SMACKER ETP WEBINAR TRAINING

Wednesday 8th Semptember 2021

Lessons learned and best practices from the SHAREPLACE Project

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redmint

SHAREPLACE IN A NUTSHELL

SHAred mobility and REgional transport integrated PLAnning for a better connected Central Europe

Objective:

- ✓ Develop an innovative approach to improve the connectivity of existing sustainable mobility networks
- ✓ Foster the integration of flexible and shared mobility options in traditional transport systems

Co-funded by Interreg Central Europe 2014 – 2020

Period: May 2017 - November 2020

11 Partner, 5 Countries (Austria, Italy, Germany, Hungary, Croatia)

PILOT SITES IN SHAREPLACE

Ulm (DE)

Zalaegerszeg (HU)

Bergamo (IT)

Osijek (HR)

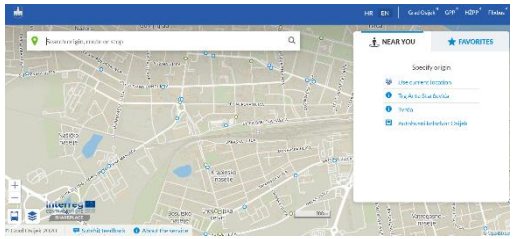
Crema (IT)

4 CHALLENGES

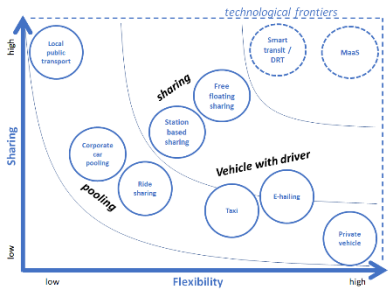
- Participation, living labs and stakeholder engagement
- Implementation and test, organisation and constraints
- Digitalisation, data sharing
- Economic sustainability, extracting value from innovation, collaboration and efficient use of resources

TANGIBLE RESULTS

- The “technology service hub”, open source solution



- Sustainable business models



- Services activated by pilots, and their future

DRT EXPERIENCES

- Osijek – studying feasibility, also institutional, of new solutions

- Zalaegerszeg – generating accessibility in peripheral areas

- Crema (and Pavia) – improving existing services under an integrated inclusive and sustainable perspective

STAKEHOLDER ENGAGEMENT AND CO-DESIGN

How were the stakeholders identified and engaged, and what are the main lessons learned from this process?

How stakeholders supported the analysis of needs and expectations, what were the main findings leading to the definition of common solutions?

How will you use the experience in SHAREPLACE in order to involve stakeholders in the continuous improvement of mobility network?

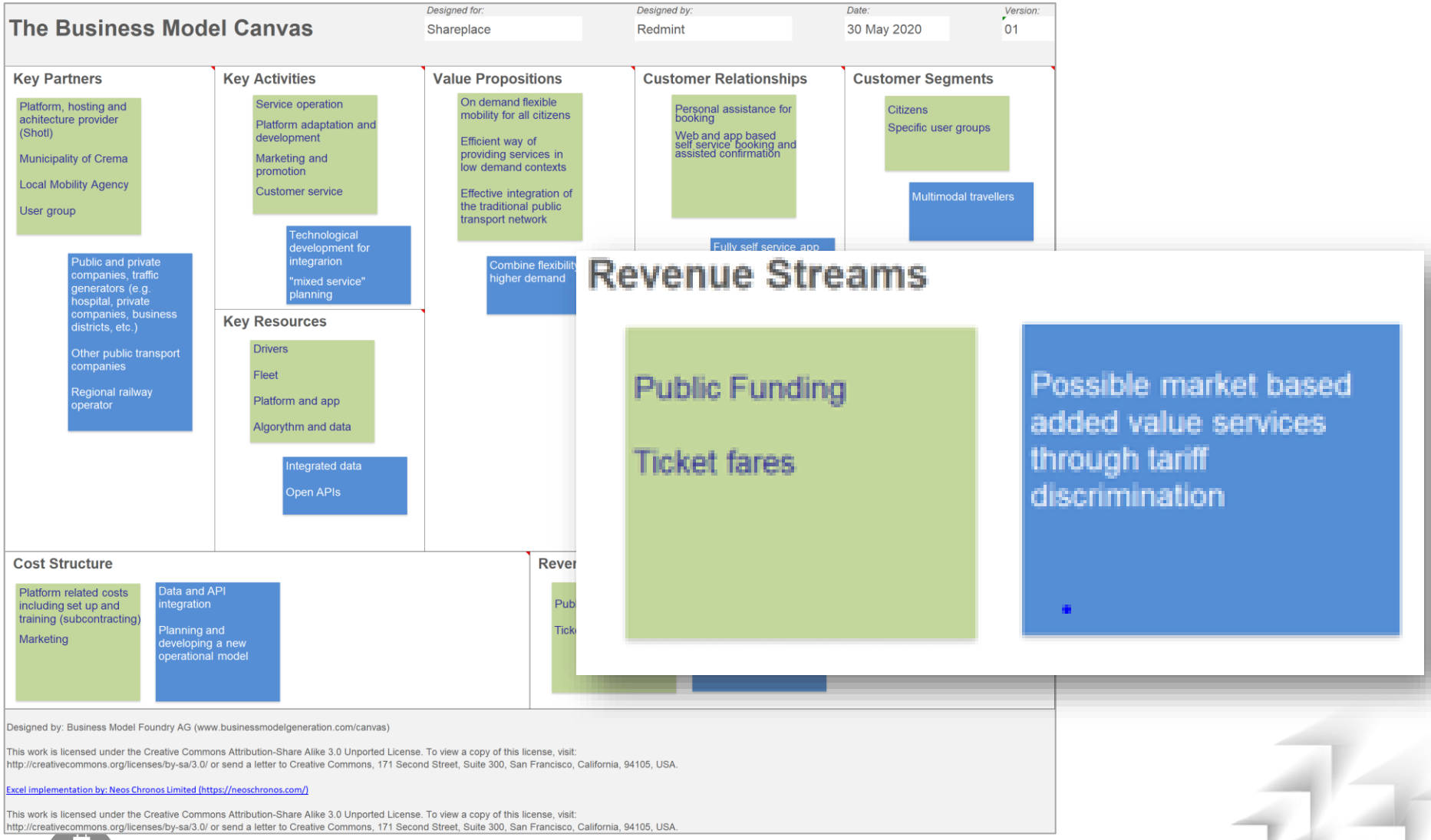
Which innovative services you think can be co-designed in the future with the support of communities, in order to enhance the mobility networks?

SUSTAINABLE BUSINESS MODELS

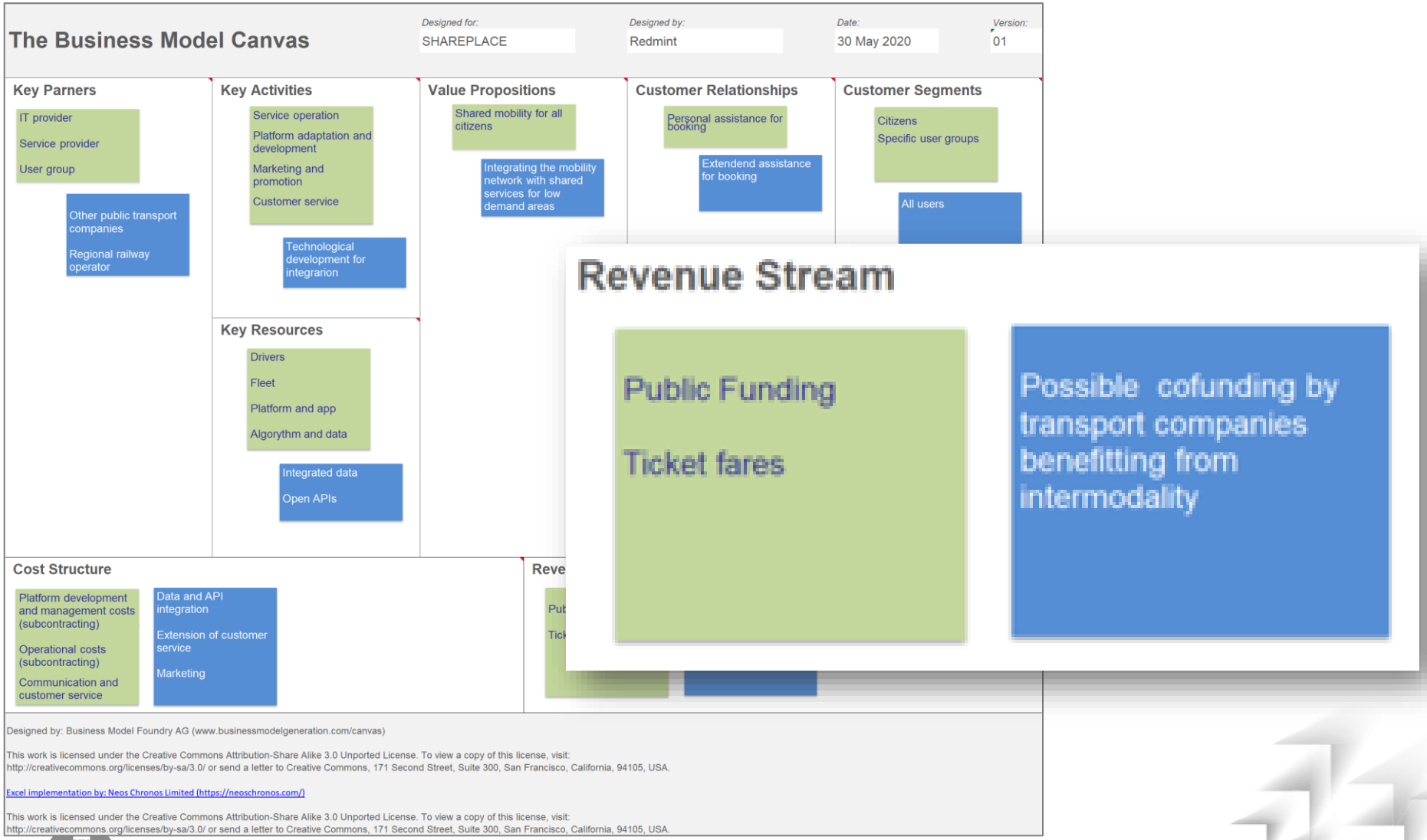
Costs and revenues…

- creating the conditions for **digitalization and service integration**
- **innovating the regulatory and funding framework** in order to support innovations able to generate social benefits
- fostering the development of **P2P solutions on community basis**
- providing **incentives to citizens committing** to more sustainable mobility options

BUSINESS MODELS FOR DRT OF THE FUTURE (CREMA)



BUSINESS MODELS FOR DRT OF THE FUTURE (ZALAEGERSZEG)



THANK YOU FOR YOUR ATTENTION

Useful links

SHAREPLACE Project Publications
https://www.interreg-central.eu/Content.Node/SHAREPLACE.html#Publications

Open source code for digitalisation
https://transportkollektiv.github.io/digitransit-setup/

DRT services in Crema and Pavia
https://autoguidovie.it/it/servizi-a-chiamata-

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