



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

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| Registration and welcome coffee is open from 8:45 | |
| Introduction | |
| 09h30 | <p>Opening words</p> <ul style="list-style-type: none">- Katharina Krell & Simon Hunkin, Interreg Europe Policy Learning Platform <p>Introduction from the Joint Secretariat and Policy Learning Platform</p> <ul style="list-style-type: none">- Welcome address - Eleni Katsigianni, «Managing Authority of European Territorial Cooperation Programmes, "Interreg Europe" Hellenic Point of Contact»- The new Interreg Europe Programme - Magdalini Anagnostou, Interreg Europe Joint Secretariat- The services of the Policy Learning Platform - Elena Ferrario, Interreg Europe Policy Learning Platform- Overview of mobility in Interreg Europe projects - Verena Priem, Interreg Europe Joint Secretariat |
| 10h00 | <p>Keynote – The mobility vision of Central Macedonia</p> <p>Paraskevi Patoulidou – Vice Governor of the Metropolitan Area of Thessaloniki and President of Thessaloniki Tourism Organisation</p> |
| 10h20 | <p>Interactive icebreaker Getting to know the participants</p> |
| 10h30 | Coffee break |
| Behaviour Change | |
| 11h00 | <p>Keynote – Enabling Behaviour Change for Sustainable Mobility</p> <p>Fred Dorsimont, Behaven & EDHEC Business School</p> |
| 11h20 | <p>Interactive Session</p> <p>What challenges do regions face? What skills are they lacking? What do regions need to change? What new activities are needed?</p> |
| 11h40 | Good Practices |



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| | <p><i>Explanation of the interest mapping exercise to be implemented on the good practices.</i></p> <ul style="list-style-type: none">- 10 Minute Town Framework – Krissel Alcaraz & Neil Montague, ARUP Ireland (MATCH-UP)- Travel demand management for sustainable travel interventions for major events – Graham Banks, Transport for Greater Manchester (REFORM)- Behaviour change in response to the COVID pandemic – Glykeria Glykeria Myrovali, CERTH (Inter-Connect PLUS) |
| 12h30-14h00 | Networking Lunch |
| Participatory Processes and Mobility Co-Planning | |
| 14h00 | Keynote – Participatory planning for mobility policies <i>Andréia Lopes Azevedo, Polis</i> |
| 14h20 | Good Practices <ul style="list-style-type: none">- Participatory Citizens Panels per for co-designing Action Plans – Pavlina Lazaridou & Evangelos Genitsaris, Aristotle University of Thessaloniki (PE4Trans)- Participation with youth in urban planning – Lillian Jahr Oterholt & Almudena Diaz Camacho, Municipality of Lørenskog (SmartEdge) |
| 14h50 | Introduction to the interactive session – e-smartec Theory & Pitches 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. |
| 15h20 | Coffee Break / Movement into Groups |
| 15h45 – 17h15 | Interactive session: Co-creating a SUMP engagement & Communication Strategy 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. |
| Wrap-Up | |
| 17h15 – 17h30 | Key take-aways, an overview of next actions, and topics for the Policy Learning Platform to follow-up on. |
| Cocktail Reception | |