

1st Stakeholder Meeting Coventry

PRESS RELEASE

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

26.01.2021. On January 26, 2021, [e-smartec](#) partner Coventry University Enterprises organised its first Stakeholder Meeting in conjunction with the [RECREATE](#) project, as the stakeholders involved are the same ones.

For what pertains e-smartec, the Coventry Council is concentrated on pushing the use of e-scooters and e-bikes in the Region. The e-bikes tender has been awarded and will be rolled out in March 2021.

Data related to cycling lanes could be provided, but information on the number of bikes has been delayed. In terms of walking, data on footfall in the city centre is available, but it is not indicative during a COVID-19 scenario.

This shows that the data gathering process is ongoing, but already quite effective.

As the focus of the e-smartec project in CUE will probably be active/micro-mobility given the ongoing circumstances, some aspects to be further explored are:

- TRAINLINE + free bike/e-scooter
- Cycling across Warwickshire to get to Coventry
- Webpage Active Coventry
- App Active Coventry
- Use of POD to promote Active culture



Notes to editors

The e-smartec project is designed to strengthen the urban dimension of regional and local mobility policymaking, contributing to the implementation of the EU Transport White Paper, Urban Agenda and EU 2020 with a view to transit to a low carbon economy.

e-smartec aims at developing action plans to start and implement effective mobility interventions, as the basis for a competitive, resource-efficient, and low carbon oriented European transport system.

e-smartec brings together 9 partners from 7 EU countries representing the 6 e-smartec test-bed areas, to join forces to provide tailored guidelines on citizens' and stakeholders engagement marketing techniques, innovative for decision-making and traditional procedures.

e-smartec proposes accompanying each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making.

More information: <https://www.interregeurope.eu/e-smartec/>

Social Media:

- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)

Contacts:

e-smartec Coordinator:

- Maria Morfoulaki, CERTH, e-smartec@certh.gr

e-smartec Communication Managers:

- Alessia Giorgiutti, POLIS Network, agiorgiutti@polisnetwork.eu
- Laura Babio Somoza, POLIS Network, lbabio@polisnetwork.eu

