

TAKING
COOPERATION
FORWARD



SMACKER Scientific Event
online (ex Maribor) | 10.11.2020

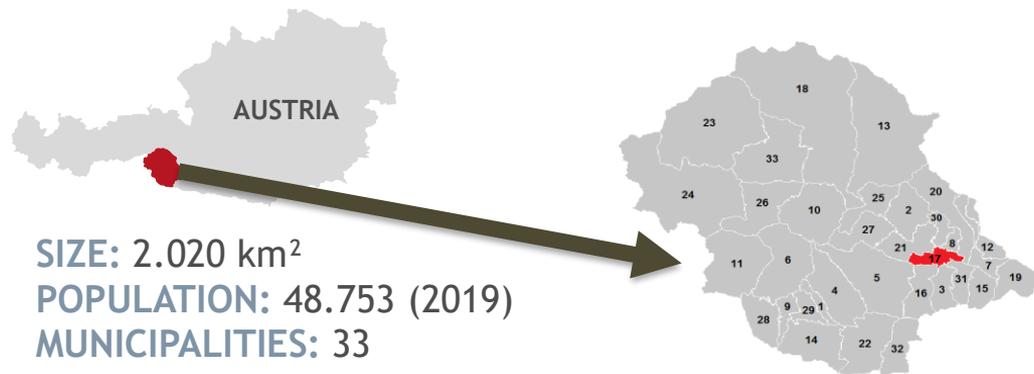


Experiences from SMACKER region East Tyrol of Austria



SMACKER | Regionsmanagement Osttirol (RMO) | Manfred Mair

The region East Tyrol of Austria



SIZE: 2.020 km²

POPULATION: 48.753 (2019)

MUNICIPALITIES: 33

CHALLENGES:

- 8% (165.5 km²) of the district's total area are permanently settled
- very high alpine topology
- Climate in winter, snow and steep roads
- big challenge: first and last mile
- huge private motorized transport due to high urban sprawl
- little integrated information of mobility offers
- many different influence on the municipalities (tourism, economy, industry)
results many different expectations and need of the mobility offer

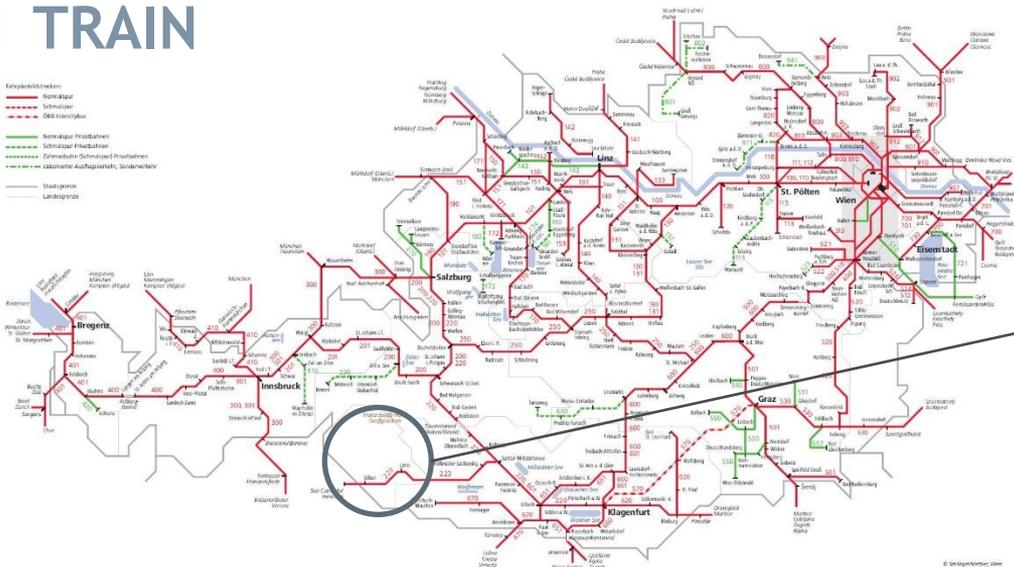


STARTING POINT IN THE REGION

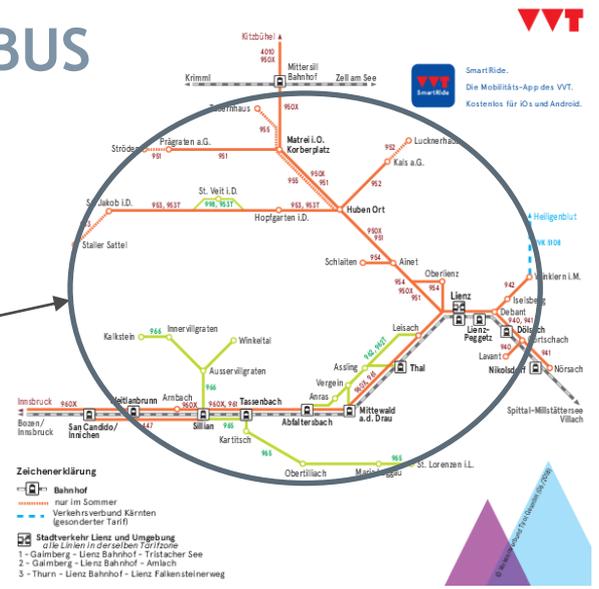
SMACKER

public transport offer

TRAIN



BUS



SmartRide
Die Mobilisierungs-App des VVT.
Kostenlos für iOS und Android.

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DRT and other sustainable mobility

Existing offer of some municipalities due to projects befor and beside
SMACKER (Last Mile, SMARTA)

MICRO PT



6
stations
available

acts on
demand



CARSHARING



Municipality taxi
with volunteers as driver

8
municipalities



SMACKER PILOT ACTION

SMACKER

- **strengthening e-mobility (aspect1)**
 - new e-carsharing stations
 - strong marketing strategy for e-mobility and CS
- **social scientific research (aspect2)**
 - for sustainable mobility offers
 - with a focus on DRT services and e-carsharing
- **mobility offers for tourism (aspect3)**
 - making existing services visible
 - mobility-training to contact persons in municipalities and hotel staff



AT THE MOMENT, ASPECT 1

➤ Handover of 4 new e-carsharing stations

- Sillian (municipality, 2.133 inhabitants)
- Obertilliach (municipality, 663 inhabitants)
- Oberlienz (municipality, 1.461 inhabitants)
- Lienz (urban municipality, 11.905 inhabitants)



EXPECTED RESULTS OF SMACKER ACTION AND GOALS FOR FUTURE

- More use on the public transport and as a result more frequency of public transport
- More e-carsharing stations, elimination of second car per household
- Strengthening e-mobility, because e-carsharing is a perfect instrument to get in touch with e-mobility, steps to decarbonization
- Better information of existing mobility offers to residents and tourist
- Behaviour change of residents in case of the first and last mile
- More financial affordable mobility offer
- Less traffic emission from tourism
- Mobility center, which combines all mobility offers and information
- Possibility of sustainable arrival and departure of tourism in every municipality, including sustainable mobility on site



PROJECT PARTNERSHIP



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THANKS FOR YOUR ATTENTION



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