



Soft Measures & Actions for behavioural Change and Knowledge to embrace peripheral and rural areas

24 May 2022

SMACKER Final Conference - Hybrid event

Physical Venue: Ilse Wallentin Haus, Seminar room 29/1, University Bodenkultur Peter-Jordan-Strasse 82, 1190 Vienna, Austria

Link for participating the virtual conference will be sent after registration

About the topic of the conference and the project

Remote regions in Central Europe share the same risks and issues related to being at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are the challenges that many central European regions face. The SMACKER project addresses those disparities to promote public transport and mobility services that are flexible, demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) are used to identify and promote eco-friendly solutions for mobility in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better services feeding main public transport. The project started in April 2019 and will end in June 2022. Main findings based on 6 pilot areas and 10 further regions that have participated in an Enlarged Transfer Programme (ETP) will be presented and discussed in this event.

Further details: https://www.interreg-central.eu/Content.Node/SMACKER.html

The project in a nutshell TRANSPORT AND MOBILITY erreg CENTRAL EUROPE SMACKER START DATE END DATE 01.04.2019 31.03.2022 6 Pilots 9 Partners innovation Local To Global trainings Local Mobility Forums On demand transport SRM RETI E MOBILITÀ SRL - Via Alfredo Calzoni, 1/3, 40128 Bologna, ITALY PARTNER srm@srmbologna.it http://www.smbologna.it





Programme

9.00	Welcome	coffee	and	registration
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OPENING

- 9.25 Welcome and presentation of the morning session

 Oliver Roider, Institute for Transport Studies, University Bodenkultur Vienna (BOKU)
- 9.30 Welcome by the host Astrid Gühnemann, Institute for Transport Studies, BOKU
- 9.40 Welcome by Project Officer: Interreg CENTRAL EUROPE bridging the gap: 2014-20 achievements 2021-27 opportunities *Winfried Ritt, Joint Secretariat Central Europe*
- 9.50 Welcome by Lead Partner Giuseppe Liguori, Società Reti e Mobilità (SRM)
- 10.00 Opening Keynote: The Austrian mobility master plan

 representative of the Austrian Federal Ministry for Climate Action, Environment, Energy,

 Mobility, Innovation, and Technology (BMK)

TRENDS IN RURAL AND PERIPHERAL TRANSPORT IN EUROPE

- 10.20 Key Findings from SMACKER pilot regions and action plans

 round table with SMACKER pilot representatives, moderated by Lidia Signor, UITP
- 11:45 Coffee break
- 12.00 Presentation of SMACKER ETP activities

round table with ETP regions representatives, moderated by Fondazione ITL

13.00 Networking lunch

CAPITALIZING SMACKER TOWARDS THE FUTURE

- 14.00 Welcome and presentation of the afternoon session
- 14.05 Presentation of SMACKER Toolbox and Guidelines

 Katja Hanžič and Tomislav Letnik, University of Maribor (UM)
- 14.45 Discussion panel on SMACKER achievements and inheritance with SMACKER Quality Partnership for a seamless Mobility governance

round table with SQPM members, moderated by Roman Klementschitz, BOKU

15.30 Closure Keynote: The future of rural and peripheral transport in Europe

Brian Masson, Multi Modal Transport Solutions Ltd

- 15.50 Presentation of the SMACKER video
- 16.00 End of the Conference