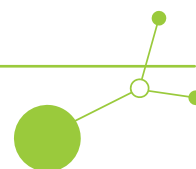




Stakeholder Mapping and Clustering in each city and GreenPATH FUA's Governance Analysis

D2.2.1



Final
01 2025





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1. The GreenPATH project

GreenPATH develops an innovative approach to commuting in Central European Functional Urban Areas (FUAs). It aims at co-design smart and green mobility solutions with public and private stakeholders, benefiting students and employees by promoting sustainable transport. The project addresses the challenge of decarbonizing urban mobility through a set of tested solutions, strategies, and action plans. It involves 11 partners, including local administrations, mobility agencies, operators, universities, and research bodies of regions where transport is a major contributor to greenhouse gas emissions.

GreenPATH focuses on sustainable mobility within Functional Urban Areas (FUAs) and tackles commuting challenges through integrated governance of commuter flows and innovative mobility management solutions. The project utilizes new technologies and data-sharing platforms to enhance transport efficiency and improve the commuting experience with real-time information and personalized travel options. Transnational cooperation is key, bringing together expertise from Italy, Germany, Austria, Slovenia, Hungary, and Croatia. This cooperation contributes to overcome national legislative barriers and create applicable mobility management tools across the region. GreenPATH aims to deliver formal cooperation agreements, collaborative solutions for sustainable mobility, a comprehensive strategy, and action plans for each FUA. These outputs will be adopted by decision-makers to ensure long-term implementation and cooperation beyond the project's completion, benefiting a wide range of users, including local authorities, service providers, and educational institutions.

Activity 2.2 of the GreenPATH project aims to map local stakeholders, governance and mobility management awareness in each FUA to inform individuals and communities on the benefits and importance of sustainable modes of transportation such as public and shared transport, cycling, and walking. The activity comprises work with local communities, transport and mobility operators, and other stakeholders to develop and implement effective awareness-raising strategies. This includes developing educational campaigns, providing information on available transportation options, and promoting the use of sustainable modes of transportation to reduce the dependence on private vehicles and improve air quality in urban areas, while also improving the health and wellbeing of commuters. Activity 2.2 of GreenPATH finally provides an overview of key stakeholders and their perspectives on the GreenPATH activities.

This deliverable is the first out of three under Activity 2.2 and presents an overview on the process of Stakeholder Mapping and Clustering in each FUA as basis for the GreenPATH FUA's Governance Analysis.

2. Introduction

Stakeholder Mapping and FUA's governance analysis is essential to identify stakeholders, who are crucial for the success of the pilot action implementation in the seven GreenPATH regions:

- Berlin (Germany)
- Kecskemét (Hungary)
- Maribor (Slovenia)
- Monza (Italy)
- Osijek (Croatia)
- Ravenna (Italy)
- Vienna (Austria)



This deliverable outlines the steps for the identification of key stakeholders in the pilot regions and FUAs and their likely involvement in pilot actions. The outcomes form the basis of tailor-made engagement strategies. The approach is based on a stepwise procedure, which is described in the first part of this deliverable. Core elements are a questionnaire to be answered by each pilot region leader and the outline of an online stakeholder mapping workshop for the identification of stakeholders. The final section of this deliverable provides an approach for an overview of strategies and plans in the context of the pilot action and the overarching goals of the pilot area and FUA, e.g. Sustainable Urban Mobility Plans.

3. Methodology

The methodology of stakeholder mapping consists of a multi-step process (Figure 1):

Step one: A questionnaire is prepared and distributed among the pilot region leaders. Characteristics of the pilot area and FUA and the desired changes are to be identified in order to guide the pilot action leaders towards the identification of the relevant stakeholders for their pilot action. Based on the given framework conditions relevant stakeholders in the FUA and, in particular, in the pilot area are mapped. This approach is chosen to give pilot action leaders the possibility to reflect upon their activities and therefore to be able to identify the relevant stakeholders.

Step two: Based upon the responses of the pilot action leaders stated, the stakeholder maps are analysed by BOKU to prepare the follow-up Stakeholder Mapping Workshop. Stakeholder Mapping Workshop facilitated by BOKU with pilot action leaders to discuss similarities, and differences among the identified stakeholders and relevant engagement strategies across the pilot actions.

Step three: Approaches for the identification of strategies and plans like SUMP's but also policies for the FUA and pilot area are included to provide accordance of the pilot action with the relevant overarching goals in the region.

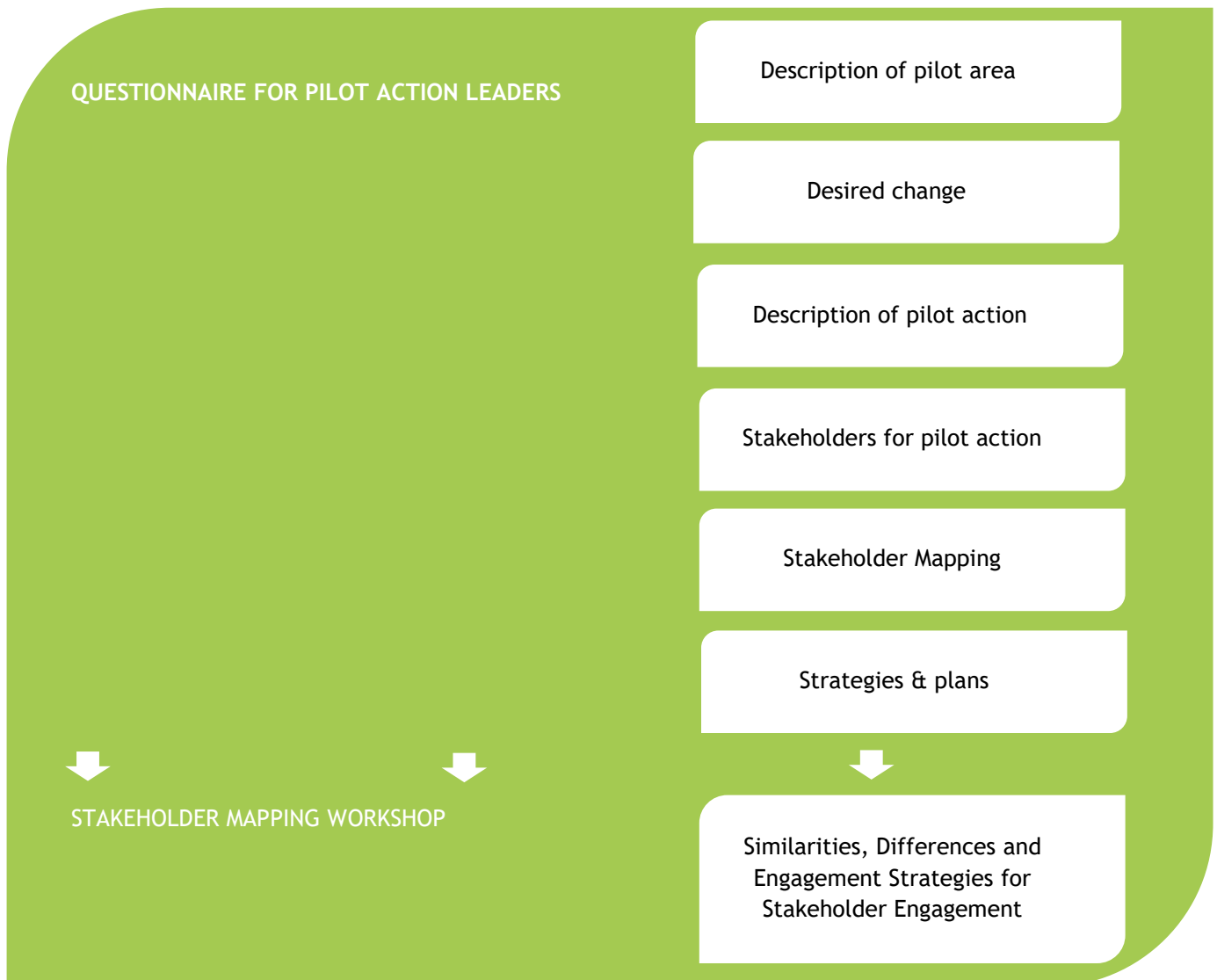


Figure 1: Methodological approach of stakeholder mapping



4. Topics for Stakeholder Mapping

This chapter provides insights into the relevant topics for stakeholder mapping.

4.1. Overview of pilot area

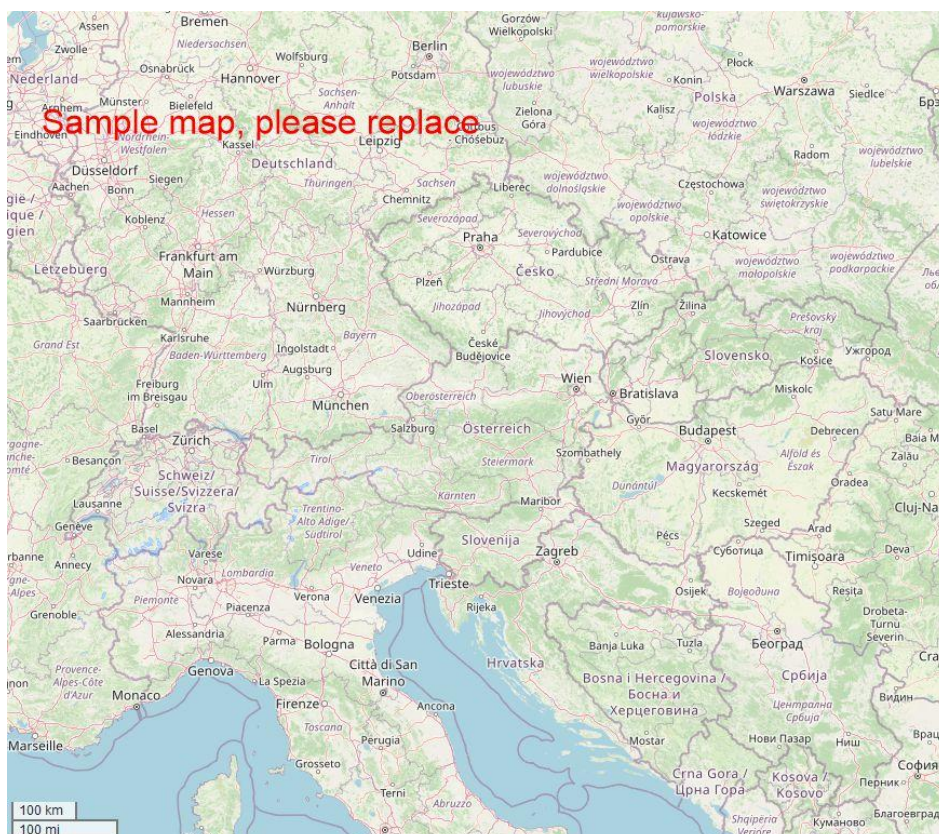
Description of the pilot area. The pilot area is the area, in which the pilot action will be implemented.

4.1.1. Overview

Pilot area (FUA & Local pilot are)	
Partner name	
Author(s) name and email	

4.1.2. Map of your FUA & pilot area

Insertion of a map of the pilot area.





4.1.3. Description of your pilot area (not FUA)

A brief description of target area, in case more than one specific pilot area is planned. Duplication of table for each pilot area.

Table 1: Description of pilot area

Area name	
Infrastructure for cars (moving, speed limits, lanes, congestion, speed bumps, freeways, restrictions)	
Infrastructure for cars (parking, on street, off street, parking garage below or above surface, costs for parking, short term parking, restrictions)	
Infrastructure for bicycles (moving, separated lanes, designated space, mixed traffic, priority at junctions)	
Infrastructure for bicycles (parking, open area, weather protected, boxes to prevent thefts)	
Infrastructure public transport: number of stops	
Infrastructure public transport: number of lines	
Infrastructure public transport: average frequency of service peak time (working days)	
Infrastructure public transport: average frequency of service off peak time (working days)	
Infrastructure public transport: operation time (working days), first arrival, last departure	



Infrastructure for pedestrian (any specific measures, e.g. pedestrian zones, shared space, priority crossings of streets, extra wide sidewalks, separation from car traffic, sun protection, ...)	
Infrastructure car sharing (e-car, conventional)	
Infrastructure bike sharing	
Infrastructure e-bike sharing	
Infrastructure scooter sharing	
Initiatives on ride sharing/carpooling in site area	
Other relevant infrastructure or supply for traffic	



4.2. Description of the desired change

The following Table 2 presents topics, that help identify the desired change for the pilot area and FUA. This is based upon considerations of Van Es et al., 2015.

Table 2: Desired change

	For pilot area	For FUA
What is the desired change that you would like to see in your pilot area during the GREENPATH Project? (Please clarify in terms of realistic and tangible changes in your pilot area)		
For whom is the desired change that you would like to see in your pilot area? (e.g. employee commuters of university campus)		
Who might not benefit? (e.g. disabled commuters, who might not be able to use the technology)		
Why do you like to see the change in your pilot area? (e.g. shift in mobility behaviour from car-usage towards more PT and bike by...)		
Make a statement of the desired change: make it tangible, specific and plausible by describing actual behaviour, involving people doing something) (e.g. Increase number of bicycle rack usage during 8am-4pm by employees from 01/25-12/25 at campus compared to before-counts)		
Make assumptions clear: Why does this change matter to us (worldview, values, etc.)? (e.g. because we would like to reduce CO2 reduction by employees and support public opinion about values of university.	This change matters to us because...	

Tip: use the helicopter method

"Imagine that you could travel forward in time and that you are flying over the area where your initiative was focused. What can you see that is different? Would this be, for example: different uses of land, buildings, different buildings, waterways, crops, infrastructure, different activities and who is involved in them, different behaviour, from whom, and how would it show, different relationships, who is walking around who wasn't before, different emotional states of people in that situation?" (Van Es et al., 2015, p.92)



4.3. Description of the pilot action

A brief description of target area, in case more than one specific pilot area is planned. Duplication of table for each pilot area.

Table 3: Description of pilot action

Measure name	
What is the pilot action about? Which changes/new offers will be realised?	
How does it address the desired change?	
Who is the specific target group? Which are the specific use cases to be addressed by this measure?	
Does a specific policy for the area support your measure? In case, please describe	
Does this planned measure likely support/hinder gender equality? Please describe	
Does this planned measure likely support/hinder equality for people with special mobility needs? Please describe	
Does a specific policy for the area hinder your measure? In case, please describe	



4.4. Stakeholders for pilot action

Based upon the pilot action and the written statement about the desired change, a brainstorming follows by which the name of the stakeholders (institution, persons) and their identified power is stated in Table 6 on page 11. In case more than one specific measure is planned for the pilot action, the name of the pilot action (taken from the Table 3) is added in Table 6 and duplicated for each individual measure. In case many stakeholders are identified, Table 6 is copied and pasted and filled in for each stakeholder. If this is the case, it is ensured that each stakeholder has a unique number (see first line). **Stakeholders on pilot area level but also on FUA level and if needed on regional level are considered, that are relevant for the pilot action implementation.**

To help the identification of the stakeholders, Table 4 provides a variety of types of stakeholders, which aims at supporting the identification of the relevant stakeholders for the pilot action. If a type of stakeholder cannot be found in the table, a new type can be added in Table 6. Table 5 provides ideas for activities for planning stakeholder engagement.

Table 4: Types of stakeholders

administration: local/regional
administration: national
business association
business: goods transporter
business: local/regional
business: national/international
car drivers
car drivers club / motorist association
car sharing association
car sharing users
commuters: work/education
cycling interest group
cyclists
disabled association
disabled/elderly people
employees at work
general public
hotels/board of tourism
local interest group
media: radio/paper
NGO: social/environmental group
pedestrians



pedestrians interest group
politicians: local/regional
politicians: national
private company: non-transport
private consultant
public body: non-transport
public enterprise, non-transport
public transport authority
public transport operator
public transport passengers association
public transport users
public transport users, potential
residents of the area
school/education institutions (secondary)
students
taxi association
taxi, private transport company
teachers/trainers
unions
university/research institutions (tertiary)
visitors: shops/tourism
women
others

Table 5: Activities planned for stakeholder engagement

exhibition/info centre
helpdesk/telephone-hotline
individual contacts
instructions/training
internet based info
interviews/survey
mailing info materials
marketing/promotion



media: info via press targeting the stakeholder group
media: press conference
media: press officer
media: press release
media: radio/TV presentation
mediation process
meeting: discussion open to the public
meeting: discussion with stakeholder group
meeting: focus group
meeting: working group: regularly as local mobility forum
meeting: working group: regularly, measure related
meeting: workshop with the stakeholders
project presentation
public event
scientific conference
static info materials/poster
static info materials/take away materials
others

Table 6 is used for the identification of the relevant stakeholders for the pilot action:
For the development of this table literature from Scrigh (2023), Van Es et al., 2015 was used as basis.

Table 6: Stakeholder identification

GreenPATH

Stakeholder No.	1	2	3	4	5
Type of stakeholder (see Table 4)					
Stakeholder Institution name (both local and english language), if applicable					
Stakeholder level (local, regional, FUA)					
Stake/Interest (What do they provide related to the pilot action and why does the pilot action matter)					
How high is their interest in supporting the pilot? (1= low 2= medium 3= high)					
What ist their attitude towards the measure/ pilot action <div> <div>(-2 strong opponent</div> <div>-1 opponent</div> <div>0 neutral</div> <div>+1 support</div> <div>+2 strong support)</div> </div>					
What is their Power to influence the measure/pilot: (1= low 2= medium 3= high) & what type And what type of power e.g. technical, political, financial, interpersonal, etc.) e.g. 1, technical	e.g. 1, technical				



GreenPATH

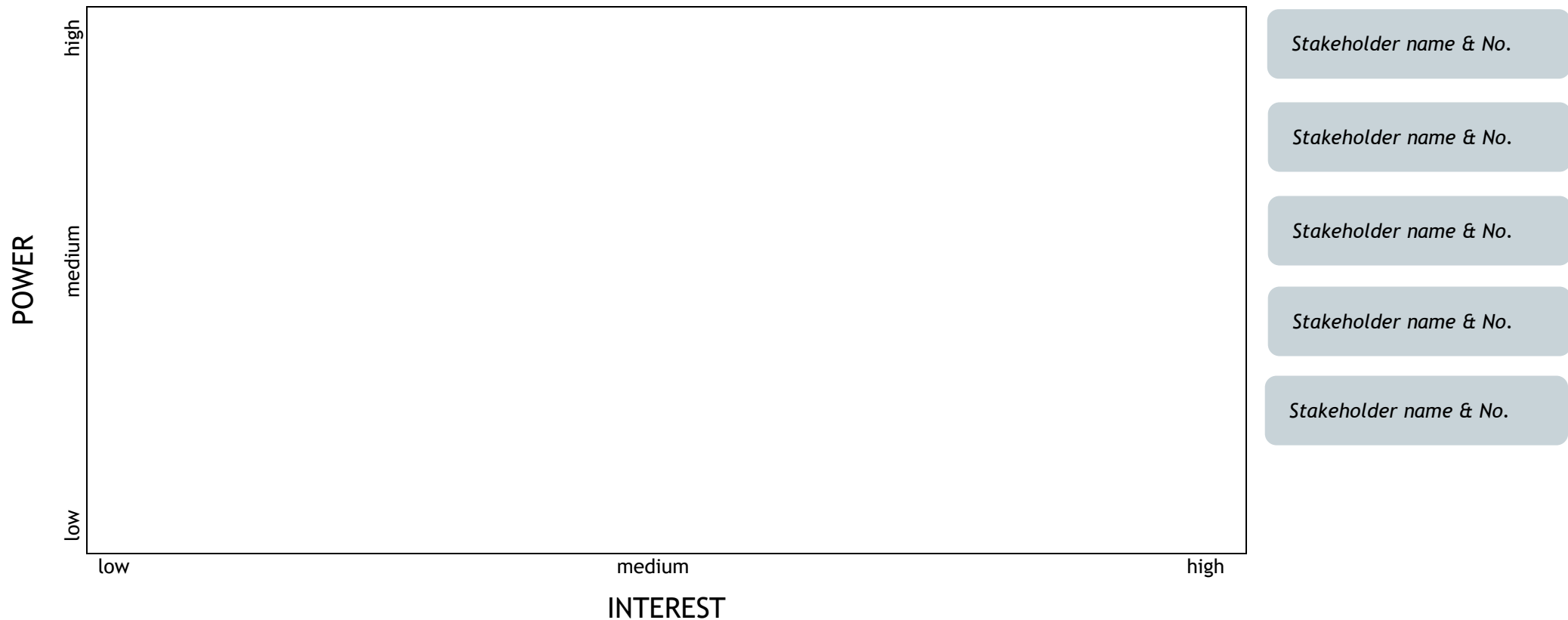
Who influences who? (please state the number of the relevant stakeholder here)	e.g. No.1 influences No.4				
Who forms a coalition with whom? (please state the number of the relevant stakeholder here)					
Relevance of stakeholder for which project phase(s) (planning, implementation, operation, all):					
Stakeholders engagement (s) activities planned for this stakeholder: (see Table 5)					
How likley is their involvement? (1= low 2= medium 3= high)					
Are persons known/ whom to contact (yes/no)?					
Suitable for an interview for further analysis of (yes/no)?					



4.5. Stakeholder Mapping

GreenPATH

The stakeholders from the chapter before (Table 6) are mapped into the following matrix based upon their power and interest. For this, the grey blocks on the right side are copied, pasted and moved within the matrix according to their power and interest regarding the pilot action.



4.6. Similarities, Differences and Engagement Strategies

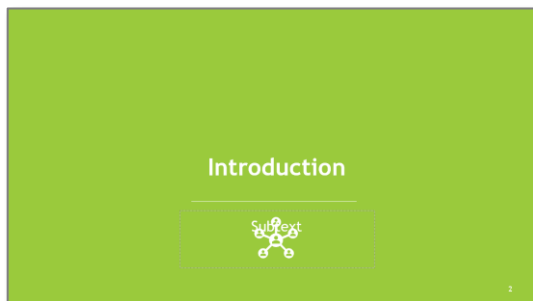
Based upon the identified stakeholders per pilot action, a workshop displays the identified similarities and differences among the pilot regions and FUAs to provide a starting point for discussions for successful engagement strategies for stakeholders among the pilot regions. This process is facilitated in a workshop format, for which the following sessions are planned:



SESSION 1: INTRODUCTION & AIM OF THE WORKSHOP



Introduction to the stakeholder mapping workshop, including the aim of the workshop and the stakeholder maps of all pilot actions are presented.



Aim of this workshop

Mutual learning about:

- Similarities & Differences across pilots
- Engagement Strategies

Stakeholder Mapping per Pilot region



SESSION 2: SIMILARITIES & DIFFERENCES

Similarities & Differences

Similarities

Differences

In this session, similarities and differences among the identified stakeholders in the stakeholder maps are visualised.

Presentation of similarities regarding degree of power, type of power and interest based on stakeholder maps.

Presentation of differences regarding degree of power, type of power and interest based on stakeholder maps.

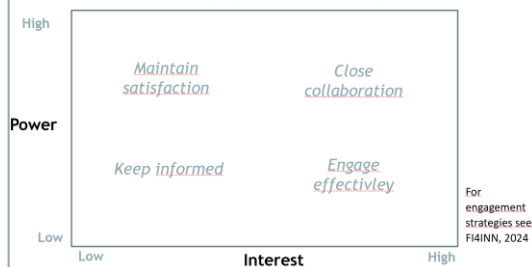


SESSION 3: FRAMEWORK FOR STAKEHOLDER ENGAGEMENT

Framework for stakeholder engagement



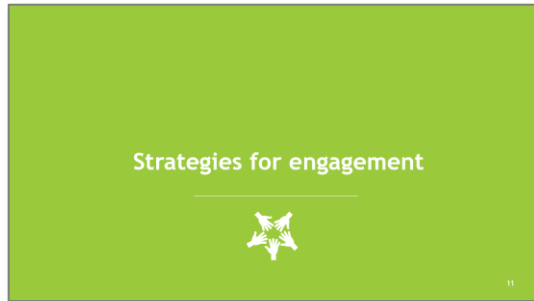
Framework for engagement strategies



Introduction to stakeholder engagement

First, the suggested framework for engagement strategies from the literature is presented: maintain satisfaction for stakeholders with high power but low interest, provide close collaboration for high power stakeholders with also high interest, providing a strategy to keep stakeholders informed, for those who have low interest and low power, but also thinking about strategies to engage stakeholders with high power but low power effectively.

SESSION 4: STRATEGIES FOR ENGAGEMENT



Based upon the framework for engagement, strategies for engagement are presented and discussed based upon the pilot leaders input beforehand.

An interaction session is started for the identification of strategies for stakeholder engagement. Therefore, strategies to engage stakeholders, with low interest but high power, who potentially might hinder the pilot action will be identified together with the pilot leaders in an interactive format

Based upon the provided strategies by the pilot regions, the most suitable strategy is identified via voting through the pilot leaders and further on discussed in the plenum.



Success factors for most favored strategy

WHAT DO YOU THINK:

are the **success** factors for the most favoured strategy?



Barriers for most favored strategy

WHAT DO YOU THINK:

are the **barriers** for the most favoured strategy?



Lessons learned

WHAT DID YOU LEARN TODAY

that is relevant for your pilot action?



QR-
Code

Then, success factors, that support the identified strategy for engagement are discussed to prepare pilot leaders for action that can help support engaging the stakeholders.

Then, barriers, that might hinder the identified strategy for engagement are discussed to prepare pilot leaders for potential hurdles.

The session is closed by a quick reply of the pilot leaders about what they have learned in this workshop.



5. Strategies and plans

For aligning the pilot action in accordance with the goals of the strategies and plan relevant for the pilot area and FUA, existing strategies and plans need to be identified. Therefore, Table 7 presents the methodology for this.

Table 7: Sustainable Urban Mobility Plan (SUMP) in effect or preparation

Please specify if a SUMP is in preparation or in effect (when was it released and updated?)	
Please specify if there is also SRMR (Sustainable regional mobility plan) in effect or preparation.	
Please, specify the cover of SUMP/SRMP (City, City and its surrounding, FUA or others).	
Please specify the level of government or body where SUMP/SRMP was adopted (local, regional, national).	
Please add further information, if any, for the pilot level.	

For aligning the pilot action in accordance with the policy context in the pilot area and FUA, Table 8 provides the methodology for this.

Table 8: Policy context

Overview of the policy and regulatory framework guiding the SUMP (SRMP), including alignment with regional or national or EU mobility strategies.	
Overview of the governance of infrastructure facilities and mobility services in the FUA.	



6. Literature

FI4INN (2024): Enhancing Stakeholder Engagement through the Power/Interest Matrix. Online: <https://www.interreg-central.eu/news/enhancing-stakeholder-engagement-through-the-power-interest-matrix/>

van Es, M.; Guijt, I.; Vogel, I. (2015): Hivos ToC Guidelines. Theory of change thinking in practice. A stepwise approach.

Scrich, V. M.; Elliff, C.; de Andrade, M. M.; Grilli, N. M., Turra, A. (2023): Stakeholder Analysis as a strategic tool in framing collaborative governance arenas for marine litter monitoring, *Marine Pollution Bulletin*, Volume 198, 2024, 115799, ISSN 0025-326X, <https://doi.org/10.1016/j.marpolbul.2023.115799>.

7. Appendix

7.1. Stakeholder Mapping Workshop Results



WORKSHOP INTRODUCTION



Aim of this workshop

Mutual learning about:

- Presentation of similarities & differences across pilots
- Discussion of engagement strategies

The aim of this workshop is a mutual learning about the similarities and differences across the pilot regions regarding the identified stakeholders and related engagement strategies.



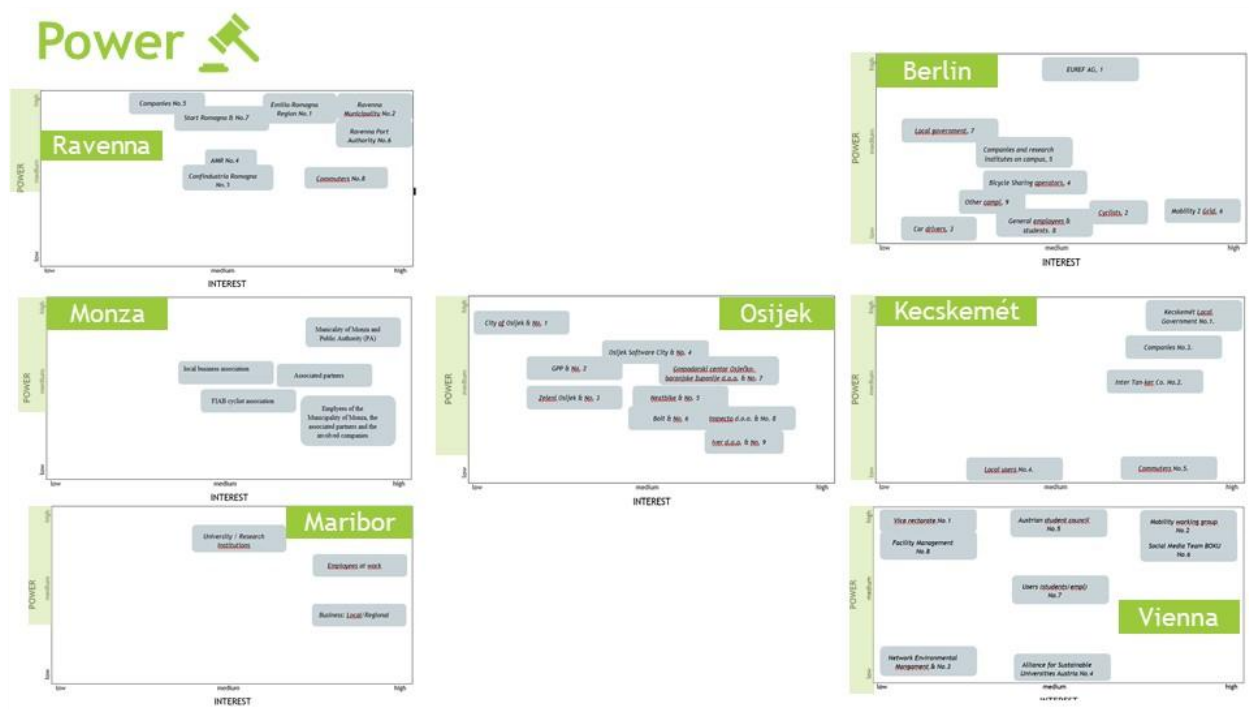
Workshop flow



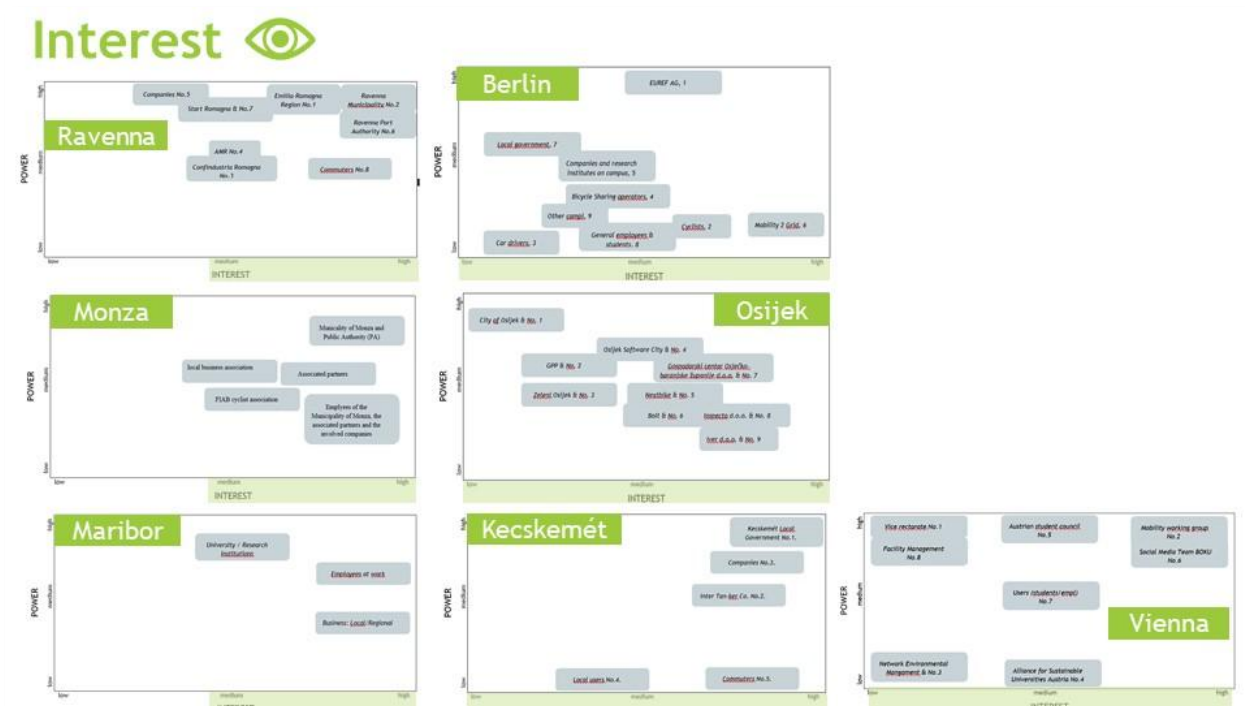
A little bit about the flow of the workshop: we are currently in the middle of the introduction, then we will move over to a presentation of your mapping regarding power & interest. Then we move to a more active part: we will discuss some engagement strategies with you to share interesting aspects and to provide mutual learning. Then we close the workshop with a quick rating of engagement strategies via the online platform mentimeter and hopefully the worshop provided you with some thoughts and ideas to potentially connect with each other to discuss your approaches to some engagement strategies in detail.



POWER & INTEREST OF STAKEHOLDERS



To give you a quick impression about the stakeholder maps: Here you see an overview of the stakeholders per Pilot action. Regarding power: rather stakeholders were mapped with high to medium power (Ravenna, Monza, Maribor). Osijek mapped stakeholders with medium to high power. Vienna, Kecskemét and Berlin mapped along the whole spectrum from low to high power.

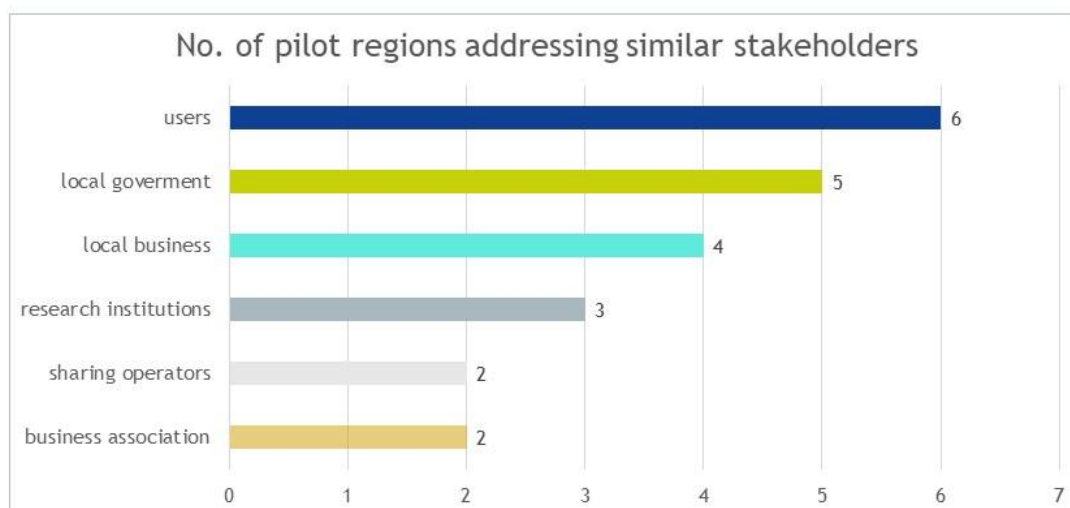


To give you a quick impression about the stakeholder maps regarding interest: stakeholders with high, medium interest were mapped by Ravenna, Monza, Maribor, Berlin, Osijek, Kecskemét and Vienna identified stakeholders across the whole spectrum of interest. While mapping all the maps, we thought that maybe there are also stakeholders with high power and low interest that can be critical decision-makers if agreements are needed.

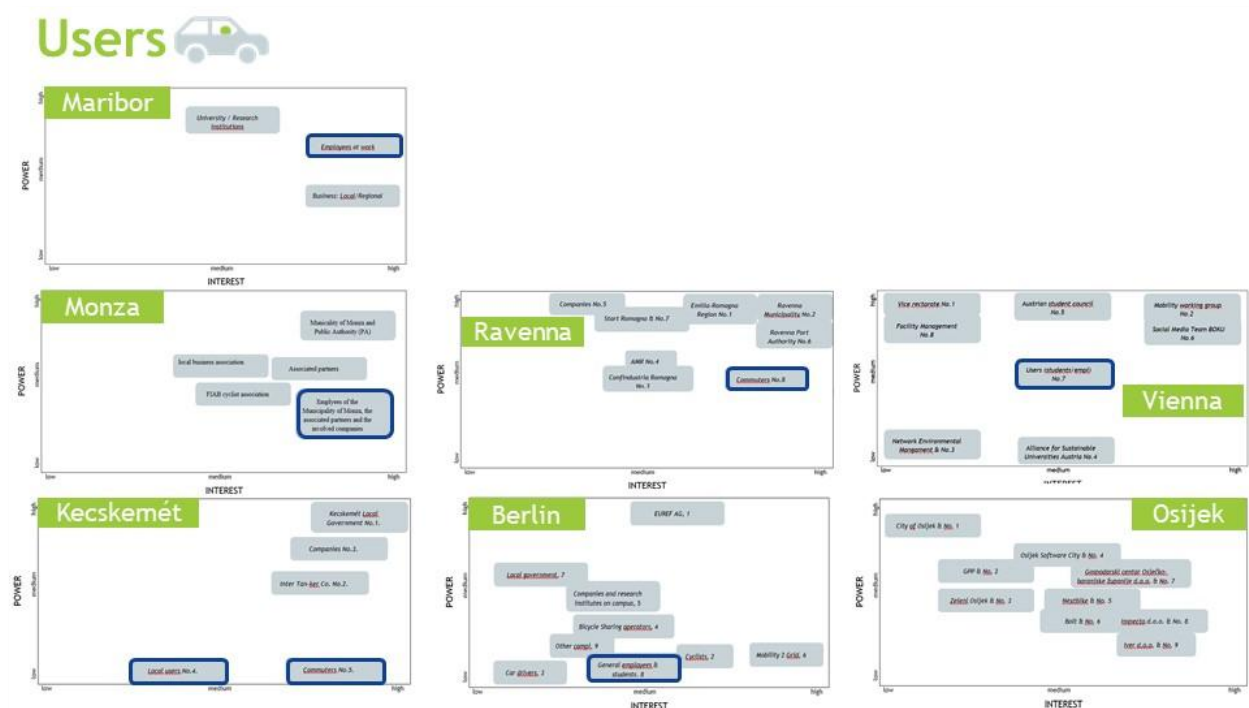


STAKEHOLDER GROUPS AND ENGAGEMENT STRATEGIES

Similarities regarding stakeholders



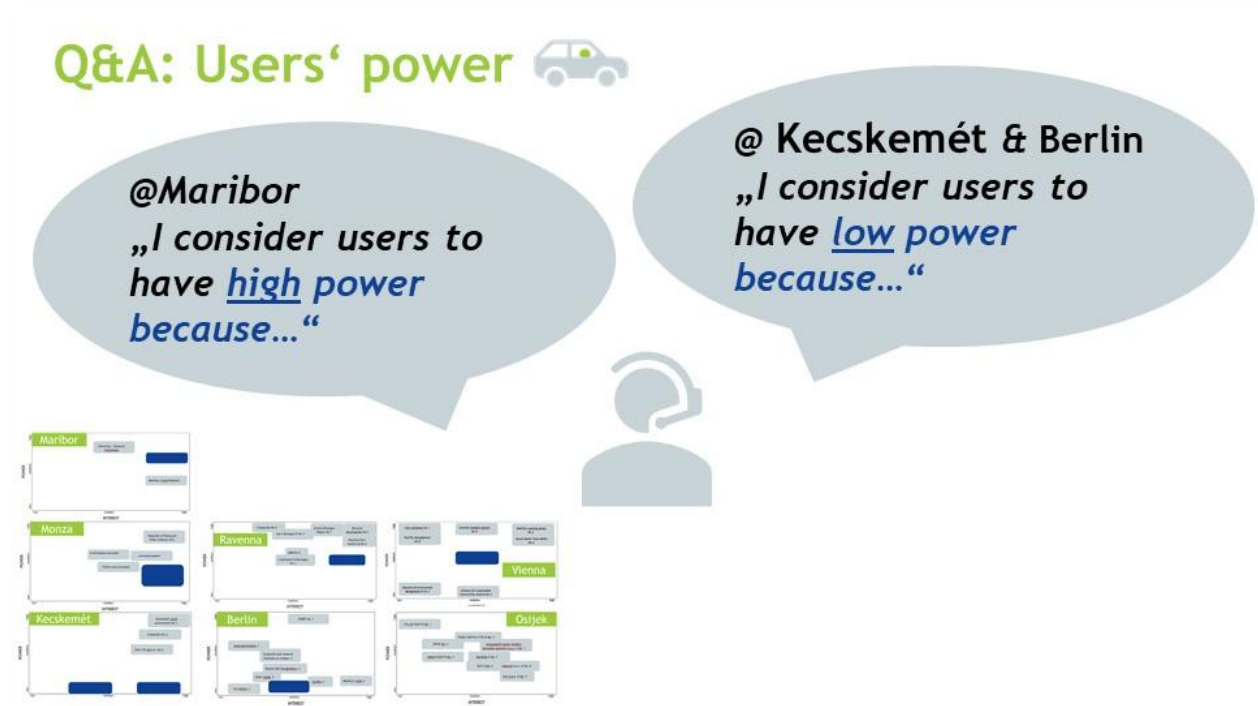
In this bar chart we visualised the stakeholders, which were mentioned by at least 2 pilot regions. We like to share with you the chosen engagement strategies for the top 3 stakeholders to give you the opportunity to know who engages with similar target groups and therefore you might like to exchange ideas during the GreenPATH project on your engagement strategies and your lessons learned.



Here you see how users were mapped across the pilot areas. What is interesting from our perspective are the differences regarding the perceived power of users in the pilot action as it varies across the pilot regions. Maribor assumes rather high power, Monza, Ravenna and Vienna assume rather medium power and Kecskemét and Berlin see rather low power and Osijek did not map them as stakeholders.



SIMILARITIES AND DIFFERENCES



Now let's get into a more active session: @Maribor: how do you view the users within the project: please let us know WHY you consider users to have high power regarding your pilot action? @ Kecskemét and Berlin: Why do you assume users to have rather low power?

Maribor: the success and the existence of the measure on the long term strongly depends on behaviour change of the users. That is why we rated the user as having high power. It means, if we are looking on the output/effect of the measure, we strongly depend on the users.

Kecskemét: The main tasks to make the measure a success is in the hands of the companies and the local government. The most critical point is, that SUMP only covers the city but not the whole FUA, but the commuters are from the catchment area outside the city.

Berlin: In the decision process the influence of the users is low as they are not organised to be able to raise their voice. Especially as there are no major problems in the pilot area, so there are no critical issues for the users.

Summary: In case of Maribor the users themselves are part of the pilot action and in Berlin there is more focus on the pilot action itself for which the users themselves have rather low power. The implementation of the pilot action can be rather output focus (e.g. Berlin: implementation of the campaign) in case of Maribor the impact of the pilot action is also part of the consideration for the mapping, of course the behavioural change is something all pilot actions like to see but this might be an explanation by the mapping.



Similarities & differences: Engagement strategies for users



Here you see roughly grouped engagement strategies for users. We found that several pilots want to engage with the users (employees) via interviews or survey. Another preferred engagement strategy are rather written approaches like material on the internet, mailing info material or providing newsletters. Also, promotion, info sessions, and co-creation workshops or training and instructions are considered as well as meetings.



Q&A: Differences regarding engagement strategies

Users

Meetings



Ravenna

@Ravenna:

What are your expectations of your approach that the other pilot regions can learn about?

How do you motivate users to join?

Who motivates users to join?

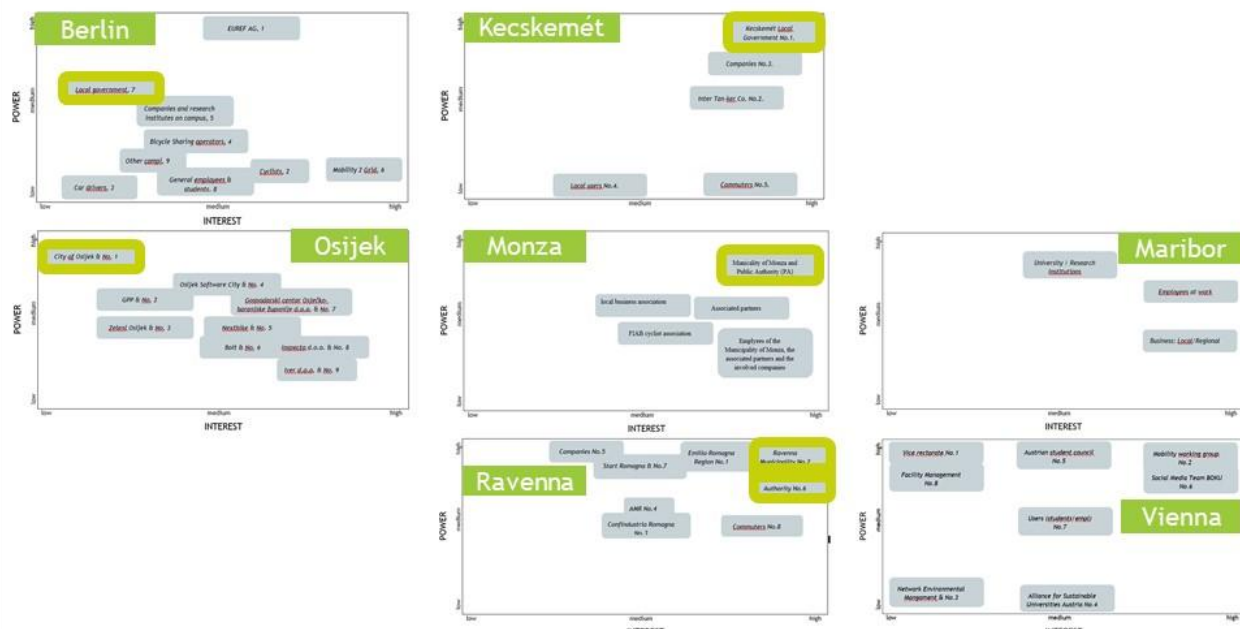


Ravenna's approach to use meetings for user engagement sticks out. Therefore, we would like to ask: What are your expectations of your approach that the other pilot regions can learn about? How do you motivate users to join? Who motivates users to join?

Ravenna: the meetings are used to receive feedback from the users, to listen to suggested improvements, which may be considered in a kind of co-design process.



Local government



Local government was mapped in almost all pilot regions with high power but the interest seems to differ: Berlin and Osijek assume rather low interest, whereas Kecskemét, Monza and Ravenna assume high interest. For Maribor and Vienna local government was not mapped as stakeholder.



Q&A: Raising awareness at local government

*In general:
What is essential
that interest of
local government
for your pilot action
is or becomes high?*



We will go in a round-robin fashion to learn from each other about the following question: What is essential that interest of local government is or becomes high?

Berlin: The pilot area is on private property of the university. Which means, the local government has no big influence on the measures. But when it comes to upscaling and policy transfer to other areas, local government is important in this stage (e.g. raising the local interest through showing the project results).

Osijek: The local government is a direct project partner and is highly interested. The goals of the GreenPATH measures are in line with the goals of the local government, which creates a positive base.

Monza: The local government is the direct project partner, the administration of the government is the GreenPATH pilot area. Originally it was a top down approach from the local government to the users (employees), but it is planned to shift the focus on a more bottom up process in the course of the GreenPATH project (to raise involvement).

Ravenna: The local government is an associated direct project partner. A continuous collaboration was already established before the start of the GreenPATH project.

Maribor: Local government mainly act as a kind of observer; they are not involved that much in the pilot measure.

Vienna: The local government plays a minor role on the campus area of the university. But the different locations are connected via public roads. In case, measures are spread out of the university area, local government may get a more important stakeholder.



Similarities & Differences: engagement strategies for local government

Workshop with stakeholders,
focus group

Osijek | Kecskemét



Meetings: permanent working group,
stakeholder discussion group

Ravenna | Osijek



Project presentation

Berlin | Kecskemét



Marketing/promotion

Osijek | Kecskemét



Internet based info

Kecskemét

press release,
public events

Osijek

Individual contact,
interviews/surveys

Osijek



Mediation
process

Monza

Interactive formats like workshops, focus groups but also meetings and discussion groups are considered as well as project presentation and marketing/Promotion. Further, some pilot regions focus upon specific engagement strategies, too internet based info, press release, public events, individual contacts, interviews and survey and mediation process.



Q&A: Differences regarding engagement strategies

Local government

Meetings: permanent working group

Ravenna

@Ravenna:
*How important do you
consider consistency
(permanent character)
for the meetings? Why?*



Ravenna's approach sticks out. @ Ravenna: How important do you consider consistency (permanent character) for the meetings? Why?

Ravenna: this working group already existed in the time before the GreenPATH project. Through this project, it gives a good opportunity to maintain this partnership. The meetings take place occasionally if needed.



Q&A: Differences regarding engagement strategies

Local government

Mediation process

Monza

@Monza:

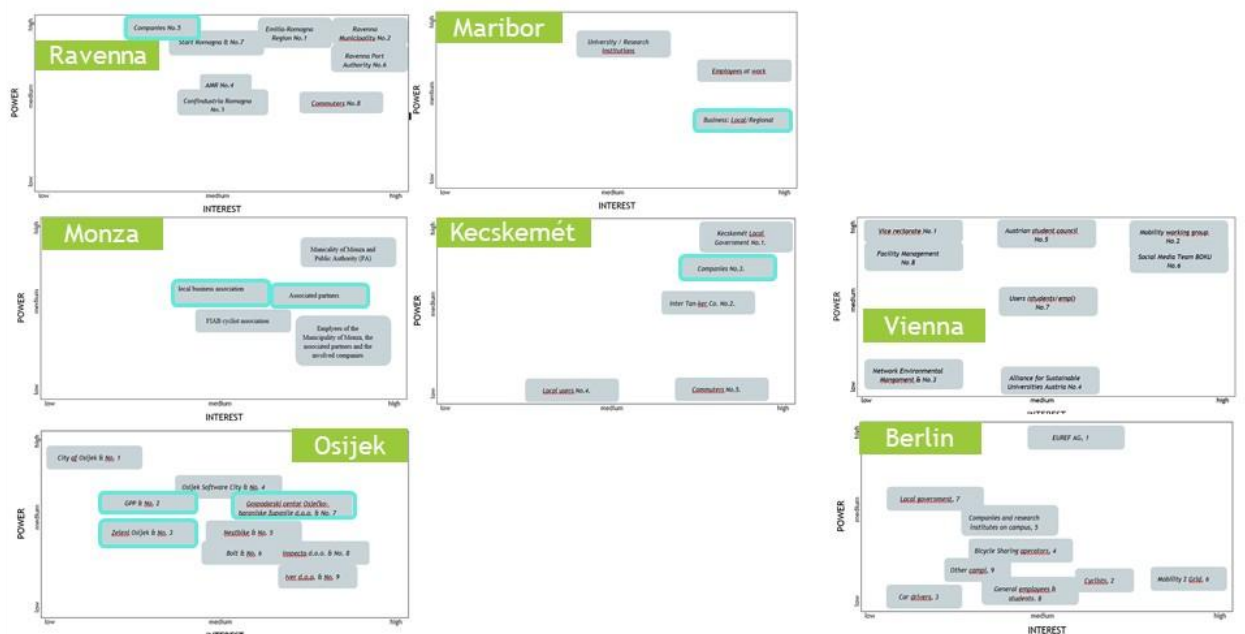
*Your approach stands out:
What do you think is valuable
about your approach so that other
pilot regions can learn from it?*

Monza's approach sticks out: @Monza: What do you think is valuable about your approach so that other pilot regions can learn from it?

Monza: All administrative departments, the mayor and the local government are included. This gives the change to speed up the development of measures/improvements, especially, if formal improvements or financial decisions need to be made. The mediation is done internally without an external mediator.



Local business/companies



Local business/ companies are considered stakeholders in almost all pilot actions (except for Vienna and Berlin). The assumed power and interest ranges from medium to high.



Similarities & differences regarding engagement strategies for local business



Interviews, surveys and individual contacts are common approaches among the pilot regions to engage local business. But also interactive settings like focus groups, workshop and instructions/trainings are considered by more than one pilot region as well as written materials like mailing but also marketing/Promotion and take aways are considered. Kecskemét stands out by using several engagement strategies and also using project presentation, a helpdesk/ telephone hotline but also a press conference to engage local business.



Q&A: Differences regarding engagement strategies

Local Business

media:
press conference

Kecskemét



*@All: Would you consider a
press conference for your pilot
region as well?*



Kecskemét's approach to conduct a press conference stands out: So we would like to ask all other pilot areas that mapped local business as a stakeholder, if they consider a press conference to involve local business as well?

Maribor: We were thinking to engage local businesses via trainings and a press release.

Ravenna: A press conference was not considered yet could be interesting at the time of the beginning of the pilot measure to spread awareness and send out information.

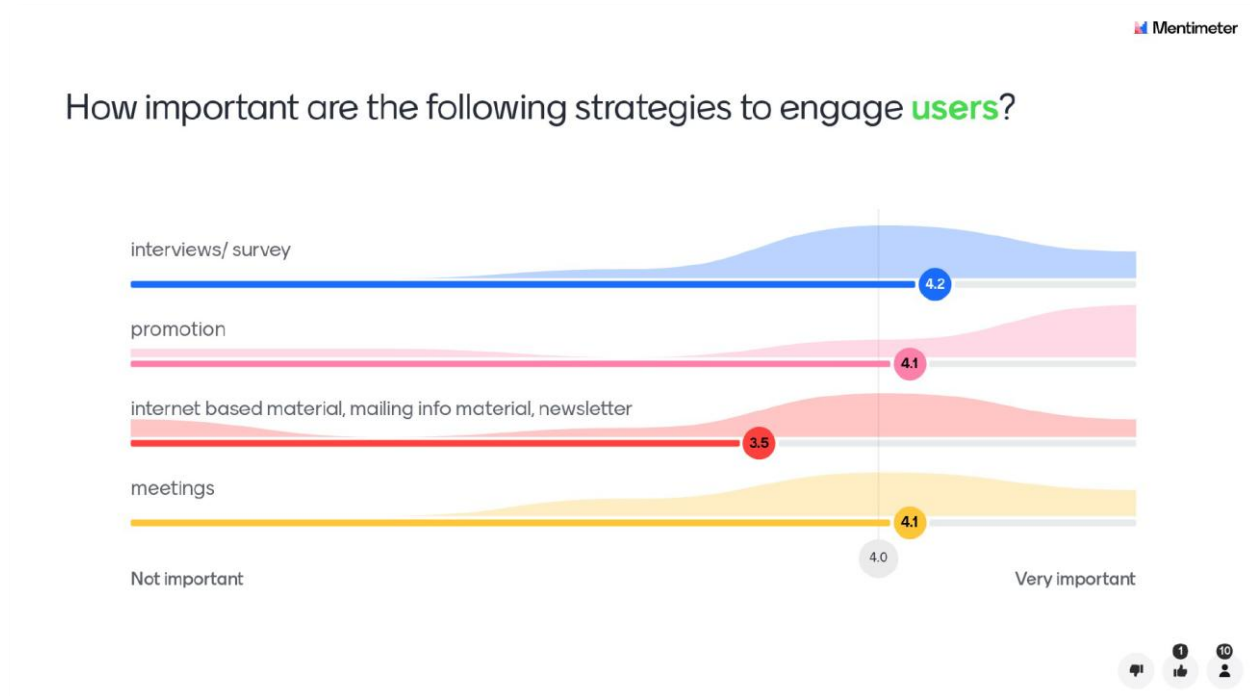
Osijek: We have access to a list of the business in the pilot area, so we could contact them directly. A press conference could be organised at a later stage of the project but less as an engagement tool.

Monza: A press release is planned. Direct contacts to the local businesses are established already via the mobility manager.

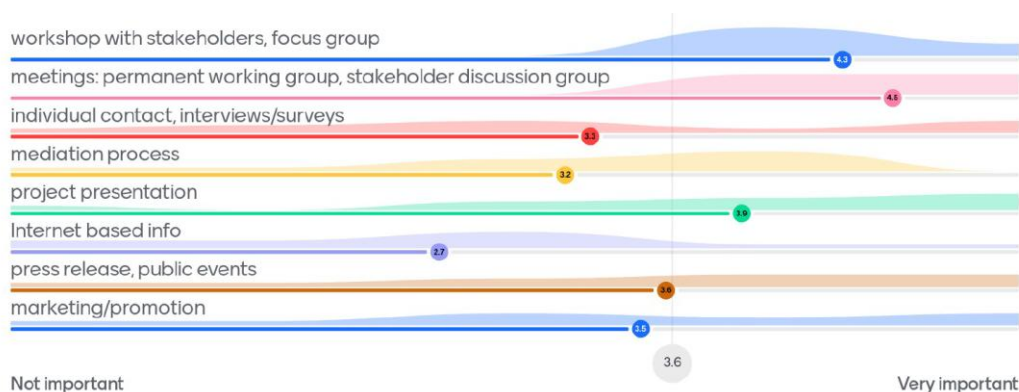


MENTIMETER RESULTS: ENGAGEMENT STRATEGIES IN GENERAL

To close the workshop, a quick live online survey was conducted via mentimeter. The following slides show how the participants of the workshop rated the engagement strategies for users, local government and local business. Also the lessons learned in this workshop were elicited.

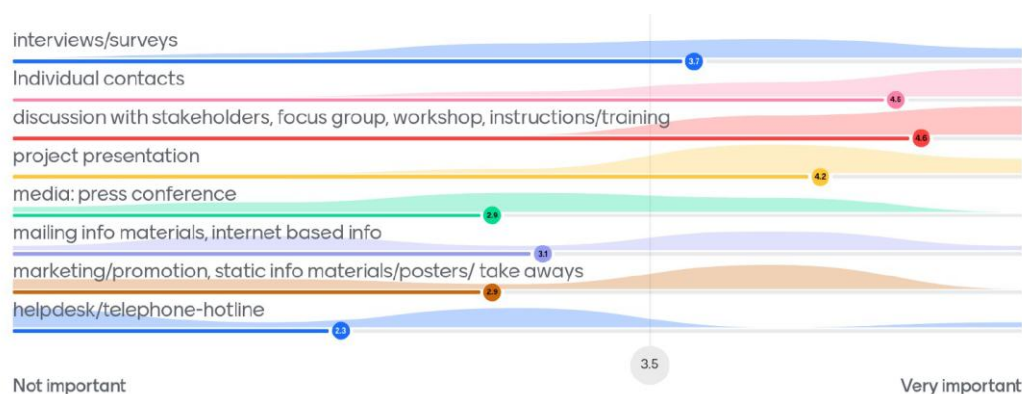


How important are the following strategies to engage **local government**?



10

How important are the following strategies to engage **local business**?



10



Mentimeter

Lessons learned TODAY:

Nothing in particular.

variety of tools over pilots

This tool Mentimeter

Different pilots need very different approaches on engagement

Comparison between the pilots and stakeholder engagement strategies

Getting into discussion with and involving stakeholders is important. There are different ways how to do it

the differences between the pilot strategies and stakeholders where very interesting

output and process related engagement



Mentimeter

Lessons learned TODAY:

Survey and meeting are one of the most important tools to engage stakeholders

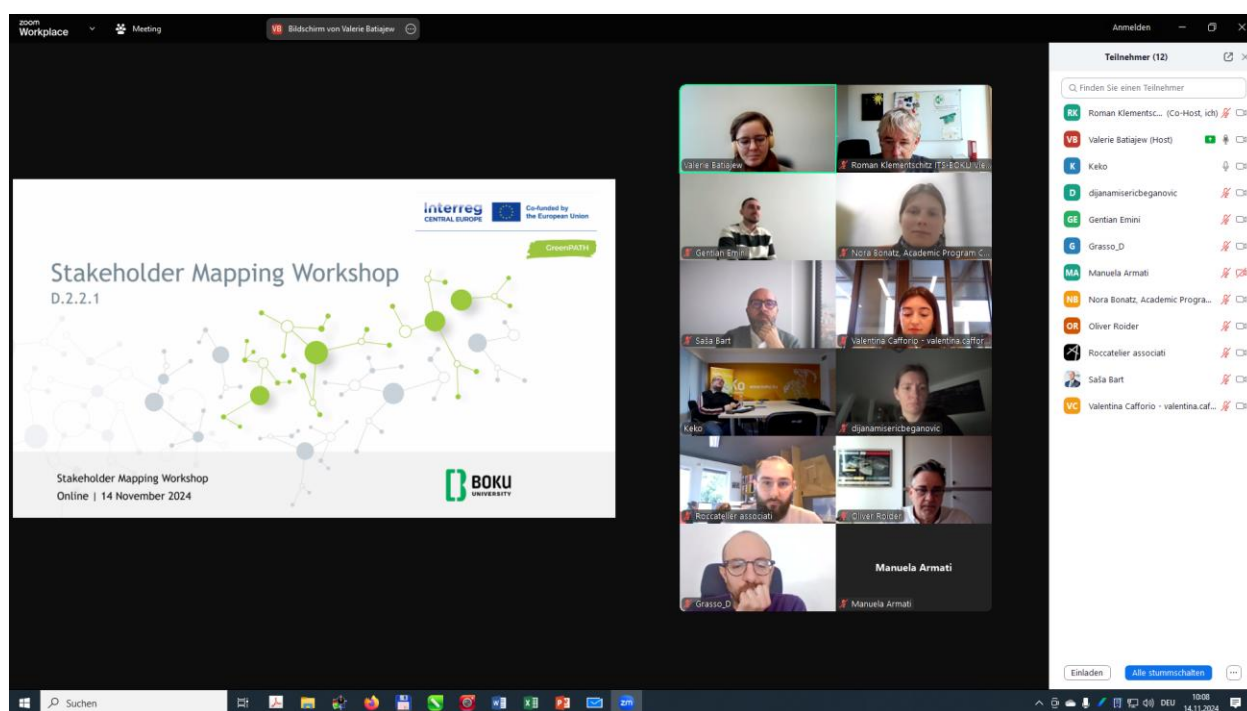
The stakeholder matrix table's results are depending on the pilot area, with the same stakeholders (like local government or companies) too.





Participants list

Pilot region	Participants
Ravenna	Denis Grasso
Monza	Apiantoni Romano Michela Armati Manuela
Maribor	Gentian Emini Marjan Lep Vlasta Rodošek
Berlin	Nora Bonatz
Osijek	Sasa Bart Dijana Miseric Beganovic
Keckemét	Csaba Bende
Vienna	Roman Klemenschitz Oliver Roider Valerie Batiajew





7.2. Strategies and plans

“Sustainable Urban Mobility plan is a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life.”

https://transport.ec.europa.eu/transport-themes/urban-transport/sustainable-urban-mobility-planning-and-monitoring_en

Berlin’s mobility strategy named “Berlin Mobility Act” is focused on mobility needs of the city and surrounding areas. It also includes urban development plan for mobility and transport (2030), pedestrian transport plan, cycling plan and local public transport plan (2019-2023) with catalogue of actions and measures. Sustainable regional mobility plan focuses on eco-modal transport, urban safety and sustainable development. It considers regional integration through Berlin-Brandenburg metropolitan framework, increasing different sustainable transport modes, decreasing car usage and more rail connection for Berlin and Brandenburg.

Vienna’s Urban Mobility Plan has been adopted in 2014 and has targets for 2025 (currently a new Urban Mobility Plan is under development). It considers the region beyond city boundaries and sets targets when these have impact on city in case of commuting. Mobility Master plan 2030 is covering the city and future SUMP. In cooperation with Lower Austria’s Transport Master plan, they are addressing regional commuting and mobility needs. Infrastructure on national level is covered by an Infrastructural Masterplan 2040. Long term goal is to expand rail network in Austria which aligns with mobility and climate policy goals. Transport masterplan covers measures for cycling and walking in Vienna as municipality and province. Provinces are responsible for provincial roads, whereas municipalities are responsible for the cycling infrastructure.

Kecskemet’s latest SUMP from 2016 is locally focused and there is currently no SRMP. It is aligned with Hungary’s national mobility strategies. Since the SUMP is locally adapted, allowing it to manage and adapt services within the FUA.

Maribor’s SUMP (2015) is being upgraded with a new plan expected by 2025- SUMP has been accepted by voting in the city council and is currently covering only the city. Additionally, there is also development of a regional mobility plan (SRMP) to cover the FUA. National (Slovenian) Act on integrated Transportation Planning was adopted in 2022 and it covers strategies and recommendations given by European Commission. Governance of roads is on two levels, national and local, where national are managed by state owned bodies and local roads by municipalities. Railway tracks are managed by state owned bodies.

Monza’s SUMP (2024) covers city and FUA level, while provinces are covered by SRMP. There are strategies and plans that cover local, regional, and provincial levels. On national and regional level is being covered by safety plan, cycling mobility plan (2022-2024), regional mobility and transport program, regional plan of interventions for air quality and regional electric mobility strategy. Provinces cover SUMP for the province of Monza and Brianza, provincial strategic plan for cycling mobility, territorial coordination plan and basin service program. Governance plan, sustainable energy action plan are on local level.

Osijek relies on a Transport Master Plan for the region Osijek Urban Agglomeration and doesn’t currently have a SUMP. There might be a need for an updated approach to address new mobility challenges and to be aligned with EU goals and targets. City of Osijek in collaboration with PTO are covering public transport services. City of Osijek provides scooter sharing scheme, while PTO manages bike sharing program.

Ravenna’s current mobility strategies were approved in 2019, while SUMP has been adopted in 2023 and is waiting for approval. Regional Integrated Transport Plan (PRIT) 2025 was adopted in 2021 by regional council covers Emilia-Romagna region. SUMP 2032 was adopted by municipal council and is covering territory of



Municipality of Ravenna, focusing to the Port and surrounding territories. SUMP covers road and rail freight, infrastructure development and green policies.

Differences

Governance approaches are different among partners. Partners like Monza and Kecskemet are focused on city level planning strategies, while Berlin, Vienna and Ravenna focus on regional level. Ravenna and Maribor are working on developing regional plans for better integration of FUAs into national and EU frameworks.

Difference is being noticed at implementation scale, while Berlin operates on metropolitan level, Osijek focuses on a smaller urban area and yet have to develop a SUMP. Ravenna and Vienna are putting forward integration of sustainable tourism with urban mobility, while Berlin and Monza are focusing on commuters and commercial transport. Metropolitan frameworks such as Berlin and Vienna are beneficial, while Osijek and Kecskemet rely on localized systems. Monza's approach is to combine and integrate both urban and FUA level.