

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

SMACKER project started its activities in 2019 with the aim of improving mobility in peripheral and rural areas in Central Europe. Relying on its four pillars - Understanding, Participation, Actions, Innovation - and an interactive continuous transnational collaboration, SMACKER has helped local communities in six pilot areas to redesign their transport services based on the real users' need, coordinating a co-design process between local partners and stakeholders.

The project was funded with a total of 2.1 million Euros and involved nine partners from six European countries, coordinated by SRM Reti e Mobilità - the Public Transport Authority of the Municipality and Metropolitan area of Bologna.

SMACKER has built up and provided Demand-Responsive Transport mobility services in low-population-density and peripheral areas linking local systems to the Trans-European Transport Network, and has developed and implemented behavioural change and nudging campaigns to encourage people to use public transport services instead of their own car. The six pilot actions have carried out their activities in close cooperation with the respective *Local Mobility Forums* involving institutions, non-experts and practitioners in the respective areas: the Bologna Apennine region in Italy, the city of Gdynia in Poland, the municipality of Praha-Suchdol in the Czech Republic, the rural area of the Pomurje region in Slovenia, the city of Budapest in Hungary and the mountain area of East-Tyrol region in Austria.

SMACKER has also multiplied its impact by involving ten non-partner institutions interested in the project results in the *Enlarged Transfer Programme*, which provided technical assistance to these "follower" regions to use the expertise of SMACKER in preparing Action Plans towards the development / improvement of Demand-Responsive Transport solutions in their territories.

After three years of intensive work, and having successfully overcome the challenges posed by the COVID19 pandemic that delayed some activities but did not prevent the full achievement of the project objectives, SMACKER is now on the home straight: its activities will end on 30 June 2022, while the legacy of the project will remain available through the SMACKER Guidelines - customized for Users, Public Transport Service Providers, Policy Authorities, Business & Enterprises - and through the project Toolbox accessible at <https://www.smacker-toolbox.eu/>.

This inheritance and the main project results were presented at the SMACKER Final Conference, which took place in Vienna (AT) on 24 May 2022. This public event, attended by more than 60 people from different European countries, provided an opportunity for project partners, speakers and participants to discuss the results of the six SMACKER pilots and the ten ETP follower regions, and also to analyse the project achievements through the interpretations of the qualified key stakeholders and experts who form the additional governance layer represented by the *SMACKER Quality Partnership for seamless Mobility Governance*.

Full information is available at [www.interreg-central.eu/smacker](http://www.interreg-central.eu/smacker)

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