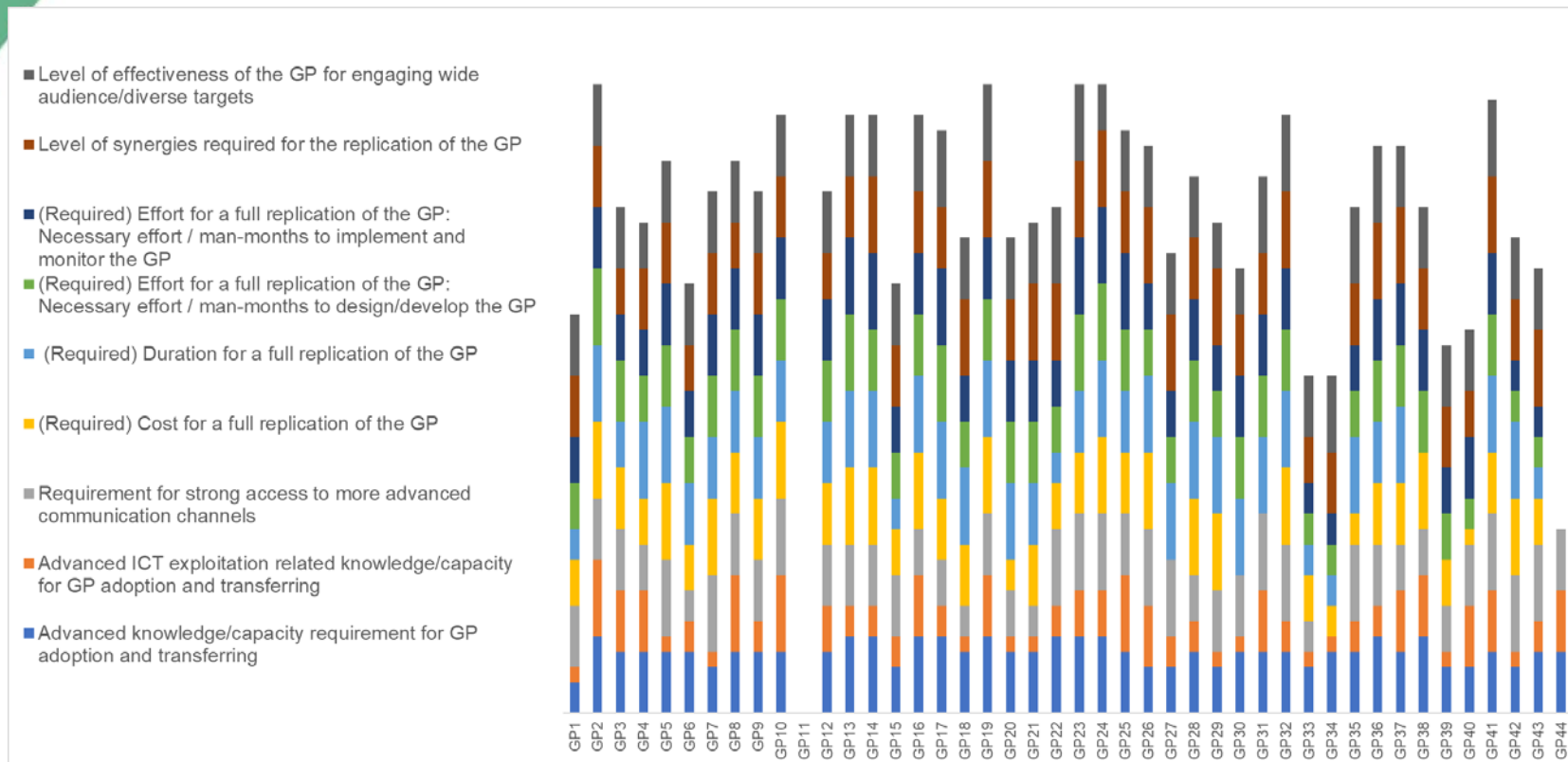


Figure 6: Stack column chart of overall criteria of GPs

The chart below offers a quick overview of the required effort/capacity/availability per additional criterion of the GPs (e-library 2.0).

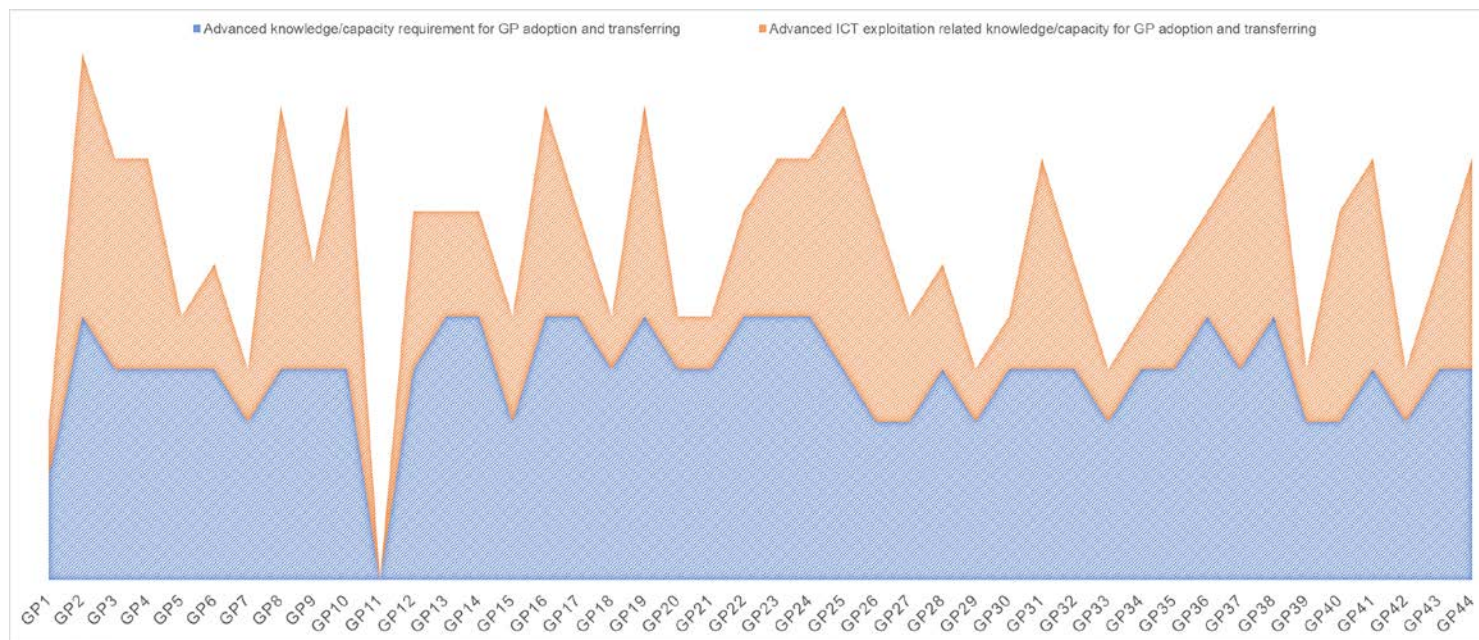


Figure 7: Stacked area chart – two criteria comparison per GP

A Region/city seeking to select GPs requiring specific level of marketing methods knowledge (traditional VS more modern/innovative engagement methods in sustainable mobility planning) and ICT readiness, can take a quick look at the chart above; i.e. GP2 requires both ICT high readiness/knowledge as well as correct mix of marketing approaches to properly involve users into a thinking loop for changing behaviour towards sustainable mobility modes. From the other side, GP1 can be easily transferred to other cases with necessary tailoring actions.

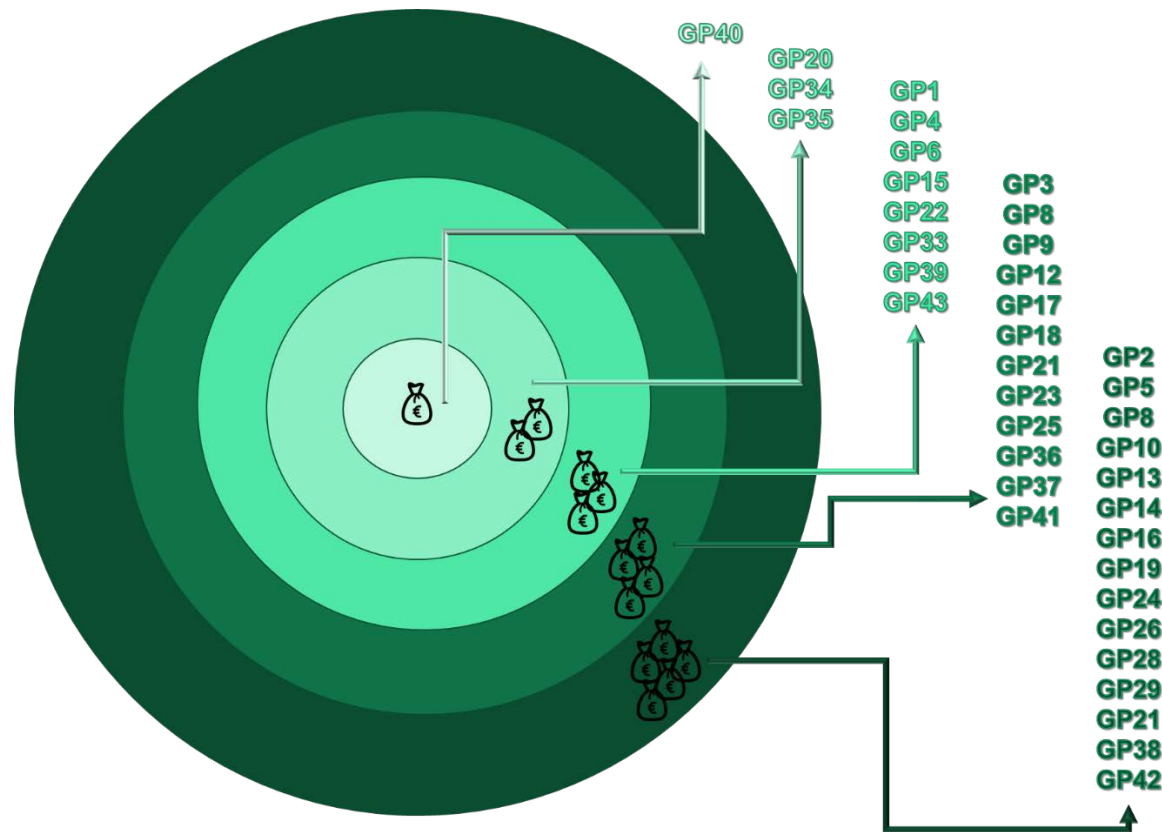


Figure 8: Budget intensive GPs (comparative)

A quick understanding on the required total budget for full GP replication is offered by the chart above – GP40 requires low budget for full replication while there are budget – intense GPs like GP2, GP5 etc.

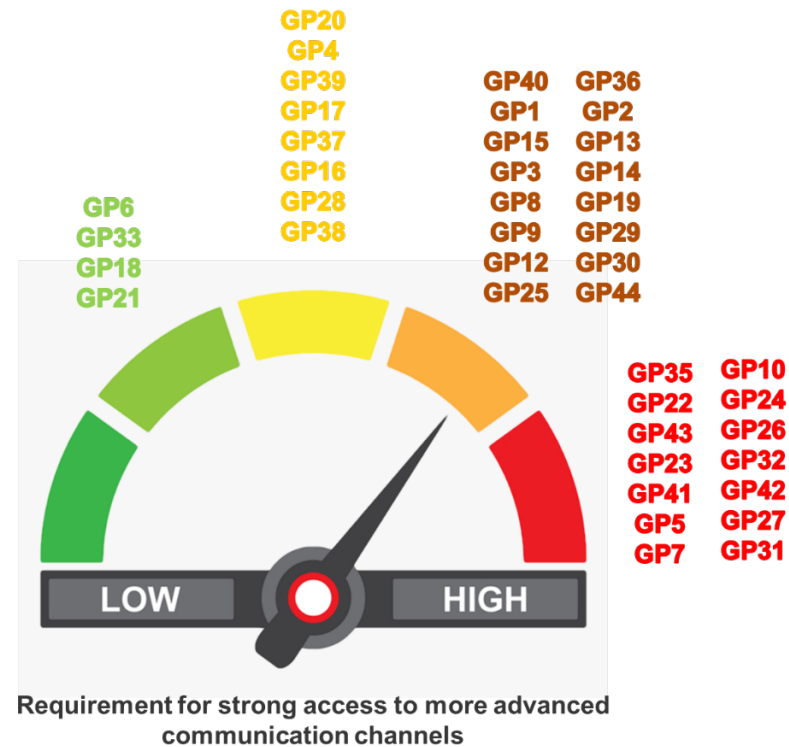


Figure 9: Requirement for strong access to more advanced communication channels (comparatively)

In a similar way, the above chart gives an overview of the required level of access to multiple and different advanced communication channels in order to achieve the higher possible benefit from a GP replication.

3. A multicriteria analysis; prioritization of methods according to perceived level of easiness and applicability

3.1 The rational

Based on similar criteria as those for which the GPs were evaluated in Part A, a reversed questionnaire was structured; representatives of e-smartec Regions (and cities) that participated in e-smartec training and experience exchange activities (therefore had a good understanding of project's goals and outputs) were asked to pose weights to assess the level of difficulty of their Municipality / Region to respond to specific requirements for implementing and following a strong mobility engagement strategy (comparative assessment between the criteria, the higher the difficulty, the higher the weight). The scope of this survey was to understand which is the current capacity level (in different criteria) of the e-smartec Regions and guide them on which GPs to look for in priority.

3.2 The PROMETHEE Method

In the current approach, PROMETHEE has been chosen as the most appropriate method in order to formulate and implement the methodological framework for ranking engagement actions according to real challenges.

The preference ranking organization method for enrichment of evaluations (PROMETHEE) method, which is used for the current work, belongs to the outranking family of MCDA methods and is developed by Brans et al. and Brans and Vincke. The method has been later on complemented by geometrical analysis for interactive aid (GAIA), an attempt to represent the decision problem graphically in a two-dimensional plane. This interactive visual module can assist in complicated decision problems. PROMETHEE results in a ranking of actions (as the alternatives are known in the method's terminology) and is based on preference degrees. Briefly, steps include the pairwise comparison of actions on each criterion, then the computation of uni-criterion flows, and finally, the aggregation of the latter into global flows. It has been applied successfully in various application areas; Application domains include nuclear waste management, the productivity of agricultural regions, risk assessment, web site evaluation, renewable energy, environmental assessment, selection of contract type and project designer.

According to Brans and Mareschal, PROMETHEE is designed to tackle multicriteria problems, such as the following;

$$\max \{g1(a), g2(a), \dots, gn(a) | a \in A\} \quad (1)$$

where :

A is a finite set of possible alternatives {a1, a2, . . . , am}

and

$\{g_1(\cdot), g_2(\cdot), \dots, g_n(\cdot)\}$ a set of evaluation criteria either to be maximized or minimized.

The decision-maker needs to construct the evaluation table as in the following table. The second row of this table is about the weights associated with each of the criteria, and Equation (1) holds true:

$$\sum_{j=1}^n w_j = 1, j = 1, 2, \dots, n \quad (2)$$

Table 1 Evaluation table

a	$g_1(\cdot)$	$g_2(\cdot)$	\dots	$g_n(\cdot)$
	w_1	w_2	\dots	w_n
a_1	$g_1(a_1)$	$g_2(a_1)$	\dots	$g_n(a_1)$
a_2	$g_1(a_2)$	$g_2(a_2)$	\dots	$g_n(a_2)$
	\dots			
a_m	$g_1(a_m)$	$g_2(a_m)$	\dots	$g_n(a_m)$

It must be pointed out that MCDA techniques in general place the decision-makers in the centre of the process, and different decision-makers can model the problem in different ways, according to their preferences (it also must be mentioned here that the methods assist the decision-maker, they do not make the final decision for him/her; thus, the word “aid” in the MCDA acronym. The responsibility for the final decision rests with the decision-maker alone). In PROMETHEE, a preference degree is an expression of how one action is preferred against another action. For small deviations among the evaluations of a pair of criteria, the decision-maker can allocate a small preference; if the deviation can be considered negligible, then this can be modelled in PROMETHEE too. The exact opposite stands for large deviations where the decision-maker must allocate a large preference of one action over the other; if the deviation exceeds a certain value set by the decision-maker, then there is an absolute preference of one action over the other. This preference degree is a real number always between 0 and 1 (Morfoulaki, 2021).

3.3 The questionnaire survey

As mentioned above, the criteria used in the evaluation of the e-smartec GPs at the first part of the current report were transformed into engagement challenges. Representatives of e-smartec Regions (and cities) that participated in e-smartec training and experience exchange activities were asked to give weights to assess the level of difficulty of their Municipality / Region to respond to specific requirements for implementing and following a strong mobility engagement strategy (comparative assessment between the criteria, the higher the difficulty, the higher the weight). The short questionnaire used is presented in the following table.

Table 2: The questionnaire survey to key actors in mobility planning (“difficulty of applicability” parameters preference degrees)

CRITERIA - please assess the level of difficulty of YOUR Municipality / Region to respond to specific requirements for implementing and following a strong mobility engagement strategy (comparative assessment between the criteria, the higher the difficulty, the higher the weight), total score must be equal to 100%	
How difficult is to find the relevant capacity/knowledge/experience among the involved (in mobility planning) municipal staff to follow/monitor/implement an engagement strategy	
How difficult is to find the relevant capacity/knowledge among the municipal staff to follow/monitor/implement an engagement strategy that require ICT tools development, monitoring and update	
How difficult is to secure the required time among the municipal staff to organize/monitor/implement an engagement strategy in mobility planning procedure	
How difficult is to secure the funds for a low-cost engagement strategy – up to 10,000 euro	
How difficult is to secure the funds for a high-cost engagement strategy – up to 40,000 euro	
How difficult is to find the relevant administrative capacity and time among the municipal staff to outsource the follow/monitor/implement an engagement strategy	
How difficulty is for the Municipality to develop intense synergies with relevant authorities/bodies, research and academia, business sector etc so as to support the engagement strategy implementation (strong networks & cooperation schemes development)	
How difficulty is for the Municipality to involve diverse/different groups of citizens in your city (linked with citizens' level of awareness and willingness to participate in participatory planning)	
How difficulty is for the Municipality to access various communication channels (press appearances, media etc)	
SUM (!!! Total score MUST equal 100%)	0%

In total 31 questionnaires were collected from the 6 e-smartec Regions following the distribution depicted in the following figure.

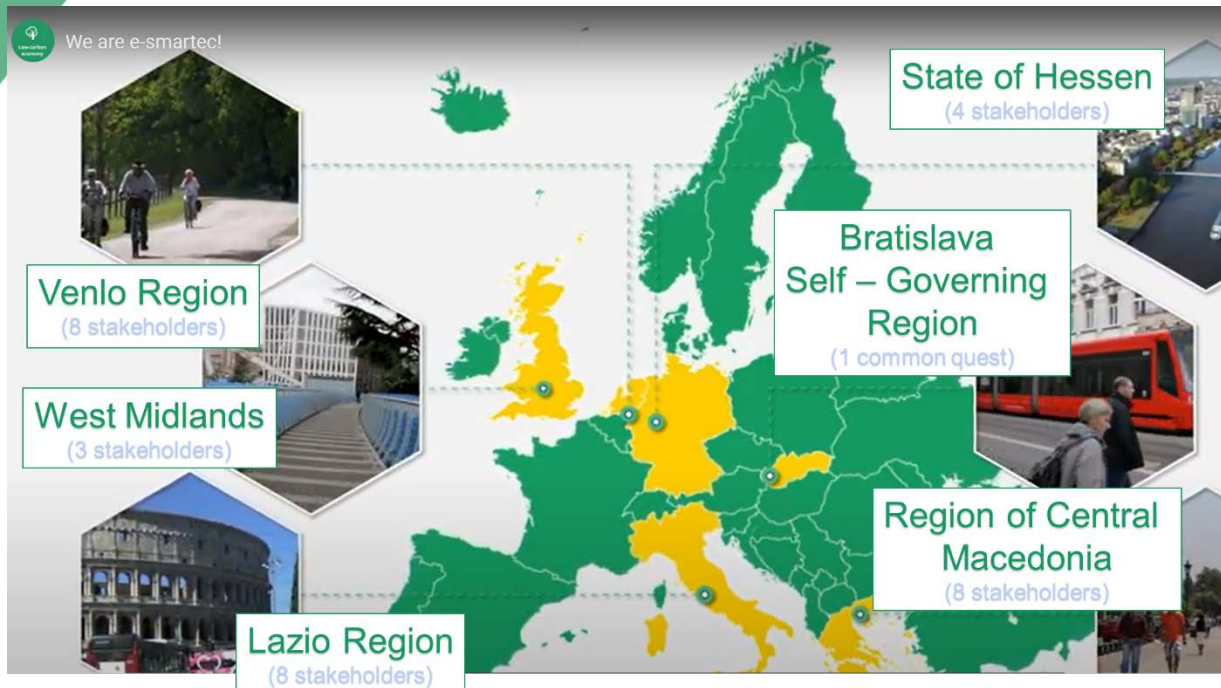


Figure 10: Number of collected questionnaires per e-smartec Region

The analysis of the questionnaires with PROMETHEE software is presented in the following chapter.

3.4 PROMETHEE analysis and insights

3.4.1 Preparatory steps for the analysis – weights processing

The preparatory steps followed in order to identify the transferability potentials of the e-smartec good practices through PROMETHEE software were:

- i. **Correlation of criteria of stakeholders' questionnaire (PART B) with evaluation criteria of GPs (PART A)**

Table 3: Correlation of criteria of stakeholders' questionnaire (Part A) with evaluations assigned horizontally to the good practices (Part B)

Criterion of the questionnaire (Part B)	Link with GPs evaluation criteria (part A)	Coding
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How difficult is to find the relevant capacity/knowledge/experience among the involved (in mobility planning) municipal staff to follow/monitor/implement an engagement strategy	Advanced knowledge/capacity requirement for GP adoption and transferring	C1
How difficult is to find the relevant capacity/knowledge among the municipal staff to follow/monitor/implement an engagement strategy that require ICT tools development, monitoring and update	Advanced ICT exploitation related knowledge/capacity for GP adoption and transferring	C2
How difficult is to secure the funds for a low-cost engagement strategy – up to 10,000 euro	30%*(low budget availability) + 70% *(high budget availability) <i>***in the sense that is much more difficult to identify financial support of higher level</i>	C3
How difficult is to secure the funds for a high-cost engagement strategy – up to 40,000 euro		
How difficult is to find the relevant administrative capacity and time among the municipal staff to outsource the follow/monitor/implement an engagement strategy	Effort for a full replication of the GP (50%*(required time secure) + 50%*(administrative capacity secure))	C4
How difficulty is for the Municipality to develop intense synergies with relevant authorities/bodies, research and academia, business sector etc so as to support the engagement strategy implementation (strong networks & cooperation schemes development)	Level of synergies required for the replication of the GP	C5
How difficulty is for the Municipality to involve diverse/different groups of citizens in your city (linked with citizens' level of awareness and willingness to participate in participatory planning)	Level of effectiveness of the GP for engaging wide audience/diverse targets	C6
How difficulty is for the Municipality to access various communication channels (press appearances, media etc)	Requirement for strong access to more advanced communication channels	C7

ii. Calculation of the average scoring per criterion at regions level and horizontally for all e-smartec Regions (from PART B)

The analysis of the stakeholders' questionnaires feedback took place at regional level (per e-smartec region) and also at transnational level (average scoring for all e-smartec regions). The

following table presents the average scoring per criterion posed in the questionnaire at these two levels.

Table 4: Average scoring at regions and e-smartec (regions) level

weights	C1	C2	C3	C4	C5	C6	C7
	Advanced knowledge/capacity	Advanced ICT exploitation related knowledge/capacity	Cost availability	Existence of effort for a full replication	High level of synergies	Wide audience goal	Strong access to more advanced communication channels
RCM	15.00	17.70	14.10	16.70	12.70	12.40	11.40
HESSEN	19.60	23.40	10.80	15.50	9.60	15.10	6.00
VENLO	10.30	16.50	11.90	9.90	15.30	17.80	18.30
BRATISLAVA	31.40	11.40	1.40	11.40	41.40	1.40	1.60
WEST MIDLANDS	15.40	16.40	12.70	13.70	11.70	20.70	9.40
RSM	15.30	13.10	17.10	15.90	17.50	11.40	9.70
<i>e-smartec regions average scoring</i>	17.83	16.42	11.33	13.85	18.03	13.13	9.40

3.4.2 Ranking of the GPs using Multicriteria Analysis

The evaluation per criterion assigned to each GP in the part A (from 1-low to 5-high) and the “difficulty of applicability” parameters that was based on the stakeholders’ questionnaires were imported in the databases that were developed in the PROMETHEE MCDA software. The respective preference degrees are presented the following tables. It should be noted here that all the 44 GPs were included both in the separate (at e-smartec Region level) and in the transnational (average for all e-smartec Regions) analysis since we didn’t want to exclude transferability related insights/inspiration of a GP implemented within a specific Municipality of a specific Region from the rest Municipalities of the same Region.

Table 5: Ranking of the GPs according to the “difficulty of applicability” parameters preference degrees for RCM case

RANK	GOOD PRACTICE	PHI
1	ENERGY TRANSITION GAME	0.6881
2	ACTIVE MOBILITY MARKETING TOOLBOX	0.5151
3	VOLTARO	0.4912
4	REPORTING PLATFORM FOR CYCLE TRAFFIC	0.4198
5	REFORM	0.4121
6	GREENING YOUR FLEET EVENT	0.3516
7	TRENDSPORTAL CARD GAME	0.3309
8	PEDIBUS	0.3163
9	365 FLAT RATE TICKETING	0.2898
10	SILVER ECONOMY	0.2809
11	CYCLING TRAINING IN SCHOOLS	0.2612
12	SACRAVELO	0.2333
13	DESIRE	0.1347
14	CITY CYCLING COMPETITION	0.1212
15	CYCLING AGAINST DIABETES	0.1

16	CARGOBIKE TRENDSPORTAL	0.0965
17	PROMOTING NEW SUSTAINABLE MODE BRATISLAVA	0.0912
18	CO-CREATION OF MOBILE	0.0893
19	COVENTRY RECYCLING CLUB	0.0665
20	ECOMOBILITY	0.0519
21	EDTWINL	0.0228
22	MOTIVATE	0.0079
23	LOCATION INDEPENDENT WORKING	0
24	MACEDONIAN CUISINE FOOD	-
		0.0081
25	4MYCITY	-
		0.0549
26	FRANKFURT GREEN CITY	-
		0.0867
27	EGUTS	-
		0.1126
28	SCHOOL BIKE ROUTE PLANNER	-
		0.1237
29	BA.CYCLOPORTAL	-
		0.1365
30	VIA LIBERTA	-
		0.1633
31	CASI PROJECT CITIZEN	-
		0.2133
32	BETTER TO SCHOOL	-
		0.2179
33	CYCLE-R SERVICES	-0.254
34	GO ELECTRIC TAXI SCHEME	-0.26
35	PROMOTION OF THE IMPLEMENTATION OF TARRIF SYSTEM	-
		0.2663
36	ACTIVE MOBILITY CHECK FOR HESSEN	-
		0.2781
37	VIRTUAL REALITY FOR TOURISM	-
		0.3012
38	SUITS	-0.324
39	CREATION OF A UNIFIELD IMAGE OF TOURISM	-
		0.3277
40	MOBIFALT	-
		0.3653
41	TRANSDANUBE PEARLS	-0.42
42	MOBITHESS	-
		0.4423
43	ROME'S SUMP	-
		0.4916

It seems that for the case of RCM and according to the difficulties faced from the side of its Municipalities, the Energy Transition Game, the Active Mobility Marketing Toolbox as well as Voltaro practice are those that can easily transferred and used for engaging citizens and authorities on sustainable mobility measures/policies.

Table 6: Ranking of the GPs according to the “difficulty of applicability” parameters preference degrees for Hessen case

RANK	GOOD PRACTICE	PHI
1	ENERGY TRANSITION GAME	0.6657
2	VOLTARO	0.5436
3	ACTIVE MOBILITY MARKETING TOOLBOX	0.5294
4	SILVER ECONOMY	0.4027
5	365 FLAT RATE TICKETING	0.396
6	REPORTING PLATFORM FOR CYCLE TRAFFIC	0.3654
7	GREENING YOUR FLEET EVENT	0.3652
8	REFORM	0.3316
9	TRENDSPORTAL CARD GAME	0.3049
10	PEDIBUS	0.2966
11	SACRAVELO	0.2857
12	CYCLING TRAINING IN SCHOOLS	0.2682
13	CYCLING AGAINST DIABETES	0.2192
14	PROMOTING NEW SUSTAINABLE MODE BRATISLAVA	0.1826
15	CITY CYCLING COMPETITION	0.157
16	DESIRE	0.1504
17	CO-CREATION OF MOBILE	0.1085
18	CARGOBIKE TRENDSPORTAL	0.0776
19	MACEDONIAN CUISINE FOOD	0.0764
20	ECOMOBIILITY	0.0539
21	COVENTRY RECYCLING CLUB	0.0313
22	EDTWINL	0.0173
23	LOCATION INDEPENDENT WORKING	0
24	EGUTS	-
		0.0371
25	MOTIVATE	-
		0.0428
26	FRANKFURT GREEN CITY	-0.117
27	4MYCITY	-
		0.1223

28	SCHOOL BIKE ROUTE PLANNER	-
		0.1561
29	BA.CYCLOPORTAL	-
		0.1844
30	VIA LIBERTA	-
		0.1851
31	GO ELECTRIC TAXI SCHEME	-
		0.2494
32	CYCLE-R SERVICES	-
		0.2623
33	CREATION OF A UNIFIELD IMAGE OF TOURISM	-
		0.2701
34	PROMOTION OF THE IMPLEMENTATION OF TARRIF SYSTEM	-
		0.2853
35	CASI PROJECT CITIZEN	-
		0.2933
36	BETTER TO SCHOOL	-
		0.2936
37	VIRTUAL REALITY FOR TOURISM	-
		0.2943
38	ACTIVE MOBILITY CHECK FOR HESSEN	-
		0.3122
39	MOBIFALT	-
		0.3606
40	TRANSDANUBE PEARLS	-
		0.3643
41	SUITS	-
		0.4248
42	MOBITHESS	-
		0.5006
43	FORMULA E ROME E-PRIX	-
		0.5342
44	ROME'S SUMP	-
		0.5395

As for Hessen, it seems that the main preferences are the same with those of RCM as Energy Transition Game, Voltaro and Active Mobility Marketing Toolbox are ranked as the three more easily adopted practices.

Table 7: Ranking of the GPs according to the “difficulty of applicability” parameters preference degrees for Venlo case

RANK	GOOD PRACTICE	PHI
1	ENERGY TRANSITION GAME	0.6612
2	ACTIVE MOBILITY MARKETING TOOLBOX	0.4837
3	REFORM	0.453
4	VOLTARO	0.4107

5	PEDIBUS	0.3679
6	REPORTING PLATFORM FOR CYCLE TRAFFIC	0.3433
7	SACRAVELO	0.3065
8	GREENING YOUR FLEET EVENT	0.2886
9	CYCLING TRAINING IN SCHOOLS	0.2763
10	SILVER ECONOMY	0.2605
11	TRENDSPORTAL CARD GAME	0.2074
12	DESIRE	0.2019
13	365 FLAT RATE TICKETING	0.1679
14	COVENTRY RECYCLING CLUB	0.1172
15	EDTWINL	0.1072
16	ECOMOBILITY	0.0863
17	MOTIVATE	0.0619
18	CYCLING AGAINST DIABETES	0.0563
19	CO-CREATION OF MOBILE	0.0393
20	CITY CYCLING COMPETITION	0.0026
21	4MYCITY	0.0026
22	LOCATION INDEPENDENT WORKING	0
23	MACEDONIAN CUISINE FOOD	-
		0.0158
24	PROMOTING NEW SUSTAINABLE MODE	-
	BRATISLAVA	0.0267
25	CARGOBIKE TRENDSPORTAL	-
		0.0374
26	SCHOOL BIKE ROUTE PLANNER	-
		0.0616
27	FRANKFURT GREEN CITY	-
		0.0758
28	BETTER TO SCHOOL	-
		0.0881
29	BA.CYCLOPORTAL	-
		0.0916
30	CASI PROJECT CITIZEN	-
		0.1137
31	CYCLE-R SERVICES	-
		0.1263
32	GO ELECTRIC TAXI SCHEME	-
		0.1914
33	EGUTS	-
		0.2123
34	SUITS	-
		0.2472
35	VIA LIBERTA	-
		0.2705

36	ACTIVE MOBILITY CHECK FOR HESSEN	-
		0.2751
37	VIRTUAL REALITY FOR TOURISM	-
		0.2926
38	MOBITHESS	-
		0.3042
39	TRANSDANUBE PEARLS	-
		0.3109
40	PROMOTION OF THE IMPLEMENTATION OF TARRIF SYSTEM	-
		0.3253
41	CREATION OF A UNIFIELD IMAGE OF TOURISM	-
		0.3993
42	MOBIFALT	-
		0.4426
43	ROME'S SUMP	-
		0.4691
44	FORMULA E ROME E-PRIX	-
		0.5244

For the case of Venlo, even if the two more easily adopted practices are in common with the previous regions -Energy Transition Game and Active Mobility Marketing Toolbox- Reform is considered as the third more easily adopted practice. Reform practice, is based on a web tool and consists a mechanism for stakeholders' capacity building and engagement on sustainable mobility planning.

Table 8: Ranking of the GPs according to the "difficulty of applicability" parameters preference degrees for Bratislava case

RANK	GOOD PRACTICE	PHI
1	REPORTING PLATFORM FOR CYCLE TRAFFIC	0.7643
2	ENERGY TRANSITION GAME	0.6238
3	4MYCITY	0.4385
4	REFORM	0.4172
5	MOTIVATE	0.3989
6	VOLTARO	0.3824
7	GREENING YOUR FLEET EVENT	0.374
8	COVENTRY RECYCLING CLUB	0.362
9	365 FLAT RATE TICKETING	0.3318
10	ACTIVE MOBILITY MARKETING TOOLBOX	0.3136
11	CO-CREATION OF MOBILE	0.2194
12	CYCLING AGAINST DIABETES	0.2052
13	BA.CYCLOPORTAL	0.1731
14	VIRTUAL REALITY FOR TOURISM	0.1594
15	CARGOBIKE TRENDSPORTAL	0.1299

16	PROMOTION OF THE IMPLEMENTATION OF TARRIF SYSTEM	0.1165
17	TRENDSPORTAL CARD GAME	0.1124
18	EGUTS	0.0808
19	FRANKFURT GREEN CITY	0.0717
20	ECOMOBILITY	0.0544
21	EDTWINL	0.0535
22	PROMOTING NEW SUSTAINABLE MODE BRATISLAVA	0.0074
23	PEDIBUS	0.0014
24	LOCATION INDEPENDENT WORKING	0
25	SACRAVELO	-
26	MACEDONIAN CUISINE FOOD	0.0048
27	SILVER ECONOMY	-
28	BETTER TO SCHOOL	0.0496
29	SUITS	-
30	MOBITHESS	0.1218
31	CITY CYCLING COMPETITION	-
32	SCHOOL BIKE ROUTE PLANNER	0.1753
33	MOBIFALT	-
34	CASI PROJECT CITIZEN	0.2366
35	CYCLE-R SERVICES	-0.263
36	CYCLING TRAINING IN SCHOOLS	-
37	CREATION OF A UNIFIELD IMAGE OF TOURISM	0.2659
38	DESIRE	-
39	VIA LIBERTA	0.2728
40	ROME'S SUMP	-
41	GO ELECTRIC TAXI SCHEME	0.3222
42	ACTIVE MOBILITY CHECK FOR HESSEN	-
		0.3572
		0.4718
		0.4812
		0.5512
		0.5538

43	TRANSDANUBE PEARLS	-
		0.5773
44	FORMULA E ROME E-PRIX	-
		0.5874

A quite different ranking has been resulted from the Bratislava Region, as regards the first three more easily transferable practices. The most appropriate practice for Bratislava Municipalities, seems to be the Reporting Platform for Cycle Traffic (ranked as first alternative only in the specific region), the second is the Energy Transition Game while the third is a practice which seems to be highly ranked only in this region, the 4MYCITY tool. The current practice is not even in the first 10 more efficient practices of the other regions.

Table 9: Ranking of the GPs according to the “difficulty of applicability” parameters preference degrees for West Midlands case

RANK	GOOD PRACTICE	PHI
1	ENERGY TRANSITION GAME	0.6312
2	ACTIVE MOBILITY MARKETING TOOLBOX	0.4807
3	VOLTARO	0.4674
4	REPORTING PLATFORM FOR CYCLE TRAFFIC	0.4007
5	REFORM	0.3779
6	SILVER ECONOMY	0.3414
7	GREENING YOUR FLEET EVENT	0.3395
8	SACRAVELO	0.3021
9	PEDIBUS	0.3016
10	365 FLAT RATE TICKETING	0.2798
11	CYCLING TRAINING IN SCHOOLS	0.2347
12	TRENDSPORTAL CARD GAME	0.2158
13	CO-CREATION OF MOBILE	0.177
14	DESIRE	0.1305
15	CYCLING AGAINST DIABETES	0.1235
16	CITY CYCLING COMPETITION	0.1202
17	PROMOTING NEW SUSTAINABLE MODE BRATISLAVA	0.1067
18	COVENTRY RECYCLING CLUB	0.0826
19	ECOMOBILITY	0.0667
20	EDTWINL	0.0333
21	MOTIVATE	0.0305
22	CARGOBIKE TRENDSPORTAL	0.0163
23	MACEDONIAN CUISINE FOOD	0.0153
24	LOCATION INDEPENDENT WORKING	0

25	4MYCITY	-
		0.0253
26	EGUTS	-
		0.0774
27	FRANKFURT GREEN CITY	-
		0.0774
28	SCHOOL BIKE ROUTE PLANNER	-
		0.0972
29	BA.CYCLOPORTAL	-
		0.1007
30	BETTER TO SCHOOL	-
		0.1935
31	CYCLE-R SERVICES	-
		0.2147
32	GO ELECTRIC TAXI SCHEME	-
		0.2305
33	VIA LIBERTA	-
		0.2326
34	VIRTUAL REALITY FOR TOURISM	-
		0.2451
35	CASI PROJECT CITIZEN	-
		0.2705
36	TRANSDANUBE PEARLS	-0.286
37	PROMOTION OF THE IMPLEMENTATION OF TARRIF SYSTEM	-
		0.3023
38	ACTIVE MOBILITY CHECK FOR HESSEN	-
		0.3344
39	CREATION OF A UNIFIELD IMAGE OF TOURISM	-
		0.3637
40	SUITS	-
		0.3791
41	MOBITHESS	-
		0.3821
42	MOBIFALT	-
		0.3937
43	ROME'S SUMP	-
		0.5277
44	FORMULA E ROME E-PRIX	-
		0.5414

For the UK case of West Midlands, the three more suitable practices are very similar to the ones of RCM and Hessn and are the Energy Transition Game, the active Mobility Marketing Toolbox and the Voltaro.

Table 10: Ranking of the GPs according to the “difficulty of applicability” parameters preference degrees for RSM case

RANK	GOOD PRACTICE	PHI
1	ENERGY TRANSITION GAME	0.6895
2	REPORTING PLATFORM FOR CYCLE TRAFFIC	0.5015
3	ACTIVE MOBILITY MARKETING TOOLBOX	0.4957
4	VOLTARO	0.4769
5	REFORM	0.4437
6	GREENING YOUR FLEET EVENT	0.3653
7	TRENDSPORTAL CARD GAME	0.3289
8	PEDIBUS	0.3101
9	365 FLAT RATE TICKETING	0.2436
10	SACRAVELO	0.2004
11	SILVER ECONOMY	0.1903
12	CYCLING TRAINING IN SCHOOLS	0.1886
13	CO-CREATION OF MOBILE	0.1388
14	CARGOBIKE TRENDSPORTAL	0.1313
15	COVENTRY RECYCLING CLUB	0.1149
16	CITY CYCLING COMPETITION	0.1019
17	MOTIVATE	0.0721
18	DESIRE	0.0684
19	CYCLING AGAINST DIABETES	0.0632
20	PROMOTING NEW SUSTAINABLE MODE BRATISLAVA	0.0592
21	ECOMOBILITY	0.0559
22	4MYCITY	0.0263
23	EDTWINL	0.0021
24	LOCATION INDEPENDENT WORKING	0
25	MACEDONIAN CUISINE FOOD	-0.046
26	FRANKFURT GREEN CITY	-
27	BA.CYCLOPORTAL	-
28	SCHOOL BIKE ROUTE PLANNER	-
29	EGUTS	-
30	VIA LIBERTA	-
31	CASI PROJECT CITIZEN	-
32	BETTER TO SCHOOL	-
33	PROMOTION OF THE IMPLEMENTATION OF TARRIF SYSTEM	-

34	VIRTUAL REALITY FOR TOURISM	-
		0.2598
35	CYCLE-R SERVICES	-
		0.2659
36	ACTIVE MOBILITY CHECK FOR HESSEN	-
		0.3023
37	SUITS	-0.304
38	GO ELECTRIC TAXI SCHEME	-0.312
39	MOBIFALT	-
		0.3481
40	CREATION OF A UNIFIELD IMAGE OF TOURISM	-
		0.3643
41	MOBITHESS	-
		0.4033
42	TRANSDANUBE PEARLS	-
		0.4489
43	ROME'S SUMP	-
		0.5018
44	FORMULA E ROME E-PRIX	-
		0.5194

Finally for the case of Lazio Region and close enough to the results of RCM the three more appropriate practices seems to be the Energy Transition Game, the Reporting Platform for Cycle Traffic and the Active Mobility Marketing Toolbox.

In general for the six regions (and according to the current declared capacity/difficulty) seems that common practices can be easily (and effectively) transferred (ranking in the top 5 positions) while there are some unique preferences such as the 4Mycity, the Silver Economy and the Pedibus practices. The above mentioned similarities and differences are highlighted in the following table.

Table 11: Common GPs in the top ranking of the regions according to the “difficulty of applicability” parameters preference degrees.

Rank	ROME	COVENTRY	BRATISLAVA	VENLO	HESSEN	RCM
	1	ENERGY TRANSITION GAME	ENERGY TRANSITION GAME	REPORTING PLATFORM FOR CYCLE TRAFFIC	ENERGY TRANSITION GAME	ENERGY TRANSITION GAME
2	REPORTING PLATFORM FOR CYCLE TRAFFIC	VOLTARO	ENERGY TRANSITION GAME	ACTIVE MOBILITY MARKETING TOOLBOX	VOLTARO	ACTIVE MOBILITY MARKETING TOOLBOX
3	ACTIVE MOBILITY MARKETING	ACTIVE MOBILITY MARKETING	4MYCITY	REFORM	ACTIVE MOBILITY MARKETING	VOLTARO

	G TOOLBOX	G TOOLBOX			G TOOLBOX	
4	VOLTARO	REFORM	REFORM	VOLTARO	SILVER ECONOMY	REPORTIN G PLATFORM FOR CYCLE TRAFFIC
5	REFORM	GREENING YOUR FLEET EVENT	MOTIVATE	PEDIBUS	365 FLAT RATE TICKETING	REFORM

Finally, in the table below, the overall ranking of the GPs according to the “difficulty of applicability” parameters preference degrees for the 6 e-smartec regions is presented.

Table 12: Ranking of the GPs according to the “difficulty of applicability” parameters preference degrees for overall e-smartec case study area (average scoring for the 6 e-smartec regions)

RANK	GOOD PRACTICE	PHI
1	ENERGY TRANSITION GAME	0.6599
2	ACTIVE MOBILITY MARKETING TOOLBOX	0.4697
3	REPORTING PLATFORM FOR CYCLE TRAFFIC	0.4658
4	VOLTARO	0.462
5	REFORM	0.4059
6	GREENING YOUR FLEET EVENT	0.3474
7	365 FLAT RATE TICKETING	0.2848
8	PEDIBUS	0.2656
9	TRENDSPORTAL CARD GAME	0.2501
10	SILVER ECONOMY	0.2377
11	SACRAVELO	0.2205
12	CYCLING TRAINING IN SCHOOLS	0.1594
13	COVENTRY RECYCLING CLUB	0.1291
14	CO-CREATION OF MOBILE	0.1287
15	CYCLING AGAINST DIABETES	0.1279
16	MOTIVATE	0.0881
17	PROMOTING NEW SUSTAINABLE MODE BRATISLAVA	0.0701
18	CARGOBIKE TRENDSPORTAL	0.069
19	ECOMOBILITY	0.0615
20	DESIRE	0.0547
21	CITY CYCLING COMPETITION	0.0546
22	4MYCITY	0.0441
23	EDTWINL	0.0394
24	LOCATION INDEPENDENT WORKING	0
25	MACEDONIAN CUISINE FOOD	-0.0006
26	FRANKFURT GREEN CITY	-0.0576

27	BA.CYCLOPORTAL	-0.0703
28	EGUTS	-0.0811
29	SCHOOL BIKE ROUTE PLANNER	-0.1298
30	BETTER TO SCHOOL	-0.1853
31	VIRTUAL REALITY FOR TOURISM	-0.2056
32	PROMOTION OF THE IMPLEMENTATION OF TARRIF SYSTEM	-0.2132
33	CASI PROJECT CITIZEN	-0.226
34	CYCLE-R SERVICES	-0.2315
35	VIA LIBERTA	-0.2493
36	GO ELECTRIC TAXI SCHEME	-0.2991
37	SUITS	-0.3001
38	CREATION OF A UNIFIED IMAGE OF TOURISM	-0.3412
39	ACTIVE MOBILITY CHECK FOR HESSEN	-0.3427
40	MOBIFALT	-0.3578
41	MOBITHESS	-0.3633
42	TRANSDANUBE PEARLS	-0.4012
43	ROME'S SUMP	-0.5018
44	FORMULA E ROME E-PRIX	-0.5386

The PROMETHEE analysis reveals that the weights that are given by the regions as regards the level of difficulty to respond to specific requirements for implementing and following a strong mobility engagement strategy, can significantly modify the transferability of a practice at a local level.

4. Sum up & Discussion

e-smartec project has taught us that engagement in SUMP cycle should be a continuous procedure; *The engagement in SUMP cycle starts with capacity building at internal (competence authority) level with the meaning that cross-sectorial cooperation is needed and staff should be trained on this modern way of co-planning. The beginning of SUMP should mark a real change in citizens' perspective towards mobility planning, therefore, a warm introduction of the scopes and whole procedure can mobilize them – attractive methods as ambassadors' campaigns, popular events with the occasion of which SUMP is introduced can add on initiative's welcoming. The 2nd phase of the SUMP cycle involves data and users' needs collection and embeds a creative process (brainstorming, ideas creation, prioritization of requirements, vision co-design) that leave larger space for applying and experimenting various techniques in engagement (surveys, games, workshops, participatory mapping activities etc). The 3rd phase of the SUMP asks also for innovation in reaching the public for introducing them the future interventions (i.e. pilot interventions can help fine-tune measures and increase satisfaction). Finally, the 4th phase, where the adopted plan is in force, measures monitoring and upgrade is strongly dependent on citizens' feedback – also here, clever ways of keeping*

citizens' interest and participation at high levels are necessary; gamification methods involving rewards and crowd-sourcing tools can transform responsibility into pleasure. Furthermore, each phase of the SUMP cycle should close with an overall presentation (information) of the previous activities and a consultation procedure that guarantees public acceptance. E-engagement and digital engagement (dedicated webpage of SUMP with all the relevant information, e-surveys, voting etc.) should be activated throughout the whole SUMP cycle (Myrovali et. al, 2021).

In order the benefits of a well-conducted engagement strategy to outweigh the initial costs, it seems that continuous investment in public awareness and engagement actions is required. The combination of methods and tools increases the success in the majority of cases. There are also low-budget but still attractive campaigns and meetings or free online tools offering interactive elements can be the answer to low budget availability. However, it is extremely necessary that functional area's special characteristics are always taken into account in order to achieve the best possible results. Exactly towards this direction, the outputs of the current deliverable are estimated as helpful for the authorities while building their sustainable mobility engagement strategy.

First of all, the e-smartec E-library 2.0, read in parallel with the input of the initial E-library of the project, can act as a quick guide for Regions and Cities that want to design and implement an engagement strategy to accompany SUMP phases. Ranking the evaluation criteria at Region/City level and then checking potentials and requirements per GP can show the way towards an imaginative transferring.

Regarding PROMETHEE results, since the above presented prioritized lists per Region are based on the weights assigned by a sample of the Municipalities consisting the whole Region and depicting personal views of specific staff member/expert in the majority of cases (not being the result of an intense consultation with all the members consisting SUMP development teams including the final decision makers) the prioritization is indicative (available answers totally dependent). Furthermore, the transferability potentials presented here refer to the transferring of the whole GP – this means that when getting inspiration from specific aspects/dimensions of a GP (partial transferring or 'free' transferring of a GP), the situation can be totally different. Finally, we could say that the final decision of choosing a GP or a specific dimension of a GP to be transferred it depends on top priorities - political will – that can be in total contrast with the current situation/capacity of a Municipality i.e. a medium advanced ICT city, given a large investment plan and funding on digitalization transformation, could select to implement engagement and co-planning measures that require high ICT exploitation levels even if the current relevant capacity of its staff is not rich enough.

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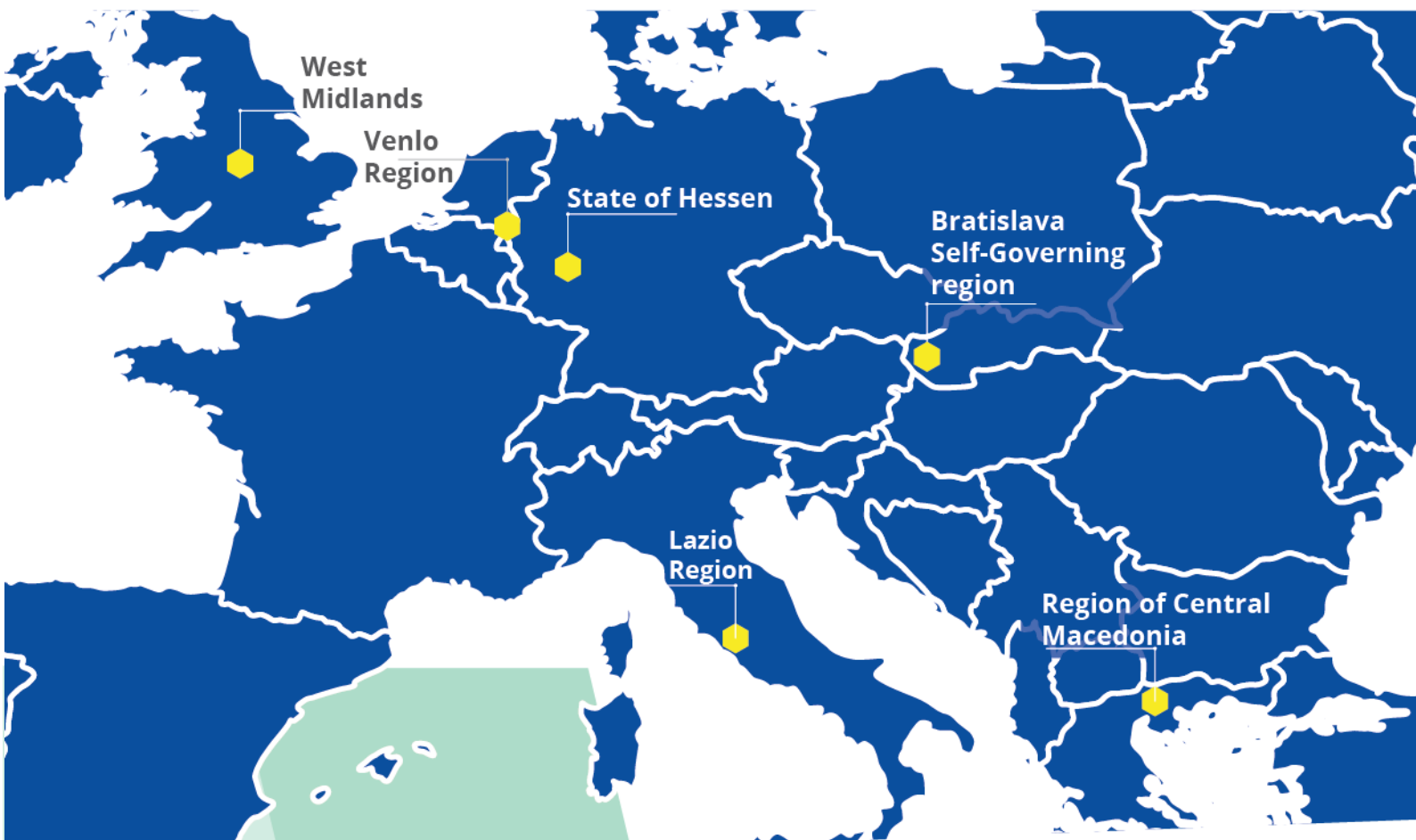
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