

from MORECO pilot actions

Work performed on the pilot sites since the beginning of the project

The experimental actions performed on MORECO pilot sites aimed to:

- Create cost calculation tools on mobility and land use issues in the Alpine Space in order to test the methodological framework for the awareness raising materials.
- Increase awareness about strategic links between mobility practices and residential strategies of households

and urban planning by testing different dissemination methodologies, especially with professionals.

- Make recommendations on ways to enhance cooperation at all levels and between different types of stakeholders.

To reach the MORECO objectives, around 30 major activities on seven pilot sites in the Alpine Space partner areas have taken place between 2011 and 2014.

Outcomes of the MORECO Pilot Projects

- The pilot activities focused on: increasing awareness on MORECO issues (40% of all 120 actions), expert actions (knowledge, expert exchange) (24%), cooperation in order to foster new forms of governance (20%), and transfer of know-how between partners, external experts and stakeholders (9%),
- All projects created locally adapted prototypes of the three MORECO tools: the cost calculator, GIS maps and/or calculators for settlement assessment as well as communication tools, such as MORECO slide-pool for policy makers. These tools enhanced the knowledge bases for MORECO issues by sharing information and

experiences. Additional tools, such as guidelines (how to transfer the tools) and methods (how to use it) have been created.

It should be noted that MORECO project results should be considered as experimental case studies. They should therefore be leveraged by new actions in the MORECO pilot regions in the future even if some results are concretely implemented and integrated in governance processes (e.g. Salzburg household calculator, checklist for housing, Mantova GIS data for Provincial Plan...).

Major factors of success and risks

Developing MORECO Tools (cost calculator, GIS-maps, settlement assessment and communication tools)

Developing MORECO tools was a major target of the project. Factors that have positively impacted local development of MORECO tools were: end-user participation; cooperation with universities with good technical knowledge about mobility and geography, strong project management experience; customization abilities (flexibility for adapting tools to local issues).

Several barriers have been identified by regional project managers related to information and data: availability of data, ability to explore who is responsible for what information, who owns the information and rights to use the data.

Organizing dissemination activities

The three main MORECO target groups (households, the planning and mobility actors and the policy makers) appeared to be very interested in the MORECO results. Different dissemination channels were used and tested in order to raise awareness: leaflets presenting MORECO issues, comics, cartoons, conferences, newspaper articles, project website, MORECO newsletters, interview(s) by journalists (press, TV or radio), organization of workshops with professional contacts or with citizens and even students, and also involvement of networks (lobbying events).

The success of MORECO dissemination strategy depends to a great extent on the ability to communicate relevant messages to well-identified target groups.

Impact on households

MORECO information and communication tools were seen as a significant potential for changing long-term behaviour patterns about residential location choices and mobility among all seven partners.

Impact on mobility planners

The overall feedback of the mobility planners converges toward two key points: first, the critical success factor is **the ability to visually simulate the impacts of different policy or spatial planning options before they are adopted**. Secondly, **data collected in MORECO tools** (GIS maps, regional analysis, settlement assessment tool) **need to correspond to the local/regional reality**. Otherwise the motivation for dissemination and exploitation is low (need for relevant results).

Impact on policy makers

local and cross-municipal policy makers in particular appeared to be in demand for external inputs for policy making. **Communication with them requires creation of trust, preparation time and reliable information**. Awareness activities require conferences, reports, personal contacts. A **critical factor for the successful outcome of policy events was the continuous and active support of the events both by mayors and high-level representatives of regional or national government**.

About the governance approach

At this project stage of MORECO development, a picture for analysing multi-level governance and the institutions that condition the design and implementation of MORECO SMART location policies has been drawn (Comparative study of governance report). This "actor's game" between different interests remains central to MORECO concerns. During the MORECO project, a set of appropriate actions during the lobbying and governance activities tackled the following governance questions:

- How to foster a bottom up approach.
- How to improve transparency of long-term costs for settlements and mobility for citizens and policy makers.
- How to develop an integrated, multidisciplinary planning and mobility approach.
- How to give tools to planners and policy makers in

order to include MORECO issues in long-term local and regional development.

Based on the four angles of analysis suggested by MORECO at the beginning of the project, the **implementation of MORECO experiments indicates that the potential constraints still exist regarding the challenges to cooperation** (e.g. a strategic articulation of scales with other dimensions, fiscal gaps, competition between municipalities, very vertical top down institutional linkages can form barriers). In addition, it is also noteworthy that **the European comparison of the "actor's game" on competence and instrument criteria was very delicate**. It is very ambitious to break down policy, functional and operational levels of actors in relation with local MORECO issues.

⁽¹⁾ Governance = the way decisions are taken including private and public actors from different fields.

The MORECO pilot activities proved to be capable of tackling many different topics such as multi-modal mobility, economic viability of urban projects, foresight and land management, urban development around railway station areas, alternative mobility, governance challenges, residential costs all related to land-use, spatial planning, settlement and mobility, and housing.

The MORECO pilot activities produced knowledge in all these different fields. They showed its high potential and created numerous links between local/regional stakeholders (such as between transport agencies and planning departments). For three years or for the duration of the project, they fostered new forms of cooperation via expert exchange, cooperative tool development, and dissemination and networking activities on local, regional or Alpine Space level.