



SMARTA2
SUSTAINABLE RURAL MOBILITY

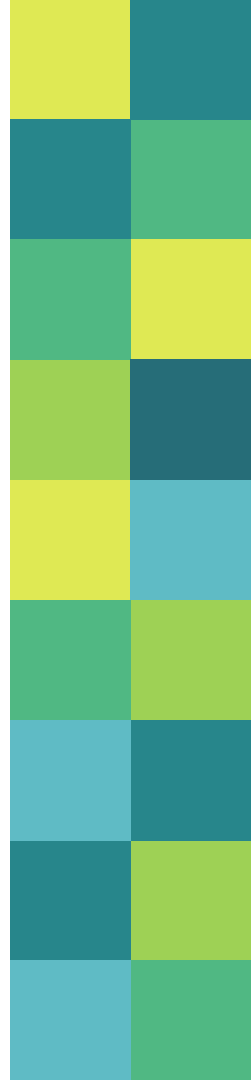
e-car sharing for alpine villages

an urban idea goes rural

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- ➔ Region of East Tyrol: an alpine region in Austria
- ➔ e-car sharing system “FLUGS” for innovative and flexible mobility



The Story

- 2014: a participatory process “Vordenken für Osttirol” started the idea
- 2015: an association was founded for the establishment process
- 2016: first pilot in action
- 2017: the regional thermal company integrated growing e-car sharing in their company
- 2019: 7 e-car sharing stations in East Tyrol
- 2020: Smarta2 for integrated mobility in a peripheral alpine region



- ➔ first users: people who were inspired by the idea
- ➔ followers: people who needed the mobility offer
- ➔ good response in the city – institutional users as basis

- ➔ **hard to implement in the villages without strong local commitment**
- ➔ **the closer people are to urban lifestyle (urban ideas), the easier they use it**
- ➔ **strong dependence on private cars in rural areas (job)**
- ➔ **car as a social status**





- first offer in tourism was not successful – lack of integration in the hotels
- tourist start using it – big potential, not only for “profit” but also to find it`s way in our alpine society

➤ e-car sharing is a question of values:

traditional and modern lifestyles: safe mobility costs

postmodern lifestyles: we love to share; “WE” become bigger than the “I”





➔ **Social innovation in mobility meets rural areas**

SMARTA 2

Thank you!



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