



WP.C – D.C.5.1

**SMACKER session events within Macro Regional
Strategies working group meetings**

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Contributors	<i>Chiara Lepori (SRM), Irene Sabbadini (ITL), Karolina Marszalkowska (GDYNIA), Katja Hanžič (UM), Roman Klementschtz (BOKU)</i>
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1. Introduction

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 demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Within SMACKER mobility issues related to peripheral and rural areas, and main barriers are assessed and addressed by providing solutions that draw on the best international know-how. SMACKER promotes demand-responsive transport services to connect local and regional systems to main transport corridors and 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 public transport in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better feeding services. SMACKER helps local communities to re-design their transport services according to user needs, through a coordinated co-design process between local/regional partners and stakeholders; SMACKER also encourages the use of new transport services through motivating and incentivizing campaigns. The direct beneficiaries of the actions are residents, commuters and tourists.

Participation reflects the overall integration of citizens and groups in planning processes and policy decision-making and consequently the share of power. In particular, transport planning and transport relevant measures are often the subject of controversial discussions within the urban community. The concept of Sustainable Urban Mobility Planning has established the principle that the public should be included from the very beginning of the transport planning process and not only when the plans are largely completed and only minor amendments can be carried out. For that reason, public authorities need to open-up debate on this highly specialised and complex subject area and make participation a part of the planning process. In order to ensure participation throughout the process, development of an engagement strategy would be necessary.

Four SMACKER session events were foreseen to be organized by the SMACKER scientific partners ITL, UM, BOKU and the regional partner GDYNIA during the meetings of the working groups of four Macro Regional Strategies: EUSAIR¹ (by PP2 ITL), EUSBSR² (by PP3 GDY), EUSDR³ (by PP5 UM), EUSALP⁴ (by PP9 BOKU). These targeted events aimed to spread the SMACKER project achievements to the wider audience, by presenting and discussing change of behaviour principles and the implementation of pilots and actions.

SRM as Lead Partner supported the establishment of the framework for running and reporting such SMACKER sessions in RP4, and the rolling out of the meetings in RP5 and RP6. The events were supposed to be completed in June 2022 instead of March due to the GDYNIA's delay in running the event with EUSBSR; in the end, GDYNIA did not run the foreseen event with EUSBSR, but presented SMACKER to an event of Union of Baltic Cities (UBC), which participates actively to EUSBSR implementation. ITL, in collaboration with SRM, presented SMACKER on 24 November 2021 during a joint event organized by three INTERREG projects - namely SMACKER, MIMOSA and ICARUS - with the aim of supporting the EUSAIR strategy, sharing their experiences, and presenting their results in support of the EUSAIR area. UM presented SMACKER to the Steering Group of EUSDR Priority 1b Rail-Road-Air Mobility on two separate occasions: the first presentation focused on planned activities and objectives and took place during the 21st meeting of the Steering Group of EUSDR Priority 1B held on 14 October 2020; the second presentation was delivered at the 25th Steering Group meeting on 5 May 2022 and focused on the achieved results, highlighting pilot achievements and the

¹ European Union Strategy for the Adriatic and Ionian Region, <https://www.adriatic-ionian.eu/>

² European Union Strategy for the Baltic Sea Region, <https://www.balticsea-region-strategy.eu/>

³ European Union Strategy for the Danube Region, <https://danube-region.eu/>

⁴ European Union Strategy for the Alpine Region, <https://www.alpine-region.eu/>



SMACKER contribution to EUSDR. BOKU, in collaboration with RMO, presented the SMACKER achievements during the 17th Meeting of the EUSALP Action Group 4 Mobility on 15 September 2021.

The following chapters report on the session events within the working groups of the Macro Regional Strategies.

It is noted that SMACKER will also provide the four Macro Regional Strategies with ad-hoc Contribution Reports (ref. D.T3.3.14) that will focus on peripheral mobility planning for the Strategies themselves. The reports will be based on the findings of the pilot implementations in the course of the SMACKER project, reflecting on the current Macro Regional Strategies and elaborating suggestions to update or modify them in order to intensify the support for soft measures and actions for behavioural change and knowledge to embrace peripheral and rural areas in the whole region. The Contribution Reports will also include the inputs from the pilot implementation partners that developed their pilots in the respective Macro Regional Strategy areas.



2. SMACKER session event within EUSAIR

On 24 November 2021, a joint event was organized by three INTERREG projects, namely SMACKER, MIMOSA and ICARUS, with the aim of supporting the EUSAIR strategy, sharing their experiences, and presenting their results in support of the EUSAIR area. The event was held online and put a particular focus on the cooperation with regional institutions, which joined the event to present their experiences and best practices.

2.1. EU Strategy for the Adriatic-Ionian Region (EUSAIR)

The EU Strategy for the Adriatic-Ionian Region (EUSAIR) is a macro-regional strategy adopted and endorsed by the European Council in 2014. The Strategy was jointly developed by the Commission and the Adriatic-Ionian Region countries and stakeholders, which agreed to work together on the areas of common interest for the benefit of each country and the whole region. The general objective of the EUSAIR is to promote economic and social prosperity and growth in the region by improving its attractiveness, competitiveness and connectivity. The participating countries of the EUSAIR agreed on areas of mutual interest with high relevance for the Adriatic-Ionian countries, being it common challenges or opportunities. The EUSAIR covers ten countries:

- four EU Member States (Croatia, Greece, Italy, Slovenia);
- six non-EU countries (Albania, Bosnia and Herzegovina, Montenegro, North Macedonia, San Marino, Serbia).

The strategy will contribute to the further integration of the Western Balkans with the European Union.



Figure 1: EUSAIR Region [Source: https://ec.europa.eu/regional_policy/it/policy/cooperation/macro-regional-strategies/adriatic-ionic/]



The EUSAIR region is a functional area primarily defined by the Adriatic and Ionian Seas basin. Covering also an important terrestrial surface area, it treats the marine, coastal and terrestrial areas as interconnected systems. With intensified movements of goods, services and peoples owing to Croatia's accession to the EU and with the prospect of EU accession for other countries in the Region, port hinterlands play a prominent role. Attention to land-sea linkages also highlights impacts of unsustainable land-based activities on coastal areas and marine ecosystems.

EUSAIR mission and objectives are so described:

- *“EUSAIR’s mission is to connect people and institutions to build a common understanding of cooperation for a harmonised, integrated and sustainable region”;*
- *“EUSAIR’s vision is that joint multi-level solutions for common challenges should be addressed towards a stronger Adriatic and Ionian region”;*
- *“EUSAIR priorities/flagships were proposed as solutions for the main challenges of macro-regional importance consistent with national needs, as well as with the EU policy objectives for a greener, low-carbon and more connected Europe. Countries will meet concrete actions at national level to follow common goals/solutions for the region”.*

The Strategy is founded on four thematic priorities/pillars representing key challenges as well as key opportunities in the region:

- 1) Pillar 1: Blue Growth
- 2) Pillar 2: Connecting the Region (with two subgroups: transport and energy networks)
- 3) Pillar 3: Environmental quality
- 4) Pillar 4: Sustainable tourism.

For each pillar, specific topics and actions have been identified, taking into account the needs, urgency of the issue and the added value of joint actions taken in order to solve the existing challenges or build upon the future opportunities.

With reference to EUSAIR governance and management architecture, in addition to the political level (Ministers for EU Funds and/ or Ministers of Foreign Affairs of the participating countries) the EUSAIR architecture involves two main levels: the coordinating level represented by a Governing Board and the implementation level represented by Thematic Steering Groups. Operational support to both levels is provided by the EUSAIR Facility Point strategic project.

The EUSAIR website (<https://www.adriatic-ionian.eu/>) provides general information about the Strategy, its governance, targets per priority areas, funding sources, a media centre and a library with official documents.

2.2. SMACKER and EUSAIR

As depicted the previous chapter, the EUSAIR deals with mobility and accessibility in connection to other policy fields such as environment and socioeconomic development. It aims for an integrated approach to include the benefits for all the countries and sectors concerned. In fact, Pillar 2 is dedicated to Connecting the Region and has a specific subgroup on Transport. Thus, SMACKER activities, experiences and findings are interesting for EUSAIR given the fact that the project is implemented also in two of the EUSAIR countries (Slovenia and Italy). On 24 November 2021, SMACKER organized and participated - together with other two INTERREG projects namely MIMOSA and ICARUS - a GoToMeeting joint event related the EUSAIR Strategy and specifically to Pillar 2, and shared its experiences and results relevant for the strategy.



2.2.1. SMACKER presentation

SMACKER was presented by SRM, lead partner of the project.

The agenda of the meeting (reported in Annex 2.3.1) included the following topics:

- 1) Session 1: EU project presentations
 - a. MIMOSA Italy-Croatia project
 - b. ICARUS Italy-Croatia project
 - c. SMACKER Central Europe project
- 2) Session 2: New EU funding opportunities in the EUSAIR area
- 3) Session 3: Round table. Regional experiences in the sustainable mobility transport promotion: best practices from the EUSAIR Region.



Figure 2: Participants at the EUSAIR joint event

SMACKER project was presented by the Project Coordinator Giuseppe Liguori (SRM), all meeting materials are available at <https://www.interreg-central.eu/Content.Node/SMACKER/1.html>, SMACKER presentation is reported in Annex 2.3.2.

2.2.2. Summary of the SMACKER presentation

After a presentation of SMACKER and its purposes, a special focus was dedicated to the expected outputs and especially the six pilot actions implemented in the respective pilot regions. The first pilot action presented was the one developed in the Bologna area (IT), where a DRT service serves the Apennines as a rural, less populated area; this pilot was endowed with an IT platform with app for managing and booking



the bus trips. The second pilot action presented was the one developed in Gdynia (PL), where the public transport offer is strengthened and optimized to meet the local population's needs, and new mobility services such as DRT are designed based on in-depth research on mobility behaviour and preferences; the Mobility Plan of the pilot area will be elaborated including DRT solutions. The third pilot action discussed was the one of Prague-Suchdol (CZ), which aims at addressing users' needs through a better offer of public transport and mobility services, promoting sustainable transport modes through dedicated nudging activities. The fourth pilot action presented was the one of Murska-Sobota (SI), where the app-oriented service called "Responsibus" is developed for enabling demand-responsive public transport. In Budapest (HU) the fifth pilot action presented developed an online service request system for the five DRT lines already active in the city. Lastly, the pilot action of East Tyrol (AT) is working on three aspects: social scientific research for sustainable mobility offers and a special focus on DRT, implementation of a "greenhouse friendly tourism offer" to make the existing services visible and integrated, and the strengthening of e-mobility in the region by implementing new e-carsharing locations in different municipalities.

EUSAIR members were finally invited to the final conference of SMACKER that will be held in Vienna on 23-25 May 2022, so they could be updated on the SMACKER final outputs and results.

2.2.3. Takeaway highlights

The three projects that organized this event contribute to the development of sustainable passenger transport solutions within the EUSAIR area; they also provide inputs on behavioural changes to increase the use of sustainable mobility and promote intermodality in the EUSAIR region by sharing solutions, experiences and practices. The round table that was held after the presentations of the projects discussed about regional experiences in the sustainable mobility transport promotion, showing how this issue is particularly relevant for the Strategy, especially within Pillar 2 that is specifically dedicated to connecting the Region. Thus, further collaboration is certainly desirable and EUSAIR will observe SMACKER final results, possibly attending also the final conference in Vienna.

It is finally noted that EUSAIR will receive from SMACKER a specific "Contribution report" that will focus on peripheral mobility planning for the EUSAIR. The report will be based on the findings of the pilot implementations in the course of the SMACKER project, reflecting on the EUSAIR current strategy and elaborating suggestions to update or modify the Macro regional strategy in order to intensify the support for soft measures and actions for behavioural change and knowledge to embrace peripheral and rural areas in the whole region. The report will also include the input of the pilot implementation partners SRM with its pilot activities in the Bologna area (Italy) and MURS with its pilot activities in the Murska Sobota area (Slovenia), which are located in the EUSAIR macro region.



2.3. Annexes related to SMACKER session event with EUSAIR

2.3.1. Agenda of the EUSAIR joint event

Develop reliable passengers transport networks and intermodal connections in the EUSAIR area.



**EUSAIR
STAKEHOLDERS
PLATFORM**

MIMOSA, ICARUS and SMACKER
projects joint event.
24 November 2021, 10 – 12:30 CET



Interreg
ADRIAN ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Accession II Fund



EUSAIR FACILITY PILOT

Register HERE



Interreg
Italy - Croatia
MIMOSA
European Regional Development Fund



Interreg
Italy - Croatia
ICARUS
EUROPEAN UNION



Interreg
CENTRAL EUROPE
SMACKER
European Union
European Regional
Development Fund

Most of the INTERREG projects which dealt with transport and funded in the period 2014-2020 are about to conclude their activities. The achieved results will provide useful inputs for the new INTERREG Programmes 2021-2027 as well as for Macro-Region Strategies. With reference to the EUSAIR Strategy and specifically to Pillar 2, three Interreg projects, namely MIMOSA, ICARUS and SMACKER, are organizing a joint event to share their experiences, to support the Strategy and present their results relevant for the EUSAIR area. The focus is placed on the cooperation with regional institutions, which have been invited to join the event to present their experiences and best practices.

Through this event, projects wish to contribute to the development of sustainable passenger transport solutions within the EUSAIR area, and provide inputs on: a) Behavioural changes for sustainable mobility in the EUSAIR Region: practices and experiences from EU projects; b) Intermodality promotion in the EUSAIR region: solutions and practices from EU projects.

Agenda of the meeting

10:00	<p><u>Session 1: EU projects presentations</u> <i>Moderated by Giuseppe Luppino, Institute for Transport and Logistics - ITL</i></p> <p>MIMOSA Italy-Croatia project Paolo Dileno, Central European Initiative (CEI-ES) ICARUS Italy-Croatia project Eleonora Tu, Institute for Transport and Logistics (ITL) SMACKER Central Europe project Giuseppe Liguori, SRM Reti e Mobilità</p>
10:50	<p><u>Session 2: New EU funding opportunities in the EUSAIR Area</u></p> <p>Key note speech Lodovico Gherardi, Emilia-Romagna Region</p>
11:10	<p><u>Session 3. Round Table. Regional Experiences in the sustainable mobility transport promotion: Best practices from the EUSAIR Regions</u></p> <p>Moderator: Pierluigi Coppola, EUSAIR Pillar 2 coordinator</p> <ul style="list-style-type: none"> • Massimiliano Angelotti - Friuli-Venezia-Giulia Region • Andrea Normanno - Emilia-Romagna Region • Claudia Pučić - Development agency Heart of Istria and external expert Vortice • Heidi Olenik - Regional Development Center Koper • Ivna Šuljak - Dubrovnik Neretva County
12:30	End of the meeting



2.3.2. SMACKER presentation at the EUSAIR joint event



interreg CENTRAL EUROPE **SMACKER**

TAKING COOPERATION FORWARD

- Develop reliable passenger transport networks and intermodal connections in the EUSAIR area. **MINOIA, ICARUS and SMACKER projects joint event | 24 November 2021**
- SMACKER - Soft Measures & Actions for behavioural Change and Knowledge to Embrace peripheral and Rural areas**
- Giuseppe Ligori 



SMACKER IN A NUTSHELL

- Soft Measures & Actions for behavioural Change and Knowledge to Embrace peripheral and Rural areas.
- Interreg Central Europe Programme Call 3; Budget: 2,1 million € (1,7 million ERDF); Duration: 1 April 2019 to 30 June 2022 (3-month life extension awarded by the MA).
- Main objective: Improving planning and coordination of regional passenger transport system in peripheral and rural regions in Central Europe for better connecting them to national and EU transport networks.
- Main challenges: Inadequate and under-used services, excessive costs, lack of last mile services and proper intermodality, poor communication and information to users and above average private car use.
- SMACKER aims to address the above by promoting Demand-responsive and sustainable public Transport and mobility services to connect the local transport systems to the main transport corridors and nodes.

1 TAKING COOPERATION FORWARD 



SMACKER APPROACH

- 4 PILLARS**
 - UNDERSTANDING** - Capacity building of stakeholders and PPs through best practices review and sharing and specific trainings
 - 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 SLIMPs and other strategic plans to provide a substantial and measurable contribution to strategic objectives

1 TAKING COOPERATION FORWARD 



OPERATIONAL INFORMATION

- What SMACKER aims to do
 - Use behaviour change campaigns, nudging and pilots to create and promote flexible and eco-friendly solutions for public transport in rural and peripheral areas
 - Achieve more liveable and sustainable environment and enable the connection to main transport corridors
 - Help local communities to re-design their transport services according to user needs and encourage people to use them feeding public transport

1 TAKING COOPERATION FORWARD 

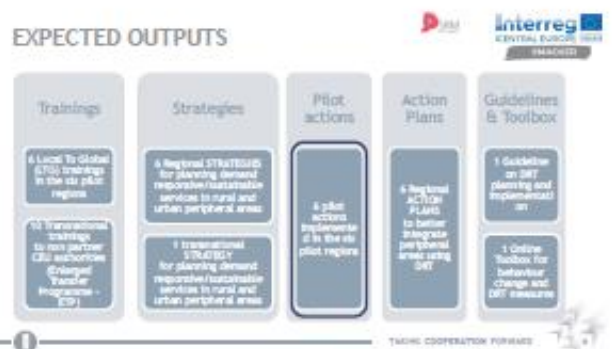
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OPERATIONAL INFORMATION


- How SMACKER will reach its objective
 - Implementation of concrete actions with the participation of the involved regions → 9 Partners and 6 Pilots

1 TAKING COOPERATION FORWARD 



EXPECTED OUTPUTS

Trainings	Strategies	Pilot actions	Action Plans	Guidelines & Toolbox
<ul style="list-style-type: none"> 6 Local To Global (L2G) trainings in the six pilot regions 10 Transnational trainings to non partner ERDF member states (Transit Programme - ECI) 	<ul style="list-style-type: none"> 6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban peripheral areas 1 Transnational STRATEGY for planning demand responsive/sustainable services in rural and urban peripheral areas 	<ul style="list-style-type: none"> 4 pilot actions implemented in the six pilot regions 	<ul style="list-style-type: none"> 6 Regional ACTION PLANS to better integrate peripheral areas using DRT 	<ul style="list-style-type: none"> 1 Guideline on DRT planning and implementation 1 Online Toolbox for behaviour change and DRT measure

1 TAKING COOPERATION FORWARD 



PILOT IN BOLOGNA: THE «COLBUS»

- “ColBus” means “by bus”.
- DRT in the Bologna Apennines, 816 sq km, 55,000 inhabitants
- First activated in summer 2018, upgraded in SMACKER:
 - Optimized network (In collaboration with Local Mobility Forums)
 - Endowed with IT platform and app for management and booking
 - Summer service mainly for tourists
 - Winter service re-designed mainly for resident

1 TAKING COOPERATION FORWARD 



PILOT IN GDYNIA

Pilot expected main objectives:

- strengthen and optimize the existing PT offer to meet the mobility needs of local population (bus stop shelters, fish-shaped seats, etc.)
- explore the potential DRT service implementation in the pilot area and elaborate the Mobility Plan for the pilot area (mainly built on DRT implementation possibilities)
- design and implement of new mobility services based on the results of in-depth research on existing transport behaviour and preferences of inhabitants of pilot area tailored to the specific expectations of local community (e-links)

1 TAKING COOPERATION FORWARD 



PILOT IN PRAGUE - SUCHDOL

Pilot main objective:

- address users' needs through better offer of public transport and mobility services;
- promote sustainable modes of transport through appropriate nudging initiatives;
- reduce the impact of transport on the local environment through increased use of sustainable modes of transport.



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PILOT IN MURSKA SOBOTA

Pilot main objective:

- test and implement efficient app-oriented service, based on deployment on smartphones/tablets and cloud back-office enabling demand responsive public transport.

responsi bus

1. Check demand (smartphones/tablets) - collect an event
2. Searching a route (tablet/tablet) - book your ride
3. Driving a car (tablet/tablet) - set of points / set back and ride



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PILOT IN BUDAPEST

BKK is operating 5 Demand Responsive Transport (DRT) lines in the outskirts of Budapest:

- 5 day bus lines (since 2013)
- 1 night bus line (since 2006)
- Replacement service (occasionally)

Fully demand responsive and hybrid lines. Normal PT pricing.

In SMACKER project BKK piloted an online service request system:

- responsive frontend (available on desktop and smartphone)
- backend for dispatchers (call base request)
- app for drivers



TAKING COOPERATION FORWARD

PILOT IN EAST TYROL

East Tyrol Pilot works on 3 Aspects:

- 1: social scientific research for sustainable mobility offers, with focus on DRT services and carsharing
- 2: Implementation of "green house friendly tourism offer" making existing services visible/understandable/integrated, training to contact person in municipalities and local hotel staff to give information about regional mobility offers
- 3: Strengthening e-mobility in the region, implementation of new e-carsharing locations in different municipalities and marketing activities
- Nudging activities and communication activities



WHAT'S NEXT?

SMACKER Final conference in Vienna (AT)

23-25 May 2022

Join us!



TAKING COOPERATION FORWARD



interreg CENTRAL EUROPE European Regional Development Fund
SMACKER

TAKING COOPERATION FORWARD

• **MINIOSA, SCARIS and SMACKER projects joint event**
24 November 2021

• **Thanks for your attention**

• **Giuseppe.liguori@rmbologna.it** 



3. SMACKER session event within EUSBSR

The SMACKER session event within a EUSBSR working group meeting was supposed to be organized and held by GDYNIA in June 2022, by the end of the SMACKER project.

In the end, GDYNIA did not run the foreseen event with EUSBSR, but presented SMACKER to an event of Union of Baltic Cities (UBC), which participates actively to EUSBSR implementation.

Indeed, GDYNIA presented SMACKER in the course of the seminar “District of the Future” organised by UBC Smart and Prospering & Planning Cities Commission on 14-17 June 2022 in Kiel (Germany). The number of participants of the event on-site was very limited, so the presentation was held online.

SRM as Lead Partner acknowledges that the SMACKER session event within the EUSBSR Macro Regional Strategy working group meeting was not carried out. On the other side, it is noted that the reported event with UBC served to mainstream into the local policies the Regional Action Plan developed in the framework of the Gdynia Pilot Action within SMACKER: this is duly reported in D.T3.3.9 “Mainstreaming into local policies (Gdynia, PL)”.

In the following, details of EUSBSR and its connection with SMACKER and of the event carried out with UBC are reported.

3.1. EU Strategy for Baltic Sea Region (EUSBSR)

The EU Strategy for the Baltic Sea Region (EUSBSR) is the first macro-regional strategy in Europe. The document was approved by the European Council in 2009 following a communication from the European Commission. The Strategy is divided into three objectives, which define the three key challenges for the Region. Each objective relates to a wide range of policies and has an impact on the other objectives.

To achieve these objectives, the Action Plan of the EUSBSR identifies most important actions for implementation. The actions are thematically organised in fourteen policy areas. The implementation of these actions is financed by different EU funds at regional, national, cross-border and transnational level. INTERREG Baltic Sea Region actively supports the implementation of the Strategy and the accompanying action plan. The Strategy seeks to create synergies and coordination between existing policies and initiatives taking place across the Baltic Sea Region.

The area covered by the EUSBSR is mainly the basin of the Baltic Sea, including also the hinterlands. It stretches from the Lapland to the North of Germany and is home to around 85 million inhabitants, involving eight EU Member States. It is the second largest and most diverse Macro Regional Strategy EU Member States:

- EU Member States: Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, Sweden;
- Neighbouring countries: Norway, Ukraine, Russia, Belarus, Czech Republic, Slovakia, Switzerland, France, Luxembourg, Belgium, Netherlands.



Figure 3: Baltic Sea region [Source: ec.europa.eu/regional_policy/pl/policy/cooperation/macro-regional-strategies/baltic-sea/]



The Strategy defines three objectives, which represent the three key challenges of the Strategy:

- Objective no 1: Saving the sea,
- Objective no 2: Connecting the region,
- Objective no 3: Increasing prosperity.

Each of the above mentioned relates directly to a wide range of policies and affects the other objectives. The Strategy aims to enable to apply all relevant EU funding and policies and coordinate the actions of the European Union, EU countries, regions, pan-Baltic organisations, financing institutions and non-governmental bodies in order to promote a more balanced development of the Region.

The Baltic Sea Region involves several sub-objectives:

- Clear water in the sea
- Rich and healthy wildlife
- Clean and safe shipping
- Good transport conditions
- Reliable energy markets
- Connecting people in the region
- Baltic Sea Region as a frontrunner for deepening and fulfilling the single market
- EUSBSR contributing to the implementation of Europe 2020 strategy
- Climate change adaptation, risk prevention and management

Sound coordination and collaboration between the member countries and regions is needed to address these challenges.

The work within the EUSBSR is thematically divided into policy areas (PAs), each of which involves between two and four actions. The 14 policy areas include: PA Nutri, PA Hazards, PA Bio-economy, PA Ship, PA Safe, PA Transport, PA Energy, PA Spatial Planning, PA Secure, PA Tourism, PA Culture, PA Innovation, PA Health and PA Education.

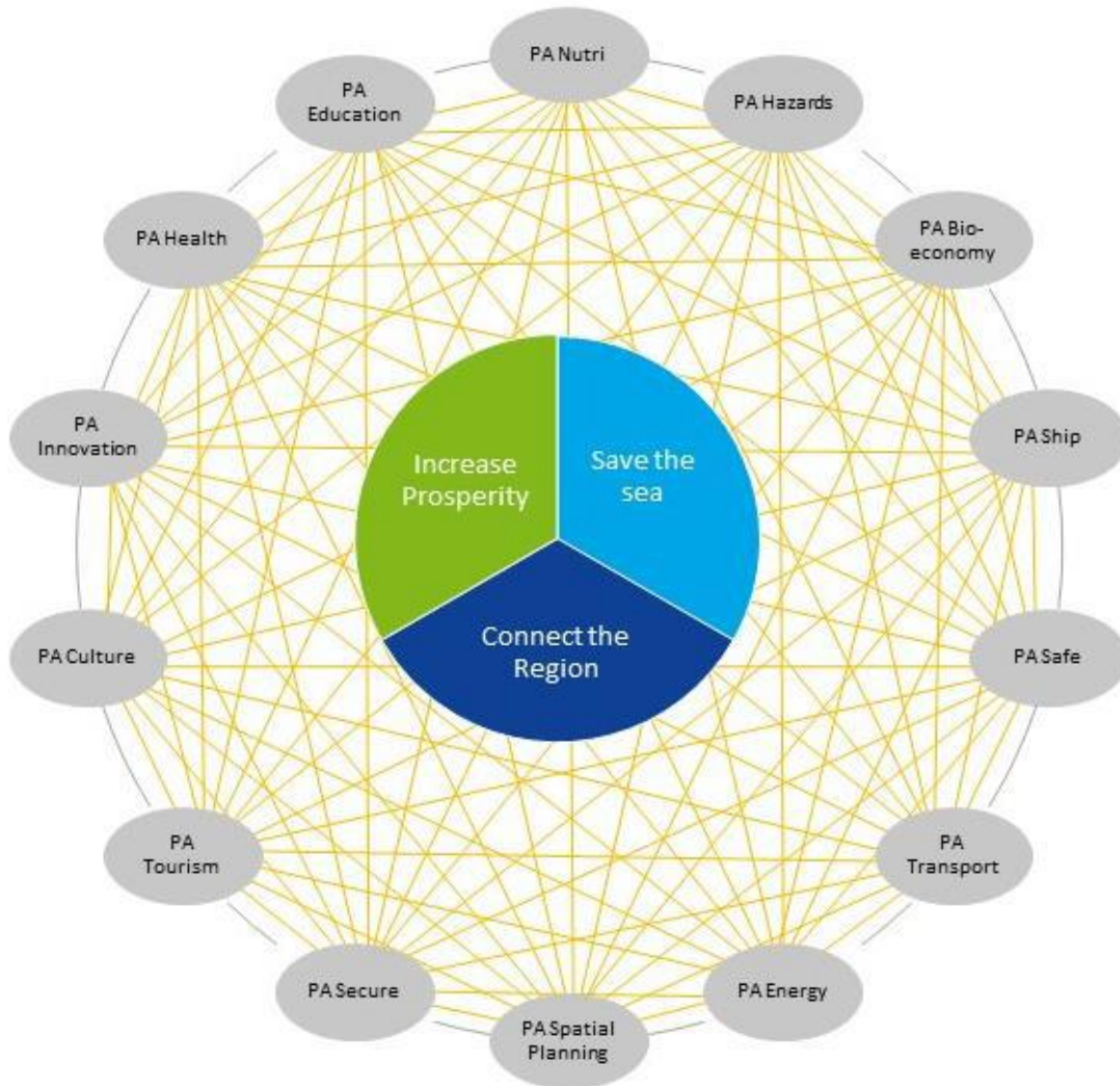


Figure 4: EUSBSR objectives and policy areas [Source: EU Strategy for the Baltic Sea Region ACTION PLAN [COM(2009) 248 final]]

Detailed overview of the actions to be undertaken within the Strategy is depicted in the table below.

Table 1: Overview of actions grouped by policy area

PA Nutri	Action 1: Reduce nutrient emissions from agriculture and other diffuse sources Action 2: Reduce nutrient emissions from urban areas and other point sources Action 3: Develop and promote safe and sustainable nutrient recycling Action 4: Address nutrients already accumulated in the Baltic Sea
PA Hazards	Action 1: Prevent pollution and reduce the use of hazardous substances Action 2: Mitigate and remediate contamination



PA Bio-economy	<p>Action 1: Strengthen the role and importance of the bio-economy for achieving increased sustainability, productivity and adaption to climate change as well as resilience, including climate resilience in ecosystems</p> <p>Action 2: Improving agricultural practices for sustainability and adaptation (e.g. to climate change) in a sustainable and resilient growing bioeconomy</p> <p>Action 3: Strengthen multiple use of resources through cross-cutting and cross-sectorial approaches to release potential and accelerate the development of a sustainable circular bioeconomy</p>
PA Safe	<p>Action 1: Providing reliable navigational conditions to the Baltic Sea</p> <p>Action 2: Developing winter navigation to meet future challenges</p> <p>Action 3: To be a forerunner in digitalisation and automation</p> <p>Action 4: Ensure accurate preparedness and response for maritime accidents and security issues</p>
PA Ship	<p>Action 1: Support measures reducing emissions from shipping including digitalization.</p>

The EUSBSR website (www.balticsea-region-strategy.eu) provides general information about the EUSBSR, its governance, priority areas and PACs, targets per priority area, funding opportunities and key documents.

Key documents of the EU Strategy for Baltic Sea Region embrace:

1. European Commission; Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and The Committee of the Regions, European Union Strategy for The Baltic Sea Region, COM(2009) 248 final, Brussels, 10.6.2009
https://ec.europa.eu/regional_policy/sources/docoffic/official/communic/baltic/com_baltic_en.pdf
2. European Commission; Commission staff working document; Action plan, SEC(2009) 248, Brussels, 2009
<https://www.balticsea-region-strategy.eu/action-plan>
3. European Commission; Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and The Committee of the Regions concerning the added value of macro-regional strategies, COM(2013) 468 final, Brussels, 27.6.2013
https://ec.europa.eu/regional_policy/sources/docoffic/official/communic/baltic/com_added_value_macro_region_strategy_en.pdf
4. Council of the European Union; Council conclusions on added value of macro-regional strategies, General Affairs Council meeting Luxembourg, 22 October 2013
https://ec.europa.eu/regional_policy/sources/docoffic/official/communic/baltic/concl_added_value_macro_region_strategy_en.pdf
5. European Commission; Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and The Committee of the Regions concerning the European Union Strategy for the Baltic Sea Region, COM(2011) 381 final, Brussels, 22.6.2011
https://ec.europa.eu/regional_policy/sources/cooperate/baltic/pdf/reports/1_EN_ACT_part1_v2.pdf
6. European Commission; Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and The Committee of the Regions concerning the governance of macro-regional strategies, COM(2014) 284 final, Brussels, 20.5.2014



https://ec.europa.eu/regional_policy/sources/cooperate/macro_region_strategy/pdf/gov_macro_strat_en.pdf

3.2. SMACKER and EUSBSR

The EUSBSR deals with mobility and accessibility in relation to other policy fields such as: environment, and socioeconomic development. It focuses on integration of all the benefits for the countries concerned. Thus, SMACKER activities, experiences and findings are interesting for EUSBSR, especially in relation to behavioural change towards sustainable mobility and implementation of SMACKER pilot actions.

UBC Union of Baltic Cities (UBC) participates actively to EUSBSR implementation: as explained at the beginning of chapter 3, GDYNIA did not run the foreseen event with EUSBSR, but presented SMACKER to one of the UBC events.

As regards UBC, it is one of the leading networks of cities in the Baltic Sea Region with Member Cities from Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Norway, Poland, and Sweden is Union of the Baltic Cities (UBC). UBC was founded in 1991 in Gdańsk, as a voluntary and proactive network mobilizing the shared potential of its member cities.

UBC works through eight Commissions: Cultural Cities, Inclusive and Healthy Cities, Learning Cities, Planning Cities, Safe Cities, Smart and Prospering Cities, Sustainable Cities, and Youthful Cities.

Main aims of the UBC are:

- promotion, cooperation and exchange of experiences between cities in the BSR to advance and deliver sustainable urban solutions and quality of life, and so to bring added value for them;
- promotion of cities as drivers for smart, sustainable, green and resource-efficient growth;
- advancement of cities as inclusive, diverse, creative, democratic and safe hubs, where active citizenship, gender equality and participatory policy making are promoted;
- advocacy for common interests of cities and their citizens, act on their behalf and further the interests of the BSR.

As UBC and its Member Cities work in close cooperation with other partners and participate actively for the implementation of regional strategies, notably the European Union Strategy for the Baltic Sea Region EUSBSR, City of Gdynia has contacted UBC Secretariat in order to present and discuss the project results. First, SMACKER was presented to UBC representatives by e-mail and it was concluded that the project should be presented to UBC Smart and Prospering & Planning Cities Commission.

In the end, GDYNIA presented SMACKER in the course of the seminar “District of the Future” organised by UBC Smart and Prospering & Planning Cities Commission on 14-17 June 2022 in Kiel (Germany). The number of participants of the event on-site was very limited, so the presentation was held online.

3.2.1. SMACKER presentation at UBC meeting

Project SMACKER was presented to UBC Smart and Prospering & Planning Cities Commission. The presentation of SMACKER took place at the seminar „District of the Future” on 14-17 June 2022 in Kiel (Germany), that took place on Thursday, 16 June 2022, via Zoom.

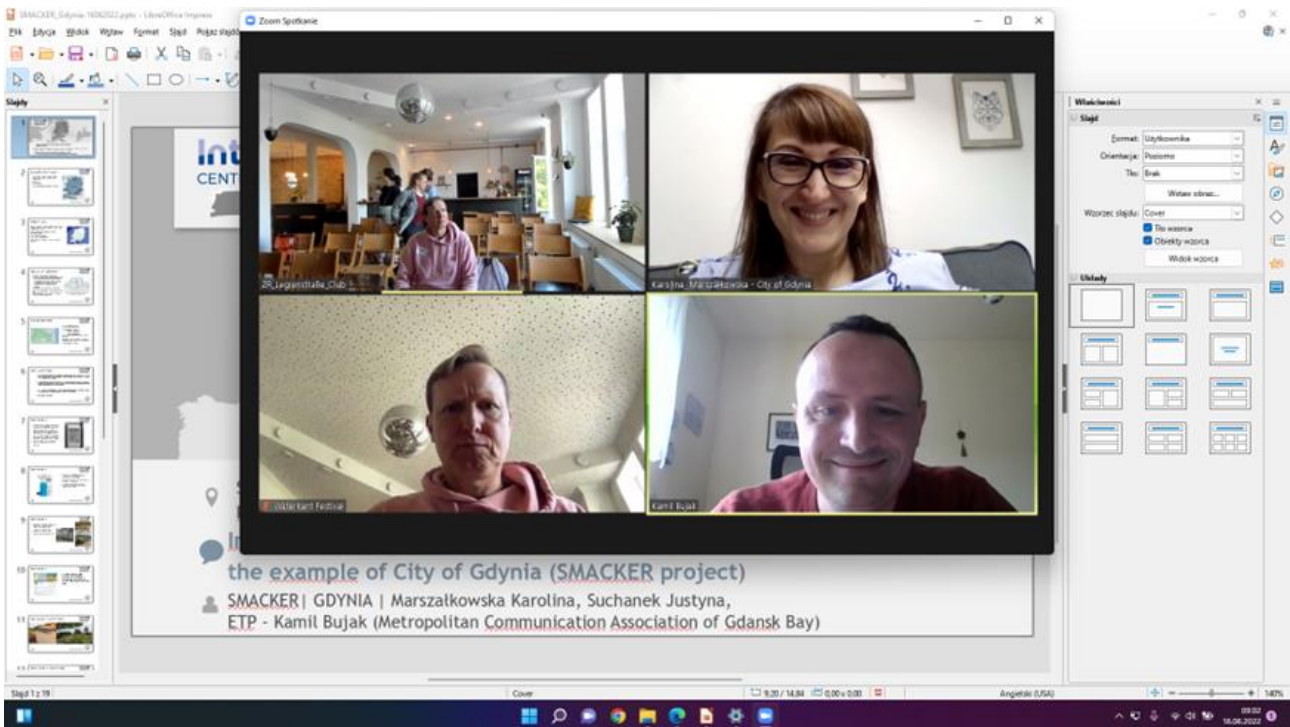


Figure 5: Participants at seminar „District of the Future” in Kiel (14-17 June 2022)

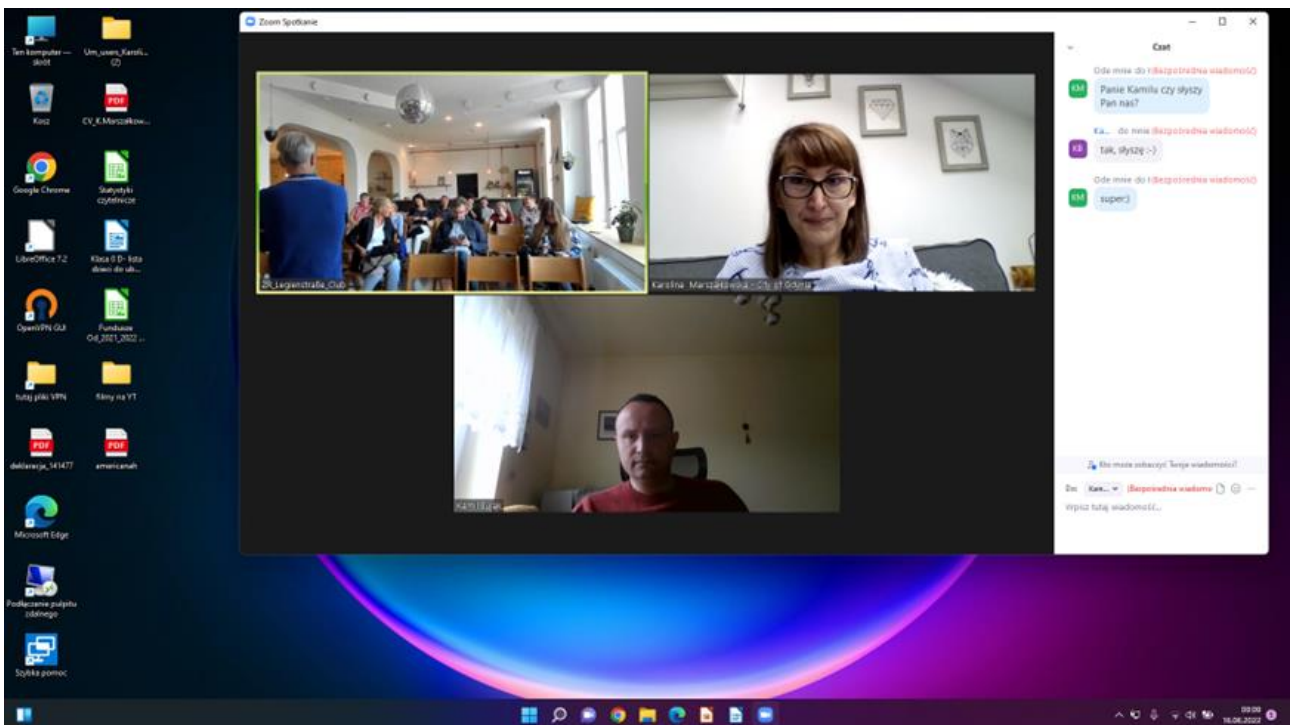


Figure 6: Participants at seminar „District of the Future” in Kiel (14-17 June 2022)

The full agenda of the seminar is available under the link <https://opencampussh.notion.site/District-of-the-Future-aff868bf2efb430890b90352160e57a3> and is also reported in Annex 3.3.1.

SMACKER project was presented by Ms. Karolina Marszałkowska (City of Gdynia) and Mr Kamil Bujak (Head of Board of Metropolitan Association of Transportation of Gdansk Bay). The full presentation is available in the Annex 0.



The presentation of SMACKER project was a starting point to a debate among the participants on the following challenges:

- What can be done to get the identity of a District of the Future: Holtenau Ost?
- What relationship should be created between the existing part of the city of Kiel and its new district - Holtenau Ost.
- What are the concepts of development that could support the process of bringing life into the Holtenau Ost area?

Minutes from the seminar were published under the link: <https://www.ubc.net/content/joint-seminar-district-future>.

The seminar was also presented in the spring edition of the UBC Bulletin (page 23), which is available at https://www.ubc.net/sites/default/files/ubc_bulletin_1_2022.pdf and is also reported in Annex 3.3.3.

3.2.2. Summary of the discussion following the SMACKER presentation

Participants of the seminar highlighted that the peripheral areas within BSR all share the same challenges within mobility. The development of Holtenau Ost - new district of Kiel was considered as a starting point for a discussion devoted to “District of the Future”. The participants were divided into three groups to brainstorm, discuss and work on the ideas, making drafts of the urban concepts.

Main conclusion was that it is extremely crucial to involve all the relevant stakeholders at the very beginning of the planning process - preferably at the spatial planning phase. Collaboration of private and public sector is also advantageous for gaining the best possible outcome.

It is also significant to design and create the public space, so that encourages its users to use sustainable mobility and promotes intermobility.

3.2.3. Takeaway highlights

Further dissemination of SMACKER results and achievements should be done within the BSR, even after the finalization of the project implementation. Numerous regions within the BSR countries may be interested in project results uptake and replication or adjustment to their conditions and actual needs.

Activities of project like SMACKER, and dissemination of results to working group were seen as valuable and are welcome in the future.

It is finally noted that EUSBSR will receive from SMACKER a specific “Contribution report” that will focus on peripheral mobility planning for the EUSBSR. The report is based on the findings of the pilot implementations in the course of the SMACKER project, reflecting on the EUSBSR current strategy and elaborating suggestions to update or modify the Macro regional strategy in order to intensify the support for soft measures and actions for behavioural change and knowledge to embrace peripheral and rural areas in the whole region. The report will also include the input of the pilot implementation partner GDYNIA with its pilot activities in the Gdynia area (Poland), which is located in the EUSBSR macro region.



3.3. Annexes related to SMACKER session event with EUSBSR / UBC

3.3.1. Agenda of UBC seminar “District of the Future” in Kiel (14-17 June 2022)

District of the Future

Joint Meeting of UBC Smart and Prospering & Planning Cities Commission Kiel 14-17 June 2022

▼ Tuesday, 14 June 2022

16:30 City Planning Tour - meeting point: [Ratskeller](#)

Marion Noack, Urban Planning Department City of Kiel

19:00 Welcome Evening at [Camp 24/7](#)

Wolfgang Schmidt, UBC Executive Board Member & Smart and Prospering Cities Commission

Paulina Szewczyk, UBC Chairwoman UBC Planning Commission

Uwe Wanger, Managing Director Kiel Marketing

▼ Wednesday, 15 June 2022

09:00 Bus departure - meeting point: [Kiel City Hall](#)

09:30 Introduction to Holtenau Ost - [Waterkant Festival on MFG5 Area](#)

- **Kick off greeting**
Wolfgang Schmidt, UBC Executive Board Member & Chairman Smart and Prospering Cities Commission
Paulina Szewczyk, Chairwoman UBC Planning Commission
Tim Logan, Waterkant Festival
- **Introduction to the Planning Department City of Kiel**
Fabian Kumkar, Deputy Head of the Urban Planning Department City of Kiel
- **Holtenau Ost Area: Planning actualities and challenges**
Konstanze Meißner, Manager Urban Planning Department City of Kiel
- **Masterplan overview**
Mario Abel, Partner, Yellow Z Berlin
- **Group setting and workshop expectations**
Paulina Szewczyk, Chairwoman UBC Planning Cities Commission
- **City Cases from delegates**
- **Group discussion**

12:00 Lunch

13:00 Holtenau Ost site tour

- **Study visit of the former military helicopter base**
Kay Spranger, Project Manager “Holtenau Ost”

15:00 Expert Input

- **Harbour cities urban Development**
Søren Leth, Partner SLETH Office for architecture and planning, Aarhus/Copenhagen
Lars Jensen, Team Leader CPH, Architect MAA, SLETH Office for architecture and planning, Aarhus/Copenhagen
- **Group discussion**

16:00 Bus departure

16:30 Arrival Kiel City Hall

19:00 Official Dinner by City of Aarhus at [Flygge](#)

Welcome by

Christian Lausten Sørensen, City of Aarhus

Wolfgang Schmidt, Chairman UBC SPC

▼ Thursday, 16 June 2022

09:00-15:00 Workshop - [Legienstraße40](#)

- Input from SMACKER project: „Increased accessibility of peripheral areas to major transport nodes on the example of City of Gdynia (SMACKER project)”, Karolina Marszałkowska
- Workshops

17:00 Bus departure to [Waterkant Festival City Hall](#)

17:30 UBC Get together

- Waterside tent

18:00 Opening [Waterkant Festival 2022](#)

19:00 Informal Foodtruck dinner

20:00 [Waterkant opening party](#)

21:00 Bus departure

21:30 Arrival [Kiel City Hall](#)

▼ Friday, 17 June 2022

08:30 Bus departure

09:00 Workshop - at [Holtenau Ost](#)

- Putting final touches on presentations

10:00 Final Presentations at [Waterkant Festival](#)

Moderation: Wolfgang Schmidt

11:00 Bus shuttle to Central Station

12:30 Lunch

14:00 Taxi shuttle to Central Station

You are welcome to attend [Waterkant Festival](#) all day or enjoy the pre-opening of Kiel Week in the city centre ([Kieler Woche 2022: 18 - 26 June](#)).



3.3.2. Presentation of SMACKER during UBC seminar



SMACKER session event during a EUSBSR working group meeting
Kiel | 16 June 2022

Increased accessibility of peripheral areas to major transport nodes on the example of City of Gdynia (SMACKER project)

SMACKER | GDYNIA | Marszałkowska Karolina, Suchanek Justyna, ETP - Kamil Bujak (Metropolitan Communication Association of Gdansk Bay)

BASIC INFO ON SMACKER

- co-financing from the INTERREG Central Europe Cooperation Program project consortium:
- 9 partners
- 6 pilot actions
- implementation time: 04.2019 - 06.2022



TAKING COOPERATION FORWARD 2

PROBLEM AREA

Central Europe's rural and peripheral areas face the same problems of being on the periphery of major transport networks:

- insufficient and underused TZ services,
- excessive costs,
- no "last mile" services,
- low level of intermodality,
- insufficient information for users of transport services



PROJECT AIM AND BUDGET

- Objective: to increase the accessibility of peripheral areas to major transport nodes, through
 - strengthening the public transport service,
 - introducing integrated transport solutions,
 - increasing the awareness of the local community and promoting sustainable mobility
- total budget of the project: EUR 2 144 070.50
- budget of the Gdynia part of the project: EUR 219 210
- 85% co-financing of eligible costs of personnel, external services and expertise



TAKING COOPERATION FORWARD 3

TAKING COOPERATION FORWARD 4

PILOT AREA FOR SMACKER



- 1 of 22 districts in Gdynia
- Surface area - 25,53 sqkm
- Population (end of 2021)
 - 13.450 inhabitants,
 - 465 persons/sqkm
- One of most rapidly developing regions of the City,
- Biggest Surface area among all districts,
- Estimated that district will be inhabited by 30 000 citizens till 2030.



PILOT ASSUMPTIONS

- Improve the connectivity of the district to the City Centre and therefore to the EU corridors, in order to prepare a future implementation of DRT solutions, also the elaboration of a Mobility Plan for the pilot area is crucial,
- An in-depth study of mobility patterns and preferences combined with active participation of the pilot area residents would lead to the elaboration of new mobility services tailored to the specific expectations of the local community,
- Also for the real implementation of DRT services, the attractiveness of the existing PT must be improved, which requires a behavioural change of the residents,
- New national legislation.



TAKING COOPERATION FORWARD 5

TAKING COOPERATION FORWARD 6

PILOT RESULTS

- ✓ E-inks in 4 key locations to make PT more attractive and trigger the behavioural change, provide real time passenger, information on ticketing, transportation hubs and access to sharing systems, open data from the existing ITS system, information for seamless travel, optimized timetables, information about events in the City etc.,
- ✓ They are powered with solar panels.



PILOT RESULTS

- ✓ Gdynia also optimized its PT offer for the pilot area making it a backbone for increasing intermodality more transparent and of higher frequency,
- ✓ The enhanced stimulated new mobility services, such as swing lines or DRT lines.



TAKING COOPERATION FORWARD 7

TAKING COOPERATION FORWARD 8



PILOT RESULTS

- ✓ the most frequently used bus stops in Gdynia have been transformed into people friendly public spaces,
- ✓ installing PT shelters and benches and greening area.



TAKING COOPERATION FORWARD



PILOT RESULTS

- ✓ The City of Gdynia also implemented a targeted campaign to encourage the behavioural change in the pilot area.



TAKING COOPERATION FORWARD



PILOT RESULTS - COMPETITION



TAKING COOPERATION FORWARD



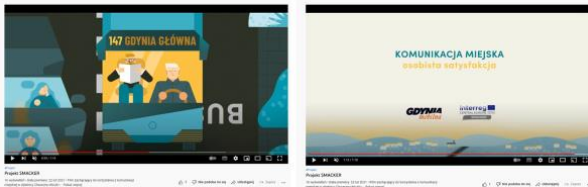
PILOTS RESULTS - COMPETITION



TAKING COOPERATION FORWARD



PILOT RESULTS - NUDGING AND COMMUNICATION MATERIAL



Movie is available on youtube:

<https://www.youtube.com/watch?v=fNYBcuMJM1g>

TAKING COOPERATION FORWARD



PILOT RESULTS - NUDGING AND COMMUNICATION MATERIAL



TAKING COOPERATION FORWARD



PILOT RESULTS - NUDGING AND COMMUNICATION MATERIAL - „WELCOME KIT”



TAKING COOPERATION FORWARD



LESSONS LEARNT

- ✓ It is crucial to involve and actively engage key stakeholders and gain political support from the very beginning of the project to have support for project implementation and create ownership,
- ✓ We recommend to address a mobility issue for a peripheral area even though there is no legal framework for its implementation. If it is not possible to implement a DRT in the peripheral area, start with baby steps - eg. swing lines to improve its connection to main transport corridors.
- ✓ Include the local community to tailor your solutions to their expectations and needs.
- ✓ Include the local community to tailor your solutions to their expectations and needs.
- ✓ Don't consider your peripheral area mobility only in its administrative borders, but in the context of the entire functional area.

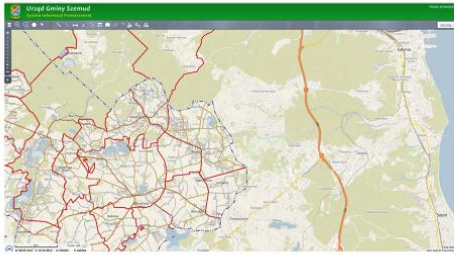


TAKING COOPERATION FORWARD





ASSOCIATED PARTNER



ETP- ENLARGED TRANSFER PROGRAMME



- geographical expansion of the cooperation in the Central Europe area.
- a group of 10 ETP followers is selected, involved, trained and invited to submit an Action Plan based on the key findings of SMACKER activities.
- an opportunity for participants to improve their DRT service building capacity thanks to experienced and knowledgeable project partners and external experts provided by SMACKER

Metropolitalny Związek Komunikacyjny Zatoki Gdańskiej - ETP partner - commits to the following:

- To ensure the participation of at least 1 representative to the Maribor ETP transnational event taking place as a webinar in November 2020, or, if not possible, to ensure the consultation of the training material related to this event that will be provided by SMACKER;
- To ensure the participation of at least 1 representative to the Vienna ETP transnational event foreseen in February 2022;
- To ensure the participation of at least 4 representatives to the online training webinar foreseen in March 2021.



TAKING COOPERATION FORWARD



TAKING COOPERATION FORWARD



3.3.3. SMACKER in spring edition of UBC Bulletin

UBC Smart and Prospering Cities & Planning Cities Commissions met in Kiel on 14-17 June 2022

by Paulina Szweczyk | p.szweczyk@bpp.gdynia.pl



The UBC Smart and Prospering & Planning Cities Commissions held the Seminar District of the Future on 14-17 June 2022 in Kiel.

25 city planners and project developers from UBC member cities: Aarhus, Gdańsk, Gdynia, Hamburg, Kaunas, Kiel, Liepāja, Pärnu, Riga, Rostock, Söderhamn, Turku and Vaasa were discussing keys to success for the development of a ninety-two hectare former military site Holtenau Ost, where the City of Kiel is planning the District of the Future.

The Seminar was opened at the Waterkant Festival venue at Kiel Holtenau Ost on Wednesday morning. The participants were welcome by Wolfgang Schmidt (UBC Smart & Prospering Commission), Paulina Szweczyk (UBC Planning Cities Commission) and Tim Logan, (Waterkant Festival). They were introduced to the planning actualities by Fabian Kumkar (Urban Planning Department City of Kiel), Konstanze Meißner (Urban Planning Department City of Kiel) told about workshop area challenges. Mario Abel, (Yellow Z, Berlin) gave the Holtenau Ost Masterplan overview. Later, all colleagues took the bike ride across the Holtenau Ost area. By the end of the day all listened with great interest to very inspiring keynote speech given by Søren Leth and Lars Jensen (SLETH Office for architecture and planning, Aarhus/Copenhagen).

On Thursday, right after an input from SMACKER Interreg Project by Karolina Marszałkowska (City of Gdynia), participants took part in the Workshop. Three groups were brainstorming, discussing and working on the ideas, making drafts of the urban concepts. Common work was a great opportunity to exchange and learn from each other. In the evening participants experienced new ideas and amazing people at Waterkant Startup Festival.

On Friday, the results of the Workshop were presented to invited guests including politicians, media representatives

and the residents of Kiel, that took part in lively discussion. The dominating ideas were that the identity of Holtenau Ost could be built on existing buildings, details and urban structures. Connections could be created in sustainable and smart way, including water taxis/ferries. The area has a potential to become a new urban centre, a destination, 5-min city with mix-use, nice public spaces and greenery. The life is already there - activities like Waterkant Festival could remain and even be extended to bring more interest to that area. There is a chance to build sustainable, all age community with smart technologies in Holtenau Ost.

Thanks a lot Landeshauptstadt Kiel for hosting the UBC workshop and sharing your insights with us!





4. SMACKER session events with EUSDR

SMACKER project was presented to the Steering Group of EUSDR Priority 1b Rail-Road-Air Mobility on two separate occasions. The first presentation took place during 21st meeting of the Steering Group of EUSDR Priority 1B that was held online on 14 October 2020; the presentation focused on planned activities and objectives. The second presentation was delivered at the 25th Steering Group meeting on 5 May 2022; this second SMACKER appearance at EUSDR Steering group meeting focused on the achieved results, highlighting pilot achievements, also the SMACKER contribution to EUSDR was discussed.

4.1. EU Strategy for Danube Region (EUSDR)

The EU Strategy for the Danube Region (EUSDR) is a macro-regional strategy adopted by the European Commission in December 2010 and endorsed by the European Council in 2011. The Strategy was jointly developed by the Commission, the Danube Region countries and stakeholders, in order to cooperatively address common challenges. The Strategy seeks to create synergies and coordination between existing policies and initiatives taking place across the Danube Region.

The Danube Region itself is a functional area defined by its river basin; it stretches from the Black Forest (Germany) to the Black Sea (Romania-Ukraine-Moldova) and is home to 115 million inhabitants. The EUSDR covers following countries (or parts of countries):

- EU Member States: Austria, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Romania, Slovakia, Slovenia;
- Accession Countries: Bosnia and Herzegovina, Montenegro, Serbia;
- Neighbouring Countries: Moldova, Ukraine.



Figure 7: Danube Macro region [Source: <https://danube-region.eu/about/>]



The EUSDR deals with development of coordinated policies and actions in the area, reinforcing the commitments of Europe 2020 strategy towards the smart, sustainable and inclusive growth. In line with the goals of territorial cooperation objective, the Strategy is not focusing on funding, but rather on enhancing closer cooperation within the concerned territory. A key element of the strategy is coordination (not funding), by encouraging the increase in the level and quality of network activities, strengthening the existing regional and interregional cooperation but also fostering new cooperation.

The Strategy is based on four pillars and twelve priority areas. These tackle key issues of mobility, energy, biodiversity, socio-economic development and safety. They are reported in the following.

1) Connecting the Danube Region

- Priority 1A Waterways Mobility: To improve mobility and multimodality - Inland Waterways.
- Priority 1B Rail-Road-Air Mobility: To improve mobility and multimodality - Road, rail and air transport.
- Priority 2 Sustainable Energy: To encourage more sustainable energy.
- Priority 3 Culture & Tourism: To promote culture and tourism, people to people contacts.

2) Protecting the Environment in the Danube Region

- Priority 4 Water Quality: To restore and maintain the quality of waters.
- Priority 5 Environmental Risks: To manage environmental risks.
- Priority 6 Biodiversity, Landscapes and Air & Soil Quality: To preserve biodiversity, landscapes and the quality of air and soils,

3) Building Prosperity in the Danube Region

- Priority 7 Knowledge Society: To develop the knowledge society through research, education and information technologies.
- Priority 8 Competitiveness of Enterprises: To support the competitiveness of enterprises, including cluster development.
- Priority 9 People & Skills: To invest in people and skills.

4) Strengthening the Danube Region

- Priority 10 Institutional Capacity & Cooperation: To step up institutional capacity and cooperation.
- Priority 11 Security: To work together to promote security and tackle organised and serious crime.

Each priority area is managed by two countries as Priority Area Coordinators (PACs) working with Steering Groups and National Coordinators around sub-themes, tasks, and concrete targets. An integrated response is at the heart of the EUSDR emphasizing: better and more intelligent connections for mobility, trade and energy; action on environment and risk management; and cooperation on security. Benefits arise from common work on innovation, tourism, information society, institutional capacity, and marginalised communities.

The EUSDR website (www.danube-region.eu) provides general information about the EUSDR, its governance, priority areas and PACs, targets per priority area, funding opportunities and key documents.

Key documents of the EU Strategy for Danube Region are:

1. European Commission; Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and The Committee of the Regions, European Union Strategy for Danube Region, COM(2010) 715 final, Brussels, 8.12.2010
https://www.danube-region.eu/images/Communication_from_the_Commission_2010.pdf



2. European Commission; Commission staff working document; Action plan, SEC(2010) 1489, Brussels, 2010 <https://www.danube-region.eu/images/olddocs/Action+Plan+EUSDR.pdf>
3. Council of the European Union; Council conclusions on the European Union Strategy for the Danube Region; 3083rd General Affairs Council meeting Brussels, 13 April 2011 https://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/EN/genaff/121511.pdf
4. European Commission; Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and The Committee of the Regions concerning the added value of macro-regional strategies, COM(2013) 468 final, Brussels, 27.6.2013 https://ec.europa.eu/regional_policy/sources/docoffic/official/communic/baltic/com_added_value_macro_region_strategy_en.pdf
5. Council of the European Union; Council conclusions on added value of macro-regional strategies, General Affairs Council meeting Luxembourg, 22 October 2013 https://ec.europa.eu/regional_policy/sources/docoffic/official/communic/baltic/concl_added_value_macro_region_strategy_en.pdf
6. European Commission; Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and The Committee of the Regions concerning the European Union Strategy for the Danube Region, COM(2013) 181 final, Brussels, 8.4.2013 https://ec.europa.eu/regional_policy/sources/cooperate/danube/pdf/danube_implementation_report_en.pdf
7. European Commission; Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and The Committee of the Regions concerning the governance of macro-regional strategies, COM(2014) 284 final, Brussels, 20.5.2014 https://ec.europa.eu/regional_policy/sources/cooperate/macro_region_strategy/pdf/gov_macro_strategy_en.pdf
8. Joint Statement of the Ministers of Foreign Affairs of the Participating States of the EU Strategy for the Danube Region and of the European Commission, Vienna, 26 June 2014 https://www.danube-region.eu/attachments/article/616497/Joint_Statement_FINAL.pdf
9. Council of the European Union; Council conclusions on the governance of macro-regional strategies, General Affairs Council meeting, Brussels, 21 October 2014 https://www.danube-region.eu/images/Council_Conclusion_2014.pdf
10. Ministers of Foreign Affairs of the Participating States of the EU Strategy for the Danube Region and of the European Commission, Brussels, 13 May 2015 http://stm.baden-wuerttemberg.de/fileadmin/redaktion/dateien/PDF/150513_Brussels_Joint_Statement_DRS.pdf
11. Joint Statement of Ministers in charge of EU Funds, European Affairs or European Integration, Ulm, 29 October 2015 https://www.danube-region.eu/attachments/article/616534/Joint%20Statement%2029.10.2015_adopated.pdf
12. Joint Statement of Ministers responsible for Research and Innovation of the participating countries of the EU Strategy for the Danube Region, Bratislava, 3 November 2016 <https://www.danube-region.eu/attachments/article/616587/Joint%20Statement%20of%20Ministers%20responsible%20for%20Research%20and%20Innovation%20.pdf>
13. European Commission; Commission Staff Working Document - accompanying the document Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on the implementation of EU macro-regional strategies, SWD(2016) 443 final, Brussels, 16.12.2016 https://www.danube-region.eu/images/swd_imlem_macro_region_strategy_en-ilovepdf-compressed.pdf



14. Council of the European Union; Council conclusions on the implementation of EU Macro-Regional Strategies, General Secretariat of the Council, COM(2016) 805 final, Brussels, 25.4.2017 https://www.danube-region.eu/images/CC_on_EU_MRS_2017.pdf
15. European Commission; Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on the implementation of EU macro-regional strategies, COM(2019) 21 final, Brussels, 29.1.2019 https://www.danube-region.eu/images/EC_Report.pdf
16. European Commission; Commission Staff Working Document - accompanying the document Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on the implementation of EU macro-regional strategies, SWD(2019) 6 final, Brussels, 29.1.2019 https://www.danube-region.eu/images/EC_Report_to_EP_ECouncil_EESC_CoR_Jan2019.pdf
17. European Commission; Commission staff working document; Action plan, replacing Staff Working Document SEC(2010) 1489 final accompanying the Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, Brussels, 2020 <https://danube-region.eu/wp-content/uploads/2020/04/EUSDR-ACTION-PLAN-SWD202059-final-1.pdf>
18. European Commission; Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on the implementation of EU macro-regional strategies SWD(2020) 186 final; Brussels, 2020 <https://danube-region.eu/wp-content/uploads/2020/10/3rd-Report-on-the-implementation-of-EU-MRS.pdf>

4.2. SMACKER and EUSDR

As depicted in the above chapter, the EUSDR deals with mobility and accessibility in connection to other policy fields such as environment, and socioeconomic development. It aims for an integrated approach to include the benefits for all the countries and sectors concerned. It also calls for re-examination of mobility needs overall using modern technological advances (e.g.: ICT) and supporting safe and sustainable transport and mobility in the Danube region. Thus, SMACKER activities, experiences and findings are interesting for EUSDR especially as the project is implemented in several EUSDR countries (Austria, Czech Republic, Hungary and Slovenia). In order to present and discuss project activities in relation to change of behaviour towards sustainable mobility and implementation of SMACKER pilot actions, the project partner University of Maribor has contacted Priority 1b coordinators to introduce and discuss the project and the opportunity to present it at EUSDR. It was concluded that SMACKER should be presented to Priority 1B Steering Group in two shots: a first presentation to be made in mid-term of project activities (in 2020), followed by a second presentation (Spring 2022) specifically focused on SMACKER results and achievements.

4.2.1. First SMACKER presentation

Project SMACKER was presented to EUSDR Steering Group of Priority 1B. The presentation of SMACKER took place at the 21st Steering Group meeting, on Wednesday, 14 October 2020, via Zoom.

The agenda of the meeting included (the detailed version is available in Annex 4.3.1):

- 1) Welcome and Introduction & Approval of the Agenda of the 21st SG meeting and the Minutes of the 20th SG
- 2) The Macro-regional Strategies during challenging times
- 3) The DSP activities, with a focus on the ongoing embedding process



- 4) PA1b: Aspects of competitiveness of long-distance passenger rail in the Region
- 5) Projects that are left behind: Are they completely forgotten?
- 6) DTP project: SABRINA (Safer Bicycle Routes in Danube Area)
- 7) DTP project: DANUBE CYCLE PLANS
- 8) HU-SRB project CBC-BIKE
- 9) SMACKER
- 10) Summary of ad hoc WG on railways

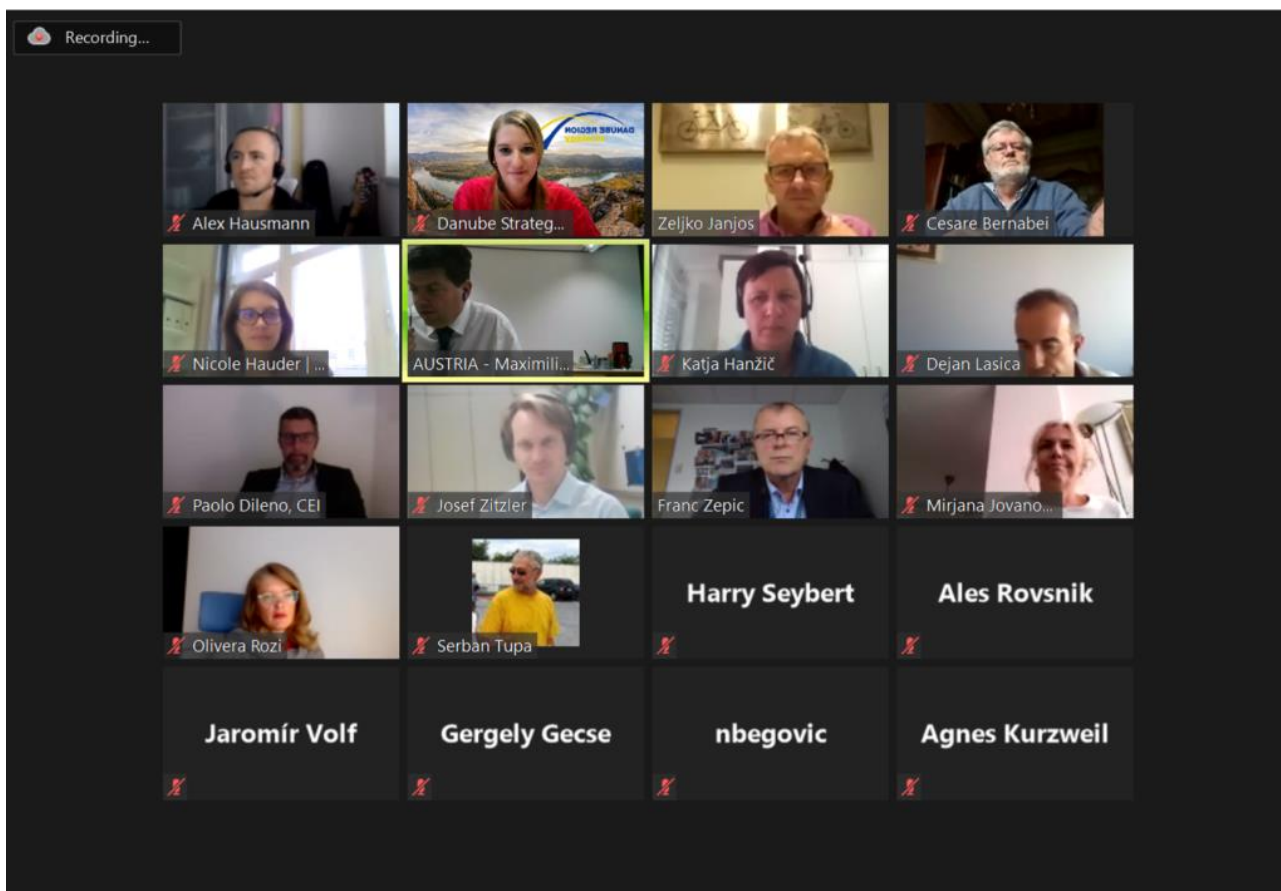


Figure 8: Participants at 21st Steering Group meeting of PA 1B of EUSDR

SMACKER project was presented by Ms. Katja Hanžič (University of Maribor), all meeting materials are available at <https://transport.danube-region.eu/steering-group/21st-sg-meeting-virtual/>, SMACKER presentation is enclosed in Annex 4.3.2.

4.2.2. Second SMACKER presentation

Findings of project SMACKER were presented at the 25th Steering Group meeting, that took place on Thursday, 5 May 2022, via Zoom.

The agenda of the meeting included (the detailed version is available in Annex 4.3.3):

- 1) Welcome and Introduction & Approval of the Agenda of the 25th meeting and the Minutes of the 24th SG
- 2) State of play & EU Transport Affairs - Feedback on past events & upcoming events
- 3) EU Transport Affairs update



- 4) Western Balkans transport policy
- 5) Ongoing transnational projects - ADRIPASS PLUS and SMACKER
- 6) Publication “Danube Region Transport Infrastructure - Rail Links”
- 7) Update on DSP activities

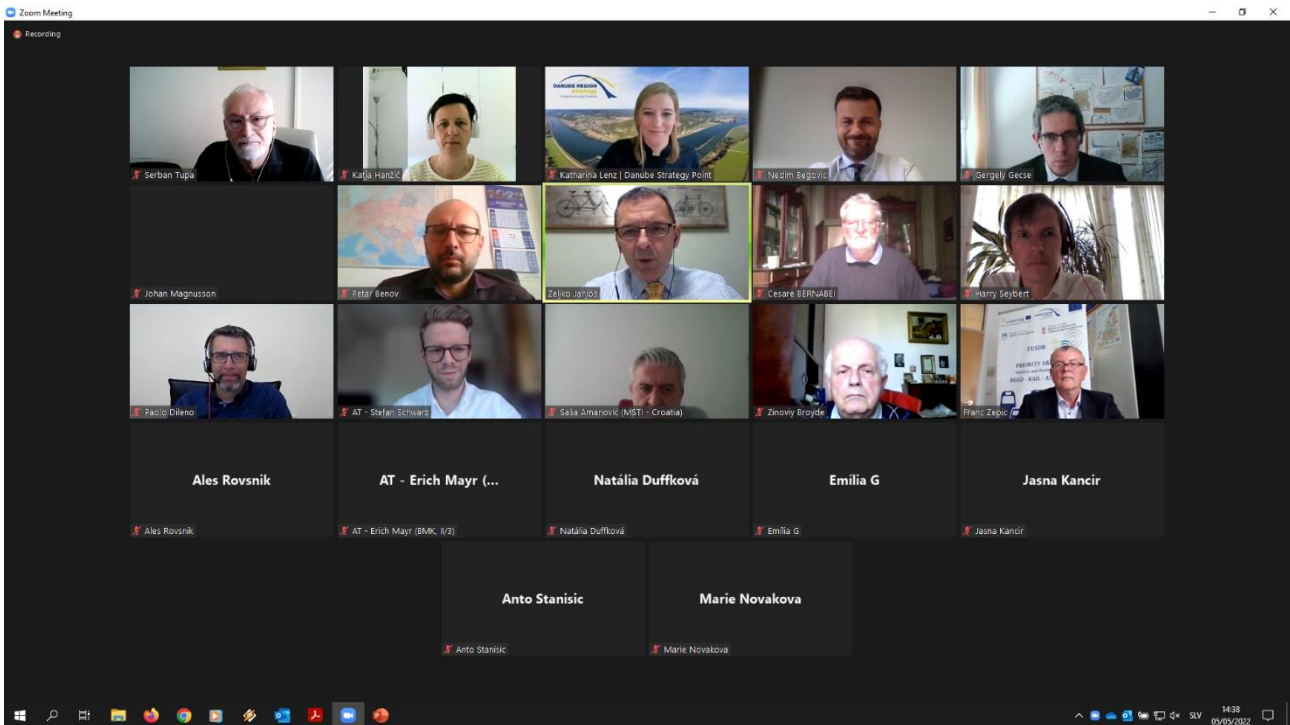


Figure 9: Participants at 25th Steering Group meeting of PA 1B of EUSDR

Findings and outcomes of SMACKER project were presented by Ms. Katja Hanžič (University of Maribor), SMACKER presentation is enclosed in Annex 4.3.4.

4.2.3. Summary of the discussion following the SMACKER presentation

Demand responsive transport as one of the measures for increasing mobility and access to public transport in peripheral areas of Danube region was discussed. Experiences from SMACKER pilot actions and Enlarged Transfer Programme participants was found as very helpful for interested parties. It was pointed out that sometimes the focus is on mobility in urban areas and projects alike SMACKER are very welcome to keep focus also on rural and peripheral areas.

It was also mentioned that EUSDR will receive from SMACKER a specific “Contribution report” that will focus on peripheral mobility planning for the EUSDR. The report will be based on the findings of the pilot implementations in the course of the SMACKER project, reflecting on the EUSDR current strategy and elaborating suggestions to update or modify the Macro regional strategy in order to intensify the support for soft measures and actions for behavioural change and knowledge to embrace peripheral and rural areas in the whole region. The report will also include the input of the pilot implementation partners BKK with its pilot activities in the Budapest (Hungary) and MCPS with its pilot activities in Prague (Czech Republic), which are located in the EUSDR macro region. The Contribution Report was still under preparation during the last meeting, therefore it could not be presented at the time; nevertheless, all participants were invited to monitor SMACKER progress, while the report itself will be forwarded to EUSDR PA 1b coordinator once finalized.

Meeting participants were also invited to SMACKER final conference taking place in Vienna on 24 May 2022.



4.2.4. Takeaway highlights

Further dissemination of SMACKER results and achievements is welcomed, thus the SMACKER project was invited to be presented at the Danube Transport Days 2022 planned for November 2021. It was agreed that the SMACKER Contribution report to EUSDR will be disseminated to working group members as this is something members are interested in and can be useful.

The SMACKER Contribution Report to EUSDR will be forwarded to EUSDR PA 1b coordinator once finalized.

Activities of project like SMACKER, and dissemination of results to working group were seen as valuable and are welcome in the future.



4.3. Annexes related to SMACKER session event with EUSDR

4.3.1. Agenda of the 21st Steering Group meeting of PA 1B of EUSDR


Interreg
Danube Transnational Programme


**DANUBE REGION
strategy**
Mobility | Rail-Road-Air


European Union

**EUSDR Priority area 1b:
To improve mobility and multimodality: road, rail and air transport**

DRAFT AGENDA

21th STEERING GROUP MEETING

Wednesday, 14 October 2020

Ljubljana (SI), Vienna (AT), Sarajevo (B&H), Sofia (BG), Zagreb (CRO), Prague (CZ), Munich and Stuttgart (DE),
Budapest (HU), Podgorica (ME), Chişinău (MD), Bucharest (RO), Bratislava (SK), Kiev UA, Belgrade (SRB),
Brussels (BE)

Venue: **Virtual** (online platform ZOOM)

Ver. 12.10.2020

<i>Wednesday, 14th October, 13.00 – 16.30</i>	
<i>12.30 – 13.00</i>	<i>Registration (connection to ZOOM)</i>
13.00 – 13.25	WELCOME AND INTRODUCTORY TOPICS
1. (10 min)	Welcome and Introduction - Miodrag Poledica, MoCTI, Serbia and Franc Žepič, Mol, Slovenia (PACs), - Johan Magnusson, Team Leader Danube and Baltic Sea Region, DG REGIO
2. (5 min)	Approval of the Agenda of the 21 st SG meeting and the Minutes of the 20 th SG meeting
3. (10 min)	Special Guest Speech - Matej Zakonjšek, Director, Transport Community Permanent Secretariat
13.25 – 14.30	MR Strategies, THE DANUBE STRATEGY and PA1B
4. (15 min)	The Macro-regional Strategies during challenging times - Johan Magnusson, The European Commission, DG REGIO
5. (10 min)	The DSP activities, with a focus on the ongoing embedding process - Katharina Lenz & Nicole Hauder, DSP, Vienna
6. (10 min)	PA1b: Aspects of competitiveness of long-distance passenger rail in the Region - Joseph Zitzler, SG member, The Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (MKT), Austria
7. (15 min)	Bridging the connectivity gap between EU and its neighbours: the TEN-T dimension - Alain Baron, The European Commission, DG MOVE
8. (15 min)	PA1b topics of the highest importance for mobility in the macro-region? (Continued - debate started at 19 th SG) - PACs & discussion by all participants
<i>14.30 – 14.45</i>	<i>Coffee Break</i>
14.45 – 16.00	PROJECTS AND PROJECT PROPOSALS

The project is co-funded by ERDF and IPA-II funds



9. (30 min)	<p>Projects that are left behind: Are they completely forgotten?</p> <ul style="list-style-type: none"> a) Vistra (Common Vision for the Danube Region transport) b) DRIS (Danube Region Intermodal Strategy) c) DAirNet (Danube region Air Network Development) d) Traianus RFC (Black Sea – Northern Adriatic Sea Rail Freight Corridor) <p>- Presentation by PACs, discussion by all</p>
10. (60 min)	<p>Ongoing and planned projects or initiatives: transnational and national with added macro-regional value</p> <ul style="list-style-type: none"> a) DTP project: SABRINA (Safer Bicycle Routes in Danube Area) - Presentation by Olivera Djorđević, EIRA-EuroRAP, Ljubljana b) DTP project: DANUBE CYCLE PLANS (Policies, plans and promotion for more people cycling in the Danube region) - Presentation by Willy Raimund, Environment Agency Austria c) IPA: HU-SRB project CBC-BIKE (Horgos-Röszke-Szeged - The good way connects everyone) - Presentation by Mr. József Dávid and Mr. László Vígi, Municipality of Kanjiža, North Banat, Serbia d) ADRION project: the “ADRIAPASS - Integrating multimodal connections in the Adriatic-Ionian region” – Final results - Presentation by Paolo Dileno, CEI, Trieste e) Central Europe project: SMACKER (“Soft measures & Actions for behavioral Change and Knowledge to Embrace peripheral and Rural areas”) - Presentation by Katja Hanžič, University Maribor, Slovenia
16.15 – 16.30	EVENTS, AOB
11. (5 min)	<p>Summary of Ad hoc WG on Railways (held on 16th September) - online - information by PACs</p>
12. (5 min)	<p>Conference: Transport & Research in the Danube region 2020 - Milena Černilogar – Čadež, Head of Unit, Ministry of Infrastructure, Slovenia</p>
13. (5 min)	<p>Tentatively planned events until the end 2020 - PACs and discussion by all</p>
14.	AOB
16.15 – 16.20	Closing of the SG meeting; Exit ZOOM

The project is co-funded by ERDF and IPA-II funds



4.3.2. SMACKER presentation at 21st Steering Group meeting of PA 1B of EUSDR



interreg CENTRAL EUROPE SMACKER

TAKING COOPERATION FORWARD

EUSDR PA 1b Steering Group online | 14 October 2020

Soft Measures & Actions for behavioural Change and Knowledge to Embrace peripheral and Rural areas

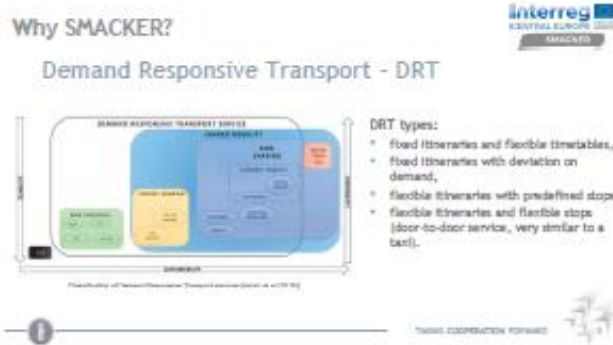
SMACKER | UM | Katja Haidz



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Why SMACKER?

1 TAKING COOPERATION FORWARD



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Why SMACKER?

Demand Responsive Transport - DRT

DRT types:

- flexible itineraries and flexible timetables,
- flexible itineraries with deviation on demand,
- flexible itineraries with predefined stops,
- flexible itineraries and flexible stops (door-to-door service, very similar to a taxi).

1 TAKING COOPERATION FORWARD



interreg CENTRAL EUROPE SMACKER

SMACKER basic information

- Programme: Interreg Central Europe
- Programme priority: 4. Cooperating on transport to better connect CENTRAL EUROPE
- Programme priority specific objective: 4.1 To improve planning and coordination of regional passenger transport system for better connections to national and European transport networks
- Duration: 1. 4. 2019 – 31. 3. 2022 (36 months)
- Partners:
 - Italy
 - SPM - società Inter e Mobilità
 - Fondazione Istituto sul Trasporti e la Logistica
 - Austria:
 - Universität für Bodenkultur Wien
 - Regio-Management Osttirol
 - Slovenia
 - Univerza v Ljubljani
 - Mestna občina Aluzisa Sobota
 - Czech Republic
 - Městské část Praha Snehov
 - Poland
 - Gmina Aluzisa Gdyni - Zarząd Dróg i Zieloni
 - Hungary
 - BKK - Budapesti Közlekedési Központ
 - Zárkővárosi Alkalmazkodó Közművelődési és Kulturális Központ

1 TAKING COOPERATION FORWARD

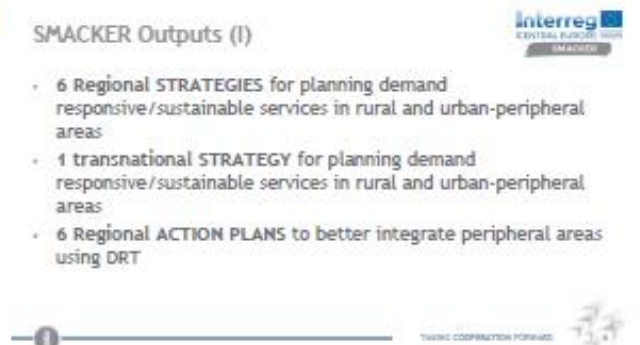


interreg CENTRAL EUROPE SMACKER

SMACKER goals and challenges

- To promote public transport and mobility services in rural and urban-peripheral areas.
- To test Demand Responsive Transport solutions.
- To connect local and regional systems to main corridors and transport nodes (TEN-T).
- To help local communities to (re)design transport services according to users' need (co-design) and to nudge people to use them.

1 TAKING COOPERATION FORWARD



interreg CENTRAL EUROPE SMACKER

SMACKER Outputs (I)

- 6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban-peripheral areas
- 1 transnational STRATEGY for planning demand responsive/sustainable services in rural and urban-peripheral areas
- 6 Regional ACTION PLANS to better integrate peripheral areas using DRT

1 TAKING COOPERATION FORWARD



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SMACKER Outputs (II)

- 1 Guidelines on DRT planning and implementation
- 1 Online Toolbox for behaviour change and DRT measures
- 6 Pilot actions implemented
- 6 Local to Think Global Trainings
- 10 Transnational trainings to non-partner CEU authorities

1 TAKING COOPERATION FORWARD



interreg CENTRAL EUROPE SMACKER

SMACKER pilot actions

- Bologna (IT) - Last mile connection for tourists/residents with DRT service and information and communications technology (ICT) platform in mountainous area.
- Gdynia (PL) - Mobility improvement in residential area through a last mile seamless service (from fixed to flexible).
- Prague-Suchbát (CZ) - Better connecting Prague and Central Bohemian region.
- Murska Sobota (SI) - DRT service based on real time information system: improving local mobility and spa/wellness tourism.
- Budapest (HU) - commuting with a smarter approach, All-in-One app for DRT.
- East Tyrol (AT) - integrated measures to improve passengers' experience.

1 TAKING COOPERATION FORWARD



SMACKER

SMACKER results so far



- Review of:
 - service level and technical level for rural and peripheral areas,
 - policy level for rural and peripheral areas, including legal framework,
 - behaviour change and nudging initiatives.
- 6 Local Mobility Forums operational
- Data collection on users' mobility needs and expectations
- Review for matching needs and services for a comprehensive planning
- Local to Global Trainings
- Pilot action planning
- Enlarged Transfer programme



CONTACTS



www.interreg-central.eu/Content.Node/SMACKER.html



Lead partner

-  SRM Reti e Mobilità
-  www.smbologna.it
-  giuseppe.iguori@smbologna.it
-  +39 051 361328



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 EUSOR PA 1b Steering Group
online | 14 October 2020

 Thank you for your attention

 maria.iguori@sm.it



4.3.3. Agenda of the 25th Steering Group meeting of PA 1B of EUSDR



**EUSDR Priority area 1b:
To improve mobility and multimodality: road, rail and air transport**

Draft AGENDA 25th STEERING GROUP MEETING

Thursday, 5 May 2022; 13.00 – 16.30 (CET)

Venue: Online (platform ZOOM)

Ljubljana (SI), Vienna (AT), Sarajevo (B&H), Sofia (BG), Zagreb (CRO), Prague (CZ), Munich and Stuttgart (DE), Budapest (HU), Podgorica (ME), Chişinău (MD), Bucharest (RO), Bratislava (SK), Kiev (UA), Belgrade (SRB), Brussels (BE)

Ver. 23.2.; 11.4.; 3.5.2022

12.30 – 13.00	<i>Registration (Open for SG members, observers and invited experts)</i>
13.00 – 13.15	Welcome and introductory topics
1.	<p>Welcome & Tour de table (new members/participants only)</p> <ul style="list-style-type: none"> - PACs (<i>Tamara Delić & Željko Janjoš, Serbia & Franc Žepič, Slovenia</i>) <p>Introductory words by the Commission</p> <ul style="list-style-type: none"> - <i>Johan Magnusson, DG REGIO, European Commission</i>
2.	Approval of the agenda of the 25 th SG meeting and the minutes of the 24 th SG meeting
13.15 – 14.15	State of play & EU Transport Affairs
3.	<p>Feedback on past events & upcoming events:</p> <ul style="list-style-type: none"> • Report from the NCs meeting – 22 February 2022 <ul style="list-style-type: none"> - <i>Aleš Rovšnik, NC team, Ministry of Foreign Affairs, Slovenia</i> • Feedback MRS Week 7-11 March 2022 <ul style="list-style-type: none"> - <i>Johan Magnusson, DG REGIO, European Commission</i> • TEN-T days, Lyon 28 - 30 June 2022 – information <ul style="list-style-type: none"> - <i>Alain Baron, DG MOVE, The European commission (tbc)</i> • Planning 26th SG meeting – back to physical meetings? • Planning DRTD 2022 (November) – Main topic to be addressed? - <i>Franc Žepič, Ministry of Infrastructure, Slovenia</i>
4.	<p>EU Transport Affairs update</p> <ul style="list-style-type: none"> • EU December Package to implement Sustainable and Smart Mobility Strategy • Revised TEN-T Guidelines and the new TEN-T Western Balkans transport corridor <ul style="list-style-type: none"> - <i>Alain Baron, DG MOVE, European Commission and Franc Žepič, PAC</i>
14.15 – 16.15	Working together to improve the transport of the Danube macro-region
5.	<p>WB transport policy: A Five-year rolling work plan for the development of the indicative TEN-T extension of the Comprehensive and Core Network in Western Balkans (1st draft)</p> <ul style="list-style-type: none"> - <i>Representative of Transport Community Permanent secretariat</i>



14.30 – 14.45	<i>Coffee break</i>
6.	<p><i>Ongoing transnational projects:</i></p> <ul style="list-style-type: none"> • Interreg Project ADRI PASS PLUS - <i>Presentation by Paolo Dileno (CEI)</i> • Interreg Project SMACKER - <i>Presentation by Katja Hanžič, University of Maribor, Slovenia</i>
7.	<p>Publication “Danube Region Transport Infrastructure – Rail Links” (<i>Presentation & discussion</i>)</p> <ul style="list-style-type: none"> - <i>Franc Žepič, Ministry of Infrastructure, Slovenia</i>
8.	<p>Update on DSP activities:</p> <ol style="list-style-type: none"> a) Report by DSP on Current Activities b) Guidelines on Flagship projects c) Embedding process <ul style="list-style-type: none"> - <i>Robert Lichtner and Katharina Lenz, DSP (Danube Strategy Point), Vienna</i>
9.	<p>AOB:</p> <ul style="list-style-type: none"> • Eurovignette Directive – 3rd revision (brief information)
16.15	<i>Wrap-up & Closure of the meeting</i>

Registration Link: <https://us02web.zoom.us/join/register/tZ0kcu6vrTluHNaawCxSkQGZ15aEqiiKen8V>
(No password required). After registering, you will receive a confirmation email containing information about joining the meeting.

Important Note: The meeting will be held in English. No interpretation available!



SMACKER

4.3.4. SMACKER presentation at 25th Steering Group meeting of PA 1B of EUSDR



interreg CENTRAL EUROPE
SMACKER

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- EUSDR PA 1B Steering Group online | 5 May 2022
- Soft Measures & Actions for behavioural Change and Knowledge to Embrace peripheral and Rural areas
- SMACKER UM | Katja Hrnčič



interreg CENTRAL EUROPE
SMACKER

Why SMACKER?

TAKING COOPERATION FORWARD



interreg CENTRAL EUROPE
SMACKER

SMACKER basic information

- Programme: Interreg Central Europe
- Programme priority: 4. Cooperating on transport to better connect CENTRAL EUROPE
- Programme priority specific objective: 4.1 To improve planning and coordination of regional passenger transport system for better connections to national and European transport networks
- Duration: 1. 4. 2019 - 31. 6. 2022 (39 months)
- Goals and Challenges:
 - To promote public transport and mobility services in rural and urban-peripheral areas.
 - To test Demand Responsive Transport solutions.
 - To connect local and regional systems to main corridors and transport nodes (TEN-T).
 - To help local communities to (re)design transport services according to users' need (co-design) and to nudge people to use them.

TAKING COOPERATION FORWARD



interreg CENTRAL EUROPE
SMACKER

SMACKER Outputs

- 6 pilot actions implemented
 - Different DRT services (including app) tested.
 - Nudging campaigns for promotion of sustainable mobility.
- Guidelines on DRT planning and implementation
- Online Toolbox for behaviour change and DRT measures
- Contribution reports to Macro regional strategies with focus on peripheral mobility planning

TAKING COOPERATION FORWARD



interreg CENTRAL EUROPE
SMACKER

Murska Sobota (SI)

- small urban area in predominantly rural region
- DRT set-up to connect:
 - Touristic centres (hotels)
 - Urban centre (town)
 - Recreational and event venue Expanso
- App development
- DRT line set-up
- Promotion and testing

TAKING COOPERATION FORWARD



interreg CENTRAL EUROPE
SMACKER

BUDAPEST (HU)

- capital of Hungary with 1.7 million inhabitants
- peripheral districts of lower density, DRT bus line already operational
- App development to replace phone reservations
 - Development of the Telebusz online request system
 - Promotional campaign

TAKING COOPERATION FORWARD



SMACKER



- **Contribution reports to Macro regional strategies** with focus on peripheral mobility planning:
 - Contribution report to EUSDR coming up in May 2022
- **Final conference**
 - Vienna, 24. May 2022
 - Agenda <http://www.interreg-central.eu/Content.Node/SMACKER.html>
 - Register at <http://boku.ac.at/en/verkehr/tagungen-veranst/24-may-2022-smacker-final-conference-hybrid>



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Lead partner

-  SRM Reti e Mobilità
-  www.srm-bologna.it
-  @luciope.ignazio@srm-bologna.it
-  +39 051 361328



TAKING COOPERATION FORWARD




Interreg 
CENTRAL EUROPE European Union
European Regional
Development Fund

SMACKER

EUSDR PA 10 Steering Group
online | 5 May 2022

Thank you for your attention

Julia.Herndl@em.ec



5. SMACKER session event with EUSALP

In the course of the 17th Meeting of the EUSALP Action Group 4 Mobility, held as hybrid event - at Connexio, 1-3 route de Grenoble, Nice, France and online - on Tuesday, 14 September 2021, h.14.00 - 18.30, and Wednesday, 15 September, h.09.00 - 12.30, the SMACKER project was presented and discussed with the action group members as well as other INTERREG projects within the session.

5.1. European strategy for the Alpine Region (EUSALP)

EUSALP is a European strategy for the Alpine territory joining human passions, natural resources and economic assets, linking cities, plains, valleys and mountains to find solutions to challenges we can solve only together. Tasks are to coordinate planning, integrate the best practices in the fields of economy, education, environment, accessibility and mobility, and commit as institutions to create sustainable solutions for the benefits of the citizens. By bringing governments closer to the people, EUSALP is proving that the European culture of cooperation lives.

EUSALP Objectives can be summarized as follows (full details available at <https://www.alpine-region.eu>):

- 1) Fostering sustainable growth and promoting innovation in the Alps: from theory to practice, from research centres to enterprises;
- 2) Connectivity for all: in search of a balanced territorial development through environmentally friendly mobility patterns, transports systems and communication services and infrastructures;
- 3) Ensuring sustainability in the Alps: preserving the Alpine heritage and promoting a sustainable use of natural and cultural resources;
- 4) Improving cooperation and the coordination of action in the Alpine Region.

The overarching challenge for the Alpine Region is to balance development and protection through innovative approaches which strengthen this area located in the centre of Europe as a living space for people and nature as well as a field for economic and social activities in a sustainable way.

Enhancing attractiveness and competitiveness of the Alpine Region as well as reducing social and territorial disparities for smart, sustainable and inclusive growth in the region constitutes a tailor-made contribution to the growth of the region in line with EU 2020 Strategy objectives.

EUSALP aims at ensuring mutually beneficial interaction between the mountain regions at its core and the surrounding lowlands and urban areas, flexibly taking into account the functional relationships existing between these areas.

EUSALP promotes the Alpine Region in its function as an EU laboratory for effective cross-sectorial and multi-level governance, strengthening cohesion within the Union, deepening the cross-border cooperation of institutions and actors in this environmentally sensitive key European area at the crossroads of cultures and traditions.

It is a unique example of a Strategy initiated in a bottom-up approach by the people and backed by the States and Regions.

As its main objective, the EU Strategy for the Alpine Region aims to ensure that this region remains one of the most attractive areas in Europe, taking better advantage of its assets and seizing its opportunities for sustainable and innovative development in a European context.

The Strategy will focus on areas of (macro) regional mutual interest. Therefore, the priority areas and specific objectives selected should reflect genuine commitment to working together to achieve common solutions to challenges or unused potential.



The main objective mentioned above will be attained through the following 3 Thematic Policy Areas and priorities:

- 1st Thematic Policy Area: ECONOMIC GROWTH AND INNOVATION
 - o Objective: Fair access to job opportunities, building on the high competitiveness of the Region
- 2nd Thematic Policy Area: MOBILITY AND CONNECTIVITY
 - o Objective: Sustainable internal and external accessibility to all
- 3rd Thematic Policy Area: ENVIRONMENT AND ENERGY
 - o Objective: A more inclusive environmental framework for all and renewable and reliable energy solutions for the future

A cross-cutting Thematic Policy Area will allow to improve cooperation and the coordination of action in the Alpine Region. It deals with Governance, including Institutional capacity, and aim to create a sound macro-regional governance model for the Region.

EUSALP concerns seven countries, of which five EU Member States (Austria, France, Germany, Italy and Slovenia), two non-EU countries (Liechtenstein and Switzerland), and forty-eight Regions:

- **AUSTRIA**
 - o Federal Chancellery
 - o Federal Ministry for Europe, Integration and Foreign Affairs
 - o All 9 Provinces of Austria;
- **FRANCE**
 - o Ministry for Territorial Cohesion - National Agency for Territorial Cohesion
 - o Auvergne-Rhône-Alpes
 - o Bourgogne-Franche-Comté
 - o Provence-Alpes-Côte d'Azur;
- **GERMANY**
 - o Auswaertiges Amt (Department for Middle and Eastern Europa - Federal Foreign Office)
 - o Baden-Württemberg
 - o Bavaria;
- **ITALY**
 - o Ministero degli Affari Esteri e della Cooperazione Internazionale Direzione Generale per l'Unione Europea
 - o Presidenza del Consiglio dei Ministri
 - o Bozen (Autonomous Province)
 - o Friuli Venezia Giulia
 - o Liguria
 - o Lombardy
 - o Piedmont
 - o Trento (Autonomous Province)
 - o Valle d'Aosta



- Veneto;
- **LIECHTENSTEIN**
 - Unit for Environment and Sustainable Development Office for Foreign Affairs - Principality of Liechtenstein;
- **SLOVENIA**
 - Ministry of Foreign Affairs - Republic of Slovenia;
- **SWITZERLAND**
 - UVEK Eidgenössisches Departement für Umwelt, Verkehr, Energie und Kommunikation
 - ARE Bundesamt für Raumentwicklung
 - All 26 cantons of Switzerland.



Figure 10: EUSALP territory [Source: <https://www.alpine-region.eu/mission-statement/>]

The EUSALP website (<https://www.alpine-region.eu>) provides general information about EUSALP, its governance, priority areas and PACs, targets per priority area, funding opportunities and key documents.



5.2. SMACKER and EUSALP

As depicted in the above chapter, EUSALP deals with mobility and accessibility (Action Group 4) in connection to other policy fields such as environment, and socioeconomic development. It aims for an integrated approach to include the benefits for all the countries and sectors concerned. It also calls for re-examination of mobility needs overall using modern technological advances (e.g.: ICT) and supporting safe and sustainable transport and mobility in the Alpine region. Thus, SMACKER activities, experiences and findings are interesting for EUSALP especially as the project is implemented also in EUSALP areas (the pilot regions in Austria and Slovenia). In order to present and discuss project activities in relation to change of behaviour towards sustainable mobility and implementation of SMACKER pilot actions, University Bodenkultur (BOKU) has contacted Action Group 4 for a presentation and exchange of knowledge, which took place on 15 September 2021.

5.2.1. SMACKER presentation

Project SMACKER was presented at the 17th Meeting of the EUSALP Action Group 4 Mobility, held as hybrid event - at Connexio, 1-3 route de Grenoble, Nice, France, and online - on Tuesday, September 14th 2021, 14.00 - 18.30; and Wednesday, September 15th 09.00 - 12.30.

The agenda of the meeting included (the detailed version is available in Annex 5.3.1):

1. AG4 State of play
2. EUSALP update (BAGL-EB, AlpGov 2 & AG4 communication activities)
3. EU affairs update
4. Declaration on rail transport in the Alpine Region & Call for Action “Facing the Transport Challenge”
5. Smart clean logistics and combined transport to support modal shift
6. Update on iMONITRAF!
7. Alternative propulsion systems and fuels
8. EUSALP Youth Council
9. Update on the Alpine Convention
10. Methodology for a systematic assessment of individual projects - 2nd call for project proposals
11. Interreg Central Europe project SMACKER
12. Interreg Alpine Space project MELINDA
13. New Interreg Alpine space
14. The Nice-Saint-Augustin exchange multimodal station
15. Any other business

SMACKER project was presented by Roman Klementsitz (BOKU) and Manfred Mair (RMO), who focused on the EAST Tyrol pilot area as located in the EUSALP area. The presentation is available in Annex 5.3.2.



Figure 11: Participants to 17th Meeting of the EUSALP Action Group 4 Mobility at site (another 20 participants via Zoom)

5.2.2. Summary of the discussion following the SMACKER presentation

It was discussed whether SMACKER pilots are designed for the residents of the area or the tourists, e.g. flexible services and the e-car sharing. Ideally, both target groups should be in the focus to bundle resources and increase efficiency. It was agreed in the discussion that the booking and information services should not be isolated solutions on the local level, but should be integrated in broader platforms as soon as possible. In Switzerland successful attempts were made to include these services on a national platform. East Tyrol shares the same vision and first successful solutions based on the provincial information systems were made. Additionally, there is an intra-project exchange of the tools used along the SMACKER pilots themselves and the followers. E.g., in the case of Hungary, the ETP⁵ follower region is interested in the solutions developed by project partner BKK. A standardisation of the booking app could be on the way through these activities, and other regions may adopt the solutions provided. Moreover, accessibility was increased by translating the forms of the app in English.

EUSALP members are invited to participate in the final SMACKER conference that will be held in Vienna, Austria, in Spring 2022. Invitations will be sent.

⁵ SMACKER Enlarged Transfer Programme, <https://www.interreg-central.eu/Content.Node/SMACKER/SMACKER-ETP-call-First-contacts-1.pdf>



5.2.3. Takeaway highlights






Further collaboration is reasonable, as EUSALP regions representatives confirmed comparable solutions are to be developed in the EUSALP area as well as supporting sustainable mobility. It was agreed that EUSALP will observe the final results and likely visit the final SMACKER conference. SMACKER offered to exchange knowledge and experience in the upcoming months.

It is finally noted that EUSALP will receive from SMACKER a specific “Contribution report” that will focus on peripheral mobility planning for the EUSALP. The report will be based on the findings of the pilot implementations in the course of the SMACKER project, reflecting on the EUSALP current strategy and elaborating suggestions to update or modify the Macro regional strategy in order to intensify the support for soft measures and actions for behavioural change and knowledge to embrace peripheral and rural areas in the whole region. The report will also include the input of the pilot implementation partner RMO with its pilot activities in East Tyrol (Austria), which is located in the EUSALP macro region.



5.3. Annexes related to SMACKER session event with EUSALP

5.3.1. Agenda of the 17th Meeting of the EUSALP Action Group 4 Mobility

17th Meeting
EUSALP Action Group 4 Mobility
Agenda

Date Tuesday, September 14th 2021, 14.00 – 18.30; and Wednesday, September 15th 09.00 – 12.30
Location Connexio, 1-3 route de Grenoble, Nice, France / online

13.30 Arrival of participants

14.00 Start of the 17th Action Group 4 Meeting

Welcome by political representatives of Région Sud

1 – AG4 State of play
Presentation by the AGL

- Approval of the Agenda
- Feedback on past events & upcoming events

2 –EUSALP update (BAGL-EB, AlpGov 2 & AG4 communication activities)
Presentation by the AGL

3 – EU affairs update
Presentation by the AGL Région Sud

- Eurovignette Directive
- Fit for 55 Package
- CEF, CEF 2

4 – Declaration on rail transport in the Alpine Region & Call for Action "Facing the Transport Challenge"
Presentation by the AGL

5 – Smart clean logistics and combined transport to support modal shift
Presentation by Helen Lückge (Climonomics) & AGL

- AG4 AlpGov2 Sectoral Implementation Initiative on Modal Shift

6 – Update on iMONITRAF!
Presentation by Helen Lückge

- Policy pathways

7 – Alternative propulsions systems and fuels
Presentation by AGL Région Sud

18.30 End of Day 1

AGL Tyrol-PACA September 2021



09.00 Start of Day 2

8 – EUSALP Youth Council

Presentation by the EUSALP Youth Council

9 – Update on the Alpine Convention

Presentation by Nathalie Morelle (PSAC)

10 – Methodology for a systematic assessment of individual projects – 2nd call for project proposals

Presentation by the AGL & Helmut Adelsberger (InfraConceptA)

- Summary of 2nd assessment round & results
- EU Week for Cities and Regions Online Exhibition & Session 12/10/2021
- Next steps

Coffee break

11 – Interreg Central Europe project SMACKER

Presentation by Roman Klementschtz & Manfred Mair

12 – Interreg Alpine Space project MELINDA

Presentation by Gilda de Marco

13 – New Interreg Alpine space

Presentation by Anne-Séverine Lay

14 – The Nice-Saint-Augustin exchange multimodal station

Presentation by Alice Jude, Métropole Nice-Côte d'Azur

15 – Any other business

12.30 End of Meeting

12.30 – 14.00 Joint Lunch

14.00 Site Visit of the Roya valley railway line Nice – Breil-sur-Roya

18.45 Return to Nice-Ville station



5.3.2. SMACKER presentation at the 17th Meeting of the EUSALP Action Group 4 Mobility



Interreg CENTRAL EUROPE SMACKER

TAKING COOPERATION FORWARD

- 17th Meeting EUSALP Action Group 4 Mobility
15 September 2021 - Nice/Virtual
- Project SMACKER - Strategies for DRT planning in rural and periurban areas
- Roman Klementschitz, BOKU | Manfred Metz, RND

SMACKER DRT PLANNING STRATEGIES

Content

- Overview on the Smacker Project
- Pilot region East Tyrol



SMACKER DRT PLANNING STRATEGIES

... for demand responsive/ sustainable services in rural and urban-peripheral areas (6 regional + 1 transnational)

- 6 Pilot regions
 - Implement, monitor and evaluate improvements in demand responsive/ sustainable services
- Development of a transnational strategy
 - Cross-analysis of regional strategies
 - Local user needs
 - Good practices
 - Mid-long term perspective and strategies to improve DRT /flexible mobility services in peripheral areas



SMACKER DRT PLANNING STRATEGIES

... for demand responsive/ sustainable services in rural and urban-peripheral areas (6 regional + 1 transnational)

- 10 follower regions
 - Analysis of the state of the art
 - Develop an local action plan
- 2 conferences
 - Autumn 2020 - virtual
<https://www.youtube.com/watch?v=saft0we2J20h>
 - Spring time 2022
Vienna / Austria



TAKEAWAYS

Transnational strategy for DRT planning

- Improving/extending Public Transport offer and mobility services



TAKEAWAYS

Transnational strategy for DRT planning

- Improving the booking system of mobility services



TAKEAWAYS

Transnational strategy for DRT planning

- Improving information to potential users



TAKEAWAYS

Transnational strategy for DRT planning

- Improving public awareness





SMACKER

SMACKER PILOT REGION
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
 - fire and landslide
 - huge private motorised transport due to high urban sprawl
 - little integrated information of mobility offers
 - many different influences on the municipalities (tourism, economy, industry) results in very different expectations and need of the mobility offer



TAKING COOPERATION FORWARD



SMACKER PILOT ACTION
East Tyrol Pilot

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



TAKING COOPERATION FORWARD



STATUS OF PILOT ACTIVITIES
Aspect 1: e-carsharing



TAKING COOPERATION FORWARD



STATUS OF PILOT ACTIVITIES
Aspect 2: social scientific research



TAKING COOPERATION FORWARD



STATUS OF PILOT ACTIVITIES
Aspect 3: mobility offers for tourism



TAKING COOPERATION FORWARD



interreg 
CENTRAL EUROPE European Regional Development Fund
SMACKER

TAKING COOPERATION FORWARD

17th Meeting EUSALP Action Group 4 Mobility
15 September 2021 - Nice / virtual

Thanks for your attention

<http://www.interreg-central.eu/Content.Node/SMACKER.html>



6. References

1. SMACKER Application Form, Version 27 February 2019
2. SMACKER “D.M.2.1 Internal Quality Handbook”, September 2019
3. <https://www.adriatic-ionian.eu/>
4. <https://www.balticsea-region-strategy.eu/>
5. <https://danube-region.eu/>
6. <https://www.alpine-region.eu/>