

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

### PROJECT INFORMATION

Duration: 01.04.2019 - 31.03.2022

#### Programme priority


Cooperating on transport to better connect CENTRAL EUROPE


#### AIMS OF SMACKER


- **promote** demand responsive public transport (DRT) and mobility services;
- **connect** local and regional mobility systems to main corridors and transport nodes;
- **nudge** people to use public transport services.


### PILOT ACTIONS


The following regions belonging to **6 different European countries** will develop **pilot actions** and **nudging activities**:


 Bologna (Italy): last mile connection for local commuting and tourism in a mountainous area

 Gdynia (Poland): pilot DRT service and other mobility solutions to connect a suburban residential district

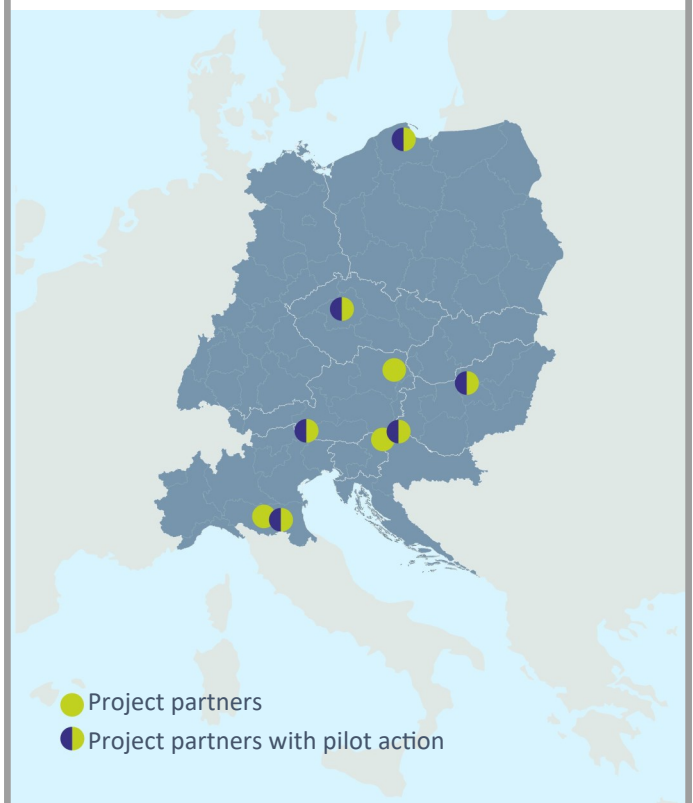
 Prague-Suchdol (Czech Republic): feasibility study focused on the connection of university campus area located at the border of two regions in a commuting suburban area

 Murska Sobota (Slovenia): smartphone-based real-time passenger information system for cross border local mobility and spa/wellness tourism

 Budapest (Hungary): app for flexible transport in peripheral commuting areas

 East Tyrol (Austria): DRT awareness-raising campaign together with tourism operators and residents for greener mobility for residents and tourists

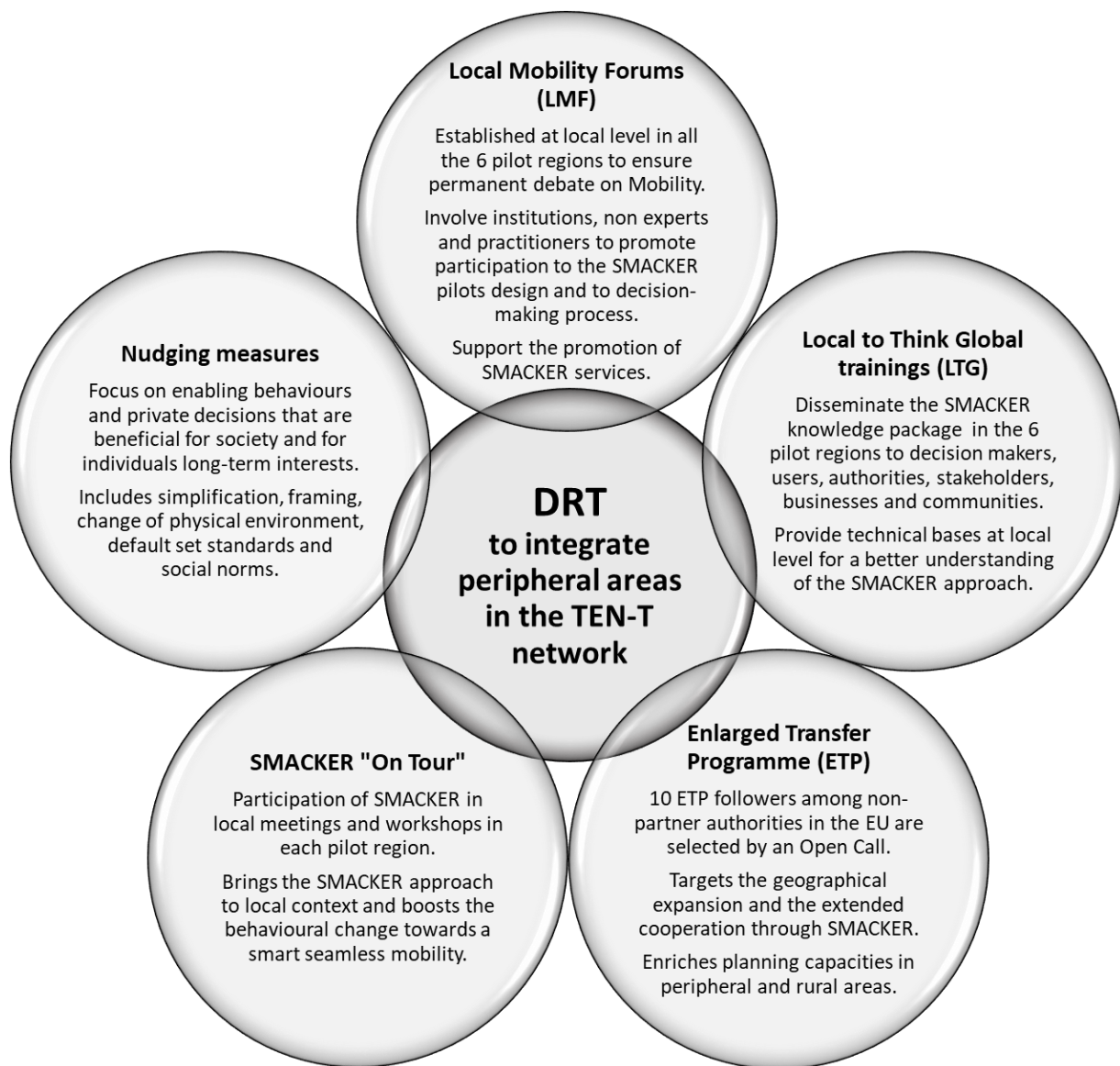
### LOCATION OF PROJECT PARTNERS & PILOT ACTIONS



### NEWSFLASH

The SMACKER project partners met in Budapest (Hungary) on 24 and 25 October 2019. The meeting was an opportunity for exchanging ideas on the implementation of measures and nudging activities foreseen within SMACKER between the nine partners coming from six European countries (Italy, Austria, Slovenia, Czech Republic, Hungary, Poland) and external experts.





## DEEPENING

SMACKER promotes innovation in passenger mobility to connect peripheral EU areas to the TEN-T network. This is obtained through:

- the early participation of stakeholders to the design and decision-making process for DRT services (Local Mobility Forum);
- the provision of technical knowledge (Local to Think Global trainings) and the implementation of nudging measures at local level;
- the transnational dynamic approach to extend cooperation in EU and enrich also the non-partner capacities for better connecting peripheral areas to the TEN-T network (Enlarged Transfer Programme).

## COMING UP

*Pilot action planning starts in 03.2020!*

## JOIN US!

*Get in touch about ETP activities  
Call will start in 07.2020!*

## FOLLOW US & GET IN TOUCH



[www.interreg-central.eu/SMACKER](http://www.interreg-central.eu/SMACKER)



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