

## THE EUROPEAN UNION AND RURAL MOBILITY

The European Union is committed to addressing the mobility needs of people living in rural areas and foster their participation in all aspects of economic and social life. In this context, the European Commission funded the SMARTA project in 2018, representing an opportunity to conceptualise, identify and pilot smart rural transport solutions. To measure the contribution of smart transport solutions to the issues faced by rural areas, SMARTA created an evaluation framework to assess how sustainable, shared and on-demand mobility solutions can help enhance the travel experience of rural populations.

**SMARTA 2** puts this evaluation framework into practice in four sites across Europe. The objective is to create an evidence base that will allow the extrapolation of the pilot areas' experience to other rural areas across the EU.

## SMARTA 2 TEAM



**Q-PLAN INTERNATIONAL**  
<https://qplan-intl.gr/>



**White Research**  
<https://white-research.eu/>



**Regionsmanagement Osttirol**  
<https://www.rmo.at/>



**e-Trikala**  
<http://www.e-trikala.gr/>



**Municipality of Águeda**  
<https://www.cm-agueda.pt/>



**Brasov Metropolitan Area**  
<http://www.metropolabrasov.ro/>

With the contribution of **Brian Leslie Masson**  
Transport expert

### PROJECT LINKS

**VISIT**  
[ruralsharedmobility.eu](http://ruralsharedmobility.eu)

**CONTACT US**  
[s2info@qplan-intl.gr](mailto:s2info@qplan-intl.gr)

@SMARTAmobility

SMARTA Project

[www.mobilitaterurala.ro](http://www.mobilitaterurala.ro)



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**SMARTA2**  
SUSTAINABLE RURAL MOBILITY



**PROMOTING SUSTAINABLE SHARED MOBILITY  
INTERCONNECTED WITH PUBLIC TRANSPORT  
IN EUROPEAN RURAL AREAS**



## WHAT IS SMARTA 2 – DEMONSTRATORS ABOUT?

SMARTA 2 focuses on rural mobility put into practice. It aims to implement shared mobility solutions in East Tyrol (Austria), Trikala (Greece), Águeda (Portugal) and Brasov (Romania).

These four European rural areas, spanning different geographies, populations and mobility challenges, have set up different sharing services, interconnecting them with existing public transport, thus increasing the range of environmentally friendly and cost-efficient mobility options for local citizens.

The impact of these new services is monitored and assessed under a common evaluation framework, developed by the SMARTA project. The evidence gathered is expected to foster policy discussions at the regional and European level on how to leverage sustainable shared rural mobility solutions in the future. Drawing from the demonstrators' experiences, the project will create a Toolkit of good practices, lessons learnt and recommendations to support the implementation of smart mobility interventions in more rural settings across Europe.

SMARTA 2 started in September 2019 and will last until March 2021.

## WHAT IS INTERESTING ABOUT SMARTA 2 – DEMONSTRATORS?

1. Its **bottom-up approach**: through dedicated workshops, citizens do not simply consume but rather co-design the transport services that can best accommodate their needs and contribute to the selection of the intervention sites in each pilot area.

2. The use of **behavioural incentives** – together with financial ones – to increase the uptake of pilot services by the locals. The effects will be measured and valuable lessons on the deployment of incentives to support sustainable shared rural mobility will be drawn.

3. Its probable **spillover effects on the local economies**: besides providing cost-efficient and environmentally friendly transport solutions, the new services are likely to improve the continuous flow of citizens from surrounding rural areas towards the city centre.

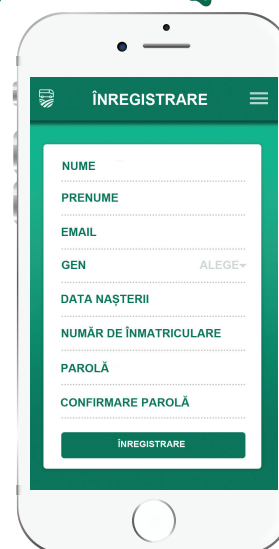
4. The collection of both quantitative and qualitative **evidence** to learn what works and why it works in all four rural areas. Findings will be discussed in regional **policy debates** in order to identify possible actions that could be taken at regional and supra-regional level to support sustainable shared rural mobility solutions in the future.

## SMARTA 2 – DEMONSTRATORS IN BRASOV



- MUNICIPALITY OVER 20,000 HABITANTS
- DEMONSTRATOR SITE
- METROPOLITAN AREA
- RIVERS
- MAIN ROADS
- SECONDARY ROADS

Through SMARTA 2, Cristian, Pejmer and Bod are testing rural mobility solutions based on a community building approach. More concretely, through the provision of incentives by public and private enterprises, such as free parking spaces or discounts, citizens in these areas are encouraged to use public transport or alternatives such as carpooling, instead of their cars. The approach is to support the members of these rural communities in acknowledging their role and responsibility in traffic congestion and air pollution, and in defining solutions that best answer their mobility needs and territorial challenges. To learn more about the community building approach and how you can participate in the project, visit: [www.mobilitateturuala.ro](http://www.mobilitateturuala.ro)



## 5 REASONS

WHY YOU SHOULD KEEP AN EYE ON SMARTA 2 – BRASOV'S DEMONSTRATOR



1

Discover how new ways of transport such as carpooling can improve your mobility and help you make savings.



2

Learn how you can help to decrease CO<sub>2</sub> and traffic levels in Brasov by supporting carpooling interconnected with public transport.



3

Discover how you can boost your business, on top of promoting cost-efficient and environmentally friendly solutions.



4

Find out more about SMARTA 2's participatory approach and join its socially aware community. You may be able to develop services and products that correspond better to your clients' needs, ambitions and aspirations.



5

Be a frontrunner in Romania and help shape the mobility strategy of Brasov and create a toolkit collecting lessons learnt and good practice examples.