



e-smartec
Interreg Europe

Action Plan

City of Venlo

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General information

project

e-smartec - enhanced sustainable mobility with marketing techniques (PGI06099)

partner organisation(s) concerned

Municipality of Venlo

country

The Netherlands

NUTS2 region

Limburg (NL42)

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The Action Plan aims to impact

- Investment for Growth and Jobs programme**
- European Territorial Cooperation programme**
- Other regional development policy instrument**

Name of the policy instrument(s) addressed

Trendsporal: the regional SUMP of Noord-Limburg

1. Introduction

Many European urban areas face a series of environmental challenges linked to mobility – congestion linked to air pollution. Based on the experience, sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and travellers. Users' engagement in mobility planning is often a big challenge for authorities since it requires deep knowledge of marketing and sociological aspects.

E-smartec aims at reinforcing existing policies and programmes by enhancing each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making. The overall goal is to develop Action Plans that provide tailored guidelines on citizens' and stakeholders engagement marketing techniques. Eventually e-smartec is expected to contribute to the urban dimension of regional and local mobility policy-making by enhancing sustainable measures acceptance level, thus contributing to the implementation of the EU goal on the transition to a low carbon economy.

The 6 e-smartec 'test-bed' areas of the Action Plans include: Bratislava Self Governing Region (represented by University of Zilina), Region of Central Macedonia (represented by Regional Development Fund of the Region of Central Macedonia on behalf of the Region of Central Macedonia), Lazio Region (represented by Rome Mobility Agency), North Limburg (represented by Municipality of Venlo), West Midlands (represented by Coventry University Enterprises Ltd) and State of Hessen (represented by Hessen Trade & Invest GmbH/ Centre of Competence for Sustainable Urban Mobility). With the lead partner CERTH (Centre for Research and Technology Hellas), the communication leader POLIS (Promotion of Operational Links with Integrated Services) and the technical support partner LCU (Link Campus University), the e-smartec consortium brings together 9 partner from 7 countries, engaged to further enhance the inclusiveness of sustainable mobility planning and the awareness of sustainable mobility interventions.

Funded under the Interreg Europe Project and the thematic area of Low Carbon Economy, the e-smartec project initiated at the beginning of August 2019 and unfolds into two phases of a total duration of three years: phase 1 (two years duration), where an exchange of experience process takes place, resulting in the regional Action Plans formulation and phase 2 (one year duration), where the Action Plans are implemented.

2. Background

Noord-Limburg is a polycentric region with urban and rural centres; an aging and declining population (among the worst affected regions in the country); a high and increasing car use (among the highest in the country); and it is lacking behind the national benchmark for public charging infrastructure. Another challenge we face relates to transport poverty, where people are at risk of being cut off from work and services because of the rising costs of owning and running a car, and lack of alternative transport. We need to curb this trend of increasing car use and provide cleaner, more sustainable alternatives that are accessible to all. Finally, our region, with Greenport Venlo at its centre, is also a national logistics hotspot.

By implementing our regional SUMP, developed in cooperation with 8 municipalities, we try to deal with these challenges. Measures have been identified and a number of projects initiated. We now need to improve implementation by translating measures into concrete projects and increase participation and effectiveness of ongoing projects as well as promote a smart rollout of projects to target a larger area and more participants. When implementing our SUMP we need to ensure contribution to the OP objectives.

3. Policy Context: Regional SUMP 'Trendsportal'

Introduction

Trendsportal is the Regional SUMP of North-Limburg. Eight municipalities are working together to improve the accessibility and attractiveness of mobility in the region. the main objectives:

1. Quality of life
2. Improving road safety
3. Attractive mobility system
4. Support environmental and energy transition
5. Improving spatial economic accessibility

In pursuing these objectives, there is a strong emphasis on stakeholder engagement. Trendsportal wants to take a leading role – together with the municipalities - in improving the accessibility and sustainability of mobility. Involving stakeholders in the policy process makes our SUMP better, creates support and ensures commitment to implementation. With the help of e-smartec, we ensure that the involvement of stakeholders in Trendsportal is greatly improved.

Stakeholders

The following eight municipalities work together in Trendsportal:

- Beesel
- Bergen
- Gennep
- Horst aan de Maas

- Mook en Middelaar
- Peel en Maas
- Venlo
- Venray

In Trendsportal we work closely together with the following key organisations:

- Ministry of Infrastructure and Water Management
- Province of Limburg
- SmartwayZ (Mobility partnership of governments and companies in the south of the Netherlands.)
- Fontys University of Applied Sciences
- Gilde professional school
- National business association VNO-NCW
- Local business association 'Ondernemend Venlo'

But our most important stakeholders are, of course, the people who live, work and recreate in our region.

Key subjects

During plenary stakeholder meeting #1 divided into several sessions during the period from 23rd March to 31st March 2021, expert meeting d.d. 24th June 2020 and various one-to-one interviews with stakeholders we discussed the subject that our SUMPS needs to address. Although different stakeholders have specific wishes based on their own interests, a number of key subjects can be identified that are important to all stakeholders.

- Improve bottlenecks on main road network;
- Improve international train connection with Germany;
- Improve Maaslijn (north-south train connection);
- Improve long-distance cycle paths (7 - 15 km travel distance) ;
- Improving traffic safety;
- Commitment to mobility management aimed at commuters;
- Attention to transport poverty in rural areas;
- Improving cooperation with and between stakeholders.

Choice of actions for action plan

A number of the key subjects are not part of the scope of e-smartec and are addressed through the regular SUMP process. The following three key subjects can be addressed using the knowledge gained in the e-smartec project.

- Improving cooperation with and between stakeholders, through '**Capacity building for SUMP**s';
- Commitment to mobility management aimed at commuters, through '**Location Independent Working (LIW)**';
- Attention to transport poverty in rural areas; through '**Enhanced marketing techniques**'

4. Details of the actions envisaged

4.1 ACTION 1: Capacity building for SUMP

RELEVANCE TO THE PROJECT

With Trendsportal we aim to make our mobility system in Noord-Limburg futureproof. Decision makers in the public and private sector tend to think of infrastructural measures rather than smart mobility solutions, while in some cases smart mobility solutions fit the intended purpose better than investing in infrastructure. In the partial revision of our regional SUMP we therefore use the knowledge and experience we gained in e-smartec to closely involve stakeholders and decision makers in the project by using marketing tools.

With our participation in e-smartec, we have gained considerable knowledge about the use of marketing techniques in the development of mobility policies. The training sessions have contributed greatly to this. In the feedback we received, participants indicated that they had learned a lot during the sessions. We consider the sharing and updating of this knowledge as a continuous process. We use our Trendsportal platform and the regular meetings with the eight municipalities to exchange knowledge on how to involve stakeholders in the drafting and implementation of measures from our regional SUMP.

Good Practice 6 (Central Macedonia): 'REFORM' aims to foster regional cooperation and capacity building for SUMP. This inspired us to use our Trendsportal platform not only for functional regional cooperation, but also for capacity building. Therefore we will use the process of our partial SUMP revision to increase the capacity of the local municipal officers regarding SUMP and the way marketing instruments can improve the SUMP-process. The hands-on-training (task 1.3) was a first step in this capacity building process. Participants of this training were enthusiastic about this training and suggested to continue this method of capacity building in the future.

NATURE OF THE ACTION

Inspired by Good Practise 6 'REFORM', we will use our Trendsportal platform and the regular meetings with the eight municipalities to exchange knowledge on how to involve stakeholders in the drafting and implementation of measures from our regional SUMP. During every other meeting, we will invite a stakeholder of partner organisation to share his/her knowledge or experience on how to use marketing techniques in the drafting and implementation of measures from our regional SUMP.

STAKEHOLDERS INVOLVED

In this action we will involve the **eight municipalities in Noord-Limburg** as participants in the regular Trendsportal meetings.

The representatives of the municipalities can be either the ones sharing knowledge or the ones with whom knowledge is shared. In addition to the representatives of the municipalities, external experts are also asked to share their knowledge and experience during the meetings.

TIMEFRAME From 2022 – ongoing, 6 meetings per year with Capacity building session

COSTS Annual cost of EUR 1.000,- for incidental hiring of external expertise

FUNDING SOURCES Trendsportal budget

MONITORING MEASURES During the monitoring phase we will monitor the number of Trendsportal meetings that are used to exchange knowledge and experience about marketing techniques and the number of people with enhances capacity as a result of this.

4.2 ACTION 2: Co-designing Location Independent Working (LOW)

RELEVANCE TO THE PROJECT With Trendsportal we aim to make our mobility system in Noord-Limburg futureproof. Therefore, we strive for an attractive mobility system with a positive impact on the quality of life, which is safe and sustainable and which guarantees the accessibility of the economic areas in Noord-Limburg. Sometimes this goal is best achieved by avoiding travel altogether. Especially when the activity for which the trip is intended can also be performed from home. A typical illustration of this is working from home. During the COVID-19 measures, it was shown that many employees can also perform tasks when home-based. Even if this only occurs a few days a week, it will still contribute significantly to Trendsportal's objectives.

Good Practice 11 (West Midlands): 'Location Independent Working (LIW)' is a scheme to enable staff to work outside of the office to help improve work life balance, productivity and absenteeism. This inspired us to include a scheme in our Regional SUMP aimed at promoting home-working practices (and other forms of LIW) also after the COVID-19 recovery.

NATURE OF THE ACTION Inspired by Good Practise 11 'LIW' we will include a scheme for Location Independent Working in our Regional SUMP. We will engage our stakeholders in co-designing a Location Independent Working (LOW) scan that we perform on employers. With the LOW-Scan, we identify the potential for employees to work from home and the

measures an employer could implement to make such scheme attractive to employees working from home several days a week.

The use of the LOW-Scan in a workplace consists of the following steps:

Step 1. Interview with employer: A consultant conducts the interview at a workplace. Here, the drivers of the organisation and the specific characteristics of the organisation are identified.

Step 2. Survey: Based on the interview, the standard survey is then adapted to each workplace with specific questions -where necessary. Then the survey is then distributed among the employees.

Step 3. The results of the survey are analysed: This analysis is done for the whole company. The results are then summarised in a fact-finding sheet. If necessary, a breakdown by department can be made.

Step 4. Discussion of results: In a meeting with the management of the organisation the results of the LOW-Scan are discussed. This gives them insight into the aspects that are relevant to their organisation with regard to location independent working.

Step 5. Interviews with employees: We will offer the chance to employees to have one-to-one meetings with the objective of elaborating on specific aspects and provide advice is necessary.

Step 6. Advice memo: On the basis of the analysis and the interviews with the management and employees, we draft an advice memo. In this we provide recommendations concerning the aspects to be tackled, but we also provide suggestions and potential follow up actions.

STAKEHOLDERS INVOLVED

In this action we will involve the **eight municipalities in Noord-Limburg**. The municipality can, on the one hand, as an organisation have a Location Independent Working Scan carried out, and on the other hand, they can promote the performance of the LOW-Scan among employers established within their municipality.

We will involve the following organisations in performing the LOW-Scan. On the one hand to carry out the scan ourselves and on the other hand to promote it among their members.

- Fontys University of Applied Sciences
- Gilde professional school
- National business association VNO-NCW
- Local business association 'Ondernemend Venlo'
- Triple Helix organisations:
 - Greenport Venlo
 - SMART logistic Centre Venlo
- Retail and business representatives

TIMEFRAME The Location Independent Working Scan will be performed during 2022.

COSTS The costs of one Location Independent Working Scan are € 5.000,-. So based on an anticipated number of 10 scans to be carried out, the total cost is € 50.000-.

FUNDING SOURCES We will ask the employers to pay for 50% of the costs of the scan. The other 50% will be divided between the Trendsportal budget and the municipality in which the organisation is located.

MONITORING MEASURES During the monitoring phase we will monitor the number of Location Independent Working Scan that we performed and the number of employees who qualify for LOW.

4.3 ACTION 3: Enhanced marketing techniques for Trendsportal

RELEVANCE TO THE PROJECT With Trendsportal we aim to make our mobility system in Noord-Limburg futureproof. In order to achieve this goal, we are now carrying out a partial revision of our regional SUMP. In the original setup of the policy process to arrive at this revision, we had planned meetings with different stakeholders and we would involve the eight municipalities in Noord-Limburg closely in the process. With the lessons learned from e-smartec, we decided to further expand the participation process enhanced marketing techniques: one-to-one interviews with stakeholders and a map-based online questionnaire among residents of Noord-Limburg.

Good Practice 19 (Lazio Region): ‘Rome’s SUMP participatory approach’: Rome’s SUMP was generated through an intense multilevel participatory methodology. The crowd learning tool in the SUMP portal inspired us to use a map-based online questionnaire to enable residents to express their opinion on topics regarding mobility. Rome’s phone survey’s inspired us to conduct one-to-one interviews with various stakeholders of our SUMP.

Good Practice 3 (Central Macedonia): ‘MOTIVATE app’: is an integrated crowdsourcing app that allows travellers to voluntarily share data about travel patterns, travel experiences and traveller preferences for future transport interventions. In addition, the app makes travellers more aware of sustainability. This app has inspired us because of the ease of use and the detail of the information. For the time being, we have opted for an online survey and interviews. But for the future, we are looking into the possibility of using a similar app.

**NATURE OF THE
ACTION**

One-to-one interviews

With all major stakeholders in North Limburg, we conduct one-to-one interviews via MS Teams. These interviews will provide an idea of what stakeholders consider important and what role they can play in implementing measures and lobbying for co-financing from other authorities.

During the one-to-one interviews the following topics will be discussed:

- Were you aware of the current regional SUMP?
- Is the content of the current regional SUMP known to your constituency?
- Are you aware of the status of the projects included in the current regional SUMP?
- What are the most important mobility issues for your organisation?
- Do you see opportunities for changes towards sustainable mobility / different travel / more location independent working / other modes of transport for goods?
- To what extent do you have contact with the province, the national government or the European Union?
- What are the topics you are discussing with these contacts, generally and specifically in the field of mobility in the region?
- What are your wishes or suggestions for the new regional SUMP of Noord-Limburg?

Map-based online questionnaire

The people who live, work and recreate in North Limburg are our most important stakeholders. Therefore, we find it important to know how they currently move through the region, how they perceive more sustainable modes of transport and what their wishes are for the future mobility system in North Limburg.

During the map-based online questionnaire we ask respondents

- which modes of transport they choose for which destinations
- which considerations are relevant for the choice of a certain mode of transport
- whether they are willing to use other modes of transport
- via which routes they cycle to their destination
- how they travel to and from public transport
- how attractive they consider the availability of mobility in Noord-Limburg
- How do they stand in relation to location independent working

**STAKEHOLDERS
INVOLVED**

In this action we will involve residents, employees and visitors of Noord-Limburg. We approach this target group directly by using traditional and new media and indirectly through the eight municipalities in Noord-Limburg and all stakeholders mentioned in action 2. We will ask the municipalities and other stakeholders to inform their residents, employees and visitors about the survey.

TIMEFRAME We will conduct the one-to-one interviews and Map-based online questionnaire during the second half of 2021 and the first half of 2022.

We are aware that these activities in fact belong in phase 2 of the project. Due to the extension of phase 1 by 6 months, the activities landed in the last months of phase 1. Because of a direct relationship with other projects, it was not possible to postpone the activities.

COSTS

- One-to-one online interviews: € 7.500,-
- Map-based online questionnaire € 12.000,-

FUNDING SOURCES Trendsportal budget

MONITORING MEASURES During the monitoring phase we will monitor the number of respondents of the a map-based online questionnaire and the number of one-to-one online interviews with stakeholders.



Endorsement

DATE: 27-01-2022

SIGNATURE: F. Gijl

FUNCTION: manager

ORGANISATION: Municipality of Venlo

STAMP OF THE ORGANISATION:

Handwritten initials/signature

DATE: ~~24-01-2022~~

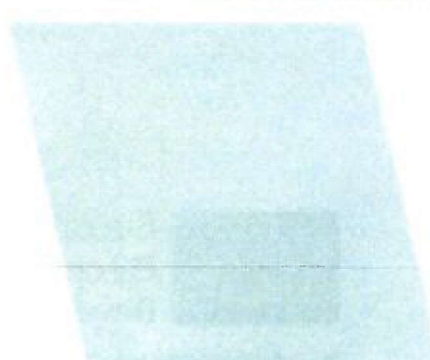
SIGNATURE: P. v. Wylrick

FUNCTION: Programme Manager

ORGANISATION: Trendsportal

STAMP OF THE ORGANISATION:

No Stamp Available



Partners



Low-carbon economy



European Union
European Regional
Development Fund

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