

4th Project & Steering Committee Meeting

Hosted online by CC-SUM/HTAI (Hessen)

PRESS RELEASE

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

03.02.2021. The 4th Project Meeting and Steering Committee Meeting of the [e-smartec](#) Project were held online on January 29 and February 3, 2021. The event, who saw the participation of all Project Partners, was hosted by [e-smartec's](#) Project Partner [CC-SUM/HTAI](#).

The Project Meeting started with a welcome on behalf of Susanne Fischell (CC-SUM/HTAI), who briefly introduced the new CC-SUM/HTAI team working on the project and took the Consortium into a digital journey to the State of Hessen, indicating the Region's main mobility characteristics and challenges.

Project Coordinator Maria Morfoulaki followed with an overview on the status of the project, indicating the ongoing activities and deliverables, as well as the interconnections between the project's tasks.

As of what pertains Task 1.3, "Capacity building for effective marketing approach in mobility planning", Lazio Region's Partners have developed the e-smartec's online training materials that will be instrumental for the 3-hour module-based and interactive training courses (hands-on trainings) on SUMP's, engagement/marketing techniques and relevant Good Practices. The trainings are expected to be completed by the end of April 2021.

Regarding Task 1.4, "Action Plan (AP) definition and preparation", CUE moderated the updates on the regional status of e-smartec's Citizens' Events, Expert Panels and 1st Plenary Stakeholders Meetings. Most of the actions are pending due to the pandemic or need to be shifted to online formats, but examples like Venlo's, which approached different stakeholders through various online meetings, or Hessen's, which harvested results during a fruitful 1st Plenary Stakeholders Meeting, give a positive perspective on the evolution of the task.

Following the above, each Region presented their Action Plan status:

- *Region of Central Macedonia* is investigating actions related to the SUMP Competence Centre, as well as to co-planning mobility solutions for schools.
- *West Midlands Region* is currently in a transition phase, as stakeholders' priorities have changed and shifted from cycling to active mobility and micro-mobility.
- *Lazio Region* has been considering new approaches to its SUMP Action Plan due to the corona crisis – in particular: smart working and the extension of the cycle network.
- *Bratislava Region* is planning to increase the use of public transport and highlight traffic safety in view of the crisis.
- *Venlo Region* envisages the promotion of active mobility, parking and mobility management, as well as the partial revision of the regional SUMP.
- *Hessen Region's* Action Plan focuses on the delivery of a Toolbox for enhancing co-creation and co-planning through trainings, platforms, guides and gamification tools.

Regarding Task 1.5, “Monitoring of the APs”, Partner UNIZA highlighted that challenges connected to the monitoring activity are ensuring the exploitation of the APs, as well as providing a clear methodological framework for the monitoring and the possibility of regular updates.

Regarding Task 1.6, “Transferability analysis”, the two dimensions for the transferability process of the e-smartec Project are:

1. the enlargement of the transferring tips of regional e-smartec Good Practices.
2. the transferring potentials of the methods identified within the Good Practices.

As of Task 2.2, “Advanced communication and dissemination actions”, Partner POLIS presented analytics from the website and social media, as well as the possibility to further collaborate with other projects in the future – such as [MATCH-UP](#) and [OptiTrans](#).

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

Notes to editors

The e-smartec project is designed to strengthen the urban dimension of regional and local mobility policymaking, contributing to the implementation of the EU Transport White Paper, Urban Agenda and EU 2020 with a view to transit to a low carbon economy.

e-smartec aims at developing action plans to start and implement effective mobility interventions, as the basis for a competitive, resource-efficient, and low carbon oriented European transport system.

e-smartec brings together 9 partners from 7 EU countries representing the 6 e-smartec test-bed areas, to join forces to provide tailored guidelines on citizens' and stakeholders engagement marketing techniques, innovative for decision-making and traditional procedures.

e-smartec proposes accompanying each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making.

More information: <https://www.interregeurope.eu/e-smartec/>

Social Media:

- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)

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