



What's happening in the SmartMove implementing regions?

Following the success of Europe's first rural active mobility consultancy (AMC) campaign in Waldviertel, Austria, the SmartMove project will spread the AMC concept to other rural regions in Europe. The concept is first being tested in the eight SmartMove implementing regions, which are described in detail on the SmartMove website.

● Almada, Portugal

The AMC campaign in Almada is being implemented along one feeder bus line. In addition, a study is being carried out to identify the best bus connections with tram routes and the train station. Proposals for improvements will then be provided to the bus operator.

● Burgos, Spain

The campaign being implemented in Burgos focuses on selected bus lines on the outskirts of the city. It is aimed at commuters and students and promotes bike sharing as the most important feeder system for the targeted bus lines. The AMC campaign incorporates social media and newly developed apps, primarily with students in mind. Active measures include training sessions for pedestrians, cyclists and bus passengers, with a focus on elderly people and commuters.

● Krakow, Poland

Krakow's AMC campaign covers an area on the outskirts of the city where bus lines constitute a feeder system for the tram lines that connect the outskirts with the city centre. The campaign includes meetings with inhabitants, infrastructure audits, and many marketing and information-related activities.

● **Kreis Euskirchen, Germany**

The goal of the AMC campaign is to promote TaxiBusPlus, an innovative service that brings passengers to the main bus lines. The campaign is complemented by passenger training events for elderly people, mobility checks to help reduce barriers facing pedestrians, citizen audits, and workshops to raise awareness of the problems encountered by elderly and disabled public transport passengers.

● **Langadas, Greece**

The AMC campaign implemented in Langadas is being complemented by promotional events and online marketing via social networks. Further activities include citizen audits, passenger training for elderly people and youngsters, and public workshops to identify transport-related problems.

● **Oberlausitz-Niederschlesien, Germany**

The AMC campaign in this region focuses on promoting one selected bus line and collecting feedback to improve services.

● **Waldviertel-Wachau, Austria**

Following the successful implementation of the region's AMC campaign in 2011, a new round of campaign activities are being implemented along two other selected bus lines. The campaign promotes individual public transport feeder schemes using bicycles and pedelecs.

● **Wittenberg, Germany**

The AMC campaign in Wittenberg is accompanied by demonstrations of on-demand feeder schemes, such as citizens' buses, call buses and call taxis.

