

SMARTA 2 – Demonstrators

SUSTAINABLE SHARED MOBILITY INTERCONNECTED WITH PUBLIC TRANSPORT IN
EUROPEAN RURAL AREAS



SMARTA2

SUSTAINABLE RURAL MOBILITY



with the contribution of Brian Leslie Masson

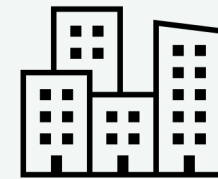
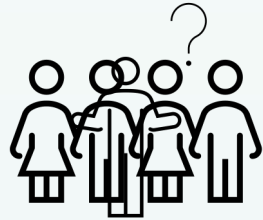
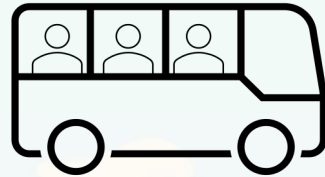


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Why SMARTA 2?

Two reasons

The effects of urbanisation



- Demand for public transport drops
- What about the people who are left behind?

Why SMARTA 2?

Two reasons

Transport noise, emissions and climate change



- Road transport accounts for 82% of the transport GHG emissions
- Transport is responsible for more than half of all NOX emissions
- Road traffic affects some 100 million people

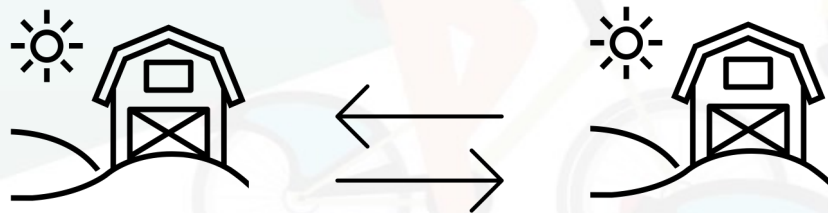
What can be done?

One-size-fits-all approaches do not work

We need solutions that appreciate local context.

We cannot copy paste solutions. Each rural area has unique properties

- Geography
- Weather conditions
- Social and cultural norms



However, we can transfer solutions.
Learning what works is a cumulative process.



East Tyrol, Austria



Trikala, Greece



Águeda, Portugal



Brasov, Romania



How does SMARTA2 power rural areas?

Our demonstrators

Diverse contexts. Diverse solutions

East Tyrol, Austria

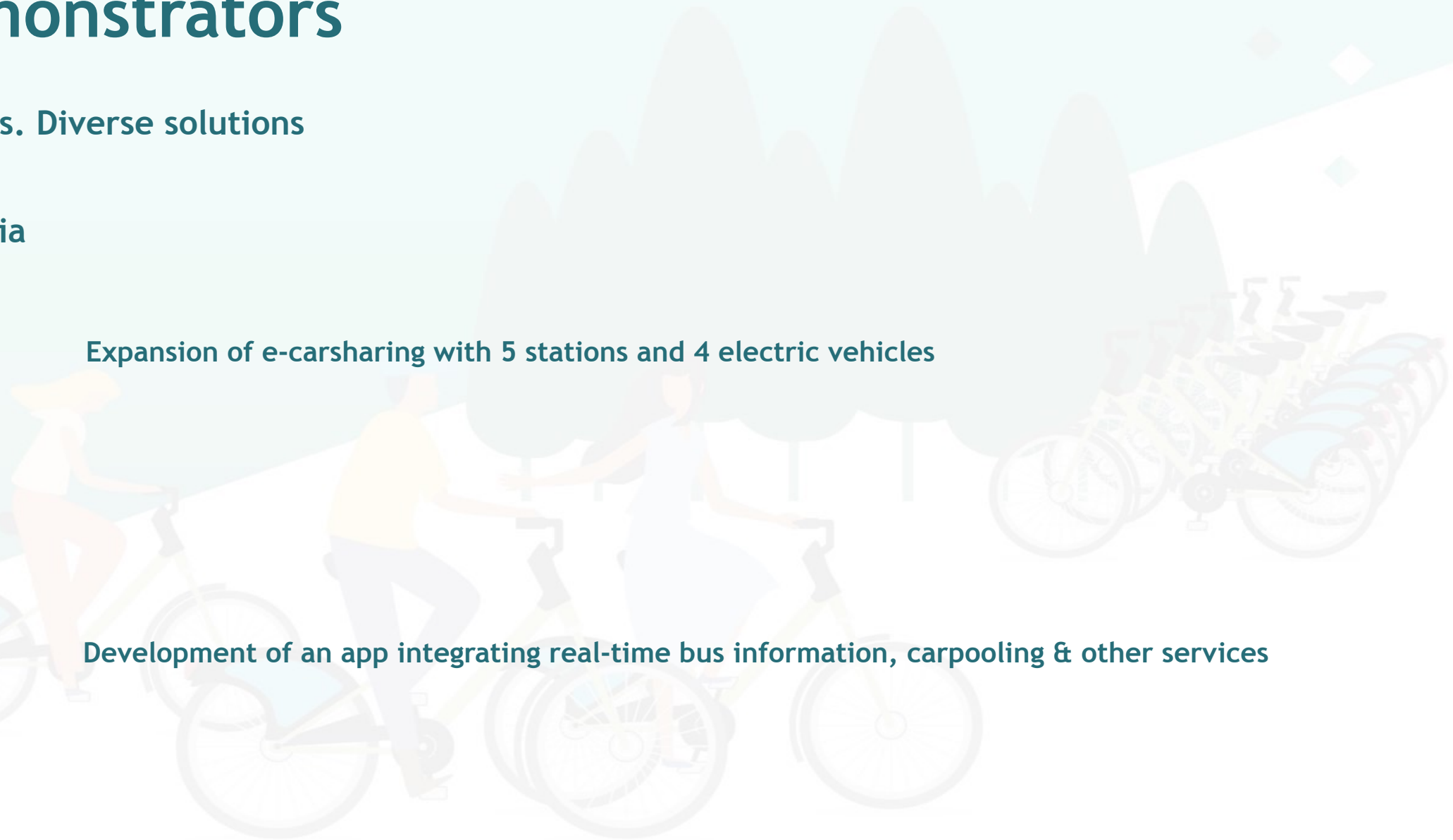


Expansion of e-carsharing with 5 stations and 4 electric vehicles

Trikala, Greece



Development of an app integrating real-time bus information, carpooling & other services



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Diverse contexts. Diverse solutions

Águeda, Portugal

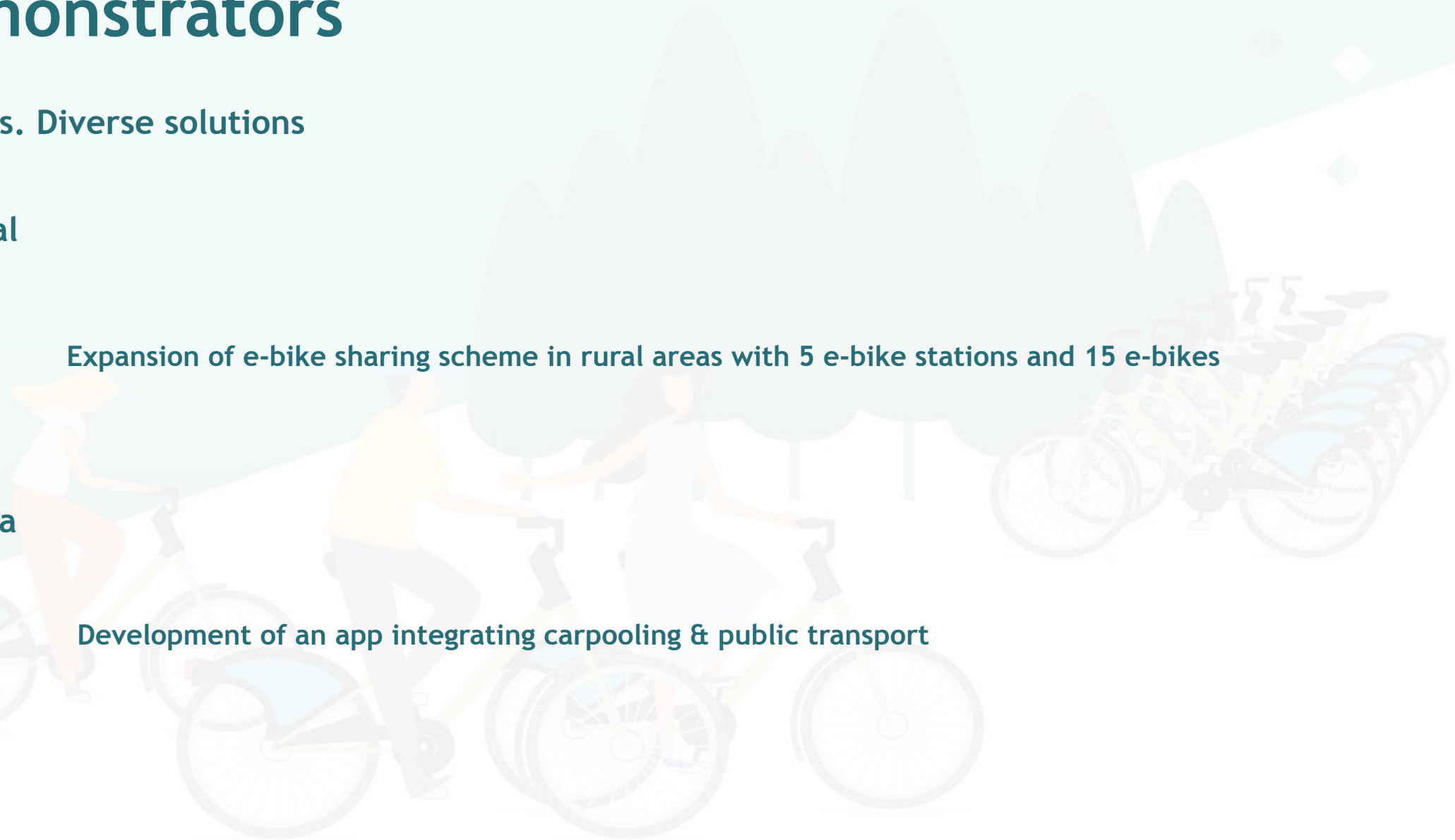


Expansion of e-bike sharing scheme in rural areas with 5 e-bike stations and 15 e-bikes

Brasov, Romania



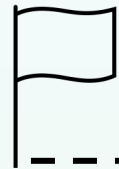
Development of an app integrating carpooling & public transport



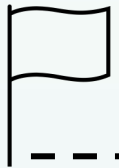
SMARTA 2 approach in a nutshell

Milestones

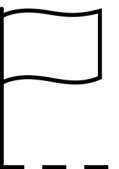
Small steps can lead to big changes



Evaluation: learning what works for rural mobility



Communications: legislation versus nudging



Understand the local context: talk with people



What makes SMARTA 2 special

Three important aspects

1. Understanding local context: talking with people

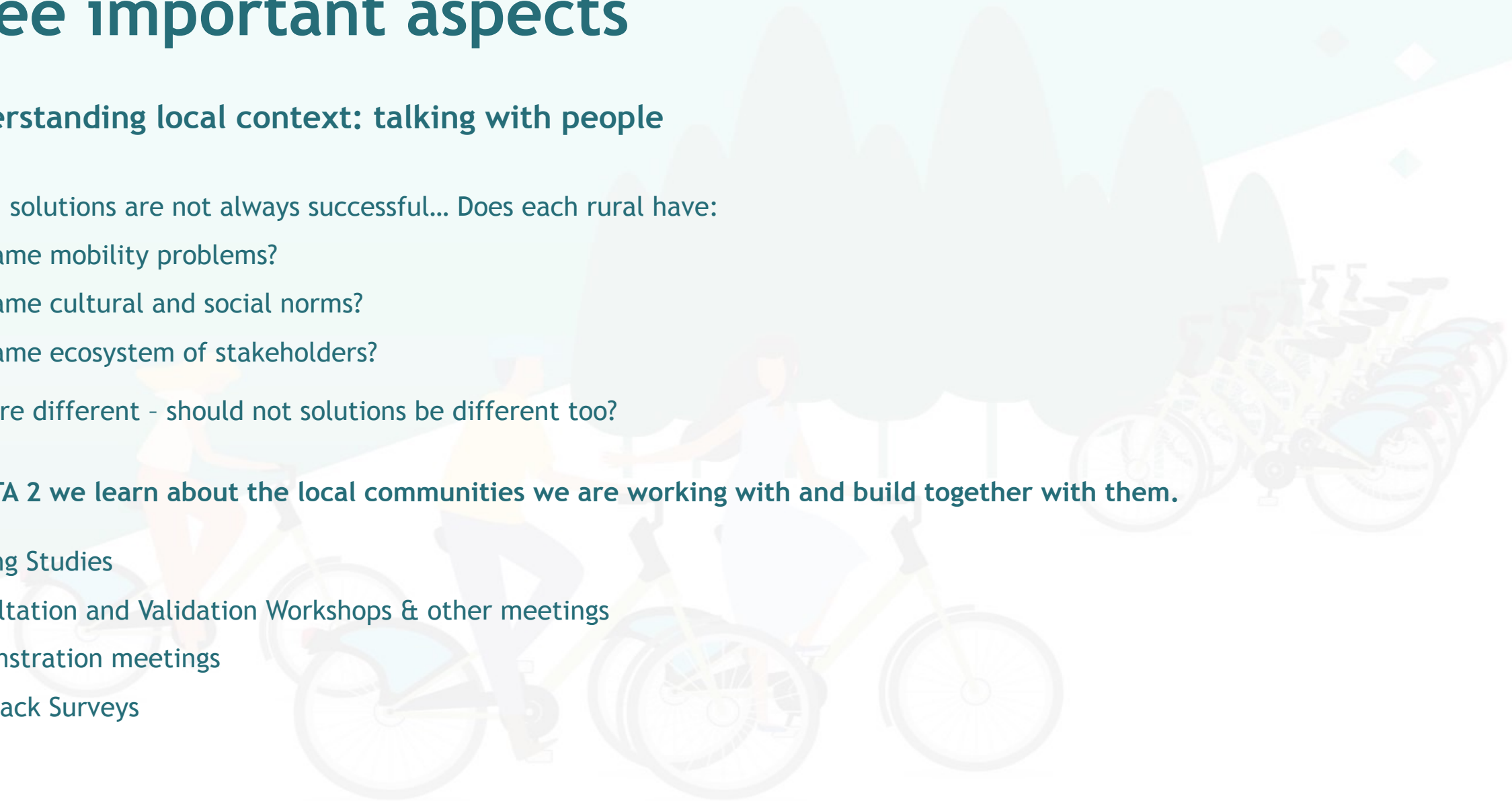
Top-down solutions are not always successful... Does each rural have:

- The same mobility problems?
- The same cultural and social norms?
- The same ecosystem of stakeholders?

If these are different - should not solutions be different too?

At SMARTA 2 we learn about the local communities we are working with and build together with them.

- Scoping Studies
- Consultation and Validation Workshops & other meetings
- Demonstration meetings
- Feedback Surveys



What makes SMARTA 2 special

Three important aspects

2. Communications: legislation versus nudging

Legislation often causes opposition or negative externalities. Plus, it is expensive. On the other hand, nudging is not

- ✓ Word of mouth
- ✓ Public venues
- ✓ Bus stops
- ✓ Local commerce
- ✓ Local media



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carpooling in Brasov.

That's about **3 months' rent**.

Subscribe here in **5 minutes**.

Using carpooling in Brasov instead of
your car can help you save money.

Join our website to learn more

Which one drew your attention? ✓ Present bias ✓ Cognitive load

SMARTA 2 Nudges

**JOIN YOUR FELLOW CITIZENS
IN SAVING THE ENVIRONMENT**

START USING "SMARTA2"

TRAVELLING TO THE CITY CENTER AND
COMING BACK TO THE VILLAGE USING
CARPOOLING

INSTEAD OF YOUR CAR CAN SAVE
MUCH EMISSIONS AS 48 TREES
WOULD ABSORB IN A DAY.



SMARTA2
SUSTAINABLE RURAL MOBILITY

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

GET IT ON Google Play

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**Join your fellow citizens
in saving the environment**

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Travelling to the city center and
coming back to the village using
Carsharing

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besmarta.at

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Key idea

- Harness behavioural aspects
- Design an inclusive & exclusive message
- Gauge their effectiveness

Key features:

- Non-coercive
- Easy-to-implement
- Harness behavioural aspects
- Low opportunity cost

**ARE YOU THE ONLY ONE WHO WOULD NOT JOIN
YOUR FELLOW CITIZENS IN SAVING THE ENVIRONMENT?**

START USING "beÁgueda"

TRAVELLING TO THE CITY CENTER AND
COMING BACK TO THE VILLAGE USING
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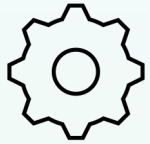
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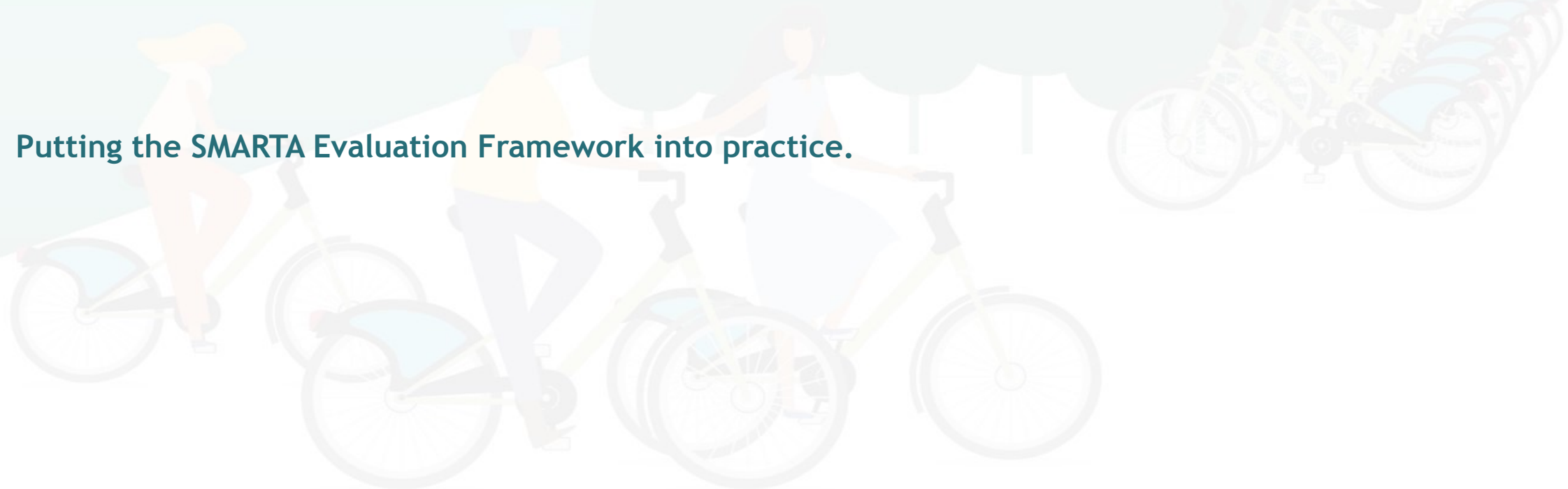
3. Evaluation: learning what works in rural mobility



We are not re-inventing the wheel. Rather, we work with what is already there.



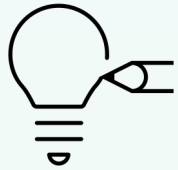
Putting the SMARTA Evaluation Framework into practice.



SMARTA2 Toolkit | SMARTA Good practices

Moving rural mobility forward

Useful resources towards a shared and sustainable future



Together with SMARTA, our vision is to create an evidence-base on rural mobility

Help mobility practitioners...

- ✓ Know the options that are available
- ✓ Assess their feasibility, costs and benefits
- ✓ Engage with their local ecosystem
- ✓ Communicate with their community
- ✓ Build the future of shared mobility in rural areas

Thank you.



Thank you for your time

Any questions?

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