



**e-smartec**  
Interreg Europe

enhanced sustainable mobility with marketing techniques  
**e-smartec project**

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PriMaaS & CISMOB  
Main Interregional Exchange of Experience Event  
26th to 28th January 2022

[www.interregeurope.eu/e-smartec](http://www.interregeurope.eu/e-smartec)

# e-smartec in a nutshell

e-smartec

Interreg Europe

European Union  
European Regional  
Development Fund

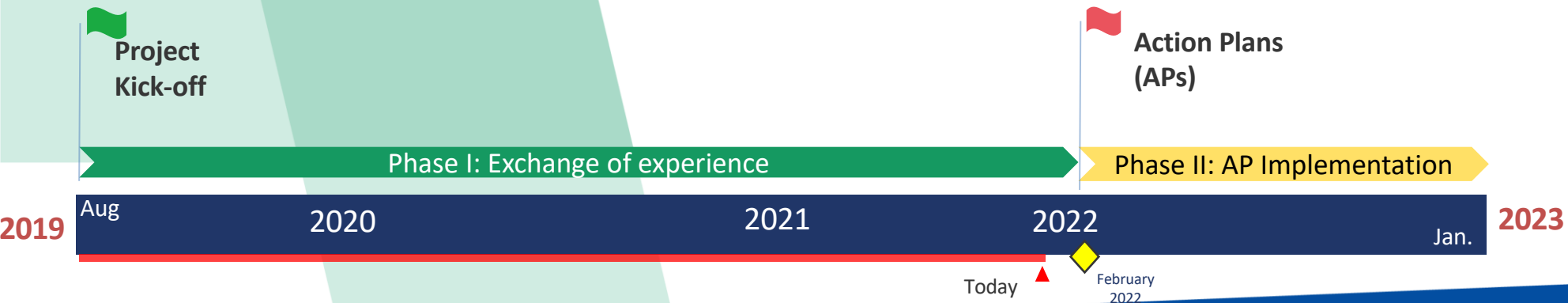
€  
1.37 M  
ERDF

Low-carbon  
economy



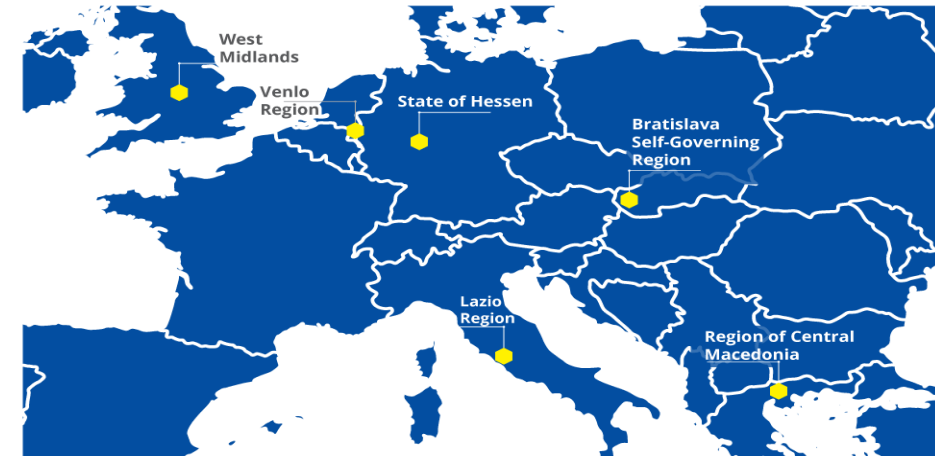
e-smartec aims to enhance  
citizen and stakeholder engagement  
in sustainable urban mobility planning  
through targeted marketing techniques

## Project duration



# e-smartec

Our consortium: 9 partners – 6 regions



## Our moto



# Emphasis on existing knowledge



## 44 regional Good Practices

✓ Behavioural change / awareness raising for sustainable mobility







✓ Engagement in co-planning

(both for individuals and for stakeholders and staff of competent authorities)

# A Handbook on marketing techniques and engagement methods



Success Tips

-  SCOPE
-  TYPE OF PARTICIPANTS
-  DURATION\*
-  COST\*\*
-  METHOD COMPLEMENTARITY
-  PHASE OF SUMP CYCLE

Method in action

<https://www.interreg-europe.eu/e-smartec/library/>

# Capacity Building on Marketing Techniques

Build the engagement strategy of a SUMP

Create your cards for each SUMP phase

Marketing Techniques & engagement methods



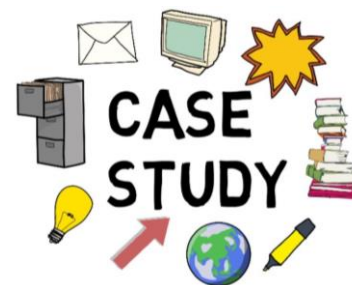
Time Frame and participants



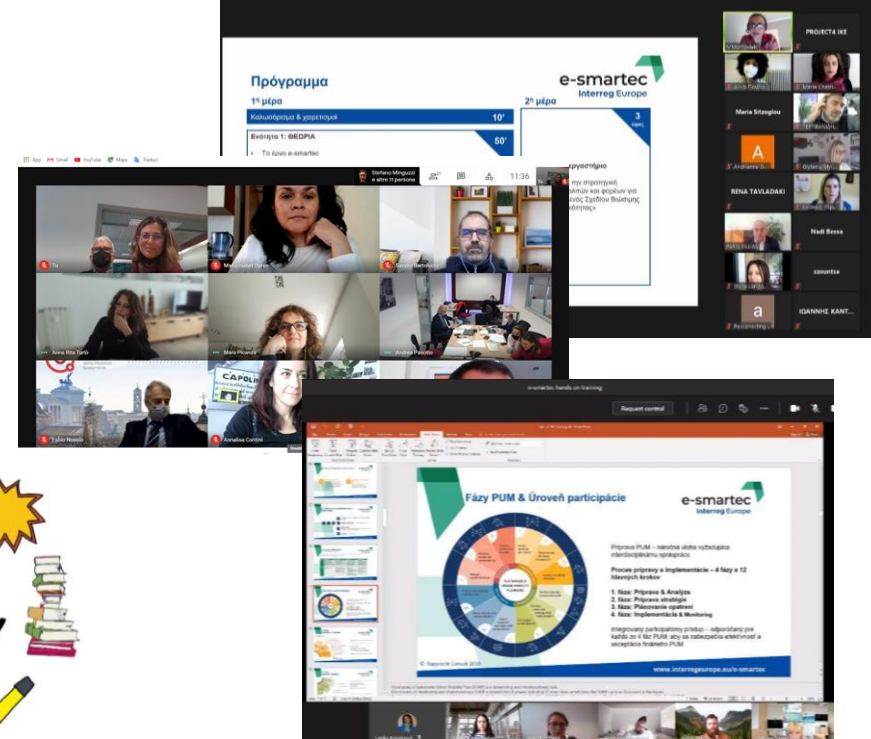
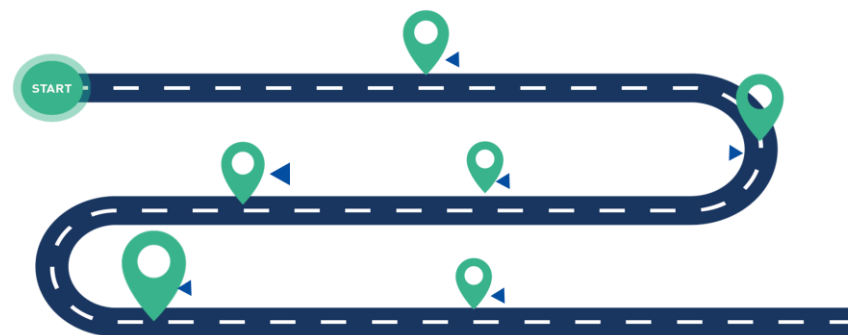
Cards

Participants: \_\_\_\_\_ Cost: \_\_\_\_\_

Time Frame: \_\_\_\_\_




Fill the slide adding all engagement methods used in your SUMP in chronological order



# Capacity Building on Marketing Techniques

Material from the e-course available



The graphic is a green rectangular banner with a background of faint icons representing various concepts like hands, a globe, and a speech bubble. At the top right, it reads 'E-COURSE REGISTRATION' in white, with a smaller white box below it containing 'A Quick How-To'. On the left side, there is a QR code. Below the QR code, the text 'SCAN THE QR CODE' is written in white. In the center, there is a dark blue button with the white text 'Log in'. To the right of the button, there is a white box with the text 'Engagement-SUMP'. Below the 'Log in' button, the text 'LOGIN TO THE MOBILITY ACADEMY' is written in white. To the right of the 'Engagement-SUMP' box, the text 'USE THE SELF-ENROLMENT KEY' is written in white.

<https://www.interregeurope.eu/e-smartec/news/news-article/13002/how-to-build-the-engagement-strategy-of-a-sump/>

# Transferability of project outcomes

*Understanding  
the needs  
(receivers)*

*e-smartec partners  
knowledge on GP's  
transferability  
(questionnaire pre-  
assessed report)*

*Municipalities staff  
/ trainees  
knowledge on  
engagement methods  
transferability (multi-  
criteria analysis)*

*context well taken  
into account*

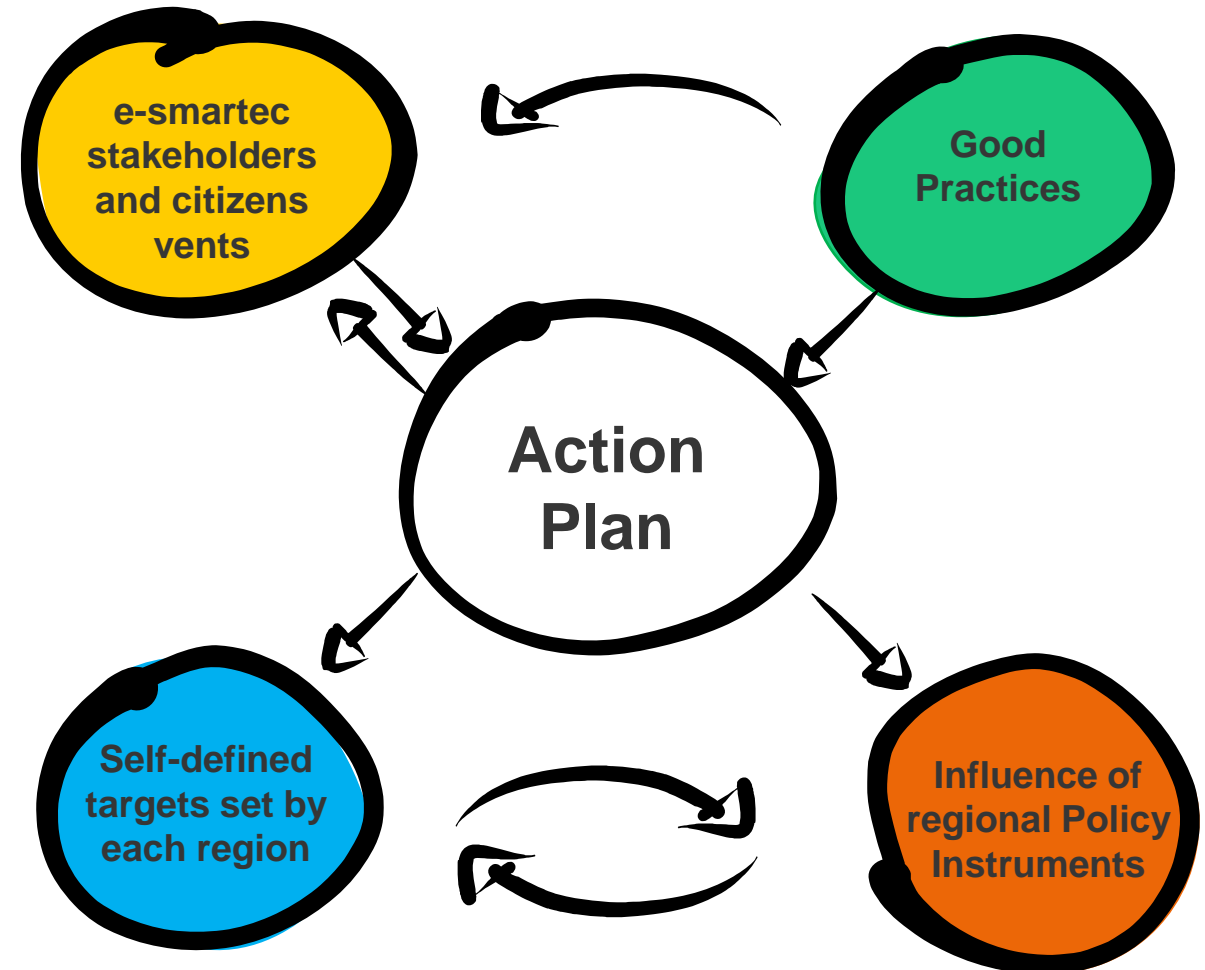
*Assessing the factors that have  
added in the 'donor' area success*

		TRANSFERABILITY POTENTIALS									
	Short Description	Advanced knowledge/ capacity requirement for GP adoption and transferring	Advanced ICT exploitation related knowledge/ capacity for GP adoption and transferring	Requirement for strong access to more advanced communication channels	(Required) Cost for a full replication of the GP	(Required) Duration for a full replication of the GP	(Required) Effort for a full replication of the GP: Necessary effort / man-months to design/develop the GP	(Required) Effort for a full replication of the GP: Necessary effort / man-months to implement and monitor the GP	Level of synergies required for the replication of the GP	Level of effectiveness of the GP for engaging wide audience/ diverse targets	OVERALL EASINESS TO TRANSFER
1	GP 1: VOLTARO Open space annual event in the Coast of Thessaloniki for the promotion of bicycling and walking with the help of volunteers.										2,9
2	GP2: MOBITHNESS MOBITHNESS provides environmentally friendly car routing, trip routing with the use of Public Transport, combined transport routing and pedestrian routing, POIs, environmental impact and training on sustainable mobility.										4,6
3	GP 3: MOTIVATE The MOTIVATE app is a cloud based tool that collects data and provides first level overview of daily trips and travellers' opinions.										3,7
4	GP 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.										3,6
5	GP 5: Macedonian Cuisine Food Truck of the Region of Central Macedonia A moving truck, offering real life experience in gastronomy that started its journey to Europe.										4,0
6	GP 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 (SUMP).										3,1
7	GP 7: Cycling against Diabetes Mellitus Yearly event where citizens have the chance to participate and learn for the benefits of cycling on health.										3,8
8	GP 8: 4mycity A service 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.										4,0
9	GP 9: Ecomobility 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										3,8



# Regional Action Plans (1/2)

Action plans are based on the **most appropriate for each region marketing techniques/ methods**, capable of **shifting** users willingness to travel by sustainable transport means and also making them to **participate** in mobility agenda-setting



# Regional Action Plans (2/2)

## Venlo

Capacity building for SUMP; co-designed location independent working; enhanced regional SUMP



## Hessen

Supporting Municipalities in participatory processes and use of marketing tools



## West Midlands

Training on marketing techniques; promotion of cycling; promotion of walking among school-aged children



## Bratislava

Increasing awareness and use of public transport in the region



## Lazio

Increase the share of people using micro-mobility



## Central Macedonia

Enhancement of SUMP; marketing tools and promotion of sustainable school mobility



# Join us in our next webinars!

JANUARY 31: 11 AM | FEBRUARY 2: 11 AM

## 2 Webinars to celebrate the end of Phase 1

→ Discussing **Community Engagement**  
and **Capacity Building**



**Community Engagement**  
with CERTH, University of Žilina,  
Municipality of Venlo and Coventry  
University Enterprises



January 31, 2022  
11:00 - 12:00h CET



**Capacity Building**  
with POLIS Network, Roma Servizi  
per la Mobilità, RDF of Central  
Macedonia, Municipality of Poznan



February 2, 2022  
11:00 - 12:00h CET

<https://www.interregeurope.eu/e-smartec/events/event/4978/e-smartec-webinar-community-engagement/>

<https://linktr.ee/esmartec>

# Find us!

-  [www.interregeurope.eu/e-smartec/](http://www.interregeurope.eu/e-smartec/)
-  [@e\\_smartec](https://twitter.com/e_smartec)
-  [e-smartec group](https://www.linkedin.com/company/e-smartec-group)
-  [e-smartec channel](https://www.youtube.com/channel/UC...)

*e-smartec office at CERTH*  
[e-smartec@certh.gr](mailto:e-smartec@certh.gr)

# Thank You!



Low-carbon  
economy



European Union  
European Regional  
Development Fund

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