

D.3.3.1 Training Path for Public Authorities

WP3 Understanding mobility needs and trends

A.3.3 Capitalizing EU & global practices in intermodal mobility

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Overview



1 Training path in a nutshell

The purpose of this document is to provide the reader with a general overview of a training path specifically designed for the Public Authorities.

The aim is to provide clear and organized information to assure a clear understanding of the path that is going to be developed and allow an easy to use approach.



2 The Training in the project framework

ICARUS Projects aims at increasing the technical competences of Authorities to allow them improving mobility policies in Italy and Croatia. It will increase the qualitative understanding and the awareness of present and future transport phenomena at regional and cross border level. This specific objective will be achieved providing the Authorities with the skills to shape their policies and with the activation of a transnational policy learning dialogue also capitalizing the most up to date experiences at EU and global level

The policy learning dialogue will allow partner and non-partner organizations in Italy and Croatia to improve the capacities of human resources developing mobility policies.

In this context the definition of Training path for Authorities is fundamental for the capacity building and for the transfer of experiences, as it will allow partners to better understand which are the trends, the gaps and the solutions adopted to overcome the bottlenecks.

The activity is strongly related with the overall project structures, being one of the linking activities between researches and the further applicative pilot cases. To foster the smoothly development of pilot activities, the general context and trends are identifies in WP3 as well as the needs and the gaps are underlined and action plans designed.

From these the needs to presented, explained and discussed the main achievement with Authorities: the specific Training Path, described in this report, is specifically designed to assure this process and its fruitful implementation

As it will appear from this report, the training path will mainly focus on an e-learning process where will be possible to participate live or not, using a specific e-platform and tailor-made training materials.



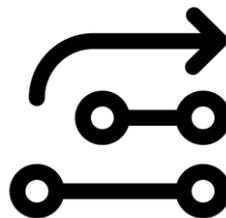
3 Education Aims

The transport sector and its services are strongly dynamic and competitive. Even at first sight the specific supply features may look similar but approaching the sector with a higher attention it is possible to see that there are a lot of peculiarities making one operator different from another and contributing at significantly differentiating the offer.

This complexity generates the need, for those who must deal with the transport services, to have a clear view about the availability of innovative tools. The level of technological innovation is skyrocketing, and the structure of the market is following. Disintermediation, new customer-centric services, decarbonization are just few of the trends that public authorities should take into consideration in their policies and decisions.

The training program aims at providing public authorities personnel with the most up-to-date information on trends, tools, innovations in the transport services markets. The final aim of this training path is to provide both the necessary knowledge and the competence to introduce innovation in their authority.

The training process is going to teach how to shape and develop a continuous innovation process inside an organization in order not to be stuck to specific tools or technologies but to be able to internalize continuously the trends that are springing up in the market.



4 Target

The program is addressed to all those professionals in the field of transport and transport services working for public authorities, who needs to have a fresh view on trends and innovative tools, building up a virtuous process of continuous innovation.

The participants will learn about the drivers of the transport process, they will be able to carry out market researches matching their needs and to analyse the following results, they will learn about the main innovative tools available on the market. Most of all the participants will be able after the training path to internalize innovation processes inside the organization, taking into consideration the specific nature of public authorities.



5 Beneficiaries

The beneficiaries are primarily the ICARUS partners. The transferring of skills through the ICARUS training will support the partners' staff in their activities' pilots of the Wp4, under two prospective: (1) for a sound design and monitoring of the activities, in the preparatory and in the running phases and (2) for an effective planning of the sustainability and transferability of the pilots after the ICARUS' closure. The training will be indeed tailored on the pilots' topics, that are briefly summarized in the following:

- *Friuli Venezia Giulia Region (FVGR): Intermodal bike/rail solutions to strengthen and link CAAR cycle path and Cross-border bike & bus service to connect Parenzana and CAAR*
- *Croatian Railways (HZPP): Improving integrated ticketing and booking system in train & bike category performed by*
- *Intermodal Transport Cluster (KIP): Web/mobile application for the promotion of intermodal passenger transport on Croatian territory*
- *Emilia Romagna Region: ICT solutions for seamless intermodal transport*
- *Istrian Development Agency (IDA): Sustainable intermodal solutions between coast and hinterland area in Istria with main focus on bike and train*
- *Metropolitan City of Venice: setting up integrated facilities and tools fostering bike-bus-train-ferry intermodality in touristic itineraries across the coastal areas and hinterland*
- *ARAP Abruzzo: Info mobility & integrated ticketing, real time check-in and tracking for passengers performed by the Regional Agency for productive activities*

Second level of beneficiaries are the non-partners Institution that will join the ICARUS Enlarged Transfer Programme (WP4). The ETP is a tool to share the ICARUS knowledge with external institutions which benefit of the project results, by the development of an Action Plan.



6 Learning Methodology

The educational aims will be reached through a path of 3 webinars. The sessions will present the most updated international thought, explained also through market leaders' cases, presenting insight, ideas and advice. The sessions provide timely and strategic information about the business development, the market structure, the current trends affecting different transport sectors, some best practices and practical information on the latest tools and technologies available.

During the webinar the speakers will present and interact in real time with the participants in order to reply to their questions and deepen some points of interest.

Webinar is considered the best solution for teaching to public authorities' employees because they do not require travel time and costs, so it is an appropriate tool in order to enlarge the attendee audience.

The webinars will then be published in the most known web channels so to allow users to easily access to information also beyond the project duration and to all the users that will not able to take part to the real time sessions. Also, an exhaustive set of slides will be made available to public authorities in order to have also a practical guideline in order to implement the innovation processes.



7 Technological tools

Webinars will be held on a dedicated platform already in use of Venice International University, WebEx for e-learning. The platform allows multiple sessions, interactive chats, document sharing. It also supports a blended learning approach to education that take into consideration the usage of multiple sources like webinars, slides, articles in atomised contents with reduced time effort required. Those learning atoms could be managed by the platform used by the Venice International University.



8 Training Sessions

The training sessions will capitalize the outputs of WP 3 in particular the deskwork analysis developed on activity 3.1 with the scope to make evident, which are the main activities and trends in the world for the 3 ICARUS specific objectives.

The Training sessions will present, explain and capitalize the main achievements of the activities listed in O.3.1: “Desk work on trends and scenarios” and in O.3.2 “Mobility needs and gaps with action plan”. They will respectively highlight the future development contexts and provide possible solutions to overcome bottlenecks from the infrastructural, technological and policy point of view.

Following the project results and topics, the 5 webinars and contents will focus on:

- ICT for public transport and sustainable multimodal transport solutions for passengers. Trends, innovative tools, best practices;
- Mobility behaviour: a vision for the future, particular focus on leisure time. Trends, innovative tools, best practices;
- Innovation processes and Policy-making: how to transfer virtuous approaches to public authorities.



9 Training documents and practical info

Each webinar will last about 30 minutes of training with extra 30 minutes for Q&A, a reasonable time for optimize attention and efficient learning in a blended learning approach. Such a duration has been identified based on previous experiences that shown it is the best solution to allow public officers to attend the event.

For each webinar easy to use material will be delivered to better attend the lesson but with the purpose to become a handbook for the public officers' future activities.

