

Time to Rethink rural mobility

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#RuralDepopulation

The context

Mobility is being transformed throughout Europe



Rural...?



Fragmented or none Policy

**Fundings dispersed across
multiple sources**

**Low quality public
transport services**

High car-dependency



Urban

The SMARTA Project



Sponsored by European Parliament

funded through EU Transport Ministry - DG MOVE

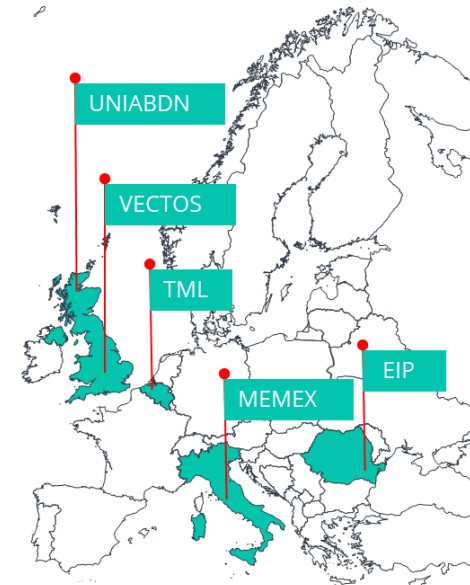
Explore ways to ensure **sustainable mobility** by improving **shared mobility** integrated with **public transport** services across different European rural areas

3 Main strands of activities

*Research
Demonstration
Networking*

*Recommendations and Policy
Guidelines*

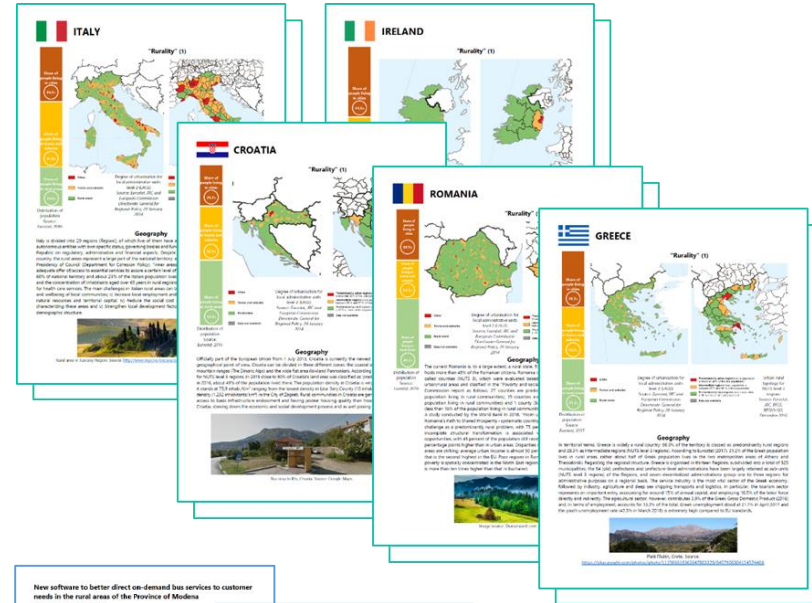
The SMARTA Consortium



Research activities

“Insight Papers”

Analysis of the challenges of mobility in rural areas and the framework in each of the 28 EU countries (including selected EEA states, North America and Australia)



“Good Practices”

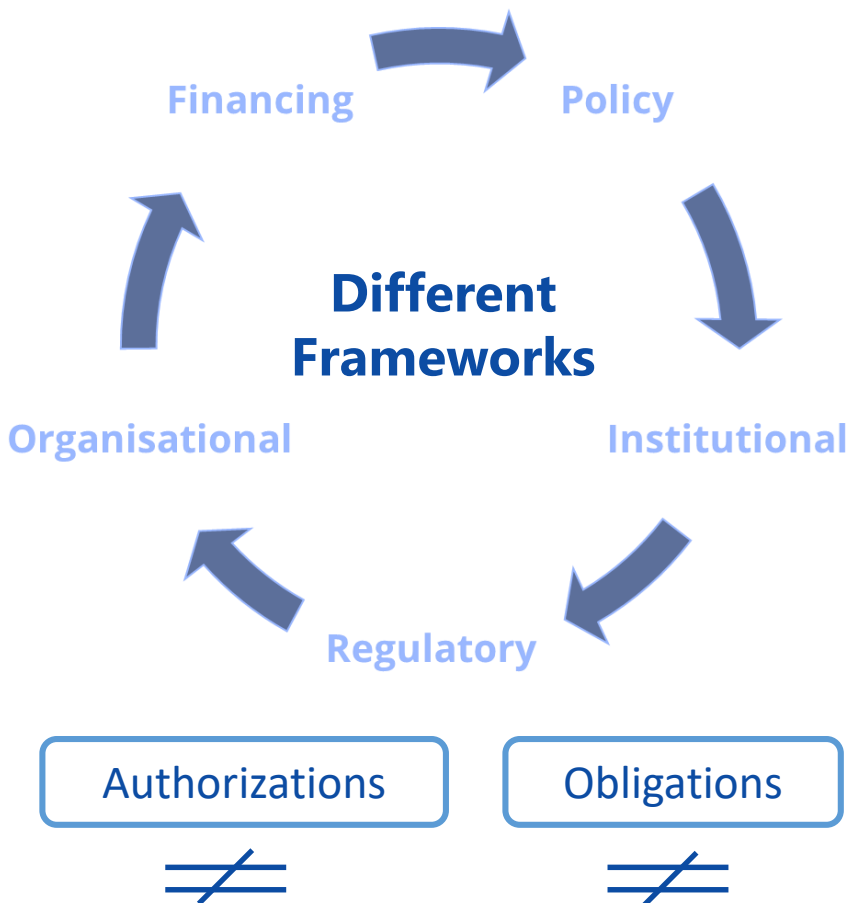
Comprehensive overview of Good Practices in rural shared mobility from around Europe and beyond



IPs and GPs available on SMARTA Website

Analysis of Insight Papers

Mapping the diversity within European frameworks

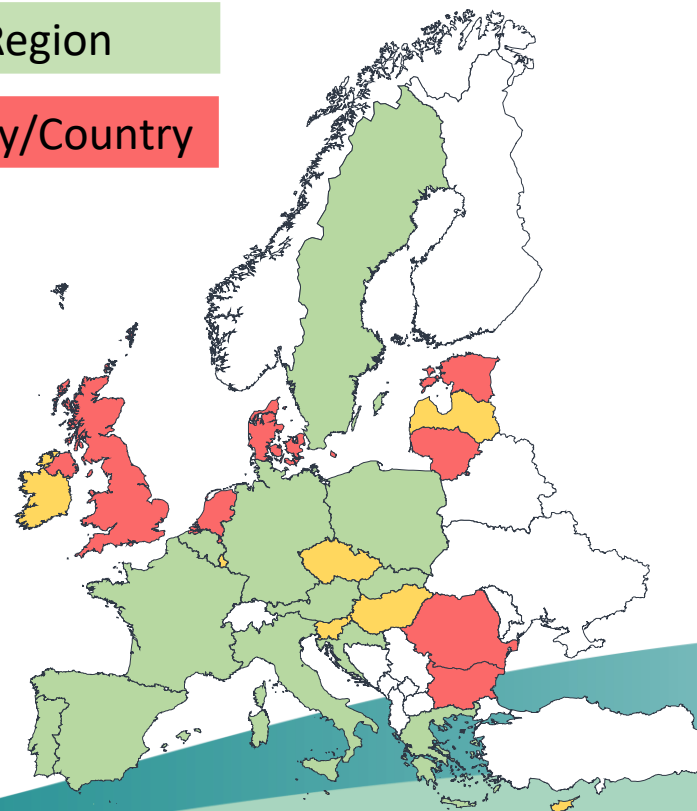


e.g. Which is the layer of Government at which rural mobility is primarily determined?

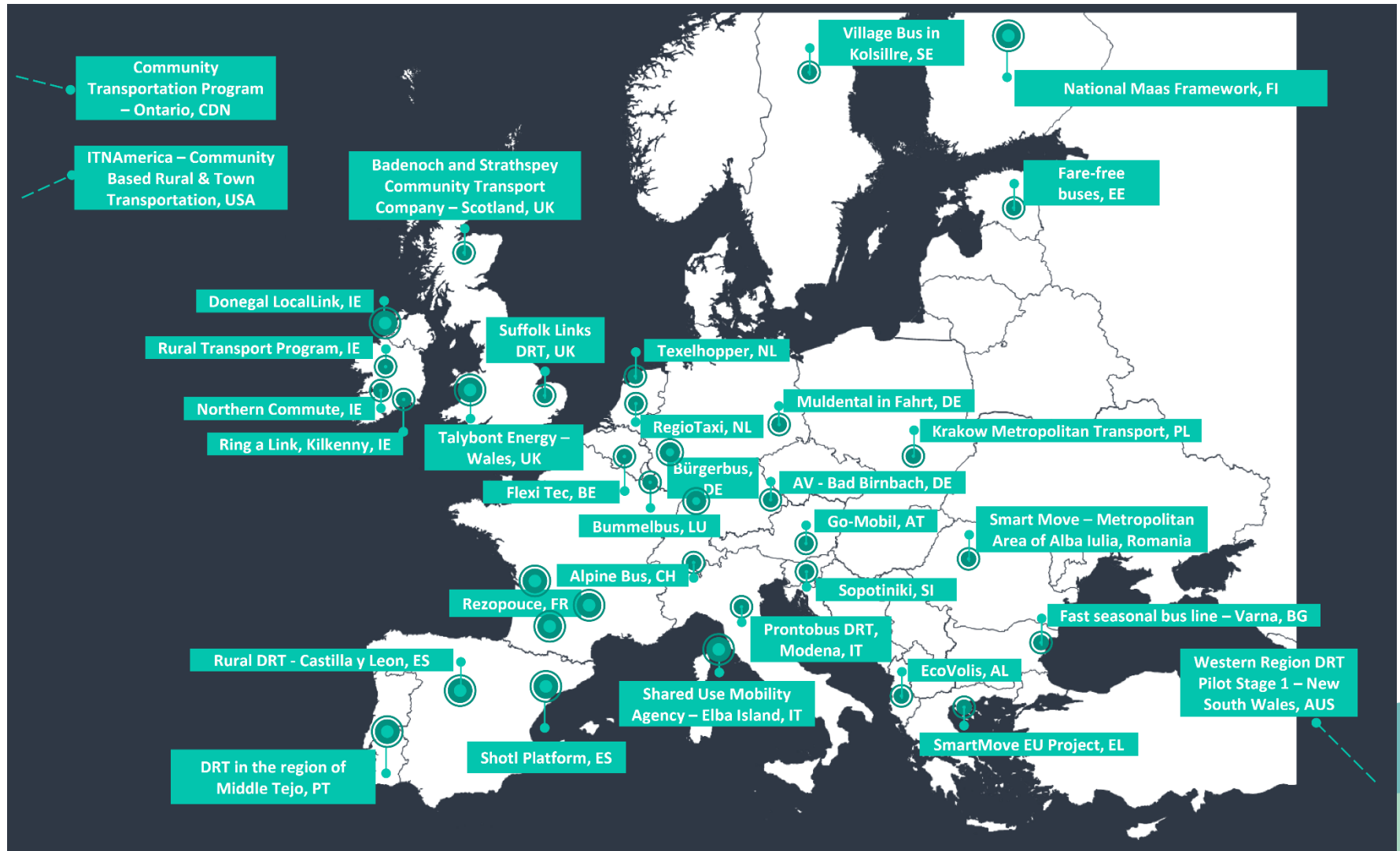
National

State/Region

Municipality/Country



Overview of Good Practices



Pilot demonstration sites

✓ Validation and evaluation in real-field conditions of effectiveness, efficiency, response, impacts and prospects for shared mobility services connected with public transport



Long-distance coach



Local bus



Carsharing /
Bikesharing



Ride sharing



Bus On-Demand



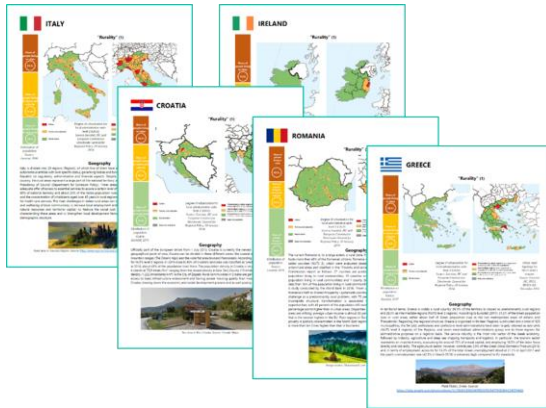
Taxi

Specific Call for Tender has been launched by EU-DGMOVE for selecting 4 different pilot sites

The SMARTA Consortium will assist, support and evaluate the 4 pilots

What's next

"Insight Papers"

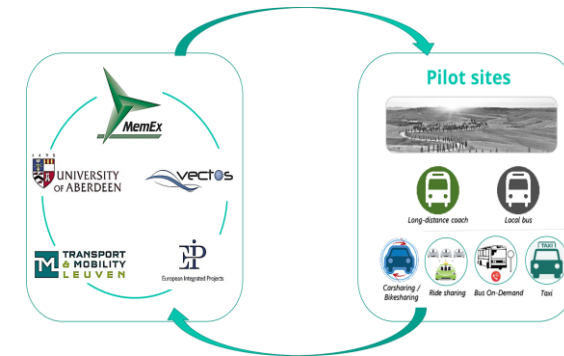


"Good Practices"



↕
↕
↕
Stakeholder's Engagement

Pilot sites



Policy and frameworks recommendations

Understanding key findings, lessons learnt and transferability issues of different rural mobility experiences across Europe

Answers to the questions facing EC, administration and practitioner layers

Thank you for your attention!

<https://ruralsharedmobility.eu/>



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