

About the Smart & Sustainable Mobility Accelerator: Building Capacity for Action in our Regions.

The Southern Regional Assembly (SRA), with the support of the Department of Transport is the managing authority on behalf of the Southern, Eastern and Midland and Northern and Western Regional Assemblies to develop and deliver a Pathfinder Project Smart & Sustainable Mobility Accelerator (SSMA): Building Capacity for Action in our Regions.

The SSMA project is 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.

The SRA has procured a consortium of international and national specialists (lead consultants are BABLE GmbH) to design and deliver a “learning into practice” mentoring workshop series.

The SSMA Programme will be delivered in each of the Regions between 2023-2025 and will focus on Local Authority good practice case study projects across the three Regions. It has four primary aims:

- To support Local Authorities and help address shared challenges in the implementation of smart and sustainable mobility projects with local communities;
- To strengthen cross sectoral collaboration, support and leadership for smart and sustainable mobility actions;
- To build capacity for demonstrating and communicating to the public and key stakeholders the positive before and after impacts of sustainable mobility projects occurring across our Local Authorities to encourage good practice replication; and
- To strengthen behaviour change to active travel looking at good practice techniques and interventions, to help achieve the SMP and Climate Action target of a 50% reduction in transport emissions by 2030.

At its core, the SMA programme aims to increase knowledge, competencies, and understanding of sustainable and smart mobility at local and regional government levels through offering a comprehensive capacity building and mentoring programme, empowering participants to take effective actions for sustainable mobility.

Target groups for the programme will include:

- Local authority cross departmental personnel.
- Community representatives in consultation with Public Participation Networks- strengthening participatory processes and effective community engagement techniques.
- Councillors from Local Authorities in each region.
- Local business, enterprise sector, large public and private sector employers.

The main envisaged phases of the programme are:

- Phase 1 is the programme design and development, pre-training stakeholder consultation and commencement of the training workshops in each of the three regions during 2023 Q2-Q4.
- Phase 2 is a follow up series of training and communication events in each region during 2024 Q1-Q4. These events will re-engage with the network of original trainees, extend to new trainees , provide on-going mentoring and communication on case study progress.
- Phase 3 is the final series of follow up training and communication events in each region during 2025 Q1-Q4 on case study progress and outcomes.



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Department of Transport



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Southern Regional
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Northern & Western
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Tionól Réigiúnach Oirthir agus Lár-Tíre
Eastern and Midland Regional Assembly

- A final report on the programme will be published in Q3-Q4 2025. An effective communications campaign to disseminate good practice progress occurring across the Regions will be built into the programme.