

OUTPUT FACT SHEET

Trainings

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T1.3-6 - Local to Think Global - TRAINING path East Tyrol
Responsible partner (PP name and number)	PP8 RMO Support: PP2 ITL; PP5 UM; PP9 BOKU
Project website	https://www.interreg-central.eu/Content.Node/SMACKER.html
Delivery date	6, 7, 13 March 2020

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

East Tyrol 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 East Tyrol pilot action.

RMO decided to organize an LTG training locally in three different municipalities in order to get a wider range of mindsets across the region and to achieve a higher participation to the trainings. The events were run in the month of March 2020. During such events, an “on-site test” of the e-carsharing system allowed an interactive session and break up strict structures. The results of each training have been summarized and integrated.

The training was prepared and conducted based on common instructions provided in SMACKER 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

The order of the sessions was kept, but some modifications were included as the RMO's idea was not to reach only the permanent stakeholders involved in the project but also the general public and representatives of municipalities in order to raise awareness for sustainable mobility issues.

PowerPoint presentations were used for Sessions 1, 3, 4, 5 and 6. Session 2 was supported by a SWOT analysis and also a world-café was held to led the discussion. The on-site test of e-carsharing was run during Session 4.

The SMACKER Target Groups involved in the East Tyrol LTG training events were: Local public authority (10 individuals); Infrastructure and/or (public) service provider (2); General public (19); Other (2); SME (1).

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

East Tyrol LTG training was held in the following NUTS region (NUTS2) and the correspondent sub-region (NUTS3): AT33, Tirol - AT333, Osttirol.

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 East Tyrol 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 33% of the respondents to the evaluation questionnaire considered it “Useful” and almost 67% “Very useful”, while 80% experienced that they made a positive impact on the pilot action planning; the training - and especially the on-site tests, also initiated a positive reflection process for all the participants about their travel choices. 62% of the participants rated the training as “Very good”, and 32% as “Excellent”.

The training served to build institutional capacity, as Local public authorities and Infrastructure and/or (public) service providers took part to it. The presence of a SME enabled the spreading of the SMACKER knowledge package in the whole region. Finally, the participation of the General public and of touristic operators (Others) allowed to spread the word towards the economic operators and the civil society and include them in the growing process depicted targeted by S.O.1.

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 East Tyrol 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 East Tyrol LTG training. Among them:

- sustainable mobility offers need a better image and should not only be used by pupils or elderly people but also from the general public;
- public transport, DRT or e-carsharing need a relaunch and would gain more attractiveness through price reduction or try out activities accompanying with an innovative communication campaign. This requires new approaches in the regional mobility system such as denser timetables, gapless travel chains and offers also in the evenings;
- on-site tests and try-out activities arouse confidence and curiosity for new transport offers;
- new target groups need to be addressed to raise number of users.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

East Tyrol LTG training is reported in deliverable D.T1.3.8, 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.T1.3.8 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 events are attached here below. Full details and the training material are available in D.T1.3.8.



**RegionsManagement
Osttirol**



Einladung zum SMACKER Trainings Event „Local to Think Global“

Mobil am Land – So kann es gelingen, ohne das eigene Auto mobil zu sein

Freitag, den 6. März 2020 in Sillian, 14:00 – 16:00 Uhr, Gemeindeamt
 Samstag, den 7. März 2020 in Obertauern; 10:00- 12:00 Uhr, Firma Micado
 Freitag, den 13. März 2020 in Obertilliach, 14:00 – 16:00 Uhr, Gemeindeamt

Liebe Bürgerinnen und Bürger!
 Liebe PartnerInnen der Mobilität!

Im Rahmen des Interreg Central Europe Projektes "SMACKER" arbeitet das RMO daran, die Herausforderungen der Mobilität in ländlichen Gebieten wie in Osttirol zu eruieren und gleichzeitig Lösungen für eine verbesserte Mobilität zu finden. Somit wird es den Menschen ermöglicht, Gebrauch von nachhaltigen Mobilitätsangeboten vor Ort zu machen und nicht immer auf ein eigenes Auto angewiesen sein zu müssen.

Um eine hohe Qualität und eine effiziente Entwicklung von neuen Mobilitätslösungen für die Region Osttirol zu gewährleisten, die die tatsächlichen Bedürfnisse der Nutzer berücksichtigen, werden die Erfahrungen, die das RMO in all seinen Projekten im Bezug auf Mobilität gesammelt hat, an Sie weitergegeben.

Daher ladet Sie das RMO herzlich dazu ein, bei der Entwicklung von neuen Mobilitätslösungen für die Region Osttirol einen wesentlichen Beitrag zu leisten und Teil eines Wissens- und Erfahrungsaustausches zu werden.

Agenda

- ☐ Begrüßung
- ☐ Worum geht's? Vorstellung des Projekt SMACKER
- ☐ 3 Kurzworkshops mit folgenden Themen:
 - o **Mobilitätsbedürfnisse:** Was brauchen/wünschen sich die OsttirolerInnen, um nachhaltige Mobilitätslösungen besser nutzen zu können?
 - o **Good practice:** Wie funktioniert E-Carsharing in Kombination mit dem ÖV? (Kurzexkursion mit Testmöglichkeit vor Ort)
 - o **Nudging:** Was das ist und welche Ideen es gibt, wie man Menschen zum Umdenken bringt.
- ☐ Ausblick: Was wir uns für Osttirol in Sachen Mobilität vornehmen.

