WEBINAR
Stakeholder involvement and institutional cooperation

Patrick AUWERX | Mobiel 21
• A movement for sustainable mobility that activates and inspires people to move in smarter ways.
• An independent knowledge centre that develops, gathers and spreads research and insights to influence behavior and policy.
• A dedicated partner with over 35 years of experience in local, regional, national and European projects.
Participation is all about democracy…

Hoe ga jij op 14 oktober naar de stembus?
How will you go voting on October 14?
In this webinar

THE IMPORTANCE OF PARTICIPATION IN SUMP | principles, approaches

WHO TO INVOLVE? | stakeholder identification

1st chat Q&A

EXAMPLES OF PARTICIPATION IN SUMP | inspiration

CONCLUSION | reflection | hints

2nd chat Q&A
THE IMPORTANCE OF PARTICIPATION IN SUMP

Principles | Approaches
Participation is a basic principle of SUMP

- Communication becomes strategically part of transport planning.
- Planning for the people!
- Engage stakeholders and citizens
- Essential part of community building: **actively involve end users!**
- Is more than representation democracy - Democracy in action!
Participation & cooperation in the SUMP

Source: European Platform on Sustainable Urban Mobility Plans
www.eltis.org/mobility-plans
Different views on participation

<table>
<thead>
<tr>
<th>Type of policy</th>
<th>Communication level</th>
<th>Policy message</th>
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<tbody>
<tr>
<td>Closed policy</td>
<td>Top-down (manage society)</td>
<td>WE DECIDE WHAT’S GOOD FOR YOU!</td>
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<td>Information giving</td>
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<td>Half open policy</td>
<td>Consultation/Advice (citizen = customer)</td>
<td>TELL US WHAT YOU THINK IS GOOD AND WE WILL TAKE CARE!</td>
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<td>Hearings</td>
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<td>Advisory boards</td>
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<td>Transparent policy</td>
<td>Partnership (share...)</td>
<td>(TOGETHER) WE CAN MAKE A DIFFERENCE!</td>
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<td><strong>Bottom-Up</strong></td>
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<td>Cooperation</td>
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<td>Co-creation/Action</td>
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<td>Citizen science</td>
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dictatorship - illegality – anarchy - guerilla actions - riots …
Nee is Nee, Kris
Geen lange wapper door onze strot
Les Gilets Jaunes
WHO TO INVOLVE IN SUMP?

The start: analysis of scope & stakeholders
Participation trajectory tool

How to handle: step by step

- Define subject & scope
- Perform stakeholder analysis
- Assemble a budget
- Manage timing
- Choose a mix of appropriate tools
- Implement participation actions/event
- Specify evaluation of process and outcomes

Involvement strategy or (part of) Communication Plan
Analysis: Subject – Scope - Context

Where to start?

- Geographical scope?
- Legal requirements?
- Knowledge of topic?
- Novelty?
- Complexity?
- Controversial?
- Tradition in participation?
- Views on participation?
- Other planning context?
Who should be involved and why?

For stakeholder analysis, consider …

- Concerns, positions, expertise
- Interactions, influencing policies, conflicts...
- Social in-/exclusion aspects: hard-to-reach groups
- Make (better) use of existing networks, as multiplicators
- Careful recruitment (criteria, representatives, random sample, diversity, good examples, 10%-reply rule)
- Defining stages that will be subject to which stakeholders (milestones)
- Accept varied commitment (30 % passive – 20 % responsible)
Levels of involvement

- **Meet their needs**
  - Consult, involve, collaborate

- **Least significant**
  - Inform

- **Key players**
  - Involve, collaborate, empower

- **Show consideration**
  - Consult, involve

- **Influence/power**

- **Affected by SUMP**

- **Public transport system**
- **Public transport agency**
- **Bicycle lobby**
- **Companies in the field of bridge construction/lighting**
- **City planning**
- **Regional government**
- **Citizens**
- **Media**
- **Environmental organisations (NGOs)**
- **Finance institutions**
Flanders regional SUMP programme
Institutional cooperation : Flanders

- 307 L-SUMPs - 2nd or 3th Generation
- Participation and cooperation as principles in “Act”
- **L-SUMP Guiding Commission** (GBC) is steering the process
  - key stakeholders : 10-20
  - decide on milestones by consensus (incl. assessment by ‘quick scan’)
  - Permanent multidisciplinary quality assurance by 25 experts
    - Content + Procedures
    - Give advice when there is no GBC consensus
- Flemish Quality chamber
  - 25 experts exchange, benchmark, work on expertise

- **2019: 15 Transport Regional boards**
PARTICIPATION IN SUMP

Inspiring examples – times changing
Ghent
Ghent 1990s

One way information

- Start of communication in the city – communication bicycle plan
- Telling people about the plans and upcoming works
- Awareness raising campaign

Classic tools

- Press releases
- Advertisements, local TV
- Information evenings
- Websites
- …
Gent 2000-2012

Two way information
- Telling people about the plans and work
- Asking for ideas, suggestions, comments

Classic tools and new tools
- Public hearings (general and specific projects)
- Dialogue cafés (eg, railway station development)
- Workshops on different themes
- Sound board groups for large projects
- Start using social media
Gent 2012 ‘Living streets’

Co-creation
- Plans and ideas come from citizens: transition thinking

Tools
- Small working groups on different subjects
- City administration is facilitating, NOT steering
- Spreading the virus
Transport planning as a frequently controversial area
Ringland citizen networks

- Horizontal & direct democracy initiative
- Ringland created own mandate
- Crowdfunding: EUR 100.000,00 for 4 studies to strengthen alternatives
- Basic scenario: Underground ring road + new public space + air quality filters
- 5,6 bio € financed by road charging (2€/car)
- After >10 years there is a compromise about the chosen scenario, implementation can start.
- became example for more citizen science actions
20000 citizens measure traffic impact on air quality in 30 days
Antwerp 2020: with or without ‘diesel’
“I want clean air in my school vicinity”  BXL Filtercafé
Citizen science basics

• gather evidence: “we measure together”
• inform + raise awareness
• Action + behaviour change

• Mechelen (black carbon) : 9000 measure points
• LeuvenAir.be (PM) : bottom up
• Ghent (NO2) : 5 stations in 2012, 50 in 2016
CONCLUSION

Reflection | Hints
Be positive about your SUMP

A change is never easy, but soon it will become better!

- First things first: start with developing a vision!
- Use citizens giving good examples, as they are multipliers!
- Keep people informed about what is happening!
- Visualise, avoid jargon, make it fun!
- Combine participation with media & marketing!
- Apply key attitudes and build trust, understanding, respect, willingness!
- Take ideas on merit, not the status of the person who provide it!
- Develop risk management scenario! (take step back if it goes wrongly)
- Participation is a learning process for city and participants
- Co-creation and citizen science pave a better way to behaviour change
REFERENCES

Projects | Initiatives | Handbooks
There are plenty of resources available

Participation and SUMP in…

European Platform on SUMP\text{s} \mid \text{www.eltis.org/mobility-plans}
CIVITAS PROSPERITY \mid \text{www.sump-network.eu}
CIVITAS SUMP\text{s-}Up \mid \text{www.sumps-up.eu}
CH4LLENGE \mid \text{sump-challenges.eu}
ENDURANCE \mid \text{epomm.eu/endurance}
EVIDENCE \mid \text{evidence-project.eu}
CIVITAS e-course on public involvement \mid \text{www.civitas.eu}
Your One-Stop-Shop

CIVITAS PROSPERITY is a member of the European Platform on Sustainable Urban Mobility Plans and produces a number of technical reports and other strategies to provide insights on SUMP.

European Platform on Sustainable Urban Mobility Plans

Find out more at eltis.org/mobility-plans and www.sump-network.eu

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education & campaigns

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