

# OUTPUT FACT SHEET

## Strategies and action plans

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T3.2-6 Regional ACTION PLANS to better integrate peripheral areas using DRT - East Tyrol
Responsible partner (PP name and number)	PP8 RMO Support: PP1 SRM; PP2 ITL; PP5 UM; PP9 BOKU
Project website	<a href="https://www.interreg-central.eu/Content.Node/SMACKER.html">https://www.interreg-central.eu/Content.Node/SMACKER.html</a>
Delivery date	30 June 2022

### Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

This specific Output is part of O.T3.2, which is composed by 6 local Regional Action Plans each focusing on demand responsive/sustainable transport services in rural and peri-urban areas, and breaking down the strategy goals and objectives into specific tasks: Regional Action Plans include the sequence of steps to be taken and activities that must be performed, a timeline, the financial resources and a definition of the responsible actors.

The 6 Regional Action Plans were built on the basis of the 6 SMACKER pilot actions developed by project partners; thanks to the experience gained during the pilots, it has been possible to extend the steps followed to wider regional areas.

A common approach was adopted to build up the Regional Action Plans in all the regions, making them aligned at project level. First of all, a common index was agreed, consisting on: Aims, Stakeholders to be involved, Key actions to solve the problem/s and to reach the proposed objective/s, Implementation time plan, Risk analysis, Funding resources, Key action monitoring schemes, Key stakeholders' involvement strategies.

In the specific case of East Tyrol, the main objectives consist of: promote the integration of public transport and DRT in peripheral areas at regional level, contribute to the improvement of the regional policies and strategies aimed to enhance public transports in rural/peripheral areas, create cooperation schemes at regional level able to provide more attractive and efficient public transport solutions in peripheral/rural areas, define strategies and measures allowing to continue the SMACKER pilot actions after the project conclusion, provide effective solutions for a better public transport promotion/integration in rural/peripheral areas, create synergies among the SMACKER pilot actions and the other existing/planned local/regional flexible public transport solutions in peripheral areas.

It was developed on the basis of results obtained with the SMACKER pilot implemented in the East Tyrol region with its objectives and measures focused on a better understanding of users' needs, the implementation of "greenhouse friendly tourism offers" in the region for making existing (fixed and flexible) services visible, understandable and integrated into tourism and the strengthening of e-mobility in the region.

The Regional Action Plan was transferred into political mainstream with an ad-hoc event which took place as a face-to-face meeting on 14 June 2022 and involved the whole board of the RMO (Regional Management East Tyrol) and representatives from the Region East Tyrol (Chamber of Commerce, Chamber of Labour, tourism association, Chamber of Agriculture, etc.).

#### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The Regional Action Plan drafted for East Tyrol concerned the following NUTS region (NUTS2) and the corresponding sub-region (NUTS3): AT33, Tirol - AT333, Osttirol.

#### Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The Regional Action Plan provides a common approach at regional level and can be used by all the stakeholders involved in the process of promoting and integrating public transport and DRT in peripheral areas, such as improving regional policies and strategies for rural areas. Several stakeholders can get benefit from the Regional Action Plan and / or impact on other stakeholders in public transport service development: Local public authority which could provide answers to local needs, Regional public authority which could impact on local development through regional funding opportunities; Public transport authority of the region East Tyrol which could boost the development of MaaS and information website; local population and tourist, which could benefit from a better integration of PT services and from new DRT services improving and making easier mobility in mountainous and low populated areas; finally Tourist attraction management and tourism association which can both promote this service during the touristic promoting activities and get benefit from an increase of tourist due to an easier mobility in the area.

Furthermore, two different groups of stakeholders will be created, on the positive experience of the Local Mobility Forum (LMF) created during the pilot. A permanent LMF mainly consisting of stakeholder with decision power, and an extended LML consisting of private economic actors: both LMFs will have the possibility to impact on the topic of mobility with varying degrees of intensity according to their role and expected contribution.

#### Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

The Regional Action Plan has analysed possible risks which could arise both during the planning and the implementing process, and during the follow-up, providing solution for risks mitigations. Among the risks, they have been analysed big changes in the stakeholders (political changes due to elections), changes in the main PT network or e-carsharing stations, lack of changes in people behaviours, not enough budget or financial resources

The analysis of funding resources has brought to a list of possible funding channels to be exploited during the service planning, implementation and follow-up: an example could be implementation of a mobility coordination office with its own budget,

Transferability of the service is made possible by the standardization of the process done within the Regional Action Plan and through a detailed Key action monitoring scheme which lists and analyses relevant KPIs: this helps to monitor the service and compare it with similar ones, in order to foresee or highlight possible limits or difficulties and prevent them.

#### References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

East Tyrol Regional Action Plan is contained in the SMACKER deliverable D.T3.3.7, while the mainstreaming activities are described in D.T3.3.13.

All the deliverables are available on the SMACKER Toolbox at <https://www.smacker-toolbox.eu/> .

As soon as the deliverables get approved (i.e. JPR6 is accepted by the JS), they will be also uploaded on the SMACKER website <https://www.interreg-central.eu/Content.Node/SMACKER.html> - section "PUBLICATIONS".