



Introduction to the SMARTA-NET Project

Sustainable rural mobility for resilience in support of ecotourism

2nd MEETING OF THE EUROPEAN RURAL MOBILITY NETWORK

Connecting touristic destinations to sustainable mobility networks

11-12 October 2023, Bingen am Rhein, Germany

with site visit on the 10th of October

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SMARTA-NET Project Leader
MemEx Srl



SMARTA-NET project objectives

- **EU Policy objectives and goals need to be applied to rural mobility**

- ...'Leave no one behind'
- ...'Just transition'



Promote sustainable and resilient mobility connections ...

- ...between rural areas
- ...within remote rural areas such as islands
- ...between remote rural areas (including isolated regions) and urban areas
- ...taking into account the need to support ecotourism

Connected



SMARTA 1 & 2 Projects legacy



SMARTA Final Conference



SMARTA Webinar series



SMARTA Video



SMARTA Policy Recommendations



“Rural territories require policy frameworks that improve mobility in EU regions.
The ‘Time to Act’ is now, through an initiative at the European policy-making level to develop a common European framework that encompasses a shared future vision for rural mobility and at the same time takes into account the emphasis on the specificities of rural areas and their populations”

SMARTA Final Conference, 10-11th December 2020 “Rural Mobility Matters-Developing Smart Rural Transport Areas”

SMARTA 2 Toolkit



<https://ruralsharedmobility.eu/>



European Commission



SMARTA-NET main strands

	Website: www.smarta-net.eu
	Twitter: SmartaNet23
	Facebook: Smarta-Net
	LinkedIn: Smarta-Net

- **Establish a European Rural Mobility Network (ERMN)**
 - 70+ rural municipalities from 15 EU countries, along with “multipliers” including LAGs, regional authorities, networks/association, etc.
- **Develop Guidelines**
 - on a number of topics, including good practice, mobility supporting rural tourism, extending SUMP, etc.;
- **Implement training and capacity building**
 - on the Guidelines in each of the member countries, in own country and language, for the ERMN members and other interested stakeholders.



CONSORTIUM



Project Coordinator



Evaluation and policy development



Sustainable Tourism



SUMP and training



Engagement and Networking

Supported by



DG MOVE
DG AGRI



SMARTA-NET Tasks



2. Guidance on tourism & mobility

Guidance on how to connect their touristic destinations to resilient sustainable mobility networks based on a classification of rural tourism environments and mobility patterns, including self-check tool.

www.smarta-net.eu/tools-guides/tourism

3. Integrating the rural dimension into urban mobility plans

Guidance on how to integrate the rural dimension into existing Sustainable Urban Mobility Plans (SUMP), based on the assessment of mobility & transport independencies between urban and rural areas.

www.smarta-net.eu/tools-guides/sustainable-mobility-plans

4. Training for municipalities

Fostering the capacity of the municipalities to develop and implement sustainable, inclusive, and integrated mobility solutions. Training in the local languages on mobility solutions, synergies with tourism, SUMP and financing.

www.smarta-net.eu/events/training

1. Sustainable mobility solutions

Look into the long-term sustainability of mobility solutions proposed in SMARTA and SMARTA 2 projects and beyond. Identifying success factors and transferability of solutions.

www.smarta-net.eu/solutions

5. Evaluating changing attitudes towards mobility

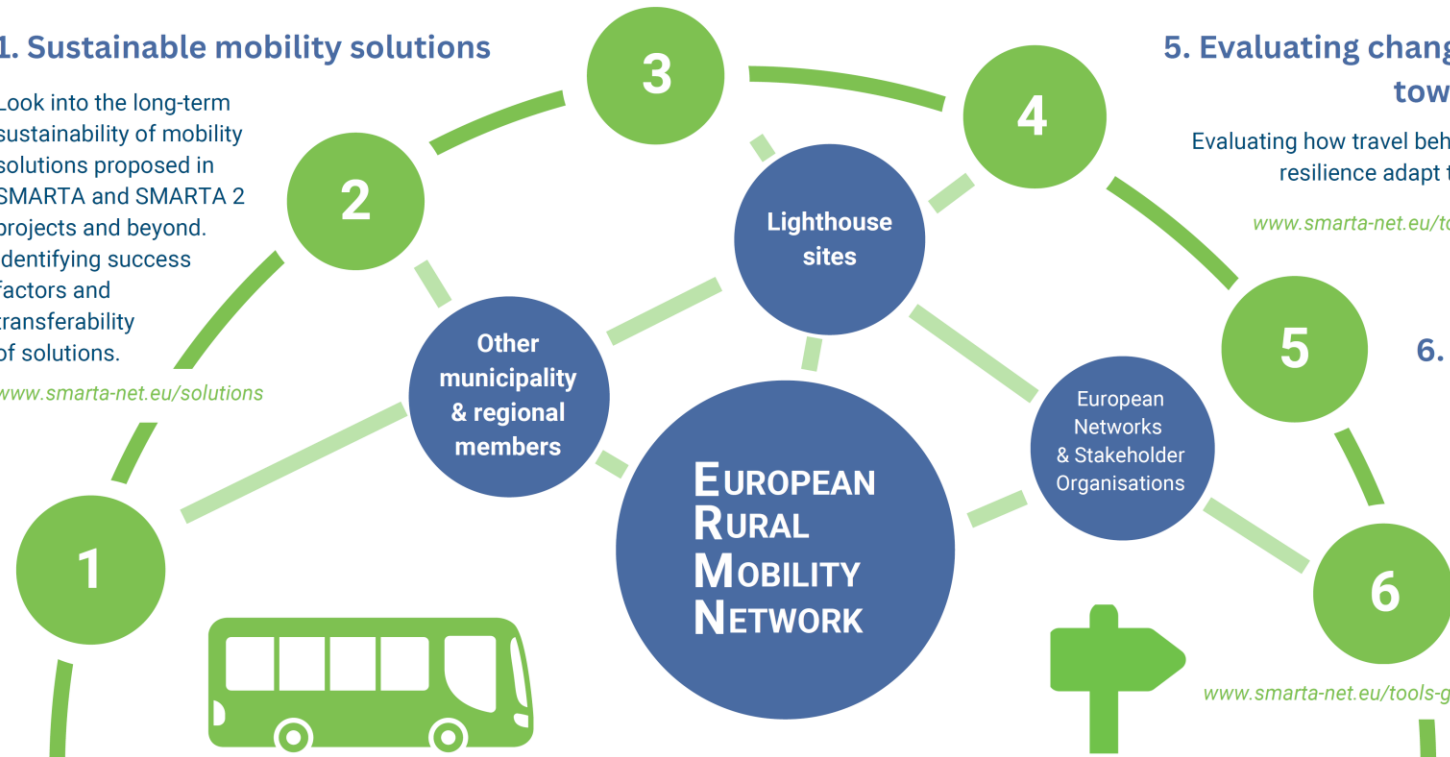
Evaluating how travel behaviour, services and resilience adapt to a changing world.

www.smarta-net.eu/tools-guides/evaluation

6. Guide, Policy & Financing

Guidance on funding sources and investments and business model options to finance and operate rural mobility solutions.

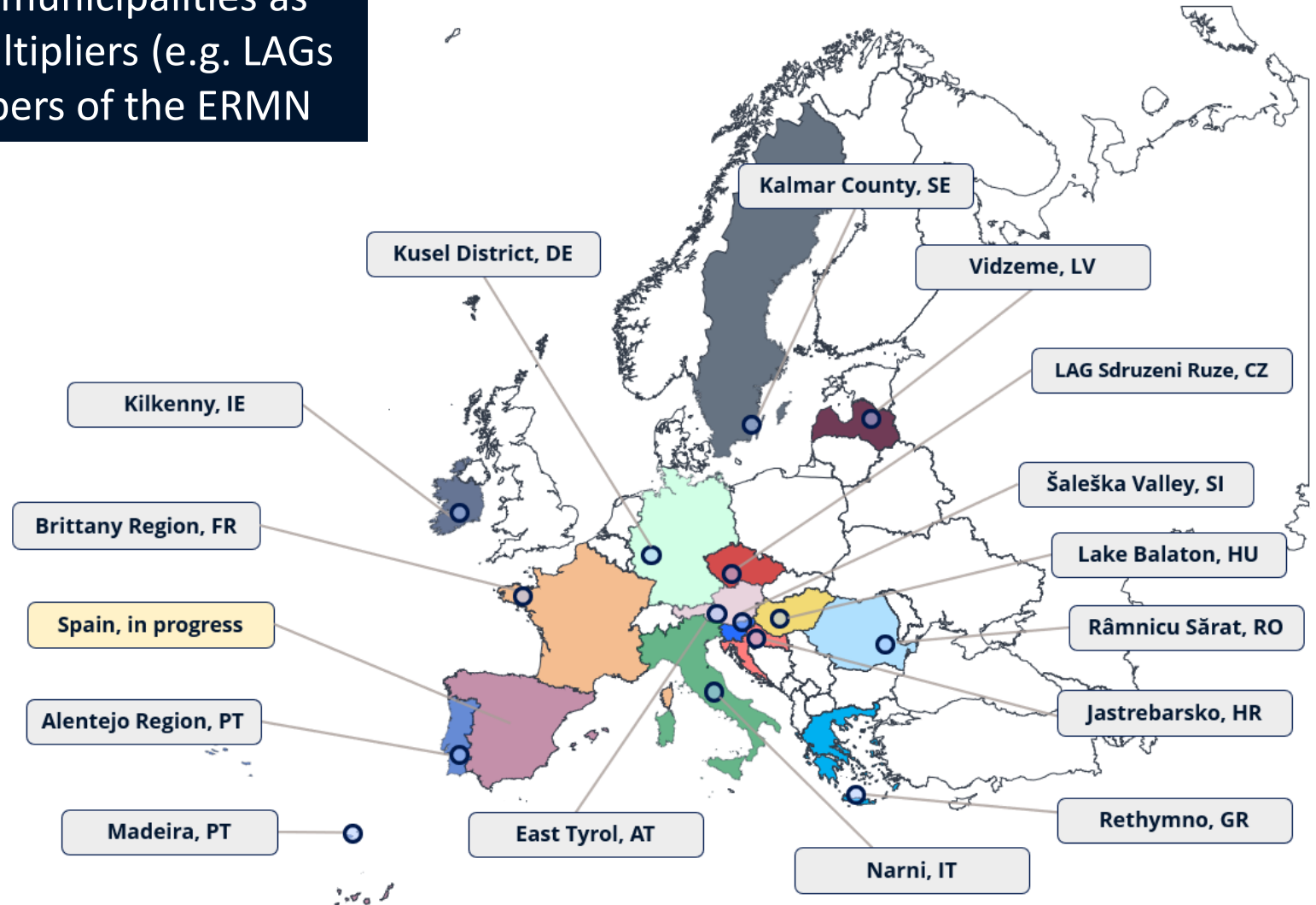
www.smarta-net.eu/tools-guides/policy-financing



Working with several rural municipalities

Lighthouse Sites – representing both municipalities as well as higher level local entities / multipliers (e.g. LAGs and regional authorities) - core members of the ERMN

- Range of **tourism interests** in their area
- Presence of an active **rural mobility scheme**, or willingness to develop one
- Ready to contribute with their **practical experience**
- Cooperation on SMARTA-NET **evaluation work**, assessing various aspects of transport behaviour in their area and how this can be improved
- Support the SMARTA-NET team in reaching out and **engaging rural municipalities**



What does the ERMN do?

PURPOSE

- Provide Europe's first network and forum on rural mobility;
- Bring together municipalities, multipliers, associations and practitioners together;
- Share experience, both peer-to-peer and structured collective outputs;

MEETINGS

- There will be three ERMN events in each of 2023 and 2024, one in-person and two online, plus a Final Conference
- Opportunity for the ERMN members to meet in-person three times from now to end-2024, share experience and discuss issues of common interest

What	When
Online 1	6-7 June 2023
In-person 1	11-12 Oct 2023
Online 2	Dec 2023
Online 3	Q1/2024
In-person 2	Q2/2024
Online 4	Q3/2024
Final Conference	Late-2024

PROGRESSION PATH

- Future of the ERMN beyond the project, to be shaped by the Members themselves during 2024.
- Widening of membership scope and scale to be the leading voice of the sector;
- Develop policy and other recommendations to influence European, national and regional frameworks, programs and funding for rural mobility

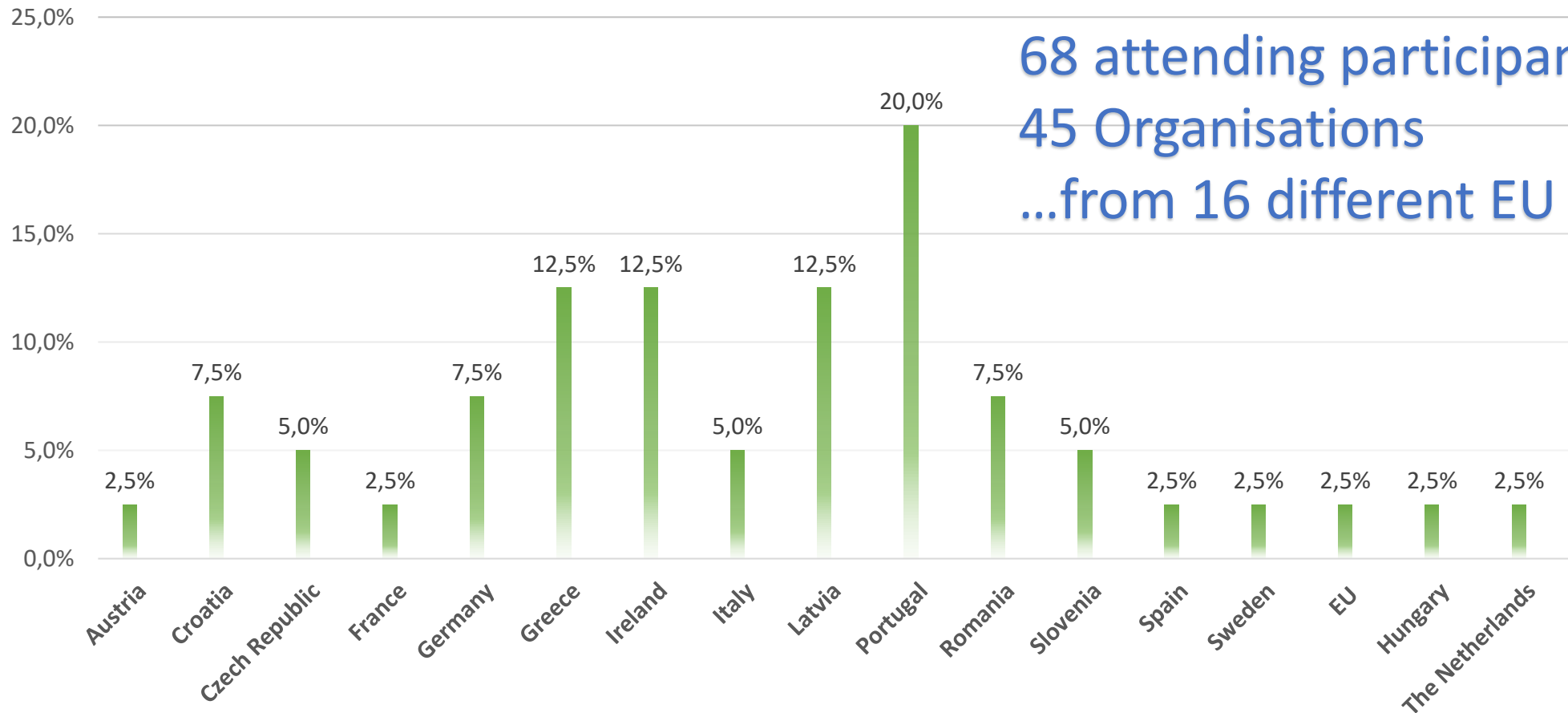


SMARTA-NET In-country training

- **In-country Training:** Structured set of 4 training sessions, in-country, own language;
- **Approach:** Blend of lecture-mode, interactive workshops and roundtable discussions
- **15 countries covered** (i.e., the countries of the Lighthouse sites)
- **Rural Municipalities (“Learning Sites”):** Minimum 5 per country; local authorities; mixed in scale/type;
- **Trainees:** the 5 ERMN Municipalities per country –
 - 3 persons from each (e.g. Planner; PT/mobility organizer; community representative); plus other municipalities, associations and networks; Indicative 20 persons per workshop
- **Flexibility:** Adapt the basic model to best fit the set-up and interests in each country



The ERMN Network...start from here!



68 attending participants
45 Organisations
...from 16 different EU countries

AGENDA – Day 1

Day 1: Wednesday, 11th October

0830-0900	Meet and greet, Check-in	
0900-0915	Welcome by the host	
	<ul style="list-style-type: none"> Bingen am Rhein 	
0915-10:30	Opening Plenary	
	<ul style="list-style-type: none"> <i>Introduction to the European Rural Mobility Network (ERMN)</i> Mr. Brendan Finn, SMARTA-NET Project Manager, MemEx <i>Policy perspective on rural mobility and tourism from the Rhineland Palatinate Federal State</i> Mr. Reiner Dölger, Rhineland-Palatinate Ministry of Traffic <i>European Commission policy on rural mobility</i> Mr. Rafal Stanecki, European Commission DG MOVE <i>Enabling factors for change to boost rural development</i> Mrs. Pascale Van Doren, EU Rural Pact Support Office, Team Leader Supporting green rural mobility on state level Mr. Martin Schiefelbusch, NVBW Q&A 	
	1030-1100	Coffee and Networking
	1100-1300	World Café session
1100-1300	Mobility in support of sustainable rural tourism	
	<ul style="list-style-type: none"> Challenges of access from city/town to rural tourism destinations Bundling of tourism and mobility into integrated service offer and pricing Workers and locals needs in a tourist-oriented area 	

1300-1400	Lunch break
1400-1530	Plenary Session
	<p><i>Presentation of good practice examples - mobility services supporting rural tourism</i></p> <ul style="list-style-type: none"> Kusel, Germany Saleska Valley, Slovenia Dingle, Ireland Madeira, Portugal Jastrebarsko, Croatia Sopotniki, Slovenia
1530-1600	Coffee and Networking
1600-17:30	Parallel Thematic Workshop session
	<ul style="list-style-type: none"> <i>Delivering good practice solutions in shared mobility, led by MemEx</i> <i>Sustainable tourist mobility in rural regions, led by NIT</i> <i>Rural sensitive 'Strategy & Development' of a SUMP, led by TIS</i> <i>Exploring mobility challenges in rural areas, led by Panteia</i>
1730-1800	Concluding remarks and Introduction of Day 2

AGENDA – Day 2

Day 2: Thursday, 12 th October	
0830-0900	Meet and greet, Check-in
0900-0915	Introduction to Day 2
	<ul style="list-style-type: none">• Presentation of the scope and framework of Day 2
0915-10:30	Parallel Session
	<ul style="list-style-type: none">• This session will be guided by the topics proposed by participants in advance and also on Day 1; topics will be clustered and participants split into groups
1030-1100	<i>Coffee and Networking</i>
1100-1145	<i>Panel discussion</i>
	<p><i>How to bring about implementation at sufficient scale to meet rural mobility needs</i></p> <p><i>The discussion will be focused on the following issues:</i></p> <ul style="list-style-type: none">• <i>Understanding the scale of what is needed and related implications</i>• <i>How to <u>measure</u> rural mobility and identify areas of particular need</i>• <i><u>Delivery</u>: what is the delivery structure needed to address rural mobility, at the level of national, regional, and local authorities</i>
1145-1230	<i>Closing plenary</i>
	<p><i>Building Capacity</i></p> <p><i>Training, thematic networking and exchange among the ERMN members</i></p>
1230-1300	<i>Wrap-up and conclusion</i>
1300-1400	<i>Lunch at venue</i>



THANK YOU

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