The S.T.R.E.E.T. Project

Goals, Activities, Results and legacy: the TOOLBOX

by Stefano Mainero

www.EPNconsulting.eu
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Introduction to the S.T.R.E.E.T. project

S.T.R.E.E.T. stands for "Sustainable Transport Education for Environment and Tourism" and is a project funded by the Erasmus+ programme.

Erasmus+ is the EU's programme that supports education, training, youth and sport in Europe. Its budget for 2014-2020 is €14.7 billion and aims to provide opportunities for over 4 million Europeans to study, get trainings, gain experience and volunteer abroad.

The S.T.R.E.E.T. project was funded by the Key Action No. 2 (KA2) that is designed to develop the education, training, and youth sectors through five main activities
Introduction to the S.T.R.E.E.T. project

There are 5 project partners from 4 EU countries:

- **ENGIM** (Italy) – the Coordinator - Vocational Education Training Centre
- **TRANSPADANA** (Italy) – The Transpadana Committee was established in 1990 with the ambitious aim of raising the awareness among the public opinion and the relevant Italian, French and EU authorities, about the strategic importance of a high speed and capacity rail link
- **EPN Consulting** (UK) – Consultancy on ITS and Sustainable Transport, EU Projects and European Network of Professionals
- **BLED Municipality** (Slovenia) – It was established in 1994. In 2007 it was separated from the Municipality of Gorje. Its territorial extension measures 72.3 km2 and it has a population of 8,145 (July 2014) and ten settlements. The Municipality of Bled consists of local communities Bled, Ribno, Bohinjska Bela, Rečica and Zasip.
- **ALPINE PEARLS** (Austria) – A transnational association of 25 municipalities across the alpine regions of Italy, Austria, Slovenia, Germany, France and Switzerland, that aims to promote sustainable tourism activities for local development
Idea and Goals

The general context in which the project took its idea was the need of a more integrated territorial development, taking into account peripheral and scarcely populated areas.

These areas need to enhance their accessibility, foster entrepreneurship and enhance jobs creation, build strong local capacities.

Thus, an effective mobility management could play a crucial role facing this territorial challenge.
Idea and Goals

Nevertheless, although the professional sector is focused on urban contexts it can be re-qualified in terms of competences and expertise, tailoring on specific mobility needs of peripheral areas.

Marginal areas can rely on tourism considered as a fundamental driver to maintain the economic activity of these territories.

Strictly intertwined with the mobility field, **Tourism** can trigger a **sustainable economy** based on the ecological capital, the agriculture and forestry field and the entire specific social capital.
Idea and Goals

The new professional profile of **Expert in Sustainable Mobility and Tourism**, matching mobility and tourism under a sustainable perspective, will be able to work in peripheral, touristic contexts (e.g. Alpine Valleys) granting increased capacities for jobs opportunities in all EU regions.

Another aim of the project is to foster entrepreneurship, in terms of knowledge and attitudes, which represents a key asset for a young person facing the labour market. As a matter of fact, **Entrepreneurial spirit** and capability to design and suggest innovative projects and investments ideas are qualities appreciated in all sectors of the labour market, either private or public.
Activities: the BASIC course

The **BASIC Course** aimed to fill potential gaps on basic **Mobility Management** knowledge and skills, so that all participants could be considered at the same level. The training programme was available on line and open to all participants.

It was accessible via the **Platform** and was also used as a base to select participants for the training activity abroad.

The platform had a close access (login and password) and it is going to be open at the end of the project.

http://streetproject.eu/moodle.streetproject.eu/
Activities: the BASIC course

The training units consisted of 11 video lessons (approx. 30 minutes each) in English – each one followed by a final test – on the following subjects:

0. Introduction
1. Sustainable Mobility
2. European legislative framework on mobility management
3. Partners’ national contexts: laws and professional profiles in mobility management
4. Mobility Manager: an inter-disciplinary profile
5. Transport competences and techniques: integrated transport systems, different transport modes features
Activities: the BASIC course

6. Communication abilities, marketing skills, social networks
7. Spatial planning basic concepts and economic advantages deriving from a smart and integrated mobility planning
8. Work process: build relational networks (knowledge of the territory), services provision (dissemination, new solutions implementations, etc.)
9. SUMP – Sustainable Urban Mobility Plan: tools to develop and implement mobility plans
10. Team working and problem solving
Activities: the SPECIALISED course

It was focused on Mobility Management for Sustainable Tourism in urban and non-urban areas/regions. A significant part of the course was the study visits (i.e. learning activities) abroad for a group of selected participants (who had attended the online Basic Course).

Learning Activities Abroad - After the online training phase, 21 students were selected to participate in four training activities abroad.

The training sessions lasted five days each and were carried out in London (UK), Werfenweng (Austria), Bled (Slovenia) and Turin (Italy).
The Study Visits

The core of the Specialised Course was to provide students not only with theoretical lessons learned online (Basic Course) but also with practical live examples of different situations that an Expert Manager of Sustainable Mobility and Tourism could deal with during their career: the Study Visits


Bled (SLO) – “Reducing Environmental Impact in a Touristic town: from mobility policies to mobility solutions” – http://www.streetproject.eu/?page_id=453

Turin (IT) – “Turin and Piedmont on the move between Tradition and Innovation” – http://www.streetproject.eu/?page_id=455
The Study Visits: LONDON

The Study Visits: LONDON

Werfenweng (AT) – “Soft Mobility and Tourism: good practices of sustainability in an Alpine territory” – 16-20 Oct 2017
The Study Visits: BLED (SLO)

Bled (SLO) – “Reducing Environmental Impact in a Touristic town: from mobility policies to mobility solutions” – 06-10 Nov 2017
The Study Visits: TURIN (IT)

Turin (IT) – “Turin and Piedmont on the move between Tradition and Innovation” – 19-23 Mar 2018
The Study Visits: TURIN (IT)

Turin (IT) – “Turin and Piedmont on the move between Tradition and Innovation” – 19-23 Mar 2018
The Multiplier Events: Turin

MUOVIAMOCI BENE
Il Forum per la Mobilità Nuova in Piemonte

30 maggio 2018
Collegio Artigianelli - Teatro Le Music hall
corso Palestr 14, Torino
dalle ore 9:00 alle ore 13:30
Al termine light lunch e test drive nella piazza della Green Mobility

Partner:
ofo...
The Multiplier Events: London

Smart Transport for Sustainable Tourism

University College London
June 25, 2018
8:45 - 16:15 BST
Central House - Room 225
14 Upper Woburn Place
London - WC1H 0NN - UK

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EPN Consulting
The European Professionals Network
The TOOLBOX: the project legacy
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### Mobility Management IS vs. Mobility Management IS NOT

<table>
<thead>
<tr>
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<th>Mobility Management IS NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organisation</td>
<td>Big Infrastructure (building)</td>
</tr>
<tr>
<td>Marketing</td>
<td>Infrastructure Technology</td>
</tr>
<tr>
<td>Image</td>
<td>Vehicle Technology</td>
</tr>
<tr>
<td>Quality</td>
<td>Traffic Management System</td>
</tr>
<tr>
<td>Information</td>
<td>Legal Framework conditions</td>
</tr>
<tr>
<td>Awareness</td>
<td>Fiscal Framework conditions</td>
</tr>
<tr>
<td>Motivation</td>
<td>n/a</td>
</tr>
<tr>
<td>Services</td>
<td>n/a</td>
</tr>
</tbody>
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the TOOLBOX: 1-Mobility Management

ITALY

WHEN MM WAS INTRODUCED?
- MM was introduced in 1998 with the Ministerial Decree of 27/03/1998 “Sustainable Mobility in Urban areas”.

POLICIES COMPETENCES
- MM policies are headed by the Ministry of Infrastructures and Transports, the Ministry of Environment, Land and Sea and the Ministry of Economic Development
- Local Travel Plan Networks at local level

LEGISLATIVE REFERENCES TO THE FIGURE OF MOBILITY MANAGER
- Ministerial Decree of 27/03/1998 “Sustainable Mobility in Urban areas”
- Ministerial Decree of 20/12/2000 Promotion of MM implementation

AUSTRIA

WHEN MM WAS INTRODUCED?
- MM was introduced in 2004 with the KLIMA:AKTIV MOBIL programme

POLICIES COMPETENCES
- Transport competencies are split in three levels: federal (Ministry of Agriculture, Forestry, Environment and Water Management), regional (Länder) and municipal/community.

LEGISLATIVE REFERENCES TO THE FIGURE OF MOBILITY MANAGER
- Bundesgesetz zur Einhaltung von Höchstmengen von Treibhausgasemissionen und zur Erarbeitung von wirksamen Maßnahmen zum Klimaschutz (Klimaschutzgesetz – KSG)

SLOVENIA

WHEN MM WAS INTRODUCED?
- MM was introduced in 2006 with the Republic of Slovenia Resolution on Transport Policy

POLICIES COMPETENCES
- MM policies are headed by the Ministry of Transport. The Ministry of Environment and Spatial Planning and the Ministry of Home Affairs are also transversally connected with MM
- Municipalities are in charge of transport and environmental planning in their own territorial area (Sustainable Mobility Plans)

LEGISLATIVE REFERENCES TO THE FIGURE OF MOBILITY MANAGER
- /

UK

WHEN MM WAS INTRODUCED?
- MM was introduced in 1997 with the Transport White Paper and Planning Policy Guidance 13 (Transport)

POLICIES COMPETENCES
- 4 Ministerial Departments are active in the mobility management field: Transport, Business Innovation and Skills, Energy and Climate Change, Health.
- Local Travel Plan Networks at local level

LEGISLATIVE REFERENCES TO THE FIGURE OF MOBILITY MANAGER
- “Transport Analysis Guidance (TAG) for the Senior Responsible Officer” by the Department of Transport (DfT)
- Transport Business Case by DfT
the TOOLBOX: 2-Mobility Manager’s skills
the TOOLBOX: 2-Mobility Manager’s skills

Residents

... from periphery (villages) to centres (cities)

Tourists

... from centres (villages) to periphery (trails, woods, mountains, ski tracks etc.)
the TOOLBOX: 2-Ticketing
the TOOLBOX: 3 - Alternative Mobility Plans and Sustainable Holidays Touristic products/packages
the TOOLBOX: 3 - Alternative Mobility Plans and Sustainable Holidays Touristic products/packages
3.5 – Benefits of a SUSTAINABLE CITY
A sustainable city offers safety, health, multi-use of public areas, socialisation and a healthy and stimulating environment. A sustainable city can be designed anew or as a transformation of the existing city, which brings several advantages over designing new cities.

"Improvements in road infrastructure will not reduce traffic congestion. In fact, improvements in the road infrastructure can make congestion worse if the infrastructural improvements make public transport less inconvenient or if such investment causes disinvestment in the public transport system.

The only way to reduce traffic density and congestion is to reduce the number of passenger cars".

Downs-Thomson paradox

"If you plan cities for traffic and cars, you get traffic and cars. If you plan for people, you get people".

Fred Kent of the Project for Open Spaces