



PROSPERITY



TRAINING CONCEPT

Achieving political and internal buy-in in the SUMP process

City, Country

Date

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1 Introduction

About achieving political and internal buy-in in the SUMP process

The most fundamental impediment to start a SUMP transformation in many cities is often not the lack of solutions, planning skills or resources but rather a **missing culture for innovation and transformational governance**, and a **low degree of political momentum to foster such a culture**. There is a strong need to identify ways to inspire cities to take action at the **political level**. And moreover, to commit to sustainable urban mobility goals.

As SUMP is about a long term vision on the liveability of cities, a **broad and stable long-term commitment** is a prerequisite. Politicians and all local actors/stakeholders should be **pulling in the same direction** ; formulate a strong vision, adopt effective strategies , overcome barriers for action, and make significant progress in the development and implementation of the SUMP.

Selling the SUMP idea effectively is one of the basic preconditions to:

- 1) Create ownership of the SUMP across the city's organisation aiming at cross-sectoral awareness and responsibility, broad political commitment and external support of, for example, the media, higher level decision makers and finally also the public.
- 2) Ensure financing, continuity and overall success in the long-run.

Some **barriers to political and internal buy-in** concern the internal relations within the city, while others relate to outside actors, higher levels of decision making, overarching (framework) conditions or cultural differences. For example, it is difficult for some European cities to create and maintain political agreement to invest in a public transport system that is regarded by many citizens as obsolete in times of affordable auto-mobility for all.

The theme of 'buy-in' certainly also relates strongly to how **institutional cooperation** is being dealt with. This is most important when improving the acceptability of the SUMP, creating ownership among institutional stakeholders and the public, and helping to acquire funding and long-term strategic developments.

Learning objectives

Participants of this training module will be equipped with knowledge of benefits, challenges and solutions of political and internal buy-in. More specific, the training course will:

- Help cities to gain insights on the topic, and help them to remove political barriers that prevent the take up of SUMP. The training provides answers to...
 - *How to understand buy in from perspective of politicians and stakeholders ?*
 - *How to understand political processes in your city/country?*
 - *How to initiate such a buy in process?*
- Create awareness of the potential impact of political leaders in creating a political momentum for SUMP by showing 'good (role models) and bad examples'
- Equip city representatives with knowledge on how to build and maintain good institutional cooperation as a way of aiming at a solid internal buy-in of the SUMP
- Provide a platform to share thoughts, ideas and practical experiences, revealing valuable insights on the role of politicians and key-stakeholders in the buy-in of SUMP

For these reasons, the **target group of this module** can be more diverse (and adapted to the theme) than other CIVITAS PROSPERITY training modules. NFP's might specially also target

politicians and decision makers, as well as cross sectoral staff (other city departments - colleagues).

About this concept

The following training concept is based on the idea of **respecting different values**. The trainer should respect the participants' values. It is his task to forge a link between the value of CIVITAS PROSPERITY and participants' values and previous experience, and not to foist his own moral concepts on them.

This training equips the participants with a thorough understanding of achieving **political and internal buy in when developing a SUMP**. It will treat the theme in many aspects, look into challenges encountered starting from selling the SUMP idea until ensuring the continuity of the SUMP on the long term.

During the training, participants will contribute to group discussion and interactive exercise sessions. The aim of this training is to share best-practices and to provide participants with the necessary background and real-life examples that will address knowledge gaps and enhance relevant skills.

This training concept should help to achieve the following with the participants:

- **Motivation:** The training course inspires interest and motivation for the theme of 'achieving political and internal buy in when developing a SUMP'.
- **Recognising own resources and strengths:** Participants are to recognise their existing resources and strengths and develop ideas that can enhance them and acquire new ones.
- **Acquiring skills:** Participants will actively upgrade their skills and be given the opportunity to experiment with new skills and behaviour in the protected environment of the training course.
- **Empowerment for self-regulated learning:** Participants will be empowered to plan and implement their own individual learning process independently and on their own authority.

2 Training concept

Timing	Content & Description
30min	<p>Part I – Introduction to training</p> <p>The aim of this part is to provide an introduction to the training itself. It will be done in the way of a “tour de table”, moderated by Mobiel 21. No presentation is foreseen, as it should help to activate the audience. This part should help to answer the following questions:</p> <ul style="list-style-type: none"> • What are the participants’ expectations of this training? • What is the goal of this training and what do we want to achieve? • What will be done in this training?
60min	<p>Part II – Introduction to the topic</p> <p>The aim of this part is to introduce the topic of the training. It will be provided by Mobiel 21 as a ppt-presentation. It should equip the audience with an understanding of the topic itself. It contains a generic presentation on the themes of political and internal buy in, related domains, relevance in the SUMP development, challenges and solutions to offer, as well as some ‘good’ and ‘bad’ examples and already small exercises. This part should help to answer the following questions:</p> <ul style="list-style-type: none"> • What is it all about – how to understand... • Why is it important? - what are the consequences, if we do not consider this topic? • How to initiate political and internal buy-in?
60min	<p>Part III – Cities speak out</p> <p>The aim of this part is to give the floor to the Champion City, providing insights and knowledge about their experiences on political and internal buy-in the SUMP process. This part, furthermore, includes a Q&A round-table to reflect on own experiences.</p>
60 min	<p>Part IV – Group Work</p> <p>The aim of this part is a group work (the size and amount of groups depend on the amount of participants) to identify challenges, barriers and actions to undertake for a successful political and internal buy-in. The results of this group work will be a SUMP buy-in action plan (briefly) presented to the whole audience. Representatives of the NFP’s organisation will act as a rapporteur and take notes (to be available after the training in English). Champ city and trainer give comments to the action plans.</p>
30min	<p>Part V – Conclusions</p> <p>This part provides conclusions on the topic, as well as the participants’ evaluation. The aim of this last part is to recapitulate what has been said and trained, and also to see, whether we were able to fulfil the participants’ expectations of this training. This will, again, be done in the way of a tour de table. This last part is scheduled for 15 minutes and can also be used as a buffer in case of that other parts will take longer than planned.</p>

3 Language

We have to bear in mind that there is simultaneous translation for the training sessions but we need to take care that, especially group work, has to be handled carefully.

Previous experience of training with simultaneous translation was that everything takes a bit longer and that it's not possible to have several multilingual groups and that small groups can't be moderated by the trainers.

- **Part I and Part II:** The introduction to the training and the topic will be done by the trainer in English language, and simultaneous translation into the respective other language will be provided. The trainer will take care that her/his intervention will not deviate from the provided ppt-slides, so the translator can follow easily.
- **Part III:** The presentation of the Champion City will be done in English, and simultaneous translation into the respective other language will be provided. The representative of the Champion City, as well as the main trainer should have whispered translation into English (if necessary). A rapporteur (a person from the NFP's organisation) will do notes in English.
- **Part IV:** The group discussion takes place in the local language, and a rapporteur (a person from the NFP's organisation) will do the notes in local language and reports back to the whole audience. These notes will be available in English after the training. The representative of the Champion City, as well as the main trainer should have whispered translation into English (if necessary).
- **Part V:** The conclusions will be done in English, and simultaneous translation into the respective other language will be provided.

4 Room and equipment needed

Room

- Tables and chairs to set up group work (amount depends on size of audience)

Equipment

- 1 laptop in English language with MS-Office
- 1 projector
- 1 remote control for the laptop
- Flip-chart holders with 10 flip-chart papers per holder (depending on size of audience)
- 30 markers in different colours
- Copies of 'buy in action plan' template (group work session)
- Refreshments in the room during the whole duration of the session

Technical support

- Technician available during the whole duration of the session (depending on host facilities and services available)