



# WP.T3 - D.T3.2.4

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**Enlarged Transfer Programme (ETP)  
Training Curriculum**

**Final Version  
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## 1. Introduction

Remote regions in central Europe share the same risks and issues related to the fact that they are located at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are some of the challenges that many central European regions face.

The SMACKER project addresses these disparities and promotes public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Within SMACKER mobility issues related to peripheral and rural areas, main barriers are assessed and addressed and solutions drawn on the best international know-how are provided. SMACKER promotes demand-responsive transport services to connect local and regional systems to the main transport corridors and nodes. Soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) are used to identify and promote eco-friendly solutions for public transport in rural and peripheral areas, with the aim of achieving more liveable and sustainable environments and better integration of population to the main corridors. SMACKER helps local communities to re-design their transport services according to user needs, through a coordinated co-design process between local/regional partners and stakeholders; SMACKER also encourages the use of new transport services through motivating and incentivizing campaigns. The direct beneficiaries of the actions are residents, commuters and tourists.

Participation reflects the overall integration of citizens and groups in planning processes and policy decision-making and consequently the sharing of power. In particular, transport planning and transport relevant measures are often the subject of controversial discussions within the urban community. The concept of Sustainable Urban Mobility Planning has established the principle that the public should be included from the very beginning of the transport planning process and not only when the plans are largely completed and only minor amendments can be carried out. For that reason, public authorities need to open-up debate on this highly specialised and complex subject area and make participation a part of the planning process. In order to ensure participation throughout the process, the development of an engagement strategy would be necessary.

Starting from the D.T3.2.1 “Guidelines for Enlarged Transfer Programme (ETP) for Central Europe Policy Makers and stakeholders”, this deliverable intends to define the ETP followers' training path based on a training curriculum in line with the main expected SMACKER ETP activities. This curriculum is meant to provide relevant and coordinated contents for supporting the 10 SMACKER ETP participants in increasing their knowledges and skills on the key SMACKER topics. For these reasons the training curriculum defined in this report is based on a common methodology and scheduled in terms of topics, groups of target authorities, teachers. The comprehensive ETP training - outlined in the SMACKER AF - foresees three main events for the ETP followers: one training will be delivered through a webinar tool, while two trainings will be delivered in occasion of transnational ETP events held in coincidence with the two SMACKER scientific events.

In chapter 2 a general overview of the SMACKER ETP followers' training path is provided, explaining how the different events are related to each other and how their technical contents can be used to develop the key SMACKER ETP targets.

Chapter 3 gives an overview of the 10 followers involved in the SMACKER Enlarged Transfer Programme and their classification in the framework of the project target groups as identified in the Application Form (AF). Moreover, it provides some recommendations about the opportunity for ETP followers to involve also their local stakeholders in the development of the ETP State-of-the-Art report and the Action Plan.

In chapter 4 the key topics of the three ETP training events are summarized and the common methodology for their development is presented.

Finally, in chapter 5 the criteria for the identification of the potential speakers at the training events are presented.



## 2. The SMACKER ETP followers' training path

The SMACKER project foresees three different training events aimed to assist the ETP followers in learning new knowledge and ideas on how to create new Demand Responsive Transport (DRT) solutions and/or improving the existing ones in peripheral and rural areas.

The three foreseen training events are:

- Event 1. First ETP Transnational Training event. It was planned in November 2020 in coincidence with the first SMACKER scientific event originally foreseen in Maribor (SI);
- Event 2. Online technical webinar for the ETP followers. It is planned in June 2021;
- Event 3. Second ETP Transnational Training event. It is planned in February 2022 in coincidence with the final SMACKER scientific event foreseen to take place in Vienna (AT).

The two training events foreseen in Maribor and Vienna are two dedicated trainings organised within the framework of wider events, where it is foreseen the presence of project's partners and of the 12 members of the SMACKER Quality Partnership for a seamless Mobility governance (SQPM).

The main SMACKER ETP followers' results to be achieved in the framework of the SMACKER project are:

- **State-of-the-Art Report about mobility problems and policy challenges within ETP follower regions** (D.T3.2.3, AF deadline January 2021). This transnational report maps the needs, problems and expectations of ETP follower regions in low carbon mobility planning. It defines the roles of ETP followers and policy leverages. It paves the way for local Action Plans in ETP follower regions;
- **ETP follower regions' Action Plans for the enhancement of intermodal mobility in ETP territories**. These Action Plans will be presented during the second SMACKER ETP Transnational event in Vienna (D.T.3.2.7, AF deadline February 2022), the deadline for their completion is fixed as December 2021. In detail, each ETP follower is expected to develop a local Action Plan that addresses the issues previously described in the State-of-the-Art Report. Action Plans are planning documents containing a detailed description of a set of individual actions targeted at a general common aim, the "framework objective". In this purpose, the objective of the Action Plan is to define clear steps for the identification of one or more action(s) able to activate new/improved DRT services in the identified geographical context.

Considering the SMACKER project main goals and deadlines, the three events are characterized in the following way:

- **Event 1 - First ETP transnational training**. Introduction to the SMACKER project and to DRT key theoretical aspects, with focus on the DRT services in peripheral/rural areas. The objective of this first training event is to provide the ETP followers with all the key information on the SMACKER project and on the key objectives on which ETP followers have to work. Moreover, thanks the presentation of the preliminary planning activities related to the six SMACKER pilots and of the key results from the desk analysis on key DRT-related scientific studies and EU projects, new ideas on how to improve/create a DRT services are provided too. It is noted that this event already took place in November 2020 in the context of the first SMACKER Scientific event (ref. D.C.4.1), which was originally foreseen in Maribor (SI) but was held as a webinar due to the COVID19 pandemic. The detailed contents presented during the training in the webinar are summarized in the deliverable D.T3.2.6 "Enlarged Transfer Programme (ETP) transnational event in Maribor-SI" that was released in March 2021 and was made available to all the ETP followers. The whole event was recorded and is available on Youtube (<https://www.youtube.com/watch?v=uaHzwq5J2wM&t=7998s>); the deliverables D.C.4.1 and D.T3.2.6 are also available on the SMACKER project website<sup>1</sup>;

<sup>1</sup> [https://www.interreg-central.eu/Content.Node/SMACKER/SMACKER-\(ex\)-Maribor-scientific-event--.html](https://www.interreg-central.eu/Content.Node/SMACKER/SMACKER-(ex)-Maribor-scientific-event--.html)



- **Event 2 - Webinar training.** Action planning support, including the key methodologies, tools and DRT technical aspects. The objective of this second event is to provide to ETP followers with all the required information to correctly draft and present an Action Plan on how to develop/improve a DRT service in a peripheral/rural area. This includes a focus on some key topics considered as particularly relevant by the ETP followers. Such key topics will be identified through a twofold approach that includes (i) a dedicated survey that will be proposed by the ETP coordinator ITL to the ETP followers in due time for preparing the webinar in June and (ii) an analysis of the delivered State-of-the-Art-reports (D.T3.2.3) that will be done by the SMACKER scientific partners (ITL, UM and BOKU) under the coordination of ITL and will provide evidences on the topics that deserve a more in-depth discussion;
- **Event 3 - Second ETP transnational training.** ETP Action Plans presentation, including networking and getting suggestions for the implementation of the presented DRT solutions. The objective of this final event, that is framed within the SMACKER second/final scientific event, is to create a moment for the presentation and discussion of the 10 Action Plans developed by the ETP followers and give them also the opportunity of meeting with all the SMACKER project partners. Such a meeting will be a good opportunity for ETP followers for getting some suggestions on how to turn their Action Plans into real projects, so addressing the relevant challenges of bringing to life and keep operating a DRT, also taking into account the issues related to its economic viability.

The three different events, as summarized in Figure 1, are built in order to accompany the ETP followers in growing their knowledge on DRT topics and on how to achieve the two SMACKER required results (State-of-the-Art report and Actions Plan).

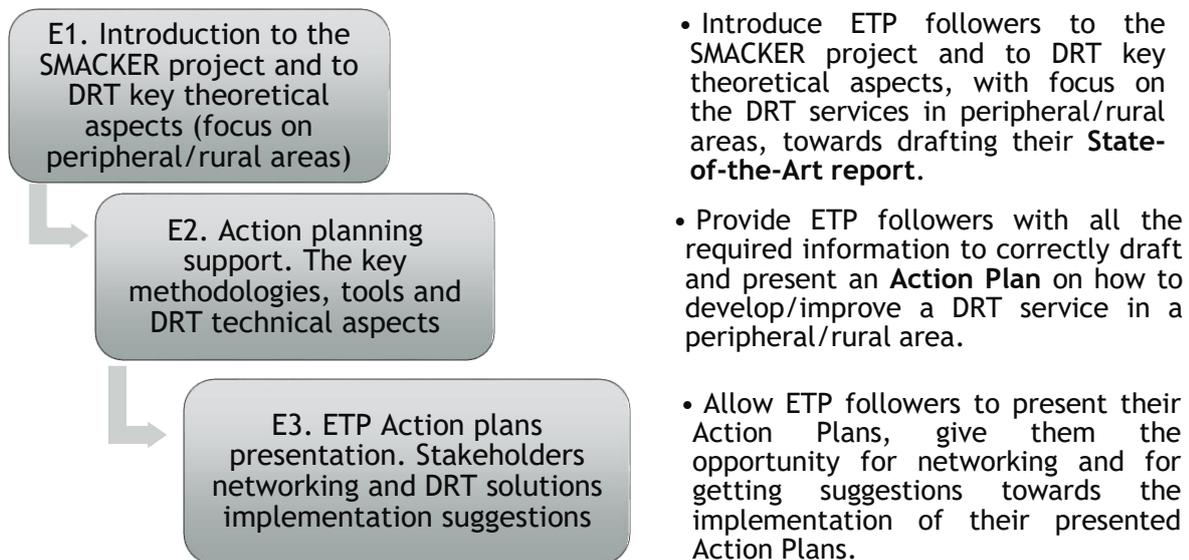


Figure 1. SMACKER ETP Training curriculum scheme and step-by-step targeted objectives

As already mentioned, the first event was already conducted in November 2020 in the framework of the first SMACKER Scientific event. The detailed contents presented are summarized in D.T3.2.6 “Enlarged Transfer Programme (ETP) transnational event in Maribor-SI”. The approach used in the development of this first event was to provide a first general overview on the key topics related to the Demand Responsive Transport (DRT) solutions, also focusing on the key contents of the SMACKER project. This is the common knowledge base for the following two training events.

The approach in developing the second and the third event is twofold: on one hand, at a more concrete level, to accompany and support the development and delivery of the ETP State-of-the-Art report and Action



Plan; on the other hand, at a more general level, to provide an enhanced understanding on key and shared issues and opportunities/tools that are fundamental for developing a DRT. Therefore, the coverage of all the aspects related to the ETP State-of-the-Art and Action Plan development must be coupled with specific focuses on relevant topics presented by SMACKER internal experts (from the project and the SQPM) as well as from external ones, including other synergic projects/initiatives. More details on the single events are provided in Chapter 4.



### 3. ETP target groups

This chapter provides an overview of the SMACKER targets groups reached out through the ETP training activities and events. The key targets are the 10 SMACKER ETP followers, but also the others local stakeholders each ETP follower is called to involve in the development of their ETP State-of-the-Art report and Action Plan.

It is noted that the participation to the SMACKER ETP training events is also strongly recommended for the SMACKER external technical experts supporting the ETP followers in completing the main technical activities and outputs.

#### 3.1. ETP followers

The SMACKER training events are thought mainly for SMACKER ETP followers but also for SMACKER project’s partners involved in the development of the local pilots. The SMACKER ETP followers are summarized in the Table below, specifying also the related SMACKER target group.

ID	ETP followers	Country	SMACKER target groups
1	City of Szombathely	Hungary	Local public authority
2	MOBILITO - Mobilitätszentrale Pongau GmbH	Austria	Sectoral agency
3	City of Maribor	Slovenia	Local public authority
4	AMR Agenzia Mobilità Romagna	Italy	Local public authority
5	Grouping of the Municipalities of Monghidoro and San Benedetto Val di Sambro	Italy	Local public authority
6	Castel d'Aiano	Italy	Local public authority
7	Tirol Werbung GmbH	Austria	Sectoral agency
8	Metropolitalny Związek Komunikacyjny Zatoki Gdańskiej	Poland	Local public authority
9	Municipality of Moravske Toplice	Slovenia	Local public authority
10	Province of Padova	Italy	Local public authority

**Table 1. SMACKER ETP followers and related SMACKER target group appartenance.**

The 10 SMACKER ETP followers were selected thanks an open call conducted during the year 2020 that was primarily directed to reach local authorities and agencies working on the SMACKER topics. Full details on the SMACKER ETP selection are available in the deliverable D.T3.2.1 “Guidelines for Enlarged Transfer Programme (ETP) for Central Europe Policy Makers and stakeholders” and in D.T3.2.2 “Call for non partner “peripheral” authorities in CE to attend Enlarged Transfer Programme (ETP)”.

#### 3.2. Other stakeholders

The ETP training events are also open to others stakeholders interested in the topics of DRT service definition and development. In fact, in the framework of the State-of-the-Art report activities, each ETP follower is called to clearly identify the key stakeholders they intend to involve in their local activities. For this important point, the State-of-the-Art report will include a list of relevant stakeholders linked directly



to the SMACKER target groups listed in the AF<sup>2</sup>. Each ETP follower is then free to invite one or more of their identified key stakeholders to participate to the SMACKER Webinar training (event 2) and to read the main conclusions of the second ETP transnational training (event 3).

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<sup>2</sup> Local public authority, Regional public authority, Infrastructure and (public) service provider, General public, Education/training centre and school, SME, Higher education and research, Sectoral agency, Interest groups including NGOs, National public authority, Large enterprises, International organisation, EEIG under national law



## 4. The ETP training topics

The topics covered in the three training events must enable the ETP followers to complete an incremental learning path.

The topics being addressed in each specific event are selected as to accompany the different phases of the ETP Action Plan development. In particular:

- **Event 1** provides a general background and a common knowledge base for the following two training events;
- **Event 2** takes place between the accomplishment of State-of-the-Art report and the first phase of the Action Plan development;
- **Event 3** is held at the end of the Action Plan building process, and, consequently, is focused on discussing the achieved outcomes and lessons learned as well as on paving the way towards the follow-up implementations.

On that basis, the topics to be addressed by each event can be listed as follows.

- **Event 1. Introduction to the SMACKER project and to DRT key theoretical aspects with a particular focus on DRT developed in peripheral/rural areas.** Key topics:
  - Presentation of the SMACKER project main topics
  - Introduction to the key DRT technical dimensions
  - Best and bad practices from others EU projects and case studies
- **Event 2. Action planning support. The key methodologies, tools and DRT technical aspects.** Key topics:
  - Overview on ETP activities:
    - Summarising key outputs from State-of-the-Art report
    - Action Plan content (general objectives, expected results, presentation and explanation of the template to be filled, key KPIs to be analysed)
    - Stakeholder involvement (strategies, tools, clarification of their role in the process). How to include external stakeholders in the ETP Action Plan development, also through tools and methodologies favouring an (inter)active co-creation process
  - Specific focuses identified following the procedure presented in chapter 2<sup>3</sup> - draft list:
    - Preliminary technical analysis/ Economic aspects
    - DRT data needs and sources (Data collection and analysis/ Open Data)
      - For planning purposes
      - For operational purposes
    - DRT ICT tools: different options with specific pros and cons as well as needs (open-source vs proprietary tools)

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<sup>3</sup> Once concluded the collection of all the 10 State-of-the-Art reports from ETP followers, ITL and its technical experts, will elaborate a synthetic document summarizing the key topics tackled by the ETP followers. This document will be shared with the SMACKER scientific partners in order to identify the key topics on which to focus in the second ETP event (see also chapter 2). The LP will support the ratification process of the selected topics.



- **Event 3. ETP Action plans presentation. Networking and suggestions towards the implementation of DRT actions. Key topics:**
  - Overview on ETP activities:
    - Presentation of ETP followers' Action Plans (by each ETP)
    - Generalising key lessons learned and providing indications/recommendations for the follow-ups
  - Specific focuses identified after the completion of the ETP Action Plans (ready by December 2021- see chapter 2) - draft list:
    - Strategies and tools for an effective and low costs DRT communication campaigns
    - DRT business modelling introduction (DRT operational aspects)
    - Stakeholders' involvement methodologies (from stakeholders to "shareholders"): tools and strategies
    - Options/opportunities for (economically/financially) supporting the follow-up implementation of ETP Action Plans. EU project funding / financing and policy support schemes

The common methodology for the development of the three ETP training events is based on:

- Starting from the analysis of real DRT case studies
- Involving high qualified DRT technical experts
- Involving SQPM members in presenting DRT case studies and tools
- Involving all the six SMACKER partners working on the development of the pilots
- Setting-up highly interactive sessions also through tools for getting actively involved the audience (e.g. Mentimeter)

Event 1 was foreseen to take place in Maribor (SI) in November 2020, but took place as a webinar due to the COVID19 pandemic and the related restrictions to the mobility of people.

In relation to the event no. 2, the webinar is conducted online as foreseen in AF. The event is planned to last about 3 hours (2.5 hours for the technical presentations and 30 minutes for the response&answer session). Innovative tools will be used in order to involve actively all the ETP followers in the discussion (e.g. Mentimeter, preliminary surveys to collect demands, etc.).

Relying in the end of the COVID19 pandemic, event 3, the final one, is organized as a physical event to take place in Vienna (AT). The event is planned to last about 4 hours. At least 2 hours will be dedicated to the presentations of the ETP followers' Action Plans and lessons learned and to the discussion on the main results, while the remaining 2 hours will be dedicated to the experts' presentations aimed to provide suggestions towards the implementation of DRT actions. In order to facilitate the discussion and the exchange of ideas, an interactive round table session will be organized so to enable all the involved stakeholders to play an active role during the meeting.



## 5. Teachers

The list of potential teachers speaking on the various ETP training topics could be finalised only when the final definition of the topics themselves is defined for each training event.

Nonetheless, some guidelines can be drafted:

- Involvement of relevant experts within the partnership of SMACKER and the SQPM<sup>4</sup>
- Openness to the contribution of relevant speakers from the outside of SMACKER, such as other projects or initiatives
- Provision of different points of view, especially with reference to the tools for supporting the DRT (e.g. speakers presenting proprietary softwares as well as open-source softwares)
- When looking for speakers from the outside, attempt to widen the perspective to geographical areas not directly represented within the SMACKER consortium and ETP followers (especially within Central Europe Programmes).

Also, the experience gained in the selection of teachers for the first event in November 2020 can be capitalized. Indeed, the agenda of the first ETP transnational event (see D.T.3.2.6) was built considering specific technical, political and economic topics related to the development/improvement of DRT services.

The ETP training was concentrated in the afternoon, but the ETP followers also joined the morning session that allowed to get the EU and SMACKER contexts. The more general morning session introduced the audience to the SMACKER project and the related EU framework, and presented international experiences in the DRT field, covering different urban and peri-urban contexts. For these reasons the speakers were chosen involving:

- SMACKER scientific partners presenting the research activities on DRT services conducted in WP.T1 (ITL in particular);
- EU political representatives explaining the institution and strategic frameworks for the DRT development (European Strategy for Danube Region);
- Representatives of relevant EU projects working on the SMACKER topics (Ride2Rail and LAST MILE);
- Representatives from the Academia explaining the key results of researches on DRT topics (University of Sydney).

The afternoon session concentrated on the ETP training giving some insights on the different approaches and solutions that can be followed for developing an Action Plan targeting the DRT development. For these reasons the teachers were selected involving:

- SMACKER partners working on the development of the six project pilots, who presented their experiences from SMACKER regions;
- SMACKER SQPM members, who presented real DRT case studies in their territory (SQPM members appointed by the Municipality of Gdynia and the Emilia-Romagna Region);
- Representative of a transport agency working on DRT topics (Multi Modal Transport Solutions Ltd).

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<sup>4</sup> The participation of the 12 SMACKER SQPM members is organized in order to foresee at least one presentation for each SQPM expert. The main contents of all the SQPM presentations will be summarized in dedicated reports and shared with the ETP followers and SMACKER project partners.



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## 6. References

1. SMACKER Application Form, Version 27 February 2019
2. SMACKER “D.T3.2.1 Guidelines for Enlarged Transfer Programme (ETP) for Central Europe Policy Makers and stakeholders”, April 2020
3. SMACKER “D.T3.2.2 Call for non partner “peripheral” authorities in CE to attend Enlarged Transfer Programme (ETP)”, July 2020
4. SMACKER “D.T3.2.6 - -Enlarged Transfer Programme (ETP) transnational event in Maribor-SI”, March 2021