

"Training and Education courses to develop Mobility Manager's skills"

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The S.T.R.E.E.T. Toolbox

The S.T.R.E.E.T. Toolbox

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transport as well as home-to-work travels

According to Euromobility (2007), *“to be a good mobility manager skills in communication, marketing, planning are needed as well as knowledge of logistics techniques”*.

Communication and interpersonal skills (see Chap. 5) are needed to implement an effective interaction with users as regards their mobility and transports habits. **Marketing skills** are needed as the final aim is to change voluntary behaviours enhancing alternative modalities. Finally, **planning skills** and **logistics knowledge** are needed to analyse a defined context and getting useful data in order to plan mobility solutions and strategies targeted on specific needs and expectations of a territory.

2.5 – Training and Education courses to develop Mobility Manager’s skills

The following scheme (Fig. 2.3) shows a comparison among the four Countries involved in the S.T.R.E.E.T. project from the point of view of Higher Education / Universities and the Vocational Education and Training (VET) courses about the themes of Transport and Mobility.

TRAINING AND EDUCATION: COURSES FRAMEWORK



Fig. 2.3 – Training and Education: Courses Framework (Source: authors' elaboration)

Some university and post-university courses are specifically devoted to the education of the Mobility Manager's profile, supporting a development of management skills and a specific knowledge about the sustainable mobility theme. There are also VET courses for experience the Mobility Manager in the public and private sector.

In **Italy**, the training of mobility managers takes place on several levels: from the university and post-university level (university masters); at the level of Vocational Education and Training (single courses and advanced training and professional development courses). Often related to the Economy disciplinary field, all the courses in Italy are almost always organised in order to illustrate the evolution, innovation and tools inherent to sustainable urban mobility, according to the perspective of companies, public bodies; the economic, social and territorial system. Other topics relate to relevant

legislation, current tools and best practices for managing mobility in complex public and private organizations.

In **Austria**, the university education is focused mainly on logistics and transport. At the VET level, there is a specific course in Graz for the management of the mobility in the schools.

In **Slovenia**, there are not so many specific courses about Mobility Management, although this theme is often included in university course in Territorial Planning, Transport Planning, Civil Engineering and Geography. VET courses are organised instead about how to make a Sustainable Urban Mobility Plan.

Finally, in the **United Kingdom** there is a long tradition in university education: many courses are organised about the theme of the relationship between transport and urban sustainable development, both at university and post-university level (Master and Ph.D.).

2.6 – Focus: Mobility Management and Tourism in the Alps

Mobility management in mountainous areas whose economy especially relies on tourism poses some special challenges:

- providing apt solutions for a “difficult” territory
- meeting the needs of residents and tourists, which often do not coincide