

Special Session/Workshop IV

Supporting sustainable mobility participatory planning

Abstract

One of the main principles on which the development of successful and acceptable Sustainable Urban Mobility Plans is based is the active involvement of the citizens in the planning procedure. Placing citizens close to the designers and the decision makers of their cities gives them the floor to speak, strengthens their confidence in the decisions while at the same time contributes to the generation of an 'ownership' feeling for the proposed interventions. The process of creating this close link between citizens and decision makers is difficult as it is associated with a real change in citizens' behavior and with a shift to bottom-up planning. The active participation of citizens plays a dominant role in the modern way of mobility planning and decision making – being totally in line with the democracy of citizens that is promoted by global and European acts while supporting the effectively dealing with disengagement from representative politics. Today, marketing techniques and methods are widely used for reaching out and raising awareness of the wider audience, for efficiently communicating ideas and proposals for mobility interventions, for engaging in co-planning and for promoting mobility measures.

Aim of the Special Session/Workshop

The aim of the session is to present the results of the experience exchange among the e-smartec project regions that joined forces in an ultimate goal to provide tailored guidelines on citizens' and stakeholders engagement marketing techniques; innovative for decision-making traditional procedures although widely and effectively used in the business sector - Word of Mouth (WOM), Cause Marketing, Digital Marketing, Dialogue Marketing, Relationship Marketing, The Wheel of persuasion, Guerilla Marketing and Undercover Marketing are the 8 core marketing techniques explored within e-smartec project¹.

The topics that will be covered during the session are:

- Good Practices in participatory mobility planning
- Marketing techniques and methods for co-planning and promotion of mobility interventions
- An interactive learning exercise; building a participatory strategy for sustainable mobility planning

¹ The e-smartec project is a 3-year project started in August 2019, funded under the Interreg Europe Programme 2014-2020 and addressing the thematic area of Low Carbon Economy. Its overall goal is to develop action plans that provide tailored guidelines to authorities for increasing citizens' and stakeholders engagement levels by applying effective marketing techniques. (<https://www.interregeurope.eu/e-smartec/>)

Organizers

Main organizer/contact point:

CERTH/HIT

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Associated project(s)

Main project: e-smartec project (<https://www.interregeurope.eu/e-smartec/>)

Target audience

The target audience will include the project partners and the main stakeholders involved in the project:

- Regions and cities
- Research and academia
- Marketing /communication experts
- Mobility planners, relevant experts

Structure of the workshop

Workshop IV – Marketing techniques supporting sustainable mobility participatory planning <i>(e-smartec project)</i> 14:30-17:30	
Room: Muses II Organizer: Dr. Maria Morfoulaki, Operational Scientist A', Hellenic Institute of Transport (HIT)/ Centre for Research and Technology Hellas (CERTH), marmor@certh.gr Co-organizers: Dr. Glykeria Myrovali, Research Associate, Hellenic Institute of Transport (HIT)/ Centre for Research and Technology Hellas (CERTH) Maria Chatziathanasiou, Research Associate, Hellenic Institute of Transport (HIT)/ Centre for Research and Technology Hellas (CERTH)	
14:30-14:35	Welcome and introduction of the speakers - Dr. Maria Morfoulaki, HIT/CERTH
14:35 -14:45	Presentation of e-smartec project - Maria Chatziathanasiou, HIT/CERTH - Glykeria Myrovali, HIT/CERTH
14:45-15:00	Marketing techniques and methods for sustainable mobility planning - Maria Sitzoglou, Design Clips PC (e-smartec external expert)
15:00-15:30	Good practices on marketing and engagement techniques and methods (pitches from regions and cities) (Part A)

	<ul style="list-style-type: none">- <i>Dr. Konstantia Mpressa, Region of Central Macedonia</i>- <i>Giuliana Famiglietti Pipola, Coventry University</i>
15:30-16:00	<i>Coffee break</i>
16:00-16:50	<i>Good practices on marketing and engagement techniques and methods (pitches from regions and cities) (Part B)</i> <ul style="list-style-type: none">- <i>Fabio Maria Nussio, Service Mobility Agency for the City of Rome</i>- <i>Eva Malichova, University of Zilina</i>- <i>Eugenia Kolb, Hessen Trade & Invest GmbH (HTAI), Centre of Competence Sustainable Urban Mobility (CC-SUM) State of Hessen</i>
16:50-17:00	<i>Announcement of the e-smartec special webinars and e-course</i> <ul style="list-style-type: none">- <i>Alessia Giorgiutti & Laura Babío Somoza, (POLIS)</i>
17:00-17:30	<i>Interactive session: building effective engagement strategy to accompany SUMP</i> <ul style="list-style-type: none">- <i>Moderated by HIT/CERTH</i>

Confirmed speakers/regular presentations

- **Maria Sitzoglou**, Architect - Urban Designer, Participatory Planning Expert, Managing Director Design Clips PC (e-smartec external expert)
- **Dr. Konstantia Mpressa**, Region of Central Macedonia
- **Giuliana Famiglietti Pipola**, Business Delivery Manager- Economic Policy (Coventry University)
- **Fabio Maria Nussio**, Head of International Affairs – Fund raising Group in Rome Mobility Agency (Service Mobility Agency for the City of Rome)
- **Eva Malichova**, Researcher, University of Zilina
- **Eugenia Kolb**, Hessen Trade & Invest GmbH (HTAI), Centre of Competence Sustainable Urban Mobility (CC-SUM) State of Hessen
- **Alessia Giorgiutti**, Project and Communications Officer & **Laura Babío Somoza**, Project Officer (Promotion of Operational Links with Integrated Services, POLIS)