

Interreg Europe Policy Learning Platform
Behaviour change and participatory processes for sustainable mobility

28 June 2022, Thessaloniki

Moderation: Katharina Krell & Simon Hunkin, Interreg Europe Policy Learning Platform

Agenda

Registration and welcome coffee is open from 8:45	
Introduction	
<i>09h30</i>	<p>Introduction from the Joint Secretariat and Policy Learning Platform</p> <ul style="list-style-type: none"> - <i>Presentation of the New Interreg Europe Programme</i> - <i>Presentation of the services of the Policy Learning Platform</i> - <i>Overview of mobility in Interreg Europe projects</i> <p>Magda Anagnostou, Interreg Europe</p>
<i>09h50</i>	<p>Keynote – The mobility vision of Central Macedonia</p> <p>Governor of Central Macedonia and President of the European Committee of the Regions, Apostolos Tzitzikostas (TBC)</p>
<i>10h10</i>	<p>Interactive icebreaker</p> <p>Getting to know the participants and understanding reasons for participating and regional challenges faced</p>
<i>10h30</i>	<p>Coffee break</p>
Behaviour Change	
<i>11h00</i>	<p>Keynote – Enabling Behaviour Change for Sustainable Mobility</p> <p><i>Fred Dorsimont, Behaven & EDHEC Business School</i></p>
<i>11h20</i>	<p>Interactive Session</p> <p>What challenges do regions face? What skills are they lacking? What do regions need to change? What new activities are needed?</p>
<i>11h40</i>	<p>Good Practices</p> <p><i>Three good practices and policy improvements will be presented from Interreg Europe projects to inspire other regions with proven initiatives on behaviour change for sustainable mobility.</i></p>
<i>12h30-14h00</i>	<p>Networking Lunch</p>
Participatory Processes	

14h00	<p>Keynote – Participatory planning for mobility policies</p> <p><i>Andréia Lopes Azevedo, Polis</i></p>
14h20	<p>Good Practices</p> <p><i>Three good practices and policy improvements will be presented from Interreg Europe projects to inspire other regions with proven initiatives on participatory processes.</i></p>
<p>e-smartec interactive workshop on mobility co-planning</p>	
15h00	<p>Introduction to the session – e-smartec Theory & Pitches</p> <p>Presentation of the theoretical base (marketing techniques and participatory methods that are categorized under each marketing technique), with one-minute pitches of engagement methods that were applied in the e-smartec regions.</p>
15h30	<p>Coffee Break / Movement into Groups</p>
15h45 – 17h15	<p>Co-creating a SUMP engagement & Communication Strategy</p> <p>Participants will be divided into groups and guided by a facilitator to set-up the participatory planning process/strategy of the SUMP of a “our city” use case. Participants will work through the four phases of the SUMP, reflecting the objective, the stakeholders involved and their role of each phase.</p>
<p>Wrap-Up</p>	
17h15 – 17h30	<p>Key take-aways, an overview of next actions, and topics for the Policy Learning PPlatform to follow-up on.</p>
<p>Cocktail Reception</p>	