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Internal transferability report for marketing techniques adoption in sustainable mobility plans

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1. Introduction

1.1 Project overview

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 and given this need. Users' engagement in mobility planning is often a big challenge for authorities since it requires deep knowledge of marketing and sociological aspects – overcoming this threat (of developing plans that are not acceptable by the public, thus ineffective) is the central axis of the experience exchange among authorities and experts in the e-smartec project.

The e-smartec project is a 3-year project, funded under the INTERREG Europe Programme 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

This document represents one of the two reports of Task 1.2 of the e-smartec project. It outlines the internal transferability for marketing techniques adoption in sustainable mobility plans across the six regions of the project. The report reveals the Good Practices that regions selected to be the most appropriate for their case, including a justification of their selection based on seven evaluation criteria. The second document focuses on categorization of the marketing techniques towards the sustainable mobility plans steps.

1.3 Structure of the report

The report is structured in 6 chapters. Chapter 1 provides an introduction to the report including an overview of e-smartec project and the relevance of this report. Chapter 2 outlines the methodological steps followed as well as interdependencies of the report with other project tasks. A short profile description is presented for all six regions in chapter 3, together with the policy instruments addressed by e-smartec project as well as any SUMPs available in the regions. The regional needs and identified gaps in policy instruments are also presented in this chapter. Chapter 4 presents the selection and evaluation of Good Practices by all regions. Finally, chapter 5 outlines the overall remarks and conclusions.

The report is accompanied by three Annexes: Annex I includes a list with the questions circulated to all partner regions regarding their needs, Annex II presents all Good Practices classified by the engagement method and Annex III contains the scoring of the evaluation of all Good Practices made by regions.

2. Methodology for the most appropriate GP selection

2.1 Description of the methodological steps

This section includes all methodological steps followed for the evaluation and selection of Good Practices by all partner regions. The steps are presented in chronological order below.

Step 1: Identification of regional needs and priorities in sustainable mobility planning

This step concerns the mapping of the current status and the identification of the regional challenges in regards to the engagement to co-planning and the increase of awareness in sustainable mobility solutions. Knowledge sharing and experience exchange on sustainable mobility planning, including policies, best practices and Sustainable Urban Mobility Plans (SUMPs), was performed throughout meetings and communication via emails across all partner regions. Furthermore, all partner regions filled out a questionnaire aimed to gather information on regional needs, implementation processes around SUMPs and stakeholders engagement which provided input on the profile of the regions presented in chapter 3. The full list of questions included in the questionnaire is provided in Annex I.

Step 2: Grouping of GPs for a more structured presentation

All identified Good Practices (GPs) were collected from the six partner regions as described in the '**State-of-the art on marketing techniques for citizens' and stakeholders' engagement in e-smartec Regions**' report. This report resulted from the e-smartec activities entailed in Task 1.1 and presents a total of 44 Good Practices which are listed in Annex II.

In order for regions to have a more structured overview of all Good Practices in the evaluation process that follows, GPs were grouped based on which engagement method they apply in their implementation process. As shown at the first column of Table 1 below, some of the GPs adopt more than one engagement method and the number of methods is displayed within a parenthesis next to each GP. For the purpose of this grouping exercise only, one method was assigned to each GP in order to create unique groups with each GP included only once in each category as shown at the second column of Table 1.

As shown in Table 1 below, there are 7 different engagement methods based on which Good Practices were grouped: 1) Public Events 2) Surveys/Interviews 3) Focus groups/public meetings/open space events 4) Capacity building 5) e-Engagement, crowdsourcing 6) Gaming, gamifications and 7) Other. Regions were free to choose among any Good Practice from the list provided to them, which only excluded Good Practices that originate in the same region.

Table 1: Categorisation of Good Practices based on options for engagement method (for the evaluation process of GPs only)

All records	Selection of one option only
Public events	
VOLTARO (2), Co-creation of mobile open government services (2), Macedonian Cuisine Food Truck (2), Cycling against Diabetes Melitus (2), Ecomobility campaign, Virtual reality for tourism RCM (2), Coventry University, Rome's SUMP (4), PEDIBUS, Transdanube Pearls (3), Promoting new sustainable mode (1), eGUTS(1)	VOLTARO, Macedonian Cuisine Food Truck, Ecomobility campaign, Coventry University, PEDIBUS, Virtual reality for tourism RCM, Promoting new sustainable mode, eGUTS
Surveys, interviews	

SUITS, Rome's SUMP (2), DESIRE (2), Promoting new sustainable mode (3), Creation of a unified image of tourist destination (1)	SUITS, Rome's SUMP, DESIRE, Creation of a unified image of tourist destination
Focus groups/public meetings/open space events	
VOLTARO (1), Co-creation of mobile open government services (1), Macedonian Cuisine Food Truck (1), REFORM (1), Cycling against Diabetes Melitus (1), Cycle Training in schools, Greening your fleet event, Coventry Recycling Club, CASI, Rome's SUMP (1), Cargobike Trendsportal, Active Mobility Check (1), Better to school (1), Mobifalt, Transdanube Pearls (2), EdTWINL (2), Silver Economy (2), SacraVelo (2), eGUTS (2)	Cycle Training in schools, Greening your fleet event, Coventry Recycling Club, Rome's SUMP, Cargobike Trendsportal, Better to school, Mobifalt, CASI, Co-creation open government services
Capacity building	
REFORM (2), Cycling Melitus (3), 4mycity (2), Cycle-R services, Active Mobility Check (2), Better to school (2), City Cycling, DESIRE (1), Transdanube Pearls (1), EdTWINL (1), Silver Economy (1), Active Mobility Marketing Toolbox	REFORM, Cycling Melitus, Cycle-R services, Active Mobility Check, City Cycling, Active Mobility Marketing Toolbox, Transdanube Pearls, EdTWINL, Silver Economy
E-engagement, crowdsourcing	
MOBITHESS, MOTIVATE (1), 4mycity (1), Rome's SUMP (3), School Bike Route Planner, Bicycle traffic reporting, Frankfurt Green City, Promoting new sustainable mode (2)	MOBITHESS, MOTIVATE, School Bike Route Planner, Bicycle traffic reporting, Frankfurt Green City, 4mycity
Gaming, gamifications	
MOTIVATE (2), Virtual reality for tourism RCM (1), Energy transition game, Trendsportal card game, Creation of a unified image of tourist destination (2), SacraVelo (1)	Energy transition game, Trendsportal card game, SacraVelo
Other	
Go Electric Taxi scheme, VIA LIBERA, FORMULA E ROME E-PRIX, Pupil's ticket, New unified tariff system, BA.cycloportal	Go Electric Taxi scheme, VIA LIBERA, FORMULA E ROME E-PRIX (LAZIO), Pupil's ticket, New unified tariff system, BA.cycloportal

Step 3: Definition of evaluation criteria for the regional GPs

The evaluation and selection process of GPs was performed based on the suitability and applicability of each GP to the profile of the region. Regions were asked to evaluate all GPs based on 7 different criteria, on a scale from 1 to 3, as presented in Table 2 below.

The set of criteria developed aims to investigate the degree to which each GP fits with the regions needs, goals and SUMP development stages. Each criterion is assigned three scales which reflect the alignment level of each one of the following thematic areas:

1. **SUMP alignment** criterion reflects the degree to which the GP is in alignment with the steps or phases of the SUMP development according to the needs of the region;
2. **Policy relevance / Action plan integration** indicates whether the GP matches the objectives of the regional policy instruments and if the GP can be integrated in the action plan;
3. **Importance of GP** criterion refers to the level of importance of the GP regarding the potential impact following its adoption;
4. **Addressing region challenges** criterion investigates if the GP addresses the needs of the region and if the challenges are only addressed indirectly and in the long term;
5. **Capability of adoption** refers to the feasibility of adoption of the GP by the region and whether any adjustments or new regulations are required to be introduced beforehand;
6. **Capacity** reflects the availability of resources of the region with respect to supporting the implementation of the GP and whether collaboration with other stakeholders is required. This criterion only addresses the internal capacity of the region in terms of resources and excludes any external factors such as regulations which is examined in the ‘Capability of adoption’ criterion, and;

7. **COVID-19 measures alignment** investigates the alignment of the GP with any COVID-19 measures in place.

Table 2: Evaluation criteria for selection of most appropriate GPs

Evaluation Criteria	***SUMP alignment***	***Policy relevance/ Action plan integration***	***Importance of GP***	***Addressing region challenges***	***Capability of adoption***	***Capacity***	***COVID-19 measures alignment***
Options regions could select from	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
	2. The GP slightly supports the important steps/phases of the SUMP development, according to the region needs	2. The GP fits with the main objectives of our regional policy instruments but cannot be integrated in the action plan	2. The potential impact of the GP is uncertain	2. The GP objective addresses region's challenges indirectly or in the long term	2. This GP could be adopted only following adjustment or introduction of new regulations	2. The region could support the implementation of this GP in collaboration with other stakeholders	2. The GP slightly supports the COVID-19 measures, according to the region needs
	3. The GP does not seem to support the important steps/phases of the SUMP development, according to the region needs	3. The GP is not within the main scope of the regional policy instruments	3. The potential impact of the GP is not significant	3. The GP objective doesn't address any of the region's challenges or needs	3. It wouldn't be feasible for this GP to be adopted in the region	3. The implementation of the GP could not be supported by the region	3. The GP does not seem to support the COVID-19 measures, according to the region needs

Step 4: Selection and evaluation of GPs by regions

Partner regions were asked to evaluate all GPs based on their suitability for their region in terms of achieving objectives, matching SUMP phase or addressing regional challenges. The list of GPs sent to each region excluded those already adopted in the region that was asked to complete the evaluation process, in order to assess how feasible would be to adopt new GPs from all remaining regions. For each GP, a short description and the main objective was provided in the same spreadsheet tab for quick access. Partners had also access to a detailed presentation of every GP which is included in relevant material shared among all regions.

All Good Practices were evaluated by regions based on seven evaluation criteria and three options for each one of them as shown at Table 2 presented above. In addition, for each option selected by partners, it was requested a justification of the answer, explaining how each GP is addressed by each criterion. The final step of the evaluation process was for regions to highlight those GPs that are suitable for the region in terms of achieving objectives, matching SUMP phase or addressing regional challenges.

It is noted that every GP is linked to a specific phase and step in the SUMP cycle as these are illustrated at Figure 1 below. Therefore, the evaluation process of GPs in terms of their suitability and feasibility in adopting those in a region, is closely dependent on the SUMP stage within each region.

Figure 1: SUMP phases and steps. Source: Eltis.org

Step 5: Results of criteria assessment and evaluation of GPs

The responses and evaluation criteria selected from all regions are presented in chapter 4 focusing on the highlighted GPs selected by regions. The criteria that were not met as well as those perceived as acceptable by all regions are also highlighted. Good practices selected by all regions and marketing techniques used by each GP are summarised in the final chapter 5, providing an overview on the most frequently selected GPs.

The scoring of all Good Practices' evaluation criteria for every region and overall ranking of Good Practices is shown in Annex III. The last column of the table shows the average value received for each GP. Good Practices were ranked based on the overall scoring derived from the sum of all evaluation criteria selected by regions. Each criterion could receive 3 possible scores (1, 2 or 3) with a higher score representing a better alignment and fit to the criterion. Therefore, the smaller the evaluation scoring, the more appropriate the Good Practice. Since all criteria are 7, the lowest score a Good Practice could get is 7 and the highest is 21.

2.2 Interdependencies with other project Tasks

This report as a part of Task 1.2 is closely related to other tasks of the project and respective deliverables such as the '*State-of-the art on marketing techniques for citizens' and stakeholders' engagement in e-smartec Regions'*, the *'Categorization of engagement and behavioral changing techniques in sustainable mobility plans steps'* and the '*Handbook for success tips on marketing techniques'*. This report aims at analysing the suitability and transferability of marketing practices used in each regional GPs to other e-smartec partner regions and findings can be incorporated in the steps of the Sustainable Urban Mobility Plans (SUMPs). The internal transferability and the result of the experience exchange will also:

- be included in the training material that will be developed in Task 1.3, but also be used as techniques for the hands-on trainings that will take place in the regions;
- provide inspiration for the regions to develop their Action Plans (Task 1.4), but also can be used for the approach of the various target groups that will help the formulation of the Action Plan;
- be monitored as part of the Action plan implementation (Task 1.5);
- be further analysed per their transferability to other regions including non e-smartec regions according to their special characteristics/needs (Task 1.6);
- be used throughout the whole communication and dissemination activities of the project (Task 2.1 and Task 2.2).

3. Profile of e-smartec regions

This section presents some basic information on each one of the six regions that participate in e-smartec project, including population statistics, policy instruments addressed by the project and the presence of SUMPs in regions. In addition, this section includes what regions aim to achieve through e-smartec project, any changes regions are willing to apply in their policy instruments and the identified missing conditions for citizens and stakeholders engagement in the development and implementation process of SUMPs and mobility planning in general. Some of this information was gathered via a questionnaire on Regional Needs which was circulated to all partner regions as described in Step 1 of chapter 2 above.

3.1 Region of Central Macedonia

The Region of Central Macedonia is the largest and second most populous region in Greece and its capital, Thessaloniki, is the second largest city in Greece in terms of population. Other main cities in the region are Katerini, Serres, Veria, Giannitsa and Kilkis with a population ranging from 51,926 (Kilkis) to 85,851 (Katerini) based on the latest Population Census of 2011. The region of Central Macedonia is located at the northern part of Greece and shares its northern borders with North Macedonia and Bulgaria. The southern borders of the region are facing Thermaic Gulf and the Aegean Sea.

Figure 2: Location and area of the Region of Central Macedonia in Greece

The region has a population of 1,875,000 inhabitants (2011), representing 17% of the country's population and covers an area of 18,811 km^2. In administrative terms, the Region of Central

Macedonia is a public authority at the second degree of local government, operating at regional level and is comprised of seven regional units and 38 Municipalities.

Policy instrument addressed in the Region of Central Macedonia

E-smartec project addresses ERDF 2014-2020, Operational Programme of the Region of Central Macedonia 2014-2020 which aims to boost economic development and create job opportunities in the region. Specifically, the following priorities are being addressed:

- Priority Axis 4: Supporting the move towards a low carbon economy in all sectors and Investment Priority 4e on the promotion of low carbon strategies especially in urban areas, including promotion of sustainable urban mobility and adaptation mitigation measures, and;
- Priority Axis 6: Preserving and protecting the environment and promoting the efficiency of the use of natural resources and Investment Priority 6e regarding the rehabilitation and revitalization of urban areas and improvement of the urban environment, including updated of degraded environmental areas (including areas to be reconstructed) and measures for air pollution and noise reduction.

Sustainable Urban Mobility Plans in the Region of Central Macedonia

RCM is characterized by a relatively low percentage of SUMP implementation, as, by the time of this report, only 10 (out of the 38) municipalities of RCM have concluded or started the process of developing a SUMP, while 5 were in the phase of public procurement, facing severe delays with the process. It is worth mentioning, though, that an important number of Greek cities (24 for the Region of Central Macedonia) have already received fund for SUMPs from the national Green Fund in 2017.

A Sustainable Urban Mobility Plan (SUMP) for the metropolitan area of Thessaloniki, has been developed, as part of the South East Europe project „ATTAC" (Attractive Urban Public Transport for Accessible Cities) in 2014, reflecting mostly on the planning and operation of the public transport in the metropolitan area of Thessaloniki (9 Municipalities). Several measures included in the SUMP, though, are proceeding to implementation, such as smart and electronic ticketing, bus priorities, awareness campaigns, sea transport services and shared bikes.

Citizens' and user's acceptance and involvement in the development and realisation of (local) SUMPs, as well as enabling a better intra-municipal cooperation, are within e-smartec goals which aim to enhance these features in SUMP decision making.

Regional needs and priorities in engagement and awareness raising in Sustainable Mobility Planning

Approaches in mobility planning in the Region of Central Macedonia are fragmented and limited to the city boundaries. The region has an informal SUMPs governance, where mobility plans are developed at city level and the region has no mandate to coordinate or supervise.

The region stated that stakeholders are not cooperating efficiently in mobility planning. Based on findings from REFORM[1,2] Interreg project and a survey carried out among 25 representatives in 18 municipalities, a high percentage of the respondents (44%) consider that they do not develop all synergies with the neighbouring municipalities for urban mobility planning, while a similar percentage (40%) considers that synergies are accomplished in a moderate level. The experience regarding stakeholders consultation processes is considered non-existent (12%), low (36%) or moderate (36%) by the majority of respondents.

The interest of stakeholders in cooperating for better mobility planning varies depending on the role of each stakeholder in the region. For those involved in city administration, their daily duties and workload is full and cooperation with other cities is perceived as extra workload. On top of that, administrative bureaucracy, such as the special request/permission for an out-of-office activity, makes external collaboration even more difficult. On the other hand, regional and urban public transport authorities are usually present in SUMP activities and their interest is considered high. The region also stated that other stakeholders, such as environmental or cultural organisations are often left aside, but ways to overcome this should be investigated. The interest of cultural organisations could be established quite easily, since they were involved in SUMP process from the very beginning.

Citizens are not strongly involved in mobility planning in the region. However, citizens could be interested in providing their input or ideas for better mobility planning, if a total redesign of the way authorities approach them is provided. In general, there is no trust established and citizens feel they are left behind in decision making.

Regarding campaigns for citizens' engagement in mobility planning, reference can be made to local public events, implemented usually within the framework of European Mobility Week. Broader actions include national initiatives such as “Ecomobility”, which involves school communities into creative thematic contests on sustainable mobility. Regarding SUMP development, most cities that develop a SUMP have created a dedicated webpage for informing on the status, uploading relevant documents, sharing online surveys conducted as part of SUMP process etc. Other campaigns that relate to citizen engagement or awareness in the Region of Central Macedonia have to do with tourism and promotion of different types of tourism such as conference tourism, health tourism, gastronomic tourism. Also, in the city of Thessaloniki there is a campaign on recycling.

The region already explores with CERTH/HIT the possibility of continuation of REFORM Competence Center on SUMPs (https://www.keyp-svak-rcm.imet.gr/), as part of e-smartec project, which can be promising for the better cooperation between city authorities in SUMP development, as well as the better stakeholder and citizen involvement in mobility planning. The Competence Center supports the implementation of SUMPs in the region with plenty of information on methodological steps, instructions and educational material. The need to address the new challenges in mobility planning, during and after COVID-19 era (i.e. use of online tools) will be set in the focus.

[1] Pantazi, K., Nikopoulou, A., Mihailidis, K.: The State of Development of SUMPs in RCM Definition of Regional Needs and Priorities. REFORM project internal document (2017).
[2] Crowther, M., Dolce, C.: The selected good practices in the REFORM project regions. REFORM project (2018).

Potential contribution of e-smartec

E-smartec aims to support the actions indicated in the Regional Operational Programme referring to the development or enrichment of Sustainable Urban Mobility Plans (SUMPs) and acceptable interventions, by identifying and introducing clear strategies and engagement techniques for increased participation. More specifically, and in full alignment with the identified needs and priorities, the e-smartec project could:

- support real engagement of (identified target groups of) citizens and stakeholders in development and implementation of SUMPs;
- increase the feeling of ownership from citizens' side;
- increase awareness of (identified target groups of) citizens for specific sustainable mobility interventions and eventually succeed behavioural change towards more sustainable modes of transport;
- provide to city authorities participatory lessons learnt from other experience in stakeholders' and citizens' engagement and policy recommendations.

Within the progress of the project the Region of Central Macedonia has further specified two main action axis that address the regional challenges in SUMP development:

1. Support city authorities in the development of their local SUMPs in a twofold scope: i) facilitate them in engaging citizens and stakeholders in the SUMP development (especially considering the new challenges after COVID-19 outbreak), ii) enable a better cooperation between the municipalities when SUMP planning is concerned. This axis rests in various phases of the SUMP development process, i.e. from phase 1 – setting up working structures > defining the plan for stakeholders' and citizens' engagement, to phase 2 – jointly assessing scenarios and defining vision and strategy and phase 3 – select measure packages with stakeholders.
2. Increase awareness regarding the use of active modes of transport (bike, walk) for the mobility needs of specific target groups and, at the same time, increase the interest in participating in mobility planning (also related to axis 1 above).
   For the purposes of the project, school mobility has been identified as a thematic area of great importance. It is considered that school representatives and pupils can become a leverage of decision making towards sustainable mobility.

Moreover, there are specific actions within ROP for re-designing the urban space around schools, therefore ensuring a safe and sustainable access to those spaces is of great importance for the region.

This axis rests in the SUMP cycle phases where citizens are engaged in the planning processes (phase 1 – analysis of current mobility situation, phase 2 – jointly assess scenarios and define vision and strategy and phase 3 – select measure packages with stakeholders), but it also considers raising awareness activities of phase 4 – when sustainable mobility interventions are implemented and reviewed by the recipients.

3.2 West Midlands

The county of West Midlands is a metropolitan county situated in western-central England. It borders with the counties of Warwickshire to the east, Worcestershire to the south, and

Staffordshire to the north and west. The county has an area of 902 km^2 and it is one of the most urbanised counties in the United Kingdom and the second most populous county in England with an estimated population of 2,916,458.

Figure 3: Location and area of West Midlands region in England

The county consists of metropolitan boroughs: the City of Birmingham, the City of Coventry, the City of Wolverhampton, and the metropolitan boroughs of Dudley, Sandwell, Solihull, and Walsall.

Policy instrument addressed in West Midlands

The policy instrument addressed in the context of e-smartec project in West Midlands region is the European Structural and Investment (ESI) funds (2014-2020) and Warwickshire Strategy. The programme is focused on creating jobs and economic growth in the area. Within the programme, the project is focused on the Priority 4: Supporting the Shifts Towards a Low Carbon Economy in All Sectors. Its main strategic activities are:

- development of low carbon technologies and supporting energy efficiency;
- development of "whole place" low carbon solutions;

- accelerating the development, innovation, adoption, deployment and cost reduction of low carbon technologies.

Regarding low carbon economy and mobility planning activities as part of delivering the objectives of ESI funds, barriers are identified in citizens' engagement and in the conscious behaviour change need to be tackled. For the successful realisation of SUMPs, it is also necessary to increase the involvement of those marketing techniques that have already been successfully applied in previous activities, such as the good citizen award.

Sustainable Urban Mobility Plans in West Midlands

In the West Midlands county, the city of Birmingham has adopted a SUMP called Birmingham Connected[3]. The SUMP aims to reinvent Birmingham's transport system to meet current and future mobility challenges, change the way that people and businesses think about travel into and around the city and influence travel behaviour and embrace technological change to reduce carbon emissions, increase safety and improve people's lives[4].

Experience in creating SUMP for Birmingham is used in creating SUMPs for the surrounding West Midlands Metropolitan area including Coventry, which is currently developing the SUMP within the project SUITS – Sustainable Urban Integrated Transport Solutions. The project aims to enable small and medium-sized cities to increase the capacity to finance and implement SUMPs and sustainable transport measures.

Regional needs and priorities in engagement and awareness raising in Sustainable Mobility Planning

Mobility planning in West Midlands does not seem to present a seamless approach in all cities of the Region and plans are usually implemented in isolation to each other without any joined-up approach. SUMPs are perceived to be more conceptual by municipalities of the region and sustainable or mobility planning is implemented in a modular way rather than an all-encompassing approach, with separate teams for different sectors e.g. cycling, public health, air quality etc. However, there are in place other policies and strategies with a joint vision to which separate initiatives adhere to.

Regarding the efficiency of cooperation among stakeholders in mobility planning, a number of obstacles were identified by West Midlands region such as political tensions, resource and time constraints, uncertainties from lack of funding and devolution funding, different level of planning in different cities as well as efficiency and innovation. However, stakeholders are interested in cooperating for better mobility planning, with different initiatives in place that encourage cooperation across departments and geographic boundaries (e.g. Air Quality Alliance, Transport Data Initiative) in need for better coordination. Since the region is very successful in major projects (e.g. town regeneration, metro, rail masterplan, very light rail), there is a great potential for attracting inward investment for better travel/transport solutions and interest on urban mobility planning.

The region stated that citizens are not so interested in providing their input or ideas for better mobility planning although consultation periods for major development and proposed schemes

[3] Website SUITS Project: https://www.suits-project.eu/the-cities/
[4] Polisnetwork - Birmingham Connected: A Forward Thinking SUMP: https://www.polisnetwork.eu/wp-content/uploads/2019/06/endurance_fs_14_monitoring_uk_birmingham_en_web.pdf

are in place. A potential increase in their interest might result from introducing longer lead in time, better advertising or targeting a wider geographic range for a diverse range of opinions and ideas. Another idea is public forums and clinics where citizens can meet the planning team or counsellors to address ideas and concerns. At the moment, there aren't any campaigns for citizens' engagement in mobility planning in the region. However, other campaigns are in place around other topics such as recycling, cycling promotion and cycling training, swift smartcard scheme and other sustainable initiatives.

Potential contribution of e-smartec

The e-smartec project can enable policy makers to take into account the perceptions and attitudes of travellers and enable maximised uptake of future plans to change travel patterns. In addition, lessons learnt from the engagement methods will be used to modify existing schemes or even create new schemes for enabling improved professional capacity of the people who will be in a position to deliver sustainable mobility schemes.

Low carbon solutions often struggle to gain acceptance at the planning stage of new developments because of a lack of track record and a perceived high up-front cost. In transport especially there is resistance to new technologies through public perceptions of risk and resistance to change. The careful provision of data from engaging citizens fully in the discussion, as one of the expected outcomes of e-smartec projects, will enable policy makers to make better discussion regarding the placement of funds, especially in terms of developing solutions that would support the enhancement of a metropolitan cycle network.

3.3 Lazio Region

Lazio region is one of the 20 administrative regions in Italy. It has an area of 17,242 km^2 and is situated in the central part of the country. It borders with Tuscany, Marche, Umbria, Abruzzo, Molise, Campania and the Tyrrhenian Sea. The largest city in the region is Rome, which is also the capital of Italy.

Apart from the area of Rome, the rest of the region is mainly flat, with small mountainous areas in the most eastern and southern districts. The region has 5,897,635 inhabitants (2017), which makes it the second most populated region of Italy. However, more than half of the population of the region lives in or around Rome.

The best performing sectors in the area are the aerospace industry, biomedicine, pharmaceuticals and biotechnology, tourism, shipbuilding and the audio-visual and media industry. Agriculture (cultivation of wine grapes, fruit, vegetables and olives), crafts, animal husbandry and fishery are the main traditional sources of income. Industrial development in Lazio region is typical of the areas south of Rome.

Transport in the Lazio region is concentrated mainly in the coastal area. The location of the capital, Rome, in the region causes the imbalance of the territory's infrastructural situation because all rail and road routes start or end in Rome. The region's infrastructure consists of three major ports (Port of Civitavecchia, Port of Fiumicino and Port of Gaeta), superhighway, national highways, regional roads, and provincial roads and railway network consisting of two

main lines from North to South (Roma-Napoli, Roma-Pisa), secondary line railway (Roma-Nettuno) and node line railway (Roma-Fiumicino)[5].

Figure 4: Location and area of Lazio region in Italy

Policy instrument addressed in Lazio Region

The policy instrument in the Lazio area addressed by e-smartec project is ERDF Regional Operational Programme 2014-2020 – Lazio, specifically Priority Axis 4: Sustainable energy and mobility of Lazio Region. In line with this axis, the e-smartec actions should improve the capability to identify initiatives and investments in sustainable mobility and promote it through several actions, especially:

[5] Budoni, A., Mazzeschi, V. (2019) Bioregional Approach to Integrating Transport Networks and Natural Areas in the Lazio Region Coastal Area, Italy. WITT Transactions on the Built Environment, Vol. 188.

- Action 4.6.1: Development of infrastructures and intermodal nodes aimed at increasing collective mobility and to the ecocompatible delivery of goods (and relative transportation systems);
- Action 4.6.2: Interventions on sustainable urban mobility by promoting low-environmental-impact transport systems, as well as completing, setting-up and renewing fleets of PuT;
- Action 4.6.3: Intelligent Transport Systems in daily cities operation, an awareness gap from citizens' side with regards to the benefits from adopting sustainable behaviours.

The region identified that harmonisation and citizens' engagement still display some gaps in the planning and implementation processes that need to be addressed. Some European urban mobility initiatives (e.g. GUIDEMAPS, CIVITAS) revealed that a deeper participatory approach is required in order to better understand household activity patterns and the impacts and implications of travel on livelihoods. Furthermore, participation of citizens and stakeholders in the sustainable urban mobility planning process is necessary in order to obtain public legitimacy.

Sustainable Urban Mobility Plans in Lazio Region

In the Lazio region, only the City of Rome has prepared and released a new urban mobility plan that follows the principles of a SUMP[6]. The SUMP has already passed 2 citizens' engagement phases through different participation processes. The final document has been submitted to the City of Rome, it has been adopted and will be finally approved by August 4th 2020.

The SUMP addresses a broad range of mobility issues including those related to active mobility, infrastructure for public transport, the primary road network and the distribution of goods within the city. The plan focuses on[7]:

- promoting multimodality and minimising the use of private cars by individuals;
- increasing road and public transport safety;
- increasing public transport capacity;
- increasing shared mobility services, such as a car, bicycle and van sharing;
- engaging in other mobility management activities.

Regional needs and priorities in engagement and awareness raising in Sustainable Mobility Planning

The region of Lazio stated that mobility planning presents a seamless approach in cities of the region providing the example of a SUMP to be submitted for the Metropolitan Area of Rome which will be in continuity with Rome's SUMP, incorporating and integrating their aspects. Moreover, stakeholders are efficiently cooperating in mobility planning; the participation process for the final drafting of the SUMP has been thoroughly carried out, including the involvement of a variety of different stakeholders ranging from transport operators to public authorities, associations and trade unions. Stakeholders such as 'Better Mobility' generate

[6] Eltis - Rome adopts a new Sustainable Urban Mobility Plan: https://www.eltis.org/in-brief/news/rome-adopts-new-sustainable-urban-mobility-plan
[7] Civitas - The story of Rome's Sustainable Urban Mobility Plan: https://civitas.eu/news/story-romes-sustainable-urban-mobility-plan

better lifestyle for citizens and tourists, contributing in raising revenues for private and public sector.

The region of Lazio stated that citizens and stakeholders need to feel that benefits of planning are tangible and perceive that the timeline of plans as reasonable. They must also be informed on the costs of new infrastructure and services and on the benefits of citizen engagement. Campaigns for citizen engagement in mobility planning need to be improved in order for them to be effective, but some citizen engagement tools are in place such as the portal used to inform citizens on their participation options to planning.

Potential contribution of e-smartec

The participatory approach in sustainable mobility practices embedded in the scope of e-smartec project, can strengthen the internal capability of Lazio region to identify initiatives and investments in line with ROP policy instrument. Citizen participation and engagement methods, as a crucial element of planning, can be tailored to the needs of people and be leveraged in order to achieve a steady behavioural change towards sustainability.

The e-smartec project actions can be crucial in improving:

- the process to select, under a collaborative approach, and advice any investment under Axis 4 of the ROP;
- the capability to promote the initiatives under Action 4.6.2 and Action 4.6.3, supporting their adoption and fulfilling the needs of citizens of the region, who are mostly concentrated in Rome Metropolitan City;
- the awareness of a sustainable travel behaviour by providing evidence on impacts of new intelligent transportation systems.

Given these considerations, policy implementation could benefit from a structural change and be enhanced with stakeholders engagement in each financed initiative, thus leveraging their daily experience in transportation during an integrated and systemic participatory approach.

3.4 Bratislava Region

The Bratislava region is situated in the southwestern part of the Slovak Republic. It has an area of 2,053 km^2 and from a geographical point of view, it has a very convenient location. It borders the Republic of Hungary to the south and Austria to the west. The border with Austria is formed by the Morava River and the second largest European river, the Danube. The borders of the Czech Republic are also located near the borders of the region.

Considering landscape structure, the territory of the region consists of the southern part of the Little Carpathians and the territory of the Záhorská and Danubian lowlands. Thanks to its advantageous geographical location, attractive landscape, and built infrastructure, it offers various services in the field of tourism. The largest city in this area is Bratislava, which is also the capital of the Slovak Republic. Except Bratislava, there are 3 other cities Malacky, Pezinok and Senec. The population of the region was 659,598, as of December 31, 2019, of which 65.6% were from the city of Bratislava.

The region's location in the Central European area, good transport accessibility and the function of an international crossroads in road and rail transport, the growing importance of water and air transport and the achieved level of indicators in the economic and social field are among the significant development factors in this area.

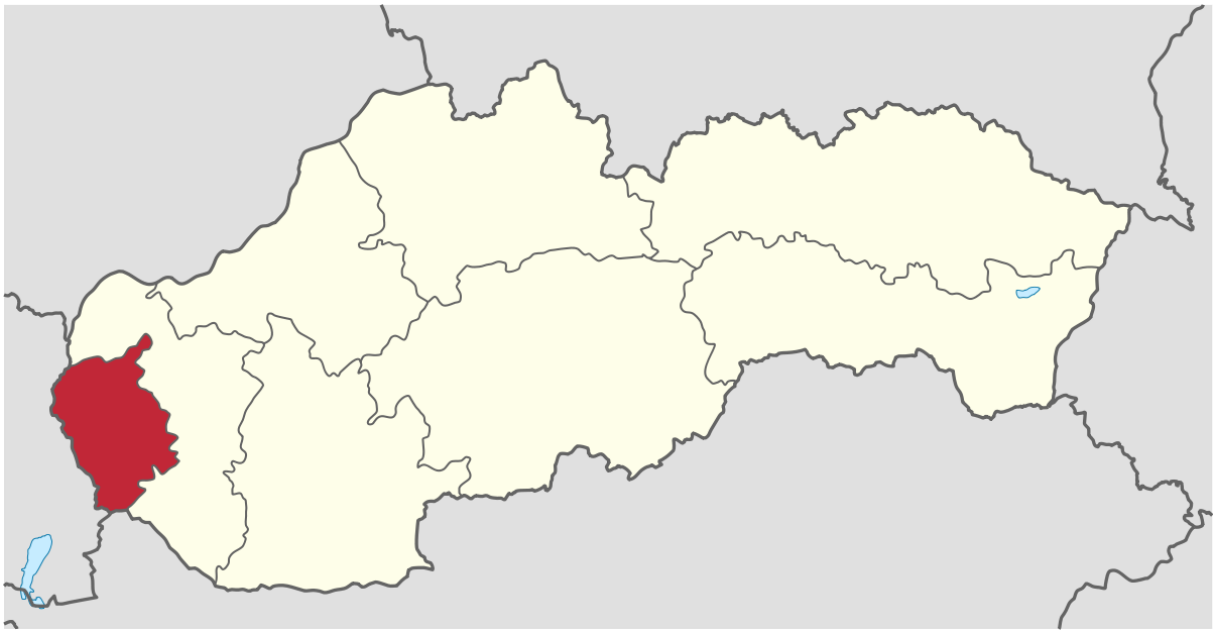

Figure 5: Location and area of Bratislava region in Slovakia

Policy instrument addressed in Bratislava region

Within the region, there is a national integrated regional operational program "Integrated regional operational program 2014 - 2020", which focused on the development of regional and local infrastructure. Priority Axis 1 of the IROP focuses on safe and green transport in regions and represents the main tool for balanced and sustainable development. The problems which should be solved by the programme are:

- structural deficiency of the 2nd class and 3rd class roads,
- traffic safety,
- traffic smoothness,
- quality of roads,
- decreasing use of public transport and increase of individual motorised transport.

The Integrated Regional Operational Programme (2014-2020) of Bratislava region addresses the need for a sustainable mobility strategy which prioritises the regional public transport network to reduce car traffic and improve the regional mobility. The focus should be on an increase of the attractiveness and efficiency of public passenger transport, development of integrated transport systems and support of accessible and emission-free or low-emissions urban and suburban public transport.

Sustainable Urban Mobility Plans in Bratislava region

Representatives from Bratislava self-governing region in cooperation with its stakeholders are currently working on developing a strategic urban mobility plan for the entire Bratislava self-governing region. The SUMP focuses on ensuring the balanced development of the transport system in the region, while responding to the negative trends in the effectiveness of meeting the mobility needs of people, goods and services, road safety and environmental impact. The implemented workshops within the e-smartec project with the authorities from the Bratislava Self-Governing Region on the use of advanced marketing techniques in SUMP have contributed to its development. The prepared document was publicly available for comments to the general public in May 2020 and will be further processed.

Regional needs and priorities in engagement and awareness raising in Sustainable Mobility Planning

Transport competences in Bratislava region are divided among many actors and therefore dialogue and planning for sustainable mobility is more difficult. SUMP for Bratislava self-governing region will include action plans detailing how to ensure sustainability and continuity of plans. Regarding SUMP preparation, stakeholders are efficiently cooperating, since they are aware of the necessity of collaboration in preparation of SUMP and the importance of the integration of different modes of transport to increase their efficiency. Stakeholders are interested in cooperating for better mobility planning. Specifically, Bratislava self-governing region cooperates with the Ministry of transport and construction of the Slovak republic, Trnava self-governing region, the city of Bratislava and public transport companies such as Dopravný podnik Bratislava, Bratislavská integrovaná doprava, Železničná spoločnosť Slovensko and Železnice Slovenskej republiky. Stakeholder engagement in mobility planning could be further improved by more regular meetings and discussions.

Regarding citizens, they are not involved in mobility planning, but they are interested in providing their ideas or input for better mobility planning. Some ideas for involving citizens in mobility planning include regular updates and information on the BSK web page[8], the regional newspaper and through social media and organisation of meetings.

H2020 MoTiV project, coordinated by UNIZA, involved among others citizen engagement which was enabled by users participating in data collection through Woorti (MoTiV app). In the data collection Campaign (DCC), a variety of stakeholders contributed including municipalities, NGOs and public transport operators together with a network of volunteers. For instance, in Bratislava region, city of Bratislava, the self-governing region and Slovak railway company have been involved in the promotion of MoTiV via their website, social media channels and events.

Potential contribution of e-smartec

In the context of the promotion of ecologically favourable and low-carbon transport systems, cycling needs to become an equal mode of transport integrated with the rest of the modes. citizens and users' engagement in both decision making and the daily operation of the cities is crucial for the development of acceptable mobility plans and this will be the potential contribution of e-smartec project towards:

[8] https://bratislavskykraj.sk/

- establishing participatory governance models which share a democratic procedure in mobility planning;
- preparing SUMP guidelines with actions for enhancing the participatory planning principle, and;
- Learning from participatory examples on strategy development for sustainable mobility.

3.5 North Limburg Region

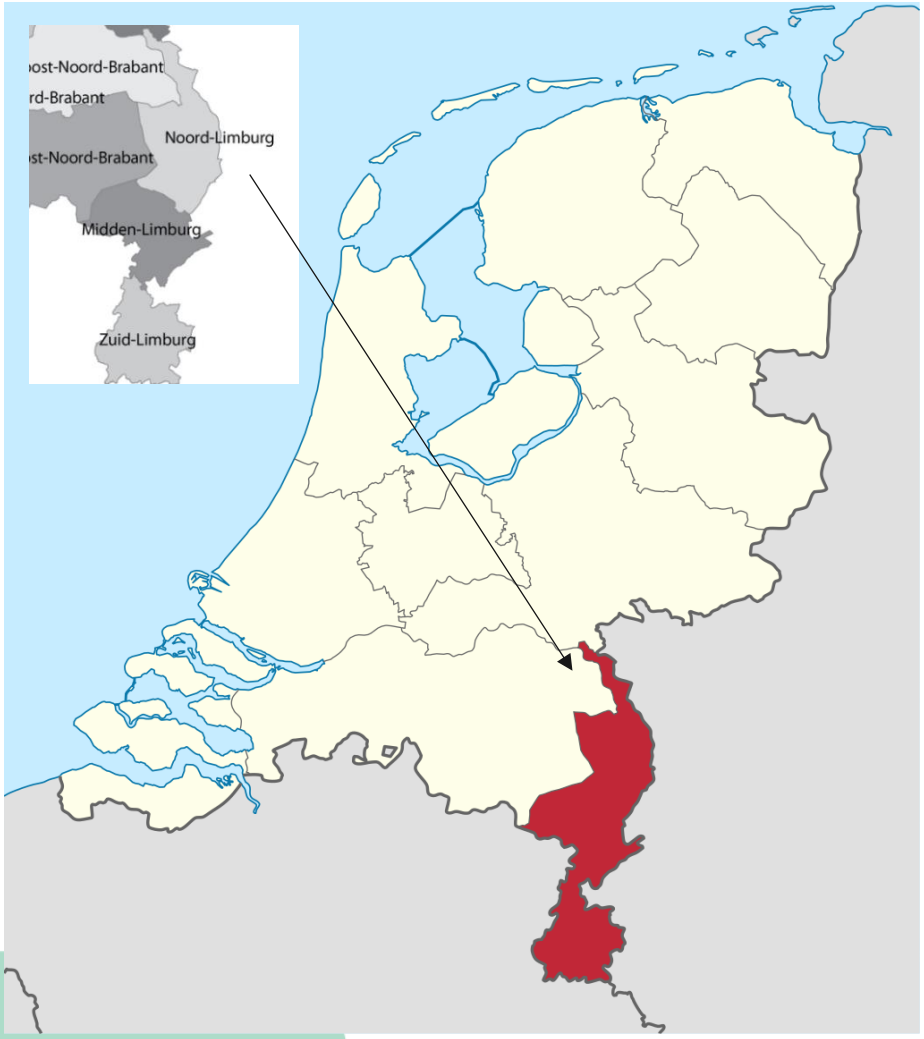

Figure 6: Location and area of Limburg province and North Limburg region in the Netherlands

North Limburg is part of the Limburg province, that is one of the 12 provinces of the Netherlands. The region has strategic proximity to both the German and Belgian borders. The region of North Limburg has 280,000 inhabitants and consists out of 8 municipalities: Beesel, Peel en Maas, Horst aan de Maas, Gennep, Bergen, Mook en Middelaar, Venray and Venlo. The largest municipality in the region is Venlo with a population of 100,000.

Policy instrument addressed in North Limburg Region

The policy instrument addressed by e-smartec project in Limburg Region is Operational Programme South-Netherlands 2014-2020 (OPZuid). The aim of the operational programme

is to strengthen the potential of the Southern-Netherlands, consisting of the provinces Zeeland, Noord-Brabant, and Limburg, and to support the shift to a resource-efficient, low-carbon economy[9]. Priorities of the operational programme are:

- Promotion of adoption of innovative low-carbon technologies in the region through demonstrations and pilot projects and to enable larger-scale roll-outs;
- Increase of (open) innovation cooperation, crossover innovation, innovation intensity in SMEs and improve uptake of innovation, in particular in clusters identified in RIS3.

An area where the OP Operational Programme South Netherlands 2014-2020 (OPZuid) could improve is by forging the link and promote further contribution of sustainable mobility projects towards the objectives of the OP.

Developing pilot projects and securing smart rollout has proven to be challenging in North Limburg region. Specific challenges identified in the region relate to:

- Experience in promoting public private cooperation & crossovers between sectors to initiate specific pilot projects and living labs (co-design of smart e-systems; cross chain collaboration in logistics);
- Attitude and knowledge of (potential) users, specific user groups towards new technologies, mobility services, etc.;
- Promotion of zero emission urban logistics.

Sustainable Urban Mobility Plans in North Limburg Region

Adhering to the objectives of the OP, the region implements a regional SUMP, addressing their challenges with some measures already identified and some projects initiated. The aim of the region is to increase the effectiveness of ongoing projects and scale-up pilot projects through promotion and awareness raising activities to change mobility behaviour and use clean modes.

All eight municipalities in the region cooperated for the development of the regional SUMP called „Trendsportal", and they are currently implementing it. The aim of the regional SUMP is to support the promotion and communication of the region's interests in discussions with the national government, the province and other regions. The SUMP focuses on the achievement of 25 specific objectives in five main areas[10]:

- improving the quality of life;
- improving traffic safety;
- creating an attractive mobility system;
- reducing the environmental impact of transport and supporting the energy transition to secure sustainable energy supply and management;
- improving spatial and economic accessibility.

Regional needs and priorities in engagement and awareness raising in Sustainable Mobility Planning

[9] European comission - OP South Netherlands ERDF 2014-2020: https://ec.europa.eu/regional_policy/en/atlas/programmes/2014-2020/netherlands/2014nl16rfop003
[10] Eltis - Eight municipalities have created a SUMP for a polycentric region: https://www.eltis.org/discover/case-studies/eight-municipalities-have-created-sump-polycentric-region

Mobility planning in the region of North Limburg presents a seamless approach in all cities with SUMP Trendsportal being developed in all 8 municipalities of the regional on both regional and local level. Their approach involves a clean start and a focus on opportunities instead of problems.

The region of North Limburg stated that stakeholders are efficiently cooperating in mobility planning: the role of the government is changing and social issues of the present and future couldn't be solved without stakeholders' involvement. The region stressed that change starts from the society and this is why stakeholders' engagement needs to take place from the beginning of mobility planning processes. Stakeholders are interested in cooperating for better mobility planning and there was an increase in participation with more innovative ideas introduced by stakeholders. Stakeholders are greatly involved in mobility planning and the region of North Limburg is getting more approachable.

Citizens are involved in mobility planning in the region of North Limburg as well as interested in providing their ideas or input for better mobility planning. The region pays attention to the individuals and their interests and trying to use more visual means instead of long texts in the participation processes. Interestingly, the region has developed a card game for stakeholders and citizens engagement in planning, which helps with making choices and assigning priorities among goals and different measurements. The region also organises meetings/events with citizens, informing them about new sustainable mobility opportunities (e.g. e-car sharing) and making sure the region is available to be contacted. Another campaign for citizens engagement or awareness raising is the awareness campaign for children and their parents on energy saving.

Potential contribution of e-smartec

E-smartec project can contribute to the improvement of the instrument policy of North Limburg region directly or indirectly as follows:

- By improving knowledge marketing tools which spur engagement and behavioural change of specific groups ('vulnerable users', businesses, retail & logistic service providers, commuters, students, etc);
- By introducing learnings on models that boost triple helix cooperation and by promoting the creation of living labs in the region;
- By contributing to structural change (by the increase of the effectiveness of projects and governance) towards low carbon mobility, adoption of smart technology, keeping communities attractive and connected.

3.6 State of Hessen

State of Hessen is a member state of the Federal Republic of Germany. It is situated in west-central Germany and has an area of 21,100 km^2. The region boarders with the other German states of Lower Saxony, Thuringia, Bavaria, Baden-Württemberg, Rhineland-Palatinate, and North Rhine-Westphalia. Hessen lies between the Upper Rhine Plateau and the Thuringian Forest. The countryside of the region is hilly, and forest covers 42% of the state.

The region has a population of over 6 million. Most of the population lives in the southern part of the region in the Rhine Main Area. This area includes cities such as Frankfurt am Main, capital of the region Wiesbaden, Darmstadt, and Offenbach. Rhine Main Area is much better

developed than the rural areas in the other parts of Hesse. In addition to cities from the Rhine Main Area, it is necessary to mention cities such as Kassel, Giessen, Fulda, Wetzlar, Limburg an der Lahn, Marburg, Bad Homburg vor der Höhe.

The region is one of the largest economies in Europe and wealthiest state in Germany. The main economic fields of importance are the chemical, pharmaceutical, mechanical and automotive industries. The region is also well-know because of Frankfurt as a financial centre.

Figure 7: Location and area of State of Hessen in Germany

Hesse has a highly developed road, rail, water, and air transport. Frankfurt International Airport is one of the largest and busiest airports in Europe. Rail transport in the State of Hessen has international European connections, including the high-speed lines. Central Station in Frankfurt

is being the most important transport hub in Germany. In terms of road transport, the region has 24 motorways, of which 3 are internationally important. Considering water transport, the Rhine is the main waterway with an important economic impact.

Policy instrument addressed in the State of Hessen

The relevant policy instrument in this area is Operational Programme ERDF 2014 – 2020 for Hessen. The programme aims to contribute to achieving the Europe 2020 targets for smart, sustainable and inclusive growth[11] including reducing CO_2 emissions in the region of Hessen, and support local and regional strategies for sustainable urban development (Priority Axis 4).

One of the programme aims is the development of mobility concepts, their implementation, incorporating aspects and objectives of different sectors such as city and regional planning, climate protection, clean air and noise reduction. The proposed concepts should follow the European SUMP approach. One challenge is that municipalities are reluctant to develop SUMP concepts. The policy instrument should, therefore, contain action plans for better communication to build better relationships with stakeholders to result in more concepts being implemented.

Since communication is identified as a key element in planning and stakeholders engagement, the selected policy instrument shall be updated by incorporating actions plans for better communication. State of Hessen aims to extensively promote the introduction of sustainable mobility planning processes on local and regional level. Although Germany has a long tradition in mobility planning, many municipalities are reluctant to develop and implement SUMP concepts.

The OP of State of Hessen should be further developed to include:

- Creation and implementation of action plans that include enhanced methods of raising awareness;
- Qualification and implementation of SUMPs among target groups using adopted marketing techniques.

Sustainable Urban Mobility Plans in the State of Hessen

The state of Hessen is the only region in Germany which established organisation for the support of development and implementation of SUMP in regions and municipalities. Some of the regional cities are already in the implementation phase, and some of them are just preparing to create a SUMP. For example, the city of Kassel has had a SUMP since 2015 and is currently in the implementation phase. The aim is to integrate SUMP as a continuous task between municipal administrations and politics, thus changing the image of the city and ways of mobility[12]. The first evaluation, which is currently being prepared, should take place in the coming months.

The other cities such as Limburg or Fulda have SUMPs prepared and they are currently being implemented. The city of Gießen is currently focusing on creating a SUMP.

[11] European Commission - OP Hessen ERDF 2014-2020: https://ec.europa.eu/regional_policy/en/atlas/programmes/2014-2020/germany/2014de16rfop007
[12] Sump-network: http://sump-network.eu/cities-countries/kassel/

Municipalities in the State of Hessen have also developed plans, strategies, and concepts relating to mobility such as clean air and noise reduction action plans, climate protection plans, public transportation plans, cycle traffic concepts, plans for land-use, city development, local mobility plans, etc. The existing plans and concepts are evaluated to be used for the planning processes in the future. For the Frankfurt Rhein-Main region, the results will also be used for the preparation of the mobility master plan[13].

Regional needs and priorities in engagement and awareness raising in Sustainable Mobility Planning

Mobility planning is not mandatory in Germany but there are several sectorial plans related to mobility. Therefore, mobility planning does not present a seamless approach in cities of State of Hessen since there is usually no continuous framework process. It is worth mentioning that State of Hessen is the only region in Germany that supports regions and municipalities in SUMP processes, with HTAI/FZ-NUM organisation specifically established for that purpose.

State of Hessen stated that stakeholders efficiently cooperate in mobility planning, but this also depends on their own profit, political situation and personal characteristics in the political and administrative levels. When it comes to mobility planning, there is extensive or intensive participation process from stakeholders.

In State of Hessen, citizens are involved in mobility planning and are interested in providing their ideas and input, but it is difficult to engage them into strategic planning. At the moment, no interesting campaigns for citizens engagement or awareness take place in the region.

Potential contribution of e-smartec

The contribution of e-smartec project will be around fostering the development and implementation of sustainable urban mobility planning and according measures through action plans using enhanced and adopted marketing techniques. In particular, e-smartec will contribute towards the:

- development and implementation of action plans and measures in close cooperation with politics and administration within a joint process;
- design of planning and participation processes on local and regional level (cross-sectoral action plans) including targeted stakeholder involvement;
- learning from experiences of adopting mobility solutions towards a more sustainable and low emission approach;
- getting stakeholders motivated to act towards this objective by using innovative communication and marketing techniques.

[13] IVM – Mobilitätspläne in Hessen und der Region Frakfurt RheinMain: https://www.ivm-rheinmain.de/kommunaler-service/mobilitaetsplaene/

3.7 Summary of regional needs across all regions

This section presents the common features identified as well as the main differences observed across all 6 regions regarding their regional needs and potential for improvements in their policy instruments. Table 3 below presents an overview of responses received from all regions to Yes or No questions only, which allows for a quick comparative interpretation of results among different regions.

Table 3: 'Yes' and 'No' answers to the questionnaire on Regional Needs

	Lazio	State of Hessen	North Limburg	West Midlands	Bratislava	Central Macedonia
Does mobility planning present a seamless approach in all cities of the Region? Is there a continuity of plans?	✓	✗	✓	✗	✓	✗
Do you believe that stakeholders are efficiently cooperating in mobility planning?	✓	✓	✓	✗	✓	✗
Do you believe that citizens are strongly involved (high engagement and participation) in mobility planning?	✓	✓	✓	✗	✗	✗
Are stakeholders interested in cooperating for better mobility planning?	✓	✓	✓	✓	✓	Varies
Are citizens interested in providing their input/ideas for better mobility planning?	✓	✓	✓	✗	✓	✓
Are there interesting campaigns for citizens' engagement in mobility planning in your Region?	✗	✗	✓	✗	✓	✓
Are there interesting campaigns for citizens' engagement/awareness raising in any other issues in your Region (e.g. recycling, sustainable tourism)?	✓	✗	✓	✓	✓	✓

Overall, there is quite a diversity among responses to Yes or No questions received from partner regions. Mobility planning does not always present a seamless approach in cities of the regions (3 out of 6 regions), stakeholders are sometimes efficiently cooperating in mobility planning (4 out of 6 regions) and in three out of six regions, citizens are strongly involved in mobility planning. On the other hand, regions seem to unanimously agree that stakeholders are interested in cooperating for better mobility, regardless if they already do, which sounds promising in delivering better decision making. Furthermore, of six regions, all but one agree that citizens are interested in providing their input and ideas for better mobility planning; what is missing perhaps is the establishment of mechanisms that promote the engagement and participation of citizens in decision making.

The main gap in policy instruments stressed by regions is the element of participatory decision making and the engagement of citizens and stakeholders in planning and implementation of projects. A collaborative approach and adoption of citizens' perception are identified as key elements for improving policy instruments and acceptance of plans, which is also one of the main contributions of e-smartec.

4. Selection and evaluation of Good Practices by regions

This section presents the selection of highlighted Good Practices as well as the evaluation criteria selected for each one of them by all regions.

4.1 Central Macedonia region

Central Macedonia region divided Good Practices based on the scoring into three categories. The first category contains 6 Good Practices, which are relevant to regional priorities and needs. The second category includes 7 Good Practices that can be used for regional Action Plan and stakeholders. The last category includes all others that are not in line with regional priorities.

Table 4 below shows that the region of Central Macedonia has highlighted 6 Good Practices. Two of these Good Practices are from the Lazio region. The other two are from the State of Hessen, one is from Bratislava region, and one from North Limburg.

All evaluation criteria were given the best possible evaluation of 1 for only one Good Practice (VIA LIBERA). This indicates that the potential adoption of this GP by the region is likely to be smooth. All other selected good practices align with their SUMP, fit with the regional policy and action plans, can have a potentially significant impact, strongly support the Covid-19 measures, and it seems feasible for these GPs to be adopted by the region. In terms of capacity, except VIA LIBERA, the region could support the implementation of the selected GPs in collaboration with other stakeholders.

Table 4: Selection of Good Practices by Central Macedonia region

Good Practices		Evaluation Criteria						
#	Good Practice	SUMP alignment	Policy relevance / Action plan integration	Importance of GP	Addressing region challenges	Capability of adoption	Capacity	COVID-19 Measures Alignment
Engagement method: Interactive Events								
20	PEDIBUS	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: Focus groups/public meetings/open space events								
35	Cargobike Trendsportal – Competition	1. The GP strongly supports the important steps/phases of the	1. The GP fits with the main objectives of our regional policy	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of	1. The GP strongly supports the COVID-19 measures, according to

		SUMP development, according to the region needs	instruments and can be integrated in the action plan				this GP in collaboration with other stakeholders	the region needs
Engagement method: Capacity building								
24	**Transdanube Pearls**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	1. The GP strongly supports the COVID-19 measures, according to the region needs
36	**Active Mobility Check for Municipalities in Hessen**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	1. The GP strongly supports the COVID-19 measures, according to the region needs
39	**Active Mobility Marketing Toolbox**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: Other								
22	**VIA LIBERA**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs

4.2 West Midlands region

West Midlands region decided on the selection of good practices mainly based on their alignment to the regional needs. Considering criteria, the region divided good practices into three categories: those that are not applicable, as they do not mirror region's priorities (21 GPs); those that could be of interest to its action plan and stakeholders (10 GPs); and those which are applicable and picked after a consultation with stakeholders (5 GPs).

As shown at Table 5 below, West Midlands region have selected 5 Good Practices. Two of these Good Practices are from Hessen State, one from North Limburg, one from Bratislava and one from the region of Central Macedonia.

All the criteria selected, belong to the first or second scale out of three in terms of suitability and adoptability levels. All Good Practices were assigned the best possible level for all evaluation criteria apart from the 'Capacity' criterion in which case the region selected the second-best possible option stating that the region could support the implementation of the GP in collaboration with other stakeholders. All selected GPs seem to have strong alignment with the SUMP status of the region, a significant potential impact, addressing what the region needs and at the same time it is feasible for the GPs to be adopted in the region. All selected GPs also support the COVID-19 measures.

Table 5: Selection of Good Practices by West Midlands region

Good Practices		Evaluation Criteria						
#	Good Practice	SUMP alignment	Policy relevance / Action plan integration	Importance of GP	Addressing region challenges	Capability of adoption	Capacity	COVID-19 Measures Alignment
Engagement method: Interactive Events								
27	**Promoting the implementation of a new sustainable mode of transport in city of Bratislava**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: Focus groups/public meetings/open space events								
35	**Cargobike Trendsportal – Competition**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: Capacity building								
7	**Cycling against Diabetes Melitus**	1. The GP strongly supports the important steps/phases of the SUMP	1. The GP fits with the main objectives of our regional policy instruments	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration	1. The GP strongly supports the COVID-19 measures, according to

		development, according to the region needs	and can be integrated in the action plan				with other stakeholders	the region needs
Engagement method: e-engagement, crowdsourcing								
37	**School Bike Route Planner**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	1. The GP strongly supports the COVID-19 measures, according to the region needs
40	**Reporting platform for cycle traffic**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	1. The GP strongly supports the COVID-19 measures, according to the region needs

4.3 Lazio region

Lazio region identified 7 Good Practices, which are suitable for them, 14 GPs which could be implemented after some adjustments and 18 GPs which are not applicable. In the selection process, the region mainly considered the alignment of good practices with sustainable mobility goals.

Table 6 below shows the 7 Good Practices highlighted by Lazio region. One GP is from Bratislava region, one from State of Hessen, two are from Central Macedonia and the remaining three are from West Midlands.

Most of the GPs received the best possible evaluation of 1 on the seven different criteria. The 'Importance of GP' received the second-best possible evaluation for one of the GPs selected, indicating that the region is uncertain of the potential impact of the practice. The second-best possible evaluation was also selected for one GP regarding the 'Capability of adoption'; for the implementation of the GP, the region should make some adjustments or introduce new regulations.

However, the evaluation of all remaining criteria shows that it would be feasible for the region to adopt the selected GPs, which are addressing regional challenges and needs, fit regional policies and action plans, are in alignment with SUMP in the region and strongly support the COVID-19 measures, according to the region needs.

Table 6: Selection of Good Practices by Lazio region

Good Practices		Evaluation Criteria						
#	Good Practice	SUMP alignment	Policy relevance /	Importance of GP	Addressing region challenges	Capability of adoption	Capacity	COVID-19 Measures Alignment

			Action plan integration					
Engagement method: Interactive Events								
11	**Coventry University Enterprises Ltd Location Independent Working (LIW)**	2. The GP slightly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	2. This GP could be adopted only following adjustment or introduction of new regulations	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
27	**Promoting the implementation of a new sustainable mode of transport in city of Bratislava**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: Surveys, Interviews								
16	**SUITS**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: Focus groups/public meetings/open space events								
17	**CASI project citizen panel meetings**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: Capacity building								
6	**REFORM**	1. The GP strongly supports the important steps/phas	1. The GP fits with the main objectives of our regional policy	2. The potential impact of the GP is uncertain	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to

		es of the SUMP developm ent, according to the region needs	instruments and can be integrated in the action plan					the region needs
7	**Cycling against Diabetes Melitus**	1. The GP strongly supports the important steps/phas es of the SUMP developm ent, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementati on of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: e-engagement, crowdsourcing								
40	**Reporting platform for cycle traffic**	1. The GP strongly supports the important steps/phas es of the SUMP developm ent, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementati on of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs

4.4 Bratislava region

Based on evaluating the criteria and the subsequent ranking of Good Practices, Bratislava region identified 5 Good Practices suitable for the area, 14 which could be suitable after certain modifications, and 16 which are not appropriate.

The six criteria were evaluated in a different way for each GP selected by Bratislava region. Nevertheless, for all GPs the 'Capability of adoption' criterion received the best possible score of 1 which means that it is feasible for all GPs to be adopted by the region. On the other hand, all but one GP will require collaboration with other stakeholders and three out of five GPs address region's challenges indirectly or in the long term. The importance of all GPs is considered significant apart from one GP for which it was reported to be uncertain. Two of the GPs selected do not or slightly support the important steps or phases of SUMP development of the region, however the remaining three GPs strongly support these steps. Finally, only one GP is not within the main scope of the regional policy instrument, and the rest were reported to fit with the main objectives of the policy instrument of the region and could be integrated in the action plan. Except for one GP, which strongly supports Covid-19 measures, all best practices only slightly support them. The Good Practices were selected mostly because of their focus on sustainable mobility, safety and reduction of private motorised transport.

Table 7: Selection of Good Practices by Bratislava region

Good Practices		Evaluation Criteria						
#	Good Practice	SUMP alignment	Policy relevance / Action plan integration	Importance of GP	Addressing region challenges	Capability of adoption	Capacity	COVID-19 Measures Alignment
Engagement method: Interactive Events								
1	**VOLTARO**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	2. The potential impact of the GP is uncertain	2. The GP objective addresses region's challenges indirectly or in the long term	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	2. The GP slightly supports the COVID-19 measures, according to the region needs
Engagement method: Surveys, Interviews								
19	**Rome's SUMP participatory approach**	3. The GP does not seem to support the important steps/phases of the SUMP development, according to the region needs	3. The GP is not within the main scope of the regional policy instruments	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
21	**DESIRE**	2. The GP slightly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	2. The GP objective addresses region's challenges indirectly or in the long term	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	2. The GP slightly supports the COVID-19 measures, according to the region needs
Engagement method: Capacity building								
39	**Active Mobility Marketing Toolbox**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	2. The GP slightly supports the COVID-19 measures, according to the region needs
Engagement method: e-engagement, crowdsourcing								
40	**Reporting platform for cycle traffic**	1. The GP strongly supports the important steps/phases of the SUMP development, according	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in	1. The potential impact of the GP is significant	2. The GP objective addresses region's challenges indirectly or in the long term	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	2. The GP slightly supports the COVID-19 measures, according to the region needs

		to the region needs	the action plan					

4.5 North Limburg region

Based on the scoring, North Limburg region identified 6 Good Practices which are suitable for the region, 15 GPs which could be of interest to its action plan and stakeholders, and 20 GPs which are not aligned with its regional needs. The selected Good Practices are shown in Table 8. The Good Practices are from the Region of Central Macedonia, Bratislava region, two are from Hessen State and another two from West Midlands region.

Four of the selected GPs received the best possible evaluation of 1 for all seven criteria. North Limburg region stated that it would be feasible for all selected Good Practices to be adopted by the region, GPs support the important steps or phases of SUMP development and address region's needs. Furthermore, in terms of the 'Importance of GP' criterion, it was stated for 5 GPs that the potential impact is significant. Regarding capacity, the region could support the implementation of 5 selected good practices, and one could be implemented with the support of stakeholders. Except for the good practice of VOLTARO, all other good practices strongly support Covid-19 measures according to the region's needs.

In addition to the evaluated criteria, the region also defined why the good practices were selected. VOLTARO was selected because of its possibility of letting stakeholders experience active mobility in one place, which is very suitable for the region's relatively small size. The good practice focused on location-independent working should help to decrease physical mobility in the region. Because sharing mobility is increasingly becoming important to achieve sustainable mobility, the region selected GP no. 27 to increase the awareness of these subsystems, which is still very limited in the area. The region considers co-creation to be a very effective tool to achieve a unified understanding of sustainable measures, so it selected the good practice CASI and wants to combine it with co-creation to find out people's opinions about different transport topics. The combination of two last good practices of Table 8 could be relevant for the action plan of the region.

Table 8: Selection of Good Practices by North Limburg

Good Practices		Evaluation Criteria						
#	Good Practice	SUMP alignment	Policy relevance / Action plan integration	Importance of GP	Addressing region challenges	Capability of adoption	Capacity	COVID-19 Measures Alignment
Engagement method: Interactive Events								
1	VOLTARO	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	2. The GP slightly supports the COVID-19 measures, according to the region needs

11	**Coventry University Enterprises Ltd Location Independent Working (LIW)**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	2. The GP fits with the main objectives of our regional policy instruments but cannot be integrated in the action plan	3. The potential impact of the GP is not significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	2. The region could support the implementation of this GP in collaboration with other stakeholders	1. The GP strongly supports the COVID-19 measures, according to the region needs
27	**Promoting the implementation of a new sustainable mode of transport in city of Bratislava**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: Focus groups/public meetings/open space events								
17	**CASI project citizen panel meetings**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
Engagement method: Capacity building								
36	**Active Mobility Check for Municipalities in Hessen**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs
39	**Active Mobility Marketing Toolbox**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs

4.6 State of Hessen

Based on the evaluation criteria, State of Hessen has also divided the GPs into three groups. The region highlighted 5 GPs appropriate for the region, identified 16 which could be

implemented in the future, and 14 which are not suitable. The main reasons why the GPs are not suitable for the region are:

- they are not applicable in the SUMP process in the regional background;
- the use of the measure in the SUMP process is not seen;
- effectiveness is strongly dependent on the general organisation, regional context, and target group;
- regional particularities and demands, as well as the priorities of the policy instrument, do not coincide;
- they do not address any of the region's challenges or needs.

The 5 highlighted Good Practices and their evaluation scoring are shown in Table 9 below. Two selected Good Practices are from North Limburg, and another three are from different regions namely the Region of Central Macedonia, West Midlands region, and Bratislava region.

All Good Practices presented in Table 9 below fit with the main objectives of regional policy instruments and can be integrated into the action plan of State of Hessen. All selected good practices except for REFORM practice can be adopted with little or no action for the policy instrument. In the case of REFORM, the measure shows some agreement but needs to be adapted and embedded. Furthermore, all Good Practices strongly support the important steps or phases of the SUMP development, according to the region needs. Three out of five GPs address region needs and challenges, and the remaining two address challenges indirectly or in the long term because they meet the demand of hessian cities for SUMP process accompanying material, but they should be adapted to use by several municipalities of different size.

In terms of capacity, the region stated that they could support the implementation of four GPs but collaboration with other partners would be required for one of them. The importance of four GPs is stated as significant and the potential impact of the remaining is uncertain. State of Hessen is the only region that selected the second level of 'Capability of adoption' criterion for more than one GP, stating that adjustment or introduction of new regulations would be required before adopting 4 of the selected GPs as shown at Table 8, however it would be feasible to adopt 1 of them without such changes.

From the selected good practices, three GPs do not support the Covid-19 measures according to the region's needs, but a positive, indirect impact is expected. Two GPs strongly support these measures because of keeping sustainable modes of transport high during crisis.

Table 9: Selection of Good Practices by State of Hessen

Good Practices		Evaluation Criteria						
#	Good Practice	SUMP alignment	Policy relevance / Action plan integration	Importance of GP	Addressing region challenges	Capability of adoption	Capacity	COVID-19 Measures Alignment
Engagement method: Interactive Events								
27	Promoting the implementation of a	1. The GP strongly supports the important	1. The GP fits with the main objectives of our regional	1. The potential impact of the	1. The GP objective addresses what the	2. This GP could be adopted only following	2. The region could support	1. The GP strongly supports the COVID-19

	new sustainable mode of transport in city of Bratislava	steps/phases of the SUMP development, according to the region needs	policy instruments and can be integrated in the action plan	GP is significant	region needs	adjustment or introduction of new regulations	the implementation of this GP in collaboration with other stakeholders	measures, according to the region needs
Engagement method: Surveys, Interviews								
16	**SUITS**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The GP objective addresses what the region needs	2. This GP could be adopted only following adjustment or introduction of new regulations	1. The region could support the implementation of this GP	3. The GP does not seem to support the COVID-19 measures, according to the region needs
Engagement method: Gaming, Gamifications								
33	**Energy transition game**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	1. The potential impact of the GP is significant	2. This GP could be adopted only following adjustment or introduction of new regulations	1. The region could support the implementation of this GP	3. The GP does not seem to support the COVID-19 measures, according to the region needs
34	**Trendsportal card game**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	1. The potential impact of the GP is significant	2. The GP objective addresses region's challenges indirectly or in the long term	2. This GP could be adopted only following adjustment or introduction of new regulations	1. The region could support the implementation of this GP	3. The GP does not seem to support the COVID-19 measures, according to the region needs
Engagement method: Capacity building								
6	**REFORM**	1. The GP strongly supports the important steps/phases of the SUMP development, according to the region needs	1. The GP fits with the main objectives of our regional policy instruments and can be integrated in the action plan	2. The potential impact of the GP is uncertain	2. The GP objective addresses region's challenges indirectly or in the long term	1. It would be feasible to adopt the GP in our region	1. The region could support the implementation of this GP	1. The GP strongly supports the COVID-19 measures, according to the region needs

5. Discussion and Conclusions

The current report summarises the profile of the six regions of e-smartec project including their policy instruments to be addressed within the scope of the project and the current status of any SUMP established in each region. In addition, the regional needs of all regions were outlined as well as any gaps or challenges in their policy instruments based on information provided from regions following the completion of a questionnaire. Finally, the selected good practices were presented together with the evaluation of seven different criteria for each good practice, which were identified by regions to be potentially suitable for them to adopt.

Table 10 below presents all **Good Practices** that were highlighted by regions to be suitable for their needs and potentially easy to adopt, which are in total 19 out of 44 Good Practices sent to all regions. The most frequently selected GP is 'Promoting the implementation of a new sustainable mode of transport in city of Bratislava' practice which was highlighted by four different regions out of six. 'Active Mobility Marketing Toolbox' and 'Reporting platform for cycle traffic' GPs were both selected by three different regions. Half of the remaining 16 GPs were selected by two different regions and the other half were highlighted by one region.

Most GPs were selected from **engagement methods** associated with Capacity Building (5) and Interactive Events (4) although it is noted that many GPs can be implemented by more than one engagement method (as shown at Table 1 in chapter 2.1). The highlighted GPs were selected across regions from every available engagement method.

Table 10: Good practices selected by all regions and marketing techniques used by each GP

ID	PRACTICES	MARKETING TECHNIQUES	REGIONS SELECTIONS
Engagement method: Interactive Events			
1	VOLTARO	Word of mouth	North Limburg, Bratislava
11	Coventry University Enterprises Ltd Location Independent Working (LIW)	Word of mouth; Cause marketing	North Limburg, Lazio
20	PEDIBUS	Word of mouth	Region of Central Macedonia
27	Promoting the implementation of a new sustainable mode of transport in city of Bratislava	Digital marketing; Relationship marketing; Word of mouth	Hessen State, West Midlands, Lazio, North Limburg
Engagement method: Surveys, Interviews			
16	SUITS	Wheel of persuasion	Hessen State, Lazio
19	Rome's SUMP participatory approach	Dialogue marketing; Relationship marketing; Digital marketing	Bratislava
21	DESIRE	Wheel of persuasion; Guerrilla Marketing	Bratislava
Engagement method: Focus groups/public meetings/open space events			
17	CASI project citizen panel meetings	Dialogue marketing	Lazio, North Limburg
35	Cargobike Trendsportal – Competition	Dialogue marketing; Relationship marketing	West Midlands, Region of Central Macedonia
Engagement method: Capacity building			
6	REFORM	Wheel of persuasion	Hessen State, Lazio
7	Cycling against Diabetes Melitus	Cause marketing	West Midlands, Lazio
24	Transdanube Pearls	Dialogue marketing; Relationship marketing	Region of Central Macedonia
36	Active Mobility Check for Municipalities in Hessen	Wheel of persuasion; Relationship marketing	Region of Central Macedonia, North Limburg
39	Active Mobility Marketing Toolbox	Wheel of persuasion	North Limburg, Bratislava, Region of Central Macedonia
Engagement method: e-engagement, crowdsourcing			
37	School Bike Route Planner	Digital marketing; Word of mouth; Wheel of persuasion	West Midlands

40	Reporting platform for cycle traffic	Digital marketing; Relationship marketing; Dialogue marketing	West Midlands, Lazio, Bratislava
Engagement method: Gaming, Gamifications			
33	Energy transition game	Guerrilla marketing	Hessen State
34	Trendsportal card game	Guerrilla marketing	Hessen State
Engagement method: Other			
22	VIA LIBERA	Guerrilla marketing	Region of Central Macedonia

Table 10 demonstrates that the **marketing techniques** that appear the most across all highlighted GPs are the Wheel of Persuasion and the Relationship Marketing which are both used in 6 GPs. The Word of Mouth together with Dialogue Marketing techniques are both used in 5 GPs out of the 19 selected. More information on the marketing techniques used for boosting participatory planning and drive citizens' awareness in each Good Practice collected, is provided in e-smartec deliverable 'State-of-the art on marketing techniques for citizens' and stakeholders' engagement in e-smartec Regions' which is available at the official website[14] of e-smartec project.

It is worth mentioning that the **criterion** regions reported to be the least achievable is related to 'Capacity' which however didn't receive the least promising score of 3; regions reported that 16 of their highlighted GPs can be supported by them but in collaboration with other stakeholders. The second criterion that regions perceived as the least achievable relates to 'Covid-19 measures alignment'; 5 GPs were reported to slightly support Covid-19 measures and another 3 GPs do not support Covid-19 measures according to the regions' needs. Finally, both 'Addressing region challenges' and 'Capability of adoption' criteria received the second-best possible score of 2 for five different GPs.

The **scoring of all Good Practices'** evaluation criteria for every region and overall ranking of Good Practices is shown in Annex III, as described in the methodological steps in chapter 2. It is demonstrated that the best rated Good Practice is Promoting the implementation of a new sustainable mode of transport in the city of Bratislava, which is adopting different kinds of marketing techniques for the promotion of bike-sharing. Another four highly rated Good practices are the Active Mobility Marketing Toolbox, CASI project citizen panel meetings, School Bike Route Planner and Reporting platform for cycle traffic.

The process of the selection of most appropriate good practices was a worthwhile exercise for regions introducing some critical thinking, since regions were asked to identify new good practices and consider how these GPs meet their objectives and action plans, address regional challenges or align with current SUMP phase in their region and any Covid-19 measures in place. The result of this process demonstrated that all regions have identified potential GPs for adoption in the future without any significant obstacles to overcome. The most common feature necessary for adoption of new GPs was reported to be the need for collaboration with other stakeholders. Nevertheless, most regions have reported several GPs to be suitable for their region, indicating that transferability of knowledge among regions is potentially feasible. This can be considered the first step towards introducing new GPs to regions who can learn from engagement methods and marketing techniques that promote participatory approaches in planning.

[14] https://www.interregeurope.eu/e-smartec/library/

The next step would be for regions to adopt new Good Practices and modify any internal mechanisms that will allow a smooth operation of the introduced practice. Some Good Practices were selected by more than one region which indicates that they are more attractive for adoption. In practice, it would be interesting to explore what are the features that make these GPs attractive and which marketing techniques or engagement methods are more applicable to SUMP enhancement in the six regions.

6. Annexes

6.1 Annex I: List of questions on Regional Needs

1. e-smartec Region
2. Main city of the Region where e-smartec poses special focus on
3. Other main cities in the region
4. List of stakeholders involved in mobility planning
5. Are there cities in the region that have developed or planning to develop in the close future SUMPs? Which cities and at which stage are the SUMPs? Are there other mobility related plans?
    a. city, status of SUMP (phase x according to SUMP cycle / starting soon / starting at ___ / not at all planned), other mobility related plans
6. Does mobility planning present a seamless approach in all cities of the Region? Is there a continuity of plans? Please justify your answer in the above question
7. Add any interesting points/comments/ideas regarding Sustainable Mobility planning in the Region / Region's cities
8. Do you believe that stakeholders are efficiently cooperating in mobility planning? Please justify your answer in the above question
9. Do you believe that citizens are strongly involved (high engagement and participation) in mobility planning?
10. Are stakeholders interested in cooperating for better mobility planning? Please justify your answer in the above question
11. Are citizens interested in providing their input/ideas for better mobility planning? Please define opportunities/ provide ideas for better involving stakeholders and citizens in mobility planning
12. Are there interesting campaigns for citizens' engagement in mobility planning in your Region? Please provide details / url of the campaigns or engagement techniques/ channels
13. Are there interesting campaigns for citizens' engagement/awareness raising in any other issues in your Region (e.g. recycling, sustainable tourism)? Please provide details / url of such techniques
14. Partner number
15. Email

6.2 Annex II: Good Practices classified by engagement method

ID	PRACTICES	DESCRIPTION	MAIN OBJECTIVE
	Engagement* method*: Interactive Events		
1	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
5	Macedonian Cuisine Food Truck of the Region of Central Macedonia	The Macedonian Cuisine Food Truck is a moving truck, offering real life experience in gastronomy that started its journey to Europe from the 34th Philoxenia expo on November of 2018. It is planned to continue in all the international gastronomic events as well as in the touristic expositions that the Region of Central Macedonia will take place	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
9	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)
10	Virtual Reality for the promotion of tourism in RCM	In the 34th edition of Philoxenia which was held in November of 2018, the visitors of the "Region of Central Macedonia" stand had the chance to get to know of the thematic touristic products through Virtual and Augmented Reality Technologies, Video 360o and the use of VR headsets	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
11	Coventry University Enterprises Ltd Location Independent Working (LIW)	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	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
20	PEDIBUS	The PEDIBUS initiative supports primary schools managers to encourage pupils and families to walk to school safely in organised groups following fixed routes.	increase co-creation of new mobility solutions/ ideas (achieving co-creation)
26	eGUTS	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.	behavioural change towards sustainable or green modes of transport
27	Promoting the implementation of a new sustainable mode of transport in city of Bratislava	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).	behavioural change towards sustainable or green modes of transport
	Engagement* method*: Surveys, Interviews		
16	SUITS	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.	influencing decision making (achieving co-planning)
19	Rome's SUMP participatory approach	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	increase co-creation of new mobility solutions/ ideas (achieving co-creation)
21	DESIRE	Training and awareness activities on road safety issues, with particular regard to vulnerable users and of soft and sustainable mobility promotion. Children were involved through dramatization, training, events/entertainment with entertainers and a competition for the best art craft produced.	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport

32	Creation of a unified image of tourist destination	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.	behavioural change towards sustainable or green modes of transport
	Engagement* method*: Focus groups/public meetings/open space events		
4	Co-creation of mobile open government services with the substantial participation of senior citizens and other stakeholders	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.	increase co-creation of new mobility solutions/ ideas (achieving co-creation)
12	Coventry Recycling Club	Coventry Recycling Club is 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.	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
15	Greening Your Fleet event	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	exchanging information with citizens and stakeholders
17	CASI project citizen panel meetings	Within the CASI project, 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 was organised so the citizens could validate the research priorities identified by the experts	increase co-creation of new mobility solutions/ ideas (achieving co-creation)
18	Cycle Training in Schools (Bikeability)	Bikeability is a cycle training scheme (a modern version of cycling proficiency), delivered in primary schools by a cycle training team	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
35	Cargobike Trendsportal – Competition	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	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
38	"Better to school"	"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	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
41	Mobilfalt	Mobilfalt is a combination of individual transport with the offers of local public transport authorities in rural areas.	behavioural change towards sustainable or green modes of transport
	Engagement* method*: Capacity building		
6	REFORM	The practice established a permanent regional cooperation for increasing capacity of the local Municipalities and facilitating the deployment of their Sustainable Urban Mobility Plans (SUMPs).	increase co-creation of new mobility solutions/ ideas (achieving co-creation)

7	Cycling against Diabetes Melitus	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
13	Cycle-R services	Cycle-R services is a registred charity a) providing training, qualifications and work experience to long-term unemployed and youth groups using recycling donated bikes, with the aim of getting them back to work b) providing low-cost, high quality refurbished bikes to low-income families and people who may need them c) encouraging cycling as a sport around Cannock, including the provision and maintenance of facilities for bicycling in and around Cannock and d) Supporting the ecology of Cannock Chase by providing recycling facilities for items that would otherwise be scrapped.	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
24	Transdanube Pearls	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”.	Increase of mobility planning effectiveness
28	EdTWINL (Education Twinning): multicultural marketing as a tool for sharing the knowledge and best practises in international environment	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.	exchanging information with citizens and stakeholders
29	Silver Economy: creation of cross-border cooperation	The practice established a cross-border cooperation by: a) Attracting businesses or organizations that produce products or services to people above the age of 50 and operate in border counties (exhibit that brings together local companies from both countries, Slovakia and Hungary) b) Increasing capacity of people above the age of 50, through training events that increase their language skills, technology skills and job hunting skills.	increase co-creation of new mobility solutions/ ideas (achieving co-creation)
36	Active Mobility Check for Municipalities in Hessen	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.	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
39	Active Mobility Marketing Toolbox	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.	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
43	City cycling competition	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	behavioural change towards sustainable or green modes of transport
	Engagement* method*: e-engagement, crowdsourcing		
2	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
3	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

8	4mycity	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	exchanging information with citizens and stakeholders
37	School Bike Route Planner	The School Bike Route Planner App has been developed as a 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.	exchanging information with citizens and stakeholders
40	Reporting platform for cycle traffic	The reporting platform for cycle traffic gives cyclists the opportunity to report defects and opportunities for improvement directly to the public authorities	exchanging information with citizens and stakeholders
44	Frankfurt Green City	"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.	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
	Engagement* method*: Gaming, gamifications		
30	SacraVelo: Combination of two different aspects in one product to attract a broader group of people	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.	behavioural change towards sustainable or green modes of transport
33	Energy transition game	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	increase co-creation of new mobility solutions/ ideas (achieving co-creation)
34	Trendsportal card game	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	exchanging information with citizens and stakeholders
	Engagement* method*: Other		
14	"Go Electric Taxi" Scheme	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	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
22	VIA LIBERA	#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.).	behavioural change towards sustainable or green modes of transport
23	FORMULA E ROME E-PRIX	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.	increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
25	BA.cycloportal	The practice offers an interactive 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.	behavioural change towards sustainable or green modes of transport

31	Promotion of the implementation of new unified tariff system	Use of marketing channels to increase acceptance of the new unified tariff system applied in Bratislava. A clear message was communicated to the wider audience through online articles published on several different websites.	behavioural change towards sustainable or green modes of transport
42	"365" Flat rate Ticketing	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.	behavioural change towards sustainable or green modes of transport

6.3 Annex III: Scoring of Good Practices by region and overall ranking

Good Practices	Regions*						Total	Avg*
	Central Macedonia	West Midlands	Lazio	Bratislava	North Limburg	State of Hessen		
Promoting the implementation of a new sustainable mode of transport in city of Bratislava	16	7	7	-	7	9	**46**	9.2
Active Mobility Marketing Toolbox	8	14	16	9	7	-	**54**	10.8
CASI project citizen panel meetings	17	-	7	12	7	13	**56**	11,2
School Bike Route Planner	12	7	14	12	13	-	**58**	11,6
Reporting platform for cycle traffic	16	7	7	9	19	-	**58**	11,6
VOLTARO	-	14	10	11	8	17	**60**	12,0
SUITS	16	-	7	18	12	10	**63**	12,6
PEDIBUS	8	14	-	12	13	17	**64**	12,8
Cargobike Trendsportal – Competition	9	7	20	14		14	**64**	12,8
Active Mobility Check for Municipalities in Hessen	8	14	21	14	7	-	**64**	12,8
DESIRE	15	14	-	11	13	12	**65**	13,0
Coventry University Enterprises Ltd Location Independent Working (LIW)	20	-	9	12	10	18	**69**	13,8
Cycle Training in Schools (Bikeability)	14	-	14	13	13	15	**69**	13,8
Rome's SUMP participatory approach	15	21	-	11	12	11	**70**	14,0
REFORM	-	21	8	14	19	8	**70**	14,0
Cycling against Diabetes Melitus	-	7	7	15	20	21	**70**	14,0
VIA LIBERA	8	21	-	15	20	10	**74**	14,8
BA.cycloportal	20	14	14		14	12	**74**	14,8
eGUTS	14	14	13	-	19	17	**77**	15,4
MOTIVATE	-	14	14	16	19	14	**77**	15,4
Co-creation of mobile open government services with the substantial participation of senior citizens and other stakeholders	-	21	18	12	13	14	**78**	15,6
Transdanube Pearls	9	21	21	-	14	13	**78**	15,6
Ecomobility	-	14	15	12	21	16	**78**	15,6
Creation of a unified image of tourist destination	21	21	-	-	20	18	**80**	16,0
"Better to school"	14	21	17	15	14	-	**81**	16,2
City cycling competition	21	14	21	12	13	-	**81**	16,2
Trendsportal card game	16	21	21	13	-	11	**82**	16,4
MOBITHESS	-	21	14	13	19	15	**82**	16,4
"Go Electric Taxi" Scheme	20		16	18	13	18	**85**	17,0
Virtual Reality for the promotion of tourism in RCM	-	21	10	15	19	20	**85**	17,0
4mycity	-	21	21	12	19	13	**86**	17,2
Frankfurt Green City	21	21	14	14	19	-	**89**	17,8

Macedonian Cuisine Food Truck of the Region of Central Macedonia	-	21	21	12	14	21	**89**	17,8
Promotion of the implementation of new unified tariff system	21	21	21	-	13	14	**90**	18,0
Greening Your Fleet event	21	-	14	18	21	17	**91**	18,2
"365" Flat rate Ticketing	17	21	21	12	20	-	**91**	18,2
Energy transition game	21	21	21	19	-	10	**92**	18,4
Mobilfalt	21	21	20	17	14	-	**93**	18,6
Cycle-R services	14		21	19	20	19	**93**	18,6
Coventry Recycling Club	21	-	21	14	19	20	**95**	19,0
FORMULA E ROME E-PRIX	21	21	-	13	20	21	**96**	19,2
SacraVelo: Combination of two different aspects in one product to attract a broader group of people	21	21	21	-	20	16	**99**	19,8
Silver Economy: creation of cross-border cooperation	21	21	21	-	19	18	**100**	20,0
EdTWINL (Education Twinning): multicultural marketing as a tool for sharing the knowledge and best practises in international environment	21	21	21	-	20	20	**103**	20,6

*The lowest average rating that can be achieved from each region is 7 and the highest is 21. The lower the rating, the more suitable the good practice.

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