

# OUTPUT FACT SHEET

## Trainings

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T1.3-4 - Local to Think Global - TRAINING path Murska Sobota
Responsible partner (PP name and number)	PP6 MURS Support: PP2 ITL; PP5 UM; PP9 BOKU
Project website	<a href="https://www.interreg-central.eu/Content.Node/SMACKER.html">https://www.interreg-central.eu/Content.Node/SMACKER.html</a>
Delivery date	23 September 2020

### Summary description of the implemented training measure(s), explaining the specific goal(s), target groups and transnational added value

Murska Sobota LTG training was conceived to bring at local level the knowledge package preliminary developed in WP.T1, mainly related to best practices able to improve planning, delivering, integrating and communicating transport services with special focus on DRT.

Therefore, it had the objective of informing and training the decision makers, users, authorities, stakeholders, business and communities (including LMFs) about such best practices, thus also enabling them to contribute to the successful implementation of the Slovenian pilot action.

The training was organized by MURS in collaboration with UM and first planned in March 2020, but it had to be postponed due to the COVID19 pandemic and the consequent lockdown. Finally, it was held as an in-person event in September 2020.

The training was prepared and conducted based on the common instructions provided in SMACKER deliverable D.T1.3.1, which provided the suggested training structure with six sessions and the indications on how to build up them:

1. Scope of the training
2. (Changes of) the framework conditions
3. User needs in the pilot region
4. Global to local: Good practice examples
5. The potential of accompanying nudging activities to support the pilot actions
6. Planned pilot action

In the Murska Sobota LTG training, Sessions 4 and 5 were merged to shorten the event following the health and safety restrictions and recommendations enforced by the Government of Slovenia due to the COVID19 epidemic.

The Sessions were delivered by persons familiar with the various topics, including the SMACKER pilot action and the region. External speakers were invited for all sessions, although Sessions 1 and 6 were presented by the representative of Development Centre Murska Sobota, contracted for technical assistance to the local Project Coordinator MURS. Sessions 2, 3, and 4-5 were accompanied by PowerPoint slides. The SQPM member appointed by UM attended the meeting as a speaker in Session 2. During the event, the participants had the opportunity to ask questions; at the end, the debate moderated by the contracted technical assistant to the local SMACKER Project Coordinator gave also the opportunity to participants to get answers to their questions.

The SMACKER Target Groups involved in the Murska Sobota LTG training were: Local public authority (2 individuals); Regional public authority (4); Infrastructure and/or (public) service provider (2); Education/training centres or school (1); Higher education and research (4), National public authority (3).

### NUTS region(s) where training(s) have been conducted (relevant NUTS level)

Murska Sobota LTG training was held in the following NUTS region (NUTS2) and the correspondent sub-region (NUTS3): SI01, Vzhodna Slovenija - SI011, Pomurska.

### Expected impact and benefits of the trainings for the concerned territories and target groups

The LTG training addresses the S.O.1 “To grow capacity of SMACKER regions in better plan, deliver, integrate and communicate transport services in their areas”. By delivering it, the capacity of authorities, practitioners and stakeholders and the awareness of the users should be increased. The Murska Sobota LTG training allowed to raise competence and awareness among LTG training participants, introducing / training them the public transport potential role in local and regional mobility strategies, with a specific focus on DRT.

Indeed, it proved to be effective as 29% of the respondents to the evaluation questionnaire considered it “Useful” and 71% “Very useful”, while 93% experienced that they made a positive impact on the pilot action planning; the training also initiated a positive reflection process for all the participants about their travel choices. 43% of the participants rated the training as “Very good”, and 50% as “Excellent”.

The training served to build institutional capacity, as Local, Regional and National public authorities and Infrastructure and/or (public) service providers took part to it. The participation of Education/training centres or school and Higher education and research bodies enables in perspective to grow the transport design skills.

### Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

The report of the LTG training is an official SMACKER deliverable and will be made publicly available through the SMACKER website as soon as it is approved by the JS (i.e. approval of JPR3 containing it). All the institutions and organizations interested in increasing accessibility, especially in low population density rural and peri-urban areas, can use the SMACKER LTG training material. This possibility can be exploited also by the Target Groups outside the SMACKER ones (ref. AF, page 86).

The Murska Sobota LTG training path achievements could also be useful for the SMACKER ETP followers (ref. WP.T3), in case they would be interested in implementing a LTG training on their own.

A number of lessons were learnt through the Murska Sobota LTG training. Among them:

- it is important looking for innovative ways of bridging the gaps between local and regional/national transport links;
- pilot services like the one implemented in SMACKER can lend support to legislative changes by demonstrating the benefits of alternative means and/or services of sustainable mobility provision;
- the increase of public transport efficiency and accessibility can be boosted by more public investment in sustainable mobility services, communication campaigns promoting public transport, car-free zones in the city center;
- DRT and sharing models/modes of mobility offer a lot of organizational, but also financial flexibility and should not be overlooked when planning the sustainable mobility at the local and regional levels;
- a multi-faceted nudging and communication campaign is recommended in order to reach as many potential users as possible.

References to relevant deliverables and web-links  
If applicable, pictures or images to be provided as annex

Murska Sobota LTG training is reported in deliverable D.T1.3.6, while the main features and achievements also contribute to build up the report on the implementation of all the six foreseen LTG trainings in SMACKER, i.e. D.T1.3.9 the will be delivered at the beginning of RP4 due as, due to COVID19 pandemic, some LTG trainings were postponed from the end of RP2 to the end of RP3, thus causing the consequent postponement of the finalization of such summarizing report. D.T1.3.6 is included in the SMACKER JPR3 submitted on eMS on 14 December 2020. As soon as it gets approved (i.e. JPR3 is accepted by the JS), it will be also uploaded on the SMACKER website <https://www.interreg-central.eu/Content.Node/SMACKER.html> - section "PUBLICATIONS". The agenda that served also as invitation and some pictures of the event are attached here below. Full details and the training material are available in D.T1.3.6.



SMACKER



**Odziven javni potniški promet - kako se približati potrebam uporabnikov?**

(INTERREG CENTRAL EUROPE)

Vabilo

Mestne občine Murska Sobota

Spoštovani,

Mestna občina Murska Sobota in Univerza v Mariboru vas v sklopu projekta SMACKER vabita na delavnico, ki bo potekala **23. 9. 2020 ob 10.00** v EXPANU v Murski Soboti. Na delavnici bomo povezali ukrepe prometnih strategij z **možnostjo uvajanja javnega potniškega prometa**, ki se neposredno odziva na potrebe uporabnikov. Takšne storitve bodo preizkušene v okviru pilotnega projekta v Murski Soboti, skupaj z njimi pa bomo izvajali aktivnosti za spodbujanje uporabnikov k večji uporabi javnega potniškega prometa in trajnostnih oblik mobilnosti.

Na delavnici pričakujemo predstavnike občin, prevoznike, turistične ponudnike, predstavnike lokalnih skupnosti ter ostale, ki so neposredno povezani z mobilnostjo. **Skozi vaše aktivno sodelovanje bomo sooblikovali pilotno aktivnost, ki bo izvedena v Pomurju.**

Program		
10.00	Uvod in predstavitev projekta SMACKER	dr. Tadej Pirc RCMS
10.15	Demand responsive (public) transport / Prevozi na klic	doc. dr. Marjan Lep Univerza v Mariboru
10.45	Potrebe uporabnikov v regiji	Mitja Klemenčič, Univerza v Mariboru
11.15	Aktivnosti spodbujanja uporabnikov k uporabi javnega potniškega prometa	Katja Hanžič Univerza v Mariboru
11.45	SMACKER pilot – testiranje odzivnega javnega potniškega prometa v Murski Soboti	dr. Tadej Pirc RCMS
12.15	Razprava	

Vljudno vas prosimo, da nam svojo prisotnost potrdite na naslov [simon.sukic@rcms.si](mailto:simon.sukic@rcms.si) do 21. 9. 2020.



Mestna občina  
**MURSKA SOBOTA**



Lep pozdrav,  
Simon Sukič  
(v imenu projektnega partnerja Mestne občine Murska Sobota)



Univerza v Mariboru  
Fakulteta za gradbeništvo,  
prometno inženirstvo in arhitekturo





