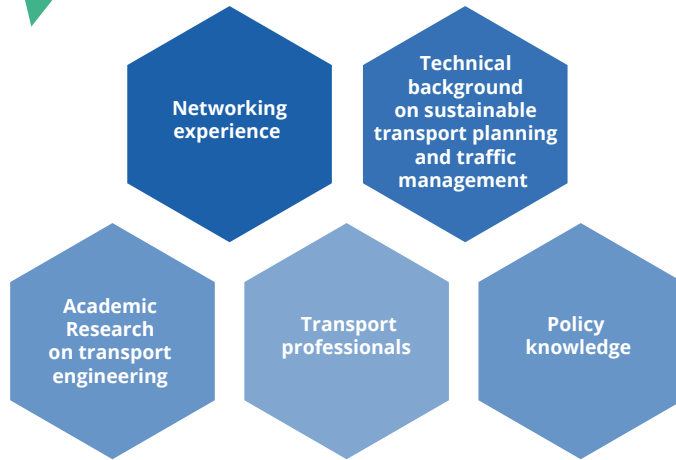


## Our skills



## Our work

Supporting the co-creation of efficient and successfully implemented mobility plans using marketing techniques

## Our outcomes



Six structural funded policy instruments related to the creation of a low-carbon economy

## Our goal

Behavioural change towards sustainable means of transport



# e-smartec

## Interreg Europe

### Project Coordinator

**Maria Morfoulaki**  
*CERTH Centre for Research and Technology Hellas*

E-mail: [e-smartec@certh.gr](mailto:e-smartec@certh.gr)  
Phone: +30 2 310 498 454

### Project Communication Manager

**Ivo Cré**  
*Polis Network*

E-mail: [ICre@polisnetwork.eu](mailto:ICre@polisnetwork.eu)  
Phone: +32 2 500 56 76

### Visit our website and follow us on social media

[www.interregeurope.eu/e-smartec/](http://www.interregeurope.eu/e-smartec/) [@e-smartec](https://twitter.com/e-smartec)  
[in e-smartec group](#) [e-smartec channel](#)



This leaflet reflects the author's views only and the Interreg Europe programme authorities are not liable for any use that may be made of the information contained therein.

European Union  
European Regional  
Development Fund

# e-smartec

## Interreg Europe

We care for each other,  
we care for our space,  
we become part  
of mobility planning

[www.interregeurope.eu/e-smartec](http://www.interregeurope.eu/e-smartec)

e-smartec aims to enhance citizen and stakeholder engagement in sustainable urban mobility planning through targeted marketing techniques



European Union  
European Regional  
Development Fund

## Our objectives

To activate citizens and stakeholders in undertaking responsibilities in mobility decision making and in supporting the transition from personal car dominated lifestyle to a sustainable mobility pattern.

To improve the performance of Regional Operational Programmes as regards low carbon vision through sustainable and acceptable mobility planning.

To enhance the capacities of regional and local stakeholders to adopt and implement innovative participatory-led urban mobility solutions.

To develop and implement an interregional learning process on incorporating marketing techniques in sustainable mobility planning for creating citizens' ownership mentality.

## Our approach

To reinforce strategic sustainable mobility planning by investing on travellers and stakeholders' behavioural change towards becoming active members of City Councils on the Future Era of Mobility.

## e-smartec areas



European stakeholders from six geographical areas in Europe will be involved in e-smartec to input and benefit from the project.

### West Midlands Region

Priorities for the West Midlands Area are linked to the new carbon economy. The need to decarbonise road transport requires a range of actions, one of which is the investment in cycling and walking, together with a shift to ultra-low emission vehicles which, whilst maintaining mobility, will stimulate green jobs and investment.

A new Metropolitan Cycle Network will be developed to serve main flow corridors and to raise the profile of cycling in the West Midlands. This network will be comprised of high quality core cycle routes supplemented by quietways using a combination of green corridors, well maintained canal towpaths, low traffic flow and speed streets, increased secure cycle parking at interchanges and park and ride sites, high quality local feeder cycle routes to rail stations, cycle-hubs, cycle hire schemes and the carriage of bikes on rail service.

The Metropolitan Cycle Network will be integrated with local cycle networks across the West Midlands

The careful provision of data from engaging citizens fully in the discussion will enable policy makers to make better decisions regarding the placement of funds.



City of Coventry

**For more information contact:**

**Eleni Anoyrkati**

Coventry University Enterprises Ltd  
E-mail: e.anoyrkati@coventry.ac.uk