



## Interreg Europe Policy Learning Platform

### *Behaviour change and participatory processes for sustainable mobility*

28 and 29 June 2022, Thessaloniki

**Moderation:** Katharina Krell & Simon Hunkin, Interreg Europe Policy Learning Platform

### Agenda

Registration and welcome coffee is open from 8:45	
Introduction	
09h30	<b>Introduction from the Joint Secretariat and Policy Learning Platform</b> <ul style="list-style-type: none"><li>- Presentation of the New Interreg Europe Programme – Magdalini Anagnostou, Interreg Europe Joint Secretariat</li><li>- Presentation of the services of the Policy Learning Platform – Elena Ferrario, Interreg Europe Policy Learning Platform</li><li>- Overview of mobility in Interreg Europe projects – Simon Hunkin, Interreg Europe Policy Learning Platform</li></ul>
09h50	<b>Keynote – The mobility vision of Central Macedonia</b> Governor of Central Macedonia and President of the European Committee of the Regions, Apostolos Tzitzikostas (TBC)
10h10	<b>Interactive icebreaker</b> Getting to know the participants and understanding reasons for participating and regional challenges faced
10h30	<b>Coffee break</b>
Behaviour Change	
11h00	<b>Keynote – Enabling Behaviour Change for Sustainable Mobility</b> <i>Fred Dorsimont, Behaven &amp; EDHEC Business School</i>
11h20	<b>Interactive Session</b> What challenges do regions face? What skills are they lacking? What do regions need to change? What new activities are needed?
11h40	<b>Good Practices</b> <i>Three good practices and policy improvements will be presented from Interreg Europe projects to inspire other regions with proven initiatives on behaviour change for sustainable mobility.</i>
12h30-14h00	<b>Networking Lunch</b>



<b>Participatory Processes</b>	
14h00	<b>Keynote – Participatory planning for mobility policies</b> <i>Andréia Lopes Azevedo, Polis</i>
14h20	<b>Good Practices</b> <i>Three good practices and policy improvements will be presented from Interreg Europe projects to inspire other regions with proven initiatives on participatory processes.</i>
<b>e-smartec interactive workshop on mobility co-planning</b>	
15h00	<b>Introduction to the session – e-smartec Theory &amp; Pitches</b> Presentation of the theoretical base (marketing techniques and participatory methods that are categorized under each marketing technique), with one-minute pitches of engagement methods that were applied in the e-smartec regions.
15h30	<b>Coffee Break / Movement into Groups</b>
15h45 – 17h15	<b>Co-creating a SUMP engagement &amp; Communication Strategy</b> Participants will be divided into groups and guided by a facilitator to set-up the participatory planning process/strategy of the SUMP of a “our city” use case. Participants will work through the four phases of the SUMP, reflecting the objective, the stakeholders involved and their role of each phase.
<b>Wrap-Up</b>	
17h15 – 17h30	Key take-aways, an overview of next actions, and topics for the Policy Learning Platform to follow-up on.
<b>Cocktail Reception</b>	