

The Creation of the Virtual Mobility Agency

For many of the Energy Agencies, the MOVE project was the first Sustainable Transport project to be undertaken. Therefore, training was required in order for to prepare for the local project implementation. This was the first step in the creation of a Virtual Mobility Agency. This would enable the Virtual Mobility Agency to plan projects, implement results, promote the projects and disseminate the results. The second step was to organise the Virtual Mobility Agency within the Energy Agency.

Finally, a steering group was set up to drive the local projects and help implement the projects. These would be the natural stakeholders of the community and hence may be influential in policy change etc.

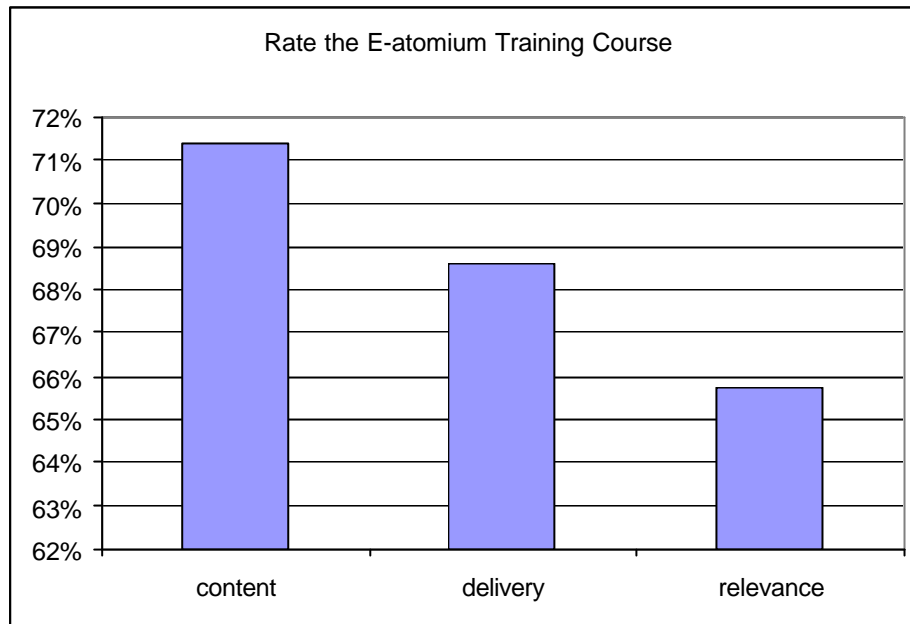
A survey was sent out to all partners of the MOVE project. Data was collected, analysed and presented to all the partners at the final project meeting. The results were discussed and are described in the following sections.

- ? Mobility Management Training
- ? Organisation of the Virtual Mobility Agency
- ? The Formation and the Impact on the Steering Group
- ? Future Improvements to the Virtual Mobility Agency

Mobility Management Training

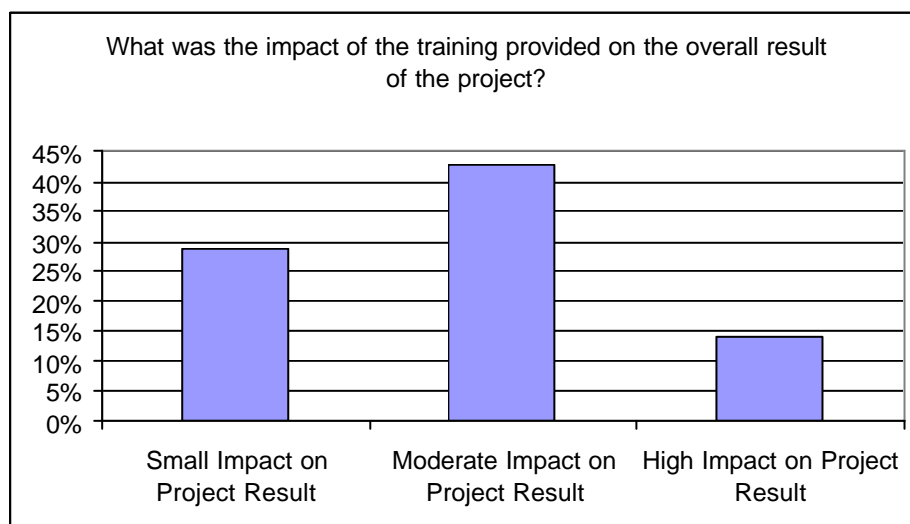
Training was provided by E-Atomium at the second project meeting. This course was attended by 15 people across the 7 partner groups. Figure 1 describes how the course was rated by the different partners.

Figure 1 E-Atomium as a Mobility Management Training Course



As is evident from this graph, the content was rated very highly, followed closely by the delivery of the course. The relevance of all of the content based on the local project application was rated last but still achieved a high satisfaction level of almost 66%. The impact that this training had on the overall result of the project is illustrated in Figure 2.

Figure 2 The Impact of the Training on the Overall Result of the Project



For the majority of the partners, the mobility management training had a moderate – high impact on the result of the project. Through discussion with the partners at the final project meeting it was established that for any type of transport project, the training should occur at the start of the project so that the resources were well equipped with the knowledge and understanding to carry out the task.

It was also recommended that the training be very specific and focused on the local project subject area. Sustainable transport is a broad topic so not all areas are relevant to individual local projects. Continuous or work-shop based learning with e-learning would be an ideal training platform. That way, the partner could really focus on the areas that were particularly relevant to his project.

Finally, it is mentioned in more detail in the SUMO section of this report but training or external help in conducting surveys, research, communication and sociology should also be included as a module within all mobility management training courses. This was one area of the work that the partners struggled with throughout the project life of MOVE.

Organisation of the Virtual Mobility Agency

According to the MOVE partners, the establishment of a Virtual Mobility Agency has had the following impacts on Sustainable Transport:

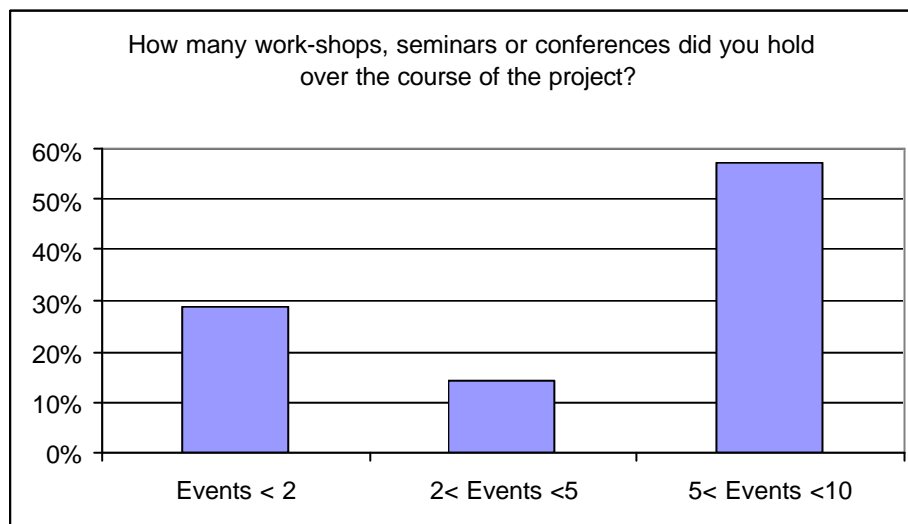
- ? supported the delivery of the local projects
- ? opportunity to publish and disseminate project approach
- ? opportunity to get good advice and hints
- ? opportunity to find partners
- ? fostered the introduction and development of soft measures in future mobility strategies
- ? fostered the introduction and development of policy and mobility management plans
- ? installation of infrastructure aligned with sustainable transport

? secure financing for future sustainable transport projects

Some of these positive impacts were not realised by all of the partners, but it is a list of impacts that can be used as a goal. Every partner set up a Virtual Mobility Agency within their agency to enable them to take part in the implementation of the local projects and their dissemination throughout the project life of MOVE.

57% partners held more than 5 seminars and conferences over the course of the MOVE project. This is an extremely high figure since the total life of the project was 3 years and the possible dissemination period would only be a fraction of that.

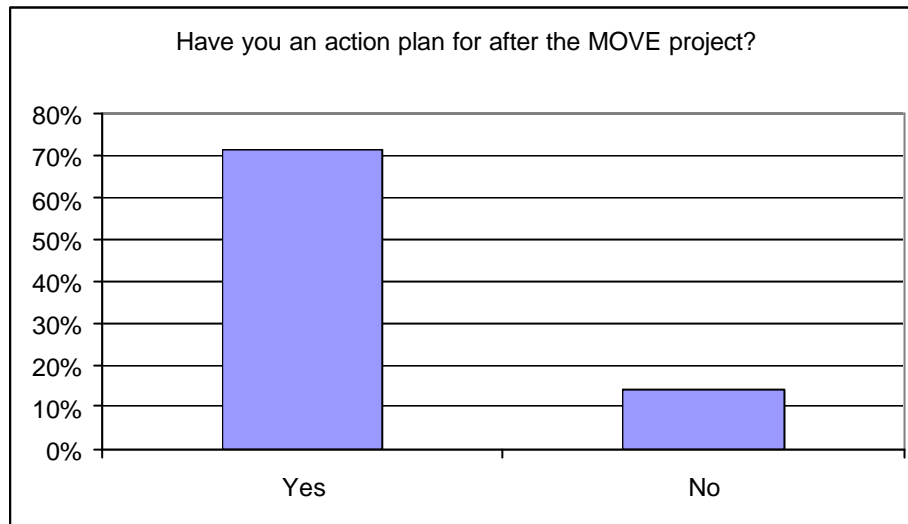
Figure 3 Dissemination Activities of the MOVE partners



For most partners, Sustainable Transport has now become part of the Energy Agency's services and is embedded in the Business Plan of the Agency. In most cases, there are 2 staff dedicated to the transport sector and these 2 employees work closely with the local authorities and the municipalities. Regular meetings are held with key stakeholders to discuss dissemination actions and implementation actions.

In fact, 100% of the partners were hoping to continue acting as a Virtual Mobility Agency in the future. Out of the 7 MOVE partners, over 70% of the partners had a current action plan to pursue after MOVE.

Figure 4 Future Action Plan in Sustainable Transport



After MOVE, the Virtual Mobility Agency will be financed by a number of different sources depending on the particular partner. These sources include the Local Authority, the Road Administration, the Environmental Protection Agency, Sponsorship and Private Consultancy services.

Steering Groups

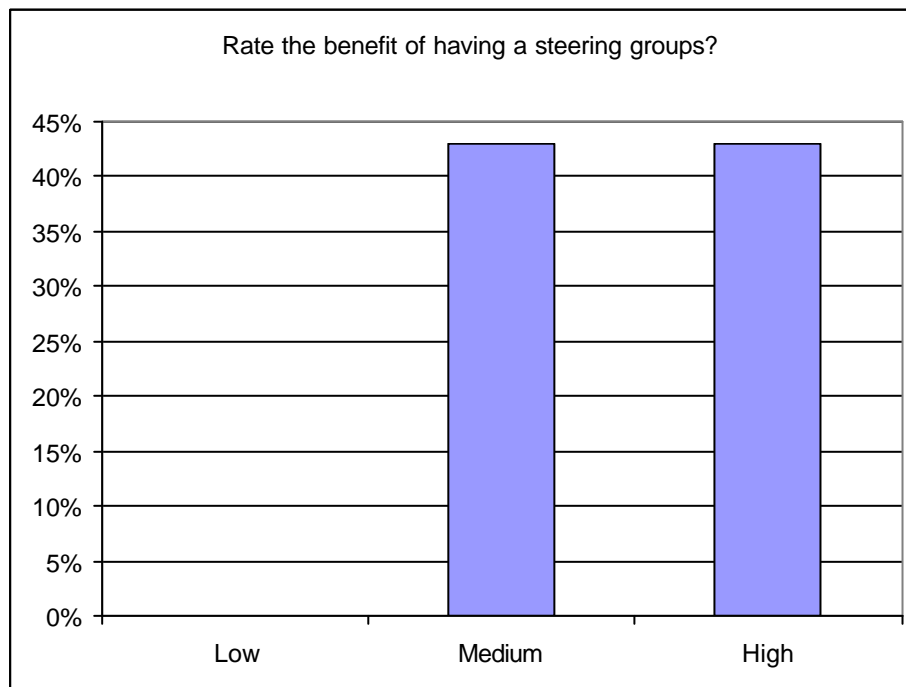
As part of the MOVE project, all of the partners set up a steering group. This group would act as stakeholders in the local project and use their influence and guidance to drive the project in the area. The steering groups in the MOVE project were made up of the following people:

- ? Local authority representatives
- ? Rural transport groups
- ? Leader group representatives

- ? Public transport groups
- ? National road administration
- ? Local agenda 21 representatives
- ? Private transport groups
- ? Bio-fuel manufacturers
- ? Teachers and Principals of schools

Typically, 2-4 meetings were held with this group of people to discuss current activities, future activities, successful implementation of activities and unsuccessful implementation of activities and the reasons for the latter. The benefit of setting up one of these steering groups to enable the project was rated by all partners as high or medium. It is clear therefore that these groups had a positive impact on the project and are worthwhile. All of the partners agreed that they would work with this steering group for future activities.

Figure 5 The Benefit of having a Steering Group



In order to set up a successful steering group, the correct people need to be on the committee. Getting these people engaged proved more difficult for some partner countries than for others. Public transport providers are key stakeholders in the promotion of sustainable transport and without them there will be no drive towards better services etc.

The steering group should consist of energetic, dynamic and influential people who alternate with the different projects. Obviously, different projects require different stakeholders to drive the projects toward success.

Future Improvements to the Virtual Mobility Agency

For any agency that is planning to undertake a Sustainable Transport project for the first time, setting yourself up for success is a pre-requisite. The following points should be noted:

- ? mobility management training should occur at the start of the project
- ? training should be focused to your project requirements
- ? web-based e-learning platform would be most beneficial
- ? training in designing successful surveys is also useful
- ? the steering group set up should be energetic, influential and dynamic people

Finally, it should be the mission of all Virtual Mobility Agencies to have an impact on National Policy at some stage in the future.