

# TEMPLATE

## Output factsheet: Strategies and action plans

Version 3

<b>Project index number and acronym</b>	CE25 MOVECIT
<b>Lead partner</b>	Razvojna agencija Sinergija (RA Sinergija)
<b>Output number and title</b>	Output O.T1.1
<b>Responsible partner (PP name and number)</b>	Budapest University of Technology and Economics (BME) PP4
<b>Project website</b>	<a href="http://www.interreg-central.eu/movecit">http://www.interreg-central.eu/movecit</a>
<b>Delivery date</b>	24.10.2017
<b>Summary description of the strategy/action plan (developed and/or implemented)</b>	

The main aim of the developed document is to provide a common concept to the project partners concerning the stakeholder involvement. This is an important issue as one of the main tasks in MOVECIT project is to find the relevant stakeholders. The stakeholders should have to be chosen such that they can properly contribute to the dedicated workplace mobility plan development. Considering institutions (municipalities from Baden, Leoben, Mödling, Bruck - all AT, Litoměřice-CZ, Békéscsaba-HU, Banská Bystrica-SK, Modena-IT, Budapest-HU, Leipzig-DE and Ljutomer-SI) that are taken part in the project it was determined that there are many differences among them, but also some minor similarities. Their common experience is that the challenges of mobility in municipalities of all sizes are in fact very similar, and that in particular they demand an integrated approach to rescue. Key to understanding is the importance of integrated traffic planning and baseline support for the elaboration of the Workplace mobility plan (WMP) at the highest political level in the municipality. What really makes a difference between these institutions is the stakeholder involvement procedure. Not all institutions are able to motivate their employees to take part in the campaigns and changed travel behavior in the same way. It is conditioned by different city sizes. Why? The institutions employed different number of people. Working and engaging for instance 28 employees from small institution is easier than from institution that employs 7000 employees. There are different approaches, tools and way to do it. Most common are one-on-one meetings, multi-stakeholder consultations, printed public information materials, announcements and advertisements, surveying individuals, information events. Additionally, the differences may arise also in the field of external stakeholders' engagement. It is logical that the bigger cities will include in the process more stakeholders than smaller cities as the complexity of the problems and solutions is wider. The differences are also in relation to tradition of the mobility planning. E.g. Austria, Italy and Germany are more advance (long history of the planning) than Slovenia, Slovakia and Czech Republic for instance. However, if we look at from the another prospective the strength in smaller cities such as Ljutomer is a smaller number of decision makers and practitioners, with this it can be easy established consensus, flexible and quicker decisions and visible results. Measures (even smaller) have bigger effect and there is a strong community spirit and strong public support. The consensus and decisions are easier to reach. With the regards of implementation of measures the process is quick. To reach the stakeholders and to gain their commitment though out the process (development, implementation and evaluation) several points need to be met, especially:

- Municipality should appoint role models / champions / enthusiastic employees to boost the idea on acceptance and to motivate other that are still on the other side;
- The commitment can be achieved by strong arguments on the benefits of the workplace mobility plan;
- Sometimes the formal commitment is in the hand of political bodies, therefore it can be efficient to invite city council members into the working team;
- Create a partnership with the public companies and municipal units. They are sometimes the key partners in such agreements and can promote and regulate the public transport. If you take them serious and that they feel part of the planning, the commitment grows and can be seen and realized in the implementation of the measures.
- Private companies, NGOs and employees are more committed than public companies; they see workplace mobility plans as a good cooperation and commercial potential and both side can benefit;
- The workplace mobility plan has to be adequately promoted to be accepted by employees and employees should be motivated by providing fare measures;

- Institutions' goals are binding (wellbeing of employees); benefit and appropriate measures promote the commitment;
- If nothing else helps prepare internal cooperation agreements between developers and implementers;
- And what is most important, invite people, key actors, decision-makers to the meetings, they should be part of all process. They feel more important and the commitment grows;

In the frame of the WMP process it shouldn't be forgotten on the evaluation process as the follow up activity, where the stakeholder should be engaged as well.

#### **NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)**

Cityregion Bruck-Kapfenberg-Leoben, Baden and Mödling (Austria, NUTS2), Banská Bystrica (Slovakia, NUTS3), Budapest (Hungary, NUTS2), Békéscsaba (Hungary, NUTS3), Modena (Italy, NUTS3), Municipality of Ljutomer (Slovenia, NUTS3), Ústecký Region (Czech Republic, NUTS3), Leipzig (Germany, NUTS3)

#### **Expected impact and benefits of the strategy/action plan for the concerned territories and target groups**

The stakeholder concept provides guidelines, tips, recommendation and MOVECIT experiences to help with the planning and execution of a range of consultation activities. Besides the fact that stakeholder consultation is increasingly becoming a legal requirement, there are many ways in which decision makers and practitioners can benefit from it.

Stakeholder involvement:

- improves the quality of decision making;
- identifies controversial issues and difficulties before a decision is made;
- brings together different stakeholders with different opinions, enabling an agreement to be reached together and preventing opposition at a later stage, which can slow down the decision-making process;
- eliminates delays and reduces costs in the implementation phase;
- gives stakeholders a better understanding of the objectives of decisions and the issues surrounding them;
- creates a sense of ownership of decisions and measures, thus improving their acceptance;
- renders the decision-making process more democratic, giving citizens and local communities the power to influence decisions and, as a result, a greater sense of responsibility;
- builds local capacity;
- enhances public confidence in decision makers; and
- creates opportunities for stakeholders and decision makers to learn from each other by exchanging information and experiences.

### **Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders**

This concept has been written primarily for those working on workplace mobility plans, but can be useful to anyone interested in achieving sustainable commuting mobility. It is aimed at those who are involved in planning and implementing transport measures and explains how stakeholder engagement can be achieved and how it can help them in their work. The presented concept will be publicly available on project website and used by interested target groups. It will be presented at the project events and provided as the tool that helps engage the stakeholders. It will be the internal project guidelines and recommendation document for the external key actors in the field of sustainable mobility. It will help outline and undergo another stakeholder engagement process. Many other cities can be identified by MOVECIT cities/institutions as there are lot of similarities. The various institutions provide a wide range of the features (e.g. different methods and stakeholder for different city sizes, ...).

The sustainability will be provided also by project partners which will use the strategy in the planning, not only within MOVECIT project, but also in many other further project or implemented in parallel. For instance, Nadace partnerstvi (PP2- CZ) are constantly dealing with the mobility planning and the sustainability is quite easy to be ensured if your daily work lean on mobility. Climate Austria Allianz (PP3-AT) and Development agency Sinergija (LP-SI) are working with the municipalities concretely and can ensure the usage of the stakeholder involvement concept. Their regular work is also disseminating the mobility issues to external audiences through various events and process (such as SUMP process and WMP for companies or sport events).

## Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

- × An early start followed by continuous communication with employees and stakeholders is crucial for the success of a mobility planning process. Employees also demand to be informed in a direct and honest way.
- × Mobility policies, plans and measures, formed in a participatory manner and including people's needs, values and opinions, are of higher quality and have greater legitimacy.
- × Always including the stakeholder from different field, from the horizontal and vertical perspective.
- × There are differences in stakeholder related to city sizes. Smaller cities engage less stakeholders, on the other hand larger cities should engage more stakeholders as the problems are wider and many other stakeholders are part (directly or indirectly) of these problems and also part of the solutions;
- × In the smaller cities is a smaller number of decision makers and practitioners, with this it can be easy established consensus, flexible and quicker decisions and visible results. Measures (even smaller) have bigger effect and there is a strong community spirit and strong public support. The consensus and decisions are easier to reach. With the regards of implementation of measures the process is quick.
- × Transnational cooperation brings the experiences to the project partners and exchanging the knowledge in the frame of the stakeholder involvement. E.g. Austrian and German partners have a longer tradition in stakeholder tradition what can be transferred to less advanced countries. Respecting the regional authorities is very important in the mentioned countries and the consensus are stronger on the regional levels;
- × Commitment from the stakeholders can be gained by active involvement (invitations to the meetings, allow them to speak and express the opinion); benefit and appropriate measures promote the commitment;
- × Sometimes a simple stakeholder meetings can be more effective as any other innovative promotional material.

## References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

D.T1.3.1 TRANSNATIONAL SUMMARY REPORT ON STAKEHOLDER AND NGOS INVOLVEMENT IN MOBILITY PLANNING IN CE REGIONS

D.T1.5.1 CONCEPT ON HOW TO INVOLVE RELEVANT STAKEHOLDERS IN THE PILOT ACTIVITIES AND MOBILITY PLANNING

D.T1.5.2 QUALITATIVE REPORT DESCRIBING THE STAKEHOLDER INVOLVEMENT IN MOBILITY PLANNING AND PILOT ACTIVITIES