



SCALE-UP Community of Practice Annual Activity Report 1

Version 2.1

Disclaimer

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D8.1 – SCALE-UP Community of Practice Annual Activity Report 1

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List of acronyms	
Acronym	Meaning
CoP	Community of Practice
FUA	Functional Urban Area
MaaS	Mobility-as-a-Service
TEN-T	Trans-European Transport Network
WP	Work Package

Legal disclaimer

This project is co-funded under the European Framework Programme for Research and Innovation Horizon 2020 as part of the Societal Challenges call 2018 “Smart, Green and Integrated Transport”.

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This deliverable is a draft document subject to revision until formal approval by the European Commission.

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1. Overview

In SCALE-UP, three advanced urban nodes – **Antwerp, Madrid** and **Turku** – team up around one main goal: to develop data-driven and user-centric strategies to accelerate the take-up of smart, clean, and inclusive mobility, by means of well-connected and multi-usage urban nodes, to the level needed to meet EU climate and transport objectives.

To reach this goal, five strategic objectives are defined:

- Improve multi-level and multi-stakeholder governance enabling seamless multimodal transport across urban nodes;
- Develop (inter)connected and multimodal nodes for passengers and freight as a backbone of a resilient mobility system, including network optimisations;
- Develop data-driven mobility strategies and tools to stimulate seamless multimodal transport of passengers and freight and optimise network capacity across the wider urban area;
- Provide access to inclusive, clean, and safe mobility solutions;
- Change travel behaviour focussing on clean, active, and healthy modes of transport.

The five objectives relate to fields of intervention in which the SCALE-UP urban areas excel and deliver valuable output by implementing 28 mobility measures scaled to the FUA and taking into account the TEN-T dimension. These five areas of intervention are labelled:

- Governance
- Multimodality
- Data
- Clean, safe, inclusive
- Behaviour.

Furthermore, a strong framework for thematic policy validation amongst SCALE-UP experts guarantees a meaningful cooperation between the three urban nodes, internal capacity building between the technical partners and the city representatives, and mutual exchange and learning.

A sixth strategic objective defines how the project delivers evidence of the effectiveness of the different actions in relation to EU climate and transport targets and how it accelerates the take-up of these solutions amongst and beyond SCALE-UP urban areas.



The evaluation framework provides evidence of the impact. Moreover, the data-driven approach pays special attention to how recent digital mobility solutions yield new datasets. These offer novel insights and feed the evaluation framework resulting in improved evidence-based policy development.

SCALE-UP uses a range of knowledge sharing and capacity building methods in order to allow stakeholders from the three urban nodes to work together and cross-fertilise: knowledge exchange webinars, technical webinars, study visits, cities' sessions. All these knowledge sharing and capacity building methods support SCALE-UP's objectives and they are transversal to all WPs. In order to structure these activities and the various responsibilities, a Community of Practice (CoP) was set up at the beginning of the project. On the common understanding, a community of practice consists of a group of people who share a common interest or specific concern and learn how to pursue it better as they interact and exchange on a regular basis.

The main aim of the present deliverable is to document the main activities that took place in the CoP during the first year of the project. This document is structured in 3 chapters. After a brief overview in Chapter 1, Chapter 2 details what is aimed through the CoP and how the activities within the CoP are structured. Chapter 3 looks specifically at the various types of activities that happened during the first year of the project.

2. Knowledge exchange and capacity building in SCALE-UP

2.1. The SCALE-UP Community of Practice

To support peer-to-peer learning across the urban nodes and capacity building, SCALE-UP Community of Practice (CoP) was set up as part of WP8. Activities within the CoP are mainly structured along the strategies for horizontal and vertical integration (WP1) and the thematic cooperation in relation with the five fields of intervention, including multi-level and multi-stakeholder governance (WP2); multimodal transport systems for passengers and freight (WP3); data-driven strategies and tools (WP4); clean, safe, and inclusive mobility (WP5); and behavioural change, with a focus on active modes (WP6).

The CoP was established at the start of the project based on a contact matrix that grouped relevant experts and stakeholders from the SCALE-UP urban nodes and project partners according to their role, relevant experience, and technical expertise. It combines an online collaborative platform, the SCALE-UP exchange hub, with virtual and physical interactive workshops and site visits.

In terms of content, the focus of the activities within the CoP is mainly in the measures implemented locally by the three urban nodes, but also on cross-cutting issues such as sustainable urban mobility planning for the functional urban area (FUA) and TEN-T integration, the development and application of a common evaluation framework, or upscaling from demonstrations to strategies. Apart from stimulating regular interaction and exchange of knowledge and experiences, the CoP is also meant to be used to channel project-related communication, to share resources of common interest and to systematically collect input for and validate strategic output and deliverables, including the deliverables on strategies for vertical and horizontal integration in WP1, policy recommendations, guidelines, lessons learned, and a toolbox for behavioural change in WPs 2-6, or the evaluation framework in WP7.

2.2. The SCALE-UP exchange hub

An important component of the CoP is the online collaborative platform that allows for continuous interaction and exchanges. The SCALE-UP exchange hub is a

personalised and secure space for the community of practice and features a discussion forum, a collaboration and co-editing space, a meetings calendar, personalised notifications, and a news feed. It is the hub for the knowledge exchange activities, and it offers at the same time the project general document repository, channelling all project-related communication.

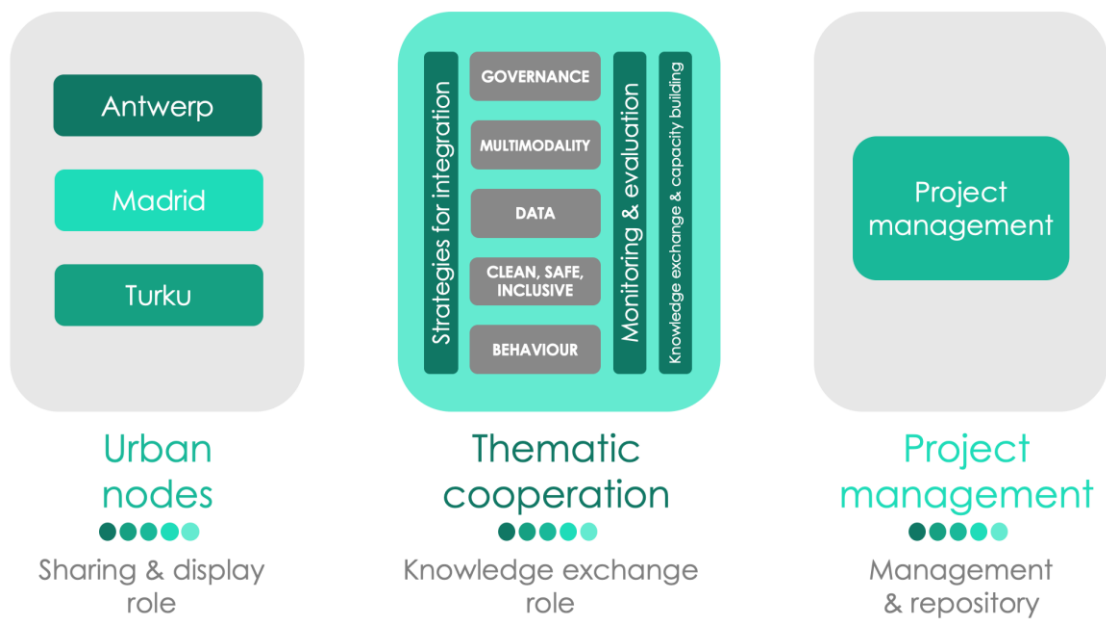


Figure 1: The structure of the SCALE-UP exchange hub

The exchange hub was designed based on the project structure, allowing dedicated spaces for each of the three urban nodes, as well as for each of the five thematic areas of intervention or key component of the project, such as strategies for integration, the framework for monitoring and evaluation, or knowledge exchange and capacity building. Each of these spaces contains a discussion board for continuous interaction, as well as a document repository that allows for sharing and collaboration.

SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

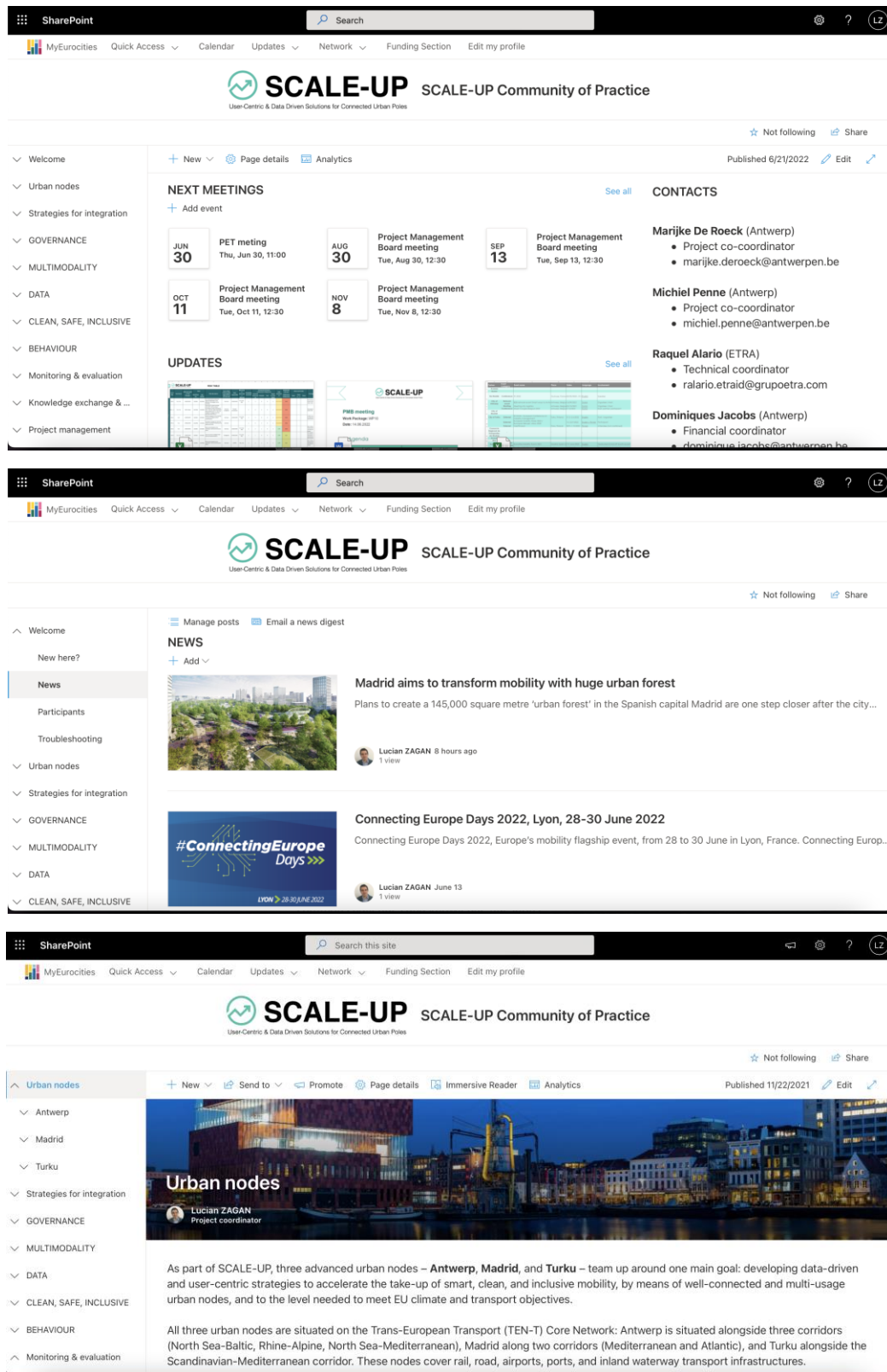


Figure 2: The SCALE-UP exchange hub



2.3. The structure of the activities within the Community of Practice

Under the CoP activities, the regular interactions on the exchange platform are combined with workshops, capacity building events, and study visits. The programme of activities will set up several mutual exchange events per year, both virtual meetings and physical events hosted by a SCALE-UP city, providing opportunity for workshops, on-site demonstrations, training, peer-learning and networking.

Knowledge exchange and capacity building can be delivered in a number of formats: from webinars (an online meeting for the exchange of knowledge) and in-person meetings (framed as exchange workshops or training sessions) to peer-learning site visits (an on-site exchange method). SCALE-UP includes various activity formats, complementing each other and responding to various needs. It uses a range of knowledge sharing and capacity building methods in order to allow the three urban nodes to work together and cross-fertilise: knowledge exchange webinars, technical webinars and in-person training sessions, site visits, and cities' sessions.

As Table 1 below shows, they are split into knowledge exchange activities or capacity building.

Table 1: The structure of the activities in the Community of Practice

KNOWLEDGE EXCHANGE	<ul style="list-style-type: none"> • Online exchange hub • Knowledge exchange webinars • Cities' sessions (in relation to project meetings) • Study visits (in relation to project meetings)
CAPACITY BUILDING	<ul style="list-style-type: none"> • Technical webinars • Training sessions ((in relation to project meetings)




























Table 2 below details each of these activities, outlining their aims, methods and formats to be deployed, as well as the intended audience and indicative frequency and/or timeline.

Table 2: Knowledge exchange & capacity building methods to be deployed

Method	Description of activities
Knowledge exchange webinars	Thematic knowledge exchange webinars on each of the five areas of interventions happen at least once every year. The aims of the webinars are to offer updates on the implementation progress of the relevant measures, receive tailored advice from peers and experts in all WPs, exchange between cities on barriers and drivers, connect challenges and create synergies. The webinars have a structured agenda and are facilitated by the thematic cooperation task leaders in WPs 2-6. Separate from the exchange webinars dedicated to the five areas of intervention, specific knowledge exchange webinars dedicated to cross-cutting topics (incl. strategies for integration) are to be organised on a more occasional basis, depending on needs. During the last year of the project, the thematic knowledge exchange webinars will focus on the transferability of the solutions demonstrated and therefore they are branded transferability webinars.
Technical webinars	Technical webinars are to be organised to focus on technical aspects concerning the implementation of measures. Inputs from various WPs as well as from external experts might be sought to bring a more varied perspective to SCALE-UP and establish synergies with other projects and initiatives. In some cases, these webinars are public, allowing for an audience beyond SCALE-UP to join. Connections with the Urban Nodes Platform (Task 9.4) will be established.
Cities' sessions	A full day devoted to the cities is to be organised every year in conjunction with annual consortium meetings or other project meetings to discuss in-depth the status of implementations, challenges, solutions, and synergies. Cities' sessions can accommodate different formats (from

	workshops or trainings to highly interactive sessions), depending on needs.
Training sessions	Several in-person training sessions, based on the project results, are to be organised alongside annual consortium meetings or the two Urban Nodes Forums (Task 9.4) to engage with highly skilled experts on specific pre-identified topics. These can be embedded into a cities' session. When feasible, training sessions are intended to be open to external participants as well.
Peer-learning study visits	Peer-learning study visits are planned in each of the three urban nodes in relation to annual consortium meetings. The visits are facilitated by one or several experts and feature a feedback session for reflection and exchange. The study visits are aimed to facilitate interaction and exchange between the three urban nodes and to help them solve the implementation challenges and refine their specific solutions. The study visits will also play a role in transferability and replication, the three Fellow Cities (Task 8.3) also joining two such visits.

Given the various constraints and commitments within the project and the experience until now, all planned activities within the Community of Practice were mapped in Figure 4 below. Things are always in flux, therefore flexibility in planning these activities is needed. As a result, this mapping should be considered as an indicative guide rather than a fixed plan.

TYPE OF ACTIVITIES	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Online exchange hub				
Knowledge exchange webinars	 x 5	 x 5	 x 5	
Transferability webinars				 x 5
Cities' sessions				
Peer-learning study visits				
Technical webinars		 	 	
Training sessions			 	
Urban Nodes Platform webinars			 	
Urban Nodes Forum				

Knowledge exchange

Capacity building

Dissemination activities

Figure 3: Planning of SCALE-UP knowledge exchange and capacity building activities

Expertise and resources to support these activities are identified on an ongoing basis during the lifetime of the project. In some cases, there are concrete topics that were identified as useful and meaningful and even the right expertise to support these activities was identified. In some other cases, things are still flexible and tentative, and internal or external expertise or synergies with other projects and activities will be identified at a later stage. As Figure 4 above shows, some of the activities are coordinated among them, for example study visits are always in connection with consortium meetings or a training session might be paired with a more general cities' session. There are also situations when knowledge exchange and capacity building are coordinated with outreach and dissemination activities, in particular in relation with the Urban Nodes Platform (Task 9.4).

3. The specific activities within the Community of Practice

3.1. Knowledge exchange webinars

3.1.1. Urban node level knowledge exchange

At the beginning of the project, a need was identified to engage in knowledge exchange dedicated to each of the three urban nodes. These meetings were organised as full-days webinars and they allowed:

- To get an initial understanding on the general approach, expected plans and challenges, tentative timeline, capacity and needs for knowledge exchange in relation with the 28 measures implemented by the urban nodes, clustered along the five areas of intervention;
- To have a structured dialogue between the thematic cooperation task leaders in WPs 2-6 and the various representatives of the local consortia involved in the implementation of the respective measures;
- To create awareness about the concepts of horizontal integration and vertical integration and to introduce the work on strategies for integration more generally;
- To present and initiate some activities in relation with the monitoring and evaluation framework;
- To get an understanding on the previous experiences and on the preferred approaches for knowledge exchange and capacity building;
- To introduce the SCALE-UP knowledge exchange hub and its features and functionalities.

The three respective meetings took place as follows:

- Turku, 28 September 2021
- Madrid, 8 October 2021
- Antwerp, 3 December 2021.

The detailed agendas of all these meetings are presented in Annex 1.

3.1.2. Thematic knowledge exchange webinars

As previously mentioned, the 28 measures that the urban nodes implement as part of SCALE-UP are clustered around five areas of interventions. The aim is to organise thematic knowledge exchange webinars around these five areas at least once a year to allow the urban nodes to exchange on the innovative solutions they are implementing, common challenges, barriers, drivers, and strategies for upscaling. These are seen as core knowledge exchange activities to advance the SCALE-UP's objectives and involve virtually all project's partners, those involved in the respective WPs having a more active role.

During the first year of SCALE-UP, four such thematic knowledge exchange webinars were organised, as follows:

1. GOVERNANCE knowledge exchange webinar #1, 16 December 2021
2. BEHAVIOUR knowledge exchange webinar #1, 8 March 2022
3. CLEAN, SAFE, INCLUSIVE knowledge exchange webinar #1, 6 May 2022
4. MULTIMODALITY knowledge exchange webinar #1, 9 May 2022.

Detailed concept notes for all these meetings are included as Annex 2. Here we present their specific aims, to give a general idea about the issues around which the exchange was built.

Besides more specific aspects, detailed below, all thematic knowledge exchange webinars brought into discussion the following aspects:

- Objectives, challenges, drivers, and barriers in relation with the measures implemented – identifying synergies among the three nodes.
- A focus on identifying capacity needs and knowledge questions over all nodes and per node in relation with the various measures implemented.
- Pool the knowledge already existing within the three urban nodes and in the SCALE-UP consortium on the relevant knowledge questions; sharing knowledge, expertise, and best practices.
- Finding any knowledge gaps and identifying what external expertise is eventually needed (content-related).
- Priorities for future exchanges – specific focus (thematic, challenges, type of barriers, type of strategies).

The more specific aims of the GOVERNANCE knowledge exchange webinar #1 had to do with:

- Each on the three urban nodes sharing knowledge on the current status of multi-level governance / cooperation; has the FUA been defined (based on which data)?
- Specific exchange on: governance structures at different levels, governance for mobility hubs, governance of MaaS.
- Build awareness concerning the required stakeholders at the FUA level to be involved (in case they are not a project partner, e.g. national authorities, provinces outside the regional authority).

The BEHAVIOUR knowledge exchange webinar #1 was similarly structured and its aims included:

- Each of the three urban nodes sharing knowledge on the current status on the use of behavioural change approaches (incentivisation, nudging, communication campaigns, marketing, etc.) in relation to mobility.
- Specific focus on data collection and digital tools for targeted behavioural change approaches, mobility management around events and using events as a catalyst for behavioural change, mobility under specific conditions (seasonal specificities: winter, rainy weather, etc.) and local branding strategies.
- Build awareness concerning the potential of behavioural change approaches in relation to urban mobility.

Similarly for the CLEAN, SAFE, INCLUSIVE knowledge exchange webinar, its specific aims had to do with the three urban nodes exchanging on:

- The current status on the planned clean, safe, and inclusive mobility solutions (focus on e-mobility services, charging infrastructures, cycling, car-free areas, safe public transport) in each urban node.
- More eco-friendly and user-centric mobility solutions without discrimination of vulnerable groups.

The specific aims of the MULTIMODALITY knowledge exchange webinar involved:

- Discussing the objectives of the planned multimodal hub measures; finding out which origins/destinations are considered, and whether it is a measure with impact at the FUA level or just municipal or more local one.

- The current status of the measures on multimodal hubs (for passengers and freight) in each urban node: planning phase, financed or not, and whether there is an implementation strategy, already in implementation.
- Raising awareness on good practices on multimodal hubs, as well as planning of hubs at the level of the FUA and in relation with TEN-T corridors. Questioning why and where to plan a hub with impact at the FUA level, how to finance it and what is the cooperation structure needed for its operationalisation.

3.1.3. Other knowledge exchange webinars

As a result of the GOVERNANCE knowledge exchange webinar, a specific need was identified for Turku to exchange with Antwerp on the governance model for public transport at regional level. Therefore, a dedicated webinar was organised on 7 March 2022, focusing specifically on the needs of Turku for setting up a governance structure for public transport in the wider region. The current governance structure for public transport in Antwerp, as well as procurement and financing aspects in relation to public transport were discussed. External stakeholders from the Flemish public transport company, De Lijn, joined the meeting and offered valuable insight..

3.2. Technical webinars

One technical webinar was organised during the first year of SCALE-UP. This was dedicated to a highly specific aspect of the evaluation framework (WP7), namely using the CREATE indicators for monitoring and understanding the context of change. It took place on 10 November 2021.

CREATE (2015-2018)'s objective was to investigate how to reduce road congestion in European cities by encouraging a switch from cars to more sustainable transport modes. And it did that by exploring historical patterns of urban road traffic and car use and identifying success factors in encouraging modal shift. The CREATE project

has organised the elements of successful policies into eight groups, the eight Ms: Mood, Motivation, MaaS, Momentum, Mechanisms, Measures, Methods, Money.¹

The technical webinar in SCALE-UP used the opportunity of having Peter Jones, the coordinator of CREATE, in its Advisory Board, to invite him to explain how did the CREATE consortium arrived at these 8 Ms and how he thinks they can be used in practice. Following the introductory presentation, TML, as Evaluation Manager in SCALE-UP, explained how they think the CREATE indicators can be used in an evaluation framework and particularly how they can be applied to monitoring and understanding the context for change in each SCALE-UP urban node. An interactive discussion with representatives of the three urban nodes (local evaluation managers, local coordinators, other representatives of the urban node), focusing on a selection of the CREATE indicators, namely Mood (and Motivation), Mass, Momentum, Mechanisms, followed.

The agenda of the technical webinar is included as Annex 4.

3.3. Study visits

In relation with the consortium meeting and General Assembly in Antwerp, 16-18 May 2022, a full-day peer-learning study visit was organised during the first day of the meeting. The study visit focused on several mobility innovations and good practices around Antwerp and features:

- A “Smart Mobility Safari” to identify various shared micro-mobility solutions existing in Antwerp and the needed infrastructure and regulations;
- Multimodal hubs (both central and peripheric ones – Operaplein and Linkeroever) and their relation with public transport;
- A wayfinding system in the city centre (Astridplein) to increase the attractiveness of walking, cycling, and other micro-mobility solutions;
- A visit at the Beacon, an innovation ecosystem to encourage and accelerate the development of data-driven solutions for sustainable mobility;

¹ These are presented in a detailed manner in CREATE, *The CREATE Guidelines: Pathways to Tackling Congestion and Reducing Levels of Car Use in European Cities*, Section 6: Making change happen: Implementing the CREATE approach – the 8 M's, pp. 48-75; retrieved on 10 June 2022 from <http://nws.eurocities.eu/MediaShell/GetMediaBytes?mediaReference=id174537>.

- The visit at the Beacon also created the opportunity for several presentations and demonstrations, to make the connection with the measures implemented by Antwerp in SCALE-UP;
- The visit at the P+R Linkeroever allowed to make the connection with the Big Link project, Antwerp's flagship project to complete the city's ring road.

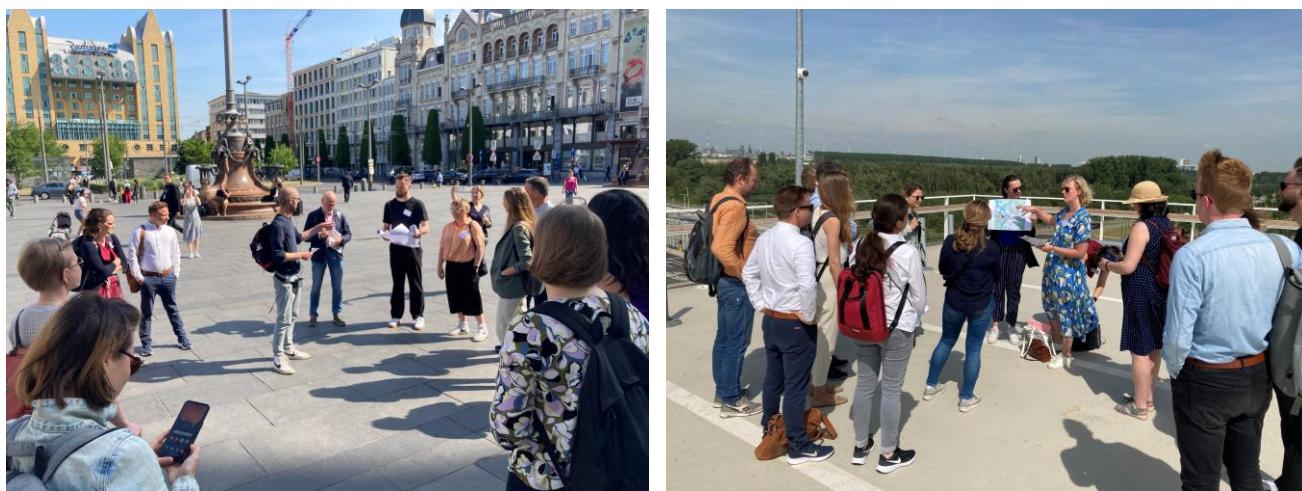


Figure 4: Photos taken during the study visit in Antwerp

Annex 5 presents the detailed programme of the peer-learning study visit.

3.4. Cities' sessions

Also in relation with the consortium meeting and General Assembly in Antwerp, which offered the opportunity to meet for the first time in-person, an ample Cities' Session was organised, with several components:

- A session on seizing the context for change, organised by Transport & Mobility Leuven (TML), as SCALE-UP evaluation manager. The session featured an introduction on the CREATE indicators by TML, followed by a very interactive discussion with the local evaluation managers (Traject, UPM, and TUAS) and other stakeholders from the three urban nodes.
- Two presentations on strategies for integration, by Jos Arts (as member of the Advisory Board) and Andrés Monzón (as SCALE-UP Strategies for Integration Manager), explained and exemplified the concepts at issue and created

- better awareness among the urban nodes representatives about horizontal and vertical integrations. Results of the work done in WP1 were also presented.
- An interactive exercise in three breakout groups that allowed to reflect upon and bring together the main structural aspects promoted by the project (governance aspects, planning and implementation, horizontal integration, vertical integration, awareness and behaviour change, impact assessment, upscaling and replication). The exercise was organised in two sessions: one for working and exchanging within the breakout groups and the other for presenting the results and extensive discussion involving all consortium members. A support canvas was prepared based on input of the different partners to guide the work within the breakout groups. The three topics around which the exchanges in the three groups were organised were the following:
 - Maas and data-driven mobility
 - Hubs for multimodality
 - The role of public transport and shared mobility in shifting mobility behaviour.



Figure 5: Photos taken during the cities' session in Antwerp

Annex 5 presents the full programme of the cities' session.

MaaS and data | Support canvas

VALUE PROPOSITION / OBJECTIVE(S)	PLANNING & IMPLEMENTATION	GOVERNANCE	HORIZONTAL INTEGRATION
VERTICAL INTEGRATION	AWARENESS & BEHAVIOURAL CHANGE	IMPACT ASSESSMENT	UPSCALING & REPLICATION

MaaS and data | Support canvas

<p>VALUE PROPOSITION / OBJECTIVE(S)</p> <ul style="list-style-type: none"> • Please consider as potential examples all SCALE-UP measures implemented in your city that have relevance for this topic. • Is MaaS user centric and what does this involve in practice? • Integration of transport, mobility, and city services in general: priorities and goals. 	<p>PLANNING & IMPLEMENTATION</p> <ul style="list-style-type: none"> • Integration of transport and mobility data: responsibilities, plans, and goals? • Implementation of performance indicators and monitoring. • Mapping standards: who does what? • Convincing third parties: why should they provide data? • Privacy issues? Does that limit the data collected or the means by which this data is processed? 	<p>GOVERNANCE</p> <ul style="list-style-type: none"> • Are there adequate synergies between mobility services providers and public administrations? Can you give concrete examples? • Business models for MaaS. • What is the cooperation structure behind MaaS? Are there any public-private partnerships involved? • Colleagues from Ecorys will be at the table and will offer relevant guidance on governance-relevant aspects. 	<p>HORIZONTAL INTEGRATION</p> <ul style="list-style-type: none"> • Standardization and data sharing + legal agreements and regulatory frameworks for sharing data + open source applications; are there any clear strategies? • How is data used? And does it influence transport and mobility decisions? Is there a systematic use of data for planning services in the city + RUA? • Are the operators willing to share data with each other? Are they legally obliged? • Urban node MaaS (in each node): MaaS enablement + single ticketing system. Are the different mobility operators ready to implement MaaS? • Is there an existing business figure of 'data operator'? Do you see a business opportunity in mobility data management? Is this regulated legally? Guidelines or rules to start with for data collection (e.g., Flemish OSLO project). • Colleagues from UPM will be at the table and will offer relevant guidance on horizontal integration aspects.
<p>VERTICAL INTEGRATION</p> <ul style="list-style-type: none"> • Consider aspects pertaining to vertical integration relevant for the project's planning and implementation. • Is the MaaS or data-driven system considered defined at city, regional, or wider (national, TEN-T) level? • Colleagues from Ecorys will be at the table and will offer relevant guidance on vertical integration aspects. 	<p>AWARENESS & BEHAVIOURAL CHANGE</p> <ul style="list-style-type: none"> • Can a MaaS app integrate incentives and nudges for sustainable modes? Think of concrete potential examples. • How would that affect the mobility services market? Would that be accepted by all stakeholders? • How can shared data (e.g., from different operators) be used to change people's behavior towards more active modes? • Is there an integrated app for shared active modes services (integrated or not with PT services)? 	<p>IMPACT ASSESSMENT</p> <p>Possible indicators:</p> <ul style="list-style-type: none"> • Integration of mobility providers in MaaS offer • Number of MaaS users • Awareness (and acceptance) of MaaS offer (citizens) • Satisfaction level of MaaS users • Car ownership • Types of data collected at city/RUA level <p>Risks planning & implementation process:</p> <p>Possible barriers:</p> <ul style="list-style-type: none"> • Cooperation between stakeholders • Data standardisation and sharing • Financial distribution among providers of ticket fees <p>Possible drivers:</p> <ul style="list-style-type: none"> • EC Data Act: general data management rules • Smooth use of different/a combination of modes by users <p>• Colleagues from TML will be at the table and will offer relevant guidance on impact assessment aspects.</p>	<p>REPLICATION & SCALING UP</p> <ul style="list-style-type: none"> • There is a principled distinction between replication and scaling up. • Replication involves the use of lessons learned from the demonstration projects and applying them elsewhere. • Scaling up indicates that results of demonstration projects will be used in the design and implementation of local / regional / national strategies. • Colleagues from Ecorys will be at the table and will offer further guidance on these issues.

Figure 6: Canvas used as support for the Cities' Session interactive exercise



3.5. Future planned activities

Already planned future knowledge exchange and capacity building activities include:

- DATA knowledge exchange webinar #1, 22 June 2022
- Technical webinar on Citizen science methods in mobility projects, September-October 2022.

Annex 1: Agendas of the urban node level knowledge exchange webinars

Turku – Urban node level knowledge exchange

28 September 2021, 10:00-17:00 EEST / 9:00-16:00 CEST

DRAFT AGENDA

Time	Content	Main responsible	Requests for urban node representatives
10:00-10:05 EEST / 9:00-9:05 CEST	Welcome	Eurocities	
10:05-10:25 EEST / 9:05-9:25 CEST	The SCALE-UP Community of Practice and how to use the exchange hub	Eurocities	

<p>10:25-10:40 EEST / 9:25-9:40 CEST</p>	<p>GOVERNANCE projects</p>	<p>Urban Node Turku</p>	<p>Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange. A general presentation will not reflect the goal of the meeting but will be general, like the kick-off. It is a working meeting, so it is important to go into specific context, strategic objectives, planning and implementation details, barriers, and capacity needs, so that we can advance in our work.</p> <p>We would also appreciate it if the responsible persons for the WP 2 projects are known, so that we can have direct contact.</p>
<p>10:40-10:55 EEST / 9:40-9:55 CEST</p>	<p>Structured discussion on the GOVERNANCE projects</p>	<p>Ecorys & Urban Node Turku</p>	<p>Thematic coordinators and local coordinators should relate in advance so that the discussion is structured and guided towards results.</p> <p>Please upload on the Community of Practice exchange hub documents on the approach, timeline, plans, challenges, drivers, strategies, needs and expectations</p>



SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

			at forehand, so that Ecorys can prepare the “moderation” and make it an efficient discussion.
10:55-11:05 EEST / 9:55-10:05 CEST	General discussion on the GOVERNANCE projects	All partners, moderated by Ecorys	
11:05-11:15 EEST / 10:15-10:15 CEST	<i>Short break</i>		
11:15-11:30 EEST / 10:15-10:30 CEST	MULTIMODAL projects	Urban Node Turku	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange. A general presentation will not reflect the goal of the meeting but will be general, like the kick-off. It is a working meeting, so it is important to go into specific context, strategic objectives, planning and implementation details, barriers, and capacity needs, so that we can advance in our work.



			We would also appreciate it if the responsible persons for the WP 3 projects are known, so that we can have direct contact.
11:30-11:45 EEST / 10:30-10:45 CEST	Structured discussion on the MULTIMODAL projects	ETRA & Urban Node Turku	Thematic coordinators and local coordinators should relate in advance so that the discussion is structured and guide it towards results.
11:45-11:55 EEST / 10:45-10:55 CEST	General discussion on the MULTIMODAL projects	All partners, moderated by ETRA	Thematic coordinators and local coordinators should relate in advance so that the discussion is structured and guided towards results.
11:55-12:05 EEST / 10:55-11:05 CEST	<i>Short break</i>		
12:05-12:20 EEST / 11:05-11:20 CEST	DATA projects	Urban Node Turku	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange. A general presentation will not reflect the goal of the meeting but will be general, like the kick-off. It is a working meeting, so it is important to go into specific context, strategic objectives, planning and

			<p>implementation details, barriers, and capacity needs, so that we can advance in our work.</p> <p>We would also appreciate it if the responsible persons for the WP 4 projects are known, so that we can have direct contact.</p>
12:20-12:35 EEST / 11:20-11:35 CEST	Structured discussion on the DATA projects	UPM & Urban Node Turku	Thematic coordinators and local coordinators should relate in advance so that the discussion is structured and guided towards results.
12:35-12:45 EEST / 11:35-11:45 CEST	General discussion on the DATA projects	All partners, moderated by UPM	
12:45-13:45 EEST / 11:45-12:45 CEST	<i>Lunch break</i>		
13:45-14:00 EEST / 12:45-13:00 CEST	CLEAN, SAFE, INCLUSIVE projects	Urban Node Turku	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange. A general presentation will not reflect the goal of the meeting but will be general, like the kick-off. It is a working

			<p>meeting, so it is important to go into specific context, strategic objectives, planning and implementation details, barriers, and capacity needs, so that we can advance in our work.</p> <p>We would also appreciate it if the responsible persons for the WP 5 projects are known, so that we can have direct contact.</p>
14:00-14:15 EEST / 13:00-13:15 CEST	Structured discussion on the CLEAN, SAFE, INCLUSIVE projects	ETRA & Urban Node Turku	Thematic coordinators and local coordinators should relate in advance so that the discussion is structured and guided towards results.
14:15-14:25 EEST / 13:15-13:25 CEST	General discussion on the CLEAN, SAFE, INCLUSIVE projects	All partners, moderated by ETRA	
14:25-14:40 EEST / 13:25-13:40 CEST	BEHAVIOUR projects	Urban Node Turku	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange. A general presentation will not reflect the goal of the meeting but will be general, like the kick-off. It is a working meeting, so it is important to go into specific

			<p>context, strategic objectives, planning and implementation details, barriers, and capacity needs, so that we can advance in our work.</p> <p>We would also appreciate it if the responsible persons for the WP 6 projects are known, so that we can have direct contact.</p>
14:40-14:55 EEST / 13:40-13:55 CEST	Structured discussion on the BEHAVIOUR projects	Eurocities & Urban Node Turku	Thematic coordinators and local coordinators should relate in advance so that the discussion is structured and guided towards results.
14:55-15:05 EEST / 13:55-14:05 CEST	General discussion on the BEHAVIOUR projects	All partners, moderated by Eurocities	
15:05-15:15 EEST / 14:05-14:15 CEST	<i>Short break</i>		
15:15-15:30 EEST / 14:15-14:30 CEST	General approach on strategies for horizontal integration	UPM	

15:30-15:55 EEST / 14:30-14:55 CEST	Structured discussion on local aspects having to do with horizontal integration	UPM & Urban Node Turku	Task leaders and local coordinators should relate in advance so that the discussion is structured and guided towards results.
15:55-16:10 EEST / 14:55-15:10 CEST	General approach on strategies for vertical integration	Ecorys	
16:10-16:35 EEST / 15:10-15:35 CEST	Structured discussion on local aspects having to do with vertical integration	Ecorys & Urban Node Turku	Task leaders and local coordinators should relate in advance so that the discussion is structured and guided towards results.
16:35-16:45 EEST / 15:35-15:45 CEST	General discussion on strategies for integration	All partners, moderated by UPM & Ecorys	
16:45-17:00 EEST / 15:45-16:00 CEST	Wrapping up and closing	ETRA & Eurocities	



Madrid – Urban node level knowledge exchange

24 September 2021, 9:00-17:00

DRAFT AGENDA

Time	Content	Main responsible	Requests for urban node representatives
9:00-9:10	Welcome	Eurocities	
9:10-9:25	GOVERNANCE projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange
9:25-9:45	Structured discussion on the GOVERNANCE projects	Ecorys & Urban Node Madrid	
9:45-9:55	General discussion on the GOVERNANCE projects	All, moderated by Ecorys	
9:55-10:10	MULTIMODAL projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange



10:10-10:30	Structured discussion on the MULTIMODAL projects	ETRA & Urban Node Madrid	
10:30-10:40	General discussion on the MULTIMODAL projects	All, moderated by ETRA	
10:40-10:50	<i>Short break</i>		
10:50-11:05	DATA projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange
11:05-11:25	Structured discussion on the DATA projects	UPM & Urban Node Madrid	
11:25-11:35	General discussion on the DATA projects	All, moderated by UPM	
11:35-11:50	CLEAN, SAFE, INCLUSIVE projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange
11:50-12:10	Structured discussion on the CLEAN, SAFE, INCLUSIVE projects	ETRA & Urban Node Madrid	



12:10-12:20	General discussion on the CLEAN, SAFE, INCLUSIVE projects	All, moderated by ETRA	
12:20-13:15	<i>Lunch break</i>		
13:15-13:30	BEHAVIOUR projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange
13:30-13:50	Structured discussion on the BEHAVIOUR projects	Eurocities & Urban Node Madrid	
13:50-14:00	General discussion on the BEHAVIOUR projects	All, moderated by Eurocities	
14:00-14:10	<i>Short break</i>		
14:10-14:25	General approach on strategies for horizontal integration	UPM	
14:25-14:50	Structured discussion on local aspects	UPM & Urban Node Madrid	



	having to do with horizontal integration		
14:50-15:05	General approach on strategies for vertical integration	Ecorys	
15:05-15:30	Structured discussion on local aspects having to do with vertical integration	Ecorys & Urban Node Madrid	
15:30-15:40	General discussion on strategies for integration	All, moderated by UPM & Ecorys	
15:40-15:50	<i>Short break</i>		
15:50-16:05	Short presentation on using the CREATE qualitative indicators in evaluation	TML	
16:05-16:25	Structured discussion on local aspects having to do with the	TML & Urban Node Madrid	



	CREATE qualitative indicators		
16:25-16:45	General approach to knowledge exchange and capacity building	Eurocities	<p>In order to have a meaningful discussion, please think in advance at the following questions:</p> <ul style="list-style-type: none"> • What knowledge transfer or capacity building methods (e.g., knowledge exchange webinars, online forum, peer-learning study visits, technical webinars, training sessions, etc.) have you experienced and which ones do you think are the most effective? • What knowledge / skills / capacity / inspiration do you think your urban area would need to improve in order to advance its sustainable mobility objectives and to address the challenges coming from its role as an urban node on the TEN-T network? • Can you think of solutions / approaches / strategies tried out in your urban area that were particularly successful or which could be transferred to other urban areas?

16:45-17:00	Wrapping up and closing	Eurocities	
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Antwerp – Urban node level knowledge exchange

3 December 2021, 9:00-15:30

DRAFT AGENDA

Time	Content	Main responsible	Requests for urban node representatives
9:00-9:10	Welcome	Eurocities	
9:10-9:25	GOVERNANCE projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange
9:25-9:45	Structured discussion on the GOVERNANCE projects	Ecorys & Urban Node Madrid	



9:45-9:55	General discussion on the GOVERNANCE projects	All, moderated by Ecorys	
9:55-10:10	MULTIMODAL projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange
10:10-10:30	Structured discussion on the MULTIMODAL projects	ETRA & Urban Node Madrid	
10:30-10:40	General discussion on the MULTIMODAL projects	All, moderated by ETRA	
10:40-10:50	<i>Short break</i>		
10:50-11:05	DATA projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange
11:05-11:25	Structured discussion on the DATA projects	UPM & Urban Node Madrid	
11:25-11:35	General discussion on the DATA projects	All, moderated by UPM	



11:35-11:50	CLEAN, SAFE, INCLUSIVE projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange
11:50-12:10	Structured discussion on the CLEAN, SAFE, INCLUSIVE projects	ETRA & Urban Node Madrid	
12:10-12:20	General discussion on the CLEAN, SAFE, INCLUSIVE projects	All, moderated by ETRA	
12:20-13:15	<i>Lunch break</i>		
13:15-13:30	BEHAVIOUR projects	Urban Node Madrid	Short presentation on general approach, timeline, expected plans and challenges, capacity and needs for knowledge exchange
13:30-13:50	Structured discussion on the BEHAVIOUR projects	Eurocities & Urban Node Madrid	
13:50-14:00	General discussion on the BEHAVIOUR projects	All, moderated by Eurocities	
14:00-14:10	<i>Short break</i>		



14:10-14:25	General approach on strategies for horizontal integration	UPM	
14:25-14:50	Structured discussion on local aspects having to do with horizontal integration	UPM & Urban Node Madrid	
14:50-15:05	General approach on strategies for vertical integration	Ecorys	
15:05-15:30	Structured discussion on local aspects having to do with vertical integration	Ecorys & Urban Node Madrid	
15:30-15:40	General discussion on strategies for integration	All, moderated by UPM & Ecorys	
15:40-15:50	<i>Short break</i>		
15:50-16:05	Short presentation on using the CREATE	TML	



	qualitative indicators in evaluation		
16:05-16:25	Structured discussion on local aspects having to do with the CREATE qualitative indicators	TML & Urban Node Madrid	
16:25-16:45	General approach to knowledge exchange and capacity building	Eurocities	<p>In order to have a meaningful discussion, please think in advance at the following questions:</p> <ul style="list-style-type: none"> • What knowledge transfer or capacity building methods (e.g., knowledge exchange webinars, online forum, peer-learning study visits, technical webinars, training sessions, etc.) have you experienced and which ones do you think are the most effective? • What knowledge / skills / capacity / inspiration do you think your urban area would need to improve in order to advance its sustainable mobility objectives and to address the challenges coming from its role as an urban node on the TEN-T network?

			<ul style="list-style-type: none"> Can you think of solutions / approaches / strategies tried out in your urban area that were particularly successful or which could be transferred to other urban areas?
16:45-17:00	Wrapping up and closing	Eurocities	

Annex 2: Concept notes for thematic knowledge exchange webinars

GOVERNANCE Thematic Knowledge Exchange Webinar #1 | Concept note

16 December 2021, 13:00-15:30 CET

Concept note prepared by Ecorys & Eurocities

Format: discussion guided by the moderator

Preparation: share the concept note in advance of the meeting; site coordinators think in advance of a way of presenting the governance structure in place (3-4 min.) and the measures to be implemented, including organisations/people involved (2 min. per measure)

Aims: Sharing on each of the urban nodes' experiences:

- What is the current status of multi-level governance / cooperation; has the FUA been defined (based on which data)
- Objectives, challenges, drivers, and barriers on multi-level governance (general and per theme) – are these the same for all nodes?
- Identify capacity needs and questions over all nodes and per node
- Bring to the forum the knowledge already existing within the three urban nodes and in the SCALE-UP consortium
- Identify which external expertise is eventually needed (content-related)
- Build awareness concerning the required stakeholders in the FUA to be involved (if they are not project partner, e.g. national authorities, provinces outside the regional authority)

1. Opening (10 min.)

- Welcome

- Aims of the meeting
- Process (what is foreseen after this meeting)
- Brief reminder on the A1-A2-M1-T1 measures to be implemented + brief presentation in the context of the organisations / people (function and expertise) involved (2 min. per measure – really brief, we can detail as needed during the exchange)

2. Governance structures (1 h.) – *guided discussion*

- Briefly present the governance structure in place (3 x 4 min.)
- Can you briefly mention the existing / in-progress strategies and their territorial relevance (SUMP, SRUMP)?
- *Encourage a round of clarificatory questions, if any, between each of the urban nodes*
- Planning at regional / functional urban area (FUA) level (stakeholders to involve, cooperation structures – how to set them up, sharing of responsibility between municipalities and regional organisations, continuous adaptation for better cooperation between municipalities and regional organisations)
- Stress FUA aspects through further questions (how is FUA defined in the case of your urban node, spatial overlap between FUA and the existing / in-progress strategies, relationship between FUA and regional planning)
- Setting up a PT authority / organisation model at regional level – main aim for Turku; share experiences with Madrid and their objectives under the Governance WP; how does it work for Antwerp
- TEN-T aspects: inter-relation with the corridor(s); relation to CEF projects / access to CEF funding
- *Encourage a round of questions between each of the urban nodes*
- Specific challenges/barriers in relation to measures A1, M1, T1 – how are they tackled, are there solutions tested in the other urban nodes, are there shared challenges/barriers
- *Questions from the audience, if any*



3. Governance for mobility hubs (30 min.) – *guided discussion*

- Current status on multimodal hubs strategies (please focus on your strategy rather than good practices on an implementation level, as that will be discussed under WP3)
- Objectives: what role(s) do multimodal hubs play in the overall mobility/logistics system
- Experiences from the three urban nodes (challenges and barriers)
- *Encourage a round of questions between each of the urban nodes*
- Cooperation structure, partnerships, service design
- Integrated passenger-logistics solutions
- Are there shared capacity needs and knowledge questions?
- *Encourage a round of questions between each of the urban nodes*
- *Questions from the audience, if any*

4. Governance of MaaS (30 min.) – *guided discussion*

- MaaS models – Antwerp on the models considered
- Experiences from the three urban nodes (objectives, challenges, barriers)
- Specific objectives and cooperation in relation with A2 (Antwerp)
- Preliminary insights from the survey at regional level done in Madrid
- *Encourage a round of questions between each of the urban nodes*
- Challenges concerning data governance
- Are there shared capacity needs and knowledge questions?
- *Encourage a round of questions between each of the urban nodes*
- *Questions from the audience, if any*

5. Closing (20 min.) – *guided discussion*

- Round-up (*remaining questions between urban nodes – encourage each of them to ask questions to each other*)
- Priorities for future exchanges – specific focus (thematic, challenges, type of barriers, type of strategies)
- *Each urban node is encouraged to give some feedback on today's exchange*

Topics for future exchanges:

- Governance of freight (public or market governance, impact on local objectives, definition of political responsibilities, which FUA for freight to consider, which stakeholders to involve / which cooperation models to adopt, Sulp model to help the process – or other planning tools)
- Governance of parking (issues in Turku and Madrid – e.g., in relation to pedestrianisation, coordination between municipal and regional parking policies, P+R – service design, their role in the overall mobility system, integration within the overall parking policy)
- Upscaling strategies from municipal to the regional level – e.g., citizen and stakeholder engagement model (Smart Ways to Antwerp – how to bring it to regional level)

Aims for future meetings:

- Which performance indicators are used; translate results of the exchange into WP1-WP7 questions
- Discuss on possible strategies based on the draft integration framework, including timeline and implementation expectations of strategies – WP 1
- Validation / implementation of recommended strategies

BEHAVIOUR Thematic Knowledge Exchange Webinar #1 | Concept note

8 March 2022, 11:00-13:00 CET / 12:00-14:00 EET

Concept note prepared by Eurocities

Format: discussion guided by the moderator

Preparation: share the concept note in advance of the meeting; site coordinators think in advance of a way of presenting the urban nodes' existing experience on behavioural change approaches in relation to mobility (4-5 min. per urban node) and the measures to be implemented, including organisations/people involved (2 min. per measure)

Aims: Sharing on each of the urban nodes' experiences :

- What is the current status on the use of behavioural change approaches (incentivisation, nudging, communication campaigns, marketing, etc.) in relation to mobility in each of the urban nodes
- Objectives, challenges, drivers, and barriers related to the behavioural change measures – identify synergies among the three nodes
- Identify capacity needs and knowledge questions over all nodes and per node
- Bring to the forum the knowledge already existing within the three urban nodes and in the SCALE-UP consortium; identify which other expertise is eventually needed
- Build awareness concerning the potential of behavioural change approaches

1. Opening (5 min.)

- Welcome
- Aims of the meeting
- Process (what is foreseen after this meeting)

2. The wider perspective (10 min.) – presentation by Eurocities



- Designing choice for mobility behaviour change
- 3. The potential of behavioural change approaches** (30 min.) – *interventions from each of the urban nodes (can be informal, but take a bit of time in advance to structure your thoughts) and guided discussion*
- The urban nodes' existing experience on behavioural change approaches in relation to mobility – overview of recent experiences and concrete details, including methodological, on the implementation of one such measure (3 x 5 min.)
 - *Encourage a round of clarificatory questions, if any, between each of the urban nodes*
 - Distinguishing between various types of behavioural approaches
 - What objectives can be met via such measures?
 - What works and what doesn't work in terms of incentives/nudges; effective behavioural approaches to result in improved modal shift
 - Communication strategies for incentives (e.g. how do you reach the intended target groups)
 - The role of such measures within mobility strategies and policies
 - *Encourage a round of questions between each of the urban nodes*
 - *Questions from the audience, if any*
- 4. Data collection and digital tools for targeted behavioural change approaches** (15 min.) – *brief presentation of the relevant measures from each of the urban nodes + guided discussion*
- Brief reminder on the A9 & T8 measures to be implemented + brief presentation in the context of the organisations / people (function and expertise) involved (really brief, we can detail as needed during the exchange)
 - Short presentation of Smartways to Antwerp user profiles



- Experiences from the three urban nodes (objectives, challenges, barriers, drivers, existing successful approaches)
- Categorisation of user segments / identifying target groups and designing user-specific incentives/nudges
- Digital tools for managing incentives/nudges
- Connecting data from various service providers
- Integration with other data-driven initiatives at the local level and their role within the strategies at local level
- Is there any vertical integration component – cooperation between the local level and FUA/regional/national level? At which territorial level is the impact of these measures considered? Do you see potential for upscaling?
- *Encourage a round of questions between each of the urban nodes to identify synergies and common knowledge questions*
- *Questions from the audience, if any*

5. Mobility management around events and using events as a catalyst for behavioural change (15 min.) – *brief presentation of the relevant measures from each of the urban nodes + guided discussion*

- Brief reminder on the A10, M8, & T9 measures to be implemented + brief presentation in the context of the organisations / people (function and expertise) involved (really brief, we can detail as needed during the exchange)
- Experiences from the three urban nodes (objectives, challenges, barriers, drivers); types of events each city organises
- What role can local authorities have in event management so that to have a say in promoting sustainable mobility solutions for events (regulatory role?, partnerships with event organisers?)
- Insights on existing successful approaches
- Improved travel information / guidance for events, including digital tools; communication on secure routes for arriving at events' sites
- Accessibility for vulnerable groups

- Incentives/nudges to be used for sustainable travel to events
- Cooperation with event organisers
- Temporary instalments / mobility solutions for events
- *Encourage a round of questions between each of the urban nodes to identify synergies and common knowledge questions*
- *Questions from the audience, if any*

6. Mobility under specific conditions (seasonal specificities: winter, rainy weather, etc.) and local branding strategies (10 min.) – *brief presentation of the relevant measures from each of the urban nodes + guided discussion*

- Brief reminder on the T10 measure to be implemented + brief presentation in the context of the organisations / people (function and expertise) involved (really brief, we can detail as needed during the exchange)
- Experiences from the three urban nodes (objectives, challenges, barriers, drivers, existing successful approaches)
- *Encourage a round of questions between each of the urban nodes to identify potential synergies and common knowledge questions*
- *Questions from the audience, if any*

7. Measuring the impact of behavioural change measures (15 min.) – *guided discussion*

- Effective methods to assess the impact of the incentives/nudges tested; which performance indicators are to be used – experiences from the three urban nodes
- How to create a long-term impact with behavioural approaches
- *Encourage a round of comments between each of the urban nodes to identify common challenges and knowledge questions*
- *Questions from the audience, if any*

8. Closing (20 min.) – guided discussion

- Round-up (remaining questions between urban nodes – encourage each of them to ask questions to each other)
- Priorities for future exchanges – specific focus (thematic, challenges, type of barriers, type of strategies)
- Integration with other streams of activities within SCALE-UP – technical partners are invited to intervene with comments/questions
- Each urban node will be encouraged to give some feedback on today's exchange

CLEAN, SAFE, INCLUSIVE Thematic Knowledge Exchange Webinar #1 | Concept note

6 May 2022, 11:00-13:00 CET

Concept note prepared by ETRA

Format: discussion guided by the moderator

Preparation: share the concept note in advance of the meeting; site coordinators think in advance of a way of presenting the strategy of their city / region in terms of Clean, safe, and inclusive mobility solutions (4-5 min. per urban node), the scaling up challenges, and the measures to be implemented and to be scaled up, including organisations/people involved (2 min. per measure).

Aims: Sharing on each of the urban nodes' experiences:

- Which is the current status on the planned clean, safe and inclusive mobility solutions (e-mobility services, charging infrastructures, safe public transport...) in each urban node.
- Objectives, challenges, drivers and barriers to get an eco-friendlier and user-centric mobility solutions without discrimination to vulnerable groups.
- Identify capacity needs and knowledge questions that come up in some nodes and others that were in common to all of them (Antwerp, Madrid and Turku).



- Share knowledge, expertise and best practices already existing within the 3 urban nodes to help all the partners to improve the quality of the mobility in the cities.
- Are there knowledge gaps? Identify which external expertise is eventually needed (content-related).
- Build awareness concerning the potential of the clean, safe and inclusive approaches.

1. Opening (10 min.)

- Welcome
- Aims of the meeting
- Process (what is foreseen after this meeting; what is the process before the meeting (earlier bi-lateral discussions)
- Brief reminder on the A6-A7-A8-M5-M6-M7-T6-T7 measures to be implemented within this WP5; objective of the project (relation with vertical integration challenges) + brief presentation in the context of the organisations/people (function and expertise) involved (2 min. per measure – really brief). Are these measures part of existing plans?

2. Context

- Briefly describe the strategies of your city/region in terms of clean, safe and inclusive mobility solutions. How are they addressed?

3. Promotion of cycling as a sustainable mode of transport

This section is focused on the measures A7 + M5 + M6 ((e-)bikes for zero emissions) + T6 (bike services).

- **Organizational aspects**
 - Antwerp to present how their bike sharing system is organized and how is it upscaled at regional level?

- About the deployment of the required infrastructure, who defines the location of the docking stations? Who builds the infrastructure? Who manages and operates it? Are they local/regional entities, private companies or a mix of them?
- Which are the barriers faced for deploying an electric bike sharing system?
- Please, provide examples and best/worst practices for bike services.
- To which extent is the bike sharing system inclusive? Does it require having a smartphone? Is it available to people with low incomes?
- **Financial aspects**
 - Regarding the building and deployment of the bike infrastructure, how is it financed? Public and/or private funding? Which challenges are faced?
 - Regarding the operation of the bike-sharing system, which is the exploitation model followed in your city? Is it economically profitable? Public and/or private funding?
 - Exchange on different ways to attract investments to finance the bike sharing system.
 - Exchange on service models and operational models for business viability
- **Vertical upscaling**
 - Which challenges are you facing to upscale the bike sharing services at regional level?
 - Antwerp to exchange their experience in upscaling public bike services to FUA level? How did you achieve the agreements and collaboration of the different stakeholders and municipalities?
 - Regarding the special bike services for large events, Madrid and Antwerp to exchange on potential solutions. Is it of interest for Turku?
- **Horizontal upscaling**
 - DIGITAL: Do you have an APP/API that integrates the bike public service jointly with the other public transport modes? Please, Madrid, could you give us more details about how it was done, requirements, stakeholders...?
 - PHYSICAL: Do you plan to integrate bike services in multimodal hubs? How the services offered are defined (number of docking stations, charging points....)?



- HUMAN: Does your city promote and encourage the use of the bikes as healthier and more ecological mode of transport? Are the campaigns launched by the local authorities? Which target groups are addressed with these campaigns (e.g. tourists, children, elder people...)? Are you facing challenges with specific user groups?
- Identification of successful cycling campaigns
- Please, exchange on experiences (locally and nationally) in day-care and schools to activate families and children to walk and cycle to education sites

4. Shift to sustainable modes of transport

This section is focused on the measures M7 (car-free areas and pedestrian zones) + M6 (charging infrastructure) + T6 (inclusive sustainable mobility activation model for kindergartens and schools)

- **Organizational aspects**

- How do the traffic planners contribute to redefine the routes for vehicles and public transport when the streets are pedestrianized (totally or partial car free) or when safe routes are created for children using the bikes? Which other stakeholders are involved? Are there any challenges?
- Is there any strategy at city or regional level supporting the initiatives to drive the change towards sustainable transport modes (either campaigns or major infrastructure works such as pedestrianizations)? Who is responsible of defining/promoting/implementing these initiatives?
- Do the shops owners and residents support the interventions (especially when they reduce accessibility to certain areas by car)? Which communication channels are in place to collect the feedback? Are these stakeholders involved in the definition of the initiatives, or are they just informed?
- Regarding the charging infrastructure for electric vehicles, is there any platform at local (or even regional) level to integrate the public charging stations? If not, why? Are there specific challenges or barriers?

- **Financial aspects**



- Where did you get the funding to develop these initiatives towards more sustainable mobility? Public or private entities? How are the entities engaged to invest in these initiatives?
- Exchange on profitable business models for charging infrastructure and initiatives from the municipalities to promote the use of clean transport modes (tax reduction...)
- **Vertical upscaling**
 - Which barriers are you facing to replicate or upscale the measures? Are the relevant stakeholders to make it happen involved/engaged? Which strategies are you planning to implement?
- **Horizontal upscaling**
 - DIGITAL: Is the information related to safe routes, pedestrian zones...(and the related policies, if applicable) integrated into any App/web to increase visibility on the measure?
 - HUMAN: Are the measures well accepted among citizens? Are there communication channels in place to communicate initiatives and receive feedback?

5. Closing – guided discussion

- Round-up (remaining questions between urban nodes – encourage each of them to ask questions to each other)
- Priorities for future exchanges – specific focus (thematic, challenges, type of barriers type of strategies)
- Each urban node will be encouraged to give some feedback on today's exchange

MULTIMODALITY Thematic Knowledge Exchange Webinar #1 | Concept note



9 May 2022, 14:00-16:00 CET

Concept note prepared by ETRA

Format: discussion guided by the moderator

Preparation: share the concept note in advance of the meeting; site coordinators think in advance of a way of presenting the strategy of their city / region in terms of multimodality (typology, planning scale, maturity status...) (4-5 min. per urban node), the scaling up challenges, and the measures to be implemented and to be scaled up, including organisations/people involved (2 min. per measure).

Aims: Sharing on each of the urban nodes' experiences:

- What is the objective of the planned multimodal hub measure; which origins/destinations are included in this objective? Does this include the FUA or has it a municipal border scope?
- What is the current status of the measure multimodal hubs (for passengers and freight) in each urban node; planning status or is it a financed project waiting for an implementation strategy?
- Challenges, drivers, and barriers on the measure multimodality– are these the same for all nodes?
- Identify capacity needs and knowledge questions over all nodes and per node
- Bring to the forum the knowledge already existing within the three urban nodes and in the SCALE-UP consortium
- Are there knowledge gaps? Identify which external expertise is eventually needed (content-related)
- Raise awareness of good practices in interchange hub design as well as planning of hubs in a FUA and relation with TEN-T corridor(s). Why and where to plan a hub with FUA impact? How to plan, co-operate and finance? How to upscale a hub planning approach within the FUA including relation of the hub with TEN-T corridor(s)?
- Build awareness concerning the concept of multimodal hub (for passengers and goods) and its potential impact at different levels (local, FUA, TEN-T).

1. Opening (10 min.)

- Welcome
- Aims of the meeting
- Process (what is foreseen after this meeting; what is the process before the meeting (earlier bi-lateral discussions))
- Brief reminder on the A3-M2-M3-T2-T3 measures to be implemented within this WP3; objective of the project (relation with vertical integration challenges) + brief presentation in the context of the organisations/people (function and expertise) involved (2 min. per measure – really brief). Are these measures part of existing plans?

2. Context

- Briefly describe the strategies of your city/region in terms of multimodality (for passengers and freight). How is multimodality being addressed?

3. Multimodal hubs and Park & Rides

This section is focused on the measures A3 (Multimodal hubs) + M2 (Park and Ride) + M3 + T2 + T3 (Parking hub platform) considering the P&R as a kind of micro-hubs more focused on the local level.

- **Common understanding:**
 - Since there are different concepts regarding the multimodal hubs, which is the understanding of your city? Does the concept of multimodal hub must be linked to the public transport, or can it make reference to alternative transport modes (car sharing, bike sharing...)?
 - Please, could you explain if there are differences among multimodal hubs and P&R? Which services are offered in each of the 2 types (hub vs. P&R)? Are there any significant location difference among the 2 types?
- **Hierarchy of the multimodal hubs:**

- Some hubs, like in Antwerp, have different hierarchies, is it possible to define a hierarchy in your city in a similar way as Antwerp has already done? Can the hierarchy defined by Antwerp be transferred to the Madrid and Turku? Is it necessary to define a new model (per city)?
- Which factors might condition the multimodal hub's hierarchy?
- Is there a lack of awareness on the concept and purpose of multimodal hubs?
- **Organizational aspects**
 - Regarding the operational aspects of the multimodal hubs, how did you solved the problems caused by being many stakeholders involved, each one with their own aims and competences?
 - Antwerp and Turku to explain how they operate with more than one companies? Which transport modes operate in your multimodal hubs? Which of them are being prioritized (clean transport modes, walking...)?
 - When referring to the services offered in the hubs, which services are offered at the hubs (transport / travel / ancillary services)? Which strategies / criteria are followed to select the services?
 - How is the demand estimated to define the organization of the hub?
 - How do you plan to promote the hubs and P&R so as to engage more people to use them in favour of the PT and in detriment of the private vehicle?
- **Financial aspects**
 - Regarding the incentives in the multimodal hubs, in Madrid its use is free for those users that commute with public transport modes. Please Madrid, could you provide additional details about these incentives programmes? Who provides the money for the free tickets?
 - Could these incentives programmes be replicated in Antwerp and Turku so as push the use of the public transport to the detriment of the private vehicle?
 - Who defines / pay for the business models related to these services?
 - How does your city overcome the financial problems due to the P&R were managed by different stakeholders?



- Antwerp and Turku, did you face any challenge for providing incentives to those users of the multimodal hubs that park their private car in a hub and commutes to a public transport mode?
- **Vertical upscaling**
 - Madrid and Turku are in the right way to vertical upscale the multimodal hubs, but Antwerp has already achieved the regional level. Please, Antwerp could you explain how your multimodal hubs have been up scaled at the regional level and the drawbacks you faced
 - Madrid and Turku, what challenges are you facing in the vertical upscaling process?
 - Do you (Antwerp) have any suggestion for upscaling the local multimodal hubs and last mile logistics at FUA and TEN-T level? Who should be involved to achieve a real and successful upscaling of the measures? Which co-operation models would be a best option?
 - Is the hierarchy definition made together with the regional stakeholders / authorities of the hub? Could the concept of the hierarchy be up scaled to the FUA? And to the TEN-T? How is the hierarchy reflecting the FUA and TEN-T interest?
 - Do you think that advertisements indicating the advantages (for people's health, for reducing emissions and noise....) would help for vertical upscaling these measures in case there was administrative and bureaucratic issues?
 - What are the financial aspects to be considered to up scale the multimodal hubs in the regional and TEN-T level? How are you planning to upscale and maintain the hubs and the P&R in the future?
- **Horizontal upscaling**
 - DIGITAL: Do you have access to the data coming from the hubs and P&R? Is the data among the different hubs homogeneous to be integrated in a MaaS service / tool? Would it be possible to develop a unique application with all the services? Do you have any technical problem for the digitalization? Is there any kind of data sharing among logistic operators using the hubs? Which data is shared?



- PHYSICAL: Do you have any criteria to define the services that should be provided in the hubs to promote a clean mobility (charging stations and / or bike parking)? Are there local or national legislation?
- HUMAN: Linked with the incentives to promote the PT and other clean transport modes, do you have any promotional campaigns to emphasize how the P&R can be used to promote this change in behaviour (encourage people to leave their car there, outside the city, and take the PT to go into the town)? Is it easy to find / go to the hubs and P&R? Do your hubs have specific signposting to get there and inside them?

4. Digital presence of multimodal hubs

This section is focused on the measures A3 (Digital presence) + M2 (Aparca-T) + T3 (Interface event tickets and MaaS ecosystem)

- **Organizational aspects**

- How did you solve the drawback of having information from different sources to integrate all the data together into one app/web? Please, Antwerp, give us more details about how are you going with the digital integration of the solution for the P&R
- Madrid and Turku, which are your challenges to digitally integrate the hubs?
- How did you manage to work with so many stakeholders in the integration?
- Are there any directive / regulation where the need of developing a MaaS is indicated?

- **Financial aspects**

- Where did you get the founding for the integration from? Public or private entities?

- **Vertical upscaling**

- Antwerp to explain how did you upscale the integration at the FUA level? How did you manage the data exchange from so many stakeholders? How did you achieve to get the data in the same format? How did you manage to get all the partners and achieve they were willing to participate in the integration?

- Madrid and Turku, which are the challenges you face to develop this digital integration of the multimodal hubs into one app/website?
- **Horizontal upscaling**
- DIGITAL: How did you deal with considering different digital formats in the integration? And, what about integrating different services for hubs and P&R into just one app? Is data openly shared among transport operators? Which data is shared (related to operations...)? Pros, cons and barriers, solutions?
- PHYSICAL: How are you planning to consider the physical issue in the MaaS integration?
- HUMAN: How will you be able to push people to change their behaviour and use less the private car and more the PT and other clean modes of transport? Please, Antwerp, let us know more about the questionnaires you use to collect user's needs and barriers regarding the intermodality.

5. Closing – guided discussion

- Round-up (remaining questions between urban nodes – encourage each of them to ask questions to each other)
- Priorities for future exchanges – specific focus (thematic, challenges, type of barriers type of strategies)
- Each urban node will be encouraged to give some feedback on today's exchange

Annex 3: Concept notes for other knowledge exchange webinars

Knowledge exchange Turku-Antwerp: Governance model for public transport at regional level

7 March 2022, 13:00-15:00 CET

1. Opening: 13.00 – 13.05 (Ecorys / Eurocities)
2. Presentation Turku: setting and context (Turku) – 13.05 – 13.15
3. Presentation Antwerp: What were the steps to achieve *De Lijn*. How everything was started? – 13.15 – 13.25
Discussion and questions; 13.25 – 13.40
4. Presentation Antwerp Governance structure of De Lijn – 13.40 – 13.50
a.o. what means an independent agency; how is the governance relation with the city, the FUA and the Ministry of Flanders; which roles, tasks and responsibilities?
Discussion and questions; 13.50– 14.05
5. What is the procurement process for public transport in the region of Antwerp
14.05 – 14.15 Discussion and questions; 14.15– 14.30
6. Financing model; what is the financing structure of De Lijn; which authorities do finance De Lijn, for which specific tasks; is there a part of passenger revenues, who is setting the tariffs, do the operators / De Lijn have a net or gross cost contract? 14.30 – 14.40
Discussion and questions; 14.40– 14.55
7. Round up and possible follow up; 14.55 – 15.00



Annex 4: Agendas for technical webinars

Technical webinar #1: Using the CREATE indicators for monitoring and understanding the context of change

10 November 2021, 11:30-13:30 CET

AGENDA

Time	Content	Main responsible	Format
11:30-11:35	Welcome	Lucian Zagan (Eurocities)	
11:35-12:05	<i>Title to be confirmed</i>	Prof. Peter Jones (UCL)	Presentation
12:05-12:25	The CREATE indicators applied to understanding the context for change in each SCALE-UP urban node	Dirk Engels & Evelyn De Wachter (TML)	Presentation
12:25-13:25	Interactive discussion focused on specific CREATE indicators: Mood (and Motivation),	TML & urban node representatives	Interactive discussion with representatives of the three urban nodes: Antwerp, Madrid, Turku (local evaluation managers, local coordinators,

	Mass, Momentum, Mechanisms		potentially other representatives of the urban node)
13:25- 13:30	Rounding up and closing	TML & Eurocities	

Annex 5: Agendas for study visits

Antwerp peer-learning study visit

18 May 2022

10:30 Leave from Lindner Hotel

10:30-11:45 Walk to The Beacon (in two groups) & 'Smart Mobility Bingo'

- Group A (*follow Stijn*): stop at Operaplein – explanation about Noorderlijn
- Group B (*follow Franziska*): stop at Astridplein – explanation about Wayfinding (mobility hubs)

11:45-12:30 Visit and presentations at The Beacon (part 1)

- Presentations on the MaaS ecosystem; MaaS afsprakenkader + Mobility Central
- Demo on NxtMobility + M4 monitoring tool
- Explore The Beacon, get to know the idea behind it and the innovation ecosystem

12:30-13:30 Lunch

13:30-14:30 Visit and presentations at The Beacon (part 2)

- Presentations on the Big Link + measure A6; governance + Oosterweelverbinding project; Insights Roadmap 2030 + evaluation framework
- Demo on the Donkey Republic electric bike sharing services

14:30-15:00 Walk to Groenplaats

15:00-15:30 Tram from Groenplaats to P+R Linkeroever – in two groups (trams lines 3, 5, or 9; departure station: 'Groenplaats Metro'; arrival station: 'P+R Linkeroever')

15:30-16:30 Visit P+R Linkeroever, in the middle of the preparatory roadworks for 'The Big Link' – in two groups

Group A <i>(follow Stijn)</i>	Group B <i>(follow Franziska)</i>
15:30-15:35 Dropzones	15:30-15:40 Top floor: general introduction + Oosterweelverbinding
15:35-15:40 Connection cycle highways	15:40-15:50 Building
15:40-15:50 Hoppin	15:50-15:55 Connection public transport
15:50-16:00 Be-Mobile use-case	15:55-16:00 Integration shared mobility
16:00-16:10 Top floor: general introduction + Oosterweelverbinding	16:00-16:05 Dropzones
16:10-16:20 Building	16:05-16:10 Connection cycle highways
16:20-16:25 Connection public transport	16:10-16:20 Hoppin
16:25-16:30 Integration shared mobility	16:20-16:30 Be-Mobile use-case

16:30-17:30 Return to the city centre (trams lines 3, 5 or 9; departure station: 'P+R Linkeroever'; arrival station: for trams 3, 5 'Astrid Metro'; for tram 9 'Diamant Metro')



Annex 6: Agendas for cities' sessions

Antwerp cities' session

19-20 May 2022

Cities' session (part 1)

9:00-10:00 Feedback on the peer-learning study visit

10:00-11:00 Session on seizing the context for change

- Introduction by TML
- Interventions by the local evaluation managers for the three urban nodes (Traject, UPM, and TUAS)

Q&A

11:00-12:00 Session on strategies for integration

- Andrés Monzón (UPM), *A holistic vision towards the integration of multiple layers in the mobility system, as an added value for cities*
- Q&A
- Jos Arts (University of Groningen), *Connecting the dots: vertical integration of mobility, transport infrastructure, and spatial development across scales*

Q&A

Cities' session (part 2)

Interactive exercise involving all participants to the consortium meeting

- Work in three breakout groups

Relevant details will be provided during the meeting

Cities' session (part 3)

Interactive exercise involving all participants to the consortium meeting

- Presentations from the three breakout groups
- Extensive discussion involving all project partners

Round up of cities' session and conclusions

