Sustainable Mobility Academy Official Launch

Building Capacity for Action across Our Regions

Webinar
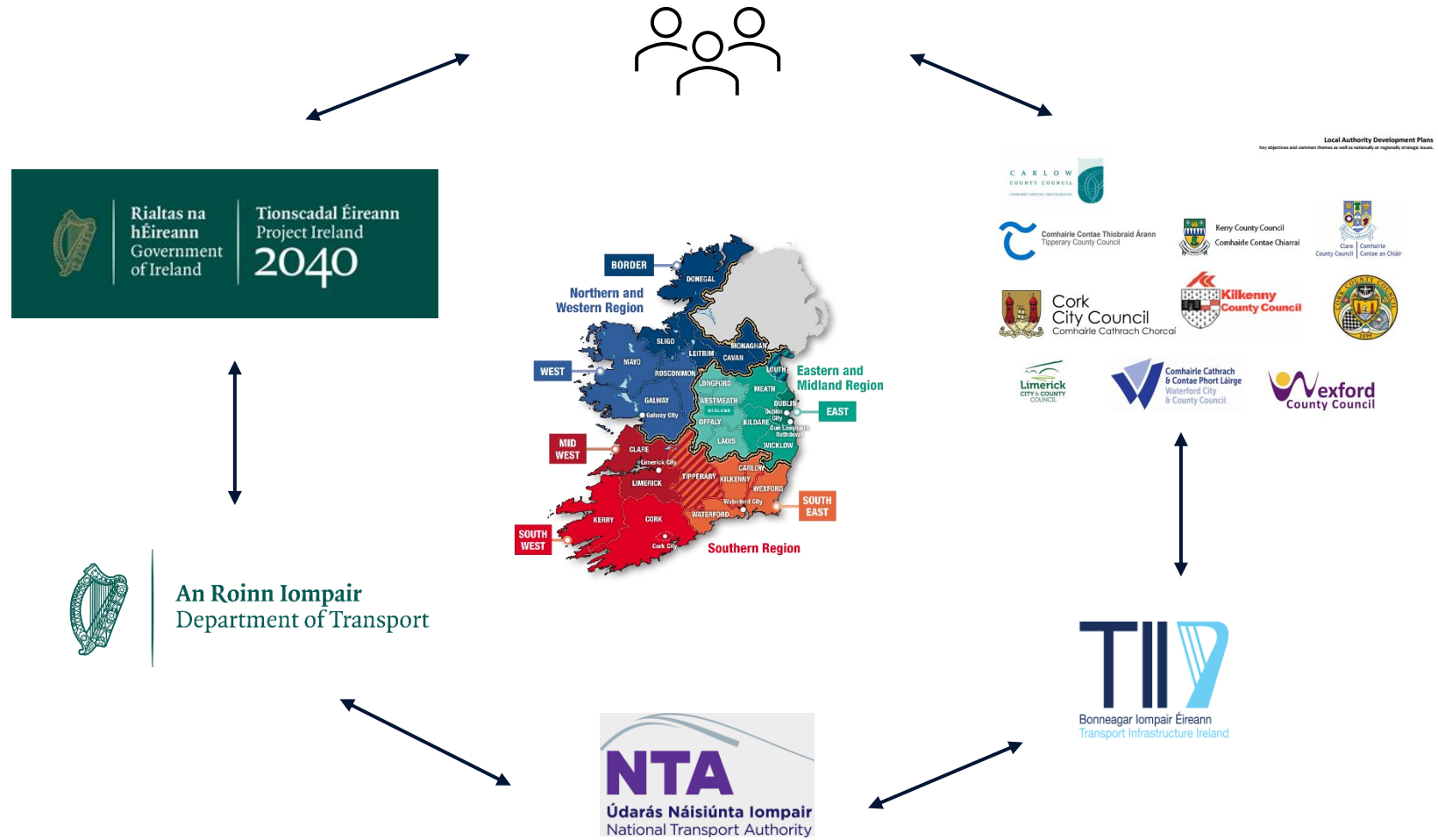**01**st **September 2023**

Webinar Agenda

1   **Project Context**

2   **Project Overview**

3   **Consultation insights**

4   **Sustainable Mobility Academy Deep Dive**

5   **Accelerator Programme Overview**

National Sustainable Mobility Policy & Climate Action Plan

National Sustainable Mobility Policy and Action Plan April 2022

National Sustainable Mobility Policy
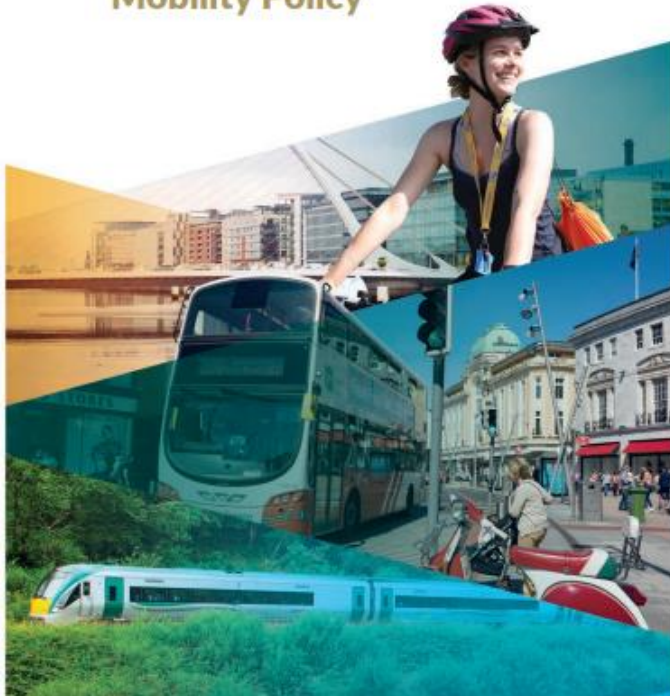
Principle 1: Safe and Green Mobility

Principle 2: People Focused Mobility

Principle 3: Better Integrated Mobility

70. Establish a Leadership Group to oversee implementation of the Policy and delivery of the action plan.	DoT	CCMA, government departments, NTA, RAs, TII	2022: Leadership Group established.

Proposed Pathfinder:

A training, education and capacity building workshop programme to support Local Authorities and Stakeholders in each of the three Regions to design and implement smart and sustainable mobility projects under the National Sustainable Mobility Policy (SMP) Action Plan 2022-2025.

WHY?

A coordinated initiative for **knowledge sharing across the regions-** lessons learned from good practices to live projects

Communicate the **urgency for actions-** show before and after impacts occurring in a range of case study projects in different locations

Leverage the role of the Regions, a dynamic programme rolled out with a consistent approach –opportunities for **cross regional exchanges and greater public awareness** on why we must act

Strengthen cross sectoral buy in and collaboration for actions, integrating Councilors, Local Community (PPNs), Business Sector to support LA Active Travel and Smart Mobility Initiatives

On the 17th October 2022, the Department of Transport announced 35 Pathfinder Projects

Under Engagement /Research
- Pathfinder 30: Regional Smart and Sustainable Mobility Training Programme led by the Regional Assemblies with the SRA as the Managing Authority

Smart and Sustainable Mobility Accelerator Programme (SSMA)

Project Scope & Vision

Smart and Sustainable Mobility Accelerator
Building Capacity for Action

The programme aims **to increase knowledge, skills, and understanding** of sustainable and smart mobility at local and regional levels and, in doing so, to **tackle systemic and cultural barriers to its implementation**

300 participants across all three regions of which:

- Local Authority cross departmental personnel
- Local elected councillors
- Community representatives
- Local business, enterprise sectors
- Public sector employers and providers

**Pathfinder Project
Smart and Sustainable Mobility
Training Workshops**

**Timeline
May 2023 – December 2025**

BABLE – the Facilitators for Smart & Sustainable Places in Europe

A spin-off from **Fraunhofer** IAO   NorgeNstadt City of the Future

Knowledge Platform

Advisory and Capacity Building services

Network

Copenhagen

London

Stuttgart

Düsseldorf

Iași

Lisbon

Barcelona

Training SUCCESS STORIES

Trained +500

public and private sector representatives across Europe in Smart Places and Future Mobility (Ireland, UK, Spain, Portugal, Germany, Austria, Italy, Norway, Sweden, Greece, Czech Republic, Turkey, Ukraine, Iceland)

Consortium Members

Project Team - BABLE

Nikita Shetty
Project Manager

Alexander Schmidt
Smart Mobility

Henrik Morgen
Sustainable Mobility

Peter Griffiths
Micro-mobility

Eriko Cekrezi
Smart Places

Gretel Schaj
Governance and Data

Local and European Experts...

Brian Caulfield
EMR, Transport Modelling

Brian McCann
NWR, Active Mobility

James Allan Green
SR, Behavioral Change

Ciaran Hayes
Irish Strategy

Jack Keyes
Climate Action

Dr. Seán Ó Riordáin
Public Policy

Peter Portheine
Partnerships

and others...

Four Targets Groups

The workshops will be divided into four distinct Tracks which will be tailored for four different target groups and will be held between September 2023 and December 2025.

Target Group 1
Local Authority Staff

Target Group 2
Elected Councilors

Target Group 3
Innovation Actors

Target Group 4
Community Representatives

Key Aspects of the Programme

Immersive and Interactive Workshops

Lighthouse Project development in each Local Authority

Setting up Cross-Sectoral Task Forces

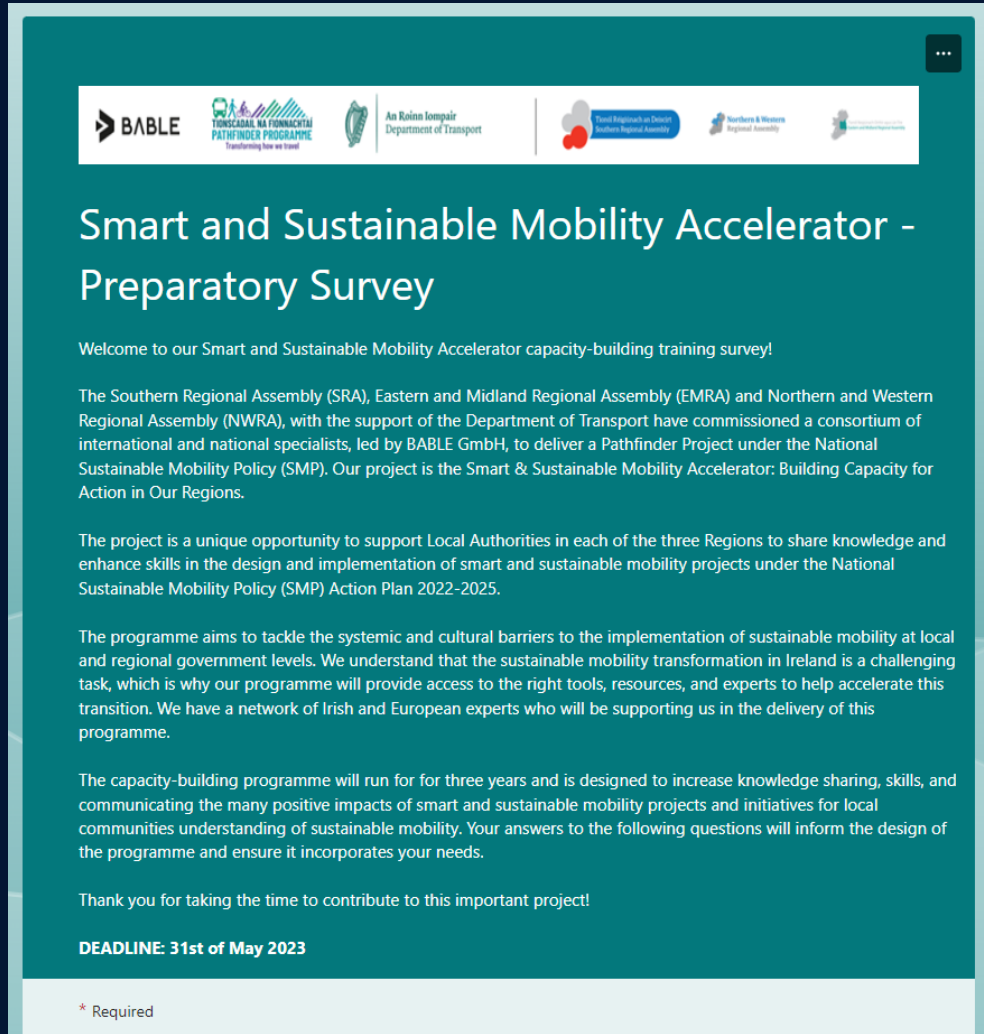**Leveraging and integrate state-of-art best practices**

Project Kick-off May 2023

Consultation Overview

Challenges in implementing SMART and Sustainable Mobility projects for residents & commuters in the region.

The primary challenge/barrier indicated from the survey results, when it comes to implementing Smart and Sustainable Mobility projects for residents and commuters in the region was **Resistance to Change.** Encouraging behavior change among the public is a significant challenge, as some local residents oppose proposed changes, leading to controversies and obstacles in the implementation of sustainable mobility solutions.

Followed by other significant challenges, such as, **lack of Staff**. Closely following that , **Lack of Sufficient Funding,** particularly the lack of integration between the Connecting Ireland and Active Travel programs

Challenges in seamless integration of various modes of transport. Fragmented/siloed nature of transport system.

1. What are the biggest challenges you face when it comes to implementing Smart and Sustainable Mobility projects for residents and commuters in the region? (Select Top 3)

More Details

●	Lack of sufficient funding	16
●	Limited public awareness	5
●	Resistance to change	22
●	Policy and Regulatory barriers	6
●	Challenges in seamless integrati...	13
●	Limited Data Availability for esta...	2
●	Siloed Approaches and Lack of ...	5
●	Achieving a Balance Among the ...	4
●	Absence of Standardized Monit...	0
●	Insufficient Awareness and Kno...	6
●	Lack of staff	17
●	Limited industry capacity	8
●	Lack of local and political suppo...	11
●	Other	4
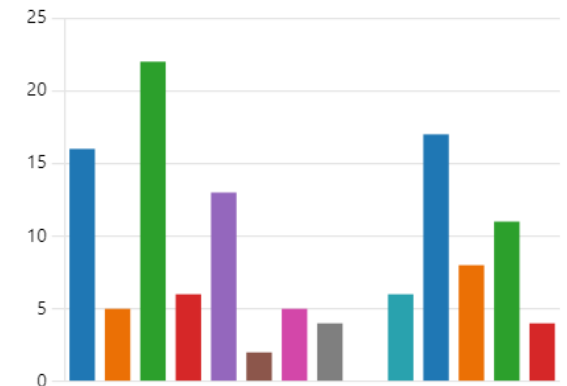
Topics or areas of interest for the workshop

1 Effective behaviour change initiatives

2 Evidence based transport planning

3 Safe and inclusive mobility for all

4 Public realm projects and universal design

5 10/15 minute Neighbourhoods in action

9. If yes, what are the topics or areas would you like the workshop to cover? (Select Top 3)

More Details

- 10/15 minute Neighbourhoods i... 17
- Effective behaviour change initi... 20
- Public realm projects and univer... 16
- Effective co-creation processes 4
- On-demand shared mobility 6
- Evidence based transport planni... 18
- Safe and inclusive mobility for all 18
- Other 3
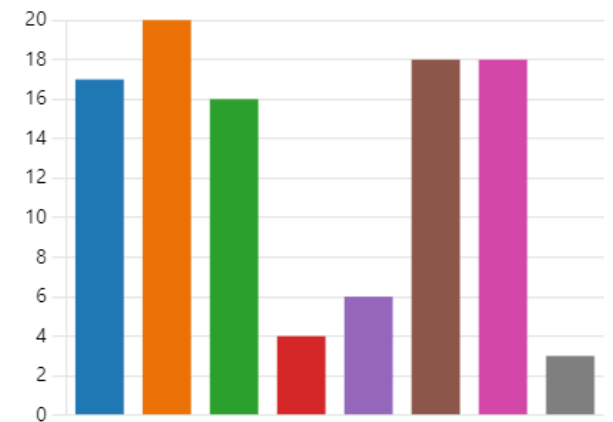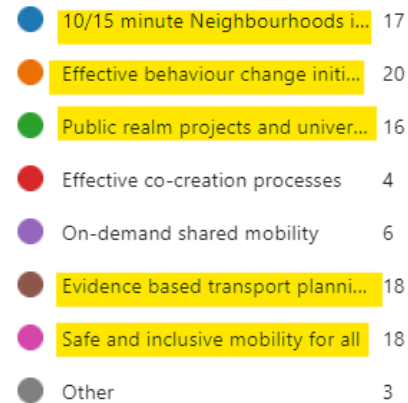
Tools, skills, and Knowledge Gaps

A notable and interesting finding from the survey was that respondents are seeking specific tools, skills and knowledge in **understanding Emerging technologies and their relevance to Mobility Projects** and are also additionally interested in comprehension of **Behavioural Change Strategies for Sustainability**.

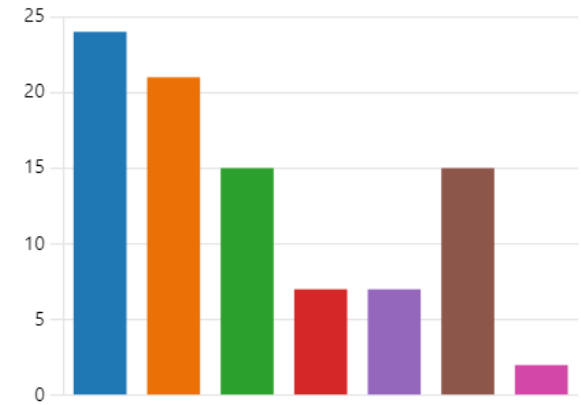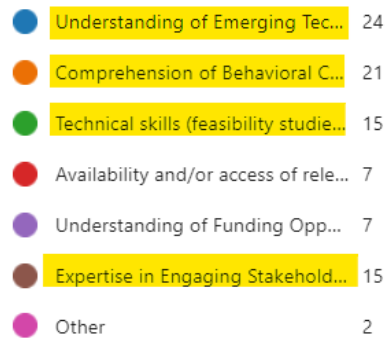The third most popular response is **Technical Skills**. Implementing Smart and Sustainable Mobility projects often involves integrating various technologies, such as Intelligent Transportation Systems, sensors, IoT devices, and communication networks, and a number of Local Authorities indicated that that require expertise in identifying suitable technologies, procuring, managing integration, and ensuring interoperability among different systems.

Additionally, support in **engaging with stakeholders effectively** was also highlighted as a skill gap.

4. What specific tools, skills, knowledge or data do you feel are lacking within your Local Authority when it comes to defining or implementing Smart and Sustainable Mobility projects?

More Details

- Understanding of Emerging Tec... 24
- Comprehension of Behavioral C... 21
- Technical skills (feasibility studie... 15
- Availability and/or access of rele... 7
- Understanding of Funding Opp... 7
- Expertise in Engaging Stakehold... 15
- Other 2

Type of support required

Overall, the selection of these areas by survey respondents indicates a desire for professional growth, collaboration, and access to resources that can enhance their skills, knowledge, and effectiveness in their respective roles. Areas highlighted as critical for support are:

1. **Access to Case Studies**

2. **Networking Events and Knowledge Sharing Platform.**

3. **Technical Assistance and Guidance (Advisory services).**

4. **Opportunities for working as part of a multidisciplinary team.**

5. **Mentoring support from Experts.**

6. **Expertise in Securing Financing for Projects.**

The survey highlights the recognition of the value of networking, multidisciplinary teamwork, expert guidance, and learning from successful experiences to advance their careers and contribute to their organizations' success.


6. What kind of support would be most helpful in building your Local Authority's capacity to design and implement successful Smart and Sustainable Mobility projects? (Select top 5)

More Details

|		
●	Expertise in Securing Financing f...	11
●	Technical Assistance and Guidan...	23
●	Access to best practices and cas...	26
●	Collaboration opportunities wit...	14
●	Networking Events and Knowle...	24
●	Establishing Strategic Partnershi...	12
●	Project Monitoring Systems	6
●	Guidance on Policy Frameworks ...	13
●	Mentoring support from Experts	17
●	Opportunities for working as pa...	20
●	Other	3
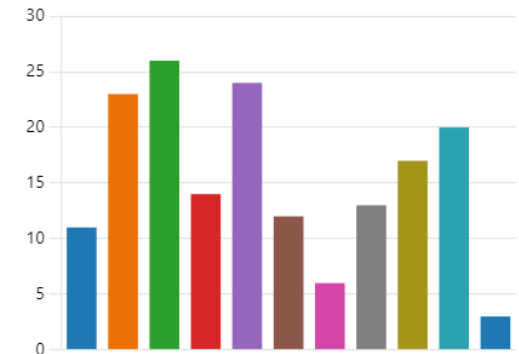
Sustainable Mobility Academy
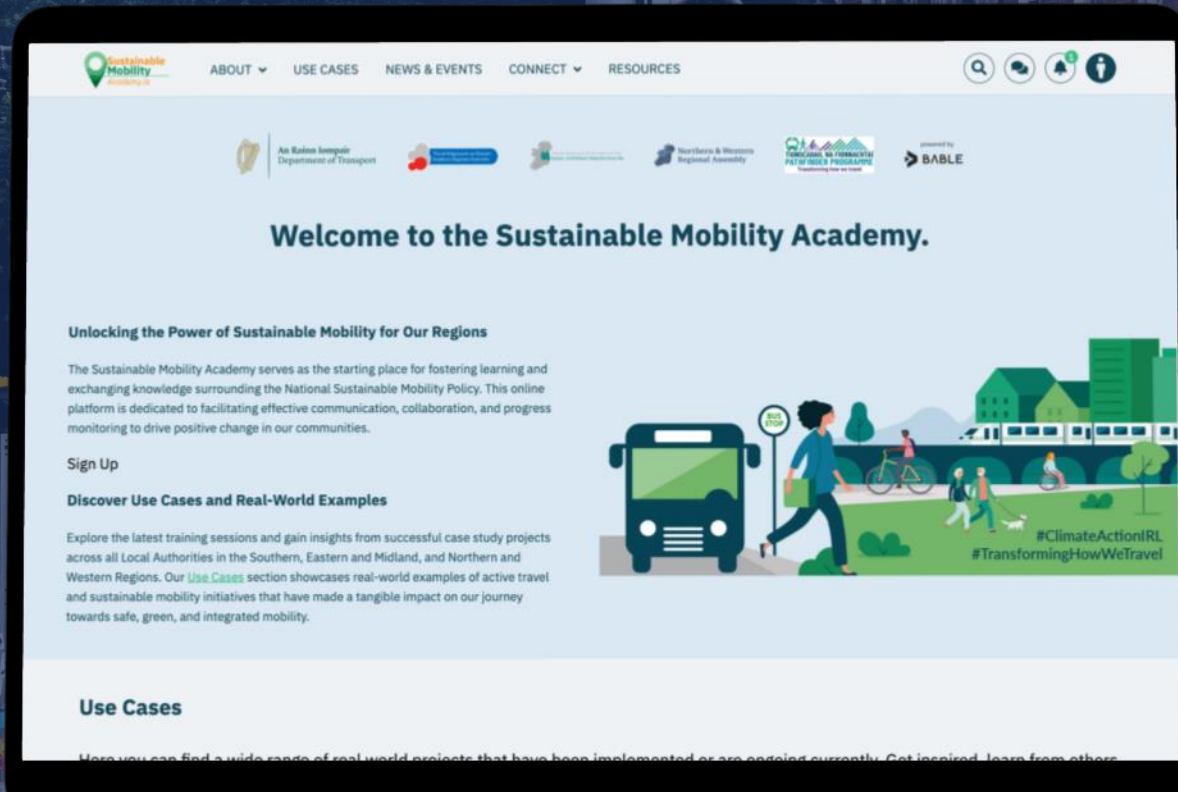
Sustainable Mobility Academy

The digital hub will serve as a **repository of knowledge**, showcasing crowd sourced **case studies, project outcomes, and ongoing advancements** across all Local Authorities within each Region,, **providing a space** for **knowledge sharing, networking** and **awareness raising** specifically pertaining to active travel and sustainable mobility initiatives.
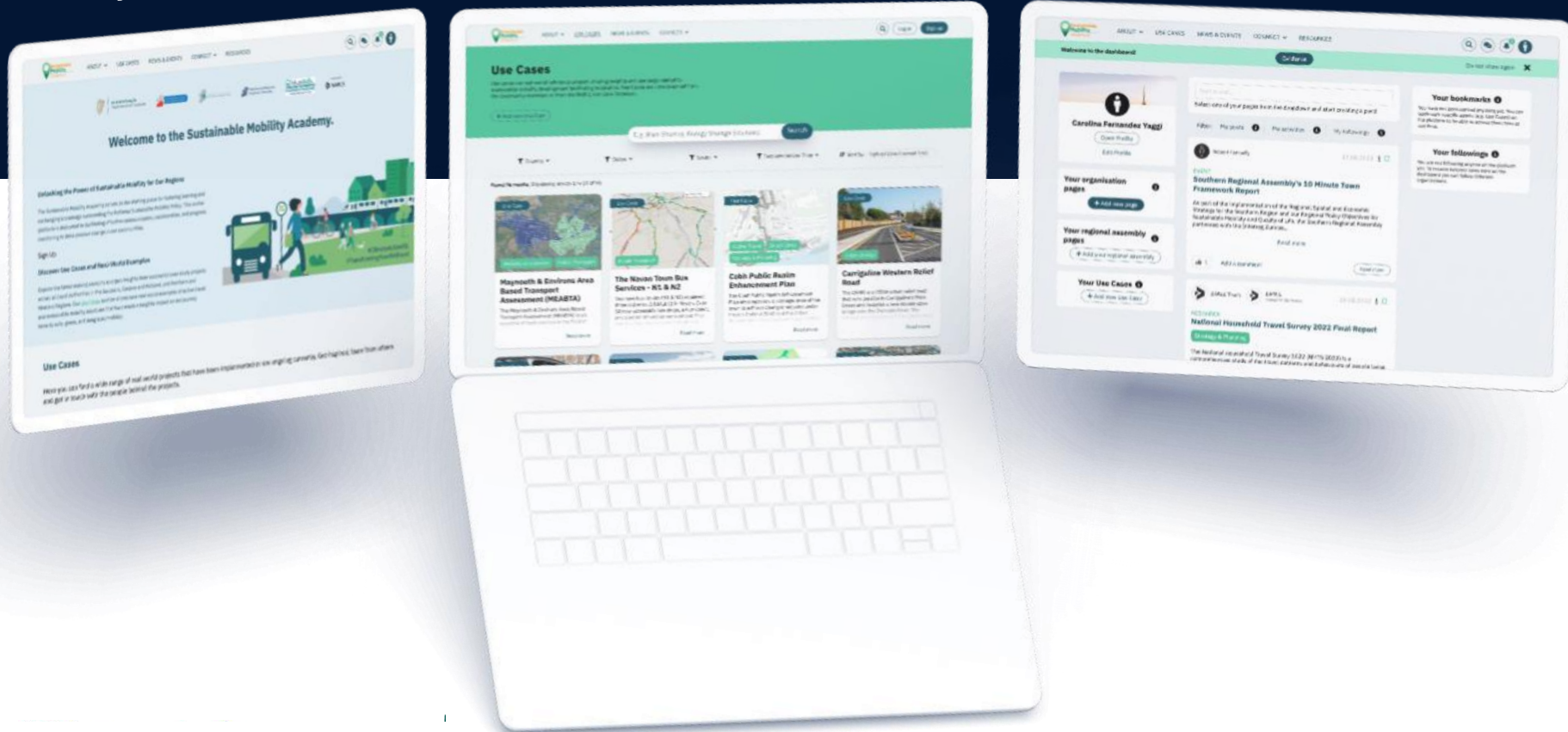
How can the Academy support you?

- **Explore Diverse Case Studies:** Dive into a **rich collection of case studies**, not only from Ireland but also from around Europe, offering a wide spectrum of inspiration and learning.

- **Share Your Valuable Insights:** Contribute your **own experiences from** implementing projects by **creating Use Cases**, fostering a collaborative environment where your knowledge can catalyse positive change.

- **Stay Informed About Events:** Stay in the loop with **upcoming events and webinars**, ensuring you're always at the forefront of the **latest developments in sustainable mobility**.

- **Exchange Resources:** Seamlessly **swap reports, insights, and other resources** with fellow public sector professionals, amplifying your collective expertise.

- **Connect with Peers: Reach out to project leaders in other local authorities**, other stakeholders, opening doors to invaluable connections and synergies for accelerating Ireland's sustainable mobility journey.

Next Steps – Academy Sign up

- **Sign up on the Platform!!!** https://www.sustainablemobilityacademy.ie/

- Join existing Use Cases you have been involved in

- Share Use Cases from Projects you are working on

- Share any useful resources that could support peers from other Local Authorities

- Share Feedback with us to support continuous improvement at sma@bable-smartcities.eu

Target Group 1 – Capacity Building Programme

- **7 week programme** Kickstarting in the week of 25th September

- Maximum 3 Participants from each Local Authority

- Registrations open until 6th September

- Please reach out to Director of Services and coordinate within Local Authority

- Send registration information and questions to sma@bable-smartcities.eu

Thank you!