

SMACKER

Transnational Newsletter No. 1, December 2019 by University of Natural Resources and Life Sciences Vienna -Institute for Transport Studies-

Soft Measures & Actions for behavioural Change and Knowledge to Embrace peripheral and Rural areas

PROJECT INFORMATION

Duration: 01.04.2019 - 31.03.2022

Programme priority Cooperating on transport to better connect CENTRAL EUROPE

AIMS OF SMACKER

- *promote* demand responsive public transport (DRT) and mobility services;
- *connect* local and regional mobility systems to main corridors and transport nodes;
- *nudge* people to use public transport services.

PILOT ACTIONS

The following **regions belonging to 6** different *European countries* will develop *pilot actions* and *nudging activities*:



Bologna (Italy): last mile connection for local commuting and tourism in a mountainous area

Gdynia (Poland): pilot DRT service and other mobility solutions to connect a suburban residental district

Prague-Suchdol (Czech Republic): feasibility study focused on the connection of university campus area located at the border of two regions in a commuting suburban area

Murska Sobota (Slovenia): smartphone-based real-time passenger information system for cross border local mobility and spa/wellness tourism

Budapest (Hungary): app for flexible transport in peripheral commuting areas

East Tyrol (Austria): DRT awareness-raising campaign together with tourism operators and residents for greener mobility for residents and tourists



NEWSFLASH

The SMACKER project partners met in Budapest (Hungary) on 24 and 25 October 2019. The meeting was an opportunity for exchanging ideas on the implementation of measures and nudging activities foreseen within SMACKER between the nine partners coming from six European countries (Italy, Austria, Slovenia, Czech Republic, Hungary, Poland) and external experts.



Local Mobility Forums (LMF)

Established at local level in all the 6 pilot regions to ensure permanent debate on Mobility.

Involve institutions, non experts and practitioners to promote participation to the SMACKER pilots design and to decisionmaking process.

Support the promotion of SMACKER services.

Nudging measures

Focus on enabling behaviours and private decisions that are beneficial for society and for individuals long-term interests.

Includes simplification, framing, change of physical environment, default set standards and social norms.



Local to Think Global trainings (LTG)

Disseminate the SMACKER knowledge package in the 6 pilot regions to decision makers, users, authorities, stakeholders, businesses and communities.

Provide technical bases at local level for a better understanding of the SMACKER approach.

SMACKER "On Tour'

Participation of SMACKER in local meetings and workshops in each pilot region.

Brings the SMACKER approach to local context and boosts the behavioural change towards a smart seamless mobility.

Enlarged Transfer Programme (ETP)

10 ETP followers among nonpartner authorities in the EU are selected by an Open Call.

Targets the geographical expansion and the extended cooperation through SMACKER.

Enriches planning capacities in peripheral and rural areas.

DEEPENING

SMACKER promotes innovation in passenger mobility to connect peripheral EU areas to the TEN-T network. This is obtained through:

- the early participation of stakeholders to the design and decision-making process for DRT services (Local Mobility Forum);
- the provision of technical knowledge (Local to Think Global trainings) and the implementation of nudging measures at local level;
- the transnational dynamic approach to extend cooperation in EU and enrich also the non-partner capacities for better connecting peripheral areas to the TEN-T network (Enlarged Transfer Programme).

městská část

PRAHA-SUCHDOL

COMING UP

Pilot action planning starts in 03.2020!

JOIN US!

Get in touch about ETP activities Call will start in 07.2020!

FOLLOW US & GET IN TOUCH



w.interreg-central.eu/

