

Smart and sustainable mobility

Through the examples of the projects
SmartMove, AENEAS and CIVITAS

Gabor Heves, REC

BUMP Conference • Szentendre • 7 November, 2014

SmartMove: Active mobility consultancy focusing on feeder systems
to increase awareness and use of public transport



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What makes a city smart?

- Smart vs. digital
- Def. smart := A developed urban area that creates sustainable economic development and high quality of life by excelling in multiple key areas:

smart **ec**  **onomy**

smart  **envlronment**

smart **pe**  **ple**

smart  **governance**

smart  **mobility**

smart  **living**



Aspects

- Strong human capital, social capital, and/or ICT infrastructure, in combination with an efficient use of natural resources.
- Quality of knowledge communication and social infrastructure grows.
- Social inclusion of various urban residents in public services.



am smart erdam
city



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What is SmartMove?

An EU Intelligent Energy Europe project, with the aim of promoting the use of energy-efficient means of mobility in European rural and peri-urban regions.



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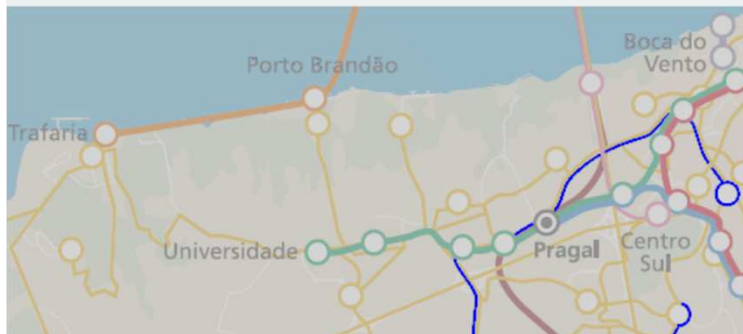
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Specific aim #1: Show alternatives for private car use

“Public transport feeder networks”



Public transport feeder networks

- Any type of motorised or non-motorised forms of mobility that help passengers to reach the nearest bus or train stop
- Examples:
 - Buses and minibuses
 - Bicycles
 - Pedelecs
 - Taxis
 - Car pooling and car sharing
 - Walking



Specific aim #2: Where alternatives exist, promote them!

“Active mobility
consultancy campaigns”



Vienna, Linz, Salzburg,
Mödling: 15-25%
increase in passengers!!



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Active mobility consultancy (AMC) campaigns...

... to promote the use of public transport via a personalized travel marketing approach.

- Actively informing people about public transport on an individual basis
- Active collection of passenger feedback → adjustment of public transport offer
- Active measures aiming to decrease subjective barriers (e.g. trainings, audits, events, guided tours)



More information on-line

www.smartmove-project.eu

Next: [AENEAS](#)

