

OUTPUT FACT SHEET

Trainings

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T1.3-1 - Local to Think Global - TRAINING path Bologna
Responsible partner (PP name and number)	PP1 SRM Support: PP2 ITL; PP5 UM; PP9 BOKU
Project website	https://www.interreg-central.eu/Content.Node/SMACKER.html
Delivery date	16 July 2020

Summary description of the implemented training measure(s), explaining the specific goal(s), target groups and transnational added value

Bologna LTG training was conceived to bring at local level the knowledge package preliminary developed in WP.T1, mainly related to best practices able to improve planning, delivering, integrating and communicating transport services with special focus on DRT.

Therefore, it had the objective of informing and training the decision makers, users, authorities, stakeholders, business and communities (including LMFs) about such best practices, thus also enabling them to contribute to the successful implementation of the Bologna pilot action.

The training was originally conceived as a seminar also to favour the interaction among the participants; due to COVID19 pandemic and the lockdown in Italy, it had to be moved online and took place as a webinar.

The training was prepared and conducted based on common instructions provided in SMACKER D.T1.3.1, which provided the suggested training structure with six sessions and the indications on how to build up them:

1. Scope of the training
2. (Changes of) the framework conditions
3. User needs in the pilot region
4. Global to local: Good practice examples
5. The potential of accompanying nudging activities to support the pilot actions
6. Planned pilot action

In the Bologna LTG training, sessions 5 and 6 were merged to present nudging activities already identified for the pilot action.

The Sessions were delivered through PowerPoint presentations by persons familiar with the various topics. External speakers were invited for Sessions 3 and 4, while Sessions 2, 5 and 6 were presented by the SMACKER Project Coordinator and the SMACKER Communication Manager; one of the external speakers in Session 4 was the SQPM member appointed by SRM. During the webinar, the participants had the opportunity to ask questions via the Chat and/or raising their hands; at the end, the debate moderated by the SMACKER Project Coordinator gave the participants also the opportunity to get answers to their questions.

The SMACKER Target Groups involved in the Bologna LTG training were: Local public authority (24 individuals); Regional public authority (3); Infrastructure and/or (public) service provider (4); SME (153); Higher education and research (7).

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

Bologna LTG training was held in the following NUTS region (NUTS2) and the correspondent sub-region (NUTS3): ITH5, Emilia-Romagna - ITH55, Bologna.

Expected impact and benefits of the trainings for the concerned territories and target groups

The LTG training addresses the S.O.1 “To grow capacity of SMACKER regions in better plan, deliver, integrate and communicate transport services in their areas”. By delivering it, the capacity of authorities, practitioners and stakeholders and the awareness of the users should be increased. The Bologna LTG training allowed to raise competence and awareness among LTG training participants, introducing / training them the public transport potential role in local and regional mobility strategies, with a specific focus on DRT.

Indeed, it proved to be effective as 75% of the respondents to the evaluation questionnaire considered it “Useful” and almost 25% “Very useful”, while 63% experienced that they made a positive impact on the pilot action planning; the training also initiated a positive reflection process among the participants (79%) about their travel choices. 47% of the participants rated the training as “Very good”, and 19% as “Excellent”.

The training served to build institutional capacity, as Local public authorities, the Regional public authority and Infrastructure and/or (public) service provider took part to it. The participation of Higher education and research bodies enables in perspective to grow the transport design skills. The presence of a large number of professionals (SMEs) enabled the spreading of the SMACKER knowledge package in the whole region.

The training was held in collaboration with the Association of Engineers of the Bologna Province and participants from the Association gained “credits” for their professional curriculum.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

The report of the LTG training is an official SMACKER deliverable and will be made publicly available through the SMACKER website as soon as it is approved by the JS (i.e. approval of JPR3 containing it). All the institutions and organizations interested in increasing accessibility, especially in low population density rural and peri-urban areas, can use the SMACKER LTG training material. This possibility can be exploited also by the Target Groups outside the SMACKER ones (ref. AF, page 86).

The Bologna LTG training path achievements could also be useful for the SMACKER ETP followers (ref. WP.T3), in case they would be interested in implementing a LTG training on their own.

A number of lessons were learnt through the Bologna LTG training. Among them:

- sustainability of DRT actions should be ensured by establishing synergies at the local level, which is important also to coordinate promotional initiatives in the tourism sector;
- DRT is a public transport service that adapts to the demand rather than conditioning it: this is key to reduce the use of road shuttles to transport people out of the city and towards specific events / touristic sites;
- having a ticket cost low and aligned / integrated with the traditional Public Transport and the travel flexibility are important features to get users onboard on DRT services;
- there is also a strong link between the provided DRT service structure and legislation and the economic resources available for its implementation;
- an adequate communication is relevant to fully exploit the potentialities of the DRT service offered.


References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

Bologna LTG training is reported in deliverable D.T1.3.3, while the main features and achievements also contribute to build up the report on the implementation of all the six foreseen LTG trainings in SMACKER, i.e. D.T1.3.9 the will be delivered at the beginning of RP4 due as, due to COVID19 pandemic, some LTG trainings were postponed from the end of RP2 to the end of RP3, thus causing the consequent postponement of the finalization of such summarizing report.


D.T1.3.3 is included in the SMACKER JPR3 submitted on eMS on 14 December 2020.

As soon as it gets approved (i.e. JPR3 is accepted by the JS), it will be also uploaded on the SMACKER website <https://www.interreg-central.eu/Content.Node/SMACKER.html> - section "PUBLICATIONS".


The agenda and some screenshots of the event are attached here below. Full details and the training material are available in D.T1.3.3.



**ORDINE
INGEGNERI
BOLOGNA**



SRM
RETI E MOBILITÀ



Interreg
CENTRAL EUROPE
SMACKER

presentano il seminario

Il ruolo del trasporto a chiamata per l'accessibilità del territorio

16 Luglio 2020 dalle ore 09:30 alle ore 12:45

Piattaforma Go To Webinar

Programma

Ore 09.30	Apertura dei lavori Il trasporto a chiamata nel percorso formativo dell'Ordine degli Ingegneri di Bologna Claudio Lantieri (Ordine degli Ingegneri Bologna – Unibo)
Ore 09.45	Il progetto SMACKER, l'azione pilota di Bologna e il training «Local To Global» (LTG) Giuseppe Liguori (SRM Reti e Mobilità – Coordinatore del progetto SMACKER)
Ore 10.00	Linee d'azione e progetti innovativi della Regione Emilia-Romagna nel trasporto pubblico e nel trasporto a chiamata Andrea Normanno (Regione Emilia-Romagna)
Ore 10.15	Il ruolo strategico dei Centri di Mobilità nel PUMS per l'accessibilità del territorio metropolitano Catia Chiusaroli (Città Metropolitana di Bologna)
Ore 10.30	Il fattore accessibilità per la promozione del turismo nella Città Metropolitana di Bologna Giovanna Trombetti (Città Metropolitana di Bologna, Destinazione turistica Bologna)
Ore 10.45	Esempi di good practices nel trasporto a chiamata in Regione Emilia Romagna e nella Città Metropolitana di Bologna - Introduce Tommaso Bonino (SRM Reti e Mobilità) <ul style="list-style-type: none"> • I servizi TPL flessibili nell'area modenese sviluppati nei Progetti Europei RUMOBIL, YOU MOBIL e RegiaMobil Daniele Berselli (aMO Agenzia per la Mobilità di Modena) • Il Prontobus di Pianura e di Terre d'Acque e la sua evoluzione nel tempo Stefano Tirtei e Maurizio Vitali (TPER) • Esperienze di trasporto a chiamata nell'area di Borgo Panigale: inquadramento economico e normativo Giorgio Fiorillo (SRM)
Ore 11.30	Il nuovo ColBus in Unione Appennino Bolognese e Alto Reno Terme: l'azione pilota, le tecniche di promozione e innovazione tecnologica Marco Amadori (SRM)
Ore 12.00	Dibattito e domande finali Modera Giuseppe Liguori (SRM Reti e Mobilità – Coordinatore del progetto SMACKER)
Ore 12.45	Chiusura lavori

La partecipazione al seminario darà diritto a 3 crediti formativi (CFP)

Iscrizione online al sito <https://formazione.ordinebo.it/ISFormazione-Bologna/>. In caso di impossibilità a partecipare, è obbligatorio cancellarsi in modo da consentire la partecipazione ad eventuali colleghi interessati. Ricordiamo che per ottenere i crediti è necessario partecipare all'intero evento; chi dovesse arrivare ad evento iniziato o uscire prima del termine non potrà ottenere il riconoscimento dei crediti indicati. L'organizzazione si riserva di apportare variazioni su argomenti, sede e docenze.

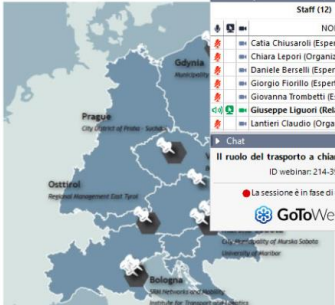
Ora è visualizzato lo schermo di Giuseppe Liguori

Sta parlando: **Giuseppe Liguori**

Tutti Webcam Zoom: 70% Screenshot

IL PROGETTO SMACKER

- Finanziato da Interreg CENTRAL EUROPE
- 9 partner:
 - SRM, Agenzia della mobilità di Budapest BKK (HU), Distretto di Suchdol - Praga (CZ), RMO Agenzia di sviluppo regionale Est Tirolo (AT), Città di Gdynia (PL), Città di Murska-Sobota (SI)
 - ITL Istituto Trasporti e Logistica (IT), Università di Vienna (AT), Università di Maribor (SI)
- 3 partner associate:
 - Regione Emilia-Romagna, Ministero delle Infrastrutture Sloveno, Area Metropolitana di Gdansk-Gdynia-Sopot (PL)
- 6 progetti pilota sui servizi a chiamata - fra cui Città Metropolitana di Bologna
- Durata del progetto SMACKER: 1 aprile 2019 - 31 marzo 2022



Partecipanti: 149 su 501 (massimo)

Staff (12)

NOMI

- Cattia Chiusaroli (Esperto)
- Chiara Lepori (Organizzatore)
- Daniele Berselli (Esperto)
- Giorgio Fiorillo (Esperto)
- Giovanna Trombetti (Esperto)
- Giuseppe Liguori (Relatore)
- Lantieri Claudio (Organizzatore)

Chat

Il ruolo del trasporto a chiamata per l'acces...
ID webinar: 214-393-763

La sessione è in fase di registrazione.

GoToWebinar

Ora è visualizzato lo schermo di Giovanna Trombetti


Sta parlando: **Lantieri Claudio**

Tutti Webcam Zoom: 87% Screenshot

webinar smacker.gpt - LibreOffice Impress

Eie Modifica Visualizza Inserisci Formato Diapositiva Presentazione Strumenti Finestra Aiuto

Diapositive



**Destinazione turistica
Bologna metropolitana**

**Il fattore accessibilità per la promozione del
turismo nella Città metropolitana di Bologna**

giovedì 16 luglio 2020

Seminario
Il ruolo del trasporto a chiamata per l'accessibilità del territorio

Partecipanti: 176 su 501 (massimo)

Staff (12)

NOMI

- Cattia Chiusaroli (Esperto)
- Chiara Lepori (Organizzatore)
- Daniele Berselli (Esperto)
- Giorgio Fiorillo (Esperto)
- Giovanna Trombetti (Relatore)
- Giuseppe Liguori (Esperto)
- Lantieri Claudio (Organizzatore)

Chat

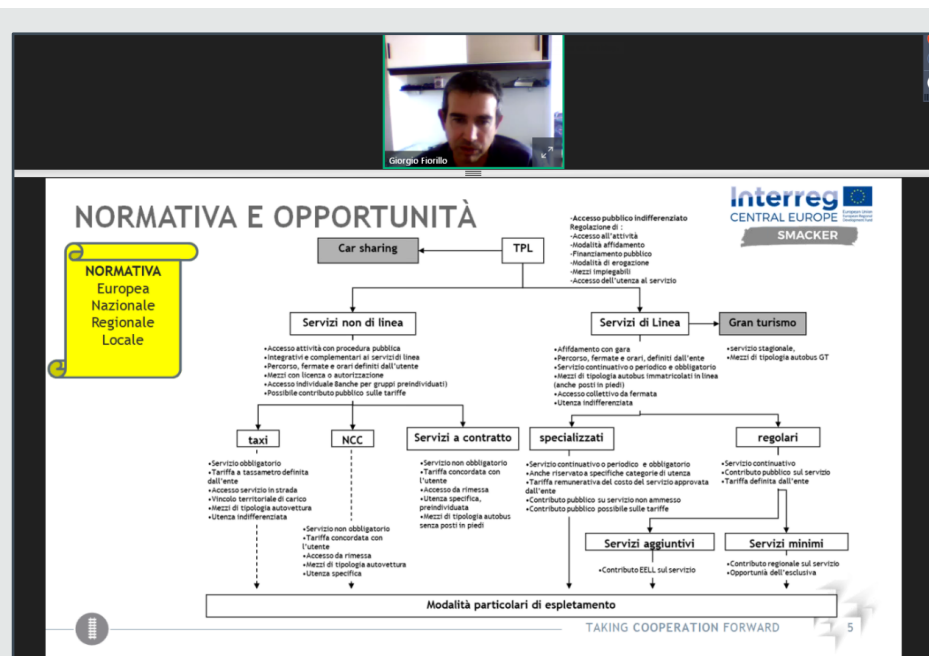
D: buongiorno, vedo che il webinar è registrato lo metterete a disposizione?
R: Certo!

[Digitare il messaggio qui]

A: Solo organizzatori ed esp... Invia

Il ruolo del trasporto a chiamata per l'acces...
ID webinar: 214-393-763

La sessione è in fase di registrazione.



Dashboard

- Partecipanti: 180 su 501 (massimo)
- Sondaggi (0/0)
- Domande
- Condivisione
- Chat

Il ruolo del trasporto a chiamata per l'acces...
ID webinar: 214-393-763

La sessione è in fase di registrazione.

GoToWebinar

Giuseppe Liguori

Daniele Berselli