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SMART

Sustainable Mobility Across Regional Transport

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

Mobility as a Service (MaaS) presents both opportunity and risk for transport authorities, in areas such as the fulfilment of short-distance links connecting to mass transit networks. Public bodies need to lead the change process that MaaS will provoke, rather than play a reactive role.

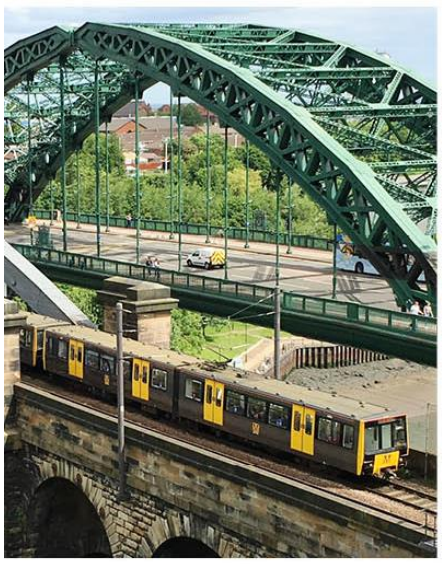
Collaboration across the INTERREG area will help ensure that MaaS plays a proportionate and effective role in the delivery of personal trips, within the framework of an integrated and sustainable public transport system.

Objective of the project:

An effective and transferable blueprint for the integration of MaaS into existing public transport infrastructure networks, that combines network resilience with the benefits brought about by new app-based technology.

Why do you need transnational cooperation?

NWE transport authorities risk developing an atomised and sub-optimal approach to the use of MaaS as a journey fulfilment tool. Close transnational collaboration will allow individual lessons learned and successes achieved to be shared to the benefit of participants and beyond.



What kind or partners are you looking for?

Regional Transport Authorities; Light Rail Operators; Universities; Mobility as a Service Users and Developers; Data Integrators.

- *List as many as might be relevant*
- *Example: SMEs, universities, businesses in a certain sector or market, city authorities, experts*

Your contact details

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