

1st Stakeholder Meeting Bratislava

PRESS RELEASE

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

15.06.2021. The 1st Stakeholders Meeting of the [e-smartec](#) partner Bratislava self-governing region was held on June 15, 2021. Integrated Transport Company and the University of Žilina's representatives discussed the citizens' engagement survey results to identify priorities that should be addressed by the region's Action plans.

Following the citizens' survey on transport behaviour in the region of Bratislava of February/March 2021, the University of Žilina organised an online meeting with experts from the Integrated Transport Company to discuss the results and further develop the Action plan.

The results of the survey show that up to 51% of respondents use cars daily. However, 70% of car users confirmed that they would be willing to switch to a more environmentally friendly transport mode if given the option - also because the results show that most of the respondents consider availability and reliability to be the most significant problems of public transport.

As part of the meeting, the key role of information on citizens sustainable travel behaviour has been discussed to find out the most significant drivers and barriers in obtaining information on mobility opportunities in the Bratislava region - elements that could have an actual impact on changing citizens travel behaviour towards more sustainable forms of mobility.

As regards to the high interest of the region's citizens to be involved in sustainable mobility planning processes, stakeholders have agreed on making these more attractive and inclusive.

During the meeting, some crucial challenges were identified: solutions to these challenges have been pointed out by the experts, too, and currently, the Bratislava self-governing region and the University of Žilina are working on the preparation of the Action plan thanks to the knowledge gained through the implementation of the e-smartec project.

The draft Action plan will be presented during the next Plenary Stakeholders meeting to collect feedback of experts to better align it with the set priorities and policy instruments originally foreseen, such as increasing the use of public transport and reducing the use of individual motorised transport in the Bratislava region.



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](#)
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