

TAKING
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 SMACKER ETP WEBINAR TRAINING
Online | 8 September 2021

 **SMACKER ETP Action Plan Activities**

 SMACKER | PP2 | Denis Grasso, Irene Sabbadini

FROM THE STATE OF THE ART TO THE ACTION PLAN

In the framework of the SMACKER project Enlarged Transfer Programme (ETP), each ETP follower is expected to develop a local Action Plan, as to address the issues depicted in the respective State-of-the-Art Report.



SMACKER ETP State-of
the-Art report



SMACKER ETP Action Plan
report

ACTION PLAN KEY OBJECTIVES

- An Action Plan is a planning document containing a **detailed description** of a set of **individual actions** targeted at a general common aim.
- The objective of the Action Plan is to define **clear steps** for the identification of one or more **action(s)** able to activate/improve new/existing DRT services in the identified geographical context.
- An effective Action Plan should give a **time plan** to reach the defined objective/s.
- A key driver for a successful implementation of the Action Plan is represented by the actual and future **involvement of all the different stakeholders**, which are already identified in the State-of-the-Art Reports and their active participation.



ACTION PLAN APPROACH

The use of the SMACKER Action Plan approach is meant to emphasise the following beneficial aspects:

- **Synthesis**: The Action Plan is expected to be a planning document providing guidance on overcoming the identified problems and challenges.
- **Co-Creation**: The scope is to directly involve all the key local stakeholders. DRT services development/improvement generally require a large number of technical experts and political commitments. The ETP Action Plan is an occasion to create the bases for the co-creation of new/improved DRT solutions;
- **Multi-Stakeholder**: It is possible to have different points of views. The Action Plan is called to provide a synthesis of all the different involved stakeholders' opinions.



ACTION PLAN INDEX

Action Plan report should include the following 10 sections (each section to be maximum 2 pages):

1. Introduction
2. Aims
3. Stakeholders involved
4. Key actions
5. Implementation time plan
6. Risk analysis
7. Funding resources
8. Key action monitoring schemes
9. Key stakeholders' involvement strategies
10. Conclusions



ACTION PLAN PARAGRAPHS

- 1) Introduction - presenting the SMACKER Enlarged Transfer Programme (ETP) activities;
- 2) Aims - presenting the objective(s)/priorities of the identified DRT development/improvement action(s). In this section the main objectives must be reported commenting their **relevance** also in the light of the analysis carried out in the State-of-the-Art report;
- 3) Stakeholders involved - illustrating the main stakeholders identified (based on of the stakeholder mapping previously carried out in the State-of-the-Art report) and engaged in order to reach the proposed objective. At this stage, further operational aspects - such as **actual commitments**, stakeholders' **main roles** and **contributions targeting a possible implementation** - must be highlighted;



ACTION PLAN PARAGRAPHS

4) Key actions - describing the **main steps to solve** the problem/s and to reach the proposed objective/s. In this section, the identified Action Plan steps are listed in a sequence that starts from the beginning and finishes with the overcoming of the identified issue(s) through a proposed new/improved DRT service;

5) Implementation time plan - linking the steps and actions to a **time frame**. This is important not only for the coordination of the future implementation, but also for setting-up the related monitoring process;

6) Risk analysis - listing all the possible negative issues which may affect the Action Plan implementation. They include both the risks **directly** affecting the Action Plan implementation and the **disruptive trends** like as new technologies that may change the perception or the way to manage the entire Public Transport system. The risk analysis includes the list of the risks and the list of the potential solutions that can be adopted to overcome the risks themselves;



ACTION PLAN PARAGRAPHS

7) Funding resources - specifying the available budget and/or an estimation of the needed budget. This section is needed in order to make the SMACKER Action Plans **concrete**. Funding sources could include: revenues from DRT service, EU grants/subsidies, national and regional government subsidies, private sector operators, etc. Already developed DRT cases in your context can help you in identify the potential economic resources needed;

8) Key action monitoring schemes - defining the Key Performance Indicators (KPIs) to adopt in order to monitor the implementation of the Action Plan after the SMACKER project conclusion. Even if the monitoring phase is not foreseen to be run in the framework of the SMACKER project, an effective Action Plan must include this important topic. The KPIs used in SMACKER to monitor the pilot activities are provided as to serve as an inspiration to the ETP followers;



KPIS

Must-have-KPIs categories:

- **Quality of public transport/ DRT**
- **Usage of supply in the course of the pilot action**

Nice-to-have-KPIs categories:

- **Quality of public transport/DRT (Extended version of KPI)**
- **Quantity of public transport lines**
- **Visibility of public transport/ DRT**
- **Complaint management**
- **Offer CO2 friendly tourism**
- **Car usage**
- **Online booking tool**



ACTION PLAN PARAGRAPHS

9) Key stakeholders' involvement strategies - defining the key strategies and tools (roundtables, signature of Memorandum of Understanding, creation of a discussion table, etc.) to be adopted in order to involve the key local stakeholders towards reaching the objectives defined in the ETP Action Plan. **Each ETP follower will organize and report at least one event with his key stakeholders** in order to discuss on how to develop the SMACKER Action Plan and on the potential collaboration schemes to be adopted;

10) Conclusions - reporting the conclusions from the responsible SMACKER project partners and selected external technical experts. Based on the main analysis conducted in the previous sections, a synthesis of the key results of the action planning process is provided. **No implementation of the ETP Action Plan is foreseen/supported/funded in the SMACKER project framework.**



ETP ACTION PLANNING KEY OBJECTIVES TIMEPLAN

Timeplan:

- November/December 2021 → Finalization of the first Action plans draft for the internal review.
- January 2022 → Deadline for the final delivery of the 10 ETP followers Action plans.
- February 2022 → Transnational event in Vienna and ETPs Action Plans presentation.



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 **Thanks for your attention**

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