



Rural public transport services in Europe are under stress, due to a combination of factors including austerity measures, demographic change and poor connectivity in terms of transport and telecommunications infrastructure. The absence of a range of services, including mobility, has resulted in rural areas that have become highly auto-dependent. The inevitable outcome is that those without cars are dependent on others for lifts, often meaning they have reduced possibilities to participate in society.

SMARTA is a two-year project that focuses on how to exploit existing mobility policies and solutions in European rural areas and explore ways to support sustainable shared mobility interconnected with public transport. The Project is carried out by a consortium composed of 5 European consultants and research institutes having years of experience in the transport sector and mobility policy: *MemEx Srl, The University Court of University of Aberdeen, Vectos (South) Limited, Transport & Mobility Leuven NV and European Integrated Projects.*

PROJECT GOAL

The SMARTA project aims (1) to understand the market and framework in each European Country as these will determine the possibility of widespread deployment of interesting solutions; and (2) to use Pilots/Demonstrations to assess the impacts and sustainability of shared and on-demand mobility solutions.

OBJECTIVES

Our consortium aims to:

- Analyse the challenges of mobility in rural areas, including the market and the policy context in each of the 28 EU countries (plus selected EEA states, North America and Australia). By the end of October 2018, we aim to have a comprehensive view of the mobility frameworks in rural areas throughout Europe and beyond.
- Identify current and emerging good practice across all the EU member states (and third countries) and the different level of innovation. By the end of 2018 we aim to have an initial analysis of the success factors behind innovative rural mobility solutions to share with interested stakeholders.
- Partner with two or more Pilot sites who are implementing mobility and/or technical solutions for rural shared mobility, to which SMARTA provides evaluation assistance, expert advice and technical support. These will be operational in 2019.
- Assess the impacts by monitoring the pilot aspects of operation and performance on a continuous basis and evaluate the pilot results.
- Position the knowledge acquired in the pilot sites within the broader framework, policy and practice of rural mobility in Europe, and their potential for wider application. The initial draft of this analysis can be shared and discussed with interested stakeholders in Q1 of 2019.
- Share and discuss the acquired knowledge, results, and recommendations with relevant stakeholders. A first interaction and exchange opportunity is the SMARTA workshop that we will organise in Q1 of 2019.
- Develop and implement an awareness-raising campaign about sustainable shared mobility interconnected with Public Transport in European rural areas.

GET INVOLVED

Join our Stakeholders Network!

The SMARTA consortium would like to invite you to nominate a representative of your Organization or Project interested in rural mobility to join the Stakeholders Network. If you are interested in the project activities and results, being part of the network will give you access to the knowledge gathered, the results and recommendations arising from the main project activities, keep you informed about workshops and events organised for the scope of the project and give you the opportunity to interact with stakeholders in the field of rural mobility. It is also an opportunity for us to hear from you and to incorporate your views and findings into our work.

GET IN TOUCH

For more information about the **SMARTA Project** please access the Project website: www.ruralsharedmobility.eu or contact us at info@ruralsharedmobility.eu.



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