



1st Stakeholder Meeting Hessen

PRESS RELEASE

*We care for each other,
we care for our space,
we become part of mobility planning*

22.01.2021. On January 22, 2021, the 1st Stakeholder Meeting of [e-smartec](#) Project Partner [CC-SUM/FZ-NUM](#) took place online. Within a two-hour workshop, 25 participants from different municipalities, counties, associations, and mobility-related organisations exchanged their experiences in relation to citizen participation in transport and mobility planning.

The purpose of the event was to present the participants the results of the [citizens' survey](#) conducted by CC-SUM in December 2020. These were further reflected and discussed. To do so, after the presentation of the project and the results, the participants were divided into three sub-groups, with each of them dealing with several thematic priorities, such as "urban / suburban space", "rural space" and "people with special mobility needs".

The three guiding questions for the respective groups were:

- Which participatory approaches worked well?
- Which participatory approaches worked less?
- What do you need to keep in mind when developing engagement methods?

Reflecting on the survey results, the three subgroups drew the following conclusions:

- Precise identification of target groups and their needs is essential for the success of citizen participation.
- Early involvement of relevant stakeholders creates acceptance and a wide scope; hence, it increases the success of possible measures.
- Low-threshold formats and the use of established channels and communities can help addressing and reaching underrepresented groups.
- Participation in the SUMP process is never "finished" - objectives, target groups and dimensions of participation change within the process.
- Participation is a common challenge: many people do not feel understood and seriously heard, not just single individuals.

In the upcoming weeks, the results of the Stakeholder Meeting will be evaluated and included in the current preparation of the Action Plan. The draft will be presented and discussed in the 2nd Stakeholder Meeting, which will take place in April 2021.

Notes to editors

The e-smartec project is designed to strengthen the urban dimension of regional and local mobility policymaking, contributing to the implementation of the EU Transport White Paper, Urban Agenda and EU 2020 with a view to transit to a low carbon economy.

e-smartec aims at developing action plans to start and implement effective mobility interventions, as the basis for a competitive, resource-efficient, and low carbon oriented European transport system.

e-smartec brings together 9 partners from 7 EU countries representing the 6 e-smartec test-bed areas, to join forces to provide tailored guidelines on citizens' and stakeholders engagement marketing techniques, innovative for decision-making and traditional procedures.

e-smartec proposes accompanying each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making.

More information: <https://www.interregeurope.eu/e-smartec/>

Social Media:

- [Twitter](#)
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