

TAKING  
**COOPERATION**  
FORWARD



SMACKER scientific event

Online (exMaribor) | 10 November 2020



**Introduction to SMACKER project**



SMACKER | SRM | Giuseppe Liguori (LP)

# WHAT IS SMACKER

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

- Issues

- Peripheral and rural regions in Central Europe share the same risks and issues related to being at the periphery of main transport networks
- Main challenges: inadequate and under-used services, excessive costs, lack of last mile services and proper intermodality, poor communication and information to users and above average private car use
- **SMACKER** aims to address these issues promoting demand-responsive and sustainable public transport and mobility services to connect the local transport systems to the main transport corridors and nodes



# SMACKER APPROACH

## • 4 PILLARS

- **UNDERSTANDING** - Capacity building of stakeholders and PPs through best practices review and sharing and specific training
- **PARTICIPATION** - The so-called Local Mobility Forums are established by the activation of Community of Interests (road users) and Community of Practices (transport practitioners to co-design services and campaigns)
- **INNOVATION** - New methodologies to implement pilot activities and by using innovative approaches such as nudging, gamification, co-design, marketing and branding
- **IMPACT** - Actions are aligned with requirements and KPIs deriving from SUMP and other strategic plans to provide a substantial and measurable contribution to strategic objectives



# BUREAUCRATIC INFORMATION

- EU funding coordinates
  - Programme: Interreg Central Europe
  - Programme priority: 4. Cooperating on transport to better connect CENTRAL EUROPE
  - Programme priority specific objective: 4.1 To improve planning and coordination of regional passenger transport system for better connections to national and European transport networks
- Budget: 2.1 million € (1.7 million ERDF)
- Duration: 1 April 2019 to 31 March 2022



# OPERATIONAL INFORMATION

- What SMACKER aims to do
  - Use behaviour change campaigns, nudging and pilots to create and promote flexible and eco-friendly solutions for public transport in rural and peripheral areas
  - Achieve more liveable and sustainable environment and enable the connection to main transport corridors
  - Help local communities to re-design their transport services according to user needs and encourage people to use them feeding public transport
- Who will do it: 9 partners from 6 CE countries





# EXPECTED OUTPUTS (1/2)

## Training

6 Local To Global (LTG) trainings in the six pilot regions

10 Transnational trainings to non partner CEU authorities (Enlarged Transfer Programme - ETP)

## Strategies

6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban peripheral areas

1 transnational STRATEGY for planning demand responsive/sustainable services in rural and urban peripheral areas

## Pilot actions

6 pilot actions implemented in the six pilot regions

## Action Plans

6 Regional ACTION PLANS to better integrate peripheral areas using DRT

## Guidelines & Toolbox

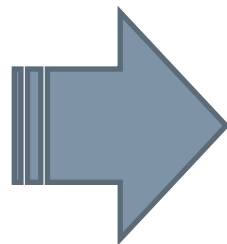
1 Guideline on DRT planning and implementation

1 Online Toolbox for behaviour change and DRT measures

# EXPECTED OUTPUTS (2/2)

## Communication

Influence attitude and  
behaviour



- **SMACKER scope**
  - Introduce a brand new service or solution in the CE regions involved and identify winning solutions to be transferred to PPs and outside the project area
- **Sessions with Macro Regional Strategy Working Groups**

**EUSDR**



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**Thanks for your attention**



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