



## 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



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Promoting sustainable shared Mobility interconnected with public transport in european rural Areas

[besmarta.at](http://besmarta.at)

# 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.

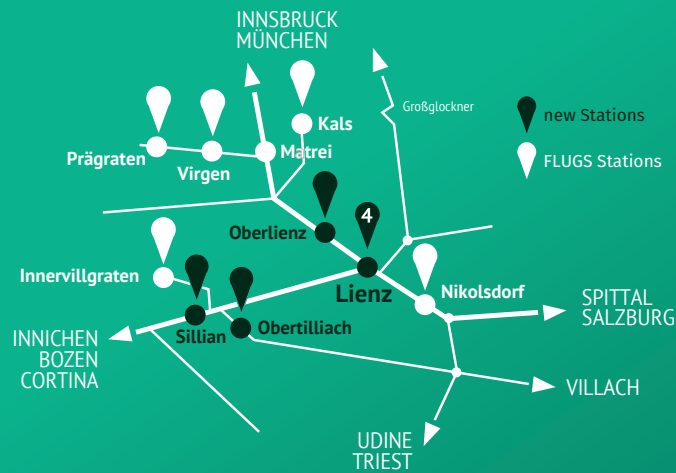
SMARTA 2 started in September 2019 and will last until March 2021.

**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 Testing mobility offers in East Tyrol

SMARTA 2 - Enables a test run to see how alternative mobility offers in comparison to private car (can) work.

The offer is aimed at all East Tyrolean citizens to take the opportunity and test public transport services of the public transport provider VVT and e-car sharing with "Flugs" in the district.

The offer consists in two VVT monthly tickets for 130 people each. The tickets will be issued between April and September 2020 while stocks last. In addition, 200 new customers will receive a starting capital of 100 € each to test the E-Carsharing. The Flugs-Card is valid for all car sharing stations in the district.

One solution for better framework and living conditions in rural areas is integrated mobility.

 [besmarta.at](https://besmarta.at)



# 5 Reasons Why you should keep an eye on SMARTA 2 East Tyrol's demonstrator

**1** Learn how e-carsharing interconnected with public transport can decrease CO2 and lead to a better lifestyle and provide people better financial conditions.

**2** Discover how integrated mobility (e-carsharing and public transport) improve the mobility of citizens (especially those having no car / second car) foster their independence and allow them top anticipate equally in all aspects of economic and social life.

**3** Find out more about SMARTA2-Demonstrators' participatory approach and its various co-creation methods and how they can help you to create policies that correspond better to the local populations' needs, ambitions and aspirations.

**4** Access the project's toolkit to learn more about the performance of the pilots along with lessons learnt, good practices, implementation challenges and mobility strategies.

**5** Weigh the evidence and make informed decisions to improve the mobility landscape in East Tyrol.