

## 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)

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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?

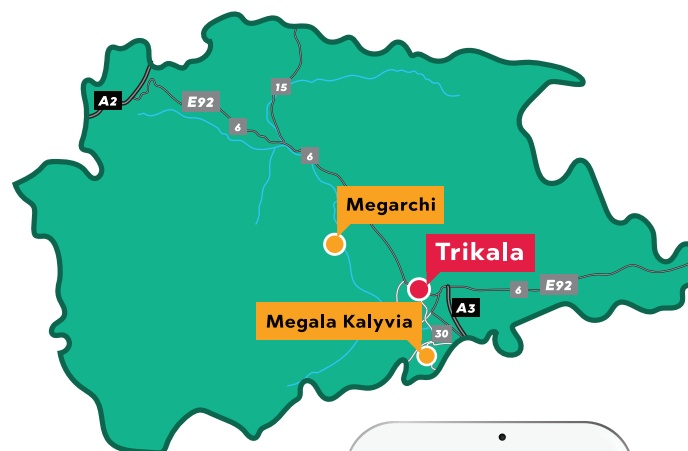
1. Its **bottom-up approach**: through dedicated workshops, citizens do not simply consume but rather co-design the transport services that can best accommodate their needs and contribute to the selection of the intervention sites in each pilot area.

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.

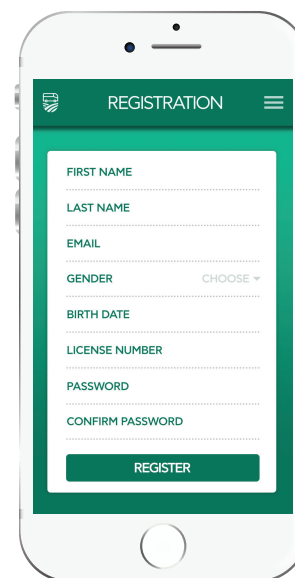
3. Its probable **spillover effects on the local economies**: besides providing cost-efficient and environmentally friendly transport solutions, the new services are likely to improve the continuous flow of citizens from surrounding rural areas towards the city centre.

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 TRIKALA



- MUNICIPALITY OVER 20,000 HABITANTS
- DEMONSTRATOR SITE
- MUNICIPAL AREA
- RIVERS
- MAIN ROADS
- SECONDARY ROADS
- PROVINCIAL ROAD



Under SMARTA 2, Trikala sets up a carpooling system, operated via an online application that allows users to check real-time public transport information along with available carpooling options to facilitate the connection between Megala Kalyvia, Megarchi and the city of Trikala. The application also includes an on-demand service to send requests for buses together with a booking system for other supporting services such as storage lockers, wheelchair scooters and bicycles, offered at the info point in Trikala's main square.

## 5 REASONS

### WHY YOU SHOULD KEEP AN EYE ON SMARTA 2 – TRIKALA'S DEMONSTRATORS



1

Experience how carpooling interconnected with public transport can decrease CO<sub>2</sub> and traffic levels.



2

Discover how carpooling can improve the mobility of citizens, foster their independence and allow them to participate equally in all aspects of economic and social life.



3

Find out more about the SMARTA 2's participatory approaches and how you can create policies that correspond better to your 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 mitigations strategies.



5

Weigh the evidence and make informed decisions to improve the mobility landscape of your area.