

for Policy-Makers

The MORECO Slide Pool

The MORECO-Slide-pool is a collection of MS-Power-Point- slides. This Slide-pool is utilised as a consultancy and training tool for political decision making processes. It can be applied by policy makers themselves or by experts and instructors in workshops, exercises, tutorials and seminars. The more than 160 slides consist of photos and visual information regarding the relationships between spatial planning and transport affairs. Each slide contains detailed explanations in the “notes” section. All content are freely available to anyone.

The main topics are:

- MORECO project overview
- Why is MORECO of interest to you?
- Facts, context, trends
- Impacts on stakeholders
- Good practices and future opportunities
- Useful MORECO tools



MORECO Slide-pool



Workshops, exercises, tutorials, seminars and conferences involving various stakeholder groups.

MORECO Comics

The comics are a visual way of portraying sustainable mobility as well as residential- and infrastructure costs in a playful manner when initiating political processes. The MORECO Comics consist of a small collection of issue-specific cartoons. They illustrate the advantages of sustainable mobility and liveable settlements with effective supply-infrastructure. These are contrasted with problematic situations. All comics are freely available to anyone.

Illustrated topics are:

- Public transport versus private car transport
- Social life and housing types
- Daily supply and distance
- Children's route to school
- Leisure time and distance
- Criteria for the location of a new home
- Liveable central neighbourhoods versus remote settlements
- Consequences of mobility for life-quality



A MORECO-Comic:

Illustrated by Thomas Wizany (Salzburg).



A MORECO-Cartoon: Distant housing locations, far removed from effective supply facilities, lead to increased costs and time expenditure. Concentrating settlement development in supply centres saves private and public money.

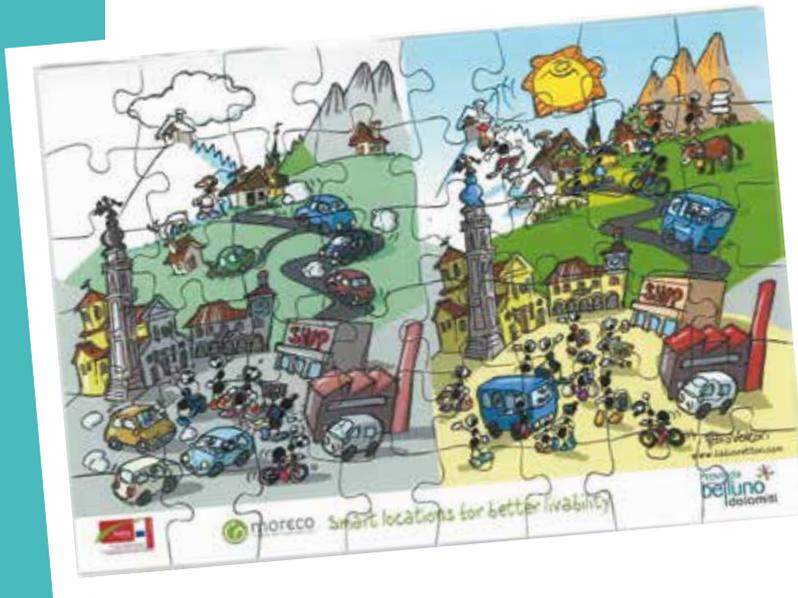
General objectives and specific target groups

- Increasing the awareness of especially the local-level policy makers. It can be applied by policy makers themselves or by experts and instructors in workshops, exercises, tutorials and seminars.
- Improving knowledge regarding the relationships between mobility- and housing costs, as well as future trends or scenarios and their effects.
- Policy makers can utilise the simple, comprehensible information materials and interactive methods.
- Giving policy makers the ability to justify appropriate spatial development decisions on the local and cross-municipal level.
- Providing assistance for the dissemination of the MORECO topics by means of a visual method.

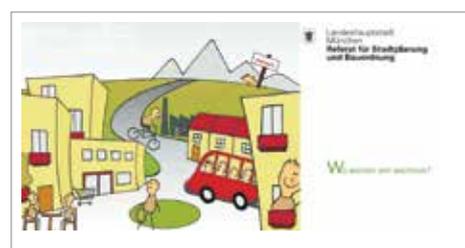
Implementation in the pilot sites

The MORECO-Slide-pool was developed into a technical and contextual framework with many Austrian examples. The project partners in Italy, Slovenia, Germany and France extracted selected elements of the slide-pool and translated it into their own languages according to their respective needs. The final trans-national slide-pool contains components of these local adaptations as well. Selected slides were used successfully in multiple workshops, exercises, tutorials, seminars and conferences involving various stakeholder groups.

The comics can be used in diverse situations, especially for raising awareness and to attract attention to the MORECO topics at public events. During the project implementation the comics proved to be an appropriate means to make people understand the MORECO concerns. So far the comics have proved highly effective in presentations, on posters, in press articles and on postcards.



A Puzzle-postcard produced in Belluno:
Illustrated by Fabio Vettori.



A Postcard, promoting WOMO (Household calculator of MVV, Munich Transport and Tariff Association).