REPORT

on Train the trainer workshop on developing and using the tools in Brno

Content

1. General information

Participants:
LP: Development agency Sinergija: Katja Karba;
PP2: Environmental Partnership Foundation: Simona Sváčková, Michal Veselý, Michal Šindelář, Anna Petříková, Petr Šmíd;
PP3: Klimabündnis Österreich: Elke Sumper;
PP4: Budapest University of Technology and Economics: Domokos Esztergár Kiss, Péter Mándoki, Tamás Matrai, Dénes Válóczi;
PP5: Ekopolis Foundation: Peter Medved, Andrea Štulajterová, Soňa Šestáková;
PP6: Administration of the City of Leipzig – Aufbauwerk region Leipzig instead of City of Leipzig: Sebastian Graetz
PP7: City of Modena: Barbara Cremonini, Silvia Bernardi
PP8: Municipality of Ljutomer: Mitja Kolbl;
PP9: Municipality of Litoměřice: Antonín Tym, Zdeněk Zabilanský;
PP10: Municipality of Banska Bystrica: Mikuláš Čelko;
Associated partners:
Local energy agency Pomurje: Tadeja Bencak;
BKK: András Kőnzs

Train the trainer workshop on developing and using the tools was located in Brno in a building of Czech Environmental Partnership Foundation, Údolní 33, 602 00 Brno

2. Programme and content

Day 1: 14th of November	
Greetings and agenda presentation	*- Agenda presentation, aim of the workshop and some logistics; PPs briefly introduce their selves*
Welcome speech has been held by project manager, Katja Karba, Development agency Sinergija. Simona Sváčková and Michal Veselý as a host of the workshop also welcomed the attendees. Lead partner presented the workshop's agenda, some logistics, the aim of the workshop, the nature of the work at the workshop. Some preliminary information on possible partner replacement was introduced. Partners gathered in Brno for common working decisions, to encourage them to participate and express their opinion. If the questions wouldn't be	

answers, LP will answer them by emailing.	
WPT2: Presentation of the Integrated smart mobility toolkit for mobility plan's development & monitoring for municipalities unit and the questionnaire (D.T2.1.1)	*- PP2 presents the draft (baseline) of the toolkit and questionnaire to work on them;* *- Plenary discussion and wrap up*

Simona Sváčková from PP2 presented the toolkit. In addition Petr Šmíd from PP2 presented the questionnaire. Furthermore, the plenary discussion started with some questions related to the aim of the questionnaire. The answer is: the questionnaire will be used for modal split and monitoring the change of behavior;

PP4 pointed out some questions are missing such us usage of the business car and the second mode chosen by commuters, or multiple journey or combining the modes within the week;

Attendees wanted to know whether to use printed or online version of the questionnaire. The audience agreed it is partner's choice which will be used. Partners can also localize a bit the questionnaire, but mostly use the questions provided in the final version to make possible the comparison between the cities;

The discussion also went in the direction what we want to achieve with the questionnaire. What is its purpose? The aim is to get the data, therefore we should consider not too complicate too much with the questions. It can contain a few details but not too much. We should take into consideration that the questionnaire will be used once per each project year. It will be filled in 3-times in project life time to compare data. Our third specific objective is to reduce 800 tons of CO_2; according to this ambitious goal we have to measure and collect those data.

Another point of view is also business trips. In the questionnaire there will be special section for the business trips. In case the employees don't conduct the business trip the employee will not fill in this section.

Additionally, it is also very important how many people to involve? Is 50% of employees enough or should we strive to involve all employees?

WRAP UP:
Simona Sváčková stressed out in case of some additional ideas partners are welcomed to express their opinion and send them to PP2.
The conclusions made after the discussion:
- *To include 2nd mode into the questionnaire (switching between modes);*
- *2 types of Questionnaire: Online and printed version;*
- *Translation of the questionnaire need to be done for 6 national languages;*
- *To add additional questions, the cities can localize a questionnaire a bit (adding also the questions on cost of travelling/trip if it is necessary and might influence on the choosing modes and park and ride possibilities);*
- *Questionnaire is going to be filled in by employees once a year.*
- *Questionnaire will be made in excel file for automatic calculation.*
- *To add a weather condition under question number 4.*

- *To add motivation reason for using specific modes;*
- *To add scooter as a new mode; generally to add more main modes;*
- *To add also item on distance of travel (this question can be used already for the planning process).*
- *The purpose of the questionnaire: 1. Estimate only modal split and for data collection. Only for commuting and business trips (which should be monitored on the level of institution). Therefore to create 1 questionnaire with some not mandatory questions on business trip since some institutions might don't dispose with the data. Internal transport to be added as well.*
- *To use application as an additional motivation tool and competition with the combination of questionnaire. The application will serve as a tool for changing behaviour and data collection at the same time;*
- *The questionnaire has a feature to pop up the data and make a charts and tables.*
- *Each PP has to prepare the report on the data analyze (D.T3.1.1 – D.T3.1.3)*

WPT2: Working session on evaluation and monitoring plan	- PP2 presents the draft of the plan; - Group works: Working on indicators; - Conclusions.

Simona Sváčková from PP2 presented a monitoring and evaluation plan, which is still under preparation in a draft version.
The attendees were split into two groups and discussed on the KPIs to be integrated into the plan and defined for each of specific objective. The attendees had to search also for some additional indicators if possible.

WRAP UP:

Conclusions on indicators proposed:
Awareness raising: number of campaigns, workshops, number of promotional material disseminated, number of trainings, number of the meeting with heads;
Motivation: the number of the giveaways; number of the interviews, the number of free public transport, number of the presentation, number of the memorandum of understanding;
Change behaviour: conducted Modal split, Number of presentation to other institutions, number of the peer to peer events,
Mobility plan accepted = approved: number of council decision (or can be manager or director of institution approval), number of new project proposals, number of letter of commitments, the number of implemented measures, number of new mobility manager;
Mobility plan in a daily agenda: website – reach (how many people); number of people answering the questionnaire; number of people using recommended app; number of workshops; number of incentives done by municipality for sustainable transport promotion
Decreasing CO2: modal split for each mode of transportation; share of sustainable mobility modes; CO2 savings (data from app?)
Changing transport modes: number of e-vehicles; amount of infrastructure for sustainable transportation (parking, bike shelters, showers, charging stations,…)

WPT 2: Share experience - cross-	- Jerome Simpson from REC Budapest presents their experiences

fertilization on mobility plan for institutions	*with the workplace travel plan and the software;* - *PP3 presents CAA work on mobility plans for municipalities.*

Jerome Simpson, mobility manager from Regional Environment Centre from Budapest, presented a case of company's workplace travel plan, experiences and achievements from a central European non-profit organisation.

Elke Sumper's presentation was postponed to the 2nd day. She presented the general mobility plan process what will be the content of the next training in Vienna.

WPT2: Mobility Software Product Designing	- *Workshop on developing application.* - *Work divided into 4 groups with creative exercise.* - *Presentation of vision (what should the app do), discussion with the stakeholders and PPs about their needs and ideas, mock-up presentation and follow up discussion.*

Michal Veselý, director of development from PP2 had started the workshop by the preliminary presentation of mobility application development and then opened the discussion. Workshop was guided by professional facilitator Petr Miklíček from Court of Moravia and supported by 4 facilitators from Partnership Foundation for each group.

- In first part of workshop participants have discussed about their first impressions, the usefulness of application, their interesting in this outcome a then followed first creative exercise, when participants identified possible impacts of presented mobility application.
- Second part of workshop was focused on needs of possible users of application. Participants at first analysed target groups of mobility application – city institution, city inhabitants, employers and employees. After that they defined their needs and then needs of their target groups.
- In the beginning of third part of workshop Michal Veselý from PP2 presented developed and designed mock-ups of mobility application. Participants shared their ideas for development of mobility application; possible improvements of presented draft of application had suggestions for existing application with similar purposes.
- In the end was space for facilitated discussion about engaging of participant in development of mobility application.

Conclusions:
- Mobility application possible impacts and benefits: to change transport behaviour of employees, lower carbon dioxide emissions, time savings, money savings, burning calories, health improvement, data for institutions for city development, safer transport in cities.
- Usefulness of application: supportive tool for mobility plans implementations, involvement for employees, trip advisor
- Target groups: city institution, city inhabitants, employers and employees (determinants: age, cultural differences between countries, city x company, education, social status, manual x office work)
- Needs of target groups: employer = prestige of company, health of employees, employee benefit, increasing productivity, contest; city institution = efficient evaluation of data for city planning, supportive tool for implementation of mobility plans.
- Mobility application consideration: supportive campaign is needed for marketing; collaboration with already existing similar applications (wecity, f5t4, carpooling apps).

Day 2: 15th of November	
WPT 1: State of the art on WPT1 deliverables	- *PP4 presents the progress;*

Tamás Matrai from PP4 presented the situation on WPT1 deliverables. He pointed out that some of the inputs are less and some of them in good quality. Some of the questions from templates have been misunderstood. He clarified them more in detail. PP4 still miss the input from PP2 and PP3 for D.T1.6.1. First draft is to be expected till 30/11/2016, draft of synthesis 15/12/2016, final document 20/12/2016.
Partners have to deliver their filled in templates till 30th of November at the latest.

One question occurred regarding what is meant by Knowledge gap: these are all information and knowledge that municipalities might don't dispose with them, the information they might like to have and deal with it.

| *WPT3: Methodology on how to organize regional training* | - *PP3: give a baseline for plenary discussion;*
- *Group work: Working on measures and conclusions* |

PP3 presented the idea on regional training methodology. The discussion runs after the presentation. Generally, 1st training is for municipality which are directly involved in the project, 2nd is for additional municipalities. PP4 pointed out to train the representatives who will train the employees (experts, mobility employees, who are responsible for implementation of the mobility plan).

Conclusions:
The training should last full day (9-14, 9-15) and the number of the participants should be at least 20. 1st training is organized for mobility team at the municipality, the content of the training is implementation for mobility plan, and it has to be done in October 2017.
The 2nd training will be postponed (time plan modification in AF needed) to May 2018 and will be organized for additional cities with the aim of tool transfer.

| *WPT3: Working session on creation of list of measures for campaign actions* | - *Market place – searching for the hints and suggestions;*
- *Conclusion after the market search.* |

This session's aim was sharing the ideas on campaign actions which can be carry out by PPs in their cities. PP2 shared with the audiences some previous best examples for campaign for IBM. Examples were introduced such as: bubbles (promotional material) – Burn fat, not oil! ☺; Move your days; getting coffee for free when commute without car; calculator for the cost of the fuels, insurance, toll pay; car free day campaign; mobility magazine.
Participants had to indicate their ideas into the coloured paper and put them on the table, where the market place was held. The ideas were introduce and everyone could share them. The ideas have been collected and merged into the two groups of the possible measures. Lead partner will create additional documents where the ideas/measures will be introduced.
PP2 presented also a short funny video – Revolutionary Walking – Youtube (Michal Osztrava) which can serve as an inspiration for other participants. The link is shared in Google Drive.

WPC: Communication strategy, project leaflet and giveaway	- *LP presents the communication activities;*

Lead partner presented the issues related to communication activities.

Conclusions:

- LP sends the template for Communication strategy. PPs will fill in the missing parts which will be marked by LP. LP finalized the template.
- All PPs have to send organisations' logos in printing format (vector picture in format of: .ai, .cdr, .pdf ...);
- All PPs to check at national controller for usage of their logo. Project logos are all uploaded in Google Drive.
- Website is at start-up phase. LP needs some additional information to be published therefore PPs are asked to send the information on their activities, events, video, photos. This is not required only for website but also for FB (target groups are employees) and LinkedIn page (for experts).

1. Project leaflet will be designed in March 2017. LP prepares a template for printing. PPs translate it and LP integrates the translation into the national template which has to be printed by PPs (this applies to all printed promotional material). It was decided to release two leaflets (general information of the project, 2nd with the measures such as: how to save CO2, info for the employees, etc.).
2. Project handbooks (each country 500 pieces in national language) max. 50 pages, also on-line version,
3. Project folder (1000 pieces per country) – designed by Sinergija
4. Project roll up – 1 per country;
5. Project giveaways (1000 pieces for each country) – any additional thematic giveaway has to be approved by JS! List of general promotional material is here:
   a. Pens and pencils
   b. Notepads
   c. USB
   d. Bags (cotton, linen, paper)
   e. Roll-ups
   f. Lanyard

6. Poster (compulsory) – Min. A3 format to be put on the visible place of PPs' premises, or at the entrance of the organisation. The poster can be placed in English language. In case anyone wants to have it in national language LP can provide national template.
7. Media releases and press package (delivered in April 2019) – 3 press conferences at the end of the project – each of PPs make internal time plan for implementation.
8. Training for additional municipalities – postponed to 2018 as already agreed in previous plenary discussion.
9. Thematic regional or international seminars/conferences on mobility (at least 1 per country). It can be combined with the 2nd training.
10. Final conference (in Austria, in Baden) with the combination of project and steering committee meeting.
11. Dissemination event (at least 2 info days at additional cities (promotion, dissemination)).

WPM: reporting issues + The Quality management board	- LP presents the reporting procedure, admin issues, budget modification; - The selection of the members for Quality management board, - Set the rules and tasks of the board; - Q&A

LP presented the reporting procedure. It is requested to start reporting two weeks before the reporting period ends, otherwise the procedure can be extended, what is not our intention.

With the regard to the budget modification it is requested to put IT into the practise in 5th reporting period. The major modification can be done only after the mid-term report and only once per project lifetime. Minor modification can be done in 3rd reporting period.

PP4 requested for the minor budget modification as Hungarian national controller insist to do it before reporting period end, otherwise they will not consider it as eligible.

For the next Vienna meeting LP will create a Doodle poll.

As part of the workshop the project partners discussed on Quality Management board. The proposed and selected members of the board were representatives of WP leaders (PP2: Simona Sváčková, PP3: Elke Sumper and PP4: Domokos Esztergár-Kiss) and LP (Katja Karba). The members will check the quality of the deliverables and monitor the project implementation.

The project partners were introduced by new administrative and content related issues on the level of the partnership consistence. Lead partner clarified the situation concerning the project partner 6 (City of Leipzig: there is a lack of political will for confirmation of the project in city council, but the city still wants to develop the mobility plan and it is committed to move towards the mobility plan). The possibility for the partner replacement is one of the options which are at the moment the most optimal. Therefore the representative of the Aufbauwerk Region Leipzig attended the workshop and proofs the commitment for joining the project consortium. All project partners agreed on partner change and confirmed the new project partner will be Aufbauwerk Region Leipzig. Lead partner will launch the procedure on partner replacement.

Some additional request for the project modification appeared. The name of the deliverable D.T3.2.11 most probably will have to be changed as in Hungary there is different wording and meaning of the 'municipality' term.

Furthermore, lead partner will send the description of the pilot actions to have to same understanding and information on what is expected under pilot action.
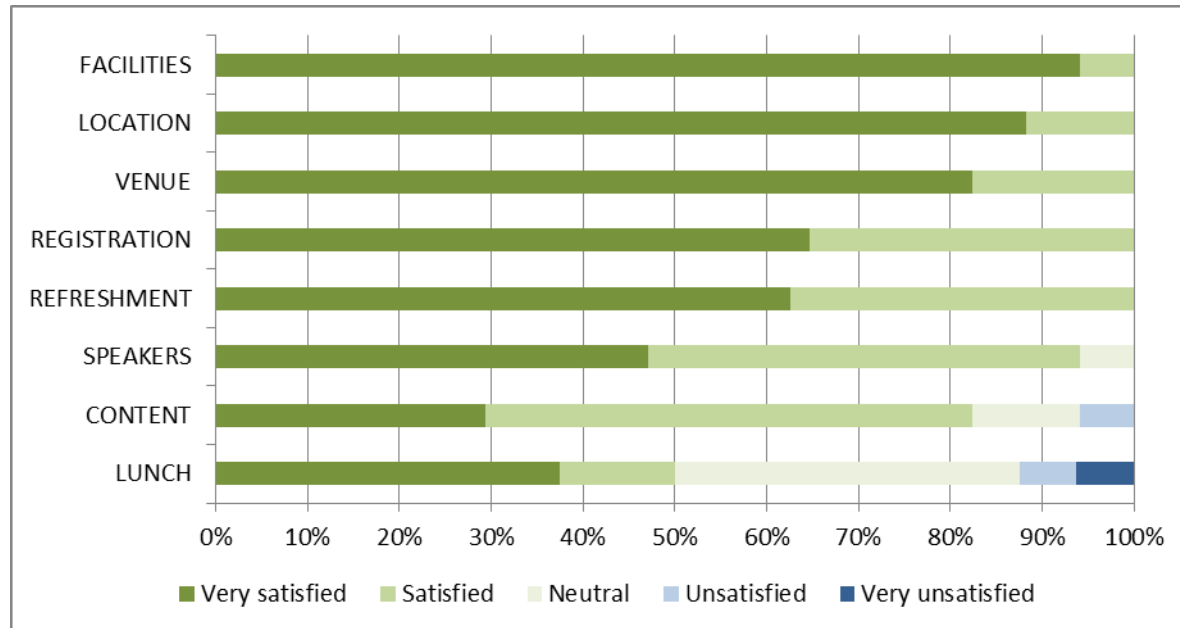
The lead partner will prepare the minutes and circulate it among partners, as well as the action plan for the next period (Nov. 16 – Apr. 17).

The report as deliverable D.T2.4.1 will be prepared by PP2. It will consist of all major conclusions, especially on software application.

3. Feedback

According to the feedback form there was 91 % satisfaction with the event. 63.4 % of participants were very satisfied and 27.6 % were satisfied. Items were evaluated as follows in the chart below. Participants were liked the most the discussions; good timing; presentations and meeting other people. They like the least afternoon workshop on developing the application and tight schedule. The participants recommend to decrease number of activities per day or prolong the workshop, send more detailed information in advance and even more discussion.

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4. Photodocumentation