



1st Stakeholder Meeting RCM

PRESS RELEASE

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

18.11.2020. On November 18, 2020, the [e-smartec](#) Project Partner [Region of Central Macedonia](#) with the cooperation of the [Regional Development Fund of Central Macedonia](#) and the Institute for Sustainable Mobility and Transport Networks ([HIT](#)) of Center for Research and Technology Hellas ([CERTH](#)), organized the online meeting “The way to school: A different approach”.

The meeting, addressed to principals, teachers, parents, and carers of students of schools of the Region of Central Macedonia, aimed at informing and raising awareness for the adoption of alternative forms of transportation on the students' routes to and from school. Through interactive exercises, the 44 participants had the opportunity to contribute to the identification of problems, motivations and opportunities that make possible an alternative, sustainable, student-friendly way of moving to and from school.

Participants were asked to contribute through ideas, experiences, and reflections to the mutual understanding of the need for programs that promote sustainable school commutes, as well as to the co-planning of the process and the multi-level cooperation required by the respective actions concerning the school community.

Through the meeting, the willingness of all target groups to actively contribute to the promotion of the adoption of greener forms of movement emerged. The need for participatory planning involving all stakeholders in the implementation process was highlighted. Many teachers noted the need for schools to be guided by institutions. At the same time, the institutions emphasized the importance of the active participation of all for the successful implementation of actions. Parents highlighted the interest of the associations to take on the initiative and to actively contribute to the planning and implementation of the actions.

As highlighted by the vice-Governor of Infrastructure and Networks of Region of Central Macedonia Mr. Paris Mpiliias, the RCM embraces new prospects for Sustainable Mobility, as well as the creation of a friendly environment for safe and sustainable transportation. Mr. Alexandros Koptsis, Regional Director of Education of Central Macedonia, called attention to the important and timeless role of schools as fostering centres of traffic education and environmental awareness.

The meeting was concluded by the speech of Dr. Konstantia Bessa, representative of Region of Central Macedonia, who pointed out that interconnected actions between institutions are necessary to ensure secure infrastructure, raise public awareness and encourage green commuting.



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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