



Living Lab Bratislava

PRESS RELEASE

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

21.01.2020. On January 21, 2020, the e-smartec partner University of Žilina ([UNIZA](#)) organised the first Living Lab in the Bratislava self-governing region. There were in total 16 participants, mostly representing the stakeholders involved in the SUMP development.

The policy instrument addressed by e-smartec in Bratislava is Priority Axis 1 of the Regional Operational Programme, which focuses on safe and green transport in regions.

In the process of integrated planning, a Regional Sustainable Mobility Plan represents a tool to achieve balanced and sustainable transport development.

The Sustainable Urban Mobility Plan for the Bratislava self-governing region, which is currently under preparation, aims to develop the regional public transport network to reduce the car traffic and improve the regional mobility, as well as to address attractiveness of public passenger transport.

To be fully accepted, citizens and stakeholders' engagement is crucial for the development of mobility plans. This is the main objective of the e-smartec project, which was presented at the beginning of the Living Lab meeting.

Furthermore, good marketing practices from different national and EU projects were presented. Amongst them, BA.cykloportal (engagement of users via online interactive portal for cyclists), Connected Bratislava (promotion of the future vision of Bratislava), EdTWIN (multicultural marketing for sharing knowledge and best practices) and eGUTS (innovative ways to engage people towards the sustainable and green transport); in addition, DANUBE BIKE&BOAT (a unified image of a tourist destination), SacraVelo (combination of two different elements – cycling and religious pilgrimages – in one mobility solution to attract a broader group of users), Silver Economy (cross-border cooperation), Slovnaft Bajk (implementation of a new sustainable mode of transport in Bratislava) and Danube.Pearls (network for sustainable mobility along the Danube) were featured.

The discussion verted on different marketing techniques (hard vs soft), as well as on different ways of stakeholders' involvement.

The details of the SUMP will be further discussed with the Bratislava self-governing region and in view of the Action Plan that will be designed and implemented by e-smartec in the 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](#)
- [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

