



LOCATIONS webinars

LOCATIONS – Low Carbon Transport in Cruise Destination Cities

WP5 – Capitalisation

Activity 5.4 Mainstreaming results: Promoting the implementation of LCTPs in and outside the MED area

Deliverable 5.4.1 Capitalizing webinars

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Work package 5

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1. Introduction

This report corresponds to the Deliverable 5.4.1 and presents results of the Activity 5.4 “Mainstreaming Results: Promoting the Implementation of LCTPs in and outside the MED area”. In this activity, LOCATIONS has developed 5 online seminars in order to promote and disseminate LOCATIONS methodology and outputs of the project, as well synergies with other actions promoted in the field of sustainable mobility and tourism. These online seminars were open and widely promoted in order to reach the widest possible relevant stakeholders, mainly local and port authorities. Therefore, this Deliverable summarizes the methodology and results of the 5 online seminars which were promoted by the technical partners of LOCATIONS project.

2. Description of the webinars

The concrete objective was to organize 5 webinars focusing in the original cities developing their LCTPs achieving at least 75 participants each webinar. Therefore, the methodology and all information about these webinars is described below.

The planning of the webinar covered several activities that were defined in advance:

- Availability of a web Platform

The webinars were hosted on a web platform which was available for all the technical partners, by the lead partner. The web platform used was the GoToWebinar.

- Definition of target audience

Stakeholders engaged in each LCTP: Technicians from several Municipality departments, Urban planners, Tourism technicians, Mobility planners, cruise tourism operators, port authorities, universities

- Scheduling

The webinars were planned for September and October, aiming to avoid the European Mobility Week, between 16th to 20th of September.

- Dissemination activities

Definition of the communications channels and frequency of communication, with a special effort in the week before the webinars.

- Definition of Contents

The contents were defined according to the objective of the deliverable and adjusted to the specific requirements of each city.

- Speakers' invitation

The definition of the speakers was based on the contents and a criterium of selection was conduct by each partner with the purpose of identifying the most attractive and highly known speakers.

For a better detailed information, the following steps describe and resume the webinars.

2.1 Dissemination of the webinars

The dissemination of the webinars was crucial for the success and achievement of the high goal of participants. Therefore, along with the interest and pertinence of the contents, the dissemination had to captivate public to attend the webinar, bringing the interest of a wide audience.

For the dissemination of the webinar, several channels were used as listed below:

- Website
- Internal mailing lists
- Mailing lists of partner organizations (such as Municipalities, universities, transport operators, etc)
- Social media (Facebook, LinkedIn, Twitter)
- Newsletters
- Forums
- Press releases
- Invitation of LOCATIONS related stakeholders
- Direct invitation emails to other pertinent stakeholders with interest in environmental, mobility and tourism themes

As for the timing and frequency of the dissemination, the first announcement was made, on average, three weeks before the date of the session. There were, also an average of three dissemination steps via mailing lists and social media and two automatic email reminders for the registered persons, programmed to be generated by the software, one day and also one hour before the session.

Finally, all the webinar recordings were published in the YouTube channels of the technical partners to keep disseminating the contents, scale up the results, disseminate the LOCATIONS Project and also to keep monitoring the number of views of the webinar recordings. The publication of the recording sessions was also actively communicated by the same channels previously used.

2.2 Dates

All the webinars were promoted between September and October. The following table lists the webinar for each technical partner:

Table 1: Dates of the webinars of each technical partner

Partner	Date
AIT	25/09/2019
AREA	01/10/2019
CIRCE	26/09/2019
LEN	12/09/2019
REAK	11/10/2019

2.3 Webinar contents

Presenting first the title of the webinars, which are translated to English in the following table, it's possible to check that Despite all the webinars have the same goal and guidelines, each technical partner adapted the title, structure and presentations to their case. Therefore, the titles of the webinars are presented in the following table.

Table 2: Title of the webinars

Partner	Webinar title
AIT	Sustainable Mobility and Tourism in Albania
AREA	Sustainable mobility solutions to support cruise traffic
CIRCE	Sustainable mobility solutions for tourist destinations
LEN	Sustainable Mobility and Tourism
REAK	Green Mobility in Primorje Gorski Kotar Region – From the Ports to the Hinterland

Based on the objectives of the deliverable, each technical partner prepared the contents of the webinars in a way that could be of general interest for a broad audience, not only focused on LOCATIONS project results, but also highlighting topics such as sustainable mobility and tourism in the 7 original cities, as it's described below per technical partner.

Additionally, to engage the participants in the webinar, other support documentation was shared, as the D3.3.1 Capacity Building Manual, the D4.3.2 Modular Packages, the general project video and also the videos produced by the technical partners about the LCTPs of the 7 original cities.

- AIT

AIT focused the webinar in 3 main questions, which are below and that also reinforce the promotion of the implementation of the LCTPs of Durres city and Saranda city, as well as to promote the production of LCTPs for the rest of the touristic cities and ports within the Albania territory.

- How important is the design of mobility plans for touristic cities and cruise destinations?
- What are the new approaches that the "LOCATIONS" project proposes?
- What should be the strategies for the development of the tourism sector to contribute to sustainable mobility?

- AREA

This webinar aimed to explore the main solution proposed by LOCATIONS, i.e., Low Carbon Transport Plans acknowledged as dedicated sectorial programs, focused on measures to prevent and mitigate negative externalities caused by the mobility of cruise passengers and by the flow goods generated by cruise tourism in Ravenna, Trieste and Livorno.

- CIRCE

In this webinar the solutions generated by the LOCATIONS project served as a starting point. The objective was to present the LOCATIONS methodology as an effective way to address the issue of negative externalities produced by cruise passengers on the urban mobility of destinations, and the insights gained in Málaga and Cádiz. From this point, the invited speakers represented initiatives already in operation that deal with mobility issues in the touristic sector. Especially in terms of walkability and accessibility, two of the main

topics founded in both Spanish cases. To complete this planning-and-implementation approach, financing was also included in terms of the existing crowdlending alternatives to finance sustainable mobility actions. Therefore, the webinar aimed to explore current cases of success and solutions to improve urban mobility in tourist destinations, as well as the financing alternatives that cities and companies in the sector can access to implement their measures mobility.

- LEN

This webinar aimed to achieve an integrated approach at the city level as well at the national level, bringing together the sustainable mobility and tourism sectors. Therefore, the session was structured in 4 different parts, which are related between each other. Starting briefly with the scope of the LOCATIONS Project, passing right away for the second part, the presentation of the LCTP of Lisbon's results integrated with the development of the SUMP of the Lisbon City and how these plans complement each other. The next part was focused in what's the future of the sustainable mobility planning, which gave an overview of the national paradigm in Portugal. Finally, the session also included the thematic of sustainable in the tourism sector and the national strategy in this matter.

- REAK

This webinar aimed to present not only Rijeka Low Carbon Transport and Mobility Plan (LCTP), but also wider regional activities in the field of green mobility, therefore, was divided in 3 lectures. During the first lecture, project LOCATIONS and Rijeka LCTP plan were presented to the wider audience, offering also practical introduction to the green mobility questions.

The second lecture gave an overview of low carbon and mobility activities of other ports in the Primorje Gorski Kotar region, implemented through three European projects: (1) MOSES: Maritime and Multimodal transport services based on EA SEA Way project (Interreg Italy-Croatia 2014-2020), (2) ENERMOB: Interregional electromobility network for interurban low carbon mobility (Interreg V-B Adriatic-Ionian Cooperation Programme), (3) ENERNETMOB: Mediterranean interregional electromobility networks for intermodal and interurban low carbon transport systems" (Interreg MED Programme).

Finally, the third lecture gave an overview of implementation of electromobility in Croatia, compared it to the situation on the EU level, scaled it down to regional level and finally presented the case of Krk Island, as the front-runner in developing sustainable island electromobility solutions leading together with other energy projects towards the island's energy self-sufficiency.

2.4 Speakers

Each technical partner, according to their title and objective of the webinar, invited several speakers to participate in the webinar and present these thematic. The speakers list it's presented below, as well the entity and position, as it was shown in the webinars.

- AIT

- Bujar Kotri, Msc.Eng. Albanian Institute of Transport, LOCATIONS Project Technical Coordinator, Head of Transport Planning Sector
- Shkelqim Gjevori, Prof.Asc.Dr in Transport, Lector at Polytechnic University of Tirana, Head of Project and Studies at Albanian Institute of Transport
- Pellumb Cacaj, Dr. in Transport, Lector at Vlore University, Albania, Naval Faculty

- AREA

- Fabio Tomasi, Area Science Park, Head of the International Project Unit and LOCATIONS Project Coordinator
- Stefania Silvestri, Trieste Port Authority, Project Assistant
- Nicola Scanferla, City of Ravenna, Mobility Manager
- Giorgio Ambrosini, Memex, Managing Director

- CIRCE

- Felipe Del Busto, Fundación CIRCE, Researcher and webinar moderator.
- Daniel Basulto, Fundación Santa María la Real del Patrimonio Histórico, Architect of the Monitoring Heritage System
- Tatiana Alemán, PREDIF, Director of Universal Accessibility, Tourism and Culture
- Matthieu van Haperen, E-CROWD!, Founder/CEO
- Jordi Solé, E-CROWD!, Director of Operations

- LEN

- Vera Gregório, Lisboa E-Nova, Project manager and webinar moderator
- Sandra Somsen, Lisbon Municipality Architect in the Mobility Studies and Planning Division
- Rui Velasco, IMT (Mobility and Transport Institute), Senior Technician in the Directorate of Studies, Evaluation and Prospective Services
- Leonor Picão, Turismo de Portugal, Offer Appreciation Coordinating Director

- REAK

- Vedran Krušvar, Regional Energy Agency Kvarner, Project Manager
- Vedran Brajdić, Primorje-Gorski Kotar County, Maritime transport specialist and Advisor at the Administrative Department for Maritime Domain, Transport and Communication
- Vedran Kirincic, University of Rijeka - Faculty of Engineering, Assistant Professor, Member of Department of Electric Power Systems, Head of Section of Electrical Engineering & Head of Power System Monitoring, Protection and Control Laboratory

2.5 Attendees

Each webinar was monitored regarding the number of registrants in the webinar, live attendees and recording viewers until the 31 of October, which was the date of the ending of the project and also until the 10 of January of 2020.

Table 3: Monitoring data of the webinars

Partner	Registrants	Live attendees	Recording viewers (until 31 of October)	Recording viewers (until 10 of January)
AIT	55	27	148	167
AREA	22	19	81	110
CIRCE	40	22	297	324
LEN	85	51	80	104
REAK	54	28	249	270
TOTAL	256	147	855	966

There was a minimum goal of having 75 participants in each workshop, resulting in a total of 375 participants. With the live session attendees and also by publishing the recording of the webinar in each technical partner YouTube channel, it's possible to verify that this goal was achieved with a considerable margin, since there was a total of 1.002 participants, until the end of the project.

Since the monitoring of the webinars in the YouTube channel kept going, it is possible to count a total 1.122 views.

As for the type of attendees of each webinar, there were present a large variety of institutions and sectors, such as municipalities, tourism sector entities, mobility entities, etc, as it's shown in the following table.

Table 4: Type of attendees of each webinar

Partner	Type of attendees
AIT	Students from Vlora and Tirana Universities, specialist of Durres, Vlora and Saranda Cities, specialists from Ministry of Infrastructure and Energy
AREA	Representatives of Port Authorities, Municipalities, universities, mobility associations and consultants dealing with mobility issues
CIRCE	Private sector, port authorities, administrations and NGOs
LEN	Municipalities, Tourism association, schools and universities, transport operators and private companies related to mobility and IOT
REAK	Mainly Port Authorities, Regional Energy Agencies, Universities, Regional development agencies, Municipalities and Energy Agencies

2.6 Webinar online publication

The following table presents the link of each webinar recording published in the YouTube Channel of each technical partner.

Table 5: Youtube links of the webinars

Partner	Link
AIT	https://www.youtube.com/watch?v=OPMxVDJsIxs
AREA	https://www.youtube.com/watch?v=7TJGyNS0p7A
CIRCE	https://www.youtube.com/watch?v=b9YZ6lrV_Lg
LEN	https://www.youtube.com/watch?v=8fxntd2nyVI
REAK	https://www.youtube.com/watch?v=qPZzFyWEbRA

3. Conclusions

The LOCATIONS project technical partners have successfully developed the five webinars. Since the goal was 75 participants per webinar, which is a very high number of participants for webinars, it was not possible to achieve this number with the live session. Therefore, the webinars were recorded and published online on YouTube, in order to disseminate sessions and create more awareness among stakeholders and general population in the thematic of sustainable mobility and tourism. With the online publication of the webinars, it was possible to reach the number of participants/viewers expected.

The promotion of the webinars required strict preparation in order to manage the webinar software, to use the right approach for the dissemination of each session, for a proficient moderation and to deal with unexpected technical problems that may surge during the session. Despite it was the first time some partners had to develop of a webinar, the sessions were promoted successfully and ran smoothly, also with a good feedback from the live attendees, which engaged in a direct discussion, by posing questions and asking for clarifications, showing interest in the discussed themes.

Overall, the webinars were a good approach to deliver the LOCATIONS results and to promote the integration with other related themes/projects and also another form to disseminate results, being an easy way to stakeholders and general populations reach it. The creation of the present live session with stakeholders (for example universities), allowing the possibility to have attendees physically in the session, may also highly contribute to have a higher number of persons reached.

For the future development of other webinars, there are also some lessons learned/recommendations. The use of effective slides where images and infographic are used instead of text, focus on specific practical aspects, provide best practices and concrete examples and also interact with the audience, triggering their engagement in the discussion. Regarding the session, the presentations can be pre-recorded to avoid any connectivity problems of the speakers and should be organized in a quiet room from a clear and smooth sound. A good communication strategy must be planned, in order to disseminate the webinar, reach a wider public and higher number of participants. To conclude, the recording of the webinars and online publication was essential for the dissemination of the contents presented, for potential participants which could not join the live session and also to reach other the general public.

4. Annexes

Annex I – Print screen of YouTube visualizations of the AIT webinar

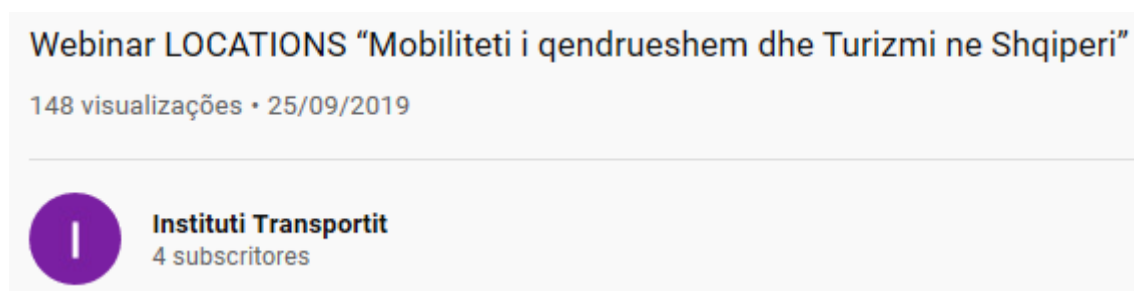
Annex II – Print screen of YouTube visualizations of the AREA webinar

Annex III – Print screen of YouTube visualizations of the CIRCE webinar

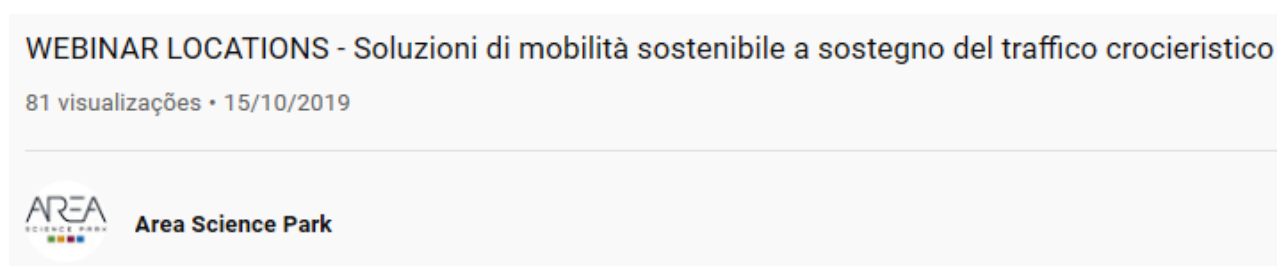
Annex IV – Print screen of YouTube visualizations of the LEN webinar

Annex V – Print screen of YouTube visualizations of the REAK webinar

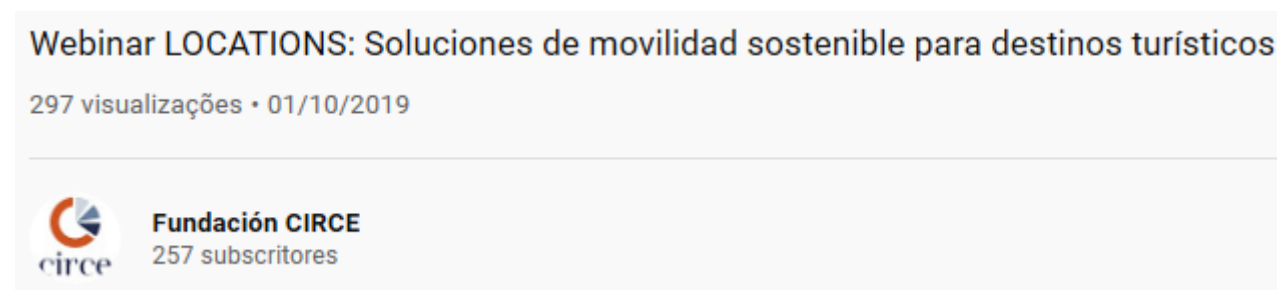
Annex I – Print screen of YouTube visualizations of the AIT webinar



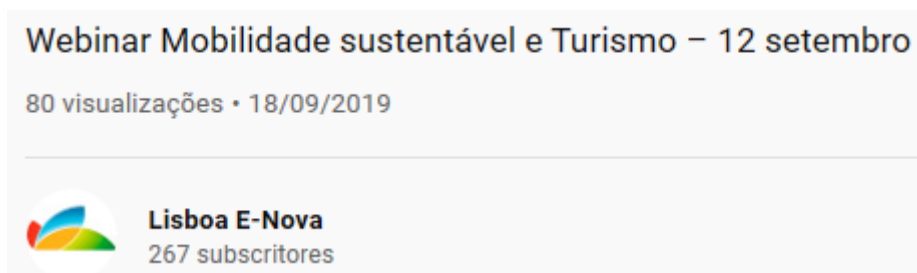
Annex II – Print screen of YouTube visualizations of the AREA webinar



Annex III – Print screen of YouTube visualizations of the CIRCE webinar



Annex IV – Print screen of YouTube visualizations of the LEN webinar



Annex V – Print screen of YouTube visualizations of the REAK webinar

