SAVE THE DATES
10-11.12.2020

RU RAL MOBI LITY MATTERS

Developing Smart Rural Transport Areas

SMARTA FINAL CONFERENCE

Learn about SMARTA's findings and final recommendations during the project's closing event!

The **SMARTA Final Conference** will be structured as a set of virtual events, spread over two days. Key outcomes from SMARTA project activities will be presented through dedicated sessions specifically targeted to address key stakeholders active in the field of rural mobility.

On **Thursday, 10th December** two sessions will be organised, one in the morning and the other in the afternoon. In the morning, the session will be focused on SMARTA policy recommendations. In the afternoon, the session will highlight the possible solutions as demonstrated by the SMARTA network of sites.

On **Friday, 11th December**, two specific sessions will be organised in the morning, both dealing with impacts, evaluation and ways forward. The first session will present and discuss the findings from the evaluation activities carried out with the SMARTA sites, SMARTA2 sites and the SMARTA in-depth Good Practices. The second session will introduce the broader perspective of rural mobility, including future opportunities, on other issues, such as community building, environment and traffic, including a session on COVID-19 outbreak and its implication on rural mobility.

Thursday, 10th December 2020 • Policy and Solutions

1 — 1st SESSION
Policy and Governance of Rural Mobility

Timing: 10:30 - 12:30 CET

Overview:
This session aims to discuss the main issues of policy and frameworks for rural mobility. It will present the main policy recommendations and guidelines produced by the SMARTA project for the improvement of the mobility and transport conditions in European rural areas.

2 — 2nd SESSION
Emerging practices for smart rural transport from experiences of SMARTA and SMARTA2

Timing: 14:30 - 16:45 CET

Overview:
This session aims to highlights key experiences around the main issues of implementing different forms of shared mobility services and integrating them with the conventional public transport. The session will feature a number of presentations from SMARTA and SMARTA2 Pilot sites.

Friday, 11th December 2020 • Impacts

3 — 3rd SESSION
Key results from the SMARTA Evaluation

Timing: 9:30 - 11:30 CET

Overview:
This session aims to present the results of the evaluation activities conducted with the SMARTA and SMARTA2 pilot sites and the SMARTA in-depth Good Practices. Main lessons learnt, drivers and barriers about implementation process and operational aspects, and key transferability issues will be presented.

4 — 4th SESSION
Developing Smart Rural Transport Areas - A vision for the future

Timing: 12:00 - 13:30 CET

Overview:
This session aims to highlight the key impacts (and benefits) of independent and enhanced mobility in rural areas. It will be focused on the impacts on Communities and Community Development, People, in terms of personal mobility, opportunities and wellbeing, Activities and businesses, etc.

More information will be available soon at: https://ruralsharedmobility.eu/

SMARTA FINAL CONFERENCE
Rural Mobility Matters
Developing Smart Rural Transport Areas

1st SESSION

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Date	**Thursday 10th December 2020**
Time	**10:30 - 12:30 CET**
Topic	Policy and Governance of Rural Mobility
Short description of event	*This session aims to discuss the main issues of policy and frameworks for rural mobility. It will present the main policy recommendations and guidelines produced by the SMARTA project for the improvement of the mobility and transport conditions in European rural areas. The session will explain the key reasons why the European Commission and Parliament should act for rural mobility.*
Primary target audience	■ European Commission ■ European Parliament ■ Policy and decision makers

AGENDA

Timing	Session/Theme	Type	Speaker (S); Moderator (M)
10:30 - 10:35	*Welcome*		*Tbd*
10:35 - 10:45	*Welcome and Introduction by Project Coordinator*	*Welcome speech*	MemEx
10:45 - 11:15	*Priorities for rural development, including rural mobility*	*Presentations/keynote speech*	EP, DG MOVE, DG REGIO, DG AGRI
11:15 - 11:30	*Policy perspective from the SMARTA project*	*Presentation*	MemEx
11:30 - 12:15	*What is the role of policy in implementing sustainable and shared mobility in EU rural areas?*	*Panel Discussion (6 panellists + moderator):* ■ DG MOVE ■ DG AGRI ■ EP ■ REGIO ■ SMARTA Project ■ Tdb	*Moderator: Tbd* *Rapporteur: Tbd*
12:15 - 12:25	*Reflections and conclusion*		SMARTA Project
12:25 - 12:30	*Conclusion, info of next sessions*		SMARTA Project

The event will take place online and registrations will start soon

2nd SESSION

Date	**Thursday 10th December 2020**
Time	**14:30 - 16:45 CET**
Topic	Emerging practices for smart rural transport from experiences of SMARTA and SMARTA2
Short description of event	*This session aims to highlights key experiences around the main issues of implementing different forms of shared mobility services and integrating them with the conventional public transport. The cross-cutting themes are (i) shared mobility schemes in the style of collective transport, including DRT and community transport; (ii) what does "integration" mean for rural shared mobility and what are the practical solutions in this context; and (iii) ride and asset sharing in rural areas, including carpooling and e-bikes/car sharing. The session will feature a number of presentations from SMARTA and SMARTA2 Pilot sites.*
Primary target audience	■ European Commission ■ Practitioners, including Transport operators, and Transport and Mobility Authorities ■ Community organisations

AGENDA

Timing	Session/Theme	Type	Speaker (S); Moderator (M)
14:30 - 14:35	*Welcome*		Q-Plan
14:35 - 14:40	*Introduction*	*Presentation/speech*	SMARTA & SMARTA2 Projects
14:40 - 15:20	*Real-life experiences from pilot sites:* ■ Kilkenny (IE) ■ Toscana Sud (IT) ■ Brasov (RO) ■ Trikala (GR)	*Pilot sites presentations*	SMARTA & SMARTA2 pilot sites
15:20 - 15:35	*Question and Answer Session*		*Moderator: Tbd*
15:35 - 16:25	*Real-life experiences from pilot sites:* ■ RezoPouce ■ Bürgerbus Oberes Glantal (DE) ■ Bürgerbus Dreisam Stromer (DE) ■ Agueda (PT) ■ East Tyrol (AT)	*Pilot sites presentations*	SMARTA & SMARTA2 pilot sites
16:25 - 16:40	*Question and Answer Session*		*Moderator: Tbd*
16:40 - 16:45	*Conclusion, info of next sessions*		

The event will take place online and registrations will start soon

SMARTA FINAL CONFERENCE
Rural Mobility Matters
Developing Smart Rural Transport Areas

3rd SESSION

Date	**Friday 11th December 2020**
Time	**9:30 - 11:30 CET**
Topic	Key results from the SMARTA Evaluation
Short description of event	*This session aims to present the results of the evaluation activities conducted with the SMARTA and SMARTA2 pilot sites and the SMARTA in-depth Good Practices. Main lessons learnt, drivers and barriers about implementation process and operational aspects, and key transferability issues will be presented and discussed.*
Primary target audience	■ European Commission ■ Practitioners, including Transport operators, and Transport and Mobility Authorities ■ Community organisations

AGENDA

Timing	Session/Theme	Type	Speaker (S); Moderator (M)
9:30 - 9:35	*Welcome*		MemEx
9:35 - 10:00	*Findings from SMARTA evaluation framework*	*Presentation*	TML
10:00 - 11:00	*4 different themes*	*Break out session*	Tbd
11:00 - 11:10	*Video*	*"Relaxing / break", gives Moderators time to prepare their short report to plenary*	
11:10 - 11:25	*Feedback from breakout session*	*Plenary*	
11:25 - 11:30	*Conclusion*		

Note: *the aim of the breakout session would be to validate statements/hypothesis coming from SMARTA Evaluation activities. These would be presented in the plenary. Each breakout group would be given a specific set of hypotheses to discuss. The topic of the breakout sessions will be communicated soon. Participants will be asked to select which session to join in advance of the event.*

The event will take place online and registrations will start soon

4th SESSION

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Date	**Friday 11th December 2020**
Time	**12:00 - 13:30 CET**
Topic	Developing Smart Rural Transport Areas - A vision for the future
Short description of event	*This session aims to highlight the key impacts (and benefits) of independent and enhanced mobility in rural areas.* *Rural mobility will be discussed from the perspectives of:* ■ Communities and Community Development ■ People, in terms of personal mobility, opportunities and wellbeing ■ Activities and businesses ■ Traffic and Environment
Primary target audience	*Mix of policymakers and decision makers, including* ■ European Commission ■ Practitioners, including Transport operators, and Transport and Mobility Authorities ■ Community organisations

AGENDA

Timing	Session/Theme	Type	Speaker (S); Moderator (M)
12:00 - 12:05	*Welcome*		EIP
12:05 - 12:15	*Rural mobility vs social and economic rural development*	*Presentation*	ENRD
12:15 - 12:25	*Rural mindsets and changing and vibrant rural areas*	*Presentation*	Vectos & MAMBA
12:25 - 12:35	*Social aspects and demographic challenges*	*Presentation*	Tbd
12:35 - 13:15	*Tbd*	*1 (or two) panel discussion*	Tbd
13:15 - 13:30	*Feedback from breakout sessions*	*Plenary Rapporteur report*	Tbd
12:30 - 13:35	*Conclusion*		EIP & MemEx

The event will take place online and registrations will start soon