



SMACKER

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SOFT MEASURES & ACTIONS
FOR BEHAVIOURAL CHANGE
AND KNOWLEDGE TO EMBRACE
PERIPHERAL AND RURAL AREAS



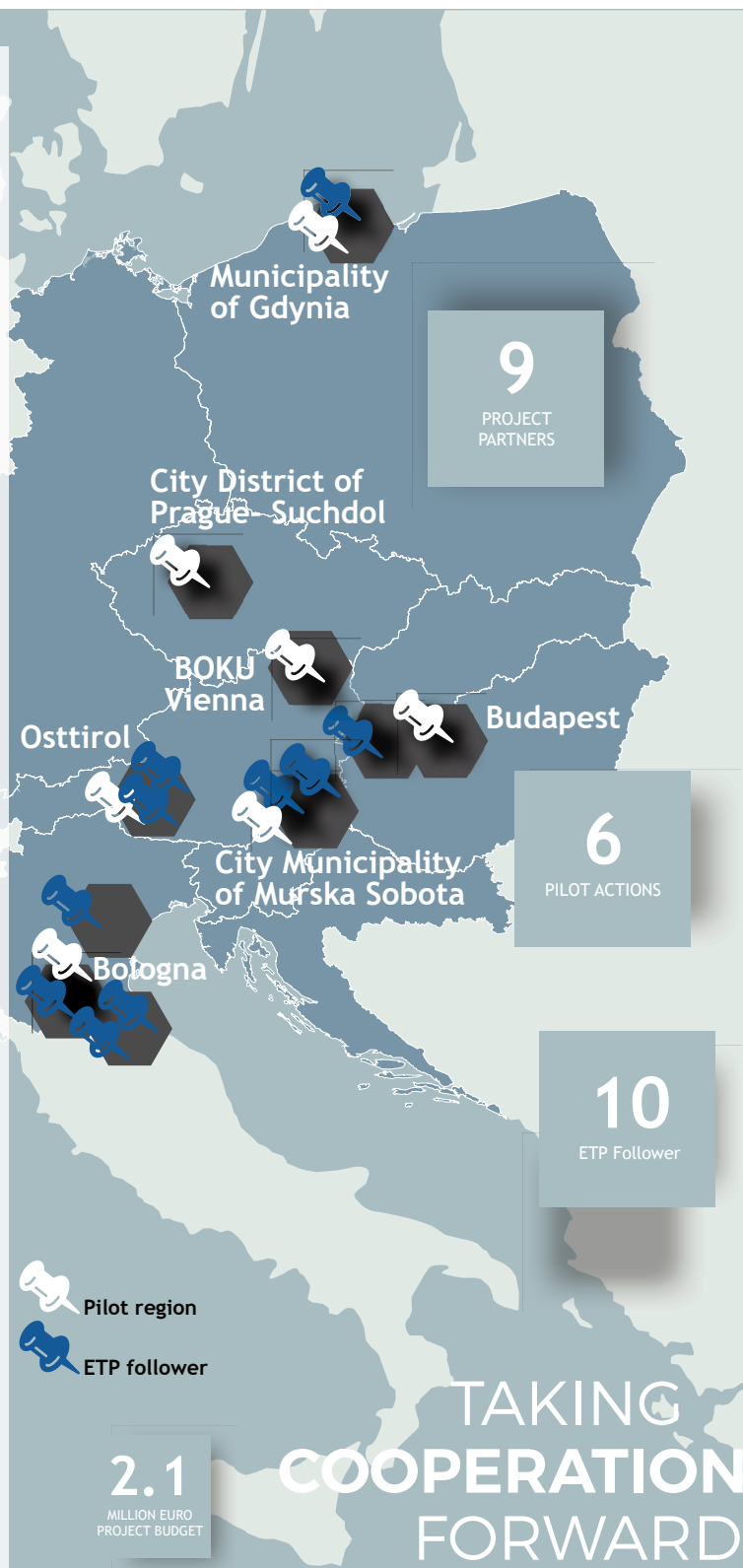
OUR APPROACH & ACHIEVEMENTS

SMACKER started in April 2019 and lasted 3 years and 3 months. During this time period, SMACKER addressed disparities like inadequate and under-used services, excessive costs, lack of last mile services and proper intermodality, poor communication and information to users and over average car commuting. Therefore, SMACKER promoted sustainable public transport and mobility services that are demand-responsive and that connect local and regional systems to the main TEN-T corridors and transport nodes.

4 Pillars - Understanding, Participation, Actions, Innovation - formed the basis for interactive continuous transnational cooperation, which allowed SMACKER partners to address the main barriers by providing solutions that draw on the best international know-how. 10 further regions participated in an Enlarged Transfer Programme (ETP) to multiply SMACKER's knowledge like behaviour change campaigns, nudging and lessons learnt with the pilots activities.

Eco-friendly solutions for public transport in rural and peripheral areas were implemented. More liveable and sustainable environments, better integration of the population to main corridors and better public transport services feeding main public transport were achieved. SMACKER helped local communities to re-design their transport services according to user needs and encouraged people to use them.

Apart from this, Regional Actions Plans were developed to support potential new services, in line with the ones operated during SMACKER, in areas with similar characteristics, while the Toolbox and Guidelines provide a knowledgebase and insights beyond SMACKER for other regions to profit from SMACKER activities.



WHO WE ARE

Nine partners from six central European countries joined their forces to improve mobility services in low population density areas, and 10 followers joined via the Enlarged Transfer Programme (ETP):

Italy

- SRM Networks and Mobility - Bologna
- Institute for Transport and Logistics - Bologna
- Monghidoro & San Benedetto Val di Sambro (ETP)
- AMR Agenzia Mobilità Romagna (ETP)
- Castel d' Aiano (ETP)
- Province of Padova (ETP)

Poland

- Municipality of Gdynia - Roads and Green Areas Management
- Metropolitalny Związek Komunikacyjny Zatoki Gdańskiej (ETP)

Czech Republic

- City District of Praha - Suchdol

Slovenia

- University of Maribor
- City Municipality of Murska Sobota
- City of Maribor (ETP)
- Municipality Moravske Toplice (ETP)

Hungary

- BKK Centre for Budapest Transport
- City of Szombathely (ETP)

Austria

- Regional Management East Tyrol
- University of Natural Resources and Life Sciences Vienna (BOKU)
- Lesachtal & Gailtal (ETP)
- Gasteinertal Valley (ETP)



WHO FUNDED US

SMACKER was funded by the Interreg CENTRAL EUROPE Programme 2014-2020 that encouraged cooperation on shared challenges in Central Europe. With 246 million Euro of funding from the European Regional Development Fund (ERDF), the Programme supported institutions to work together beyond borders to improve cities and regions in Austria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia and Slovenia.

www.interreg-central.eu/smacker



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Photo by Filippo Andolfatto on Unsplash





PROJECT DURATION

START DATE
APRIL 2019

END DATE
JUNE 2022



PILOT ACTIONS

SMACKER developed the following 6 pilot actions:

Bologna (IT) In the Bologna Apennines the SMACKER pilot has developed ColBus, an app based fully-flexible transport service covering last mile to and from railway stations.

Gdynia (PL) In a suburb of the city of Gdynia marketing and nudging measures have transformed bus stops into urban islands improving the quality of waiting times for public transport users, including e-inks.

Prague-Suchdol (CZ) The municipality of Prague-Suchdol has studied the feasibility of a new multimodal terminal that can also host flexible transport services and has also conducted nudging campaigns with pupils.

Murska Sobota (SI) In the Murska Sobota rural and spa area of Pomurje region SMACKER has implemented the app-oriented Responsibus service, mainly active in the evenings and on weekends.

Budapest (HU) The Budapest transport authority, BKK has optimized and enabled online booking for some existing flexible transport services and has better integrated them into the public transport network of the city.

Osttirol (AT) In the Alpine region of East Tyrol SMACKER has provided new e-car sharing stations, carried out social research for sustainable mobility offers and improved the visibility of existing public transport services for tourists.



NUDGING ACTIVITIES

Nudging initiatives had the role of supporting the implementation of the pilot action and promoting the users' behavior change, thus boosting the use of the DRT service and the public transport.

People addressed



Distributed information material



Different types of Nudging implemented



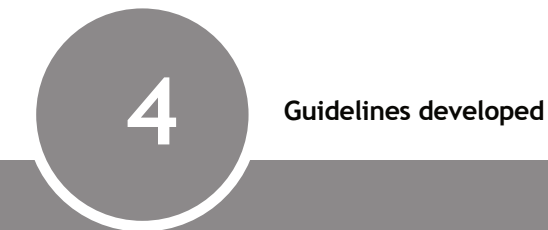
ETP PROGRAMME

SMACKER involved ten new non partner institutions via the Enlarged Transfer Programme (ETP): follower institutions took part in a webinar and transnational events, which were conducted to provide insights into SMACKER findings and methodologies. Stakeholder workshops took place in the ETP regions and technical experts supported the follower regions in drafting State-of-the-Art-Reports and Action Plans to provide a solid base for further DRT development in ETP regions. This way, SMACKER multiplied its knowledge and provided spill-overs to other regions in Central Europe for the implementation of Demand Responsive Transport (DRT). The ETP partners involved in SMACKER are also highlighted in the Map.



GUIDELINES

To provide a comprehensive, quick and easy overview about HOW to implement a DRT, SMACKER partners developed Guidelines for different target groups: they aim at Policy Authorities, Users, Business and Enterprises and Public Transport Service Providers; all Guidelines have a common part and specific content, which relates to the specific target group that they are addressing. In case of Public Authorities, examples of DRT service are taken into account as well as community engagement. Users as well as Business and Enterprises are addressed by explaining DRT and providing benefits for them and their environment. For Public Transport Service Providers, DRT is explained plus things to consider and community engagement. The Guidelines are available via SMACKER Toolbox.



TOOLBOX

The knowledge and experience created by SMACKER are comprehensively available via an online Toolbox for behaviour change and DRT services. It is a practical Toolbox for consultation of behavioural change and DRT measures, good practices and smart mobility repository. It provides a visual overview of the SMACKER pilot actions, pilot regions and the ETP follower regions. It also provides practical information on specific topics, which are related to DRT.

Apart from this, the comprehensive Guidelines for different target groups are available via the Toolbox. The Toolbox will be maintained after the project to maximize the effects for potential interested groups.

The Toolbox is available at: <https://smacker-toolbox.eu/>



FACTS & FIGURES

