

**Clue cards for the
organisers/moderators
Local Framework Workshop
(LFW)**

Author, Date

Tel. Nr. E-Mail



Establish a Working Group

- Between 5-10 people
- a SEEMORE project partner will chair/lead the working group
- appointed a secretary from one of the representatives from the partner region
- Try to have at least one representative from the **highlighted** organisations
- Have a good balance between the number of representatives from transport and tourist sectors

Table 1 List of participants

Name	Position	Organisation
	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	

Things to do for the Local Framework Workshop...

- assign a workshop moderator to organise and lead the discussions
 - moderator could be anyone with a good knowledge about the transport sector or the tourism sector
 - S/he should be impartial and try to lead the discussions in an objective manner
- assign a secretary in order to document the workshop and make sure he/she is well informed in advance of the workshop
- organise the workshop in the way that suits you and your group the best - either in one full-day or two separate half-a-days
- **Please follow the guidelines on the content and the reporting protocol**

Materials to send ...

- Before the LTW, you should send participants:
 - The agenda and the information regarding the purpose of the workshop
 - Summary of the regional characteristics
 - Key points from the baseline data surveys

What will we do?



Working Session 1
2,5 - 3 hrs

Agenda for this session

- Introduce participants
- Provide general information about SEEMORE and the Region's role in the project
- Present the current situation - regional characteristics & baseline data
- Discuss the present and the future of sustainable mobility and tourism

Introduce Participants

10-15 mins

Each participant around the table introduce themselves to the group.

- Name
- Organisation
- Role and responsibilities in the organisation
- Reason(s) for participating to the Local Working Group (expected outcomes etc)

General information about SEEMORE

10 -15 mins

Present a brief summary of SEEMORE

eg

SEEMORE aims to demonstrate that regional actors in 8 European coastal tourist regions are able to change the travel behaviour of visitors within their regions towards more sustainable transport modes.

1. Increase the awareness among visitors about sustainable mobility options in tourist regions.
2. Increase co-operation between the sectors of tourism and mobility, and creation of new and improved energy efficient mobility options for leisure travel in 8 coastal regions throughout Europe
3. Shift travel behaviour of visitors towards more sustainable modes (monitored in 8 coastal regions in Europe)
4. Share SEEMORE experiences with others so that they start implementing similar actions targeting leisure travel.

Region's role in SEEMORE

30 mins

Why are we here today? (What will be achieved with the workshop?)

- to establish a Local Working Group (LWG)
- to agree on a local vision and goals for sustainable mobility in the region
- to create a basis for a Local Framework Document including an Action Plan

Tasks to be implemented during the project (please complete)

- A
- B
- C

Baseline Data

30 - 40 mins

- Present both
 - The key regional characteristics from the online survey and
 - The baseline data from the surveys at hotels, bike and car rentals and tourists
- If possible,
 - an expert in transport presents the mobility data while
 - another expert in tourism presents the tourism data
- Please focus on “the new and the relevant” information that could determine success or failure in the region

Sustainable mobility and tourism in the region

1 – 1,5 hrs

Where are we today? **How** do these results and factors affect sustainable mobility in the region?

Discuss

- if the findings are expected or not, if any of them either stick out or are especially interesting
- Visitors' needs
- Existing mobility related problems
- Foreseen challenges of the future

- Make a SWOT-analysis where you list Strengths, Weaknesses, Opportunities and Threats with regards to sustainable mobility and tourism in your region.

- Discuss how what has been discussed so far can help with the tasks ahead eg implementation etc.

What will we do?



Working Session 2 3- 4 hrs

Agenda for this session

- Set region's vision and goals
- Discuss future sustainable mobility
- Draft an Action Plan
- Brief discuss
 - Monitoring and Evaluation Plan
 - Local Communication Plan
- Set a date for the next LWG meeting

Vision, goals and objectives

30 - 45 mins

- Create and agree on a local vision
 - a picture of the "preferred future" : a statement that describes how the future will look like if the region achieves its ultimate aims in sustainable mobility
- Set out goals
 - broad, long-term aims that define accomplishment of the vision
- Discuss the list of objectives from the DoA (Annex I)

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.

Achieving sustainable mobility in tourism for the future

1 -1,5 hr

Focus on discussing solutions to the problems (identified in Session 1) in the light of the SWOT analysis.

- 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 (organisations and persons) to achieve sustainable mobility in tourism?
- Is this LWG composed by the right persons? Is someone missing?

Drafting an Action Plan

1-1,5 hrs

How do we reach our vision and goals?

Draft an action plan to do so with the group.

- By using the following tables, point out to the group which actions/measures were *proposed* at the SEEMORE project proposal for the region
- By discussing whether these proposed actions could address the identified problems/challenges and help achieve the agreed vision and aims/goals
- If any, by adding new actions suggested by the group
- By agreeing on a final draft list of ACTIONS

Incentives for enhancing usage of sustainable mobility options

Measures	Actions
Public transport ticketing	Special tickets for visitors
	Integration of urban and interurban public transport fares
	Increased public transport selling points:
Integrated transport + leisure packages	Discounts at tourist attractions to sustainable mobility users
	Integrated packages (mobility+leisure activities)
Awareness raising products	Emission calculation tool (using an existing one, to be determined)
	Environmental Quality Label on mobility behaviour
Market incentives sustainable mobility	Incentives to promote E-mobility
	Parking policies

! Highlight / Point out to the group which actions were proposed by the region at the SEEMORE project proposal stage

Sustainable mobility information, marketing and awareness campaigns

Measures	Actions
Elaboration and design of integrated regional mobility information for visitors	Definition and elaboration of sustainable mobility information package
	Translation of mobility information
	Integrated mapping and GIS applications
	Protocols for exchange between transport and tourism
Improved distribution channels targeting visitors	Regional visitors guide including information on mobility
	Promotion of mutual links between transport and destination websites
	Integration of mobility information in hotel's package to costumers and websites
	Sustainable mobility information provision in long distance collective transport services
	Sustainable mobility information provision in travel agencies
	Information desk extension
Public transport intelligent information orientated to visitors (planners, real-time, etc.)	Training on integrated sustainable mobility options
	Web travel planner for visitors including leisure destinations
	ITS platform for mobile phone information services
Promotional and awareness campaigns	Real-time travel information at hotels and main leisure destinations
	Local distribution of SEEMORE dissemination material
	Production of local SEEMORE video
	Local campaigns and additional material

Energy efficient mobility options

Measures	Actions
Collective transport services for visitors	Public transport services in rural areas
	Public transport services at leisure/tourist destinations
	Coach services and shuttles to main interregional gateways
	Sustainable mobility options to major events
	Luggage handling infrastructure and services
	Guided tours by coach or boat
Intermodal solutions	Bicycle transport in PT
	Taxi sharing schemes at interregional gateways
	Park & Ride schemes
Bicycle services	Low cost bicycle rental at hotels
	Bicycle sharing/rental schemes
	Guided cycling tours
	Complementary infrastructure and services
Sustainable mobility planning	Sustainable mobility plans in tourist municipalities
	Mobility peaks management
	Integration of urban and interurban PT
	Training local mobility planners
	Training local tourism Planners
Alternative propulsion	Alternative propulsion use in rental cars, buses and boats
	E-mobility sharing/rental schemes

Drafting an Action Plan

For each of the draft ACTION, please clarify:

- The key actors
 - Roles and
 - Responsibilities
- Any other supporting organisations/partners
- Timing

Actions	Lead organisation	Roles & responsibilities	Supporting organisations/ partners	Timing Short term Medium term Long term	Financing

Other issues

If you have time, you can also discuss

- ***The Local Monitoring and Evaluation Plan and***
- ***The Local Communication Plan***

Protocol for reporting

You are expected to summarise the Local Framework workshop.

In doing so, please follow the guidelines provided by TRIVECTOR.

Good luck with your workshop!