

## PART A – Project summary

### A.1 Project identification

<b>Project title</b>	<input type="text" value="enhanced sustainable mobility with marketing techniques"/>					55 / 300 characters
<b>Project acronym</b>	<input type="text" value="e-smartec"/>					9 / 22 characters
<b>Name of the lead partner organisation in English</b>	<input type="text" value="Centre for Research and Technology Hellas"/>					
<b>Specific objective</b>	<input type="text" value="3.1. Improving low-carbon economy policies"/>					
<b>Project duration</b>	<b>Phase 1 Duration</b>	<input type="text" value="30 Months"/>	<b>Project start date</b>	<input type="text" value="01/08/2019"/>		
	<b>Phase 2 Duration</b>	<input type="text" value="12 Month"/>	<b>Project end date</b>	<input type="text" value="31/01/2023"/>		
	<b>Total No. months</b>	<input type="text" value="42"/>				

### A.2 Project abstract










“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. Many European urban areas face a series of environmental challenges linked to mobility – congestion linked to air pollution. Based on the experience, sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and travellers and given this need, 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. Users’ engagement in mobility planning is often a big challenge for authorities since it requires deep knowledge of marketing and sociological aspects – overcoming this threat (of developing plans that are not acceptable by the public, thus ineffective) is the central axis of the experience exchange among authorities and experts in e-smartec project. e-smartec aims in developing action plans to start and implement effective (acceptable from both stakeholders and travellers/citizens-tourists) mobility interventions. This is the basis for a competitive, resource efficient and low carbon oriented European transport system. The 9 e-smartec partners, from 7 EU countries representing the 6 e-smartec test-bed areas, join their forces in an ultimate goal to provide tailored guidelines on citizens’ and stakeholders engagement marketing techniques; innovative for decision-making traditional procedures although widely and effectively used in the business sector - Crowdsourcing, social media, personalized communication for awareness raising&behavior influence, “Word of Mouth communication”, “Wheel of Persuasion”&“Sustainable Market Segmentation”. Among project’s tangible outcomes are handbooks on engagement supplementing the different steps of plans and strategies development.

1,991 / 2,000 characters

### A.3 Project budget summary

Programme Funding			Partner Contributions			Total Budget	
	Amount	Funding Rate	Public Contribution	Private Contribution	Total Contribution		
ERDF	<input type="text" value="1,365,088.75"/>	<input type="text" value="84.16 %"/>	<input type="text" value="222,911.25"/>	<input type="text" value="33,975.00"/>	<input type="text" value="256,886.25"/>	Total eligible to ERDF	<input type="text" value="1,621,975.00"/>
Norway	<input type="text" value="0.00"/>	<input type="text" value="0.00 %"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	Total Norway	<input type="text" value="0.00"/>
INTERREG Europe	<input type="text" value="1,365,088.75"/>	<input type="text" value="84.16 %"/>	<input type="text" value="222,911.25"/>	<input type="text" value="33,975.00"/>	<input type="text" value="256,886.25"/>	Total INTERREG Europe	<input type="text" value="1,621,975.00"/>
						Other Funding	<input type="text" value="0.00"/>
						Grand Total	<input type="text" value="1,621,975.00"/>

#### A.4 Overview of project partners

N°	Organisation	Country	Partner Budget		
			Programme Funding	Partner Contribution	Total
1-LP	Centre for Research and Technology Hellas	 EL	300,708.75	53,066.25	353,775.00
2-PP	Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia	 EL	102,425.00	18,075.00	120,500.00
3-PP	Coventry University Enterprises Ltd	 UK	157,590.00	27,810.00	185,400.00
4-AP	<i>Promotion of Operational Links with Integrated Services POLIS</i>	 BE	154,105.00	27,195.00	181,300.00
5-PP	Link Campus University	 IT	101,925.00	33,975.00	135,900.00
6-PP	Rome Mobility Agency	 IT	115,090.00	20,310.00	135,400.00
7-PP	University of Žilina	 SK	113,262.50	19,987.50	133,250.00
8-PP	Municipality of Venlo	 NL	158,822.50	28,027.50	186,850.00
9-PP	Hessen Trade & Invest GmbH / Centre of Competence for Sustainable Urban Mobility (HTAI/CC-SUM)	 DE	161,160.00	28,440.00	189,600.00

#### Lead partner confirmation

By submitting the application form the lead partner hereby confirms that:

- The information provided in this application is accurate and true to the best knowledge of the lead partner.
- The project is in line with the relevant EU and national legislation and policies of the countries involved.
- The lead partner and the project partners will act according to the provisions of the relevant national and EU regulations, especially regarding structural funds, public procurement, state aid, environment and equal opportunities, as well as the specific provisions of the programme.
- No expenditure related to the above mentioned project has been, is or will be funded by any other EU funded programme, except for partners that do not receive funding directly from the Interreg Europe programme.