



Hands-on Training Lazio

PRESS RELEASE

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

05.05.2021. On May 5th, 2021, [e-smartec](#) partner Lazio Region organised a hands-on training on the application of marketing techniques for mobility planning.

The event targeted 60 participants who work at Lazio Region's Department of Mobility, Roma Servizi per la Mobilità, as well as multiple municipalities of the Region and the Metropolitan area of Rome. Most of the participants are active in mobility and urban planning, and have a background in engineering, architecture, and economics. In addition, most of them have already worked on SUMPS and on participation planning but did not have experience with marketing techniques.

The attendees were extremely interested in the hands-on training and wished to learn more about the SUMP using marketing techniques' perspective, especially when they realised that they had already implicitly used both marketing techniques and engagement methods in their work with SUMPs.

The final number of attendees was 22: participants were divided into 2 groups, each of them supported by 1 main facilitator and 1 supporting facilitator. The two training groups used the example of Ravenna (Italy) as their working exercise.

Group A focused on the following macro-strategic policy objectives of the Region:

- Enhancing the pedestrian area of the historic centre
- Expanding the ZTL of the historic centre
- Increasing the cycle paths
- Decreasing car travel and increase intermodality between public and private transport

Group B decided to develop its fictitious SUMP in a post COVID-19 era, with the idea and possibility of being able to organize events and meetings in presence.

The macro-strategic policy objectives of the Region selected were:

- Increasing the total of the cycling and the cycling path
- Decreasing car travel
- Escalating the intermodality between private and public transportation.

In the end, all participants did give positive feedback on the training.



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](#)
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