

"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

*EPN CONSULTING, ENGIM, TRANSPADANA,
ALPINE PEARLS, AND OBČINA BLEĐ*

*STEFANO MAINERO, SARA CIONI, FRANCESCA
CARMAGNOLA, ROBERTA RICHIERO, MARCO
MUZZARELLI, IDA CAPPELLETTI, LUIGI LA
RICCIA, GIOVANNI VASSENA, EVA
GRABENWEGER, BOJANA LUKAN, AND MATJAŽ
BERČON*

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Contents

How to read this e-book	xi
Introduction	1
<i>I – The S.T.R.E.E.T. Project and the Erasmus Plus funding scheme</i>	1
<i>II – The Project Legacy: Toolbox</i>	14
Part I. The Toolbox	
1. THE MOBILITY MANAGEMENT FRAMEWORK CONTEXT	21
<i>1.1 – Definition of Mobility Management</i>	21
<i>1.2 – Comparison of National contexts in the S.T.R.E.E.T. countries</i>	23

2. THE MOBILITY MANAGER: REQUIREMENTS AND EXPERTISE TO ACCESS THE PROFESSION	38
2.1 – <i>Introduction and Objectives</i>	38
2.2 – <i>Who needs a Mobility Manager?</i>	39
2.3 – <i>The Mobility Manager’s Role</i>	41
2.4 – <i>The Mobility Manager’s Resources</i>	42
2.5 – <i>Training and Education courses to develop Mobility Manager’s skills</i>	44
2.6 – <i>Focus: Mobility Management and Tourism in the Alps</i>	46
2.7 – <i>Focus: Practical examples of Mobility Management</i>	50
2.8 – <i>Focus: Integrated Transport Ticketing</i>	54
3. IMPLEMENTATION OF ALTERNATIVE MOBILITY PLANS AND SUSTAINABLE HOLIDAYS TOURISTIC PRODUCTS (Operational Guide)	60
3.1 – <i>Mobility problems in contemporary cities</i>	60
3.2 – <i>Mobility Planning: Traditional / historical approach – more roads more cars</i>	61
3.3 – <i>Sustainable Mobility: Accessibility and economic advantages v environmental burdens</i>	66
3.4 – <i>Smart and Integrated Mobility Planning: Spatial planning concepts</i>	72
3.5 – <i>Benefits of a Sustainable City</i>	79
3.6 – <i>Examples of Sustainable Holidays Touristic Products</i>	79

4. CASE STUDIES: VIRTUOUS EXAMPLES OF INNOVATIVE CONTEXTS	91
4.1 – <i>The London Study Visit (18-22 Sept 2017)</i>	91
4.2 – <i>The Werfenweng Study Visit (16-20 Oct 2017)</i>	104
4.3 – <i>The Bled Study Visit (06-10 Nov 2017)</i>	123
4.4 – <i>The Turin Study Visit (19-23 Mar 2018)</i>	143
4.5 – <i>The Study Visits follow-up</i>	153
5. DEVELOPMENT OF ENTREPRENEURIAL ATTITUDE AND KNOWLEDGE: A HORIZONTAL SKILL	155
5.1 – <i>Communication abilities, marketing skills, social networks</i>	155
5.2 – <i>Teamwork and problem solving</i>	166
5.3 – <i>Entrepreneurship</i>	175

6. PROFESSIONAL QUALIFICATION AND EVALUATION	192
6.1 – <i>What has been done so far in the European Union?</i>	192
6.2 – <i>At National level: national occupational classifications</i>	193
6.3 – <i>The European Qualification Framework</i>	194
6.4 – <i>State of the Art in Europe and in the S.T.R.E.E.T. Countries (2017)</i>	196
6.5 – <i>Non-formal Learning</i>	198
6.6 – <i>The European Inventory</i>	200
6.7 – <i>Training Opportunities and Resources</i>	200
6.8 – <i>Other Resources</i>	202
6.9 – <i>Professional Profile in the S.T.R.E.E.T. Project</i>	206
6.10 – <i>Experiment in Italy with learners in the S.T.R.E.E.T. Project</i>	214
7. JOBS PLACEMENTS AND JOBS OPPORTUNITIES	219
7.1 – <i>London and the UK</i>	220
7.2 – <i>Bled and Slovenia</i>	227
7.3 – <i>Werfenweng and Austria & Germany</i>	230
7.4 – <i>Turin and Italy</i>	234
8. CONCLUSIONS	239
 Part II. Alternative Keypaths	
Best practices in S.T.R.E.E.T. countries	249
Mobility Management	250

S.T.R.E.E.T. Cities	251
<i>A) London and the UK</i>	251
<i>B) Werfenweng and Austria</i>	251
<i>C) Bled and Slovenia</i>	251
<i>D) Turin and Italy</i>	251
Annex 1 - DISSEMINATION ACTIONS	253
<i>A1.1 – The Project Website</i>	254
<i>A1.2 – The Project Newsletters</i>	256
<i>A1.3 – The Project Facebook page</i>	258
<i>A1.4 – The Project Multiplier Events</i>	260
Annex 2 - THE EVALUATION QUESTIONNAIRE	277
Annex 3 - Thanks	298

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