



e-smartec
Interreg Europe

Action Plan

State of Hessen

Summary

HESSEN



Ministry for Economic Affairs,
Energy, Transport and Housing
State of Hessen



HESSEN
TRADE & INVEST

Hessen Economic Development

CENTRE OF COMPETENCE 
— SUSTAINABLE
— URBAN
— MOBILITY
STATE OF HESSEN

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General information

project

e-smartec - enhanced sustainable mobility with marketing techniques (PGI06099)

partner organisation(s) concerned

Hessen Trade & Invest GmbH / Centre of Competence for Sustainable Urban Mobility (HTAI / CC-SUM)

country

Deutschland / Germany

NUTS2 region

Darmstadt, Hessen

contact person

Dr.-Ing. Carsten Ott

email address

carsten.ott@htai.de

phone number

+49 611 95017-8350

The Action Plan aims to impact

- Investment for Growth and Jobs programme**
- European Territorial Cooperation programme**
- Other regional development policy instrument**

Name of the policy instrument(s) addressed

Hessen's Mobility Strategy 2035

1. Introduction

Many European urban areas face a series of environmental challenges linked to mobility – congestion linked to air pollution. Based on the experience, sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and travellers. Users' engagement in mobility planning is often a big challenge for authorities since it requires deep knowledge of marketing and sociological aspects.

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. Eventually e-smartec is expected to contribute to the urban dimension of regional and local mobility policy-making by enhancing sustainable measures acceptance level, thus contributing to the implementation of the EU goal on the transition to a low carbon economy.

The 6 e-smartec 'test-bed' areas of the Action Plans include: Bratislava Self Governing Region (represented by University of Zilina), Region of Central Macedonia (represented by Regional Development Fund of the Region of Central Macedonia on behalf of the Region of Central Macedonia), Lazio Region (represented by Rome Mobility Agency), North Limburg (represented by Municipality of Venlo) , West Midlands (represented by Coventry University Enterprises Ltd) and State of Hessen (represented by Hessen Trade & Invest GmbH/ Centre of Competence for Sustainable Urban Mobility). With the lead partner CERTH (Centre for Research and Technology Hellas), the communication leader POLIS (Promotion of Operational Links with Integrated Services) and the technical support partner LCU (Link Campus University), the e-smartec consortium brings together 9 partner from 7 countries, engaged to further enhance the inclusiveness of sustainable mobility planning and the awareness of sustainable mobility interventions.

Funded under the Interreg Europe Programme and the thematic area of Low Carbon Economy, the e-smartec project initiated at the beginning of August 2019 and unfolds into two phases of a total duration of three years: phase 1 (two and a half years duration), where an exchange of experience process takes place, resulting in the regional Action Plans formulation and phase 2 (one year duration), where the Action Plans are implemented.

As part of the implementation on the part of the Centre of Competence Sustainable Urban Mobility (CC-SUM) of the State of Hessen, various stakeholders were involved in the first phase, including the Hessian Ministry of Economics, Energy, Transport and Housing (HMWEVW), transport planners from among others Frankfurt/Main, Darmstadt and Limburg, and people who are responsible for participatory formats in transport planning. In order to improve the Action Plan, they were consulted within three stakeholder events and played an active role from the initial idea through to completion. The events focused on a variety of issues:

- 1st stakeholder event: the basic idea was presented and discussed with the stakeholders. Further ideas were collected and were incorporated into the process.
- 2nd stakeholder event: The developed action plan was presented and discussed. Additions and constructive criticism were incorporated into the process.

- Additional stakeholder event: The actions were discussed with people who actively participate but are often underrepresented. Among others, institutions for disabled people, representatives of children and young people as well as older people were specifically invited to this event. The aim was to find out about their experiences and needs with regard to participation.

2. Policy instrument

The Hessian Action Plan aims to strengthen the participatory approach within a SUMP process and focuses in particular on **empowering the implementing actors**. To firmly establish these aspects also in the political-strategic environment and to facilitate the operational implementation, the corresponding policy instruments should be strengthened or influenced in the best possible way.

Originally, the **Operational Programme ERDF 2014- 2020 Axis 4 Investment Priority 4e** was chosen as the relevant policy instrument for the region of Hessen within the e-smartec project. The respective priority axis 4e provides for the promotion of strategies to reduce CO₂ emissions for all areas, especially urban areas, including the promotion of sustainable urban mobility and the mitigation of relevant adaptation measures.

As the funds from the period 2014 - 2020 were already fully exhausted, an implementation of new projects financed by the present policy instrument is no longer possible.

For the continuation of the ERDF OP of the funding period 2021 - 2027, this Action Plan can also serve as an instrument to give greater importance to participation-based mobility and transport planning processes in the following funding period and to increase the visibility and implementation of participation as a fundamental element for sustainable planning processes.

Change of the policy instrument:

In order to focus on the municipal level - and thus on the actors primarily implementing participatory formats - a change of the policy instrument was requested. The new policy instrument is the Hessian mobility strategy "**Hessen's Mobility Strategy 2035**". With this comprehensive strategy, the State of Hessen wants to create the best conditions to realize the transport turnaround in the region by 2035. While the ERDF OP concentrates primarily on the regional level, the Hessen's Mobility Strategy 2035 focuses more on the Hessian municipalities - which are also the key actors in the implementation of participation processes.

In focus area 5 of the Hessen's Mobility Strategy "Creating a reliable framework: Planning and Laws", the objective is explicitly formulated to further expand the pioneering role of the Centre of Competence Sustainable Urban Mobility (CC-SUM) of the State of Hessen in the future and, in particular, to strengthen sustainable integrated transport planning, for example by means of a SUMP. The Actions outlined in this Action Plan will help to effectively achieve these objectives.

The CC-SUM supports Hessian municipalities in implementing sustainable mobility and transport planning processes and to combine this implementation with corresponding participatory processes. Therefore, the CC-SUM has established the field of expertise called "Participatory Planning" in order to realize concrete pilot projects through expert advice, information, networking and operational support.

The goal is to enshrine participation as a fundamental element in transport and mobility planning processes. Participation should no longer be seen as an option, but as an elementary component of a planning process. Too often, participatory processes are not explicitly pursued due to a lack of time, personnel or financial capacities in the municipalities.

3. Actions

3.1 ACTION 1: Online-Toolbox for participatory formats and marketing techniques

ACTION In order to support the Hessian municipalities implementing participatory formats, this Action entails the creation of an Online-Toolbox containing marketing and participatory methods for sustainable transport and mobility planning. Further, good practices are displayed, and implementation manuals are provided. The aim is to offer representatives of Hessian municipalities practical assistance and ideas in order to identify the marketing and participatory methods and to be able to apply them.

The Toolbox is developed according to the following steps:

- Definition of the content
- Collection and preparation of the material
- Visual design for user-friendly handling
- Technical conception and implementation of the website
- Beta testing
- Activation of the Toolbox in phase 2 of the project

The Online-Toolbox enables representatives of Hessian municipalities to identify and apply tailor-made marketing and participatory with little effort. Thus, the Toolbox makes an important contribution to the facilitated implementation of marketing and participation processes in the context of sustainable mobility and transport planning in Hessian municipalities. It enables to find respective methods, which meet the municipal needs and target groups, and thus contributing to increased acceptance among users.

INSPIRATION FROM THE PROJECT The exchange within the e-smartec project highlighted that a precise analysis and knowledge of the respective target groups can be a decisive success factor for participation and marketing.

For example, within the good practice "**Promoting the implementation of a new sustainable mode of transport in the city of Bratislava**" comprehensive target group analyses were carried out in advance for the marketing of a new bike sharing offer. Due to these analyses, it was possible to find out for which groups the new offer is of particular interest and hence, to design the marketing activities in line with the target groups in the further course.

The good practices identified in the e-smartec project also offered inspiration with regard to the targeted involvement of underrepresented population groups through the variety of methods. For example, there were promising participatory approaches with a focus on the involvement of intercultural target groups (**EdTWINL: "Multicultural marketing as a tool for sharing the knowledge and best practices in international environment"**) as well as senior citizens ("**Silver Economy: Creation of cross-border cooperation**").

The project to develop an Online-Toolbox of marketing and participation methods was mainly inspired by the good practice **SUITS: "Sustainable Urban Integrated Transport Systems: Transferable tools for S-M local authorities"**, which was implemented in the West Midlands region (UK). SUITS aims to strengthen the capacity of local and regional authorities to develop and implement sustainable and inclusive mobility strategies. In addition to a focus on the application of technical tools such as data management platforms, tools for analysing traffic data and route optimisation, SUITS also developed a broad-based "Capacity Building Toolbox", which contained various modules on the topic of traffic and mobility planning, including concrete templates and training materials for users. The focus of SUITS is on decision-makers and municipal representatives, who are to be enabled to offer improved services in their municipalities.

RELEVANCE TO THE PROJECT

One point has been highlighted in the exchange of experience between the regions involved in the e-smartec project: There is no simple "copy-paste-option" that municipalities can apply in order to successfully pursue marketing and participation activities within sustainable transport and mobility planning. The results and findings from the cooperation so far identified:

- Each step in the SUMP cycle has different objectives.
- Each target group has different needs
- Each municipality has different framework conditions

The content of the Online-Toolbox aims to raise awareness of the importance of sustainable participation processes in municipalities and hence, serves as a "one-stop-shop". In the next step (Action 2), skills and competences are strengthened in order to conceptualise precisely these processes in everyday reality and to implement them successfully and, above all, in a way that is appropriate for the target group.

In terms of content, the Online-Toolbox will primarily be fed by the good practices identified in the e-smartec project and important aspects identified in the context of stakeholder events¹.

STAKEHOLDER INVOLVED

- Hessian Ministry of Economics, Energy, Transport and Housing (HMWEVW)
- transport planners from among others Frankfurt/Main, Darmstadt and Limburg
- decision-makers
- people who are responsible for participatory formats in transport planning

COSTS Preparation of content: 32.000 € net
Technical Implementation: 31.000 € net

FINANCING SOURCES

The implementation will be carried out by the project staff of CC-SUM and the associated costs will be planned and borne by Hessen Trade & Invest GmbH. These costs are not financed by the e-smartec project. The personnel and implementation costs are financed by the applied policy instrument "Hessen's Mobility Strategy 2035" and the project funds made available for this purpose to the CC-SUM. The project funds are provided by the Hessian Ministry of Economics, Energy, Transport and Housing.

TIMEFRAME

Preparation:	October 2021 – January 2022
Activation of the website:	01.02.2022
Communication and marketing measures:	February – April 2022
End of the e-smartec project:	31.01.2023

Subsequent further development and extensions including additions and changes based on the gained experience.

MONITORING MEASURES

The contents of the platform can only be accessed through a registration (log-in). This measure makes it possible to record registrations by municipal representatives and to register where the municipalities are located geographically as well as in terms of their size so that, if necessary, marketing measures can be implemented in specific regions to increase the awareness of the platform. The goal is to reach 27 municipalities through Action 1 and 2, which will either register on the platform or participate in the training or consultation sessions.

¹ Within the framework of e-smartec (task 1.4), three stakeholder events (January, April and November 2021) were held in Hessen with the aim of identifying and discussing the needs of participants with regard to the conceptualisation and implementation of participatory formats and marketing techniques. The first two events were held virtually due to the Corona pandemic, the last event was held in presence in Frankfurt.

3.2 ACTION 2: Capacity Building for municipal representatives

ACTION Representatives of municipalities and regions are key actors in the implementation of participation measures. Hence, the relevant know-how for the implementation of participation processes must be broadly enshrined in municipalities and the relevant departments. Within the framework of training measures, capacity building can be pursued and at the same time important recommendations for efficient and successful participation methods can be conveyed.

The aim is to establish participation as a fundamental element of mobility planning processes and to provide municipalities with the necessary tools to implement it efficiently. To this end the CC-SUM will develop a customised training and capacity building programme. Further, the topic of participation is established more firmly in the services offered by the CC-SUM.

The initial capacity building formats are strongly based on the discussions held during the stakeholder events. They take up the formulated expectations and needs. Accordingly, the capacity building programme will be divided into the following modules.

- Module 1: Basics of the SUMP process and participation
- Module 2: In practice: do's and don'ts of a successful participation process
- Module 3: Dealing (constructively) with critics
- Module 4: Marketing activities

The discussions with participants during the stakeholder events² further showed, that there is a strong desire for **networking and exchange of experiences** with other actors in similar roles. Therefore, it is planned to conduct the capacity building modules primarily face-to-face. This achieves a sensible combination of "learning and teaching" with a simultaneous networking component. Accordingly, all modules will also provide the opportunity for the exchange of experiences and active networking.

With the aim of additionally enabling a permanent and flexibly manageable training offer, basic capacity building modules (e.g. Module 1: SUMP basics) can be made available online as a webinar on the CC-SUM website or directly in the Online-Toolbox. This enables interested parties to participate in the training independently.

² Within the framework of e-smartec (task 1.4), three stakeholder events (January, April and November 2021) were held in Hessen with the aim of identifying and discussing the needs of participants with regard to the conceptualisation and implementation of participatory formats and marketing techniques. The first two events were held virtually due to the Corona pandemic, the last event was held in presence in Frankfurt.

Further, the capacity building programme is complemented by the offer of bilateral „consultation hours”, where municipalities are able to discuss their local needs and circumstances with experts for free.

**INSPIRATION
FROM THE
PROJECT**

Two good practices identified in e-smartec served as a basis for the development of this measure:

The good practice **REFORM: "Fostering regional cooperation and capacity building for SUMP"**, implemented in the region of Central Macedonia, focused on capacity building through a "train-the-trainer" approach. Within this framework, two two-day training sessions were organised - with the aim of strengthening the knowledge and participation of stakeholders regarding SUMP processes, improving planning skills and embedding the SUMP idea more deeply in municipal and sectoral planning.

The material used in the trainings included effective good practices, maps, data collections, working papers, info cards and guides. In addition, an interactive approach was taken by simulating and "training" real situations in participation processes through case studies and role plays.

Also in the good practice **SUITS: "Sustainable Urban Integrated Transport Systems: Transferable tools for S-M local authorities"** (see also Action I), implemented in the West Midlands, so-called "change agents" were identified and trained in sustainable mobility and transport planning processes in order to promote organisational change in their administrations and turn them into "learning organisations".

Both good practices had a strong inspiring character for the development of this Action.

**RELEVANCE TO
THE PROJECT**

The Online-Toolbox outlined in Action I is a valuable and, above all, continuous basis for the independent acquisition of knowledge and skills. However, for a secure handling and efficient implementation of participation methods in practice, it is advisable to develop application-oriented, custom-fit training formats. Further, they provide the opportunity for an exchange of experiences among the participants.

For this purpose, a capacity building concept, as a complementation to Action I, is being developed in Action II, which offers the target group concrete assistance in the elaboration and implementation of participation formats in the context of their SUMP processes. As a second element bilateral consultation hours are offered to discuss local needs and circumstances.

The aim is to establish participation as a fundamental element of mobility planning processes and to provide the necessary assistance for a successful implementation. For this reason there will be a permanent contact person within the CC-SUM who will assist municipalities with participation management issues and coordinate and organise exchange formats. Due to this new thematic focus of the CC-SUM the project has

a direct influence on the policy instrument „Hessen's Mobility Strategy 2035" as the strategic orientation of the CC-SUM is adapted.

STAKEHOLDERS INVOLVED

- Hessian Ministry of Economics, Energy, Transport and Housing (HMWEVW)
- transport planners from among others Frankfurt/Main, Darmstadt and Limburg
- decision-makers
- people who are responsible for participatory formats in transport planning

COSTS Concept development and implementation of capacity building modules and four consultation days for municipalities in 2022: 28.000€ net

FINANCING SOURCES The implementation will be carried out by the project staff of CC-SUM and the associated costs will be planned and borne by Hessen Trade & Invest GmbH. These costs are not financed by the e-smartec project. The personnel and implementation costs are financed by the applied policy instrument "Hessen's Mobility Strategy 2035" and the project funds made available for this purpose to the CC-SUM. The project funds are provided by the Hessian Ministry of Economics, Energy, Transport and Housing.

TIMEFRAME

Preparation:	December 2021 - April 2022
Implementation:	April 2022 – Januaray 2023
End of the e-smartec project:	31.01.2023

Subsequent further development of the content, independent of the project, based on experience gained during the project, in the form of the field of expertise „Participative Planning”.

MONITORING MEASURES The possibility to attend the capacity building programme and consultation hours is offered equally to all municipalities. The success of this measure is made visible by the registration number of municipal representatives. The goal is to reach 27 municipalities through Action 1 and 2, which will either register on the platform or participate in the capacity building programme or consultation hours. Four thematically different capacity building modules of two to four hours each will be offered between March 2022 and January 2023. The modules will each be offered on two dates, if possible as a face-to-face event and otherwise as online training. The consultation hours will be offered on four days.

Table 1: Good Practices, which inspired this Action Plan

No	Title	Origin Country
1	Promoting the implementation of a new sustainable mode of transport in the city of Bratislava	Slovakia
2	EdTWINL: "Multicultural marketing as a tool for sharing the knowledge and best practices in international environment"	Austria / Slovakia
3	Silver Economy: Creation of cross-border cooperation	Slovakia
4	SUITS: "Sustainable Urban Integrated Transport Systems: Transferable tools for S-M local authorities"	United Kingdom
5	REFORM: "Fostering regional cooperation and capacity building for SUMP"	Greece


Endorsement

DATE:	Jan. 24 th , 2022
SIGNATURE:	
FUNCTION:	Head of Division Mobility, Logistics, Inland Water Transportation
ORGANISATION:	Hessisches Ministerium für Wirtschaft, Energie und Wohnen Ministry for Economic Affairs, Energy, Transport and Housing - State of Hessen
STAMP OF THE ORGANISATION:	 <p>Hessisches Ministerium für Wirtschaft, Energie, Verkehr und Wohnen Kaiser-Friedrich-Ring 75 65185 Wiesbaden</p>

Partners



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