

PROMOTING SUSTAINABLE SHARED MOBILITY INTERCONNECTED WITH PUBLIC TRANSPORT IN EUROPEAN RURAL AREAS: SMARTA 2 – DEMONSTRATORS

The SMARTA 2 – Demonstrators project aims to implement shared mobility services interconnected with public transport in four rural areas - East Tyrol (AT), Trikala (GR), Águeda (PT) and Brasov (RO) - to address their mobility challenges. The aim is to explore the effectiveness of these solutions and facilitate the adoption of smart mobility solutions in other rural areas across Europe.



SMARTA 2 supports the set-up of cost-efficient and environmentally friendly first- or last-mile mobility solutions, often in collaboration with public and private organisations, in the rural areas of East Tyrol (AT), Trikala

(GR), Águeda (PT) and Brasov (RO).

All four areas span different geographic features and mobility needs and require different transportation options: **East Tyrol** will top-up its existing car-sharing system with four new stations and four cars. Car sharing will be linked to the public transport system through an integrated ticketing and information system and will be offered at advantageous prices for the duration of the project. The **municipality of Trikala** will develop an online application that will allow citizens to access real-time public transport information along with available carpooling options to facilitate the connection between rural parishes and the city. The application will include an on-demand service to send requests for buses or taxis and a booking system for services, such as storage lockers, wheelchair scooters or bicycles, offered at the city's main square. The **municipality of Águeda** will expand its electric bike sharing system by installing five e-bike parks and fifteen e-bikes to help the connection between rural parishes, train stations, and schools. Águeda will also develop a multimodal journey planner as desktop and mobile app to allow users to book online the e-bikes. Finally, the **Brasov Metropolitan Area** will set up a carpooling platform that will enable users to offer and book shared trips to the public transport terminals at the periphery of Brasov or to other public transport hubs. To help people use the service Brasov is designing an incentive scheme, offered by public and private enterprises.

All interventions will be monitored and assessed as regards their environmental footprint, cost-efficiency and effectiveness. Based on the data collected, SMARTA 2 will develop a **toolkit** to support the implementation of shared sustainable mobility solutions across other rural areas in the EU.

SMARTA 2 – Demonstrators complements the ongoing “SMARTA” project, an EU Parliament initiative set to support smart rural mobility across Europe.

To learn more about SMARTA 2 and keep in touch with its latest activities visit sharedruralmobility.eu or contact directly the Project's Coordinator, Ms. Foteini Psarra, psarra@qplan-intl.gr

Consortium



with the contribution of Mr. Brian Masson, independent expert.



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