



European Integrated Projects

# City Integrator

Advancing the mobility objectives often requires collaboration with other sectors; for instance, engaging the education sector to discuss issues like travelling to school and lowering demand for car use. These issues are addressed under the LINKS objective, and the City Integrator is the engagement tool that could support its implementation.

## What is it?

Transport is a derived demand of other sectors and one of the issues exploited by the City Integrator is that meeting sustainability goals (such as the reduction of carbon emissions) depends on decisions affecting those sectors. The City Integrator acts as a platform for the exchange of ideas and information as well as cross-sector planning among decision-makers who represent many sectors in a city. Health, education, tourism, and retail are just a few relevant industries for cross-planning with transport, but they are not the only ones. The City Integrator could also support the collaboration between different departments within city administration that traditionally do not collaborate.

Despite that, there is no evidence yet for the existence of formal integration across sectors, many city administrations started to engage with representatives of other sectors. This is done within the work to design and implement different city wide-strategies. By applying the City Integrator engagement instrument, city authorities show interest in understanding the needs, expectations, plans and possible synergies between transport and other sectors.

The City Integrator is viewed as a tool for involving city authority and sectoral stakeholders to obtain a shared understanding and to produce new joint solutions to tackle high-level goals at the local level through collaborative projects that benefit from improved coordination among sectoral and municipal decision-making.

## Practical suggestions successful City Integrator

- **Identify and align** measurable objectives;
- **Use the data you already have.** This applies both when it comes to establishing contact as well as understanding the overall engagement strategy. If you have had some experience with this in the past, think about what worked and integrate those elements in your new engagement strategy;
- **Build trust and confidence.** Take your time to understand your stakeholders and the dynamics of the group. Encourage them to speak their minds and show them that their contribution is valuable.
- **Dedicate time and capacity.** Building a successful engagement process takes time so make sure that both you and your stakeholders plan resources in advance and enter this process with dedication.
- Make sure that **tasks and responsibilities** are correctly shared among the stakeholders.

## Key Points:

### Who?

- City's functional departments,
- Representatives of different sectors
- Decision-making factors in different economic sectors

### What?

- Cross-sectoral communication

### How?

- Communication between city administration and other public bodies representing different sectors. The private sector and/or civil society could also be part of it, but the joint vision should be established by the representatives of the main sectors involved in the discussion.

### When?

- 01, 02, 03, 05, 06, 07, 08, 11, 12

