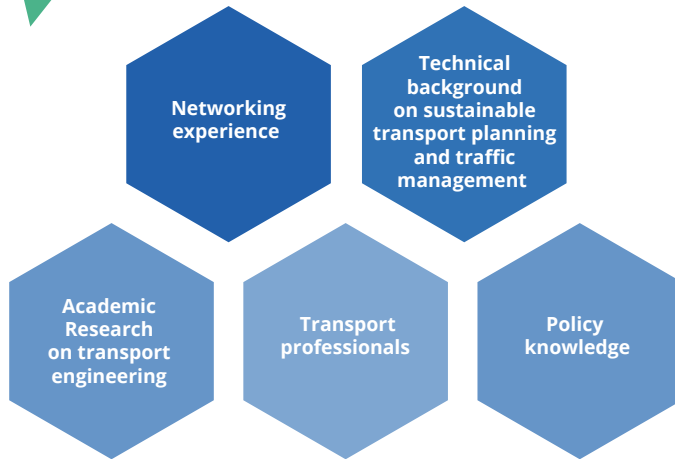


## Our skills



## 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.



# 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



## 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.