SMARA

Smart Mobility Applications and solutions in Rural Areas

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What challenge or problem are you addressing? What is the need for the project?

In the EU 2020 strategy, Carbon (CO2) reduction is one of the main themes. Innovative (public) Transport concepts in rural areas can contribute to achieve the EU-goals. Changes can only be achieved through the combination of two measures: deployment of new technology and behavioural change. The challenges are:

- Development, implementation and testing of smart-mobility concepts for the rural areas
- Create cooperation and involvement of various key stakeholders such as companies, governments, transport companies and civil society organizations
- Development and implementation of actions aimed at behavioural change
- Targeted approach (each target group needs its own approach)

Objective of the project:

The overall objective of the project is to make a significant contribution to reduce Carbon emissions in passenger transport in the rural areas by developing and realizing practical and visible demonstrations in real life conditions of innovative concepts of smart mobility and sustainable transport concepts and stimulating of further rollout of these concepts through monitoring and elaboration of feasible business models. A target-oriented approach with matching concepts and demonstrations (for various rural areas and target groups) will also increase the support and lead to the necessary change in mindset.

Why do you need transnational cooperation?

By co-operating and elaborating different concepts for different target groups and in different circumstances, it is possible to share and deploy knowledge and experience and, on the other hand, to learn which concepts are useful in what circumstances and for various target groups. This makes it possible to apply those concepts to many regions in NWE.

What kind or partners are you looking for?

- government organization,
- regional passenger carrier,
- social or corporate organization
- ICT company
- knowledge partner

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