

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T2.9 - Pilot action implementation East Tyrol (AT)
Investment number and title (if applicable)	N.A.
Responsible partner (PP name and number)	PP8 RMO Support: PP1 SRM; PP2 ITL; PP5 UM; PP9 BOKU
Project website	https://www.interreg-central.eu/Content.Node/SMACKER.html
Delivery date	30 June 2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

The East Tyrol pilot was carried out under three aspects. Aspect 1 was centred on social scientific research, which worked on the example of the municipality of Obertilliach and provided a deep insight and findings for the fine-tuning of the e-carsharing stations and measures for sustainable mobility of the future could be gained: through surveys of residents and guests, a tailored pilot implementation and fine-tuning was possible and future measures will meet the needs and expectations of the target groups. Aspect 2 was related to trainings tourism staff and making Public Transport (PT) and DRT visible: a new mobility information website (<https://mobilitaet.osttirol.com/en/>) was launched to provide holistic information about mobility offers in the region; this new website is the first step towards MaaS (Mobility as a Service) and also offers information about mobility on the spot and adventures without the own car, furthermore on its general landing page, a booking tool for accommodation is integrated directly. Aspect 3 concentrated on new e-carsharing station and strengthening e-mobility: four new e-carsharing stations for residents and tourists were implemented in four different municipalities, which worked with support of the external expert on development the frame of this new e-carsharing stations and on the search for the partner for each station and the regional carsharing provider was able to implement a new booking and registration app, to facilitate access to the service and lower barriers.

The pilot action is in line with main objective of SMACKER, i.e. to reduce the impact of transport on the local environment improving the effectiveness of mobility services and providing innovative solutions such as DRT services to connect peripheral areas EU transport network, cutting down the dependence from the private cars.

The East Tyrol pilot was built capitalizing on the methodologies and objectives identified through the analysis done at local level on users' needs and behaviours, and includes the activities for the behaviour change campaign, the services offered and opportunities to be exploited (D.T1.2.17). It takes into account specificities of the pilot site, the existing mobility plans, the results from the collaboration with the local LMF (D.T1.2.10, D.T1.2.17), and the local strategies elaborated with the SMACKER scientific partners (D.T1.2.23, chapter 4).

The East Tyrol pilot action foresaw a test phase of new e-carsharing stations in frame of the scientific research to prove the results and tailor the service for the target groups. Furthermore, the pilot plans tailored mobility trainings for the tourism staff and info brochures of existing mobility offer in the region to make sustainable mobility visible and understandable for the target groups (tourists, commuters and residents) and the implementation of 4 new e-carsharing stations in the municipalities. The pilot enabled the financing of manpower to initiate the establishment and the communication process of new e-carsharing locations; hardware was mainly financed by the e-carsharing location partners. Accompanying nudging measures helped to promote the pilot implementation.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The East Tyrol pilot action was implemented in the following NUTS region (NUTS2) and the corresponding sub-region (NUTS3): AT33, Tirol - AT333, Osttirol.

Investment costs (EUR), if applicable

N.A.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

Due to the lack of subsidies for mobility projects in East Tyrol rural areas, municipalities were often not able to provide a gapless and adequate sustainable mobility offer for residents and tourists. While in the urban locations the public transport or carsharing systems were doing well economically, the start in the rural communities - even for other DRT services - was not easy. Furthermore, services during off-peak hours, on public holidays and on tourist sites were limited. In many cases, only private cars could satisfy such mobility demand. Due to the dispersed settlement many people didn't have access to public transport to reach the main points of interest, and even less towards the capital city Lienz. On the one hand, a big part of the population had not an own car at disposal (this is particularly

valid for old and young people and for tourists) and remained therefore isolated and unable to move in the region; on the other hand, most of the trips were at local level and the public transport service did not meet their needs sufficiently. For this reason, it was decided to implement the pilot action and improve the mobility offer, which is also associated to social innovation.

The results of the East Tyrol pilot met the objectives, which were divided into three aspects. Also, an awareness of the coordination of the topic of mobility was created.

Policy makers, transport operators and stakeholders were involved in the pilot activities since the very beginning through the LMF, which led to an uptake of the achieved results at institutional level.

Furthermore, the pilot results were capitalized also in the Regional Action Plan (D.T3.3.7), that was also mainstreamed into local policies (D.T3.3.13).

Further growth of the e-carsharing fleet and further development of the mobility information website to a MaaS platform are targeted, together with the establishment of the mobility coordination unit and further development and implementation of new DRT services.

In a medium-to-long term perspective, the pilot action would enable institutions and authorities to better manage the mobility in peripheral and rural areas, thus meaning further leveraged funds for follow-up projects, investments, additional services and upscaling of pilot results to other areas in the same region.

Sustainability of the pilot action results and transferability to other territories and stakeholders

The East Tyrol pilot action results will be capitalized promoting further growth of the e-carsharing fleet and further development of the mobility information website to a MaaS platform. Furthermore, the creation of the mobility coordination unit and the implementation of new DRT services will be pursued.

The pilot activities and results are also capitalized in the Regional Action Plan, that is based on regional and transnational strategies developed in SMACKER WP.T1 and on joint reflection/evaluation on the pilot results achieved through the pilot action developed in WP.T2. The Regional Action Plan serves the Regional Government to support common practices in the area and provides hints for planning a better integration of the peripheral area/s in the regional transport system.

The East Tyrol pilot developed three main aspects, which include the strengthening of e-carsharing also through social scientific research for its fine-tuning, the training of the tourism staff and the improvement of the DRT and PT visibility through a new mobility information website. It achieved its objectives, ensuring a better understanding of users' needs, the implementation of "greenhouse friendly tourism offers" in the region for making existing (fixed and flexible) services visible, understandable and integrated into tourism and the strengthening of e-mobility in the region.

The Regional Action Plan integrates the SMACKER pilot action into the mobility system in the region, to ensure sustainable operation of the implemented services for the future, and to ensure further development of sustainable mobility and better connections in the region for the future.

The main lesson learnt from the identification of the strategies for overcoming the barriers met during the pilot life is that it is best to focus on one aspect. It resulted very difficult to implement the pilot with its three aspects and to combine and link them also in order to exploit synergies and achieve one great success visible in the region. In the end, it worked, but it was a very intense and hard work in leading and managing the pilot project.

If applicable, contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

The East Tyrol pilot was implemented in compliance with the relevant regulatory requirements in the area.

The East Tyrol pilot was divided into three aspects and the objectives could be achieved in all these three aspects: the social scientific research was completed; tourism staff was trained and public transport and DRT have been made visible; new e-carsharing stations have been implemented.

The pilot action involved directly stakeholders, and especially tourism operators and residents, in pilot implementation process, promoted behaviour change campaign / marketing campaign and increased the use of public transport and DRT, which has increased sustainability regarding costs/revenues for the public transport itself.

In the end, this has allowed to develop greenhouse friendly tourism offers, which has not negative environmental effects and is also a long lasting and durable positive effect of the pilot.

SMACKER horizontal principles relate to sustainable development, equal opportunity and non-discrimination, gender equality, positive impact on the environment: all of them were respected and integrated in the pilot action.

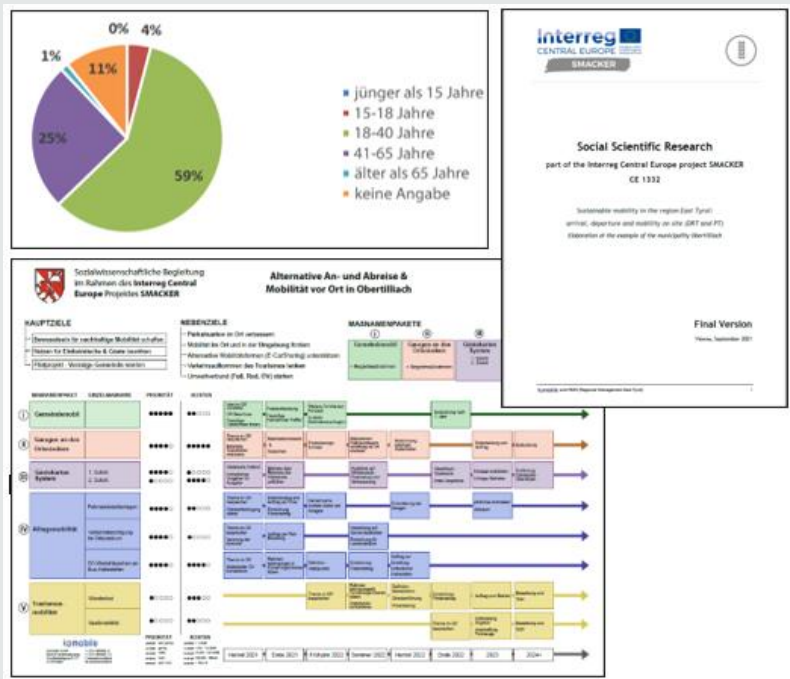
References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

East Tyrol pilot implementation is reported in deliverable D.T2.3.7, while its monitoring and evaluation activities and results are described respectively in deliverables D.T2.4.6 and D.T2.4.12. All the deliverables are available on the SMACKER Toolbox at <https://www.smacker-toolbox.eu/> . As soon as the deliverables get approved (i.e. JPR6 is accepted by the JS), they will be also uploaded on the SMACKER website <https://www.interreg-central.eu/Content.Node/SMACKER.html> - section "PUBLICATIONS".

Some pictures / images / screenshots illustrating the East Tyrol pilot action are reported here below.

User surveys, Final report of the social scientific research and the elaborated measure plan



Mobility information website, handout as guide for providing information on mobility in the region and the trained staff



E-carsharing stations Lienz, Oberlienz, Obertilliach and Sillian, booking app



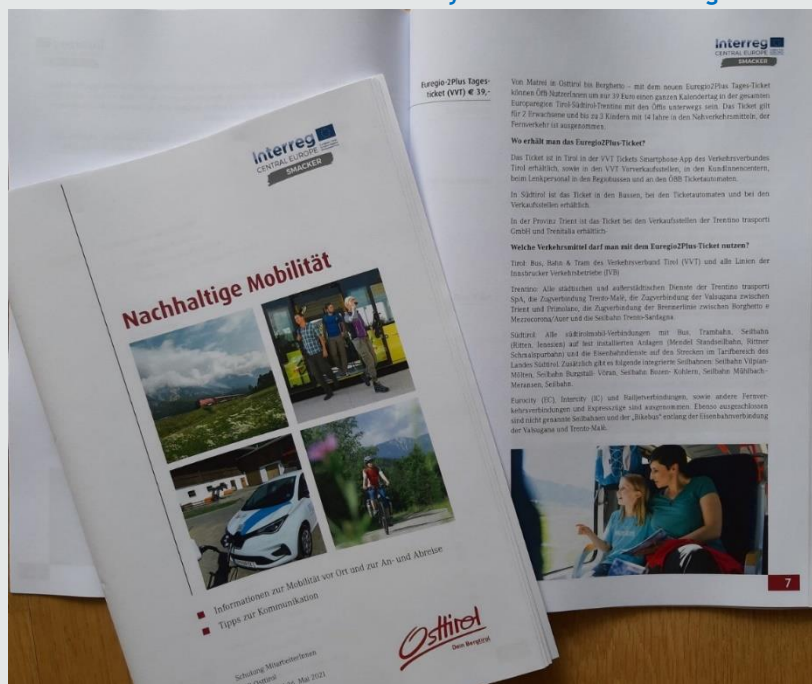
Screenshots from the explainer video for sustainable travel of tourism (<https://youtu.be/qYzwc-3p3Eo>)



Pictures from the mobility stand, hosted by RMO during the EU mobility week



Pictures from the handout with mobility information of the region



Pictures from the painting competition with the school of Obertilliach and pictures of the postcards with the paintings from the pupils

