

SMACKER

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



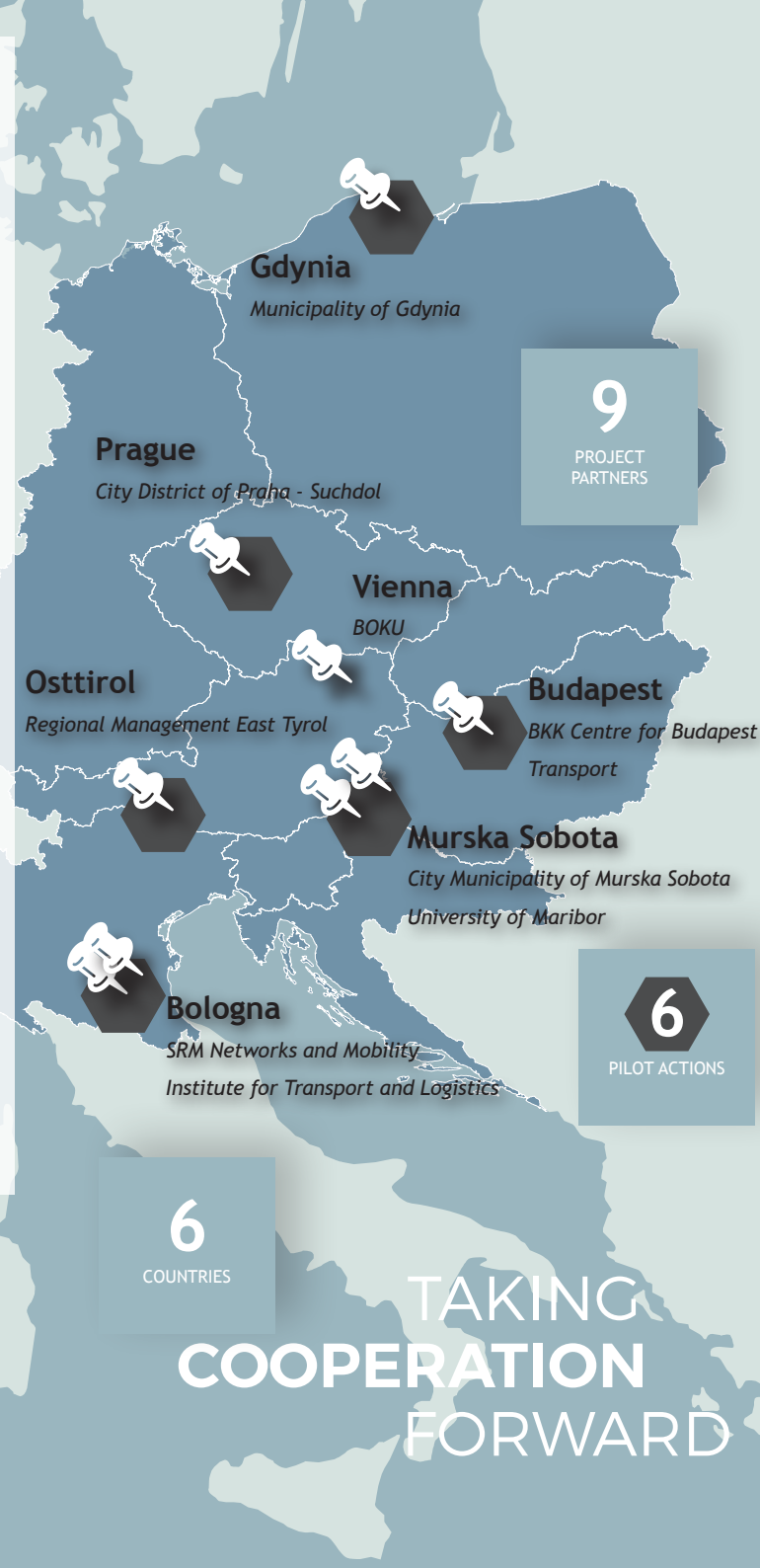
WHAT WE DO

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 over average car commuting are the challenges that many remote regions in central European regions face.

The SMACKER project addresses those disparities to promote public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes.

The SMACKER partners assess main barriers and address them by providing solutions that draw on the best international know-how.

Behaviour change campaigns, nudging and pilots are used to create and promote eco-friendly solutions for public transport 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. SMACKER helps local communities to re-design their transport services according to user needs and encourage people to use them.



2.1
MILLION EURO
PROJECT BUDGET

6
REGIONS

1.7
MILLION EURO
ERDF

TAKING
COOPERATION
FORWARD

WHO WE ARE

Nine partners from six central European countries have joined their forces to improve mobility services in low population density areas.

Italy

- SRM Networks and Mobility - Bologna (LP)
- Institute for Transport and Logistics - Bologna

Poland

- Municipality of Gdynia - Roads and Green Areas Management

Czech Republic

- City District of Praha - Suchdol

Slovenia

- University of Maribor
- City Municipality of Murska Sobota

Hungary

- BKK Centre for Budapest Transport

Austria

- Regional Management East Tyrol
- University of Natural Resources and Life Sciences Vienna (BOKU)



WHO FUNDS US

SMACKER is funded by the Interreg CENTRAL EUROPE Programme that encourages cooperation on shared challenges in Central Europe. With 246 million euros of funding from the European Regional Development Fund, the Programme supports 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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PROJECT DURATION

START DATE
APRIL 2019

END DATE
MARCH 2022

FACTS AND FIGURES



9

Project partners



16

Outputs planned until March 2022



6 PILOTS

In rural areas

PROJECT APPROACH

SMACKER relies on 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 SUMPs and other strategic plans to provide a substantial and measurable contribution to strategic objectives.



PHOTO BY CHUTTERSAP ON UNSPLASH

REGIONAL ACTION PLANS

Developed in each pilot area, six Regional Action Plans prepare public discussion for mainstreaming sustainable mobility strategies into local policies and serve the Regional Governments to support common practices towards a better integration of peripheral areas.

They provide specific inputs for the creation of demand responsive transport services (DRT) as integrated to the regional passenger transport systems, by improving the overall planning and coordination.

They have a regional impact because the pilot actions provide inputs for improving regional passenger transport in peripheral areas, thus allowing people living in those areas to be linked with the main transport nodes.

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March 2022

ONLINE PRACTICAL TOOLBOX

A durable wide exportation of project results is made available through an online practical toolbox collecting good practices on passenger behavior change and DRT measures.

The toolbox is created on the results of existing best practices and a deep literature review. Further SMACKER inputs come from the exploitation of the six pilots and are addressed to four different target groups: Authorities, Transport providers, Users and Enterprises.

The online toolbox enables a wider audience to access SMACKER insights and is available on the SMACKER website and on other existing transnational databases from 2022 on.

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February 2022

ENLARGED TRANSFER PROGRAMME

Following the SMACKER specific objective of defining a long-term strategy to promote sustainable mobility in regions, the Enlarged Transfer Programme (ETP) creates the substrate for expanding SMACKER results to an external wider audience.

ETP involves 10 new non partner institutions as followers, with a special attention to engage trainees from less accessible areas. Through an open call, SMACKER extends the cooperation targeting the enrichment of the ETP participants' capacity in sustainable mobility, providing methodologies and findings that can complement and feed local planning tools.

The training activities are implemented through a webinar and two targeted transnational events in Maribor (2020) and Vienna (2022).

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March 2022

PILOT ACTIONS

SMACKER foresees the development of 6 pilots:

- Bologna (IT) - Last mile connection for tourists/ residents with a DRT service and information and communications technology (ICT) platform
- Gdynia (PL) - Mobility improvement in residential area through a last mile seamless service (from) fixed - (to) flexible
- Prague-Suchdol (CZ) - Better connecting Prague and Central Bohemian region
- Murska Sobota (SI) - DRT service based on a real time information system
- Budapest (HU) - App All-in-One for DRT
- Osttirol (AT) - Integrated measures in improve passengers' experience

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February 2022