

SMARTA FINAL CONFERENCE 10-11.12.2020

RURAL MOBILITY MATTERS

Developing Smart
Rural Transport Areas

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

REGISTRATION IS NOW OPEN!

click here to register



The **SMARTA Final Conference** is structured as a set of virtual sessions, spread over two days. The most important outcomes from the 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 pilot 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 on rural mobility, including future opportunities, addressing issues, such as community building, environment and traffic, including a session on the 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 the Experiences of SMARTA and SMARTA2

Timing: 14:30 - 16:45 CET

Overview:

This session aims to highlight 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 SMARTA 2 pilot sites and the SMARTA in-depth Good Practices. Main lessons learnt, drivers and barriers in the implementation process and operational aspects, as well as 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 is available soon at: <https://ruralsharedmobility.eu/>

SMARTA FINAL CONFERENCE

Rural Mobility Matters

Developing Smart Rural Transport Areas

1st SESSION

1

Date	Thursday, 10th December 2020
Time	10:30 - 12:30 CET
Topic	Policy and Governance of Rural Mobility
Short description of event	<i>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.</i>
Primary target audience	<ul style="list-style-type: none"> ■ European Commission ■ European Parliament ■ Policy and decision makers

AGENDA

General moderator: **VECTOS**

10:30 - 10:35	Welcome to the SMARTA Final Conference <i>Laurie Pickup, Vectos</i>
10:35 - 10:40	Introduction to SMARTA by the Project Coordinator <i>Giorgio Ambrosino, MemEx</i>
10:40 - 11:20	Perspectives on rural mobility from the keynote speakers <ul style="list-style-type: none"> ■ <i>Ciaran Cuffe</i>, MEP, TRAN Committee Coordinator ■ <i>Stefan Ostergard Jensen</i>, DG AGRI ■ <i>Isabelle Vandoorne</i>, DG MOVE ■ <i>Marion Eckardt</i>, President of ELARD
11:20 - 11:30	Policy perspectives from the SMARTA Project <i>Andrea Lorenzini, MemEx</i>
11:30 - 12:15	Panel discussion <i>The panel will discuss issues about policy for rural mobility, including</i> <ul style="list-style-type: none"> ■ Is rural mobility an issue of sufficient importance/concern that the European institutions need to give it attention? ■ If so, is it better dealt with by mandating actions (policy, legal layers) or by facilitating actions (funding stream in programs), or it needs both? ■ What steps could be taken in 2021-22 to advance this? <i>The discussion will be moderated by Brendan Finn, MemEx</i> Panellists: <ul style="list-style-type: none"> ■ <i>Ciaran Cuffe</i>, MEP, TRAN Committee Coordinator ■ <i>Stefan Ostergard Jensen</i>, DG AGRI ■ <i>Marion Eckardt</i>, President of ELARD ■ <i>Odette Buntinx</i>, Flemish Ministry of Transport ■ <i>John Nelson</i>, University of Sidney ■ <i>Andrea Lorenzini</i>, MemEx, SMARTA Project
12:15 - 12:25	Reflections on the panel discussion <i>Laurie Pickup, Vectos</i>
12:25	Information about the next Sessions of the SMARTA Final Conference

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Developing Smart Rural Transport Areas

2nd SESSION

2

Date	Thursday, 10th December 2020
Time	14:30 - 16:45 CET
Topic	Emerging Practices for Smart Rural Transport from the Experiences of SMARTA and SMARTA 2
Short description of event	<i>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 SMARTA 2 pilot sites.</i>
Primary target audience	<ul style="list-style-type: none"> ■ European Commission ■ Practitioners, including Transport operators, and Transport and mobility authorities ■ Community organisations

DRAFT AGENDA

General moderator: **Q-Plan**

14:30 - 14:35	Welcome <i>Brendan Finn, MemEx</i>
14:35 - 14:45	Introduction to SMARTA 2 Project <i>Foteini Psarra, Q-Plan</i>
14:45 - 15:25	Real life experience from pilot sites <ul style="list-style-type: none"> ■ E-hitchhiking in the Hérault Department (FR), <i>Mathilde Boninni</i> - RezoPouce ■ ITS system for school bus services in Toscana Sud (IT), <i>Claudio Disperati, Rossana Bacci</i> - Tiemme Spa ■ Carpooling and community building in Braşov (RO), <i>Catalin-Frangulea Pastor</i> - Brasov Metropolitan Agency ■ Smart solutions for real-time info and carpooling in Trikala (GR), <i>Cristina Karaberi</i> - E-Trikala
15:25 - 15:40	Q&A session <i>Moderated by Brian Masson, SMARTA2 Project</i>
15:40 - 16:30	Real-life experience from pilot sites <ul style="list-style-type: none"> ■ DRT community-based service in Oberes Glantal (DE), <i>Karl Heinz Shoon</i> - Bürgerbus Oberes Glantal ■ Expansion of the Bürgerbus service in Dreisam Stromer (DE), <i>Stefan Saumer</i> - Bürgerbus Dreisam Stromer ■ E-bike sharing system in Águeda (PT), <i>Célia Morais Laranjeira, Carla Couceiro</i> - Municipality of Águeda ■ E-car sharing system in East Tyrol (AT), <i>Michael Hohenwarter</i> - Regional Management Osttirol ■ Superstops and integrated mobility in Kilkenny (IE), <i>Declan Rice</i> - Kilkenny Leader Partnership
16:30 - 16:45	Q&A session <i>Moderated by Brian Masson, SMARTA2 Project</i>
16:45	Information about the next Sessions of the SMARTA Final Conference

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3rd SESSION

3

Date	Friday, 11th December 2020
Time	9:30 - 11:30 CET
Topic	Key Results from the SMARTA Evaluation
Short description of event	<i>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 in the implementation process and operational aspects, as well as key transferability issues will be presented and discussed.</i>
Primary target audience	<ul style="list-style-type: none"> ■ European Commission ■ Practitioners, including Transport operators, and Transport and Mobility Authorities ■ Community organisations

DRAFT AGENDA

General moderator: **MemEx**

9:30 - 9:35	Welcome <i>Andrea Lorenzini, MemEx</i>
9:35 - 9:55	Findings from the SMARTA evaluation framework <i>Dirk Engels, Bruno Van Zeebroeck, TML</i>
9:55 - 10:00	Introduction to the breakout session
10:00 - 11:00	Group work: discussing SMARTA main findings <ul style="list-style-type: none"> ■ <i>Breakout group 1: Strategic Objectives:</i> What Roles Should Rural Mobility Play in Rural Development Policy? ■ <i>Breakout group 2: Stakeholders and Frameworks:</i> How Can Institutions, Agencies and Communities Work Together to Develop Rural Mobility? ■ <i>Breakout group 3: User Acceptance:</i> How to Develop Mobility Solutions Suitable to Rural Needs and Effectively Communicate These to Users? ■ <i>Breakout group 4: Using Technology Wisely:</i> What Is the Potential and Impacts of Digital Solutions in Rural Mobility?
11:00 - 11:05	Presentation of the SMARTA Video
11:05 - 11:25	Feedback from the breakout sessions <i>Each rapporteur presents the key outcomes of the breakout sessions</i>
11:25	Conclusion

Note: the aim of the breakout sessions is to validate statements/hypotheses coming from the SMARTA Evaluation activities. These will be presented in the plenary. Each breakout group will 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 they would like to join in advance of the event.

Register for the event by clicking the following link: https://zoom.us/webinar/register/WN_cW1hIPsgQWSf1nDH14jknA

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4th SESSION

4

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	<p><i>This session looks to the future of mobility in rural areas. It considers how the solutions, practical experience and learnings presented in Sessions 2 and 3 can be used more widely to enhance rural mobility. It will draw on four perspectives:</i></p> <ul style="list-style-type: none"> ■ Linkages with broader rural and community development actions and funding programs ■ Specific challenges of Europe's more remote rural areas and areas with demographic challenges (leaving no-one behind) ■ Emerging innovation and how to utilise it ■ Adapting frameworks at local level <p><i>The panel will then explore the opportunities and challenges to make better rural mobility a reality in the coming years.</i></p>
Primary target audience	<p><i>Mix of policymakers and decision makers, including</i></p> <ul style="list-style-type: none"> ■ European Commission ■ Practitioners, including Transport operators, and Transport and Mobility Authorities ■ Community organisations

DRAFT AGENDA

General moderator: **EIP**

12:00 - 12:05	Welcome <i>Lucia Cristea, EIP</i>
12:05 - 12:20	Rural mobility innovation in Europe – responding to demographic and diverse social change? <i>Laurie Pickup, Vectos, Chairperson ITF Working Group</i> <i>Linda Randall, Nordregio, MAMBA Project</i>
12:20 - 12:30	Towards Mobility 2.0 - Basic Accessibility <i>Odette Buntinx, Flemish Ministry of Transport</i>
12:30 - 12:40	Smart Rural Areas in the 21st Century <i>Edina Ocsko, E40 Group, Smart Rural 21 project</i>
12:40 - 13:20	Panel discussion with speakers and other relevant stakeholders <i>The panel will explore the opportunities and challenges to make better rural mobility a reality in the coming years .</i> <i>The discussion will be moderated by Lucia Cristea, EIP</i>
13:20 - 13:30	A new vision for rural mobility: the SMARTA roadmap <i>Brendan Finn, MemEx</i>
13:30	Closing remarks

Register for the event by clicking the following link: https://zoom.us/webinar/register/WN_cW1hIPsgQWSf1nDH14jknA