



PALMA

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Summer University UIB_ CIVITAS Dyn@mo

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A crucial point for a SUMP good development

- We are facing a ‘change process’
- Sustainable mobility means: cities and places for people
- We have to face two reactions to ‘change’
 - Complicity of citizens and groups in favour of the new approach
 - Dialogue and negotiation with ‘against’ citizens and lobby groups
 - A tough task for a politician without citizen’s support.

How to involve stakeholders

A well designed and flexible process

- Since the beginning. All along the plan timeline.
A step ahead the compulsory rules.
- Including their cooperation in the diagnosis, future vision, priorities definition, plan development, measures and evaluation
- Diverse degrees of interest, knowledge, influence, commitment and availability



How to involve stakeholders

First step: to identify the stakeholders

- Breaking the inertia: not only the recognised or official groups we currently address
- All the voices: diversity is the clue for success
Specially the vulnerable sections of the society
- SUMP Preparation (1st phase): Identify and invite key actors and stakeholders.



How to involve stakeholders

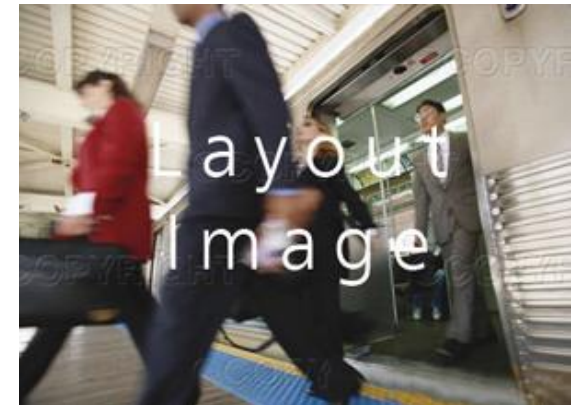
Second step: to define a common future vision

The SUMP planning might include spaces of dialogue where all the ideas must be discussed with a consensus approach

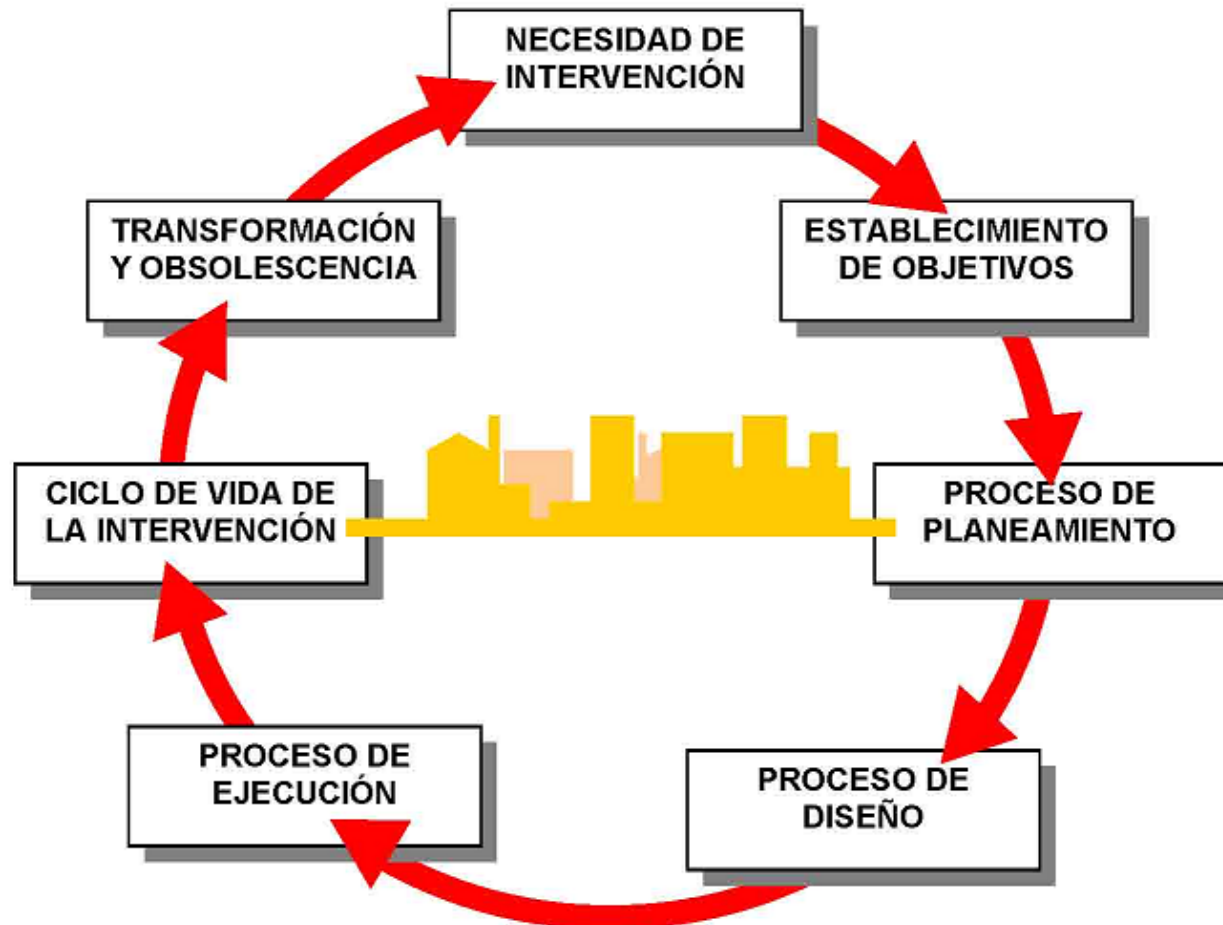
- Future vision building: what kind of city we do desire to live and work and which one we want to avoid.

Scenarios to discuss

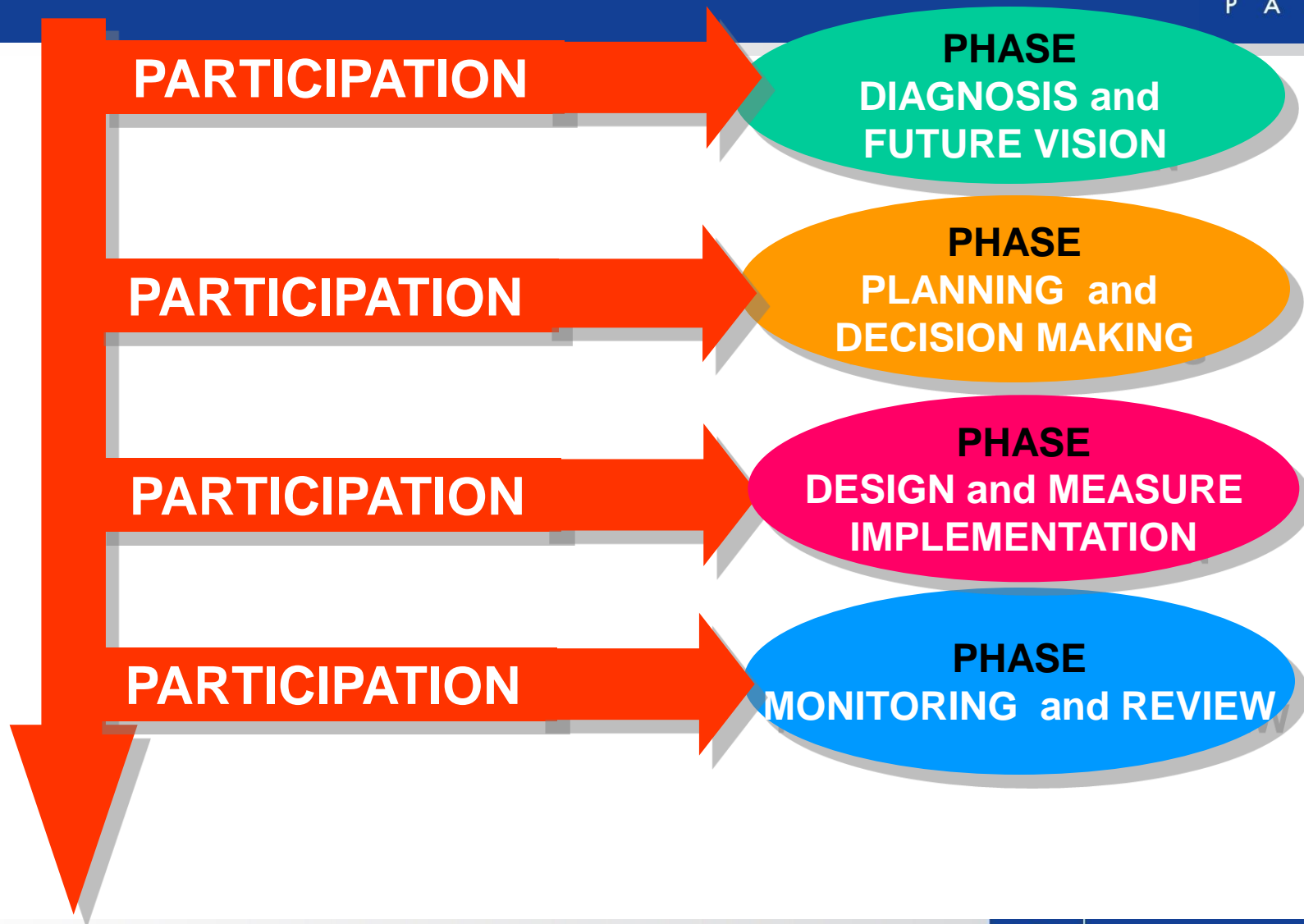
- Tools for defining SMART targets
- Commitment with the defined targets and time lines.



How to involve stakeholders



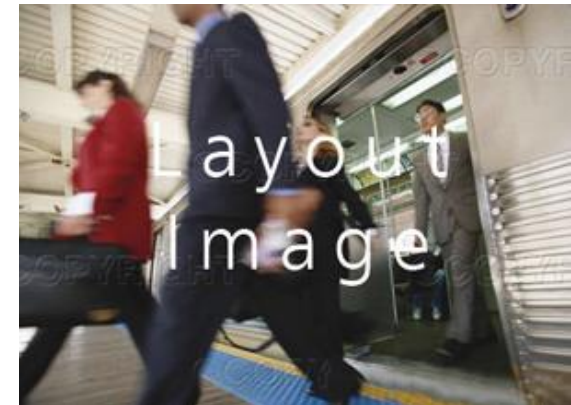
Participation might cover the whole process



How to involve stakeholders

Third step: participative plan definition

- Decision making: priorities and measures design
- Support for the effective approval and adoption of the plan
 - . First evaluation: checking the quality and coherence of the plan with the agreed guidelines
 - . Define the monitoring and evaluation, if possible with a shared responsibility.



How to involve stakeholders

Four step: Implementation of measures

- Strengthen the information and communication to all the citizens.
- Complicity with the changes induced by the plan
- Review the impact, understand the successes and failures
- Monitoring and plan next phases



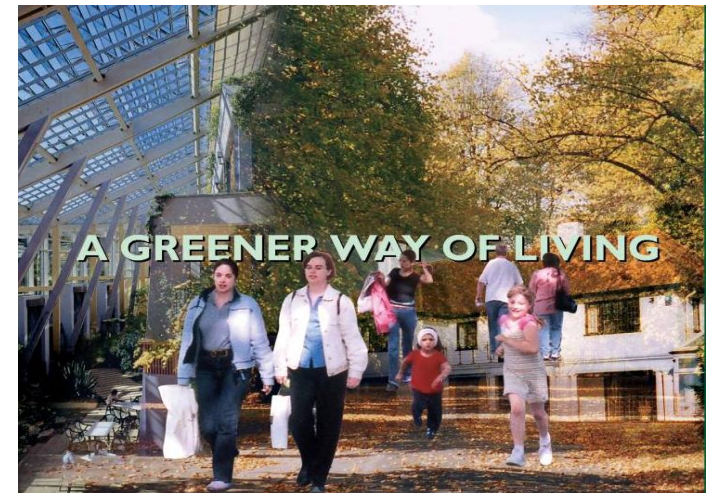
How to involve stakeholders

- Respect for the involved people
- Intelligent time management
- Resources
- Tools and methods developed
- An interesting issue!



The challenge is to create common spaces for active society, knowledge and power that work as a learning laboratory for all the participants.

Potential for social networks (including not substituting other processes)



Exercise 1

Identification of stakeholders in groups of 3/4

- A role play for a virtual SUMP in a Spanish city
- 15' to compose the wheel of stakeholders
- 15' to discuss the interests, needs and position of the Stakeholders

All the participants

Common presentation and discussion

15' of debate explaining how to communicate and

Involve the different stakeholders

Participative approach to Vitoria-Gasteiz SUMP development

- The process
- The stakeholders
- The results

Referencias en la Web

www.Mobilityplans.eu

www.eltis.org

www.transportlearning.net

www.communityplanning.org

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Thank you!

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