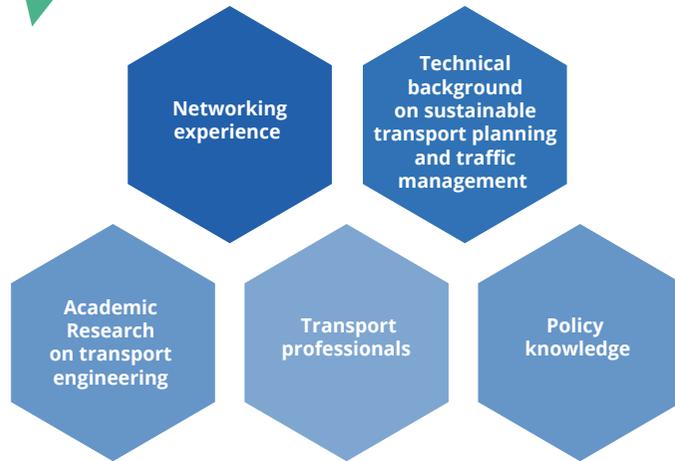


Our skills



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

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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

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



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:

Region of Central Macedonia

e-smartec project is envisaged to influence the Regional Operational Programme of Central Macedonia by proposing actual advanced and innovative marketing techniques for mobility planning to be used in each step of SUMP development.

West Midlands Region

e-smartec will offer suggestions on schemes that can enhance the capacity of the transport professionals to deliver services that respond to the user needs.

Lazio Region

e-smartec activities will improve the capability to identify initiatives and investments focused on citizens' participation, both as a crucial mean to produce tailor measures according to their needs and as a way to achieve a stable behavioural change towards sustainability.

Bratislava Self-Governing Region

e-smartec project will look at citizens and stakeholders' engagement for the development of acceptable mobility plans and for monitoring of mobility measures performance.

Venlo Region

e-smartec will help to improve the performance of Trendsportal as an elaboration of Operational Programme South Netherlands 2014-2020 (OPZuid) by increasing the effectiveness of ongoing projects and scaling-up pilots project through promotion and awareness raising activities to change mobility behaviour and use clean modes.

State of Hessen

e-smartec's experiences will pave the way for the State of Hessen to adopt current mobility systems towards a more sustainable and low emission approach and get stakeholders motivated to act towards this objective by using innovative communication and marketing techniques in SUMP processes.