

SSMA Capacity Building Workshop and Programme Overview

Track 1: Local Authority Staff
September to November 2023

The Smart and Sustainable Mobility Accelerator (SSMA) programme is led by the Southern, Eastern and Midland, and Northern and Western Regional Assemblies with the support of the Department ('Ministry') of Transport under the Pathfinder programme.

This programme overview provides detailed information for participating in the first Track of the SSMA Capacity Building Workshop(s), focused on Public Authority Staff in each of the three Regions in Ireland

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1 INTRODUCTION

Smart and Sustainable Mobility Accelerator programme

The Smart and Sustainable Mobility Accelerator (SSMA) programme is a comprehensive training and capacity-building workshop programme designed to support Local Authorities and Stakeholders in accelerating the implementation of smart and sustainable mobility projects. This initiative aligns with the National Sustainable Mobility Policy (SMP) Action Plan 2022-2025 and aims to drive positive change throughout our regions.

The Smart and Sustainable Mobility Accelerator (SSMA) programme is led by the Southern Regional Assembly, Eastern and Midland Regional Assembly, and the Northern and Western Regional Assembly with the support of the Department of Transport under the Pathfinder programme.

1.1 Objectives

The programme aims to achieve the following objectives:

- **Knowledge and Skills Enhancement:** Equip participants with the necessary knowledge, skills, and tools to address the complexities of sustainable mobility.

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Insights from national and international case studies will be shared to foster innovation and best practices.

- **Collaboration Strengthening:** Foster cross-sectoral collaboration among Local Authorities, Councillors, Community Representatives, and the Business Sector. This collaborative effort will support the implementation of LA Active Travel, Smart Mobility Initiatives and Climate Action Initiatives.
- **Behavioural Change Promotion:** Encourage community empowerment and behavioural change towards sustainable mobility modes, thereby reducing transport emissions and promoting a sustainable future for Ireland.

1.2 Expected outcomes and benefits:

1. **Empowerment and Skill Development:** The SSMA programme provides comprehensive training and mentoring, empowering participants to take effective actions for sustainable mobility. This programme equips them with the necessary skills to navigate complex challenges and drive positive change.
2. **Sustainable Mobility Platform:** Utilise an online platform dedicated to effective communication, collaboration, and progress monitoring. Participants can share progress reports for lighthouse projects and exchange knowledge and best practices.
3. **Tools for Collaboration and Co-creation:** Participants will acquire essential tools and techniques for effective collaboration, including communication and consultation skills. These skills will enable them to engage with stakeholders, foster partnerships, and co-create solutions that align with the needs of their communities.
4. **Capacity Building:** The SSMA Project offers an intensive capacity-building training experience. This structure will ensure immersive learning and allows participants to delve deep into the subject matter.
5. **Immersive and Interactive Workshops:** Engage in hands-on workshops that facilitate active learning and participation. Participants will have the opportunity to exchange ideas and collaborate with their peers in a dynamic learning environment.
6. **Cross-Sectoral Task Forces:** Establish task forces that leverage the expertise and resources of various sectors. These task forces will play a crucial role in implementing sustainable mobility initiatives and driving positive change.
7. **Selection of Lighthouse Projects:** Each Local Authority participating in the SSMA Project will have the opportunity to develop a lighthouse project. These projects will serve as models for others, showcasing best practices and innovative approaches. Participants will have the chance to contribute to and shape these projects, gaining hands-on experience in project development and implementation.

2 SSMA CAPACITY BUILDING WORKSHOP OUTLINE

Capacity Building Workshops

A key component of the programme is the Capacity Building Workshops. The workshops have a central goal of promoting the integration and execution of intelligent and sustainable mobility solutions within the mobility sector in Ireland. A cross-regional learning approach will be adopted during these workshops. Each workshop training programme is customised

Smart and Sustainable Mobility Accelerator programme to suit a specific group of participants known as a **Track**. The central focus of these tracks is to promote cross-sectorial collaboration and leadership, by offering knowledge of advanced technical systems, models, and best practices.

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.

The Capacity Building Workshop Tracks under the SSMA programme are as follows:

- **Track 1:** Local Authority Staff (Target Group 1).
- **Track 2:** Elected Councillors (Target Group 2).
- **Track 3:** Innovation Actors (Target Group 3).
- **Track 4:** Community Representatives (Target Group 4).

Each track is profiled into different workshop training programmes tailored to a specific cohort of participants. The Capacity Building Workshops will be coordinated and organised by the **Regional Assemblies**, in collaboration with the Department of Transport, as part of the Pathfinder Programme. The programme focus for 2023 will concentrate on Track 1, which is targeted at Local Authority Staff.

2.1 Track 1 Overview

Track 1: Local Authority Staff

Track 1 will start with an interactive in-person training **Kick-Off** within the three regions in Ireland followed by **five Half-Day** virtual training sessions and ending with an all-comprehensive **Final Conference** in which all the regional assemblies will take part in person. Track 1 is scheduled to commence from the **25th of September until the 15th of November 2023**, followed by tailor-made mentoring sessions for the rest of the programme duration.

The primary objective of this Track is to foster collaboration across different sectors and empower mobility stakeholders to take on leadership roles. Through a series of workshops, this track is dedicated to assisting Local Authorities in embracing and executing intelligent and sustainable mobility solutions. Attendees will gain valuable knowledge and insights into state-of-the-art technical systems, models, and best practices to drive progress in the field of smart and sustainable mobility.

Primary aims of Track 1:

- To support Local Authorities and help address shared challenges in the implementation of smart and sustainable mobility projects with local communities.
- To strengthen cross-sectorial collaboration and support 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.
- To strengthen behaviour change to active travel look at good practice techniques and interventions, to help achieve our target of a 50% reduction in transport emissions and 500,000 extra walking, cycling and public transport journeys by 2030.

The following section provides a detailed overview of the Track 1 Programme Elements.

2.1.1 Kick-Off

Each Kick-Off session will be divided into two modules, each taught by two distinguished experts – one from Ireland and another from BABLE. The training sessions are scheduled to run from **09:30 to 16:30**, providing participants with comprehensive learning opportunities throughout the day.

A lunch break, from 12:30 to 13:30, will offer a chance for participants to relax and rejuvenate before diving back into the interactive session. Additionally, several shorter breaks interspersed between the modules will ensure that attendees have ample time to absorb the knowledge and interact with their peers effectively.

Kick-Off dates are as follows:

1. **Southern Regional Assembly:** Monday, 25th of September 2023 at the Millennium Hall, City Hall, Cork City Council.
2. **Eastern and Midland Regional Assembly:** Wednesday 27th of September 2023 at the Davenport Hotel, 8-10 Merrion Street Lower, Dublin 2.
3. **Northern and Western Regional Assembly:** Friday 29th of September 2023 at Bush Hotel, Carrick on Shannon.

2.1.2 Virtual Half-Day Sessions

The virtual half-day sessions will span across five weeks in each region, and they will be conducted as half-day sessions. These interactive online sessions will cover various topics, and the specific schedule and details for each session will be communicated during the Kick-Off meeting. Participants from different regions will have the opportunity to engage and collaborate virtually, making it a comprehensive and accessible learning experience for all. The virtual training sessions for each region will occur on the same weekday consistently. All half-day sessions will **start at 09:00 and end at 13:00**.

Tentative schedule:

1. Southern Region (Tuesday).
2. Eastern and Midland Region (Wednesday).
3. Northern and Western Region (Friday).

In between the virtual sessions, they will be a **Break Week** from the **30th of October to the 3rd of November** to accommodate the public holiday period. During this time, there will be no virtual sessions to allow participants to take a well-deserved rest and accommodate the holiday period.

2.1.3 Final Conference

The Final Conference will be the concluding event for Track 1 and will require all three Regional Assemblies to convene for a comprehensive in-person closing event. This gathering is currently scheduled for the **15th of November 2023** and with the location to be finalised. The conference will be a full-day event offering Local Authorities staff a platform to showcase diverse mobility-related projects and initiatives spanning across Ireland as well as an opportunity to consolidate the lessons learned.

2.1.4 Ongoing Mentorship

Track 1 will also include Ongoing Mentorship sessions where participants will be able to get support and input from experts during the capacity-building virtual sessions as well as after the final conference. Details will be defined based on the training participant's areas of interest.

3 WORKSHOP OUTLINE

3.1 Workshop Structure

The following tables give an overview of the training schedule:

Table 1: Capacity Building Schedule

Dates	Topic	Venue
Kick-Off: Each region would have a separate in-person kick-off on the following days (Full Day from 09:30 to 16:30)		
25 th Sept, Mon	Southern Region	In-Person (Cork)
27 th Sept, Wed	Eastern and Midland Region	In-Person (Dublin)
29 th Sept, Fri	Northern and Western Region	In-Person (Carrick on Shannon)
Virtual Training Sessions: Each day will consist of a half-day session, tentatively from 09:00 – 13:00 IST with each virtual training sessions occurring on the same weekday for each region. Tentative: [SR (Tue), EMR (Wed), NWR (Thurs)]		
2 nd -6 th Oct	Day 2 - Virtual	Online
9 th -13 th Oct	Day 3 - Virtual	Online
16 th -20 th Oct	Day 4 - Virtual	Online
23 rd -27 th Oct	Day 5 - Virtual	Online
30 th Oct-3 rd Nov	Break Week	No workshop/training
6 th -10 th Nov	Day 6 - Virtual	Online
Final Conference (Full Day) from 09:30 to 17:30 tentatively		
15 th Nov	Final Conference (All three groups together)	In-person

Table 2: List of topics to be covered (TBD)

List of topics	Topic content
Future of Transport & Mobility: Smart, Sustainable and Inclusive	<ol style="list-style-type: none"> 1. Need for Change in Mobility. 2. Challenges to Tackle. 3. Mobility Mega Trends. 4. European Best Practices (Urban & Rural).
Effective Behaviour Change Strategies for Mobility Transition	<ol style="list-style-type: none"> 1. Active Travel 2. Behaviour Change principles and tools 3. Behaviour Change Best Practices.
Governance and Smart Policies	<ol style="list-style-type: none"> 1. Principles for Smart and data-driven Policymaking. 2. Tools for innovative policymaking. 3. Getting political support/buy-in from local communities. 4. Participatory Democracy 5. Best Practices
Evidence-Based Sustainable Transport Planning	<ol style="list-style-type: none"> 1. Data availability, and new data creation. 2. Introduction to tools for evidence-based planning. 3. Project Impact Monitoring. 4. Smart Mobility, Connectivity (ITS)
Innovative Financing & Procurement	<ol style="list-style-type: none"> 1. Irish funding for Mobility Projects. 2. EU funding. 3. Innovative Financing (going beyond public funding). 4. Innovative Procurement (PCP, IP, Market Consultation) of innovative mobility solutions (shared/smart)
Collaboration & Cocreation (Quadruple Helix)	<ol style="list-style-type: none"> 1. Importance of working with stakeholders. 2. Quadruple Helix cocreation. 3. Introduction to Living Labs. 4. Effective Communication Strategies.
Spatial Planning for Sustainable Mobility	<ol style="list-style-type: none"> 1. Land use and Regional Planning. 2. 10/15 minutes Neighbourhoods. 3. Transit-Oriented Development. 4. Tactical Spatial Planning (test best) 5. Leveraging ICT and IoT

3.2 Module Structure

Each module will be taught with a focus on practical application and will follow the following structure:

1. Approx. 3-hour live session with the expert including presentation and workshop.
2. One Pager giving an overview of the topic shared ahead of the training.

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3. A reader with the detailed theory, relevant facts, and examples (approximately 25 pages) shared after the training.

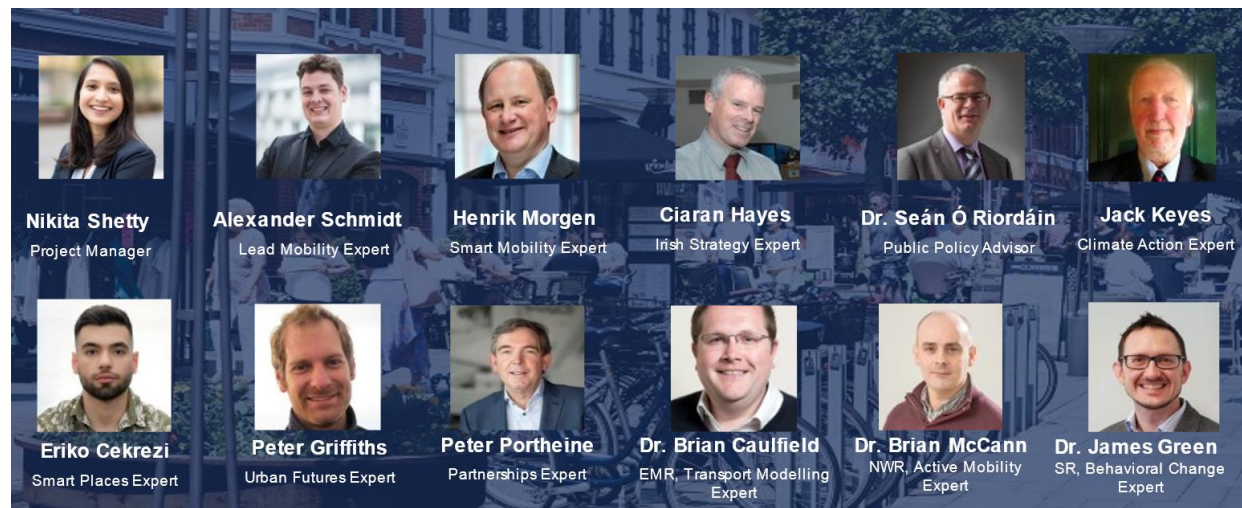
3.3 Certification

Upon successful completion of the training programme, participants will receive a certificate of achievement, recognizing their commitment to professional development in the field of smart and sustainable mobility.

3.4 Smart and Sustainable Mobility Accelerator Experts

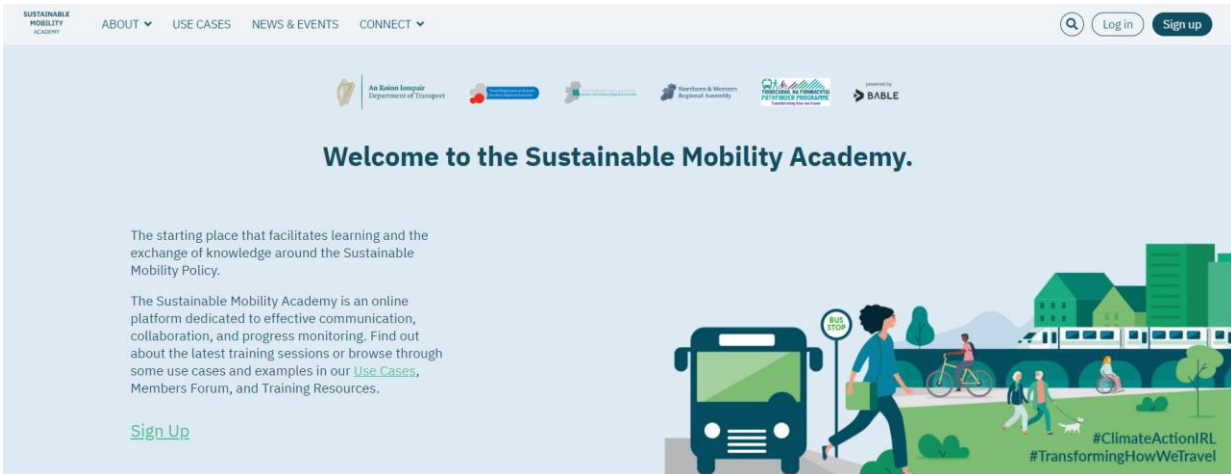
Collaboration with mobility experts is a cornerstone of our Smart and Sustainable Mobility Accelerator Programme, and it holds immense significance in ensuring the success of our initiatives. Their participation enriches the capacity-building training and mentoring processes, tailoring them to the specific needs and challenges faced by Local Authorities and stakeholders in Ireland. Moreover, these experts play a crucial role in showcasing real-world examples of sustainable mobility practices, derived from their involvement in climate policy, smart transport, and active mobility projects. We value their commitment to supporting our goals, and their involvement will be instrumental in propelling Ireland closer to achieving its net-zero emissions aspirations. Here is a brief overview of all the experts involved in Track 1.

Meet the Experts



4 SUSTAINABLE MOBILITY ACADEMY

The [Sustainable Mobility Academy](#) is an online platform dedicated to effective communication, collaboration, and progress monitoring. Find out about the latest training sessions or browse through some use cases and examples in our Use Cases, Members Forum, and Training Resources. We recommend browsing through some of the [Use Cases](#) and [Resources](#) ahead of the training to learn what is happening in the Ireland's transportation landscape. The platform will be one of the main forms of communication and engagement for all the planned workshop tracks.



5 REGISTRATION

Each Local Authority is invited to nominate three cross-departmental participants. When nominating participants, please ensure that you send a list including the following details:

1. **Participants' Name**
2. **Participants' work/organisational email address**
3. **Role/Job Position**
4. **Division within the Local Authority**

This information is critical and should be emailed to the following email address: (sma@bable-smartcities.eu) with the following subject **SSMA Track 1 Participant list (insert your Local Authority/Institutional name)**.

An **online webinar** will be organised on **1st September from 10:00 to 11:00** to launch the Sustainable Mobility Academy. During this session, attendees will have the opportunity to gain deeper insights into the Sustainable Mobility Academy and adequately equip themselves for the upcoming program launch. Further details regarding the webinar will be provided in the forthcoming weeks.

Receipt of the confirmed participant details and registration to the accelerator programme must be completed by the **4th of September 2023**. Workshop slots are limited and therefore all Local Authorities are encouraged to secure their workshop training slots

Smart and Sustainable Mobility Accelerator programme within the stipulated time. Once the information has been returned, each nominated participant will receive a link to register for the workshop programme.

5.1 Contact Details

Should you have any inquiries, do not hesitate to contact the BABLE team at the following email addresses: Nikita Shetty (nikita@bale-smartcities.eu) or Nozipho Makhanda (sma@bale-smartcities.eu).