

Results oriented report WP 2 “Quality assurance, training & take-up”

Deliverable D2.6

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SmartMove: Active mobility consultancy focusing on feeder systems
to increase awareness and use of public transport

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REGIONAL ENVIRONMENTAL CENTER



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1. Introduction

1.1 Overview of the SmartMove Project

As part of the SmartMove project, eight rural and peripheral regions in Europe prepare, implement and evaluate local advanced marketing campaigns (AMC). The AMCs aim to influence the demand increasing the Public Transport share without significant investments. However, the AMCs can also give public transport operators an insight into the demands of current passengers and the views of those who do not use public transport. For example, if it is shown that the non-use of public transport is caused by hard facts – the location of bus stops or inconvenient timetables – transport operators will be able to adapt their services in order to attract new passengers and ensure they retain existing users.

The key outputs of the SmartMove project will be:

- A demonstration of AMC campaigns in the eight implementing regions, including all aspects from planning and preparation to implementation and evaluation
- The further development of AMC campaigns, taking into consideration hot issues such as demographic change and public transport feeder systems (“first rural mile”)
- Intensive training and knowledge transfer between the SmartMove partners via training seminars, site visits and guidance materials
- The facilitated uptake of AMC campaigns by external practitioners via take-up seminars and a dedicated e-learning scheme that includes video lectures and webinars accompanied by easy-to-read guidance documents and comprehensive information for implementers available on the project website

1.2 What has been carried out in WP2

The Smart Move project consists of eight work packages, including two horizontal WPs on Management and Dissemination (see figure 1). The work presented in this report refers to WP2.

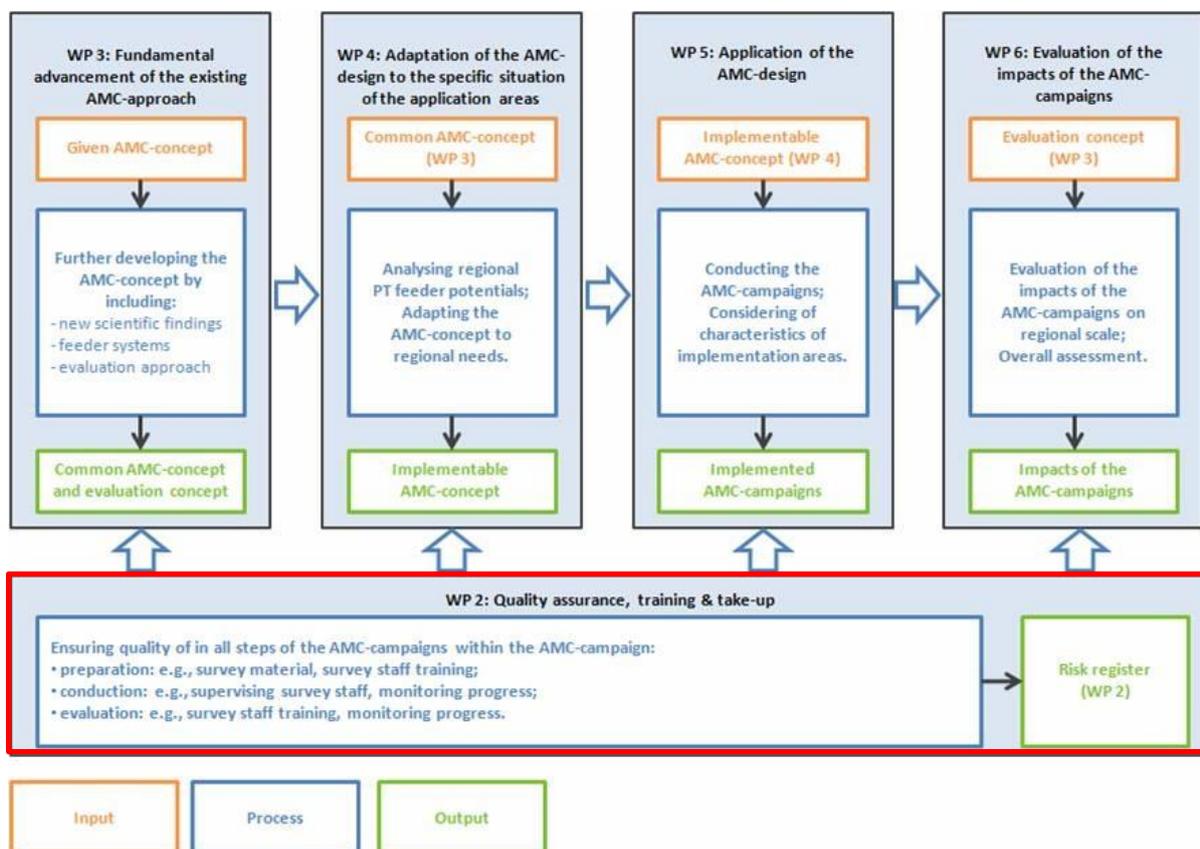
In general

Work package 2 deals with the facilitation of the learning process in the various implementation regions, also taking into account the different starting points. In WP2 the take-up of the approach of Active Mobility Consultancy was also organized as well as the coordination of the dissemination of project-related results together with work package 7. The work package has therefore a threefold objective:

- To teach and enable implementing partners to prepare, conduct and evaluate Active Mobility Consultancy campaigns,

- To develop generalizable knowledge for the realisation of Active Mobility Consultancy campaigns and
- To facilitate the transfer of experiences of the project and of implementing regions to further external European stakeholders and multipliers in order to promote the concept of Active Mobility Consultancy.

Figure 1: the flowchart of the technical activities in the frame of the SmartMove project highlighting the position of WP2 (red box).



WP 2 Tasks

WP 2 consists of the following tasks:

- Task 2.1: Local situation and context of implementers and training concept
- Task 2.2 Training Seminar for implementing partners (RC)

Task 2.2.1: 1st seminar: Developing a common understanding

Task 2.2.2: 2nd seminar: Identifying a common approach and setting up an

implementation plan

Task 2.2.3: 3rd Seminar: Moving from theory to practice

Task 2.2.4: 4th Seminar: Harvesting the fruits

Task 2.2.5: 5th Seminar: Looking back – and forward

- Task 2.3 Take-up process for multipliers (RC)

Task 2.3.1: Take-up seminars

Task 2.3.2: Take-up e-learning courses

- Task 2.4 Monitoring and Evaluation (BOKU)

Task 2.4.1: Support and monitoring of implementing regions while applying and evaluating AMC (BOKU)

Task 2.4.2: Application Guide (RC)

WP 2 Deliverables

The deliverables produced in WP 2 are:

D 2.1: Training Concept

A training concept was developed based on specific regional requirements, specifying the training aim, the contents for training/training seminars, the training schedule and, where needed, additional necessary regional support. The training concept focused on all phases of Active Mobility Consultancy, i.e. preparation, implementation, monitoring and evaluation. It also included further good practices in mobility management in rural and suburban areas (these were produced prior to every training session and provided to participants in the training seminars).

D 2.2: Training Reports

The implementing regions started off with different levels of experiences. Some of the regions already gained some experience on Active Mobility Consultancy (e.g. Waldviertel-Wachau, Kreis Euskirchen, Almada, Burgos), while some had few or no experiences with communication campaigns at all.

In each implementing region, a professional and experienced team carried out the Active Mobility Consultancy campaign. The implementing partners and, where possible, the selected institutions carrying out the campaigns participated in the Training Seminar.

The main communication platform for all partners has been the five training seminars. In order to come up with an effective training concept, the regions' starting points have been analysed in advance through a survey either conducted via telephone or by a visit at the partners' office.

The five Training Seminars have been refined based on this analysis and were structured as follows:

- 1st seminar: Developing a common understanding
- 2nd seminar: Implementation, Planning and Introduction to Monitoring and Evaluation
- 3rd Seminar: Elaborating the Plan
- 4th Seminar: Harvesting the fruits
- 5th Seminar: Looking back – and forward

Training reports (D2.2 No. 1-5) have been produced after every seminar.

D 2.3: Take-up Reports

Three regional take-up seminars have been conducted with the support of the SmartMove partners in Krakow, Thessaloniki and Almada. The seminars were set up for the capacity building of regional stakeholders. All seminars had the same aim and similar contents. However, each seminar addressed region-specific characteristics. Lessons learned from seminars have been incorporated into the following take-up seminars.

Take-up reports (D2.3 No. 1-3) have been produced after every seminar.

D 2.4: E-learning activities

E-learning activities have been developed to communicate the experience and results of the SmartMove project to a wider group of multipliers. All activities have been free of charge and were announced through various communication channels (e.g. SmartMove partner contacts, SmartMove newsletter and website, announcements via Eltis, Polis, etc.). Interactive formats such

as virtual office hours have been used to facilitate the communication and engage with the eLearning community.

The target group for the online course were practitioners from municipalities and other public authorities, public transport operators and authorities from rural and suburban areas, mainly, from the European context.

D 2.5: Application Guide

As a main output of the project, an Application Guide has been developed. It covers all steps of how to prepare and implement an Active Mobility Consultancy campaign on one's own. The Application Guide also highlights what benefits Active Mobility Consultancy encompass as well as the results from the eight SmartMove regions.

D 2.6: Result-oriented Report on WP2

This document is the result-oriented report on work package 2.

2. Training Concept

The Training concept was developed for the internal use of project members and served as an orientation for the preparation, implementation and follow-up of training activities in SmartMove.

The SmartMove AMC-cycle was developed in the Training Concept and formed the basis for all five Training Session. The cycle was – of course – kept flexible and adaptable to changes throughout the project lifetime. For example, it was foreseen to hold the 5th Training Seminar already in October 2015 but the consortium decided to meet later to present results at the Take-up Seminar and also to discuss first results from the different campaigns.

Figure 2: The SmartMove AMC-cycle



As is shown in figure 2, five Training Seminars were foreseen each focusing on a different topic according to the current status of the project implementation. At all Training Seminars at least one partner from the implementation partners participated and with just one exception, all supporting partners participated also with at least one person.

2.1 Developing a common Understanding

1st Training Seminar, held on 26th June 2014, Burgos, Spain

This seminar served:

1. To gain a common understanding of the concepts of Active Mobility Consultancy (AMC), Feeder Systems and Active Measures.
2. To gain an overview of the Feeder Systems available in each implementing area, get an understanding whether they have already been the subject of marketing campaigns, and the strengths and weaknesses of each system.
3. To define the geographical area of the SmartMove AMC campaign in each implementing area, the organisations to be involved, information requirements and the campaign programme.



2.2 Implementation, Planning and Introduction to Monitoring and Evaluation

2nd Training Seminar, held on 09th October 2014, Wittenberg, Germany

The following seminar goals were established and presented:

1. To gain familiarity with the full range of active measures and consider how these can contribute to AMC campaigns, following on from the discussion of implementation plans during the 1st training seminar.
2. To consider how to refine the campaign plans, drawing on lessons from the "State of the Art report on AMC campaigns".
3. To provide an introduction to the Monitoring & Evaluation process and begin the selection of a common indicator set.

2.3 Elaborating the Plan

3rd Training Seminar, held on 22nd January 2015, Krakow, Poland

Building on the Training Concept report and especially on the first two Training Seminars (Burgos, Spain, June 2014 and Wittenberg, Germany, October 2014), the following seminar goals were established:

- Dialogue marketing: opportunity to discuss best practices and problems relating to the approach, supported by two experts and practitioners from the field.
- Implementation plans: critical friend reviews of the current status of the draft campaign implementation plans in order to refine these.
- Integration of Evaluation: identifying indicators and setting priority tasks.

2.4 Harvesting the fruits

4th Training Seminar, held on 22nd October 2015, Thessaloniki, Greece

The overall title for the fourth Training seminar was “Harvesting the fruits”. As most of the implementation partners were about to finish their campaign, it was from interest to them to talk about and address the following aspects:

- Give a summary of the status of all campaigns,
- Discuss the lessons learned and
- Talk about possible spin-offs in the eight regions.



Output of one working group at Training Seminar 4, Thessaloniki, Greece

2.5 Looking back – and forward

5th Training Seminar, held on 11th May 2016, Almada, Portugal

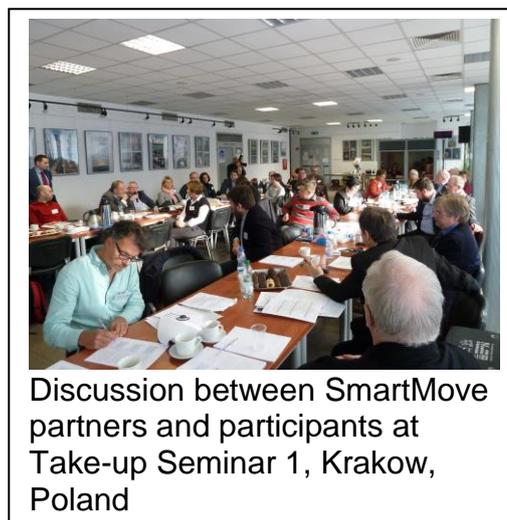
At this point, the implementation partners had already finished their campaign and most of them were done with the ex-post evaluation. The implementation partners felt a great need to talk about and address the following aspects:

- Summarizing the campaigns,
- Interpretation of the results and
- Use of the results

Key presentations from the training seminars have been recorded on video and are available on our SmartMove Youtube channel: <https://www.youtube.com/user/smartmoveproject>

3. Take-up seminars

Three regional take-up seminars have been organized and hosted by the SmartMove partners in Krakow (Poland), Thessaloniki (Greece) and Almada (Portugal). They were set up for the capacity building of regional stakeholders. The seminars had the same aim and shared content. However, each seminar also addressed region-specific characteristics. The 2nd and 3rd Take-up seminars were also refined based on comments and suggestions made by participants.



The Take-up seminars were organized as follows:

1. “Proactive marketing for sustainable rural mobility”, held on 21st January 2015, Krakow, Poland
2. “Proactive marketing for sustainable rural mobility”, held on 21st October 2016, Thessaloniki, Greece
3. “Assessing SmartMove Achievements”, held on 10th May 2016, Almada, Portugal

Whereas the first two seminars focused more on the approach of SmartMove and the planned activities from the implementation partners, preliminary results of the SmartMove project were presented at the last Take-up Seminar.

Seminar participants:

	1st Take-up Seminar	2nd Take-up Seminar	3rd Take-up Seminar	Total attendees
SmartMove members	20	21	19	60
External stakeholder attendees	31	39	38	108
Total attendees	51	60	57	168

In total, the number of external participants was 108. This can be seen as a great success since the number was more than twice as much as the envisaged number of 10-15 participants per Take-Up Seminar.

We would like to express our gratitude to the effort made by all consortium members to disseminate the events information. Also, we would like to thank the hosts for their flexibility in organizing venues (and organise catering) for a higher numbers of participants.



Discussion round at Take-up Seminar 3, Almada, Portugal

Key presentations from the take-up seminars have been recorded on video and are available on our SmartMove Youtube channel: <https://www.youtube.com/user/smartmoveproject>

4. Online course

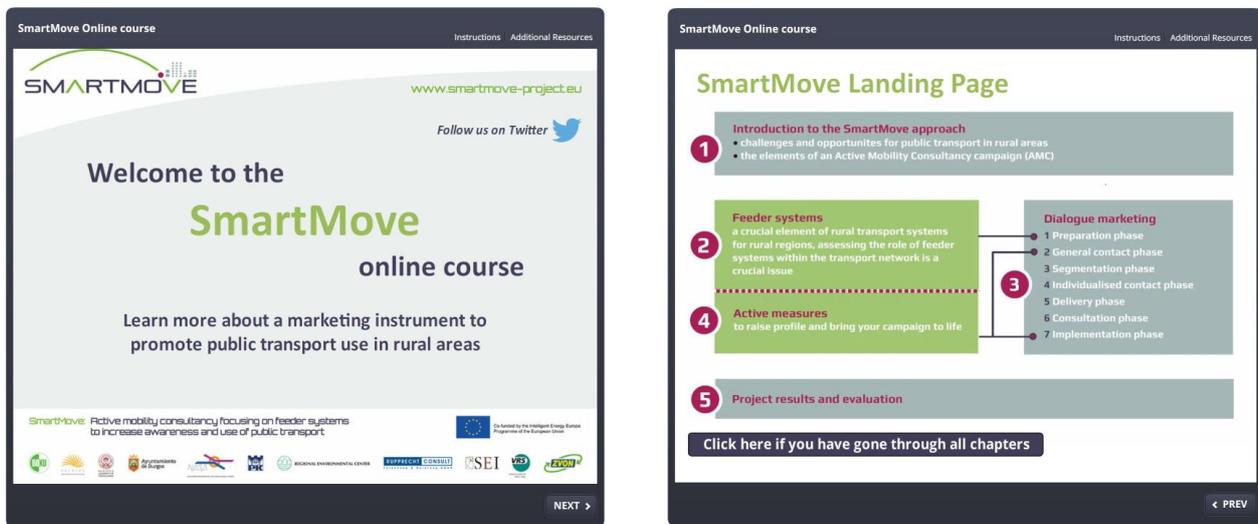
The E-learning activities were designed in a way such that the experiences and results of the SmartMove project are communicated in an appealing and easy-to-understand way to a wider group of multipliers. The target group for the e-learning activities were practitioners from municipalities and other public authorities, public transport operators and authorities from rural areas across Europe.

The online course starts with an explanation of the general approach used in SmartMove, followed by an introduction of the partner regions and the support partners as well as some guidance for the user of what can be expected in the course. From the landing page (see figure 3 below), one can access information on feeder systems and active measures as well as project results and evaluation.

The main sub-section is on dialogue marketing in which users find step-by-step guidance on how to set up and realise a dialogue marketing campaign. This section involves a lot of very practical and useful tips and hints from partners, based on their wide project experience. There are also first results available from the case studies.

The course has a resource section providing links to various deliverables and quick fact sheets but also other to resources, such as videos from the Training and Take-Up Seminars. We received very positive feedback for the online course.

Figure 3: The SmartMove Online course (left: introduction slide; right: landing page)



To facilitate the interaction with stakeholders, virtual office hours were offered to the course participants. During these (1x per week; 10 weeks long) there was the chance to talk to and ask questions to mobility experts. In order to also allow for interaction between course participants a Discussion Forum was set up and moderated by our mobility experts.

Although the online course was promoted intensively by SmartMove newsletter and website information among stakeholders all over Europe, unfortunately, the recruitment process proved to be more difficult than expected. 14 stakeholders registered in the first weeks after releasing the online course. One explanation for the low interest is the tight time frame of practitioners from the field who have barely any time for extra workload. Rural transport is also, especially in comparison to urban mobility, less of a hot topic, sparking little interest and debate. However, the added value of the online course will be its availability after the project lifetime. Especially, practitioners who only want to have a very superficial overview of the SmartMove approach will enjoy the online course and its quite appealing format. Thus, we expect to attract the envisaged number of 100 practitioners and stakeholders to look at the online course after the project lifetime. The online course can be easily accessed after the project deadline without any registration needed through the Mobility Academy:

<https://www.mobility-academy.eu/course/index.php?categoryid=24>

We also organized two webinars, one for the German-speaking audience and one in English. Both webinars showcased examples and first results from the SmartMove project (Kreis Euskirchen, VRS and the Liszki district near Kraków, Cracow University of Technology) to increase awareness about the AMC campaign and the SmartMove approach. The number of interested participants was quite high with about 25 participants per webinar (also, in some cases a group of people shared

one access and were listed as one attendance). The feedback after the webinar was very positive and people showed further interest in the project.

5. Application Guide

An Application Guide has been developed and is one of the main outputs of the SmartMove project to reach a wider audience of practitioners, stakeholders and people interested in the topic. The Guide will enable and support other rural and suburban regions in implementing their own SmartMove-like behaviour change campaigns.

The Application Guide presents not only the SmartMove approach but also the benefits of AMC campaigns (e.g. change of mobility behaviour, possible CO₂-savings, etc.) in an attractive and appealing format. This also includes results from all eight SmartMove regions, best practice examples, lessons learned, tips and hints from partners for the different phases of an AMC campaign as well as insights from the eight case studies.



The drafting of the Application Guide was quite demanding. The first structure has been developed by Rupprecht Consult and agreed with all partners but especially with BOKU and REC.

It took a lot of effort to identify and refine tips and hints as well as lessons learned from the eight different partners. The SmartMove partners have, for sure, gained a lot of experience through their campaigns, however, these had to be made understandable and intelligible for people outside the project.

It was also very demanding to include the final results in the Application Guide. It has taken a lot of work to make sure that final figures are published and that it is possible to compare results between the different campaigns.

The tips and lessons learnt will prove very useful to stakeholders from the world of Public Transport in rural areas. The experiences made by the eight SmartMove implementing regions show a wide variety of solutions that can be made use of to boost the number of public transport usage in rural areas with simply providing people with better information.

6. Summary

The training concept proved to be very important since it defined a common understanding and worked as a red thread throughout the whole project duration. It combined the approach of dialogue marketing, feeder systems and active measures.

The Training Seminars were supervised throughout the whole project duration. The Seminars proved to be very important and helpful to the SmartMove partners to learn more about the approach and establish a common understanding. The readers produced prior to the Training Seminars were of great help to the partners and their own preparation to the Seminars. They were able to extend their expertise on certain topic and to get more familiar with the other campaigns.

Stakeholders and regional partners showed a higher interest for the Take-Up Seminars than was anticipated. These proved to be very successful ways of ensuring regional/ national take-up. However, also the SmartMove partners benefited from the Take-Up Seminars by receiving new information from the participants and being exposed to fresh and external perspectives. The simultaneous translation into the local language reduced the language barrier significantly, thus also giving people the chance to participate that would otherwise not feel as comfortable/ have difficulties expressing their views in English. The language barrier did also not prove to be a problem in the smaller discussion rounds due to the help of local experts that helped out translating.

The online course is an easy-to-understand and appealing resource that will be of added value after the project duration. It will be an attractive legacy for people to get an understanding of the SmartMove approach and project.

The two webinars successfully showcased examples and first results from the SmartMove project and increased awareness about the AMC campaign and the SmartMove project approach. The number of interested participants was quite high with about 25 participants per webinar.

A lot of work from this Work Package went into the drafting of the Application Guide which presents the SmartMove approach and the various AMC campaigns in the different implementing regions. It also presents the results made by our partners as well as tips, the lessons learned and the case studies.