



Guidelines for conducting the Local Framework Workshop

Output for Task 2.4 Local Framework Workshop of the SEEMORE project

Date of preparation of this document: 24. 09. 2012

Project Coordinator:

CINESI Transport Consultants, Spain

Mr. Maarten van Bemmelen

mvanbemmelen@cinesi.es

Phone. +34 971 613714

Start date of the project: April 2012

End date of the project: April 2015

Author of this document:

Company: Trivector Traffic AB

Author's name(s): Caroline Mattsson, Katarina Evanth

email: caroline.mattsson@trivector.se

Phone: +46 31 63 67 03

Project website: <http://www.seemore-project.eu>

Legal disclaimer:

The sole responsibility for the content of this document lies with the authors. It does not represent the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein. SEEMORE is co-funded by the Intelligent Energy Europe Programme of the European Commission and runs from April 2012 until April 2015.

TABLE OF CONTENTS

1	Local Framework Workshop	5
2	Local working group composition	6
3	Glossary	7
4	suggested Agenda for the workshop	8
5	Workshop content	9
5.1	Organiser and moderator	9
5.2	Working session 1 – Description of the region	9
5.3	Working session 2 – Sustainable mobility in the future	11
6	Protocol for reporting workshop (LFW)	13
6.1	Participants	13
6.2	Possibilities and problems for the target area	13
6.3	Local vision and goals	13
6.4	Future sustainable mobility	13
6.5	First thoughts on Action Plan	14

1 LOCAL FRAMEWORK WORKSHOP

The aim is first of all to establish a Local Working Group (LWG). Secondly the LWG should come up with a local vision and goals for sustainable mobility in the region. The discussions at the workshop, together with input from the surveys and regional characteristics will serve as a basis for the Local Framework Document including an Action Plan.

We believe the workshop should take at least a full working day, maybe one and a half. The first half day (Working session 1) is dedicated to an introduction of the SEEMORE project, presentation of the regional characteristics and discussions around that. The second half day (Working session 2) focuses on adopting a local vision for the region regarding tourism and sustainable mobility and discussions on ways of reaching sustainability in the future. This will lead to a concrete Action Plan for the region.

The times indicated are approximate.

Since all countries are different in meeting and discussion culture, we will not make any guidelines on how to carry out the workshop, just guidelines on the content to discuss. You are free to organise the workshop in the way that suits you and your group best, as long as you follow the content indications and reporting protocol. The workshop could e.g. be organised all in one day or divided into two half days separated in time.

Much of the material and input that will be presented in the workshop should be sent to the participants beforehand. In that way some time regarding the initial presentations can be saved and the participants are also more prepared for the discussions. Materials to send are:

- Agenda and purpose of the workshop
- Description of regional characteristics
- Results from baseline data surveys
- Discussion questions
- A first list of tasks and measures to implement in the region (first thoughts on action plan)

The Local Framework Workshop has to be documented by every region and sent to Trivector, who will then compile all input into deliverable D2.4. The documentation will also serve as input for developing the Local Framework Document.

Make sure you have prepared the following input for the workshop:

- Description of the SEEMORE project
- Description of the region's tasks in SEEMORE
- Description of regional characteristics
- Results from baseline data surveys
- A first list of tasks and measures to implement in the region (first thoughts on action plan) to discuss

2 LOCAL WORKING GROUP COMPOSITION

The Local Working Group is comprised of the following: representative(s) from the SEEMORE partner region and a supporting SEEMORE partner. Besides these persons, the working group should have a minimum of five and a maximum of ten members. At least one representative from each key actor (in yellow) must be included in the working group. It is recommended to strive for a balance between the number of representatives from the transport and tourist sectors. It may be the case that one person holds a position that covers the roles/expertise of two of the key actors described below.

Name	Position ¹	Organisation
	Regional SEEMORE partner	
	Supporting SEEMORE partner	
	Regional/Local transport planner	
	Regional/Local urban planner	
	Regional/Local politician	
	Tourist board	
	Tourist organisation	
	Tourist office	
	Public transport operator	
	Public transport authority	
	Authorities dealing with other modes of transport	
	User groups	
	Hotel and restaurant associations/leisure attractions	

Table 1 – Composition of Local Working Group

¹ For example the following. Change to your specific group.

3 GLOSSARY

Abbreviations provided in this report

Abbreviation	Full name
AP	Action Plan
DoA	Description of the Action (Annex I for the SEEMORE project)
LCP	Local Communication Plan
LFD	Local Framework Document
LFW	Local Framework Workshop
LMEP	Local Monitoring and Evaluation Plan
LWG	Local Working Group

Table 2 - Abbreviations used

4 SUGGESTED AGENDA FOR THE WORKSHOP

Working session 1 – Description of the region

- Presentation of the participants
- General information about SEEMORE
- Presentation of the region in SEEMORE
- Presentation of current situation regarding regional characteristics & baseline data
- Discussion on sustainable mobility and tourism in the region

Working session 2 – Sustainable mobility in the future

- Adoption of a local vision and goals for the region
- Discussion on future sustainable mobility
- Action Plan
- Local Monitoring and Evaluation Plan
- Local Communication Plan
- Date for next LWG meeting

5 WORKSHOP CONTENT

Inspiration for the workshop procedure is taken from the MaxLupo User guide for planning simulation workshops developed in the MAX-project². The purpose with this method is to create an understanding between different stakeholders and professions and to deepen the awareness of each participant's knowledge, problems and ways of thinking. The planning simulation was tested in five countries (Lithuania, Poland, Slovenia, Spain and Germany) with success and is believed to create good discussions.

5.1 Organiser and moderator

Every workshop should have a moderator leading the discussions. The moderator is together with the region responsible for preparing the workshop. The moderator can be an outsider, but should have good knowledge about either the transport sector or the tourism sector. It can also be someone from the region. It's important, though, that the moderator is impartial and tries to lead the discussions in an objective manner.

A secretary must be chosen in order to document the workshop by following the format in "Protocol for reporting on Workshop" (see chapter 6 in this document or chapter 6 in "Local Framework Document – template". Appoint the secretary before the workshop so that he/she is prepared.

5.2 Working session 1 – Description of the region

The aim with the first session is to brief all the participants on the background and purpose of SEEMORE. Moreover the baseline situation on mobility and tourism will be presented and discussed.

It's usually good to provide the geographical context of the area (despite most of the participants know it). A map can be used both to demonstrate the preconditions and as a basis for discussions.

Total estimated time: 3-4 hours

5.2.1 Presentation of the participants

Brief presentation of all participants, why they are participating in the Local Working Group and what their expectations of the workshop are.

Time: Max. 15 minutes

² More information can be found at www.epomm.eu in MAX-tools.

5.2.2 General information about SEEMORE

The workshop starts with a presentation of SEEMORE; aim, goals, actions, etc.

Time: Max. 15 minutes

5.2.3 Presentation of the region in SEEMORE

Why are we here today? State the aim of the workshop. What will be achieved with the workshop? Description of tasks to be implemented during the project.

Time: 20-30 min.

5.2.4 Presentation of current situation regarding regional characteristics & baseline data

Here, the characteristics of the target area and results from the surveys are presented. It's recommended that an expert in transport presents mobility data and an expert in tourism presents tourism data. Inputs are:

- Regional characteristics collected in the online survey
- Baseline data from the surveys at hotels, bike and car rentals and questionnaires to tourists

The presentation should focus on "new and relevant" information. Try to select the information that is of special interest for your region and that defines points that could determine success or failure.

Time: 30 min

5.2.5 Discussion on sustainable mobility and tourism in the region

The previous steps will lead to a discussion on possibilities and problems regarding sustainable mobility and tourism in the target area. The purpose is to condense the regional characteristics and preconditions into a few essential subjects for the project. These subjects will be the starting point for the second half day discussion. The regional characteristics and baseline data must thus be discussed in the light of what will be implemented and how that is affected.

Everyone in the Local Working Group is given the opportunity to give their views on the presentation of the current situation.

Questions to discuss

Overall questions that should be considered during this part of the workshop: **Where** are we today? **How** do these results and factors affect sustainable mobility in the region?

The following bullets can serve as guidance in the discussion:

- Comments on the local characteristics and baseline data

- Discuss if the findings are expected or not, if any of them either stick out or are especially interesting.
- Make a SWOT-analysis where you list Strengths, Weaknesses, Opportunities and Threats with regards to sustainable mobility and tourism in your region.
- Discuss what the group has learned that can be useful in the work ahead with implementation etc.

Time: 1.5-2 hours

5.3 Working session 2 – Sustainable mobility in the future

The purpose of session 2 is to outline a working plan for the region to reach the objectives and goals of SEEMORE, and more sustainable mobility options for tourists. The session includes agreeing on a local vision and goals for the region and first thoughts on a concrete Action Plan.

Total estimated time: 3-4.5 hours. It is up to each region to decide on how much time is needed for the different parts of this working session outlined below.

5.3.1 Adoption of a local vision and goals for the region

The LWG should create and agree on a local vision and goals for the region. This will be the core of the work in the implementation phase. Don't forget to include the objectives from the DoA (Annex I) in the discussions and final proposal.

Optional: Some regions may at this point (or earlier on) wish to hear short presentations from their local politician, tourist board or other member of the local working group who wishes to convey their organization's view on the subjects discussed.

5.3.2 Discussions on future sustainable mobility

Focus on discussing solutions of the problems found during the presentation of the regional characteristics and baseline data (section 3.2.4), and how to benefit from the characteristics of the area in a positive and effective way to reach success in the project.

Questions to discuss are:

- What are the future transport-related trends affecting the tourism industry in the region?
- How do we cope with future trends such as climate effects, more expensive fuels, an ageing population, etc.?
- Who are our target groups today and in the future?
- How can the transport and tourism sector be stronger together and form the basis for a competitive and sustainable region?
- Which are the key players (organizations and persons) to achieve sustainable mobility in tourism?
- Is this LWG composed by the right persons? Is someone missing?

5.3.3 Action Plan

How do we reach our vision and goals?

The best is to present a draft list of suggested actions and measures to be implemented during the project and that the LWG can discuss. Many of the actions are briefly described in the DoA, but need to be defined in more detail.

For each of the tasks/actions/measures for the region the following points should be clarified:

- Key actors
 - Role
 - Responsibilities
- Timing
- Financing

The discussion above is going to form the input for the Action Plan in the Local Framework Document.

It might be difficult to reach this point in the workshop. Nevertheless we strongly advise you to start the discussion, and then it's easier for the participants of the LWG to react on any suggestions/draft developed by the regional SEEMORE-group.

5.3.4 Local Monitoring and Evaluation Plan

If you have the time and feel that it is rewarding to have a discussion about the Local Monitoring and Evaluation Plan at this stage, you may do so. Otherwise, the regional partner can work on this after the workshop, perhaps with the supporting SEEMORE partner. It comprises deliverable D5.1 and FGM-AMOR will outline the content for it.

5.3.5 Local Communication Plan

If you have the time and feel that it is rewarding to have a discussion about the Local Communication Plan at this stage, you may do so. Otherwise, the regional partner can work on this after the workshop, perhaps with the supporting SEEMORE partner. It comprises part of deliverable D6.3 and CINESI will outline the content for it.

5.3.6 Date for next LWG meeting

If possible, set a date for the next LWG-meeting. In WP2 this can, for example, be a meeting to further discuss and finalize the Action Plan and/or to discuss the Local Monitoring and Evaluation Plan as well as the Local Communication Plan. However, it is up to the LWG to decide if such meeting is needed. Otherwise, the next LWG group meeting will deal with WP3 issues.

6 PROTOCOL FOR REPORTING WORKSHOP (LFW)

We expect you to make a summary of the Local Framework Workshop. The following points of discussion should be reported with the following subchapters. Fill in the protocol directly in the region's Local Framework Document (chapter 6).

6.1 Participants

Participants at the workshop, role and responsibility. See Table 1 – Composition of Local Working Group in this document.

6.2 Possibilities and problems for the target area

Summarise main discussion points from “Discussion on sustainable mobility and tourism in the region” (section 5.2.5), especially the essential points for success of the project. Please make sure you answer the following questions:

- Who is our target group?
- How do they travel?
- What is the opinion of local stakeholders, entrepreneurs, etc.?
- Which are the main points in favour of implementing sustainable mobility actions (opportunities)?
- Which are the main points hindering sustainable mobility actions (threats)?

6.3 Local vision and goals

Summarise the discussions around “Adoption of a local vision and goals for the region” (section 5.3.1), including the final version agreed among the participants.

6.4 Future sustainable mobility

Summarise main discussion points of “Discussions on future sustainable mobility” (section 5.3.2). The questions from the same section should be answered:

- What are the future transport-related trends affecting the tourism industry in the region?
- How do we cope with future trends such as climate effects, more expensive fuels, an ageing population, etc.?
- Who are our target groups today and in the future?
- How can the transport and tourism sector be stronger together and form the basis for a competitive and sustainable region?

- Which are the key players (organizations and persons) to achieve sustainable mobility in tourism?
- Is this LWG composed by the right persons? Is someone missing?

6.5 First thoughts on Action Plan

Summarise the LWG's first thoughts on the "Action Plan" (Section 5.3.3) including responsibilities, timing and financing for the proposed actions. This might not be fully decided at the workshop, but any first thoughts should be reported.