

TEMPLATE

Output factsheet: Trainings

Version 1

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| Project index number and acronym | CE25 MOVECIT |
| Lead partner | LP - Development agency Sinergija. Slovenia |
| Output number and title | O.T2.2: Seven trainings on low carbon mobility planning for municipalities in functional urban areas |
| Responsible partner (PP name and number) | PP7 - City of Modena, Italy |
| Project website | http://www.interreg-central.eu/movecit |
| Delivery date | November 2017 |

Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

The training for the employees of the Municipality of Modena took place on the 7th December in a room of the main office of the Administration and it was held by experts of Euromobility and TPS, together with the Municipality of Modena.

First urban mobility and general aspects of sustainable mobility were presented to the audience, in order to introduce and discuss the results of the Municipality survey. Modal split and traffic topics in Italian cities were also tackled with a specific focus on the performance indicators of cities and the evaluation of difference services they provide. That gave all the necessary basics and contextualization of the main topics the training concerned: which measures should be in a strategic workplace mobility plan and how to apply those measures?

After a discussion concerning the results of the mobility survey, a long interaction between mobility experts and employees was facilitated, in order to share ideas concerning suitable measures and their priorities to be taken into account in implementing the workplace mobility plan. On one hand, one of the first measures identified was the incentivization of the bike to work. On the other hand, some risks connected to the use of the bike came out: the problem of bike thefts (very common close to their office); the lack of lightening and maintenance on the cycling routes.

Other remarks concerned Public Transport, in particular its unattractiveness for employees. One possible measure to incentivize the use of public means that emerged from the discussion was the launch of a lottery using bus tickets codes.

The discussion also tackled the topic of which role and responsibilities for the employees as ambassadors and representatives of their colleague.

The results were a very good interaction and active participation of the employees both in commenting the survey results and in sharing ideas for the implementation of the workplace mobility plan.

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

Municipality of Modena, Italia, NUTS- ITH54

Expected impact and benefits of the trainings for the concerned territories and target groups

The training provided a better knowledge and awareness about sustainable mobility plans and a deeper comprehension on the importance of the plan application and implementation in the municipality, as well as an arisen awareness of employees concerning their role as example of the municipality and towards other “external” eyes (other municipalities, private enterprises and external stakeholders). That means also an indirect benefit concerning the expected change of habits.

The engagement of employees to take action and be focal point of best practices inside their workplace demonstrate that if they manage to increase the number of them changing their commuting habits to more sustainable ones, they will be examples not just for their colleagues, but also for the other citizens. The multiplying effect that will result of having people more aware of sustainable mobility means a facilitation in the communication plan consisting of practical examples more than written slogan.

Target group was mainly internal, but expected side effects are also external.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

The training concept and training material were developed according to the handbook and tools of the project, the other supporting materials the project provided and the materials the mobility expert provides in support of the outcomes of the municipality survey.

An excursus on Modena’s previous projects in the field of sustainable mobility and some of European good practices were illustrated as models and ideas that could be replicated and implemented also in Modena mobility plan.

The methodologies used were various: front presentation to introduce the general aspect and the survey results; open discussion to interact and share ideas; world café method to better discuss single measures. Part of these materials are already used in the Mobility managers training course and part, the MOVECIT handbook and tools, will be integrated in the future trainings, in order to have a more complete material for the next trainings.

Lessons learned from the development and implementation of training measures and added value of transnational cooperation

The idea of giving more power to the final beneficiaries and involving them in the planning creates a link between mobility experts and employees, two categories that normally are quite far away. This allows a deeper comprehension of the whole project and actions that will be implemented.

The inclusion of employees to the WMP through the training course gave the Municipality the possibility to learn that:

1. To discuss and concerted together with employees the workplace mobility plan measures assure a better comprehension and awareness of the Municipality actions;
2. The sharing of their problems, difficulties, risks and ideas will assure their needs will be taken into consideration and included into the plan measure, so they will probably more incline to the cultural shift because they were listed;

Trainees could also learn that having a larger view on Mobility issues (as mobility managers have) and European best practices could help them not only in being keener to the adoption of the plan, but also to better reflect about their everyday trips.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

Handbook has been translated to be distributed among employees. Copies of the handbook were placed on the notice board of the Municipality office (see the annex). Soon the web version will be also uploaded to the Municipality web site.

During the training course the material of the project was also distributed to the employees and more copies were given them to be distributed to their colleagues.

The chosen training materials were: (1) the training manual (D.T 2.3.1) and its 1st annex ("Effective support for environmentally friendly transport and communication with the public"), both translated in Italian.

Pictures of the training and of some materials are integrated in the annex.

The output factsheet is linked to D.T2.3.2: Report on seven regional trainings for municipalities on tools for mobility plans.