



# Hands-on Training RCM

## PRESS RELEASE

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

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05.03.2021. On March 4<sup>th</sup> and 5<sup>th</sup>, 2021, [e-smartec](#) partner Region of Central Macedonia organised a hand-on training on the application of marketing techniques for mobility planning.

The Region of Central Macedonia (RCM) with the cooperation of the Regional Development Fund of Central Macedonia and the Hellenic Institute of Transport of the Center for Research and Technology Hellas, organized an online training seminar on the topic "Employing marketing techniques to increase the participation of citizens and stakeholders in the implementation of SUMPs ", on Thursday 4th and Friday 5th, March 2021.

The two-day seminar was targeted at the executives of the Municipalities of RCM that are engaged in the SUMP process, with the aim to increase their capacity on the use of marketing techniques for citizens' and stakeholders' engagement in SUMP development and implementation. The capacity building course started with an overview of the theoretical background, by experts on sustainable mobility and participatory planning of the e-smartec project, on the first day, and an interactive exercise on the second day. In the interactive exercise, the participants had the opportunity to co-design the SUMP engagement strategy in a scenario of a hypothetical "some-city", with the use of marketing techniques for each phase of the SUMP cycle.

The representatives of the Municipalities covered a wide range of positions (General Secretaries, Technical Services Department, Traffic Planning Department, Special Advisors of the Mayors etc.) providing different insights of the problems and challenges encountered in a SUMP process. The active participation and the proposals made during the exercise, emphasize the importance of the training and the needs it successfully met.

## 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](#)
- [LinkedIn](#)
- [YouTube](#)

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