

TAKING
COOPERATION
FORWARD



THE DANUBE REGION TRANSPORT DAYS 2022

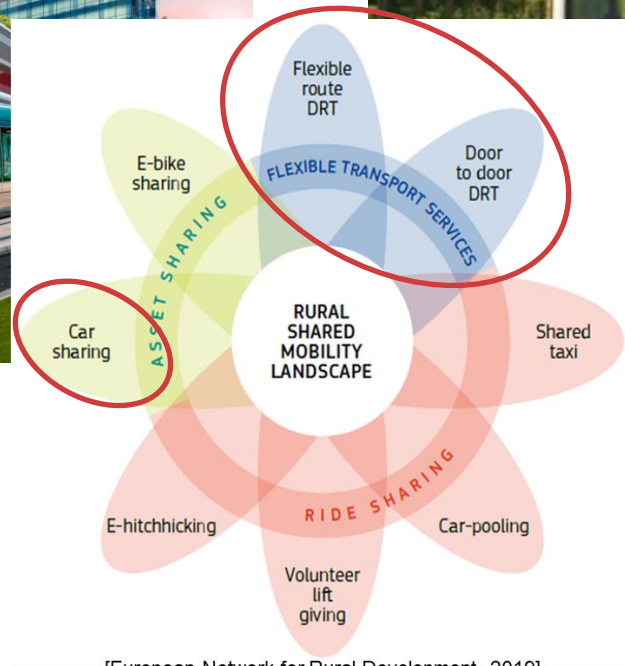
Ljubljana | 29 November 2022



SMACKER: eco-friendly solutions for public transport in rural and peripheral areas



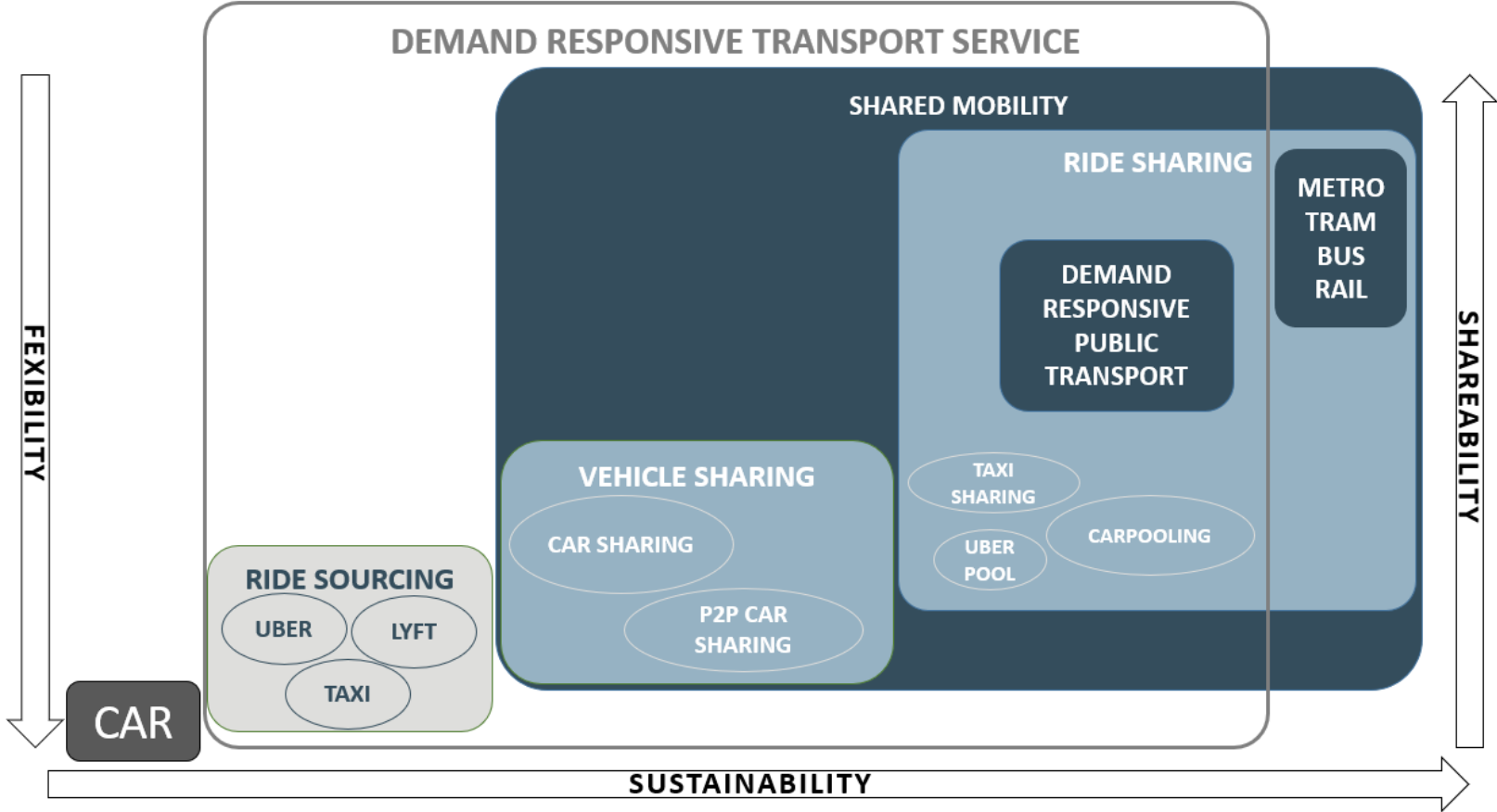
SMACKER | UM | Katja Hanžič



[European Network for Rural Development, 2019]



Demand Responsive Transport - DRT



SMACKER basic information

- Programme: Interreg Central Europe
- Programme priority: 4. Cooperating on transport to better connect CENTRAL EUROPE
- Programme priority specific objective: 4.1 To improve planning and coordination of regional passenger transport system for better connections to national and European transport networks
- Duration: 1. 4. 2019 - 31. 6. 2022 (39 months)
- Goals and Challenges:
 - To promote public transport and mobility services in rural and urban-peripheral areas.
 - To test Demand Responsive Transport solutions.
 - To connect local and regional systems to main corridors and transport nodes (TEN-T).
 - To help local communities to (re)design transport services according to users' need (co-design) and to nudge people to use them.

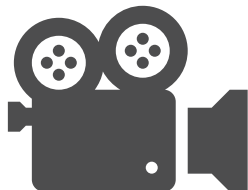


SMACKER Outputs

- **6 pilot actions implemented**
 - Different DRT services (including app) tested.
 - Nudging campaigns for promotion of sustainable mobility.
- **Guidelines on DRT planning and implementation**
- **Online Toolbox for behaviour change and DRT measures**
- **Contribution reports to Macro regional strategies with focus on peripheral mobility planning**



SMACKER video

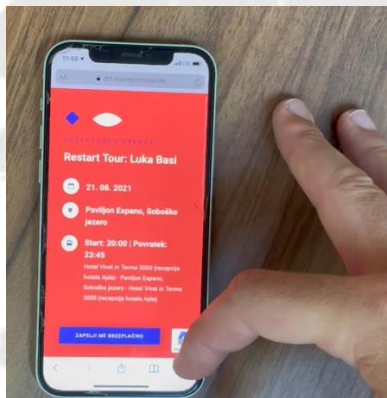


<https://www.youtube.com/watch?v=9h0AUdza7TY>



Murska Sobota (SI)

- small urban area in predominantly rural region
- DRT set-up to connect:
 - Touristic centres (hotels)
 - Urban centre (town)
 - Recreational and event venue Expano
- App development
- DRT line set-up
- Promotion and testing



BUDAPEST (HU)

- capital of Hungary with 1.7 million inhabitants
- peripheral districts of lower density, DRT bus line already operational
- App development to replace phone reservations
 - Development of the Telebusz online request system
 - Promotional campaign



Request a service

Service selection | Stop selection

Stop nearest to you
Károlyi tér 65
11km

Please enter line number of your choice

65	Károlyi tér Szépvölgyi dűlő
65	Szépvölgyi dűlő Károlyi tér
157	Hűvösvölgy Solyvár, Kerekhegy
157	Solyvár, Kerekhegy Hűvösvölgy

East Tyrol (AT)

- rural/mountainous area in predominantly rural + touristic region
- Implementation of «greenhouse friendly tourism offers»
 - 4 new e-carsharing stations in 4 municipalities
 - new mobility information website
 - trainings to tourism staff
- measure plan for future mobility tailored to the municipalities

SMACKER



SILLIAN

- local bank
- need of a car on 3 days a week
- space and charging possibility



LIENZ

- car dealer
- space and charging possibility



OBERLIENZ

- company
- need of a car on some hours a week
- space and charging possibility



Obertilliach

- municipality
- major uses the car for business trips (role model)
- space and charging possibility




SMACKER and energy efficiency

- Nudging campaigns for promotion of sustainable mobility.
- Different DRT services (including app) tested.
- E-car charging stations
- **Online Toolbox** for behaviour change and DRT measures

<https://www.smacker-toolbox.eu/>

THE SMACKER TOOLBOX
FOR DEMAND RESPONSIVE TRANSPORT SERVICE, BEHAVIOURAL
CHANGE AND SMART MOBILITY PRACTICES
The legacy of the SMACKER project

Interreg 
CENTRAL EUROPE European Union
European Regional
Development Fund
SMACKER

 **DEMAND RESPONSIVE
TRANSPORT (DRT) IN A NUTSHELL**

What is a DRT?
Demand responsive transport (DRT) is defined as "a form of transport where vehicles alter their routes based on particular transport demand rather than using a fixed route or timetable" [Community Transport Association CTA, 2017]. These vehicles typically pick-up and drop-off passengers in specific locations according to passengers needs and can include taxis, buses or other vehicles. See also [Smacker deliverable D.T1.1.1 - Review of service level and technical level for rural and](#)



TAKING
COOPERATION
FORWARD



THE DANUBE REGION TRANSPORT DAYS 2022

Ljubljana | 29 November 2022



Thank you for your attention



Katja.Hanzic@um.si