



GET INVOLVED: SHARE YOUR MOBILITY BEST PRACTICES!

The SMARTA consortium would like to invite you to nominate interesting good practices cases from across Europe – and beyond – for improving mobility services for rural population and the accessibility of rural areas.

Good practice case studies could include:

- **Mobility solutions** designed for all the population and especially vulnerable user groups
- **Technologies** that enable more efficient planning of journeys
- Transport solutions at bus/train stations for **last mile connectivity**
- **Active modes** including sharing of bikes and e-bikes
- **Community-based** transport systems and solutions
- **Good governance** enabling sustainable rural mobility
- New **business concepts** and solutions for improving the accessibility of rural areas
- Innovative **marketing campaigns**

To submit your nomination(s), please contact us or visit the SMARTA website.

JOIN US IN THE SMARTA WORKSHOPS!

If you are interested in the SMARTA project activities and results you can attend one of our dedicated workshops. The project team will organize two dedicated stakeholder workshops that will invite mobility stakeholders to come together to hear, discuss and provide their perspectives and recommendations on the knowledge gathered, the results and the provisional recommendations arising from the main project activities. The workshops will be designed to be open and interactive, so that value is gained from bringing together the wide range of experience available within the sector.

The workshops are expected to review multiple themes of policy, practice, services and innovation, all within a framework that recognizes the needs of rural communities and the lives of the people who live there.

Let's keep in touch!

www.ruralsharedmobility.eu
info@ruralsharedmobility.eu

For more information, please contact the Project coordinators at MemEx:

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THE SMARTA PROJECT



Sustainable shared mobility interconnected with public transport in European rural areas (developing the concept of 'smart rural transport areas' (SMARTA))



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THE SMARTA PROJECT IN BRIEF

OUR CONSORTIUM AIMS TO:

- **Analyze the challenges of mobility in rural areas**, including the market and the policy context in all of the EU countries (plus selected EEA states, North America and Australia)
- Identify current and emerging **good practice** across all the EU Member States (and third countries) and the different level of innovation
- Work with at least **two pilot sites addressing rural mobility, offering assistance, consultant services and technical support**
- **Monitor the pilot aspects of operation and performance** on a continuous basis and evaluate the pilot results
- **Position the knowledge acquired** in the pilot sites within the broader framework, policy and practice of rural mobility in Europe, and its potential for wider application
- **Share and discuss** the acquired knowledge, results, and recommendations with relevant stakeholders
- **Develop and implement an awareness-raising campaign** on sustainable shared mobility interconnected with public transport in European rural areas



WHAT IS SMARTA ABOUT?

Context

Rural public transport services in Europe are under pressure, due to a combination of factors including **austerity measures, demographic change and poor connectivity** in terms of transport and telecommunications infrastructure. The absence of a range of mobility services has resulted in rural areas becoming highly car-dependent, with the inevitable outcome that those without cars are dependent on others for rides, leading to reduced possibilities to actively participate in society.

SMARTA is a two-year project that focuses on how to exploit existing mobility policies and solutions in European rural areas and explore ways to **support sustainable shared mobility interconnected with public transport**.

Our Mission

The SMARTA project presents a very exciting opportunity to **conceptualise, identify and pilot 'smart transport services'** in rural areas. Our consortium aims to understand the market and framework in every European country and to assess how sustainable, shared and on-demand mobility solutions can help enhance the travel experience of diverse rural population.

The Consortium



MemEx S.R.L. (Leader)



The University Court of the University of Aberdeen



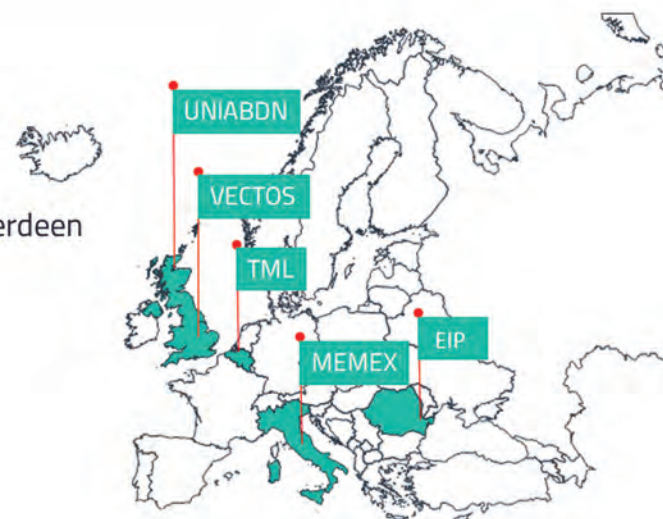
Vectos (South) Limited



Transport & Mobility Leuven NV



European Integrated Projects SRL



1. Analysis of rural mobility

The SMARTA Scoping Report will become a key reference for European and global stakeholders that seek a **comprehensive view of the current state of the art for sustainable mobility in European rural areas**. It will define a vision of future *'smart rural transport areas'* and technical solutions that can be deployed and will develop a robust methodology demonstrating how this smart 'potential' will be tested in pilot initiatives



2. Improving the knowledge on sustainable mobility

During the project the consortium will work with at least **two pilot sites addressing real-life services in rural areas where innovative solutions for shared mobility services will be tested**. The sites will receive specialized technical assistance on the different pilot aspects and the consortium will monitor operation, performance and evaluation of results to help ensure the service is sustainable and can be rolled out further.



3. Raising awareness on rural mobility

Awareness raising activities will enhance the understanding of the project's approach, outcomes and outputs, through the development and use of dissemination and communication tools, including leaflets, brochures, website and social media. Moreover, the consortium will **build a network of relevant stakeholders and interested parties** that will help to validate findings and will share their views, experiences and needs.

