

# CAPITALISING ON PAST AND ONGOING EXPERIENCE ON SUSTAINABLE TOURISM & ON INITIATIVES FOR USERS ENGAGEMENT IN SUSTAINABLE PLANNING

<b>WP1- D.T1.2.1</b>	<b>VERSION 2</b> <b>16/12/2020</b>
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# 1. INTRODUCTION

Seeking to relief environmental & political toll of the growing car use by tourists while travelling in ADRION, “SUSTOURISMO” approaches tourism under the spectrum of tourists engagement in eco-friendly sight-seeing through increasing modal share of active transportation (walking, cycling), Public Transport (PuT), lower-carbon mobility concepts (car sharing – car pooling, electromobility). The project is funded under the Interreg V-B Adriatic -Ionian ADRION Programme 2014-2020.

D.T.1.2.1 falls under the 1<sup>st</sup> Technical Work Package of the project which aims at setting the context and the basis for the entire project. The objective of this activity is to review previous and ongoing projects on sustainable tourism and new technologies (tourism apps) that facilitate tourists in general as well as in shifting to sustainable behaviour. This analysis aims to: firstly, reveal in quantified terms the best practices, the failed cases, the missing actions and specific factors that are needed to ensure high quality environmental standards in tourist areas within natural and cultural heritage; and secondly, identify projects and organizations that will be liaised in the context of this project and beyond.

The Partner CEI-ES has been the activity leader and has coordinated the construction of the inventory of past and ongoing experiences in sustainable tourism developed in the pilot regions, thus building a catalogue of best practices that shall facilitate capitalization and bridging gaps.

## 2. RELEVANT EU PROJECTS FOR SUSTOURISMUS’ NEXUS SUSTAINABLE TOURISM & MOBILITY

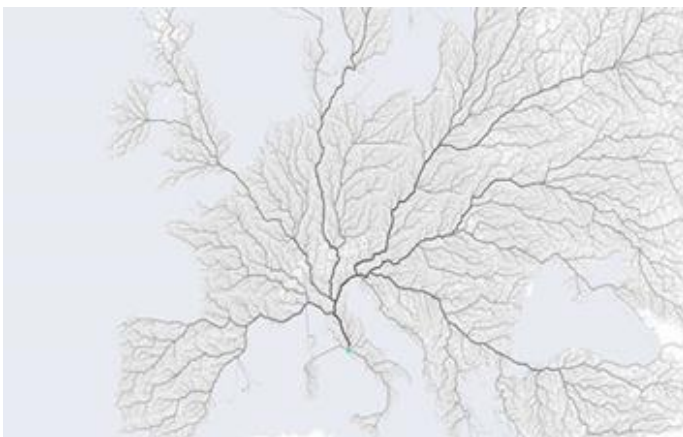


Figure 1- All roads lead to Rome: itineraries and flows in history

### 2.1. Introduction

There can be no development of tourism if there is no movement of people and travellers. Therefore, mobility is an essential factor for the evolution of the sector and the strengthening of its various components.

Mobility is the soul of a tourism that is never equal to itself and which represents the greatest growth potential of the economy (in terms of GDP and workforce employed) and for this reason the European Union has prepared dossiers, guidelines and programmes for the Member States in order to provide pilot scenarios, the governance of the impacts arising from the organisation of the transport

sector and the preparation of integrated forms of multimodal transport and fair access to transport services.

This was the case with the document "*New challenges and strategies for the promotion of tourism in Europe*" (21 October 2015) and with programmes such as the Intelligent Energy Europe Programme (2003 - 2013), Interreg Europe (2014 - 2020) and Horizon 2020.

The Regions and cities themselves have independently set up specific regional and urban programmes such as the Autonomous Province of Bolzano (ITA), the City of Amsterdam (H) and the City of Naples (ITA).

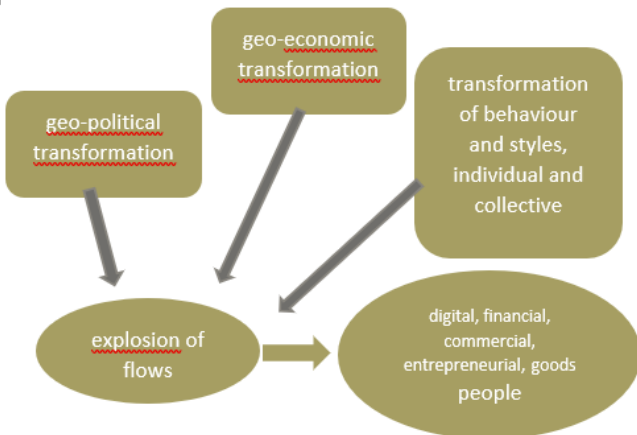


Figure 2 - Mobility flows as element of contemporaneity

relating to the two reference sectors and in creating the conditions for their positive evolution.

The macro-objectives related to connectivity, accessibility, flow management and integration of tourism and transport have been partly achieved and will be achieved in the coming years through the pursuit of some fundamental actions, such as the:

The numerous programmes prepared by the States in cooperation with Regions, Local Authorities, Universities, Operational and Territorial Development Agencies have aimed at integrating the two sectors not only to better connect cities and allow people to move effectively but also to create competitive value. For example, in the period from 2014 to 2020, 1,299 Interreg projects (source: Keep.eu) have been implemented in Europe, due to the various key players who have intervened to overcome critical issues

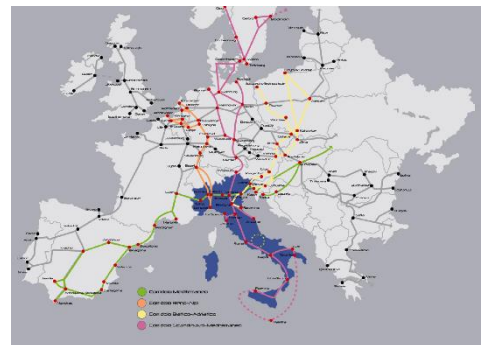


Figure 2- The structure of the European Corridors and Ten T

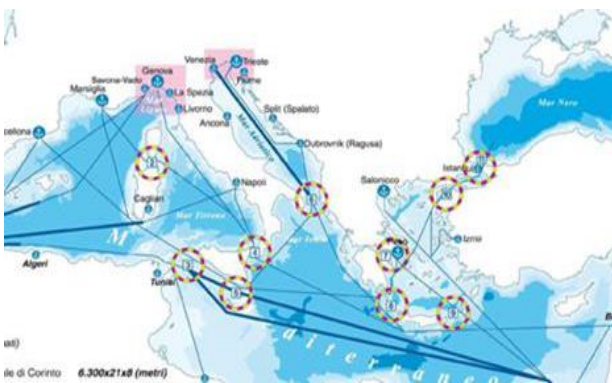


Figure 3- Main routes and hubs in the Mediterranean

- qualification of the people transport system: in order to widen and specialise the offer available to consumers,
- facilitating accessibility to all places and assets: through sustainable mobility and inter-modality, also recovering the deficits of transport networks and services;
- linking tourism and transport: so as to provide a plurality of opportunities and convenience for travellers and tourists,
- promotion of ecotourism, cycling and e-biking: in order to capitalise on the characteristics of the territories and their biodiversity.

## 2.2. Methodology

In order to analyse previous and ongoing projects on sustainable tourism at a European level, we started from the macro-objectives defined above, following which we identified the criteria assumed by the

study to select the European programmes to be described, and finally, for each of the criteria, we illustrated through a summary table, how, through these projects, one or more macro objectives were achieved.

The criteria used in this study to select the programmes, identified among the numerous experiences promoted in Europe in recent years, are of 3 types:

- 1) programmes that have enhanced the value of sustainable forms of transport (rail, river and maritime, cycling) and have favoured their integration (inter-modality), with a view to accessibility to cities and to commercial, tourist and cultural services, as well as to natural and landscape contexts;
- 2) programmes that have designed ICT solutions and applications to facilitate multimodality, information acquisition, transport and package tours,
- 3) the programmes that have designed ICT solutions and applications aimed at consolidating the links between tourism and transport, putting travellers and tourists in a position to simultaneously have information on the two sectors and to choose more convenient and appropriate modes of transport for their destinations and itineraries.

With regard to the first criterion, they are deemed to be of interest:

- either the two local projects:
  - Danube Transnational Programme called "AEO Bike Trail": which aims at the creation of a cycling tourism product that will allow access to the UNESCO cross-border reserve "Mura- Drava- Danube" and to foster sustainable economic and tourism development;
  - Greece - Albania called "e- Nature": which promotes the development of cycling tourism and the use of e.bikes in order to access in a sustainable and conscious way to the natural heritage and biodiversity, also using a mobile application for booking bicycles;
- Interreg Europe called "Star Cities": which considers river transport to cities an essential sustainable vector to access places in a sustainable way and increase tourism development based on the promotion of natural resources and cultural heritage,
- Interreg Mediterranean called "Mobilitas": which aims to tackle congestion and air pollution in areas affected by intense traffic flows, mainly the seaside and seaside resorts involved in summer tourism which, in the absence of interventions on transport infrastructure and mobility services, risk losing tourist and economic attractiveness, this by using IT tools, introducing e-mobility and sharing solutions and releasing users with a handbook on sustainable mobility;
- Therefore, several documents on sustainable tourism mobility have been prepared and proposed to local authorities to help them in future mobility planning. Several pilot actions have been implemented concerning the development of IT tools and the introduction of e-mobility, shared mobility and other sustainable mobility solutions.
- Intelligent Energy Europe programme called "Seemore": which proposes the optimisation of the various ICT solutions already available and used by the partners in order to effectively communicate to tourists and travellers the most efficient and convenient ways of getting around the cities and territories,
- project of the Autonomous Province of Bolzano: which promotes travel to places and museums indefinitely through the use of various public transport modes (bus, train, bike sharing), using the Mobilcard, the Museumobil Card and the Bikemobil Card.

With regard to the second criterion, they are considered to be of interest:

- either the two local projects:
  - Amsterdam City Council project: which allows travellers and tourists to use public transport (metro, tram, bus, ferry) in an integrated way, to rent bicycles and cruise the canals, and to enjoy and visit at least 70 museums and places of culture and art, using the Amsterdam City Card;
  - project of the municipality of Naples: which allows travellers and tourists to access museums, tourist sites and events through a paper ticket with which it is possible to get free entry to some sites and events in the Campania Region or a reduction of up to 50% in other places and cultural events, using the Naples Pass and the Artec card, while the App connected to a map with GPS contains the list of places to visit, with the relative information and ways to reach them;
- Interreg Italy - Croatia called "Step - up": which proposes the implementation of sustainable mobility and multimodality in order to allow the traveller and the tourist to easily access the different modes of transport and to connect to the different operators having the possibility to combine information related to transport with that of tourism through ICT and App solutions, such as ticketing and intelligent booking systems and the provision of information in real time;
- Horizon 2020 called "Civitas destination": which proposes the creation of "intelligent communities" and to meet the needs of citizens and tourists who need to move within the islands, this through the implementation of measures and the improvement of the various forms of sustainable mobility, using the optimization of technologies and applications already available from the various partners.

With regard to the third criterion, it is considered of interest:

- Interreg Europe called "Desti-mart": which aims to consolidate in people responsible behaviour in carrying out trips and tourist stays both through the dissemination of knowledge, styles and cultures compatible with the protection of the air and the environment, and through the implementation of measures aimed at the use of low-carbon means of transport, the enhancement of inter-modality, the practice of cycling, making use of innovations in the solutions to be adopted.

NAME OF THE PROJECT	EU PROGRAMME	DESCRIPTION	PARTNER & TERRITORIAL AREAS OF REFERENCE	NEXUS BETWEEN SUSTAINABLE TOURISM AND MOBILITY	ICT SOLUTIONS E APPLICAZIONI
<p><b>[1]</b></p> <p><b>Mobil, Museumobil and Bikemobil Card Special Tickets - Holidays in South Tyrol</b></p> <p>Source:  <a href="https://www.mobilcard.info/it/default.asp">https://www.mobilcard.info/it/default.asp</a></p>	<p>Autonomous Province of Bozen (ITA)</p> <p>Available since April 2012.</p>	<p>With the Mobilcard it is possible to travel indefinitely with all "altoadigemobilità" public transport: all regional trains, local transport buses, the Renon, San Genesio, Colle, Verano, Meltina and Maranza cable cars, the Renon train and the Mendola funicular and the Swiss PostBus between Malles and Müstair.</p> <p>The Mobilcard is available in three versions (1, 3 and 7 days) and in the variant "adults" and "junior", while children up to the age of 6 travel for free.</p> <p>While the Museumobil Card includes unlimited travel on all "altoadigemobilità" public transport and admission to around 90 museums and collections throughout South Tyrol.</p> <p>The museumobil Card is available as a three and seven day ticket, for adults and children (6 - under 14 years).</p> <p>Finally, the Bikemobil Card is a combined ticket for the use of public transport and a rental bike, valid throughout the provincial territory and up to Müstair (CH).</p> <p>It is available in 1 day, 3 or 7 consecutive days version.</p>	<p><u>Institutional partners:</u></p> <p>a) Autonomous Province of Bozen (Italy)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Integrated Transport South Tyrol (Italy)</p>	<p>The project linked to soft mobility, is intended to support the tourism sector since these solutions allow you to move in a comfortable and environmentally friendly way throughout the province and thus discover the natural beauty and cultural offer.</p> <p>The goal of the project is to build an attractive offer of flexible, integrated and sustainable public transport.</p>	<p>The Mobilcard and the Museumobil Card are available at all altoadigemobilità points of sale, in all tourist offices and in many accommodation establishments.</p> <p>no APPs or interesting ICT solutions are available at the moment.</p>
<p><b>[2]</b></p> <p><b>Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe (SEEMORE)</b></p>	<p>Co-financed by Intelligent Energy Europe programme (2003-2013)</p> <p>The project ran from April 2012 until April 2015.</p>	<p>The project is directly responding to introduce energy-efficient transport solutions for visitors in eight coastal tourist regions of Europe.</p>	<p><u>Institutional partners:</u></p> <p>a) Province of Forlì-Cesena (Italy),  b) Municipality of Choczewo (Poland),</p>	<p>The project intends to support and increase the co-operation between the sectors of tourism and mobility. In addition, it creates a new and improved</p>	<p>The SEEMORE partners recommend public transport operators to make the public transport service and information easily accessible to visitors.</p>



<p>Source:  <a href="https://ec.europa.eu/energy/intelligent/projects/en/projects/seemore">https://ec.europa.eu/energy/intelligent/projects/en/projects/seemore</a></p>		<p>The project intends to carry out the following main objective: to provide improved information for visitors about sustainable mobility options like public transport, cycling, walking and electric mobility. To develop integrated tourist products that combine leisure and public transport lines.</p> <p>Finally, to create new and improved sustainable mobility options and services for visitors, including public bicycles and new public transport services.</p> <p>The project aims at optimising the ICT solutions already available and used by the partners in order to effectively communicate to tourists and travellers the most efficient ways to move around the cities and territories.</p> <p>The European resources assigned to the project correspond to 1.48 million Euros.</p>	<p>c) Association of Local Authorities Fyrbodal (Sweden),  d) Local Councils' Association (Malta)</p> <p><u>Operational partners and development agencies</u></p> <p>a) Transport Consultancy (Spain),  b) Mallorca Transport Consortium (Spain)  c) Trivector Traffic AB (Sweden),  d) FGM-AMOR Austrian Mobility Research (Austria),  e) Common Europe Pomeranian Association (Poland),  f) Club Sustainable Development of Civil Society (Bulgaria)  g) Limassol Tourism Development and Promotion Co Ltd (Cyprus),  h) Stratagem Energy Ltd (Cyprus),  Horários do Funchal Public Transport (Portugal)  i) Bohuslän</p> <p><u>Territorial partners:</u></p> <p>a) Central European Initiative</p>	<p>energy efficient mobility options for leisure travel in 8 coastal regions throughout Europe.</p> <p>An increase in visitor awareness regarding sustainable mobility options in tourist regions can be witnessed and consequently, a shift of travel behaviour of visitors towards more sustainable modes.</p>	<p>Public transport operators can provide multi-lingual information through their own web portals and Apps but SEEMORE also recommends including the schedules in Google Transit band making them openly available so third-party developers can use it for their apps.</p> <p>The only example of App is represented by the public transport company, Horarios do Funchal, which has prepared a free audio-guide for smartphones.</p> <p>Passengers of a selected public transport line can now enjoy tourist information via their headset while travelling on a regular bus line on the island.</p> <p>The audio guide for Curral das Freiras, works on a free application, called Audiotrip, for smartphones, created by AudioTrip Ltd.</p>
<p><b>[3]</b></p> <p><b>Sustainable Tourism for Attractivity of Riverside Cities (STAR CITIES)</b></p> <p>Source:  <a href="https://www.intereg.eu/starcities/">https://www.intereg.eu/starcities/</a></p>	<p>Interreg Europe (2014 - 2020)</p>	<p>Many European cities have developed along the course of a river that often offers an exceptional natural, cultural and industrial heritage.</p> <p>These cities combine a specific tourist offer for urban areas (architectural visits, cultural activities) with a more natural one with sports and leisure, especially related to water.</p> <p>The project aims to improve regional policies on natural, cultural and heritage tourism development. It also aims to make policymakers see the development of a river environment</p>	<p><u>Institutional partners:</u></p> <p>a) Lazio Region (Italy),  b) Free and Hanseatic City of Hamburg (Germany)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Regional Development Agency of the Ljubljana Urban Region (Slovenia),  b) Val-de-Marne Tourism Board (France),  c) Public institution "Kaunas 2022" (Lithuania),  d) NECSTouR (Belgium)</p> <p><u>Territorial partners:</u></p>	<p>The project intends to support sustainable tourism and the creation of innovative solutions for its development in European river cities.</p> <p>These are rarely identified as tourist resorts and are not sufficiently addressed by tourism policies.</p> <p>However, these locations can be the laboratories of new trends in tourism practices (authenticity, slow tourism, etc.) and give greater attention to sustainable development.</p>	<p>None.</p>

		<p>in European cities as a new tourist offer.</p> <p>The project will involve the entire tourism ecosystem existing along the rivers and, in this regard, is relevant to the specific objective of the Interreg Europe program which is concerned with protecting, promoting and developing natural heritage, biodiversity and ecosystems. In this context, the STAR Cities project aims to improve regional policies on natural, cultural and heritage tourism development.</p> <p>The European resources assigned to the project correspond to 1.54 million Euros.</p>	a) Municipality IX EUR of Rome (Italy)		
<p><b>[4]</b></p> <p><b>Six islands implement measures for better sustainable mobility for tourists &amp; citizens alike (CIVITAS DESTINATIONS)</b></p> <p>Source: <a href="https://civitas.eu/d/estinations">https://civitas.eu/d/estinations</a></p>	Horizon 2020 (2014 - 2020)	<p>The project will implement a set of innovative mobility solutions which aims to change the mind-sets of all stakeholders involved in managing the “mobility for growth” challenge.</p> <p>Furthermore, it will help island cities to cope with new tourism trends and adapt their mobility systems accordingly.</p> <p>In addition, the project will switch to a less polluted transport mode and will set solutions combining newly emerging technologies with policy-based and soft measures that have a strong replication potential.</p> <p>The project will implement a series of innovative mobility solutions that aim to change the mindset of all stakeholders involved in managing the challenge of</p>	<p><u>Institutional partners:</u></p> <p>a) Autonomous Region of Madeira (Portugal), b) Regional Secretariat for Economy, Tourism and Culture (Portugal), c) Las Palmas de Gran Canaria (Spain), d) Malta Ministry for Tourism (Malta) e) City of Valletta (Malta), f) Municipality of Isola d’Elba - Portoferraio (Italy),</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Regional Agency for the Development of Research, Technology and Innovation (Portugal), b) Regional Agency for Energy and Environment of the Autonomous Region of Madeira (Portugal), c) Renewable and Sustainable Energy Systems Lab,</p>	<p>The project intends to support and increase cooperation between the tourism and mobility sectors, thus building an integrated approach between the two.</p> <p>Furthermore, it develops and tests balanced strategies to address the growing challenges of these two growing sectors in order to achieve sustainable development and a better quality of life in Funchal, Limassol, Rethymno, Elba, Las Palmas de Gran Canaria and Valletta.</p> <p>Its main aim is the integration of sustainable tourism and mobility strategies to respond to travellers’ and residents’ needs, provide high quality environments, and support economic development.</p>	<p>The University of Malta is developing an APP with the aim of promoting sustainable mobility among tourists by providing useful information related to public transport and tourist attractions.</p> <p>Currently there is one app (Tallinja) which, however, does not integrate the different intermodal transport.</p> <p>The Limassol Mobility App provides real time information about mobility and a Travel Planner has been created to allow travellers to locate the nearest bus stations, bike rental stations, bike sharing stations, electric car stations and EV chargers.</p> <p>It also provides options for cycling, walking and hiking, including distance, level of difficulty and other useful information.</p>

		<p>"mobility for growth".</p> <p>Furthermore, it will help island cities to cope with new tourism trends and adapt their mobility systems accordingly. In addition, the project foresees a less polluted transport mode and will define solutions that combine new emerging technologies with policy-based and soft measures that have strong replication potential.</p> <p>The project will demonstrate that smart communities are able to combine innovation and planning to boost their ability to respond to the needs of tourists and residents for sustainable transport.</p> <p>It proposes the predisposition of various ICT solutions in coherence with the technologies already available from the various partners, in order to favour mobility in the contexts of each single island.</p> <p>The European resources assigned to the project correspond to 17.874 million Euros.</p>	<p>Technical University of Crete (Greece),  d) Municipal Society of Parkings of Las Palmas de Gran Canaria (Spain),  e) CINESI S.L. consultoria de transport (Spain),  f) Ingenieria Electrónica Canaria S.L (Spain),  g) MemEx S.R.L. (Italy),  h) Istituto di Studi per l'Integrazione dei Sistemi (Italy),  i) Funchal Times (Portugal),  l) Transport Malta (Malta),  m) University of Malta (Malta),  n) Stratagem Energy Ltd (Cyprus),  o) Limassol Tourism Board (Cyprus)</p> <p><u>Territorial partners:</u></p> <p>a) Municipality of Rio (Italy),  b) Municipality of Rethymno (Greece),  c) Municipality of Limassol (Greece),  d) Municipality Guaguas Municipales (Spain)  Câmara Municipal do Funchal (Portugal)</p>		<p>The APP also includes information and maps for cycling lanes, walking paths and hiking paths.</p> <p>The application also features information on access points to the city's beaches for disabled people.</p> <p>Rethymno launched the first dockless e-bike sharing system in Greece. 300 e-bikes, available for citizens and visitors, challenge the shift towards sustainable mobility.</p> <p>The system is managed through a mobile app.</p> <p>Furthermore, to make it even easier to use the public bus on the Elba island an Automatic Vehicle Monitoring system has been activated with the aim to give real time information about public transport displayed on dedicated panels installed at bus stops in Portoferraio and Rio.</p>
<p><b>[5]</b></p> <p><b>Delivering Efficient Sustainable Tourism with low-carbon transport Innovations: Sustainable Mobility, Accessibility and Responsible Travel (DESTI-SMART)</b></p> <p>Source:  <a href="https://www.interegurope.eu/desti-smart/">https://www.interegurope.eu/desti-smart/</a></p>	<p>Interreg Europe (2014 - 2020)</p>	<p>The objective of the project is to improve the transport and tourism policies of EU destinations, by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient &amp; sustainable tourism development, for transition to a low-carbon economy, through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling &amp; walking,</p>	<p><u>Institutional partners:</u></p> <p>a) Autonomous Region of Sardinia (Italy)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Experience Bremerhaven, Tourism, Marketing and Events Company Ltd. (Germany),  b) Latvian Greenways Association (Latvia),  c) Lake Balaton Development</p>	<p>The project addresses challenges for efficient sustainable tourism and at the same time promotion of low-carbon economy through sustainable mobility and accessibility.</p> <p>The nexus between tourism and sustainable mobility is particularly valid for coastal, maritime and island destinations in Southern Europe, where there is a</p>	<p>Intelligent Transport Systems (ITS) and mobile applications are foreseen by the project, but further details are not present at the moment.</p>

		<p>with implementation innovations, policy learning and capacity building.</p> <p>The project aims to develop linkages and synergies amongst specific clusters, such as: regional and local authorities, transport authorities, tourism bodies, development agencies, transport operators, as well as by type of tourist destination (coastal and maritime, urban, rural , mountainous, insular) and low carbon transport modes and options (Electro-Mobility, Railways, Cycling, Walking, Access Control, Park &amp; Ride, DRT, Internalization and reduction of external transport costs, Mobility as a Service - MaaS innovations).</p> <p>The European resources assigned to the project correspond to 1,845 million Euros.</p>	<p>Coordination Agency (Hungary), d) Bournemouth University (United Kingdom), e) Horários do Funchal, Transportes Públicos S.A. (Portugal), f) Major Development Agency Thessaloniki S.A. (MDAT S.A.) (Greece), g) Pafos Regional Board of Tourism (Cyprus)</p> <p><u>Territorial partners:</u></p> <p>a) Hastings Borough Council (United Kingdom), b) Mallorca Island Council - Environment Department (Spain)</p>	<p>summer peak in tourist numbers and transport systems are often inadequate.</p> <p>In addition, planning is geared towards meeting the needs of residents and the information is not easily available for tourists.</p> <p>However, it is possible to direct demand towards low-carbon transport solutions in tourism, with significant benefits in terms of quality of life, socio-economic, environmental and climate action.</p> <p>The project aims to improve the inter-modality of public transport, stimulate environmentally friendly low-carbon tourism mobility, develop and harmonize intelligent transport systems (ITS) and mobile applications.</p>	
<p><b>[6]</b></p> <p><b>Amsterdam City Card</b></p> <p>Source: <a href="https://www.iamsterdam.com/en/i-am/i-amsterdam-city-card">https://www.iamsterdam.com/en/i-am/i-amsterdam-city-card</a></p>	City of Amsterdam	<p>The Card allows to visit tourist sites and more than 70 museums as well as to use public transport such as metro, trams, buses and ferries, rent bicycles, take a canal cruise, and have discounts at restaurants and concerts.</p> <p>The card is available to users in three different variants: with validity of 24, 48, 72, 96 or 120 hours.</p> <p>The Card can be purchased online and can be picked up directly from an authorised point of sale in Amsterdam.</p>	<p><u>Territorial partners:</u></p> <p>a) Amsterdam (Holland)</p>	<p>The project linked to soft mobility, is intended to support the tourism sector and to try to distribute the touristic flows more sustainably, offering alternative attractions in other districts and the surrounding countryside.</p> <p>In addition, this solution allows tourists to discover the city and its culture in a eco-friendly way and also eliminating long waiting times and queues.</p>	<p>For the current security measures, it is necessary to book timetables before visiting the places and taking advantage of the services provided by the City Card.</p> <p>The official Amsterdam City Card app is a guidebook with which it is possible to consult the list of museums and attractions to visit and plan the personal route by putting together the favourite places with available tourist offers.</p>
<p><b>[7]</b></p> <p><b>Napoli Pass</b></p>	City of Napoli	<p>The Pass makes it is possible to get access to museums,</p>	<p><u>Institutional partners:</u></p>	<p>The project linked to soft mobility, is intended to</p>	<p>The App includes a complete list of all the places to visit,</p>

<p>Source:  <a href="https://www.naplespass.eu/it">https://www.naplespass.eu/it</a></p>		<p>tourist sites and events. Some versions of the Naples Pass include ArtecCard, a pass/card with which it is possible to take advantage of free entry to some sites in Campania and a reduction of up to 50% at other sites.</p> <p>The Pass grants discounts of up to 20% in some places to visit and on some city tours. It also guarantees some discounts at the affiliated activities.</p> <p>There are several versions, but the "Naples city pass FULL - 3 Days - Adults" and "Campania region pass FULL - 3 Days - Adults" also include public transport.</p>	<p>a) Campania ArteCard - Campania Region (Italy)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) International Airport of Naples (Italy)  b) Turkish Airlines (Turkish),  c) SNAV Maritime Connections (Italy),  d) Visit Naples Official Visitor Guide (Italy)</p>		<p>with the relative information on opening hours, costs, directions on how to reach it linked to a map with GPS.</p>
<p><b>[8]</b></p> <p><b>MOBility for nearLy-zero CO2 in mediterranean tourism destinAtionS (MOBILITAS)</b></p> <p>Source:  <a href="https://mobilitas.interreg-med.eu/me/who-we-are/">https://mobilitas.interreg-med.eu/me/who-we-are/</a></p> <p><b>Slovenia</b></p>	<p>Interreg Mediterranean (2014 - 2020)</p>	<p>The project involves 7 countries affected by intense tourism flows with great pressure on transport infrastructure and mobility.</p> <p>All areas face congestion, with negative effects in terms of air pollution, CO2 emission, noise, health, un-safety roads, and loss of cities' attractiveness.</p> <p>To tackle this issue, MOBILITAS elaborates different scenarios to enable policy makers and stakeholders better understanding effects of different choices on improving environmental quality as a whole of destination.</p> <p>Within a common transnational approach, pilot testing actions range from soft to hard measures:</p> <p>1) sustainable tourism mobility policies: definition of political strategies &amp;</p>	<p><u>Institutional partners:</u></p> <p>a) Regional development centre Koper (Slovenia)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) ENERGIES 2050 (France),  b) Zadar County Development Agency - Zadra Nova (Croatia)  c) Rimini Strategic Plan Agency (Italy),  d) Luav University of Venice - Department of Architecture and Arts (Italy),  e) Paragone Europe Municipality of Piraeus (Greece)</p> <p><u>Territorial partners:</u></p> <p>a) Platres Community Council (Cipro),  b) Municipality of Misano Adriatico (Italy),  c) Municipality of Piraeus (Greece),  d) City of Dubrovnik (Croatia)</p>	<p>The project linked to soft mobility, is intended to reduce negative impact on environment and traffic of tourism flows in seaside resorts.</p> <p>Sustainable tourism mobility plans and strategies have been created in order to help local authorities at sustainable mobility planning and tourism development in the local areas.</p> <p>In addition, all activities are coherently envisaged to make coastal cities of the Mediterranean more sustainable.</p>	<p>Information Technology tools &amp; solutions for tourists/residents (APPs, software...) have been designed to facilitate decongestion of tourist traffic.</p>

		<p>documents to reinforce existing policies or start them ex-novo (e.g. elaboration of Sustainable of Urban Mobility Plans);</p> <p>2) reduction of traffic by electrical vehicles and sharing transport solutions: re-loading electrical stations, e-cars, e-scooters &amp; e-bikes, e-buses, etc.</p> <p>The European resources assigned to the project correspond to 1,747 million Euros.</p>			
<p><b>[9]</b></p> <p><b>Sustainable Transport E-Planner to Upgrade the IT-HR mobility (STEP-UP)</b></p> <p>Source: <a href="https://www.italy-croatia.eu/web/step-up">https://www.italy-croatia.eu/web/step-up</a></p> <p>Emilia Romagna</p>	<p>Interreg Italy-Croatia (2014 - 2020)</p>	<p>The project faces the lack of a real sustainable mobility planning by promoting the multimodality in the program area.</p> <p>Existing transport connections are often inefficient to answer modern life needs and manage touristic flows mostly during peak season.</p> <p>The overall objective is to promote multimodal passenger mobility in IT-HR program area through delivery of information related to transport with various transport modes in a door-to-door perspective.</p> <p>The project uses all transport modes (train, ferry, public transport, flexible transportation-Demand Responsive Transport, etc.) and combines them to provide a seamless solution.</p>	<p><u>Institutional partners:</u></p> <p>a) Marche Region, Transport Dpt. (Italy), b) Emilia Romagna Region (Italy), c) County of Split-Dalmatia (Croatia)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) University of Trieste (Italy), b) Zadar Airport (Croatia)</p> <p><u>Territorial partners:</u></p> <p>a) Municipality of Lecce (Italy), b) City of Šibenik (Croatia)</p>	<p>The project linked to mobility, is intended to improve quality, safety and environmental sustainability of marine and coastal transport through promotion and implementation of multimodal themes and services.</p> <p>The final output of STEP-UP is the development and realization of e-Planner to promote multimodal passenger and touristic mobility in the IT-HR area through delivery of information related to transport with various transport modes.</p>	<p>STEP-UP project allows easy access to different transport modes, allows to get one travel solution, to connect with different operators and the possibility to merge transport and tourism issues.</p> <p>The project foresees the creation of a smart ticketing and booking system, real-time information both to navigate the users among sustainable mobility means.</p> <p>Different communication channels have been developed and integrated with the IT platform and local system: APP, web, SMS, totem.</p>
<p><b>[10]</b></p> <p><b>Amazon of Europe bike trail (AEO Bike Trail)</b></p> <p>Sources: <a href="http://www.interreg-danube.eu/approved-projects/amazon-of-">http://www.interreg-danube.eu/approved-projects/amazon-of-</a></p>	<p>Interreg Danube Transnational Programme (2014 - 2020)</p>	<p>The project foresees to create an internationally recognized and sustainable flagship cycling tourism product in the future 5-country UNESCO biosphere reserve Mura - Drava-Danube (TBR MDD).</p>	<p><u>Institutional partners:</u></p> <p>a) Ministry of National Development - Department of Cycling Coordination, (Hungary), b) Ministry of National</p>	<p>The project linked to soft mobility, is intended to help the region in its socio-economic and ecologically sustainable development.</p> <p>This initiative aims to create an eco-touristic flagship</p>	<p>None.</p>

<p>europe-bike-trail/partners</p> <p><a href="http://www.amazon-of-europe.com/en/bike-trail/">http://www.amazon-of-europe.com/en/bike-trail/</a></p> <p><b>Serbia</b></p>		<p>Moreover, the aim of the project is the sustainable economic development of the region, based on valorisation of natural and cultural resources.</p> <p>We will implement a joint Integrated solution for sustainable cycling tourism, while preserving the environment.</p>	<p>Development - Office of the Government Commissioner for Cycling and Active Recreation, (Hungary),  c) Ministry of Tourism Croatia)  d) Ministry of Economy Development and Technology (Slovenia),  d) Federal Ministry for Sustainability and Tourism, (Austria)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Skriva, Institute for development of local potentials (Slovenia),  b) Balaton-felvidéki Nationalpark (Hungary),  c) Entrepreneurs' Centre of Somogy County Foundation, (Hungary),  d) Tourism Association Region Bad Radkersburg (Austria),  e) Tourism board of Međimurje county (Croatia),  f) Trail Angels GmbH (Austria),  g) West Pannon Regional and Economic Development Public Nonprofit Ltd. (Hungary),  h) WWF Adria (Croatia),  i) WWF Austria (Austria),  l) Danube Competence Center (Serbia),  m) UNESCO Regional Bureau for Science and Culture in Europe (Italy),  n) Tourism board of Osijek-Baranja county (Croatia),  o) Public institution for management of protected parts of nature and ecological network in Virovitica Podravina county (Croatia),  p) Regional Development Agency of Slavonia and Baranja ltd for international and regional</p>	<p>product generating economic benefits for local people and thereby increasing the acceptance of the biosphere reserve.</p>	
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			<p>cooperation (Croatia), q) Provincial Secretariat for Regional Development, Interregional Cooperation and Local Self-Government (Serbia)</p> <p><u>Territorial partners:</u></p> <p>a) Interregional Cooperation and Local Sel - Government (Serbia), b) Koprivnica Križevci County (Croatia), c) Municipality of Apatin (Serbia), d) Municipality Velika Polana (Slovenia), e) City of Sombor (Serbia), f) Zala county Government (Hungary)</p>		
<p><b>[11]</b></p> <p><b>Development of (e-) bicycle tourism, in a nature conscious and sustainable way, to promote local biodiversity (e-Nature)</b></p> <p>Source: <a href="https://greece-albania.eu/projects/development-e-bicycle-tourism-nature-conscious-and-sustainable-way-promote-local-biodiversity">https://greece-albania.eu/projects/development-e-bicycle-tourism-nature-conscious-and-sustainable-way-promote-local-biodiversity</a></p> <p><b>Albania</b></p>	<p>Interreg Greece - Albania (2014 - 2020)</p>	<p>This project aims to promote eco-tourism through the development of bicycle trails, designed to capitalize on the geographical features of these regions, and to promote their natural resources &amp; bio-diversity.</p>	<p><u>Operational partners and development agencies:</u></p> <p>a) University of Western Macedonia - Research Committee (Macedonia)</p> <p><u>Territorial partners:</u></p> <p>a) Municipality of Beratm (Albania), b) Municipality of Florina (Albania)</p>	<p>The project linked to soft mobility, is intended to help the two regions to increase tourist flows, stimulate the local economy, sensitise tourists to the natural assets of the regions, involve young people and entrepreneurs in the conservation of local nature.</p> <p>Finally, it contributes to the development of regional policies on sustainable environmental / tourism management.</p>	<p>The project will develop a mobile application used for bike reservations.</p>



### 3. CATALOGUE OF PARTNERS' GOOD PRACTICES

From the European level we moved on to national applications and good practices, specifically we asked the project partner institutions to present a series of projects that address strategic areas of intervention in order to consolidate the "sustainable tourism and mobility" link and determine sectoral and traveller spin-offs.

In this section we summarise in a table the main characteristics of the good practices collected and then, in detail, illustrate the contribution collected from the partners involved.

In particular, the areas of intervention concerned:

- a) sustainable mobility planning, also for the management of urban congestion, pollution and greenhouse gas emissions and the need to improve air quality,
- b) bike-sharing, cycling tourism and e-bike mobility,
- c) Religious, spiritual and experiential walks and itineraries,
- d) intermodality,
- e) technological solutions for interactivity and communication to/from users and travellers.

CATALOGUE OF PARTNERS' GOOD PRACTICES						
Items taken into account by projects						
Partner Institutions	Type of project	Sustainable mobility planning	Bike-sharing, cycling tourism and e-bike mobility	Walks and spiritual itineraries	Intermodality	Technological solutions for interactivity and communication
Centre for Research and Technology Hellas, ΕΛΛΑΔΑ (ELLADA)	Inter-Connect project: Inter-modality Promotion and Rail Renaissance in Adriatic - Ionian				✓	✓
	Innoxenia: innovation in tourism in the adriatic - ionian macroregion					✓
	MOTIVATE app, MOTIVATE MED	✓				✓
Regional Union of Municipalities of Epirus, ΕΛΛΑΔΑ (ELLADA)	Sustainable Urban Mobility in MED PORT cities, SUMPORIT	✓	✓			✓

Institute for Transport and Logistics Foundation, ITALIA	Maritime and multimodal transport Services based on Eas Sea-way project MOSES	✓			✓	✓
	DESTINATIONS – H2020-MG-2014-2015/H2020-MG-2015 CIVITAS Destinations	✓				
Central European Initiative - Executive Secretariat, ITALIA	Cross-border network of assisted bicycle stations and apps for the flow of cycle-tourists towards less known alpine destinations, PARKADE		✓			✓
	Local - Municipalities , stakeholders and actors of the Veneto and Friuli Venezia Giulia region			✓		✓
	Rediscovery of the ancient pilgrimage routes between Carinthia and Friuli Venezia Giulia: the art of walking, WALKART			✓		✓
Institute of Traffic and Transport Ljubljana l.l.c. and Regional development agency of Ljubljana urban region, SLOVENIJA and Regional development agency of Ljubljana urban region, SLOVENIJA	SUBNODES pilot action in Central Slovenia region, SUBNODES Central-Europe				✓	✓
City of Zadar, HRVATSKA	LOCATIONS Low Carbon Transport in	✓			✓	✓

	Cruise Destination Cities					
Municipality of Tivat, ЦРНА ГОРА (CRNAGORA)	Water Sustainable Transport - Bella Boka	✓			✓	
Regional Council of Berat, ALBANIA	Virtual Tour 3D: Onufri and Ethnographic museums in Berat Ministry of Culture of Albania					✓
University of Belgrade, SERBIA	Positive Drive tool, The Traffic Snake Gamen, Biklio app, TAToo tool, TRACE		✓			✓

## 3.1. Centre for Research and Technology Hellas, Greece

### 3.1.1. Territorial context

The Region of Central Macedonia is one of the thirteen administrative regions of Greece and the second largest in the country, located in the central northern Greece. Its total area is 18.810,52 km<sup>2</sup> and has a population of almost 1.9 million residents. It is divided into seven regional units which in turn are subdivided into 38 municipalities. Central Macedonia is the gate of Greece to Europe, connected with networks of transportation, communication, and energy of international importance.

The city of Thessaloniki is the capital of the Region, the second largest city in Greece numbering approximately 1 million residents within the metropolitan area. Thessaloniki has gained a dynamic role as a metropolis of the Balkan region and is a strong political, economic, and industrial centre in northern Greece. For many years it has been an attractive tourist destination. Built near the sea, at the back of Thermaikos Gulf, it is a modern metropolis well known for a number of reasons such as its rich historical and cultural heritage which numbers 15 UNESCO sites, its natural and geographic location, its gastronomy, film festivals and events taking place throughout the year and the fact that it is the second largest transport hub in the country.

#### ■ *What are the specific challenges in your region with regards to the sustainable tourism-mobility nexus?*

Through the last ten years, an impressive increase in the tourism sector has been achieved in the city, generating a great number of trips not only inside the city centre but also in the road network which connects the city centre with the suburban areas of Thessaloniki. Main purposes of the specific trips are found to be trips for monuments and other points of interest visits, shopping, leisure, swimming activities, etc. At the same time, the Public Transport (PuT) system of the city is currently running a period of reorganization. The metro line is under construction causing lots of traffic problems and delays in the road network; the bus system -which is the only PuT of the city serving the urban and interurban areas-, is also trying to reorganize its fleet, routes and schedules in order to cover the increasing demand. In addition, the implementation of the sea transport which will connect the city centre with the east suburban areas where most of the nearest to the city beaches are placed, is also facing huge delays. As estimated, there will be at least a three years period until the “Thessaloniki Public Transport Regeneration”, thus the greatest challenge the city has to face in terms of sustainable tourism via sustainable mobility, is to ensure that the sustainable mobility attitude of the citizens and the visitors has to be preserved. For achieving this, Local Authorities in cooperation with the private sector, should try to find and implement interventions in order to provide to touristic flows alternative mobility solutions (e.g. design of organized bicycle and pedestrian paths connecting points of interest, cooperation schemes between hoteliers and private transport services providers for organizing collective trips within and outside the city depending on the demand, innovative technological solutions for informing tourists for activities to follow during their staying, etc.).

### ■ *Why sustainability is important for the tourism industry of your region?*

From one hand, the tourism sector for the city of Thessaloniki is a crucial issue as it makes an important contribution to a city's economic success and social dynamism. On the other hand, Thessaloniki is an old historic town, with lots of cultural monuments that needs to be preserved. Regarding sustainability, one of the emerging forms of tourism is cultural tourism. "The environment - especially the urban one - is under significant pressure from the development of tourism. Historic settlements and monuments are burdened and threatened by large numbers of visitors each year. Therefore, the implementation of policies and strategies becomes important, in order to ensure the sustainability of tourist destinations with cultural history, such as the city of Thessaloniki.

### ■ *In your case, is it mobility that fosters tourism, or tourism that prompts to improve mobility?*

For tourists, mobility is a rather crucial issue visiting large cities, as it is an essential factor for their comfort. In Thessaloniki's case the increase of tourism flows within the last decade, has experienced deep transformations, posing the imperative need to improve mobility within the city, but also the connectivity of suburban areas which also concentrate the tourists' interest. Tourism intensity is a demanding - enhancing factor in the sector of urban public transport. The current Public Transportation system of the city is not adequate enough to cover the increasing tourists' requirements as in this phase it barely covers the citizens' mobility needs. Thus, the extension of service supply and the reorganization of the Public Transportation system is a crucial and under discussions issue, in order mobility and connectivity problems to be overcome in the city. Moreover, new plans and strategies are under the table in order tourists' needs to be satisfied. Therefore and in line with sustainable urban mobility directions regarding the promotion of alternative transport modes, the design and implementation of pedestrian trials is proposed for connecting points of interest within the historical town, creating safe and attractive touristic routes, while also the upgrade and expansion of the existing bicycle network is under consideration. Also, thoughts for extending the old sea front of the city are essentially promising, providing open public space for both residents and visitors of the city. All the above, will provide alternative mobility solutions which will lead to the city's traffic network decongestion, enhancing mobility conditions for everyone.

## 3.1.2. List of relevant past and ongoing projects

The list provided, includes European projects within the Adrion and the Mediterranean area. In most cases there was one or more Greek partners within the projects' consortium. Above this list, a number of European projects are also provided including other European countries.

### ■ Projects of INTERREG-MED programme 2014-2020

- **MOTIVATE** - 'Promoting citizens' active involvement in the development of Sustainable Travel Plans in Med Cities with Seasonal Demand' project (11/16-10/19), focused on the needs of urban areas with high seasonality and tried to align not only the residents' but also the visitors' needs with policy goals on sustainable and accessible mobility services. The project promoted the citizens' and visitors' engagement in urban sustainable mobility planning - through the use of social media and crowd-sourcing applications. For that reason the MOTIVATE app was developed, collecting data regarding citizens' and tourists' daily trips, data regarding the evaluation of existing mobility measures in the city and the

assessment of future mobility interventions. The app was pilot tested in all pilot cities of the project. In Greece, beyond the app's testing two more actions took place: the development of a smart parking system in Ioannina city and the development of a Public Transport information system in Rhodes. More at: <https://motivate.interreg-med.eu/>

- **SUMPORT** - Sustainable Urban Mobility in Med Port Cities' project (01/17-12/19), tackled the issue of congestion and air pollution providing sustainable alternatives to individual car transport. Its main goal was to increase the planning capacities on sustainable mobility of port cities through sharing experiences, pilot actions and training activities. Greece participated in the project using as a test bed the city of Igoumenitsa. Two pilots took place in the framework of SUMPORT project, the first pilot referred to the extension of the provided services of the Bike Sharing System while the second extended basic principles of sustainable mobility in the Regional Unit. Regarding the first pilot one more rental station was installed in the two existing, while six new docks and twenty two new bikes were obtained. Regarding the second pilot soft on-board measures to improve the attractiveness of the journey were identified as very important, (for example Wi-Fi, charging dock stations for mobile devices, infotainment for long trips and smart ticketing)  
More at: <https://sumport.interreg-med.eu/>
- **MOBILITAS - Mobility for nearly - zero CO2 in Mediterranean tourism destinations'** (11/16-07/19) project's objective was to make mobility in tourist areas more sustainable by reducing car use among tourists and the local population with a 2-tier approach: at strategic level: 9 planning documents were elaborated with the aim of reinforcing sustainable mobility measures in tourist destinations, while at activity level, 21 pilot activities were dedicated to the promotion of environmentally friendly behaviour including the elaboration of sustainable mobility strategic documents which would enable policy makers to undertake more efficient spatial and traffic planning, the development of information technology tools and solutions to facilitate traffic de-congestion: design of Apps offering traffic and tourist information, design of websites, portals and databases and traffic flows analysis and the Implementation of sustainable mobility solutions: e-bikes, bike sharing system, public transport line and sign-posting system. Within the project's framework, the Municipality of Piraeus, Greece, developed a mobile app (OurCityBus app) with the purpose to offer tourists and citizens information regarding routes, points of interest and public transportation, in order to help reduce traffic flows and consequently CO2 emissions. More at: <https://mobilitas.interreg-med.eu/>
- **MEDCYCLETOUR** - 'MEDiteranean Cycle route for sustainable coastal TOURism project', (02/17-08/20) aimed to improve the quality of EuroVelo 8 - Mediterranean Route and develop it to a transnational touristic product. The overall objective of the project was to use this route as a tool to influence regional and national policies in favour of sustainable tourism, providing transnational solutions in coastal areas across the Mediterranean. In Greece, the project developed a new signposting plan for cyclists based on the existing vehicle/road signage. The main object of the signalization plan was to allow the cyclist to move along EV8 route without risk of disorientation and ensure a standardization of the signs to facilitate recognition along the route. Secondly, the signalization plan implementation supported the promotion of the Region of Western Greece as a cycle tourism destination. Route EV8 infrastructure upgrade strengthen the domestic touristic economy by being more appealing to cyclers to discover Western Greece, and consequently to boost further development of the cycling oriented tourism facilities and services existing in the area. More at: <https://en.eurovelo.com/ev8> or <https://medcycletour.interreg-med.eu/>
- **EMBLEMATIC** -"Emblematic Mediterranean Mountain as Coastal Destinations of Excellence", (11/2016-10/2019) project aimed to create and examine a new and radically

different tourism offer based on the assets of the hinterland areas of the selected mountains that would offer an alternative to both sun & beach tourism and to the mountain summits. The project was organised around three strategic objectives: rebalancing tourist flows concentrations between the sea and the mountain, co-building and experimenting a slow tourism offer located in the hinterland coastal mountainous area (by the creation of nine eco-itineraries/routes) and improving the international recognition of the Network. In Greece, two routes were created in Mount Ida and Mount Olympus, providing information to visitors for exploring the areas' singularities through integrated tourism guides and tourism maps. Tourism guides, include above other, useful information to visitors on how to reach the final destination (connection of airports with final destinations by using the interurban public transport system, KTEL). More at: <https://emblematic.interreg-med.eu>

- **ALTER ECO** - Alternative tourist strategies to enhance the local sustainable development of tourism by promoting mediterranean identity (11/16-07/19) project, provided the opportunity of testing in representative MED cities, existing methodologies and tools arisen in previous high impact projects in the field of sustainable tourism aiming to reach holistic and realistic tourist strategies at local and regional level that allow transferability in the MED territory. Within the project's framework:  
In Rhodes, Greece the 'Rhodes ALTER ECO hiking paths' app was developed for the creation of alternative tourist attractions in the island in an effort to relieve the pressure from the most popular areas (Medieval Town, Acropolis of Lindos. The South Aegean Region (partner of the consortium), mapped (GIS) and marked with signs the existing hiking paths and used smart solutions Equipment in order to measure the impact of the pilot action (number of visitors), such as the Electronic Access Control & Counting an application for mobile phones and QR tags on the path signs to connect to the application.

In Nervi, Genoa, the Guided tours practice (04/18-10/18) aimed to create touristic packages for attracting visitors inside and outside the city. Two different guided walking tours were designed in order tourists to visit specific points of interest in the city, one itinerary along a shopping centre offering to visitors nibbles of typical foods and two workshops related to the area's local traditions and features.

In Malaga, Spain, a tool to identify the flow of visitors in the downtown area was developed in 2018. Data selected via mobile phones, was differentiated between residents, day visitors and tourists (overnight); days of week and hours staying in each zone, nationalities, etc. The objective of the app's development was to offer decision-makers, real and update information regarding tourist flows and trips, so that they could propose and implement tourist policies encouraging the rational use of public space and coexistence with the residents' uses. All data collected is presented in an interactive digital platform (excel format) in order to be analysed.

Two different mobile applications were developed in the cities of Valencia (ALTER ECO app) and Gandia (Gandia Tour&Play APP), Spain, in order to decentralize activity in the city centre of Valencia and the beach of Gandia and encourage tourists spending more time in different areas of the cities. Through the use of these applications, visitors are able to discover the neighbourhood through its neighbours and win gifts (gamification), complete geolocated missions while visiting the most characteristic spots in the neighbourhood, collect points and tour the city with an Augmented Reality game and share Share selfies on social networks. All resources provided can be geolocated by the apps. Visitors can also declare their trips around these areas, (origin and destination point). The application also generates push notifications in real time or scheduled notifications to disseminate news among users. More at: <https://alter-eco.interreg-med.eu/>

- **DESTINATION FLORENCE** - project's objective was to allow tourists' flow tracking while it also expanded and diversified the experiential offerings in order to improve the marketing and promotional strategies for the city of Florence. It was the first official public-private initiative regarding the tourism sector in the city, realized by Florence Convention and Visitors Bureau and the City of Florence. The 'Destination Florence' platform utilized a

technology system capable of monitoring tourist behaviour and activity, from their origin and habits to the most frequented places. The online platform also allowed the cross selling of all the services of Florence, ranging from tickets for museums, theatres, sporting events, taxis, and city tours.

More at: <https://www.destinationforence.com/en>

- **RESPECT THE CITY** - Respect the city for a sustainable future of Dubrovnik project, is a multidisciplinary strategic destination management project, comprised of a set of short-term, medium-term and long-term measures and activities focused on Dubrovnik. Within the project's framework the 'DUBROVNIK Visitors' - application was developed in 2018, predicting the number of visitors in the old town. Based on machine learning as a special branch of artificial intelligence, the application estimates the number of people in the historic Old Town and the contact zones of Dubrovnik on the selected day. The application is certainly most useful for visitors planning to visit the ancient city centre, but no less important, it provides accurate and timely information to citizens as well as to all local businesses in planning their daily or business activities. The application recognizes four possible cases textually and visually: Not Crowded (green), Slightly Crowded (yellow), Crowded (orange), and Overcrowded (red). More at: [http://www.tzdubrovnik.hr/lang/en/get/kultura\\_i\\_povijest/75283/respect\\_the\\_city.html](http://www.tzdubrovnik.hr/lang/en/get/kultura_i_povijest/75283/respect_the_city.html)

#### ■ Projects of INTERREG ADRION PROGRAMME 2014-2020

- **Innoxenia project** - 'Innovation in Tourism in the Adriatic-Ionian Macroregion' (01/18-03/20) aimed to improve the innovation capability of ADRION tourism sector, relying heavily on innovative products, processes and services that can supplement natural and cultural offerings. The project set up the platform 'Tourism Innovation Observatory' for collecting data on the tourism industry targeting the most visited destinations of the Adriatic-Ionian region. Data were classified on the basis of several indicators, including enterprises using a voluntary certification for environmental measures, basically the ones which are supposed to be "sustainable" according to ETIS, the European Tourism Indicators System for sustainable destination management. Unlike other similar databases, the platform collected a quite high amount of web-data taken from online touristic sources like Trip Advisor or Booking. This feature allowed to benchmark from single destinations and municipalities up to countries according to specific parameters and performances. More at: <https://innoxenia.adrioninterreg.eu/>
- **Inter-Connect project** - Inter-Connect - 'Intermodality Promotion and Rail Renaissance in Adriatic - Ionian Region' is a 36 months project (01/01/2018 - 31/12/2020) of the 1st call of proposals of Interreg ADRION programme under the priority Connected Region. Inter-Connect project examined technological and non-technological solutions tailored to ADRION's specificities for the promotion of intermodal transport and guides the respective actors on how to turn connectivity plans into reality. Hubs clustering, identification of current and future trip generating poles, user surveys for mobility needs and expectations understanding, mapping of drivers, cooperation schemes establishment, soft mobility measures and funding opportunities examination, roadmap formulation were the main axis of Inter-Connect approach.  
[Project of INTERREG V-A COOPERATION PROGRAMME Greece - Bulgaria 2014 - 2020](#)
- **Access2Heritage** 'Pathways of accessible heritage tourism' (12/17-12/19). The main goal of the project was to support the sustainable development of heritage tourism in the Cross Border area and establish the region as an international destination for senior and accessible tourism, including persons with disabilities and with chronic diseases, elderly and their families. The Project includes preparation of lists of cultural assets of natural beauty in mountain, river/lake and coastal CB areas, rehabilitation of accessible structures of tourist



interest for disabled people, joint study for strategic planning and pilot actions, development and implementation of common management plans for protection and sustainable development of assets in the CB area, natural environment accessibility standards.

#### ■ Projects of Programme 2014 - 2020 INTERREG VB Danube

- **DTP - Transdanube.** Pearls: Network for Sustainable Mobility along the Danube project (01/17-06/19), aimed at the creation of a network, involving actors along the Danube, committed to the promotion of sustainable mobility in tourism. The role of the created network was to support stakeholders' schemes cooperation and increase the visibility of the participating destinations offering sustainable transport modes. Through the project, 13 destinations were identified the 'Danube Perls' to be used by tourists travelling from one perl to another using a more sustainable transport mode (train, bus, tram, ship). In this concept, new sustainable mobility services were added such as bike rental services, bike carriage services and flexible transport services (call-a-bus system for the last mile between existing railway and bus stations and tourists' destination (e.g. hotel, point of interest, etc.). More at: <http://www.interreg-danube.eu/approved-projects/transdanube-pearls>
- **BorderPass** - Promoting cross-border tourism by tailor-made ICT solutions (09/18-08/19). The project addressed border regions across the Danube macro-region and aimed to promote cross-border tourism by tailor-made ICT solutions. Aim of the project was the development of a platform, providing the users with information on both sides of a border region, thus presenting an integrated touristic offer and a more diverse destination for visitors. The 'BorderPass' platform included the following features: - single point of access to up-to-date information on cultural and natural heritage sights, accommodations, services, events in the border region, - information segmented and structured along different "user profiles" (e.g. visitors with a family, cultural tourists, eco-tourists, etc.), - a "chatbot", providing instant feedback to the visitors in various languages, - a community platform for information exchange among users. The 'BorderPass' platform aimed to facilitate an effective information flow and help overcome barriers to low accessibility, deficient advertising, and language giving the necessary incentives to the visitors to pass the border and explore more of the cultural and natural heritage of the Danube macroregion.

#### ■ Project of Programme 2014 - 2020 INTERREG VB South West Europe

- **SHCity** - Smart Heritage City project (07/16-12/18), provided an open data tool to manage urban old towns and make heritage management easier. The SHCity project used sensors and person counting cameras installed in the historical centre of the city of Ávila, Spain, as well the SHCity mobile application. This app, when compared with others, it is the most complete in terms of functionalities. The mobile application provided users with real-time information such as occupation, waiting time, temperature and time of visit, using a set of sensors and cameras placed in all the main points of interest in the city. In addition, it served to gather information on the interests of tourists, offering static and dynamic routes based on the data collected. More at: <http://shcity.eu/>

#### ■ Project of Programme 2014 - 2020 Black Sea Basin ENI CBC

- **CULTOUR-BSB** - Development of Sustainable Cultural Tourism in the Black Sea Basin (09/18-08/20). The project aims at joint development and promotion of the cross-border business opportunities in the tourism sector with an emphasis on the cultural segment of the market within the Black Sea Basin. Fifteen (15) jointly developed cross-border tourism routes involving 2-5 countries will be developed in order to encourage inter-flows of visitors coming

from other regions and countries and will contribute the establishment of the Black Sea region as a cultural destination. The project has not ended yet. Regarding the unprecedented situation of Covid-19, CULTOUR-BSB project, in partnership with 6 organizations from Bulgaria, Romania, Georgia, Ukraine and Turkey is developing an online platform for tourism promotion, that explores innovative and creative solutions to stimulate the tourism industry, especially needed in the aftermath of COVID-19.

#### ■ Project of Programme 2014 - 2020 INTERREG VB Baltic Sea

- **CreaDigi&Tourism** - Creativity, Digital Innovation and Cultural Tourism: Synergies, Network and Capacity Building (09/17-08/18), project aimed to facilitate the development of cultural tourism in the Baltic Sea region and its neighbourhood by increasing interaction of tourism operators and cultural and creative industry actors. With the main emphasis placed on peripheral areas of the region, the project used gamification, mobile applications and virtual and augmented reality in order to boost individualized and interactive cultural tourism services.

#### ■ Other initiatives and good practices in European level

- **Whim APP** - The city of Helsinki developed the Whim App, combining all the city's transport alternatives, such as bus, train, bicycle, taxi and car sharing, into a single app with a monthly subscription. Therefore, the app provides all the tickets, offering three types of services: a free, pay-as-you-go option; a monthly subscription offering unlimited public transportation and reduced rates for taxi and car share; and a package that includes not only unlimited public transportation, but also unlimited taxi and car share access. The app is currently live not only in Helsinki, but also in Birmingham and Antwerp. More at: <https://whimapp.com>
- **The smart city cards, Copenhagen, Ljubljana, Lyon, Tallinn**- The Copenhagen Card is an all-inclusive city pass card providing access to attractions and public transportation services. In 2017 more than 1 mil. visits to museums and attractions were counted, signalling an increase of 172% from 2012. The card will soon be digitalised, in order relevant information to be send to users aiming to disperse them to other areas of the city. The Copenhagen Card App guides tourists on how to move around the city while through a tracking module it provides to users data to understand the movement patterns of users. More at: <https://copenhagencard.com>
- **Urbana Smart Card Ljubljana** - Ljubljana Urbana Smart Card is a contactless card, encouraging people to use public transport. Users can switch between different transport modes and have access to Park+Ride (P+R) facilities, city buses and the bike-sharing system BicikeLJ. Within a 90 minutes time period the user can execute many trips for the price of one. When a user uses the P+R facilities, he/she receives two 24-hour tickets that enable him/her to use a bus to the centre and back. As estimated more than 500.000 people use the Urbana Smart Card. More at: <https://www.visitljubljana.com/en/visitors/ljubljana-card>
- **Tallinn Card, Tallinn**- The Tallinn Card is an electronic ticket containing a QR code allowing visitors free entry to more than 40 museums and attractions in the city, free travel on public transport, a free city tour, and over 30 special offers and discounts. Find out more at: <https://www.visittallinn.ee/eng/tallinncard>
- **LyonCityCard, Lyon** - The LyonCityCard is an electronic pass that includes all museums, the main tourist attractions, public transport including the shuttle that links the city to the airport, guided tours and shows, as well as numerous discounts and priority access

opportunities. The LyonCityCard promotes public transport and grants access to the 4,000 self-service bicycles. More at: <https://en.lyoncitycard.com/>

- **Helsinki Helpers, Helsinki** - The Helsinki Helpers, are young locals present in places where tourists have the most questions, such as around main poles of attractions. They are active throughout the summer, offering to tourists and residents information regarding places, events, restaurants and shopping. 90% of the visitors served by the Helsinki Helpers are foreigners.  
Find out more at: <https://www.hel.fi/uutiset/en/helsinki/helsinki-helpers-serve-visitors>
- **Lyon Airport Helpers, Lyon** - The Lyon Airport Helpers' scheme feeds off of the idea to capitalise on the sense of community shared by staff working for companies within the Lyon-Saint Exupéry airport. The concept has been exported to 6 other European airports: Munich, Rome, Paris, Milan, Toulouse and Naples. More at: <https://www.aderly.com/locate-to-lyon/the-lyon-st-exupery-airport/thelyon-st-exupery-airport/>
- **MIXITY walks to all city districts, Brussels** - To manage tourist flows in Brussel's centre in a more sustainable way, the tourism board promoted 'MIXITY walks' encouraging visitors to explore all 16 districts. For raising awareness, several campaigns showing the diverse offerings of different neighbourhoods were developed, while also a bike map with eight cycling routes was produced for visitors in order to explore the whole region. More at: <https://visit.brussels/en/lists/mixity-walks-discover-brussels-neighbourhoods>
- **Create your own digital travel itinerary, Nice** - Through this app tourists of Nice, can compile their plan of their holiday and save their own itinerary for the stay. The app includes local events and real-time availability of Vélos Bleus (self-service bicycles for hire) and car-park locations. More at: <http://en.nicetourisme.com/apps-corner>
- **Understanding visitors via elaborate data, Lyon** - In Lyon, the first city-scale CRM tool was developed, for gaining a greater understanding of visitors, in order to improve the way they are travelling around the city. For that, a common database compiles the customer-related data (currently it contains approximately 2 million contacts), providing visitors all relevant the information and advice. Visitors receive messages that enable them to enjoy all alternatives the city provides. The system can also send to visitors itinerary suggestions, for reducing traffic in congested zones of the city during the peak periods. More at: [www.onlylyon.com](http://www.onlylyon.com)
- **'KA mobile' app for real-time information on traffic-related topics, Karlsruhe** - The 'KA mobile' app, provides real-time data regarding parking facilities and local traffic in Karlsruhe. It also informs the user regarding bus and trains and provides real-time schedules of public transport. Find out more about the KA mobile app at: <https://mobil.karlsruhe.de/#die-app>
- **Using data sources and AI to create and launch innovative digital solutions, Copenhagen** - The 'Know Your Bro' application, was launched during the Open Tourism Days hackathon in Copenhagen, 2017, offering self-guided tours through local Copenhagen neighbourhoods. The 5km-walking-tour has 21 stops with accompanying stories, all of which are unlocked by visitors who are physically being there. Through video clips, photographs and text, you will learn about the history, culture and daily life in Copenhagen. In June 2018, Wonderful Copenhagen hosted the CopenhAlgen Week hackathon and participants were asked to apply

AI technology to auto-generate relevant, customised push messages to travellers and locals to improve experience and safety while in Copenhagen.

Find out more about the Open Tourism Days at: <http://www.opentourismdays.dk/cases/> and about the 'Know your Bro' application at: <https://www.visitcopenhagen.com/Copenhagen/know-your-bro-norrebro-walking-tour-gdk1101461>

## ■ Other initiatives and good practices in National level

- **Thessaloniki Walking Tours** - Thessaloniki Walking Tours was founded in Thessaloniki with the ambition to retrieve memories of the multicultural city's long history and connect the past with the present through well-designed thematic walks. The tours are entertaining yet historically documented and usually they focus on the human stories that hide behind the major monuments, the busy streets and traditional neighbourhoods.  
More at: <http://www.thessalonikiwalkingtours.com/en/cultural-trips/>

- **Kids love Greece** - A touristic guide focusing on families travelling with children to Greece is the «KidsloveGreece», which provides travel planning services to those families who wish to travel to Greece. Specifically, it targets those parents who wish to visit Greece but want to stay away from any 'tourist traps'. It has been developed in order to highlight points of interest in Greece in a rather experiential way. The KidsloveGreece website contains suggestions such as guided tours, traditional activities, agro tourism, tasting, sports activities and much more. The website of KidsLoveGreece.com provides in-depth information about the most kid-friendly things to do and places to visit while in Greece. Once someone sends a request for travel advice, the team behind KidsLoveGreece.com will contact the interested person and review all his travel needs. Then, the person receives recommendations for the best places to visit (in Athens, mainland as well as islands), kid-friendly guided tours to the main archaeological sites and museums, activities such as sailing, cooking classes/ tours as well as family friendly accommodation. Families whose children are passionate about Greek history and mythology will find all recommendations invaluable.

More at: (<https://www.kidslovegreece.com/en/>),

Especially for families with children, **the Kids Love Knossos mobile app** has been developed (only for iOS) teaching palace history in the form of fairy tales and animation. More specifically:

- Kids Love Knossos is a series of audio stories for children and their parents, who either happen to be in the archaeological site of the Palace of Knossos or planning to visit it
- This application is equally ideal for every family that just wishes to learn everything about the Minoan civilization, even if they do not have the opportunity to actually travel to Crete and visit the Palace of Knossos in person
- The application is designed for offline use and therefore there are no extra internet charges once it is downloaded
- Physical presence at the Palace of Knossos is not required when using the mobile app. You can listen to the audio stories from any location in the world
- The application includes maps which facilitate your visit to Knossos while listening to the audio stories
- Kids Love Knossos is currently available in Greek and English - soon to be launched in additional languages and in the Android platform

More at: <https://www.kidslovegreece.com/en/kids-love-knossos/>

- **Civitatis Athens travel guide** - It allows personal route planning. It also includes photos and articles for points of interest, it provides to the visitors location tracking and different categories of all points of interest as well as points of leisure activities that may interest Athens tourists (museums, bars, restaurants, etc.). It also provides useful information regarding public transport services, airport transfers, car rentals, hotel deals etc.

More at: <https://www.introducingathens.com/activities/>

- **Athens travel guide from guiddo world travels** - It provides to visitors information regarding special routes and activities, weather info, audio guides, etc.
- **Athens metro Guide & Subway Map + Route Planner** - It is a transport-focused application that contains all available metro routes regarding the visitor's origin and destination.  
More at: [https://play.google.com/store/apps/details?id=com.discoverukraine.metro.athens&hl=en\\_US](https://play.google.com/store/apps/details?id=com.discoverukraine.metro.athens&hl=en_US)
- **Piraeus City Guide Athens by Philleas Fogg Tourist Guides Ltd** - It contains maps, information, photos and even business brochures, a list of tourists' favourite spots, location tracking, user evaluation, business evaluation, as well as push notifications for events, parties and city discounts. It is designed for offline use. The company also offers relevant city guides in Greek islands such as Mykonos, Lesbos and Karpathos  
More at: [https://play.google.com/store/apps/details?id=com.phileas\\_guides.piraeus&hl=en](https://play.google.com/store/apps/details?id=com.phileas_guides.piraeus&hl=en)
- **Heraklion CiTY by White Hat** - It is free of charge and it does not require internet for its operation. It provides map information and a wide range of topics including entertainment and accommodation, sightseeing, favourite beaches, local products, real estate purchases and information regarding the most popular city's events, through the use of the LiVE button. The same company also offers relevant city guides in other Greek cities such as Larissa CiTy, Volos CiTY and Rethimno CiTY.  
More at: <https://play.google.com/store/apps/details?id=com.whitehat.heraklion&hl=en>,
- **Heraklion from Greekguide.com** - It offers a variety of choices, easy navigation, off-line information, presentation of nearby points of interest for the visitor, such as attractions, entertainment, accommodation, shopping and activity suggestions, gastronomy, service information and favorites list. It also covers Corfu, Nafplio, Rhodes, Kos, Chalkidiki Chania, and Syros.
- **Heraklion Beaches - Crete** - This is an application focusing on the presentation of 75 plus beaches in Heraklion by searching the closer location. It also covers Rethymnon, Chania and Lasithi with their respective apps and the centralized Cretan Beaches app.  
More at: <https://heraklion-beaches-crete.soft112.com/modal-download.html>
- **Heraklion City Guide by Heraklion Port Authority's** - It operates offline (except for updates and maps) and promises guidance based on local authenticity while it also focuses on local experiences such as activities, sightseeing, accommodation, essential visitor information such as transportation and Recommended tours in the city.
- **All In Chania application** - It contains information on local points of interest such as museums, churches, archaeological sites and beaches, useful visitor information, events, descriptions, photos and maps.  
More at: <http://www.allinchania.gr/>
- **Messinia Travel Guide** - It is a bilingual application providing information regarding offers, services, shops, activities, sights, beaches, accommodation, maps, and directions. It also shares experience and data by using the social media networks.

- **Komotini City Guide** - It is a GIS application specially developed to run on five info-kiosks installed in the most popular and touristic spots in the city of Komotini. The functionality of the map is made available to users through big and clear control elements so that they can interact with the map using the kiosks' touchscreen monitors. The project is part of a major project (komotini-polis.gr), which happens to be the very first web GIS & GIS City Guide application in Greece.  
More at: <https://kissmybutton.gr/portfolio/klassika/>

### 3.1.3. Catalogue of best practices and/or lessons learnt

Title	<b>Inter-Connect project: engaging stakeholders in inter-modality promotion &amp; capacity building</b>
Project	<b>Inter-Connect project: Inter-modality Promotion and Rail Renaissance in Adriatic - Ionian Region</b>
Programme	INTERREG ADRION 2014-2020
Short summary	Building on the knowledge of previous projects, especially in RAIL4SEE, while drawing inspiration from ongoing innovative initiatives (e.g. North Adriatic Ports Association), Inter-Connect project examined innovative solutions tailored to ADRION's specifications for the promotion of intermodal transport while guiding the respective key players on how to turn connectivity plans into reality. Hubs clustering, identification of current and future trip generating poles, user surveys for mobility needs and expectations understanding, mapping of drivers, cooperation schemes establishment, soft mobility measures (e.g. integrated ticketing, harmonized timetables & procedures) & funding opportunities examination, roadmap formulation were the main results of the work done in the framework of the Inter-Connect project.
Detailed information	<p>Inter-Connect project focused on the following issues:</p> <ul style="list-style-type: none"> <li>• The identification of key players in mobility planning and the creation of a cooperation environment (Inter-Connect Transnational cooperation network) where an experience and knowledge exchange will take place</li> <li>• The development of common understanding of an area's needs, challenges, opportunities and treats and the reaching of an agreement among stakeholders for the direction towards which mobility planning should focus</li> <li>• The examination of 8 cases in ADRION</li> <li>• The formulation of a strategic framework for enhancing inter-modality in the area and the respective authorities training on how to implement and finance measures able to add on ADRION sustainability (Inter-Connect Strategy-Roadmap with measures in a hierarchical order)</li> <li>• Capacity building through the consultation procedure with the stakeholders, the webinars and the toolkit</li> </ul>

<p>Elements of innovation</p>	<ul style="list-style-type: none"> <li>• A high number of on the spot surveys took place in order to collect real travellers' needs regarding intermodal transport in ADRION cities as well as at the transnational level - users' engagement</li> <li>• Hand in hand case studies examination supported by key stakeholders - stakeholders' engagement</li> </ul>
<p>Website</p>	<p>Inter-Connect webpage: <a href="https://interconnect.adrioninterreg.eu/">https://interconnect.adrioninterreg.eu/</a></p> <p>Inter-Connect toolkit link: <a href="https://interconnect.imet.gr/">https://interconnect.imet.gr/</a></p>
<p>Results achieved</p>	<p>The "Intermodal Transport Capacity Building Toolkit", developed in the form of an open platform by CERTH/HIT while incorporating entire knowledge gained through the project and the experience exchange with partners, serves Inter-Connect principle goal of training of intermodal transport planning &amp; promotion. Toolkit's services are:</p> <ul style="list-style-type: none"> <li>• Inter-modality understanding tool, providing access to EU, national, regional and local policies and strategies on sustainable passengers' mobility</li> <li>• Seed money tool, providing information for potential funding instruments/sources for mobility solutions;</li> <li>• Cooperation schemes insight tool, providing the liaison with key engaged players</li> <li>• Overview of significant actions for building a strong ADRION connectivity profile (ROADMAP)</li> </ul> <p>8 cases studies examined &amp; Memorandum of Understanding</p> <ol style="list-style-type: none"> <li>1. Igoumenitsa case: Examination of the establishment of a new public transport service able to serve regular connection between terminals (port &amp; bus station) and the city</li> <li>2. Region Emilia Romagna case: Improving the passenger rail service between Ravenna, Rimini and Bologna reducing the time to reach the final destinations &amp; Extension of the current bus "Romagna smart pass" tourists tickets to rail along the Romagna cities of attraction, to promote inter-modality and public transport in Romagna</li> <li>3. Friuli Venezia Giulia case: focusing on an existing cross-border maritime service Trieste - Pula and aiming to enhance its accessibility and (landside) interconnection with public transport services as well as its usability &amp; addressing the assessment of the potential and development of a new maritime service linking (Trieste-Muggia-Koper)</li> <li>4. Slovenian case: Analysis and measures for development of public transport and inter-modality on the pilot corridor Airport Jože Pučnik Ljubljana-Ljubljana-Koper</li> <li>5. Croatian case: Feasibility Study on Croatia-Greece railway-maritime tourist route</li> <li>6. Bar case: Bar's case study tackled and analysed all transport modes currently operating in the city of Bar.</li> <li>7. Durres case: Study on developing and implementing a technological solution for intermodal transport</li> <li>8. Belgrade case: Effects of relocation of central bus and railway stations in the City of Belgrade</li> </ol> <p>8 Memorandum of Understanding, one per case among Inter-Connect responsible partner and local stakeholders for the promotion of Inter-Connect case specific</p>

context as well as one transnational MoU among project partners and other supporting bodies are prepared and signed.

#### Inter-Connect Roadmap

The analysis of the current situation, the feedback from stakeholders' plans and passengers' needs along with the identification of future trends and opportunities formulated the roadmap for ADRIAN's intermodal transport development. The roadmap is a prioritization of interventions for reaching a good connectivity level at ADRIAN. Among the proposed interventions of the roadmap are found integrated solutions, new cooperation schemes, services' optimization, new services, harmonized procedure/management structures and funding enablers' mobilization.

Level of citizens' and stakeholders' engagement

The AS-IS situation in mobility and the level of engagement of stakeholders and citizens in sustainable mobility revealed weak points;

The car is the dominant mode in all 8 cases examined in the framework of Inter-Connect project while from the other side the supply as regards public transport is not considered as of high quality (attributes like coverage, reliability, frequency, inter-modality need enhancement).

In line with the above picture, limited is also the interest of the stakeholders and citizens in participatory planning and promoting / adopting sustainable mobility solutions.

Liaison with EU national and local policies

1. Igoumenitsa, GR case: Ioumenitsa's SUMP
2. Region Emilia Romagna, IT case: Regional Integrated Transport Plan / PRIT 2025
3. Friuli Venezia Giulia, IT case: Connettere l'Italia ("Connecting Italy"), strategic plan adopted by the Ministry of Infrastructure and Transport of Italy, "Piano straordinario mobilità turistica 2017-2022", Economic and Financial Document ("Documento di economia e finanza" - DEF) - DEF 2019, Sustainable Urban Mobility Plan, general public transport planning process (approved by Decree of the President of the Autonomous Region n. 80, 15 April 2013)
4. Slovenian case: The Transport Development Strategy in the Republic of Slovenia, National Program for the Development of Transport in the Republic of Slovenia until 2030, Sustainable urban mobility plan of Ljubljana urban region.
5. Croatian case: Transport Development Strategy (TDS 2017) of the Republic of Croatia for the period 2017 to 2030
6. Bar, ME case: Transport Development Strategy of Montenegro 2019-2035, Spatial Plan of Montenegro Until 2020, National Strategy for Sustainable Development Until 2030, Regional Development Strategy of Montenegro for the period 2014-2020, The Railway Development Strategy for the period 2017-2027, Airport Development Master Plan of Montenegro for the period 2011-2030, Tourism Development Strategy of Montenegro until 2020
7. Durrës, ALB case: The National Strategy for Development and Integration (2015-2020), The National Transport Strategy and Action Plan 2016-2020, Albanian National Transport Plan (ANTP 3), General National Plan of Albania
8. Belgrade, RS case: Belgrade Transport Master Plan, "Smart Plan"



Lessons learnt	<p>Stakeholders' involvement and efforts continuity are the foundations upon which inter-modality measures can be developed and promoted.</p> <p>Soft pproaches can be a key to promote sustainability even in cases where the economic background is not as stable or high . Also supported by the findings of the project, governance and coordination issues facilitation and stakeholders' engagement and cooperation as well as capacity building activities for sustainable mobility planning can act as major contributors for the area's growth.</p>
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Title	<b>Tourism Innovation Observatory</b>
Project	<b>INNOXENIA: INNOVATION IN TOURISM IN THE ADRIATIC - IONIAN MACROREGION</b>
Programme	INTERREG ADRION 2014-2020
Short summary	Tourism Innovation Observatory: platform for data collection, targeting the tourism destinations of Adriatic - Ionia region, in order to analyse trends and draw considerations for helping operators to improve business.
Detailed information	<p>The Tourism sector in ADRION area experiences lots of changes regarding demand and tourist behaviour as well as new markets and due to socio-economic crisis. The project aimed to improve the innovation capability of ADRION tourism sector, based mainly on innovative products, procedures and services that could supplement natural and cultural propositions.</p> <p>The development of the Tourism Innovation Observatory provided a platform for modelling ADRION innovative tourism. The platform was equipped with a Tourism Innovation Decision Support System, offering the ability to evaluate the impact of potential interventions on the competitiveness and sustainability of tourism destinations, structures and services.</p> <p>Based on a wide consensus built in the area among key stakeholders a Strategic Agenda on Innovation in Tourism was produced, offering the strategy for tourism innovation enhancement which combined with an Action Plan, issued policy recommendations and guidelines for investments as well as potential accessible funding.</p> <p>Innoxenia project aimed to simulate a shift in tourism policies and investments through its innovative approach while on the other hand it provided a permanent and lasting effect in regional and local strategies on tourism by technology transfer and capacity building of both public and private sectors leading to a regional tourism innovation system in the area.</p>
Elements of innovation	Unlike other similar databases, the platform gathered quite a high amount of web-data taken from online tourist sources like Trip Advisor or Booking. This feature allowed benchmarking from single destinations and municipalities up to countries according to specific parameters and performances.

Website	<a href="https://innoxenia.adrioninterreg.eu/">https://innoxenia.adrioninterreg.eu/</a>
Results achieved	The Tourism Innovation Observatory has been populated by Innoxenia partners during the project life-cycle, but it was designed to be also accessible, upon registration and single user login, to any organisation willing to include data on further areas, destinations or countries. The aim was to produce and store a lot of Data thereafter providing the opportunity to better analyse mega trends and ease political decisions in the tourism industry.
Level of citizens' and stakeholders' engagement	The project constantly kept involved the tourism operators by organising get-togethers called "Innoxenia Café" in order to exchange experiences and, more importantly, collect surveys which served as a basis for part of the data stored in the Observatory. Moreover, each partner organised dissemination events for socio-economic operators of the sector to showcase project results, including the Observatory. Thanks to structured networking activities as well as to capacity building events held in the partner's countries, <b>InnoXenia</b> has contributed to increasing target audience awareness and the relationship between innovation and sustainable development policies.
Liaison with EU and national and local policies	<p>The project is linked with the RIS3 and Digital Growth Strategy in Greece as well as in the RIS3 Strategy for the Region of Central Macedonia, proposing the development of ICT tools in order sectors as in the tourism sector characterized as 'champions' to be further supported. The gathering of numerous data will be an opportunity for analysing trends in the tourism sector. It will identify and enhance specific tourism fields to be further enhanced such as the creation of job opportunities.</p> <p>Innoxenia project is also linked with one of the main key priorities of the Regional Operational Program. One of the indicative actions proposed is the digitization and availability of public data in terms of open access, while emphasis will be given on cultural content to be used in integrated tourism promotion.</p>
Lessons learnt	An interesting finding, which came up in the analysis of the data collected in the Observatory, shows that innovation combined with good ratings provided by the costumers may lead, for instance, to cheaper accommodations.

Title	<b>MOTIVATE app</b>
Project	<b>MOTIVATE MED 2014-2020</b>
Programme	INTERREG MED 2014-2020 1ST CALL
Short summary	MOTIVATE app; an integrated crowdsourcing - game initiative towards transforming travellers into active agents of change of the new low carbon era

## Detailed information

Despite the large international experience for promoting sustainable mobility, SUMP's adoption rate in European and especially in MED cities remains notably low. Potentially blocking the adoption of acceptable and thus effective plans, public rejection and public indifference cannot be overlooked. This is exactly the origin of the idea behind MOTIVATE app development. Focusing on citizens' involvement in the development and implementation of SUMPs, the MOTIVATE app tries to capture locals' and visitors' mobility habits & needs (crowdsourcing initiative) while triggering their interest via the provision of rewards. MOTIVATE interactive learning environment (awareness raising game on sustainable mobility) is an integral part of MOTIVATE app which accompanies the whole initiative connected to travellers' real behaviour shift towards sustainable modes of transport (cycling, walking, PuT).

The MOTIVATE app is a cloud-based tool that gathers data and provides first level overview of daily trips and travellers' opinions. The platform through the providing services aims to:

- support the participatory approach of decision-making process
- provide insight into real travellers' needs
- increase travellers' interest in the mobility planning process
- transform travellers into active agents of Sustainable Mobility adoption
- raise awareness in terms of sustainable mobility

The app consists of four services:

A. Trip Diaries/Frequent trips: the service aims to collect information regarding the mobility patterns and behaviour of all the end users (citizens and visitors). The daily trips are declared by any user either on real time (GPS enabled) or after the trip (frequent trips). This service enables the development of a valuable and highly cost-effective data library concerning the daily mobility patterns of the city.

B. Evaluation of existing transport measures: the service aims to collect information from the end users regarding specific mobility measures and transport services already operate in the city. The users are asked to rate the performance of the existing mobility measures and transport services giving a clear view of their satisfaction from their current operation.

C. Preference on future transport interventions: the service aims to collect information from the end users, regarding their perceptions in specific mobility interventions by rating their importance.

D. Game: a game is provided to the end users aiming to make them more familiar to sustainability and attract them to the app.

Test beds of MOTIVATE app were Ioannina & Rhodes (GR), Almada (PT), Siena (IT), Larnaca (CY) (period from 2018-2019) where previous engagement levels were relatively low. Having identified the opportunities from the testing phase of MOTIVATE app at the project partner-cities, the developer of the app, HIT/CERTH being in parallel the technical consultant of Thessaloniki's Sustainable Mobility Plan (SUMP) further tested the effectiveness and the usefulness of the MOTIVATE app in the city of Thessaloniki (GR, Region of Central Macedonia).

Elements of innovation	Exploitation of a crowd-sourcing app in gathering data from citizens during SUMP development.
Website	
Results achieved	MOTIVATE app use was launched to Thessaloniki in September 2018, through the European Mobility week and its pilot testing phase lasted for one month. The first category of outputs concerns the evaluation of the existing transport measures or services or the assessment of the planned ones. More than 100 users participated. A second category of outputs, concerns trip diaries collection; almost 800 trips were collected and assessed. Evidence of success is also the similarity of results between the household survey data and the data collected from the MOTIVATE crowd learning platform.
Level of citizens' and stakeholders' engagement	The previous level of citizens' engagement in mobility planning in Thessaloniki was considerably low. The MOTIVATE app, although tested for a short period, seems to have started attracting travellers' interest.
Liaison with EU national and local policies	The development of Sustainable Urban Mobility plans is an essentially crucial issue for all European cities. The project is directly linked with the development of Sustainable Urban Mobility Plans as it promotes new supporting tools to collect the appropriate data based on the exploitation of social media and crowd-sourcing applications. Moreover, the project intends to help decision makers to gain a strong understanding of the main mobility problems that residents and tourists face. Based on that, sustainable interventions can be designed and tested, using cost effective ways of data collection and analysis This makes the development, update and monitoring of SUMP much more targeted and efficient.
Lessons learnt	<p>Each adopter city should take into consideration the following factors in order to maximize the services impacts and minimize the risk of low participation.</p> <ul style="list-style-type: none"> <li>• Deep knowledge on the scopes of Sustainable Urban Mobility Planning and participatory planning</li> <li>• Familiarization with marketing and crowd sourcing techniques for citizens' engagement.</li> </ul> <p>Another tip for increasing users and receiving more feedbacks, as revealed through the cases of Siena and Rhodes, is embedding MOTIVATE functionalities into existing apps.</p>

## 3.2. Regional Union of Municipalities of Epirus, Greece

### 3.2.1. Territorial context

The Regional Union of Epirus is one of the 13 Regional Unions of Greece. It is located in the northwestern part of Greece, occupying an area of 9,203 sq.km. and its population is 336,856, according to the most recent census of the NSS (2011). It borders with Western Macedonia and Thessaly to the East, West Greece to the South, the Ionian Sea to the West and Albania to the North. Ioannina is its largest city and its capital and it includes the following Regional Units:

1. Regional Unit of Arta
2. Regional Unit of Thesprotia
3. Regional Unit of Ioannina
4. Preveza Regional Unit

The tourism industry in Epirus, particularly in the latest years, offers many alternative possibilities to visitors. Within walking distance, the different areas allow someone to relax, wander around the historic centers, admire the natural beauty, as well as to participate in athletic activities, such as hiking, river trekking, cycling, etc. In fact, among the most common activities that tourists engage to are touring the forests, swimming in the rivers, walking the lakes and even experiencing extreme sports in the mountains and water sports in the coastal.

The alternative leisure activities are combined with the natural environment and the archaeological and historical sites that are a pole of attraction for most visitors. Therefore, in the context of sustainability and tourism, Epirus is certainly a place with many different options and potentials.

#### ■ *What are the specific challenges in your region with regards to the sustainable tourism-mobility nexus?*

Although the Region of Epirus is rich in natural and cultural heritage, offering a variety of potentials for the development of alternative tourism, several challenges are found regarding sustainable tourism promotion and development. According to the latest regional studies, the main challenges are:

#### 1. **Concentration of touristic activities:**

Concentration of touristic activities is a main obstacle, as alternative forms of tourism are mainly located in the Prefecture of Ioannina, relatively few are present in the Unit of Arta, while fewer in the Units of Preveza and Thesprotia.

#### 2. **Limited Funds and Quality:**

- Lack of infrastructure, interconnection and often quality of the touristic products in the region.
- Not a strong enough economic and legislative framework that can support tourism, and sustainable initiatives in particular.

#### 3. **Limited Cooperation:**

- Cooperation among the regional units, municipalities, tourism agents, hotel owners and other stakeholders involved in sustainable tourism is not developed, under a single common goal.
- As a result, the whole region is not presented as a single tourist destination.

#### 4. Limited Training:

- Lack of skilled personnel that is able to address the current needs of an alternative touristic audience.

##### ■ *Why sustainability is important for the tourism industry of your region?*

An examination of the policies that have been developed in Epirus in the latest programming periods, indicates how essential the concept of Integrated Development is, that is “the simultaneous appropriate economic, social, political, cultural and technical/technological development, with respect towards human beings and their natural and cultural environment, in which they behave and act peacefully and creatively, as an integral part and not as owners, dominators and exploiters”. Therefore, to achieve a holistic improvement of the quality of life, sustainability should be a key priority that drives decisions.

- Considering that tourism is one of the competitive advantages of Epirus, it should be exploited sustainably to support development, entrepreneurship and local communities themselves.

- A sustainable approach is necessary for the creation of organizations and bodies that promote “experiences” along with “leisure”, promoting local products and intangible heritage.

- Moreover, in the context of sustainability, the creation and crystallization of a unified touristic identity and product, would contribute to overcoming concentration of activities and seasonality.

- Sustainability goes hand-in-hand with innovation, an element that a lot of local touristic bodies are lacking. In that sense, an upgrade of service and infrastructure quality, would be the result of sustainable practices.

- Overall, sustainability is essential to achieve the ultimate goal of central-strategic planning for tourism development and the promotion of local products of the Region, while enhancing the collaboration among the different Municipalities

##### ■ *In your case, is it mobility that fosters tourism, or tourism that prompts to improve mobility?*

In Epirus there is a mutual relationship between mobility and tourism. Mobility fosters tourism, and also tourism prompts to improve mobility. The transformation towards sustainable mobility involves three interconnected pillars - environmental, social and economic. Those pillars go hand-in-hand with the aim of Integrated Development that is currently the core axis of practices and policies in Epirus. In that sense, the relationship between mobility and tourism goes both ways:

On the one hand, mobility is essential for tourists to arrive in Epirus, particularly considering the port potential. In that sense, a sustainable context may provide innovative solutions that motivate tourists to travel to Epirus in the first place. At the same time, an efficient and unique mobility system that connects the coastline with the inland, contributes to the spread of tourism throughout the entire Regional Unit, contributing to a holistic development. Thus, in those cases, it is mobility that prompts tourism.

On the other hand, the current trends that were described and the contemporary desire of tourists to be engaged in “experiences”, rather than leisure, sets the need for alternative services where mobility plays a leading role. Having said that, combining the natural and cultural assets of the areas with

mobility activities (cycling, hiking, trekking, etc.), contributes to the creation of a unique touristic product that creates a competitive advantage in the areas. Thus, it is a strong motivation for local bodies and policies to foster mobility because of tourism.

### 3.2.2. List of relevant past and ongoing projects

The following list indicates previous European Projects within the Adrion and the Mediterranean area, in which the Region of Epirus has participated and that are in line with sustainability, mobility and thematic tourism:

- **SUMP - Sustainable Urban Mobility Plan (ΣΒΑΚ)**
  - Implemented in the Municipalities of Igoumenitsa & Preveza
  - SUMP is “*a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It builds on existing planning practices and takes due consideration of integration, participation and evaluation principles*”.
  - Objectives of SUMP:
    - Ensure all residents are offered transport options that enable access to key destinations and services;
    - Improve safety and security;
    - Reduce air and noise pollution, greenhouse gas emissions and energy consumption;
    - Improve the efficiency and cost-effectiveness of the transportation of persons and goods;
    - Contribute to enhancing the attractiveness and quality of the urban environment for the benefits of residents, the economy and society as a whole.
  - Benefits of SUMP:
    - Defining mobility policies in the context of a clear vision
    - Identifying measurable targets to address long-term challenges of urban mobility
    - Ensuring the involvement of stakeholders at appropriate stages
    - Achieving collaboration between relevant policy areas and authorities
  - Sources: <https://www.svak.gr/>,  
[https://ec.europa.eu/transport/themes/urban/guidance-cycling-projects-eu/policy-development-and-evaluation-tools/sumps-and-cycling\\_en](https://ec.europa.eu/transport/themes/urban/guidance-cycling-projects-eu/policy-development-and-evaluation-tools/sumps-and-cycling_en).
  - Sources: <https://sumport.interreg-med.eu/>
- **SUMPORT - Sustainable Urban Mobility in Med Port Cities’ project (01/17-12/19):**
  - Tackled the issue of congestion and air pollution providing sustainable alternatives to individual car transport. Its main goal was to increase the planning capacities on sustainable mobility of port cities through sharing experiences, pilot actions and training activities. Greece participated in the project using as a test bed the city of Igoumenitsa.
  - Two pilots took place in the framework of SUMPORT project, the first pilot referred to the extension of the provided services of the Bike Sharing System while the second extended basic principles of sustainable mobility in the Regional Unit. Regarding the first pilot one more rental station was installed in the two existing, while six new docks and twenty-two new bikes were obtained. Regarding the second pilot soft on-board measures to improve the attractiveness of the journey were identified as very important, (for example Wi-Fi, charging dock stations for mobile devices, infotainment for long trips and smart ticketing)
  - Source: <https://sumport.interreg-med.eu/>
- **ADRION 5 SENSES** is an approved project under the Interreg ADRION 2014-2020 transnational program, where the Region of Epirus is the Lead Beneficiary (01/01/2018-30/06/2020).

- ADRION 5 SENSES seeks to develop a model of sustainable tourism based on innovative and high quality tourism products and services. The project proposes a holistic approach based on the five senses (sensory marketing), in order to develop an effective branding strategy for the Adriatic-Ionian destination. Its main goal is the creation and promotion of the ADRION brand in tourism, raising all five senses of tourists, using - among other things - information and communication technologies (ICT).
- One of the projects that will be integrated in this platform is the **Integrated Spatial Investment "Cultural Route in the Ancient Theaters of Epirus"** of the Region of Epirus, which is a pilot project for the entire macro-region of the Adriatic-Ionian. The main deliverables of the project are the joint Strategy and the Action Plan for the Adriatic-Ionian Destination, the ADRION 5 SENSES Transnational Cooperation Network and demonstration actions (Map of Sensations, Multilingual Web Platform and Exhibition Centres) that will benefit local/regional/national authorities, SMEs, business support organisations, academia etc.
- Sources: <https://adrion5senses.adrioninterreg.eu/>
- **ADRI MOB - "Sustainable coast MOBility in the ADRIatic area"** (01/02/2011-31/01/2014).
  - The bicycle rental system first developed by the Regional Unit of Thesprotia in the context of the pilot actions of the Project ADRI MOB "Sustainable coast MOBility in the ADRIatic area" ([http://www.thesprotia.gr/uploads/file/ADRI MOB\\_brochure\\_2.pdf](http://www.thesprotia.gr/uploads/file/ADRI MOB_brochure_2.pdf)), and expanded (3rd station, greater number of bicycles) under the SUMPOR T Program (Interreg Med 2013-2020). (<https://sumport.interreg-med.eu/sustainable-mobility-plans/sump-harmonisation-in-thesprotia/>).
  - The target groups addressed were Local Authorities Municipalities of Igoumenitsa, Souli and Filiates), R.U. of Thesprotia, Police Authorities, Port of Igoumenitsa, Chamber of Commerce, Public Transport Administration, Forwarders/ Suppliers, Custom Authorities, University, Residents.
- **INTER-CONNECT - "Intermodality Promotion and Rail Renaissance in Adriatic-Ionian Region"** (01/01/2018-31/12/2020). The assessment for the pilot operation of a bus line from the Port to the City Centre of Igoumenitsa, to be operated by the Municipality of Igoumenitsa, implemented in the framework of the Project Inter-Connect (<https://interconnect.adrioninterreg.eu/> & <https://keep.eu/projects/19224/>), as well the expressed intention by the Igoumenitsa Port Authority to purchase a bus for the future operation of the line.
  - The Inter-Connect project is estimated to boost intermodal PuT based (rail-sea) passenger transport in ADRION through:
    - The identification of key players in mobility planning and the creation of a cooperation environment (Inter-Connect Transnational cooperation network) where experience and knowledge exchange will take place.
    - The development of common understanding of area's needs, challenges, opportunities and treats and the reaching of an agreement among stakeholders for the direction towards which mobility planning should focus (Action Plan on ADRION intermodality arising from real needs understanding and flows analysis, Detailed Action Plan based on Inter-Connect cases examination outputs)
    - The formulation of a strategic framework for enhancing intermodality in the area and the respective authorities training on how to implement and finance measures able to add on ADRION sustainability (Inter-Connect Strategy-Roadmap with measures in a hierarchical order)
- **CYCLO - Cycling Cities: Local Opportunities for Sustainable Mobility and Tourism Development** (01/06/2010-31/05/2013), MED Programme 2007-2013
  - CYCLO is focused on the realization of experiences of sustainable mobility through the implementation of bike-use in small and medium urban systems in the MED area, contributing to spread a philosophy of sustainable and eco-compatible economic and social progress. The Municipality of Ioannina and the Prefecture of Preveza were Project Partners.



- CYCLO promotes an active participation of each territory to the project strategy to turn some cycling cities into accessible systems, through the implementation of pilot actions/awareness events to promote bike-based multimodality.
- Sources: <https://trimis.ec.europa.eu/project/cycling-cities-local-opportunities-sustainable-mobility-and-tourism-development>
- **BRIDGE.TRAD - “Bridges of History and Tradition”, Programme Greece-Italy 2007-2013.**
  - The Regional Union of Municipalities of Epirus acted also as the Lead Partner (LB) in the BRIDGE.TRAD. The key objectives of the project were to promote and preserve the cultural heritage, to exchange architectural and historic knowledge of stone bridges, to exploit traditional stone bridges, in the scope of thematic tourism with the purpose of increasing the number of visitors to the participating regions.
  - The results of the Project BRIDGE.TRAD “Bridges of History and Tradition” can be found here: <https://www.keep.eu/project/4158/bridges-of-history-and-tradition>.
- **STONE.TRAD - “Stone and Tradition” (29/02/2012-28/02/2014), Programme Greece-Italy 2007-2013.**
  - The Regional Union of Municipalities of Epirus acted as the Lead Partner (LB). The project keys objectives were to: promote and preserve cultural heritage, exchange methods and techniques of stone craftsmanship, promote and exploit traditional stone villages, in the scope of thematic tourism.
  - The main objectives of the project consisted of the following:
    - a web-portal hosting an online museum
    - an e-library
    - an e-learning platform
    - set-up of cross-border centers promoting the art of stone
    - training centers
    - organization of educational seminars
    - a study regarding the touristic exploitation of traditional stone villages and the traditional art of stone masonry.
  - The results of the Project STONE.TRAD “Stone and Tradition” can be found here: <https://keep.eu/projects/4225/>
- **PIL.TOUR - “Pilgrim Tourism Routes in Ioannina and Lecce” Programme Greece-Italy 2007-2013.**
  - The project aim was to preserve the cultural heritage of the two participating regions, Ioannina and Lecce, exchange architectural and historic knowledge of churches and monasteries, promote thematic tourism and exploit traditional churches for the purpose of increasing the number of visitors.
  - The main outputs of the project were:
    - A cultural and touristic portal that acts as an online museum
    - Electronic library
    - e-learning platform
    - Research workshops that act as a center of knowledge and research for ancient monuments
    - Cross-border information centers
    - Cross-border networking activities such as conferences, exhibitions and educational conferences
    - A study regarding the touristic exploitation of Byzantine churches and the preservation of the cultural and heritage of the regions involved
    - An informational booklet regarding “Byzantine Churches in Epirus and Apulia”
  - The results of the Project PILTOUR can be found here <https://twitter.com/PILTOUR> and more about the project here: <https://keep.eu/projects/4176/>.
- **EV8 - Eurovelo 8 Official Route** by Greek NEC. In Western Greece, we meet the Mediterranean Route EV8 (5,900 km) that starts from Cadiz of Andalusia in Spain, and reaches Athens through Igoumenitsa, passing along the regions of Epirus, Western Greece, Peloponnese, and Attica. More at: <https://www.bikemap.net/en/r/4689631/#7.72/39.005/21.251>

- **4ALL - Accessible Tourism, Programme 2014 - 2020 Interreg IPA CBC Greece - Albania**
  - The main goal of the project is to support the sustainable development of heritage tourism in the CB area and establish the region as an international destination for senior and accessible tourism, including tourism for persons with disabilities and persons with reduced mobility in general and their families. The project 4ALL aims to:
    - exchange and import know-how and good practices related to the improvement of the accessibility of cultural and natural heritage structures (people-to-people activities)
    - improve the accessibility and visitability of selected cultural and natural heritage assets in the CB area (accessibility works)
    - revitalize and maintain structures of both cultural heritage, such as the Castle of Berat, in order to reveal its unique architectonic values estimated by UNESCO and such as the National Park of Pindos and other Natura 2000 ecosystems across the CB area (heritage capitalization)
    - improve the capacity of authorities responsible for the management of cultural and natural heritage assets, and of professionals from tourist field (such as guides, travel agents, event organizers, transportation services) in better addressing the needs of senior and accessible tourism (capacity building activities)
    - develop revitalization of historical monuments, enhance local community capacities in terms of tourist reception, create artisanship and traditional gastronomic corners within the monuments area (enhancing craftsmanship & traditional products)
    - raise awareness of the locals, especially of young people, in relation to the potential of heritage tourism, the importance of endorsing strategies for sustainable development and inclusive design (awareness activities)
    - collect data related to the accessibility and friendliness to disabled and elderly visitors of key cultural and natural assets of the CB area (field studies)
    - improve the visibility of cultural and natural heritage assets that are accessible and friendly to all, through electronic and physical media, campaigns, etc. and by producing an informative guide for all; visitors with useful information for the elderly and the disabled (branding & promotion);
    - conduct a joint strategic planning study towards branding the CB area as an international tourist destination for elderly and disabled, of high quality at low to medium cost (policies & plans);
    - measure satisfaction and behavior of elderly and disabled visitors in supported structures, and in the CB area at large (tourist behavior & satisfaction surveys).
  - Source: <https://greece-albania.eu/projects/accessible-tourism>

### 3.2.3. Catalogue of best practices and/or lessons learnt

Title	SUMPORT
Project	Sustainable Urban Mobility in MED PORT cities
Programme	Programme 2014 - 2020 INTERREG VB Mediterranean
Short summary	<p>SUMPORT allows the participating MED port cities to elaborate, update or harmonize their own Sustainable Urban Mobility Plans. Thanks to SUMPORT, port cities test sustainable mobility solutions for their urban centres. These actions demonstrate and test solutions for the promotion of eco-friendly urban mobility and car-independent lifestyles in MED port cities. The project shares lessons learnt and results through the e-learning platform, so to inspire other cities in the MED area to bet on sustainable urban development.</p> <p>The Partnership Scheme was the following:</p> <ul style="list-style-type: none"> <li>• LP: CEI - Central European Initiative (Italy)</li> <li>• City of Kotor (Montenegro)</li> <li>• Las Naves - Foundation of the Valencian Community to promote strategic urban development and innovation (Spain)</li> <li>• Municipality of Koper (Slovenia)</li> <li>• Aristotle University of Thessaloniki-School of Rural &amp; Surveying Engineering (Greece)</li> <li>• Valencia Port Foundation for Research, Promotion and Commercial Studies of the Valencian region (Spain)</li> <li>• City of Limassol (Cyprus)</li> <li>• Institute for Transport and Logistics Foundation (Italy)</li> <li>• Region of Epirus - Regional Unit of Thesprotia - RUTH (Greece)</li> <li>• Durres Municipality (Albania)</li> </ul>
Detailed information	<p>All EU cities are confronted with similar challenges related to mobility, i.e. urban congestion, pollution, GHG emissions and the consequent need to improve the mobility and air quality in a context of enduring economic crisis. Yet, MED cities having ports are defied with even more complex issues, needing a long-term mobility planning approach, integrating both city- and port-originated transport flows, in order to achieve sustainable urban mobility.</p> <p>Participating cities in SUPMORT implemented and simulated pilot actions benefitting directly citizens and visitors and will evaluate the potentiality of long-term sustainable mobility planning provided by the SUMP concept.</p> <p>SUMPORT aimed at tackling this situation through the following activities and outputs:</p> <ul style="list-style-type: none"> <li>✓ Strengthening the MED port cities' knowledge and planning capacities through trainings for MED port city officials in drafting SUMPs, also benefitting from MED port cities already having them.</li> <li>✓ Drafting SUMPs in two MED port cities and updating one already existing.</li> <li>✓ Implementing pilot actions and small-scale investments for sustainable mobility in six MED port cities.</li> </ul>

Therefore, SUMPORT provided, a strong transnational participatory approach, exchanging experiences and expertise, with those already having SUMP participating in the training of those who do not, and comparing how SUMP are translated into concrete actions. Tools were developed for transferring the gained knowledge and results to a wider MED audience. While several projects have been carried out on SUMP in EU Programmes other than MED, SUMPORT is the first one tackling urban mobility planning in MED port cities.

For the Regional Unit of Thesprotia in particular, two pilots were developed:

### **1. SUMP Harmonization in Thesprotia**

- The objective of the project was to extend the basic principles of sustainable mobility in the area, aiming to improve mobility and accessibility, quality of life for the residents, employees and visitors, to ensure environmental and health benefits, to improve the image of the city etc. The activity developed a plan for the extension of the sustainable mobility principles to all of the Municipalities of the RUTH (Igoumenitsa, Filiates & Souli), following the trainings and the EC/ELTIS Guidelines, and taking into consideration the SUMP of Igoumenitsa (elaborated simultaneously to SUMPORT Project).
- The target groups addressed were Local Authorities Municipalities of Igoumenitsa, Souli and Filiates), R.U. of Thesprotia, Police Authorities, Port of Igoumenitsa, Chamber of Commerce, Public Transport Administration, Forwarders/ Suppliers, Custom Authorities, University, Residents.

### **2. Extension of bike-sharing system**

- The existing system was installed by the Regional Unit of Thesprotia under the pilot actions of the project “ADRI MOB” (Sustainable cost MOBility in the ADRIatic area) implemented under the European Territorial Cooperation Programme IPA ADRIATIC 2007 - 2013.
- In the framework of SUMPORT project, Regional Unit of Thesprotia examined the possibility of extending the provided services of the operational bike sharing system, by:
  - installing a third rental station and
  - increasing the number of the available bicycles from 10 to the current situation to 30 in total (20 new bicycles will be obtained).
- The target groups addressed by the pilot activity of the extension of the bike-sharing system in Igoumenitsa are residents of Igoumenitsa and citizens of other municipalities of Thesprotia, tourists, students, other visitors, tourism professionals, employees, commercial shops etc.

To monitor and supervise the testing activities, the partnership established a mechanism of direct communication among involved partners in order to ensure the SUMP and pilot actions appropriate elaboration/ implementation and the contribution to the evaluation of their applied procedures and results. In the evaluation of the impact of the testing activities, a series of simple, measurable and transparent key-performance indicators (KPIs) were identified in a methodology developed for this purpose, also prepared during the first months of the project. The KPIs for evaluation referred to different areas, according to the nature of the testing activities and comprised:

- 3 KPIs for Active mobility improvement;
- 7 KPIs for Environmental and societal benefits;
- 6 KPIs for Equipment and infrastructure improvement;
- 3 KPIs for IT and technology exploitation;
- 2 KPIs for Promotion of shared mobility;
- 2 KPIs for Service development;

	<ul style="list-style-type: none"> <li>• 6 KPIs for End-user utilization;</li> <li>• 7 KPIs for SUMP policy and maturity/ adoption &amp; pilot action maturity and acceptance</li> </ul> <p>Based on these KPIs measurements and calculations before and after the implementation of the testing activities at specific intervals, evaluation reports were prepared, demonstrating the impact of SUMP testing activities and their contribution to sustainable mobility objectives.</p>
<p>Elements of innovation</p>	<p>The website MOBILITYMED (mobilitymed.eu) was developed by SUMP as a platform to share the results and materials of the Urban Transport Community. Each pilot under the Urban Transport Community responded to the different needs of the territories, but all shared the commitment to tackle common challenges, such as congestion and pollution.</p> <p>The MOBILITYMED website provides access to all relevant methodological and practical materials elaborated by the different projects of the Urban Transport Community. It includes studies, guidelines and pilot actions on sustainable mobility management, whose results can be replicated in other territories. The website is a valuable tool for local authorities, policy makers and planners dealing or interested in sustainable mobility issues.</p> <p>A friendly-user layout and structure were designed to enable users to access all available materials and finding useful instruments easily. The website can be browsed focusing on different categories depending on the user's interests and needs:</p> <ul style="list-style-type: none"> <li>✓ by challenge (looking for specific measures already implemented to tackle specific issues);</li> <li>✓ by solution (to explore the pilot actions and tools implemented by projects);</li> <li>✓ by city (to focus on the territorial approach or through the projects activities).</li> </ul> <p>Through an interactive map, it is possible to access to main pilots implemented in the cities involved in the projects. The content of the website is also in line with the Handbook on Sustainable Mobility in Med Area developed by MOBILITAS project and complementary to some of the content available on med urban tools elaborated by GO SUMP, as an effort carried out by SUMP and the Urban Transport Community.</p> <p>The final objective of MOBILITYMED website is to improve the quality of urban sustainable mobility by bringing together and making the results accessible, as an open capacity-building tool.</p>
<p>Website</p>	<p><a href="https://sumport.interreg-med.eu/">https://sumport.interreg-med.eu/</a></p>
<p>Results achieved</p>	<p><b>1. Pilot 1: SUMP Harmonization in Thesprotia</b></p> <p>The objective of the particular pilot was to extend the basic principles of sustainable mobility in the Regional Unit of Thesprotia as a functional area. The extension of the basic SUMP principles to the RUTH area was a challenging task due to the fact that those principles applicable to urban areas had to be fitted to cover a larger area and in fact areas with different characteristics.</p> <p>The pilot started with a preliminary study to include further activities:</p>

public consultation;

- analysis of the transport system characteristics of the study area;
- development of a common vision promoting sustainable mobility;
- identification and involvement of stakeholders;
- identification of the indicators;
- development and evaluation of preliminary scenarios promoting sustainable mobility; definition of the appropriate policies and measures to be implemented.

## 2. Pilot 2: Extension of bike-sharing system in the Centre of Igoumenitsa

In the framework of SUMPORT project, RUTH extended the provided services of the Bike Sharing System (BSS), consisting in 2 bike stations, by installing a third rental station and increasing the number of available bicycles. The process for the implementation of the extension of the existing bike sharing system in the city of Igoumenitsa was divided into three stages:

- The first preparatory Stage was the development of a preliminary study.
- The second phase concerned the following actions: data collection; analysis of the current BSS performance; identification of stakeholders and the monitoring indicators. Also, the city held public consultations and questionnaires for users, along with the analysis and the implementation of the third bike station.
- The third stage concerned the implementation of the action plan and the Monitoring process and Evaluation of the implemented actions.
- The final stage was the evaluation of extension of BSS in Igoumenitsa and the dissemination activities to the public.

The existing BSS was not operational due to damages caused by the low level of usage while most of the existing bicycles were seriously damaged, so RUTH decided to replace the existing bike stations with new modern, safe and secure stations and supply new bikes. Therefore, SUMPORT BSS\* consists of 3 new bike stations with 6 docks each. In addition, RUTH has obtained 22 bikes in order to cover the high demand usage of the system, while at the same time there will be bikes available in case of damage.

Throughout the SUMPORT (Sustainable Urban Mobility in MED PORT cities) project all participants were dedicated and the impact was strong through collaboration and knowledge dissemination.

With the citizens it was an interactive relationship and learning took place in terms of mobility and sustainability and the challenges of congestion and air pollution aggravated by traffic.

Via the website MOBILITYMED ([mobilitymed.eu](http://mobilitymed.eu)), developed by SUMPORT, as a platform to share the results and materials of the Urban Transports Community, the visitor (citizens, local authorities, policy makers and planners) can find a valuable tool for sustainable mobility issues.

All residents of the participating cities, as well as tourists provided feedback on the new bike lanes, e-bike sharing, carpooling and innovative IT applications for public transport realised by SUMPORT.

As such, we would have to say that engagement was achieved via technology, consultation, training, feedback, and information.

Level of  
citizens' and  
stakeholders'  
engagement

**Liaison with EU national and local policies**

All Partners in the SUMPOR Project had a specific focus on integrating city and port related traffic, testing various types of measures concerning sustainable mobility with an important impact on citizens' everyday lives. They had very clear and forward guidelines by Interreg and also had to an extent the flexibility to adjust some of them to their local particularities.

Considering the policy frameworks developed by the EU which have been also followed by the Regional Union of Epirus, it can be illustrated how the aforementioned practices come to life.

Apropos for instance, the Regional Operational Program of Epirus 2015-2019 "AXES and MEASURES" was a major policy framework that led to the implementation of practical measures and the participation of Epirus in EU projects and has also a lot of common ground with SUMPOR (Sustainable Urban Mobility in MED PORT cities). Especially its Axis 1 & 3.

**Lessons learnt**

**1. Pilot 1: SUMP Harmonization in Thesprotia**

The Sustainable Mobility Plan first edition was followed by the adoption of the action plan in order for the policies and measures defined in the previous stage to be implemented. The actions aimed to strengthen the transport integration in the region and increase the cooperation between the Municipalities of Igoumenitsa, Souli and Filiates.

With cooperation, a bilateral connection and communication will be developed between the local societies and the public transport operator. This way the operator will be able to understand the problems the passengers face and take appropriate actions.

Soft on-board measures to improve the attractiveness of the journey were also identified as very important, for example Wi-Fi, charging dock stations for mobile devices, infotainment for long trips and smart ticketing.

Thus, the main lesson learnt was that cooperation among local key players and stakeholders is a prerequisite for the design and implementation of activities that promote sustainable mobility.

**2. Pilot 2: Extension of bike-sharing system in the Center of Igoumenitsa**

Involvement of potential users was essential during the design phase of the Bike Sharing System, while dissemination activities were crucial after the installment of the system in order to increase awareness.

## 3.3. Institute for Transport and Logistics Foundation, ITALY

### 3.3.1. Territorial context

The Emilia-Romagna Region is the sixth-largest region in Italy. The Region covers an area of 22 451 km<sup>2</sup> (7.4% of the national territory) and it has about 4.4 million inhabitants. It is divided into the eight province of Bologna, Ferrara, Modena, Parma, Reggio Emilia, Piacenza, Rimini, Ravenna and Forlì-Cesena. The last 3 Provinces are part of the historical sub region called Romagna on which the SUSTOURISMO project is focusing.

The Emilia-Romagna region boasts an enviable geographical position making it an ideal link between northern and southern Italy, as well as connecting the Mediterranean with the northern Europe. It is situated in central-northern Italy, in the heart of the country's most industrialised area. Its efficient network of infrastructures, strategic geographical position and excellent connections to the rest of Italy and the main European cities make the region a key business hub and a touristic attraction area.

Emilia-Romagna is one of Italy's leading regions in terms of per capita income and for many years it has been classified as one of the richest regions in Europe. Emilia-Romagna also ranks amongst the top regions in Italy for bureaucratic efficiency and quality of life. Small- and medium-sized enterprises (SMEs) are the driving force of the region's economy and have fostered the extraordinary spread of wealth across the entire regional territory. The dynamic nature of the production sector in Emilia-Romagna has resulted in high employment levels; indeed, employed inhabitants amount to over 68%, considerably higher than the Italian average.

From the transport point of view, the region of Emilia-Romagna has a very good system of transport, with 574 km of motorways, 1,053 km of railways and airports in Bologna, Forlì, Parma and Rimini. The main motorway crosses the region from north-west (Piacenza) to the south-east (Adriatic coast), connecting the main cities of Parma, Reggio Emilia, Modena, Bologna, and from here further to Ravenna, Rimini and the Adriatic coast. An efficient train service connects all the most important regional cities.

Emilia-Romagna is a top European tourism destination, welcoming more than 11.5 million visitors annually and generating 50 million overnight stays. Its unique attractions (historical, cultural, artistic, social, industrial and economic) provide visitors with several different touristic experiences and packages. Emilia-Romagna can host large groups and accommodate large-scale events, thanks to more than 1.1 million beds across 4,300 hotels.

■ *What are the specific challenges in your region with regards to the sustainable tourism-mobility nexus?*

The Romagna area is one of the most important touristic Italian area. In 2018, in the Emilia-Romagna Region, 40.647.799 tourist were registered. More than the 80% of these tourists are registered in the Romagna area. In particular in Rimini (16.181.180), Ravenna (6.678.863), Forlì-Cesena (5.492.178) and Bologna (4.729.192), where Bologna is the only city that does not belong to Romagna. These very consistent touristic flows generate every year several problems related to traffic jam, both in the highway and on the local roads. In fact, a large part of these trips are conducted with private cars. For



this reason, the main challenges for the Romagna sub region in relation to the sustainable tourism-mobility nexus are related to:

- Increase the attractiveness of existing public transport solutions (regional trains, local buses, micro mobility solutions, etc.) in order to reduce the use of private cars;
- Work on promoting an integration of the different sustainable transport solutions (both public and private) in a framework of a regional Mobility as a Service (Maas) approach;
- Improve the existing communication/information tools and strategies in order to increase the tourists' awareness of existing sustainable travel solutions;
- Improve the involvement of the different touristic and mobility public and private stakeholders.

#### ■ ***Why sustainability is important for the tourism industry of your region?***

Protecting the environment is at the very heart of Emilia-Romagna regional policies, with many integrated actions and specific plans that focus on air quality, agriculture, energy, mobility, waste management, protected areas, Natura 2000 Network, forests and education to sustainability. This commitment cuts across these different fields of interest, with the sole aim of achieving a quality development fully sustainable.

Sustainability is fundamental for the touristic industrial region as the high touristic flows may generate conflict areas within a mass tourism destination typified by a seaside tourism. In fact, nowadays the existing tourism as a high ecological footprint in the Romagna area both in terms of pollution, use of non-renewable resources, congestion and overcrowded services.

#### ■ ***In your case, is it mobility that fosters tourism, or tourism that prompts to improve mobility?***

In Emilia-Romagna both approaches are important. In fact, there are several touristic initiatives supporting the increase of the sustainable transport solutions. For example, there are several touristic attractions offering economic discounts for people reaching the final destination using a sustainable transport solution. There are regional promotional campaigns inviting tourists (both local and not) to reach the seaside destinations by trains, with some discounts in the hotel booking prices. There are also several private touristic operators promoting sustainable mobility promoting initiatives like bike tourism, etc.

On the other side, the mobility improvement allows more sustainable touristic behaviours among tourists. For example, the Emilia-Romagna Region invested in improving the trains frequency and travel duration among internal and coastal cities. More attractive train services produced an increase of tourists choosing to use the train to reach the Romagna area. Moreover, at the local level, new sustainable transport solutions are arising as, for example, free floating micro mobility services and bike and car sharing services. The mobility solutions are fundamental in shaping new forms of touristic sustainable mobility.

For all these reason in the case of Emilia-Romagna Region, mobility fosters tourism and tourism fosters mobility.

### 3.3.2. List of relevant past and ongoing projects

- **Interreg Central Europe project SMACKER**

Remote regions in central Europe share the same risks and issues related to being at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are the challenges that many central European regions face. The SMACKER project will address those disparities to promote public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes. The SMACKER partners will assess main barriers and address them by providing solutions that draw on the best international know-how. Soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) will be used to identify and promote eco-friendly solutions for public transport in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better services feeding main public transport. SMACKER will help local communities to re-design their transport services according to user needs and encourage people to use them. ITL Foundation, in addition to supporting SRM in the development of the in Emilia-Romagna pilot, will coordinate the activities related to the promotion and replicability of the technical contents developed by the project at European level.

Link to the website: <https://www.interreg-central.eu/Content.Node/SMACKER.html>

*Local partners: ITL and SRM (Mobility Agency of Bologna)*

Relation to SUSTOURISMO project: Promotion of flexible public transport solutions for tourists and residents in peripheral areas.

- **Interreg Italy-Croatia project ICARUS**

ICARUS (Intermodal Connections in Adriatic- Ionian Region to Upgrowth Seamless solutions for passenger) Project is funded under the Interreg V-A Italy-Croatia CBC Programme and it promotes a strategy for intermodal connections in Adriatic Ionian Region. It aims to activate behavioral change in mobility by using the Mobility as a Service, a concept which moves passenger needs from the transport means to the mobility service. More specifically, 8 pilot projects and a case study will be implemented focusing on timetables harmonization, car/bike sharing within transport nodes, ICT solutions for seamless flow of information, integrated intelligent multimodal payment systems, dynamic travel planning and cross-border intermodal services. These activities will be tested in the regions of Emilia-Romagna, Abruzzo, Veneto, Friuli Venezia Giulia, Primorsko-Goranska, Istarska, Sibensko-Kninska and Splitsko-Dalmatinska.

Link to the website: <https://www.italy-croatia.eu/web/icarus>

*Local partners: ITL and Emilia-Romagna Region*

Relation to SUSTOURISMO project: Promotion of sustainable transport solution in touristic areas.

- **Interreg Adrion project Inter-Connect**

Lagging behind Central&Northern Europe in terms of growth and economic development, ADRION's countries should stimulate the take up of innovative strategies and smart solutions so as to reach sustainability goals. Improving Region's accessibility as indicated in EUSAIR strategy can be a decisive drive towards this objective. What is mainly missing, as proven by the failure past stories, is the capacity of key players & different decision making levels (local, national, transnational) to establish strong cooperation schemes able to enable the desired growth in a territory consisting of countries presenting great differentiations. Based on the principles of smart specialization, that is built on regional strengths, competitive advantages and cooperation, and following a well-defined forward-looking agenda towards passengers' intermodality promotion and rail revitalization, transportation negative effects can be handled and environmental performance in the Region can be improved. ADRION should invest on passengers' intermodality to revitalise itself; the unrelenting strong competition from the road sector should be balanced by the respective promotion of combined sea - rail alternatives. Building on the knowledge of previous projects, especially in RAIL4SEE, while drawing inspiration from ongoing innovative initiatives (e.g. North Adriatic Ports Association), Inter-Connect project seeks new solutions tailored to ADRION's specificities for the promotion of intermodal transport and guides the respective actors on how to turn connectivity plans into reality. Hubs clustering, identification of current and future trip generating poles, user surveys for mobility needs and expectations understanding, mapping of drivers, cooperation schemes establishment, soft mobility measures (e.g. integrated ticketing, harmonized timetables&procedures)&funding opportunities examination, roadmap formulation constitute Inter-Connect approach.

Link to the website: <https://interconnect.adrioninterreg.eu/>

*Local partner: ITL and Emilia-Romagna project*

Relation to SUSTOURISMO project: The pilot developed in this project can be coordinated together with the one to be developed within SUSTOURISMO.

- **Interreg Italy-Croatia project MOSES**

ITL Foundation is one of the partners of the MOSES Standard + project (Maritime and multimodal transport Services based on Ea Sea-Way project) financed by Italy-Croatia CBC Programme 2014-2020 based on the main results of the IPA Adriatic project EA SEA-WAY. Project partners are Autonomous Region of Friuli Venezia Giulia (lead partner), Institute for Transport and Logistics (ITL Foundation), Primorje-Gorski Kotar County, Molise Region and Region of Istria. The Moses project objective is to improve the accessibility and the mobility of passengers across the Adriatic area and its hinterland through the development of new cross-border, sustainable and integrated transport services and the improvement of physical infrastructures related to those new services. MOSES main outcomes are: test innovative tools for e-booking and e-ticketing solutions, implement a new maritime fast-line transport service, test info-boards for passengers at ports, improve bus and bike innovative connections systems, implement feasibility study to increase sustainable marine transport routes, recovery of operational quay in ports, installation of eaves, benches and information panels in ports and implement innovative electric bike sharing systems for cruisers.

Link to the website: <https://www.italy-croatia.eu/web/moses>

*Local partner: ITL (with the collaboration of the Ravenna port and Ravenna municipality)*

Relation to SUSTOURISMO project: Promotion of innovative sustainable transport solutions for cruise tourists.

- **Interreg Med project Sumport**

SUMPORT aim is to increase the planning capacities on sustainable mobility of port cities through training activities and exchange of experiences. As a result, participating port cities will draft or update their own Sustainable Urban Mobility Plans. Moreover, port cities will also implement and simulate pilot actions for testing various types of measures (e.g. bicycles lanes, bike sharing system, carpooling, ICT application for public transport) concerning sustainable mobility with a concrete impact on citizens' everyday life.

Link to the website: <https://sumport.interreg-med.eu>

*Local partner: ITL*

Relation to SUSTOURISMO project: Promotion of sustainable mobility for tourists in the port areas.

- **CIVITAS DESTINATION**

CIVITAS-DESTINATIONS is a complex large-scale integrated project to extend and adapt CIVITAS initiative to the tourist destinations in Europe.

The project will implement a set of mutually reinforcing innovative mobility solutions in six urban laboratory areas with different size and characteristics: Funchal, Madeira, Portugal; Las Palmas de Gran Canaria, Spain; Limassol, Cyprus; La Valetta, Malta; Elba, Italy; and Rethymno, Greece.

DESTINATIONS project aims to change the mind-sets of all stakeholders involved in managing the “mobility for growth” challenge and to demonstrate a set of solutions combining newly emerging technologies, policy-based and soft measures with a strong replication potential.

CIVITAS-DESTINATIONS will test and evaluate ambitious integrated packages of smart measures for enhancing sustainable mobility in a specific context of islands cities (small and medium) facing a high touristic demand; it will demonstrate that smart communities are able to combine innovation and planning for boosting the sustainable transport ability to respond all travellers and resident's needs. Special attention will be paid to issues related to vulnerable groups of citizens and gender issues.

The project targets the resident and tourist mobility demand with a holistic and integrated planning approach, delivering sustainable mobility strategies at the destinations and in the countries of origin. The project objectives aim to:

- develop innovative holistic approach to build sustainable urban mobility systems for both residents
- and tourists.
- increase the attractiveness of the cities, both for tourists and for businesses in the sector
- provide the high quality, sustainable environments desired by tourists
- provide local sustainable employment opportunities
- multiply impacts in the economy for goods and services.
- enhance social cohesion
- promote sustainable mobility grows the economy
- provide benchmark for other EU tourist cities

Link to the website: <https://civitas.eu/destinations>

*Local partner: ITL technical contacts.*

Relation to SUSTOURISMO project: Promotion of sustainable mobility for tourists.

### 3.3.3. Catalogue of best practices and/or lessons learnt

Title	CIVITAS Destinations
Project	DESTINATIONS – H2020-MG-2014-2015/H2020-MG-2015
Programme	Horizon 2020
Short summary	The project will implement a set of sustainable mobility solutions in six sites: Funchal, Portugal; Las Palmas, Spain; Limassol, Cyprus; La Valetta, Malta; Elba, Italy; Rethymno, Greece.
Detailed information	<p>The CIVITAS Initiative has proven to be a valuable instrument to help cities experiment with urban mobility solutions. The aim of DESTINATIONS is to extend and adapt as appropriate the CIVITAS initiative to the <b>tourist destinations</b> in Europe.</p> <p>In Destinations sites (Funchal, Portugal; Las Palmas, Spain; Limassol, Cyprus; La Valetta, Malta; Elba, Italy; and Rethymno, Greece) mobility is highly car dependent, and during the peak tourist season there is traffic congestion on the connections. DESTINATIONS adopting an integrated view of tourist and residents mobility, aims to change the mind-sets of all stakeholders involved in providing effective sustainable mobility and transport solutions in an integrated offer with the public transport. The DESTINATIONS sustainable transport solutions implemented in these pilot areas - which represent the variety of types of tourist destinations - address the demand for resident and tourist mobility with an integrated planning approach, providing sustainable mobility strategies.</p> <p>The project proves to have a cumulative relevant impact on environmental indicators such as CO<sub>2</sub> emission avoided, fossil fuel saved and energy saved. Additionally, to these environmental quantitative impacts, the project findings focus on quality of life and economic development to grant long run environmental and financial sustainability of tourism and transport at the local and regional level. The main findings were related to: public participation and governance models in touristic mobility integrated with the resident's needs, touristic mobility the island, role of technologies to focus on final user needs, new integrated and innovative business in tourism and mobility markets, health at the core of future trends.</p>
Elements of innovation	<p>The main Destinations innovative features are:</p> <ul style="list-style-type: none"> <li>• Overarching approach to urban and regional problems</li> <li>• Development of mobility solutions serving both residents and tourists needs</li> <li>• Economy-sharing driven</li> </ul>

- Business models to guarantee lasting impacts of the measures
- Working group representing over 40 EU regions following the project as observers
- Links to China, the most promising touristic market of the future, to strengthen
- international cooperation
- New formats for assembling and engaging stakeholders
- Support to island cities to cope with new touristic trends and adapt their mobility
- systems according
- Information and technologies upscaling

#### Website

<https://civitas.eu/destinations>

#### Results achieved

DESTINATIONS project demonstrates and evaluate the effectiveness of innovative sustainable mobility solutions in 6 tourist cities with different characteristics but sharing common challenges. The solutions will address:

- Sustainable Urban Mobility Planning for residents and visitors
- Safe, attractive and accessible public spaces for all generations
- Shared mobility and e-infrastructures towards zero emissions transport
- Smart & clean urban freight logistics at tourist destinations
- Mobility management & awareness for sustainable mobility
- Attractive, clean, accessible and efficient public transport

The almost complete implementation of the sustainable mobility measures envisaged by the project has certainly increased the attractiveness of the sites concerned both with regard to tourist flows and regard to the sector businesses companies with beneficial impacts on local economies. This in addition to the benefits reflected towards the local quality of life will certainly contribute to better social cohesion.

#### Level of citizens' and stakeholders' engagement

In Destinations project the stakeholder involvement and participated decision was considered essential to grant the acceptance of citizens For the design and implementation of the measures, in the six sites of the project there was a mutual exchange of information by consultations and data sets between decision makers and stakeholders in order to be able to address common issues concerning tourism and mobility such as traffic congestion. In Rethymno and Portoferraio specific co-creation sessions brought relevant contribution to shape mobility and also to define long run urban mobility strategy.

#### Liaison with EU national

Destinations project is in line with all the main EU, national and local policies related to the promotion of sustainable tourism and sustainable mobility.

and local policies

In particular, in all pilots sites the Sustainable Urban Mobility Plan (SUMP) was implemented even if with different form and content to adapt it to national or regional regulations.

Regarding the REGULATION (EU) 2018/1999 on the governance of the Energy Union and climate action, the project has implemented measures for the reduction of the use of private cars and therefore of CO2 emissions both through improvement and encouragement of public transport with the installation of sharing systems for electric vehicles (bikes and cars) and the creation of web platforms for sharing local travel

The development of tourism with measures concerning sustainable mobility in the six sites of the project, being islands, is in line with the directives of the European Union reported in Com (2000) 547 OM (2000) 547: Communication from the Commission to the Council and the European Parliament on integrated coastal zone management: a strategy for Europe.

Lessons learnt

In the six implementation sites, the project partners had the chance to develop and test during 4 years project effective measures to attract tourists to sustainable transport modes testing new business models, implementing alternative governance/regulation models and piloting integrated solutions. The main trends/main lessons about touristic mobility at destinations faced in the project, can be summarized as the following ones: relevance of decision process and data collection to act in touristic mobility; tourists at destinations prefer to walk to discover places, the role of technological tools to simplify user experience to improve decision-making, elder and disable people growing “core customer”; shared asset mobility franchises and need for tailor-made adaptation case by case; vertical and horizontal integration in touristic value chain market, innovative business models and market regulation challenges; transport as part of the touristic experience; health as the cornerstone to design tourism and mobility services.

### 3.4. Central European Initiative - Executive Secretariat, ITALY

#### 3.4.1. Territorial context

Friuli Venezia Giulia has an area of 7,924 km<sup>2</sup> and about 1.2 million inhabitants. A natural opening to the sea for many Central European countries, the region is traversed by the major transport routes between the east and west of southern Europe. The region spans a wide variety of climates and landscapes from the mild Oceanic in the south to Alpine continental in the north. The total area is subdivided into a 42.5% mountainous-alpine terrain in the north, 19.3% is hilly, mostly to the south-east, while the remaining 38.2% comprises the central and coastal plains. The tourist industry is developing thanks to a combination of sea, mountains, cultural and gastronomy routes. The possibility to easily reach out to bordering Slovenia, Croatia and Austria represent an additional asset.



Figure 4 - Collocation of Friuli-Venezia Giulia in the European context



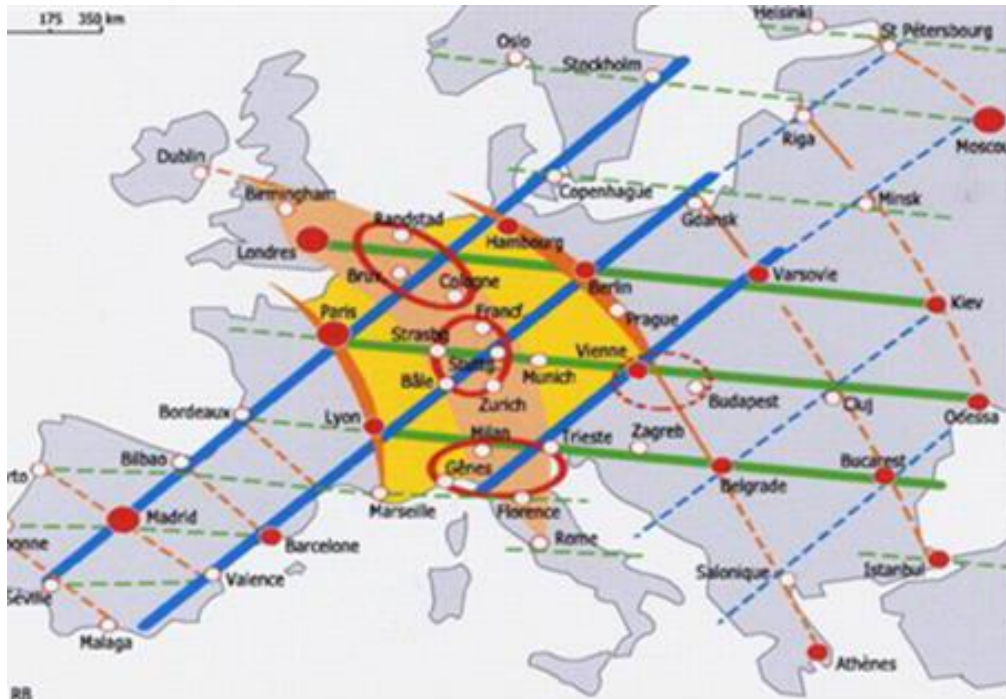


Figure 5 - Interactions between territorial spaces

■ *What are the specific challenges in your region with regards to the sustainable tourism - mobility nexus?*

Regional programming in the tourism, transport and environment sectors has identified a number of challenges to address in order to reposition the sectors and improve territorial competitiveness.

In particular, regarding the link between sustainable tourism and mobility, 3 main objectives have been identified:

1. to establish Friuli Venezia Giulia as a "**destination**" region capable of consolidating and attracting new tourist flows, both from Europe and from other continents;
2. to act so that the "**passing through**" flows (from Europe to the other Italian regions and the Mediterranean, between Veneto and Central and Eastern Europe, between the Mediterranean and Central and Eastern Europe) can determine territorial repercussions and create added value;
3. guarantee the "**connectivity**" between the various parts of the territory and the "**accessibility**" to landscapes, heritages, places and any other destination that allows to reach them easily, quickly and safely.

■ *What are the concrete challenges also in terms of sustainability for the tourism industry?*

The challenges posed in the tourism sector are intended to make Friuli Venezia Giulia a world-famous region. This means first of all recovering the gaps with the other Italian Regions and with neighbouring countries (Slovenia, Croatia), redirecting part of the continental tourist flows towards other

destinations (such as Venice, Rimini and Florence or the coastal resorts of Slovenia and Croatia), and strengthening and qualifying the existing ones.

In concrete terms, there are 5 challenges that consider the interventions to be carried out in the areas that are currently most deficient. This means that in the near future it is necessary:

1. to promote **sustainable tourism development**: to meet new trends and enhance the value of the territory's assets, and thus to create a source of global competition through products that are not standardised and homologated but reflect the historical peculiarities and characteristics of the places, of the art that has been accumulated over time, of the architecture that has accompanied the historical process, of the natural, mountain and marine landscapes;
2. to create **new tourism products**: such as authentic, experiential, personalised, innovative, competitive and complementary products so as to place them easily on the international market and meet the expectations of tourists at a time when there is a shift in control of the "tourism" market from producers to consumers;
3. to determine the **transversality of sectors and destinations**: in order to become a truly "multi-destination" territory, this requires greater collaboration between bodies, institutions, key players and businesses in order to transmit an overall added value to the market;
4. to operate through **governance** models: the aim is to overcome the existing fragmentation and to support collaboration between the public and private sectors in order to increase competitiveness and foster employment, also through a more intense use of "technology" and digital platforms that have a weight in guiding the decisions and choices of consumers and tourists;
5. aim for **excellence**: the aim is to provide innovative tourism services and to improve the average level of product quality.

■ *In your case, is it mobility that fosters tourism, or tourism that prompts to improve mobility?*

There can be no development of tourism if there is no movement of people and travellers.

Mobility, as a consequence, is an essential factor for the evolution of the sector and the strengthening of its various components. It is the soul of a tourism that is never the same as itself, which is constantly evolving as a result of the behaviour of states and regions, consumers and travellers, and tour operators, to the point where it is influenced by political, economic, health and climate situations and the degree of persuasion exercised by digital platforms.

Tourism needs an effective transport system and mobility management if it is to be the sector of the economy with the greatest growth potential (in terms of GDP, workforce employed, value creation) in the years to come.

For this reason, the European Union has prepared dossiers, guidelines and programmes for the Member States in order to provide pilot scenarios, the governance of the impacts arising from the organisation of the transport sector and the preparation of integrated forms of multimodal transport and fair access to transport services.

Transport pollute, especially when journeys are made through massive car use.

It is essential to promote sustainable mobility; inter-modality through both transport planning and the provision of low-impact transport services as well as the adoption of integrated projects, in order to limit the negative impacts on the fluidity, safety of traveller mobility, on air quality and on the environment, and on the static nature of historical and artistic buildings.

*How has the Friuli Venezia Giulia Region dealt with the "tourism - sustainable mobility" link?*

Considering that transport services are essential to support tourist flows, the programmes set up in Friuli Venezia Giulia focus on strengthening the link between sustainable tourism and mobility through the promotion of 10 actions:

- 1) "train + bike" rail services (minimum 35 bike places, max 200): on the routes Trieste - Udine - Tarvisio - Villach, Gemona - Maniago - Sacile, Trieste - Cervignano del Friuli - Venice;
- 2) tourist railway services through the provision of services equipped with historic locomotives and carriages both on the Sacile - Gemona foothill railway line and on other lines, with the aim of territorial promotion,
- 3) "bus + bike" public road transport services: along the routes Sacile - Maniago - Gemona del Friuli, Udine, Palmanova - Aquileia - Grado, Udine - Lignano Sabbiadoro, Grado - basso Isonzo;
- 4) "bus + ferry + bike" transport services: between Friuli Venezia Giulia (Lignano Riviera) and Veneto (Bibione), between Marano Lagunare and Lignano Sabbiadoro, between Trieste and Monfalcone;
- 5) investments made by companies to support cycling: by setting up structures on the ground such as cycle stations, racks and bicycles, and on buses as bike racks and trolleys;
- 6) inter-modality: through information services and railway stations, 5 first-level Regional Modal Interchange Centres (CIMR), 23 second-level CIRMs, part of the 8 thousand stops (equipped and simple) of dwt road services,
- 6) information and booking services for travellers: through mobile devices and Apps prepared by individual transport companies;
- 7) infrastructure innovation: as electronic stop poles;
- 8) travel planners: by PromoTurismoFvg and transport companies;
- 9) agreements with the tourism system: between the Region, accommodation facilities and transport companies;
- 10) integration of regional planning tools: through the harmonization of the guidelines provided for by the Tourism Plan, the Local Public Transport Plan, the Cycling Mobility Plan and the Regional Landscape Plan as well as local planning such as municipal and wide area Bike Plans, Urban Sustainable Mobility Plans.

### 3.4.2. List of relevant past and ongoing projects

During the last few years, in the Friuli Venezia Giulia institutional and territorial reality some significant European planning experiences have been promoted, which have allowed an effective involvement of the partners; firstly, the border countries and regions (Veneto, Austria, Slovenia, Croatia), operating companies, and local development agencies.

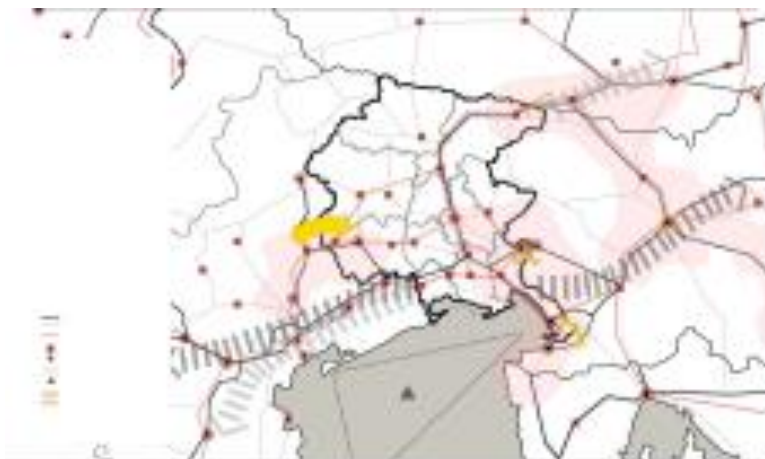


Figure 6 - Regional framework of cross-border and transnational connections

The valorisation of the various forms of transport (rail, maritime, cycle, walking) and their integration (inter-modality) have favoured the sustainable mobility of travellers and supported tourist flows in the destinations and access to the places and territories visited.

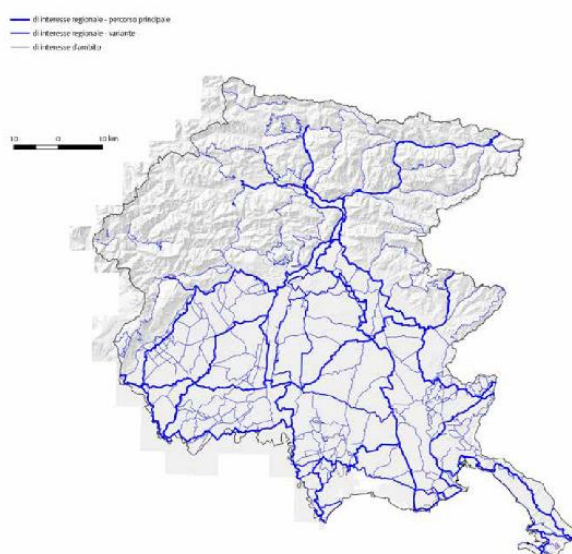


Figure 7 - Main and Secondary cycle system in Friuli Venezia Giulia Region

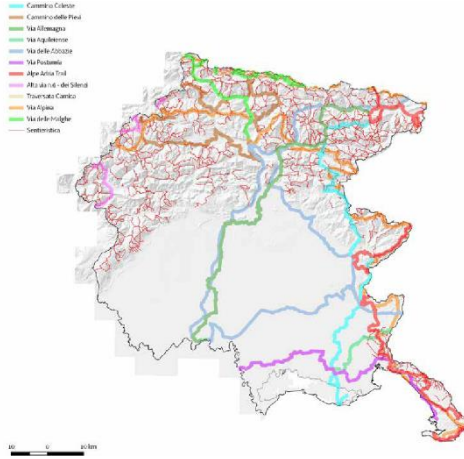


Figure 8 - Trail system in the Friuli Venezia Giulia region

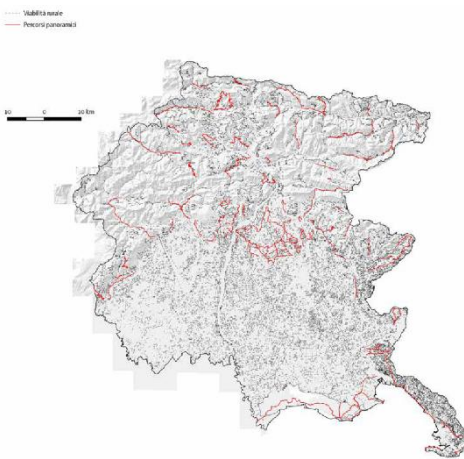


Figure 9 - Rural road system, used for the purpose of the walks and excursions, in Friuli Venezia Giulia

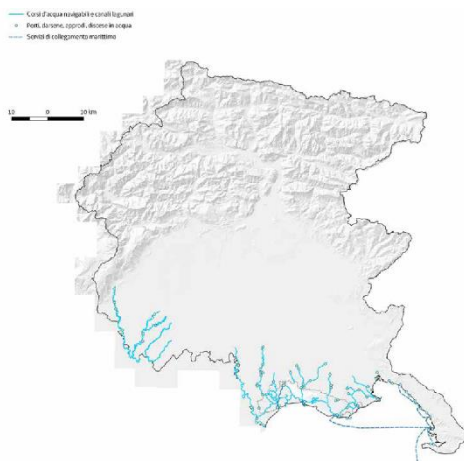


Figure 10 - System of navigable waterways in Friuli Venezia Giulia



The projects identified were sometimes accompanied by ICT and App solutions that improved connectivity conditions and facilitated the acquisition of information on timetables, tour details and stage routes (which can be saved on the smartphone for offline use), attractions and commercial activities, and the booking of means of transport and tourist packages. In some cases, the projects include the installation of the wi-fi system in every bike sharing station.

In the case of the projects implemented and applied, a series of objectives for improving sectoral *performance* (tourism, transport) have been achieved:

- increased attractiveness of tourists,
- increased turnover for the companies involved,
- facilitation for travellers and tourists in the transfer of information and reservations,
- growth in the number of passengers transported by means of transport, particularly rail,
- extension of the number of assets and places visited,
- improved sustainability requirements thanks to increased use of train, bicycle and e.bike, and travel by sea and on foot;
- discovery and re-discovery of places, traditions, culture, art and history.

The sheet shows the 13 most significant projects in the Friuli Venezia Giulia Region in the sectors of interest.

NAME OF THE PROJECT	EU PROGRAMME	DESCRIPTION	PARTNER & TERRITORIAL AREAS OF REFERENCE	NEXUS BETWEEN SUSTAINABLE TOURISM AND MOBILITY	ICT SOLUTIONS E APPLICAZIONI
<p><b>[1]</b></p> <p><b>Miglioramento collegamenti transfrontalieri (MI.CO.TRA.)</b></p> <p>Source:  <a href="https://www.regione.fvg.it/rafvfg/cms/RAFVG/infrast_rutture-lavori-pubblici/infrastrutture-logistica-trasporti/FOGLIA21/">https://www.regione.fvg.it/rafvfg/cms/RAFVG/infrast_rutture-lavori-pubblici/infrastrutture-logistica-trasporti/FOGLIA21/</a></p>	Interreg IV Italy / Austria (2007 - 2013)	<p>The project foresaw the organization of a "train + bike" cross-border railway service between Udine and Villach.</p> <p>The allocated community resources (unknown) are supplemented by regional resources (1,3 million euros).</p>	<p><u>Institutional partners:</u></p> <p>a) Friuli-Venezia Giulia Region (Italy),  b) Land of Carinthia (Austria)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Udine Cividale Railways Company Ltd. (Italy),  b) Austrian Federal Railways (ÖBB) (Austria)</p> <p><i>This project falls within the territorial</i></p>	<p>The project linked to intermodal rail transport, is intended to support tourism and cycle tourism.</p> <p>The project originally included the Villach-Udine section, while the second project extended the service from Udine to Trieste.</p>	Tourists and travellers can book or purchase tickets through the ÖBB App.



			<p><i>area (described in point 4.3.2.2): Val Canale, Canal del Ferro e Gemonese</i></p>		
<p><b>Miglioramento collegamenti transfrontalieri (MI.CO.TRA.)</b></p> <p>Source:  <a href="https://www.regione.fvg.it/rafv/cms/RAFVG/infrast_ruttore-lavori-pubblici/infrastruttura-logistica-trasporti/FOGLIA2/">https://www.regione.fvg.it/rafv/cms/RAFVG/infrast_ruttore-lavori-pubblici/infrastruttura-logistica-trasporti/FOGLIA2/</a></p>	<p>CONNECT2CE-Interreg Central Europe (2014 - 2020)</p>	<p>There has been the extension of the Mi.Co.Tra train. from Udine to Trieste.</p> <p>The service was extended also on Saturdays, Sundays and public holidays.</p> <p>The allocated community resources (unknown) are supplemented by regional resources (1,5 million euros).</p>	<p><u>Institutional partners:</u></p> <p>a) Friuli-Venezia Giulia Region (Italy),  b) Land of Carinthia (Austria)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Udine Cividale Railways Company Ltd. (Italy),  b) Austrian Federal Railways, Carinthian Lines (Austria)</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Val Canale, Canal del Ferro e Gemonese; Grado, Aquileia e basso Isonzo; Trieste e Carso.</i></p>		
<p><b>[2]</b></p> <p><b>Improved rail connections and smart mobility in Central Europe (CONNECT2CE)</b></p> <p>Source:  <a href="https://www.regione.fvg.it/rafv/cms/RAFVG/infrast_ruttore-lavori-pubblici/infrastruttura-logistica-trasporti/FOGLIA2/">https://www.regione.fvg.it/rafv/cms/RAFVG/infrast_ruttore-lavori-pubblici/infrastruttura-logistica-trasporti/FOGLIA2/</a></p>	<p>Interreg Central Europe (2014 - 2020)</p>	<p>Improvement of regional, local and cross-border public transport connections through the study of cross-border rail service contracts, the tariff integration, information and testing of electronic ticketing systems and the development of integrated ticketing and pricing schemes - pilot action "integrated single ticket Italy Slovenia / Trieste - Ljubljana".</p> <p>From March 2019, and for the following six months, it is possible with a single ticket to take advantage of the local public transport service to reach the Villa Opicina railway</p>	<p><u>Institutional partners:</u></p> <p>a) Friuli-Venezia Giulia Region (Italy),  b) Executive secretariat Ministry of infrastructure of the Republic of Slovenia (Slovenia)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Trieste Trasporti s.p.a. (Italy),  b) Udine Cividale Railways Company Ltd (Italy),  c) Central European Initiative - CEI (Italy),  d) Slovenian railways-passenger transport, Ltd, institute of traffic</p>	<p>The project linked to intermodal rail transport, is intended to support tourism since it increases the possibilities of exchange between the two Central European capitals, Ljubljana and Trieste.</p> <p>This project has also a positive influence on mobility as it aims to improve the accessibility of regional, peripheral and cross-border areas in Central Europe to and from the main transport networks and hubs.</p>	<p>The project aims to improve connectivity, ticketing and integrated fare schemes and the implementation of more efficient and innovative ICT tools on information mobility.</p>



		<p>station from the center of Trieste (Piazza Oberdan) and then take the train directly to Ljubljana, and viceversa.</p> <p>The European resources assigned to the project correspond to 2.7 million Euros.</p>	<p>and transport Ljubljana l.l.c. (Slovenia)</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Trieste e Carso.</i></p>		
<p><b>[3]</b></p> <p><b>Cycling routes to improve the natural and cultural heritage (BIKE NAT)</b></p> <p>Source:  <a href="https://www.regione.fvg.it/rafvfg/cms/RAFVG/fondi-europei-fvg-internazionale/cooperazione-territoriale-europea/FOGLIA41/">https://www.regione.fvg.it/rafvfg/cms/RAFVG/fondi-europei-fvg-internazionale/cooperazione-territoriale-europea/FOGLIA41/</a></p>	<p>Interreg V Italy / Austria (2014 - 2020)</p>	<p>The project aims to enhance the cross-border territory through specific tourism promotion actions, improving accessibility to places thanks to the implementation of pilot projects dedicated to the elimination of architectural barriers along the Alpe Adria - Radweg cycle path.</p> <p>In addition, it also aims to the launch new intermodal and "bike-friendly" services.</p> <p>The European resources assigned to the project correspond to 2,190 million Euros.</p>	<p><u>Institutional partners:</u></p> <p>a) Friuli-Venezia Giulia Region (Italy),  b) Office of the Carinthian Provincial Government - Department 7 Economy, Tourism, Infrastructure and Mobility (Austria)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) SalzburgerLand Tourism (Austria),  b) PromoTurismo-FVG (Italy),  c) Carinthia Advertising (Austria),  c) Tourist Promotion Consortium of Tarvisio, Sella Nevea and Passo Pramollo (Italy)</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Val Canale, Canal del Ferro e Gemonese</i></p>	<p>The project linked to intermodal mobility, is intended to support tourism as it enhances the cross-border territory by increasing its external visibility and the usability of the itineraries while respecting the environment and the needs of tourist mobility.</p> <p>Furthermore, it facilitates accessibility to the main places of interest and accessibility by users (tourists and cyclists) through the promotion and systemization of existing public transport, as well as improving the overall practicability of the Alpe Adria Radweg-CAAR cycle path.</p>	<p>The project foresees the design of information tools on site and online.</p>
<p><b>[4]</b></p> <p><b>Maritime and multimodal transport Services based on Ea Sea-way project (MOSES)</b></p> <p>Source:</p>	<p>Interreg Italy / Croatia (2014 - 2020)</p>	<p>Development of pilot actions and feasibility studies to increase sustainable passenger sea connections between Italy and Croatia.</p> <p>As well as to connect ports to their hinterlands in a sustainable and innovative way, and to improve services for passengers in terminals.</p>	<p><u>Institutional partners:</u></p> <p>a) Friuli-Venezia Giulia Region (Italy), b) Primorje-Gorski Kotar County - Department of Maritime Domain, Transport And Communications (Croatia),  c) Molise Region (Italy),</p>	<p>The project linked to the implementation of the offer of maritime and multimodal routes, is intended to support both tourism and the sustainable mobility since it enhances the cross-border territory by increasing its external visibility and the usability of the itineraries while</p>	<p>The project foresees the development of ICT solutions for reception, information and ticketing services.</p>





<p><a href="https://www.regione.fvg.it/rafvfg/cms/RAFVG/infrastuttura-lavori-pubblici/infrastruttura-logistica-trasporti/FOGLIA110">https://www.regione.fvg.it/rafvfg/cms/RAFVG/infrastuttura-lavori-pubblici/infrastruttura-logistica-trasporti/FOGLIA110</a></p>		<p>The main activity that the Region carries out is the experimental extension towards the island of Lošinj of the current hydrofoil line, which also this year connects Trieste to Istria, since June 2018.</p> <p>The European resources assigned to the project correspond to 1,175 million Euros.</p>	<p>d) III Dept. Policies and Development, Region of Istria (Slovenia)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Institute for Transport and Logistics Foundation (Italy)</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Trieste e Carso.</i></p>	<p>respecting the environment and the needs of tourist mobility. In addition, it has a positive impact on mobility as it contributes to the improvement of quality, safety and environmental sustainability in relation to maritime and coastal transport services.</p>	
<p><b>[5]</b></p> <p><b>Intermodal Connections in Adriatic-Ionian Region to Up growth Seamless solutions for passengers (ICARUS)</b></p> <p>Source: <a href="https://www.italy-croatia.eu/web/icarus">https://www.italy-croatia.eu/web/icarus</a></p>	<p>Interreg Italy / Croatia (2014 - 2020)</p>	<p>A strategy that sees intermodal connections in the Adriatic Ionian Macro-region at the center of its action. It intends to promote sustainability and facilitate accessibility between the coasts and neighbourhoods also by encouraging the adoption of lifestyles that do not involve the use of car.</p> <p>The European resources assigned to the project correspond to 2,2 million Euros.</p>	<p><u>Institutional partners:</u></p> <p>a) Friuli-Venezia Giulia Region (Italy),  b) Regional Agency for Production Activities (ARAP - Abruzzo) (Italy),  c) Emilia-Romagna Region (Italy),  d) General Directorate for Territorial and Environmental Care, Metropolitan City of Venice</p> <p><u>Operational partners and development agencies:</u></p> <p>Institute for Transport and Logistics (ITL), Venice International University, Croatian Railways Passenger Transport Intermodal Transport Cluster, Central European Initiative Executive Secretariat Istrian Development Agency</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Trieste e Carso.</i></p>	<p>The project linked to maritime and coastal mobility, is intended to support tourism since it improves passenger intermodal transport connections and eases coast-hinterland sustainable accessibility.</p> <p>In addition, it promotes a car-independent lifestyle.</p>	



<p><b>[6]</b></p> <p><b>Sustainable mobility of cross-border coastal and hinterland tourist areas (MOBITOUR)</b></p> <p>Source: <a href="https://www.ita-slo.eu/it/mobitour">https://www.ita-slo.eu/it/mobitour</a></p>	<p>Interreg Italy / Slovenia (2014 - 2020)</p>	<p>The goal is to encourage the creation of sustainable multimodal urban mobility models in tourist areas, in order to reduce congestion and pollution in periods with greater tourist turnout, to encourage the use of new low-emission sustainable mobility services.</p> <p>The project also intends to improve accessibility between the coastal area and the hinterland.</p> <p>The pilot actions included the preparation of three charging points for electric vehicles and a series of stations for a bike sharing service, both active since 2019.</p> <p>The European resources assigned to the project correspond to 1,34 million Euros.</p>	<p><u>Territorial partners:</u></p> <p>a) Škocjan Caves Park Public Institution (SI) Municipality of Piran (Slovenia),  b) Municipality of Lipica (Slovenia),  c) Municipality of Lignano Sabbiadoro (Italy),  d) Municipality of Caorle (Italy).</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Grado, Aquileia e Basso Isonzo.</i></p>	<p>The project linked to sustainable mobility, is intended to support tourism as it increases the infrastructural services available to tourists, decreases pollution and consequently improves the quality of the environment.</p> <p>It also encourages people not to use cars, thus increasing the opportunities for stopping / consumption / pause during the journey.</p>	<p>Both services are available through the use of an application: through the Duferco Energia Mobility Card, through the D-Mobility APP or with the recharge via text message, as regards the recharging of electric vehicles.</p> <p>While the bike sharing service is managed by the Mobike platform and can be used through the Mobike app.</p> <p>Both applications are free and downloadable from the App Store or Google Play.</p>
<p><b>[7]</b></p> <p><b>Sustainable transport in Adriatic coastal areas and hinterland (SUTRA)</b></p> <p>Source: <a href="https://www.italy-croatia.eu/web/sutra">https://www.italy-croatia.eu/web/sutra</a></p>	<p>Interreg Italy / Croatia (2014 - 2020)</p>	<p>The overall objective is to promote sustainable mobility on the Adriatic coast and its hinterland.</p> <p>The project involves the creation of interchange micro-hubs, the installation of three electric bike-sharing stations in the municipalities of Lignano Sabbiadoro, Palazzolo dello Stella and Prececnicco.</p> <p>The purchase of 24 pedal-assisted bicycles to be distributed in the three points and the</p>	<p><u>Institutional partners:</u></p> <p>a) Split and Dalmatia County (Croatia)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Institute of International Sociology of Gorizia (Italy)</p> <p><u>Territorial partners:</u></p> <p>a) Municipality of Caorle (Italy),  b) Municipality of Chioggia (Italy),</p>	<p>The project linked to sustainable mobility, is intended to support tourism as it integrates innovative mobility concepts for passengers and tourist transport.</p> <p>In addition, it helps to decrease pollution and CO<sup>2</sup> emissions since urban centers will be able to reduce traffic congestion, improve air quality and give tourists the opportunity to discover areas of naturalistic value through forms of sustainable mobility.</p>	<p>The project foresees the installation of a wi-fi system at each bike sharing station.</p>



		<p>possibility of travelling by boat along the Stella River and the Marano and Grado Lagoon with an electric boat with about 12 seats has been added.</p> <p>The European resources assigned to the project correspond to 2,9 million Euros.</p>	<p>c) Municipality of Ravenna (Italy),  d) Municipality of Pescara (Italy),  e) Municipality of Vodnjan - Dignano (Croazia),  f) Intermunicipalities Territorial Union Riviera Bassa Friulana (Italy),  g) Town of Porec-Parenzo (Croatia),  h) City of Split (Croatia)</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Grado, Aquileia e Basso Isonzo.</i></p>		
<p><b>[8]</b></p> <p><b>Cross-border network of assisted bicycle stations and apps for the flow of cycle-tourists towards less known alpine destinations (PARKADE)</b></p> <p>Sources:  <a href="http://www.interreg.net/it/gestione.asp">http://www.interreg.net/it/gestione.asp</a>  <a href="https://www.andromake.at/italiano">https://www.andromake.at/italiano</a></p>	<p>Interreg V Italy / Austria (2014 - 2020)</p>	<p>The project aims to make the more isolated border areas which, however, are rich in naturalistic elements, agri-food products and particular traditions more accessible.</p> <p>Mountain areas represent a perfect example since they are often difficult to reach for some groups of cycle tourists.</p> <p>To achieve this goal, two actions have been devised: the creation of a network of pedal assisted bicycle stations and the creation of an Open Access Application.</p> <p>The European resources assigned to the project correspond to 972 thousand Euros.</p>	<p><u>Operational partners and development agencies:</u></p> <p>a) Prolocomoggesse (Italy),  b) Andromake GmbH Tourismusverband Osttirol (Austria)</p> <p><u>Territorial partners:</u></p> <p>a) Municipality of Paularo (Italy),  b) Municipality of Moggio Udinese (Italy),  c) Feltrina Montana Union (Italy)</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Val Canale, Canal del Ferro e Gemonese</i></p>	<p>The project linked to cycle mobility, is intended to support tourism as it has a positive influence on the territory since all small and medium-sized companies in the tourism and agri-food sector can participate.</p> <p>Furthermore, by integrating agritourism accommodation and the direct sale of agricultural products, short supply chains are developed which increase competitiveness and the potential for innovation.</p> <p>Finally, the innumerable peculiarities of the environments and the alpine biodiversity are enhanced and safeguarded.</p>	<p>The APP can be downloaded for free and is multilingual and multifunction: you can independently manage the routes via GPS, it is directly updated by the tour operators themselves and offers a "PEDELEC" pedal assisted bicycle management service.</p>
<p><b>[9]</b></p> <p><b>Cammino di San Cristoforo</b></p>		<p>The path is about 450 km long between the Tagliamento river and the Piave river. It is divided into 6 recommended</p>	<p><u>Institutional partners:</u></p> <p>a) Friuli-Venezia Giulia Region (Italy)</p>	<p>The project linked to slow mobility, is a valid example of slow, responsible and sustainable tourism. In</p>	<p>The App for iPhone and Android allows GPS navigation</p>



<p>Source:  <a href="https://www.camminodisancristoforo.com/it/">https://www.camminodisancristoforo.com/it/</a></p>		<p>itineraries, but everyone can manage their own route freely.</p> <p>The peculiarity of this route is that in addition to offering unspoiled landscapes, it is a real open-air museum. In fact, there are castles, churches, villas and ancient villages that characterise the art and heritage of the area.</p> <p>Near the Way there are railway lines that can act as support for walkers. In Friuli there is the Sacile - Gemona line, while in Veneto there are the Conegliano - Ponte nelle Alpi and the Padua - Belluno - Calalzo.</p>	<p><u>Operational partners and development agencies:</u></p> <p>a) LAG Montagna Leader (Italy),  b) Curias of Concordia Pordenone, Vittorio Veneto, Belluno-Feltre (Italy),  c) PromoTurismoFvg (Italy),  d) FVG Friulovest Banca (Italy)</p> <p><u>Territorial partners:</u></p> <p>a) UTI Valli and Dolomiti Friulane  b) UTI Livenza Cansiglio Cavallo  c) All the municipalities crossed</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Valli e Dolomiti Friulane.</i></p>	<p>in addition, it experiments with a new form of land management.</p> <p>Due to this, it is possible to appreciate the environment and the landscape, to get to know its natural features, its rich artistic heritage, agricultural and production activities, as well as the rich local food and wine offers.</p> <p>The aim is to promote gentle mobility based on greenways and the multimodal use of railways, favouring microeconomic opportunities for communities living in these rural and mountain areas.</p>	<p>along the stages of the Camino di San Cristoforo, a useful tool to discover the area from an environmental, artistic and cultural point of view and the services available.</p> <p>The maps, the descriptions of the stages, the points of interest and the services can be preloaded on the smartphone, which can work even without internet coverage.</p>
<p><b>[10]</b></p> <p>Rediscovery of the ancient pilgrimage routes between Carinthia and Friuli Venezia Giulia: the art of walking (WALKART)</p> <p>Sources:  <a href="https://www.walk-art.eu/it">https://www.walk-art.eu/it</a>  <a href="https://keep.eu/projects/18280/">https://keep.eu/projects/18280/</a></p>	<p>Interreg V Italy / Austria (2014 - 2020)</p>	<p>The project aims to revitalize and rediscover the ancient pilgrimage routes between Carinthia and Italy.</p> <p>As part of the project, pilgrims' hostels are being created as sleeping quarters.</p> <p>The "WalkArt-Trails" are made accessible to both the spiritually motivated pilgrim and the hiker in the form of route descriptions, signs, accompanying brochures and panoramic panels.</p> <p>Transportation is provided for luggage, spiritual pilgrims, culinary advice and information on the region's natural and cultural treasures.</p>	<p><u>Institutional partners:</u></p> <p>a) Regional Management of Carinthia Center (Austria)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) PromoTurismoFvg (Italy)</p> <p><u>Territorial partners:</u></p> <p>a) Comunita' Collinare del Friuli (Italy)</p>	<p>The project linked to slow mobility, is intended to support tourism as it allows to rediscover ancient routes and the rich natural and cultural heritage.</p> <p>In addition, it creates a network of hiking trails to promote cross-border and sustainable tourism suitable and accessible to all.</p>	<p>The APP describes the itineraries and GPS tracking of routes with indication of points of interest is available.</p> <p>The application is free and downloadable from the App Store or Google Play.</p>



		<p>The project involves the redevelopment and mapping of the routes, the organization of events, conferences and festivals dedicated to the culture of the paths, the opening of the ancient pilgrimage sites such as Pievi and Hospitalia, in Italy and Austria.</p> <p>In addition, virtual tools, such as a website and an APP are provided for the use of cultural and naturalistic heritage</p> <p>The European resources assigned to the project correspond to 1,258 million Euros.</p>			
<p><b>[11]</b></p> <p><b>Alpe Adria Trail's Tale (AATT)</b></p> <p>Sources:  <a href="http://www.promoturismo.fvg.it/it/112751/progetto-aatt">http://www.promoturismo.fvg.it/it/112751/progetto-aatt</a></p>	<p>Interreg V Italy / Austria (2014 - 2020)</p>	<p>The implementation of the project aims at optimizing the "Alpe Adria Trail" trekking itinerary, with a view to capitalizing on the interventions already carried out and enhancing sustainable accessibility, enriching the offer and greater integration with the naturalistic, historical and cultural heritage.</p> <p>The Alpe Adria Trail's Tale is a long-distance hiking route that leads from Grossglockner to Muggia on the Adriatic Sea.</p> <p>The European resources assigned to the project correspond to 997 thousand Euros.</p>	<p><u>Operational partners and development agencies:</u></p> <p>a) PromoTurismoFvg (Italy)  b) Consorzio di Promozione Turistica del Tarvisiano, di Sella Nevea e di passo Pramollo (Italy)  c) Regional Tourist Board of Carinthia (Austria)</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Val Canale, Canal del Ferro e Gemonese</i></p>	<p>The project linked to slow mobility, is intended to convert the tourist offer of the cross-border area from a mere destination to an experience (related to the food and wine, cultural, historical and environmental offer), as well as implementing services for tourists and the creation of a targeted tourist offer.</p>	<p>The app provides information about stage routes, attractions and businesses. If required, the stages can be saved on the smartphone for offline use, including all tour details and a suitable map section.</p> <p>The App encloses a list of all tours in alphabetical order sorted according to the distance or according to the duration of the respective tours.</p> <p>Moreover, the Google Maps</p>



					<p>app serves as a route planner to the starting points of the tours.</p> <p>The app closes and the route to the starting point is displayed in the Google Maps app.</p>
<p><b>[12]</b></p> <p><b>365 Days - World of Mountains (WoM365)</b></p> <p>Sources:  <a href="http://www.interreg.net/it/gestione.asp">http://www.interreg.net/it/gestione.asp</a>  <a href="http://www.promoturismo.fvg.it/it/117984/progetto-wom365-365-days-world-of-mountains">http://www.promoturismo.fvg.it/it/117984/progetto-wom365-365-days-world-of-mountains</a></p>	<p>Interreg V Italy / Austria (2014 - 2020)</p>	<p>The main objective of the project is to transform the neighbouring border regions Nassfeld / Pramollo and Tarvisio / Valcanale into a cross-border tourist destination throughout the year operating in a coordinated manner, while maintaining and enhancing the common natural and cultural heritage in a sustainable way.</p> <p>In addition to the development of cross-border package offers for tourist services and offers based on naturalistic and cultural heritage, an integrated mobility plans have been developed to aim at creating a connected, sustainable and eco-friendly mobility.</p> <p>Moreover, the project provides for the implementation of a common cross-border IT networks with GuestCard, an online booking portal that takes into account accommodation, attractions and offers in the field of mobility.</p> <p>The European resources assigned to the project correspond to 992 thousand Euros.</p>	<p><u>Operational partners and development agencies:</u></p> <p>a) NLW Tourismus Marketing GmbH (Austria),  b) ARGE Qualitätsbetriebe KIG Karnische Incoming GmbH &amp; Mitgesellschafter (Austria),  c) PromoTurismoFvg (Italy)  d) Consorzio di Promozione Turistica del Tarvisiano, di Sella Nevea e di Passo Pramollo (Italy)</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Val Canale, Canal del Ferro e Gemonese</i></p>	<p>The project linked to slow mobility, is intended to create a cross-border connection of tourism activities with a view to sustainable tourism that respects resources and the environment, in particular with regard to nature, culture and gastronomy.</p> <p>Furthermore, due to the development of an integrated sustainable mobility plan, the environmental impact due to tourist traffic is reduced.</p> <p>It is therefore possible to increase visibility on the international tourist market, enhance existing tourist infrastructures and enjoy the cultural and naturalistic heritage in a sustainable way.</p>	<p>Although the project provides for it, the website does not exist or is not properly signalled.</p>



<p><b>[13]</b></p> <p><b>Eco&amp;soft MObility Through Innovative and Optimized network of cross-border Natural and cultural Ways (EMOTIONWay)</b></p> <p>Sources:  <a href="https://www.regione.fvg.it/rafvfg/cms/RAFVG/infrast-rutture-lavori-pubblici/infrast-ru-tture-logistica-trasporti/FOGLIA27/">https://www.regione.fvg.it/rafvfg/cms/RAFVG/infrast-rutture-lavori-pubblici/infrast-ru-tture-logistica-trasporti/FOGLIA27/</a></p>	<p>Interreg V Italy / Austria (2014 - 2020)</p>	<p>The aim of the project is to increase the accessibility of cultural and other sites for hikers and cyclists and to ameliorate the connections of intermodal bicycle/bus and bicycle/train offers, through the creation of cross-border services of local public transport.</p> <p>Furthermore, the project improves the cross-border network of hiking trails and cycleways within the Eastern Alps (ReCAO).</p>	<p><u>Institutional partners:</u></p> <p>a) Regione autonoma Friuli Venezia Giulia - Direzione centrale infrastrutture e territorio (Italy)  b) Amt der Kärntner Landesregierung (Austria),  c) Abteilung 7 Wirtschaft, Tourismus, Infrastruktur und Mobil (Austria)  d) Regione del Veneto - Direzione Turismo (Italy)  e) Region Villach Tourismus GmbH (Austria)</p> <p><u>Operational partners and development agencies:</u></p> <p>a) Eurac Research (Italy),  b) PromoTurismoFvg (Italy),  c) NLW Tourismus Marketing GmbH (Austria),  d) GECT Euregio Senza Confini r.l. (Italy),</p> <p><u>Territorial partners:</u></p> <p>a) UTI Valli e Dolomiti Friulane (Italy)</p> <p><i>This project falls within the territorial area (described in point 4.3.2.2): Valli e Dolomiti Friulane.</i></p>	<p>The project linked to slow mobility, is intended to enhance the access to some sites of natural and cultural interest by hikers and cyclists and to improve the offer of bicycle-bus/bicycle-train inter-modality servicing trails and cycle ways.</p> <p>Furthermore, the project foresees an increase in tourist flows due to the improvement of the service quality, while decreasing the environmental impact of tourism and traffic.</p>	<p>None</p>
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### 3.4.3. Catalogue of best practices and/or lessons learnt

In particular, some of the European and local/regional planning experiences have expressed their validity and effectiveness as demonstrated by example n. 8 "Cross-border network of assisted bicycle stations and apps for the flow of cycle-tourists towards less known alpine destinations" (called PARKADE), example n. 9 "Camino di San Cristoforo" and example n. 10 "Rediscovery of the ancient pilgrimage routes between Carinthia and Friuli Venezia Giulia: the art of walking (called WALKART).

<b>Title</b>	<b>Cross-border network of assisted bicycle stations and apps for the flow of cycle-tourists towards less known alpine destinations</b>
<b>Project</b>	<b>PARKADE</b>
<b>Programme</b>	Interreg V Italy / Austria (2014 - 2020)
<b>Short summary</b>	The project ensures accessibility by bicycles and e.bikes to border and inland areas, rich in naturalistic heritage, linguistic and cultural traditions, agricultural and food production, also using an Open Access App.
<b>Detailed information</b>	<p>Mountain areas and inland areas are a perfect example of difficult bike accessibility for travellers and tourists. The project aims to address and solve this problem.</p> <p>By expanding cycling, small and medium-sized enterprises in the tourism and agri-food sector are supported and the use of biodiversity, artistic and historical heritage is promoted.</p> <p>Some stakeholders and partners involved in the project are made up of groups of citizens,</p>





	<p>who have been involved in examining the issues and providing operational solutions, also taking into account their skills and experience, both in the data gathering and planning phase.</p> <p>The initial objective of the project was to identify where to install strategic e.bike refill points. For this reason, a reconnaissance of the territories was carried out also with the help of the locals.</p> <p>Beneficiaries of the project are some municipalities and mountain area stakeholders of Friuli Venezia Giulia, Veneto and Carinthia, and the citizens in Proloco associations that through cycling tourism intend to develop the image of the territory, accommodation and agriculture.</p> <p>Two projects have been planned to achieve the objectives: the creation of a network of charging stations for pedal-assisted bicycles and the creation of an Open Access Application updated directly by tour operators.</p>
<p><b>Elements of innovation</b></p>	<p>This practice is innovative because, on the one hand, the increase in the number of travellers and tourists in the mountain and disadvantaged areas makes it possible to improve the competitiveness of the places and, on the other hand, by e.bikes and charging stations, the number of people who travel for tourism, pleasure and recreation even to the most inaccessible and lesser-known areas can be increased.</p> <p>The innovation also consists in the creation of an "Alpine cross-border network" between Friuli Venezia Giulia and Carinthia of cycle-assisted bicycle charging stations, which makes use of a multilingual and multifunctional App to easily manage routes via GPS.</p>
<p><b>Website</b></p>	<p><a href="http://www.interreg.net/it/gestione.asp">http://www.interreg.net/it/gestione.asp</a></p> <p><a href="https://www.andromake.at/italiano">https://www.andromake.at/italiano</a></p>
<p><b>Results achieved</b></p>	<p>The project, prepared also with citizen collaboration, is being implemented and some intermediate objectives have been achieved. The practice is positive as it strengthens sustainable mobility and tourism and ecotourism. It contributes to</p>



<p><b>Level of citizens' and stakeholders' engagement</b></p>	<p>the reduction of CO2 emissions and to the increase in the number of people sensitised to the use of bicycles even in areas with significant gradients.</p> <p>Stakeholders have established a good relationship with each other as they all come from mountain contexts and have often consulted each other during the project preparation phase.</p> <p>The Proloco associations have favoured the participation of citizens and the municipalities, the participation of small and medium enterprises interested in the positioning of the e.bike recharging stations.</p>
<p><b>Liaison with EU national and local policies</b></p>	<p>The practice correlates well with Report 1.1.1 and the policies and strategies of the EU, the State, the Region and local communities.</p> <p>In particular, it is in line with the EU programme "New challenges and strategies for the promotion of tourism in Europe", with the Regional Plans on Tourism, Landscape and Cycling and Cycling Mobility.</p> <p>It is consistent with national and regional policies that provide financial support to families for the purchase of e.bikes.</p> <p>The increase in the number of travellers also allows marginal local communities to enhance their history and production.</p>
<p><b>Lessons learnt</b></p>	<p>It is a matter of networking and making available the projects and experiences produced by stakeholders, Municipalities and citizens' groups (Proloco associations), especially those in marginal and internal areas.</p> <p>The EU can set up a portal or a "dedicated" window putting on-line the practices undertaken, the solutions adopted and the results achieved so that institutional stakeholders, companies, development agencies and individuals can download and study them.</p> <p>The same method must be pursued by the Regions. Cross-border areas and the Alpine Arc can set up specific sites.</p>



Mutual learning and exchanges of knowledge bring competitive and logical added value.

From this project we learn that: 1) accessibility to inaccessible areas is the condition to improve the competitiveness of places; 2) the increase in the number of people who move in a sustainable way improves the environment and air conditions; 3) families and older people can also move with improvements to their health and spending possibilities towards marginal places; 4) it is useful to support travel through Apps and GPS constantly updated and rich in information about routes and places to see, visit, buy.

<b>Title</b>	<b>Cammino di San Cristoforo (Saint Christopher's Path)</b>
<b>Project</b>	/
<b>Programme</b>	Local - Municipalities, stakeholders and actors of the Veneto and Friuli Venezia Giulia region
<b>Short summary</b>	It is a spiritual and experiential itinerary with a route of about 450 km long that develops between the Regions of Veneto and Friuli Venezia Giulia, between the rivers Piave and Tagliamento. During the route you will come across religious, artistic and landscape places and testimonies, and you can also use the train to complete and integrate the journey and the iPhone and Android APP that allows GPS navigation.
<b>Detailed information</b>	Religious, experiential and authentic tourism is becoming more and more popular. There is an increasing number of travellers who, alone or in groups, are soul-searching and/ or looking to experience new emotions may choose these historical routes (i Cammini) and itineraries that connect precious places of the spirit, art and nature to do so. This project prepared, from the bottom up, by local key players and locals represents a perfect example of how to cross new flows and behaviours with forms of slow tourism and provide an opportunity to travel on foot between the Veneto and Friulian territories also providing access to places



less known by people and tourists. Expanding walking mobility, important places can be rediscovered and hidden treasures that reside in rural and mountain areas; small artisan and agricultural businesses can be visited, favouring microeconomic opportunities for the communities living in these areas; it is possible to benefit from the biodiversity and beauty of the landscapes.

The partners involved in the project are groups of citizens who, have been involved in examining the issues and providing operational solutions, also taking into account their skills and experience, both in the gathering of data and planning phase.

The initial objective of the project was to identify the best route development taking into account the history and the transformations that have occurred in the meantime. For this reason, a reconnaissance of the territories was carried out also with the help of local people.

The beneficiaries of the practice are all the Municipalities crossed over by the Path, located in Friuli Venezia Giulia and Veneto, and some stakeholders who through the Path and slow tourism intend to promote the image of the territory, which presents itself as an "open-air museum".

In order to achieve the objectives, the Path is: 1) divided into 6 itineraries, and yet each individual and/or group can freely manage their own route by choosing to encounter the landscapes, churches, art, history and villages that interest them most; 2) located near three railway lines such as the Sacile - Maniago - (Gemona del Friuli : only in the case of the historical train), on the Friulian territory, and the Conegliano - Ponte nelle Alpi and the Padova - Belluno - Calalzo, on the Veneto territory; 3) equipped with an App for iPhone and Android that allows GPS navigation along the route and promotes the discovery of the territory in all its values, with maps, descriptions of the stages, points of interest and services that can be preloaded on the smartphone and that works even without internet coverage.

The San Cristoforo Route Project is subject to communication and marketing activities by some stakeholders in the sector and is implemented through the promotion of collateral activities and events organised by partners such as the Curias of Concordia - Pordenone, Vittorio Veneto, Belluno - Feltre, the Unions of Municipalities and Municipalities crossed by the routes.



<p><b>Elements of innovation</b></p>	<p>This practice is innovative because, on the one hand, it supports a gentle way of moving in order to live and enjoy the territory that involves an increasing number of people and travellers in Italy and Europe; and, on the other hand, it favours the discovery of the places of historical, spiritual and artistic value often marginal with respect to the main and most important tourist routes, feeding local economies, in particular agriculture and artistic craftsmanship.</p> <p>The Path and the 6 itineraries of which it is composed are supported by the "train + foot" inter-modality and by an App through which it is possible to organize the route, monitor one's position, obtain information about places, destinations, accommodation facilities.</p>
<p><b>Website</b></p>	<p><a href="https://www.camminodisanristoforo.com/it/">https://www.camminodisanristoforo.com/it/</a></p>
<p><b>Results achieved</b></p>	<p>The project, prepared also through the collaboration of citizens, has achieved some intermediate objectives and is operational and communicated externally through marketing activities. The practice is positive because: 1) it strengthens sustainable mobility and tourism and enhances expressive tourism; 2) it makes people aware of the practice of walking and the discovery of material and immaterial values, giving structure to an increasing trend; 3) it allows access to rural and mountain areas often marginal; 4) it urges municipalities and local key players to a sustainable management of their territory with regard to the care of the routes, environmental protection and building restoration, and to the promotion of events of discovery and/or re-discovery of local heritage.</p>
<p><b>Level of citizens' and stakeholders' engagement</b></p>	<p>Stakeholders and municipalities have established a good relationship with each other since they are all directly involved in the route of the Path and have often consulted each other during the preparation and management of the project.</p> <p>The Municipalities and Curias involved have encouraged the participation of groups of citizens who are aware and interested in the Path by acquiring suggestions and indications from them.</p>



**Liaison with EU national and local policies**

The practice correlates well with Report 1.1.1 and the policies and strategies of the EU, the State, the Region and local communities. In particular, it is in line with the EU programme "New challenges and strategies for the promotion of tourism in Europe", the Regional Tourism and Landscape Plans.

It is consistent with the national policy aimed at promoting slow and responsible tourism and with the "Atlante dei Cammini" (Atlas of the Walks) which is also presented in digital form (on-line) so as to act as a gateway to a different way of getting to know and visit Italy at a slow pace, from its history to its culture to its landscapes. The site includes the routes, information sheets and photo galleries relating to 41 of the 113 routes proposed by the Regions and Autonomous Provinces.

The increase in the number of travellers also provides marginal local communities with the opportunity to enhance their history and local products.

**Lessons learnt**

It is a matter of networking and making available the projects and experiences produced by stakeholders, municipalities and groups of citizens, especially those set up in marginal and internal areas.

The EU can set up a portal or a "dedicated" window putting on-line the practices undertaken, the solutions adopted and the results achieved so that institutional participants, companies, development agencies, groups and individuals can study and download them. The EU and the States should share a common approach on the Routes and on the development of slow tourism by identifying a set of homogeneous criteria to be applied in each of the contexts crossed by pilgrimage routes and itineraries. This is to ensure that the Walks can be linear and accessible physical routes; equipped with horizontal and/or vertical signs; with a route that can be used safely; with a percentage of paved roads not exceeding 40%; with possible stops equipped with the support services needed by the pilgrim/walker/traveller; with the on-line description on the reference site of each stage; with accommodation and catering services within 5 km of the Path; with the presence of a "governing body" for the punctual management of the Path; with the guarantee of supervision and maintenance of the route; with geo-referencing of the route; with a site that must be constantly updated.



From this project we learn that: 1) accessibility to rural and mountain areas is the condition to improve the competitiveness of places; 2) the expansion of the number of people who move in a sustainable way improves the conditions of the environment and the air; 3) a well-organized route increases the possibilities to move more people, regardless of the individual approach (religious, spiritual, experiential, authentic); 4) it is useful to support the movements through Apps and GPS constantly updated and full of information about the routes and places to see, visit, purchase.

<b>Title</b>	<b>Rediscovery of the ancient pilgrimage routes between Carinthia and Friuli Venezia Giulia: the art of walking</b>
<b>Project</b>	<b>WALKART</b>
<b>Programme</b>	Interreg V Italy / Austria (2014 - 2020)
<b>Short summary</b>	The project aims to rediscover the ancient pilgrimage routes between Carinthia and Italy, to create hostels and places of reference and gathering, and uses an App that describes the routes with GPS tracking of routes and points of interest.
<b>Detailed information</b>	<p>Religious, experiential and authentic tourism involves an increasing number of people in Europe. There are a lot of travellers who, alone or in groups, want to get to know themselves better and to discover new emotions using historical routes (i Cammini) and itineraries that connect precious places of the spirit, art and nature.</p> <p>This project promoted by institutional stakeholders and tourist promotion agencies of the Friuli Venezia Giulia and Carinthia areas, represents an example of how to intersect within the "cross-border space". The new flows and behaviours of people towards forms of slow tourism and provide an opportunity to travel on foot between the Friuli Venezia Giulia and Carinthia territories ensuring opportunities for refreshment and accommodation. The Project takes on a strong European value as it intervenes on the enhancement of a network of Walks that</p>



connects the wider European system of religious and experiential itineraries along a north-south slope.

The partners involved examined the operational solutions also taking into account the activities previously carried out by citizens' associations regarding the planning and organisation of the routes, in particular by the Comunità Collinare del Friuli and local groups.

The itineraries called "WalkArt-Trails" are made accessible both to the spiritually motivated pilgrim and to the traveller and hiker, and are accompanied by the description of the stages, the presence of signs, signals and panoramic panels, the distribution of information leaflets on the presence of natural, cultural and religious treasures of the territories crossed, and local food and wine products. There is a transport service for the luggage of pilgrims and travellers.

The project aims to enhance 7 itineraries and integrate them with each other, thus promoting slow mobility and accessible and responsible tourism. It also involves the requalification and mapping of the routes, the opening of ancient pilgrimage sites such as Pievi and Hospitalia in Italy and Austria. The expansion of mobility on foot around consolidated itineraries favours the discovery and re-discovery of important places and hidden treasures and stimulates visits to small artisan and agricultural businesses located in the area between Italy and Carinthia.

The beneficiaries of the practice are all the Municipalities crossed by the Walks located in Friuli Venezia Giulia, Veneto, Alto Adige and Carinthia, while the businesses in the area can attract people with the communication and presentation of their products.

The interlinked religious and spiritual paths and itineraries are: 1) Cammino Celeste (Celestial Way) (which develops along a north-south route from Aquileia to Tarvisio and Maria Saal); 2) Cammino delle Pievi (Pievi Way) (which develops in the Friulian mountain area of Carnia); 3) Via del Tagliamento (Tagliamento Way) (which develops along a north-south route from the border with Austria to Coccau and Latisana, from where it joins the "Romea Strata - Aquileia"); 4) Via del Tagliamento from Trieste to Concordia Sagittaria (which runs along an east-west route between Friuli Venezia Giulia and Veneto); 5) Marienpilgerweg (this is a Path between the churches of Carinthia dedicated to the Madonna that crosses the region for 266 km); 6) Hemmapilgerweg (this is a Carinthian Way that runs along an east-west route that takes the form of a star and connects the cardinal points to the ancient Gurk, the tomb of St. Emma and the Benedictine monastery of Admont); 7) Jakobsweg (it is a Path that develops from Prato Drava, on the border between Italy and Austria, crosses the Puster Valley up the Eisack Valley to the Brenner Pass and then continues in Tyrol and Innsbruck until it meets the Swiss Path; the route is managed by the Austrian Brotherhood based in Innsbruck).





	<p>To achieve its objectives, the project promotes communication and marketing activities accompanied by the organisation of events, conferences and festivals dedicated to the culture of the trails within the cross-border area.</p> <p>In addition, virtual tools such as the App, free of charge and downloadable from the App Store or Google Play, which describes the routes and their interconnection with GPS tracking of routes and the indication of points of interest, are provided.</p>
<p><b>Elements of innovation</b></p>	<p>This practice is innovative because it supports a gentle and responsible way and promotes the discovery of places, the history of spirituality and art by nourishing local economies, in particular agriculture and artistic craftsmanship.</p> <p>It allows pilgrims and travellers not only to rediscover the ancient pilgrimage routes between Carinthia and Friuli Venezia Giulia characterised by their widespread natural, cultural and historical heritage, but through the "art of walking" people can get to know themselves better and share their experiences with others.</p>
<p><b>Website</b></p>	<p><a href="https://www.walk-art.eu/it">https://www.walk-art.eu/it</a></p> <p><a href="https://keep.eu/projects/18280/">https://keep.eu/projects/18280/</a></p>
<p><b>Results achieved</b></p>	<p>The project, prepared, also through the gathering of previous studies and activities promoted by citizens' associations, has achieved some intermediate objectives such as a more effective communication outside the heritage of Walks and Routes and the dissemination of knowledge about the possibilities of travelling along interconnected paths.</p> <p>The practice is positive because: 1) it provides continuity to the European Walks that develop along a north-south route and enhances experiential tourism in the cross-border Alpine area; 2) it strengthens sustainable mobility and tourism and enhances experiential tourism; 3) it makes people aware of the practice of walking and of the discovery of material and immaterial values, giving structure to an increasing trend in Europe; 4) it encourages the opening of parish churches and hospitals as well as hostels and meeting facilities; 5) it urges municipalities and local participants to a sustainable management of their territory with regard to the care of routes, environmental protection and building restoration, and to the promotion of events of discovery and/or re-discovery of local heritage.</p>



<p><b>Level of citizens' and stakeholders' engagement</b></p>	<p>Stakeholders and municipalities have established a good relationship with each other, as they are all directly involved in the various Paths and Routes, consulting each other during the preparation and management of the project.</p> <p>In order to prepare the project, information, data, and indications from communities, associations and groups of citizens who have dealt with these issues over time have been acquired.</p> <p>The Municipalities, Confraternities, Hospitalia managers, religious groups, voluntary associations and enthusiasts relate to each other in the management of the Walks and in the planning of activities and events.</p>
<p><b>Liaison with EU national and local policies</b></p>	<p>The practice correlates well with Report 1.1.1 and the policies and strategies of the EU, the State, the Region and local communities. It is in line with the programmes prepared by the EU and the Regional Plans on Tourism and Landscape.</p> <p>It is consistent with the national policy aimed at promoting slow and responsible tourism and with the "Atlante dei Cammini" (Atlas of the Walks) which is also presented in digital form (on-line) so as to act as a gateway to a different way of getting to know and cross Italy at a slow pace, between history, culture and landscapes. The site includes the routes, the information sheets relating to 41 routes proposed by the Regions.</p> <p>The increase in the number of travellers also provides marginal local communities with the opportunity to promote their history and local products.</p>
<p><b>Lessons learnt</b></p>	<p>It is about networking and making available the projects and experiences produced by stakeholders, municipalities and citizens' groups in different regional and European contexts.</p> <p>The EU can set up a portal or a "dedicated" window putting on-line the practices undertaken, the solutions adopted and the results achieved so that institutional participants, companies, development agencies, groups and individuals can study and download them. Mutual learning and exchanges of knowledge determine competitive added value and logical results. The EU and the States must share a common approach to the Routes and the development of slow tourism by identifying a set of homogeneous criteria to be applied in each of the contexts crossed by pilgrimage routes and itineraries. This is to ensure that the Walks can be linear and accessible physical routes; equipped with horizontal and/or vertical signs; with a route that can be used safely; with a percentage of asphalt roads not exceeding 40%; with possible stages equipped with pilgrim/walker/traveller support services; with the on-line description on the reference site of each stage; with accommodation and catering services within 5 km of the Path; with the</p>



presence of a "governing body" for the punctual management of the Path; with the guarantee of supervision and maintenance of the route; with geo-referencing of the route; with a site that must be constantly updated.

From this project we learn that: 1) the continuity and integration of the Path, of the ancient religious itineraries and of the routes allows the European citizen to move in a conscious and effective way; 2) that Municipalities, Confraternities, Religious Associations and groups of citizens are fundamental in the management of the Path and in the predisposition of physical structures and support services; 3) a well-organized route increases the possibility of moving a greater number of people, independently of the individual approach (religious, spiritual, experiential, authentic); 4) that there is no attraction and the possibility of discovering the territories and their heritage if there is no communication and proposal from the places that meets the expectations of travellers and wayfarers; 5) it is useful to support travel via Apps and GPS that are constantly updated and rich in information about routes and places to see, visit, purchase.



## 3.5. Institute of Traffic and Transport Ljubljana I.l.c. and Regional development agency of Ljubljana urban region and Regional development agency of Ljubljana urban region, SLOVENIA

### 3.5.1. Territorial context

The Republic of Slovenia (hereinafter: RS or Slovenia) became an EU member on 1 May 2004. The country is situated in Central Europe; at the junction of the Alps, Dinaric Alps, the Pannonian Plain and the Mediterranean. Slovenia borders Austria in the north, Hungary in the east, Croatia in the south and Italy in the west. In territorial terms according to the NUTS classification, Slovenia is divided into NUTS 1, NUTS 2 and NUTS 3 levels. On the NUTS 1 level, it is classified as the entire country; there are two regions on the NUTS 2 level (Eastern and Western Slovenia); while it has 12 statistical regions on the NUTS 3 level. In administrative terms, Slovenia is divided into 212 municipalities, 11 of which have the status of a city municipality. The Ljubljana urban region comprises 26 municipalities: Borovnica, Brezovica, Dobrepolje, Dobrova - Polhov Gradec, Dol pri Ljubljani, Domžale, Grosuplje, Horjul, Ig, Ivančna Gorica, Kamnik, Komenda, Litija, Ljubljana, Logatec, Log - Dragomer, Lukovica, Medvode, Mengeš, Moravče, Škofljica, Šmartno pri Litiji, Trzin, Velike Lašče, Vodice, and Vrhnika.

The Central Slovenia region or the Ljubljana urban region is central in terms of its position; the most densely populated in terms of the density of population; the largest in terms of the number of inhabitants; and the second largest statistical region in the RS in terms of the surface area (SORS, 2014).

The region covers an area of 2,555 km<sup>2</sup>, which is 12.6 % of the area of the Slovenian territory. According to the latest data, the LUR has a population of 542,447, which is more than a quarter of the population of Slovenia. The region is heterogeneous in terms of settlement, with the average population density being 212 people per km<sup>2</sup>, with the most urbanised areas having 1,019 people per km<sup>2</sup> and those least urbanised having only 38 people per km<sup>2</sup>.

The region generates as much as 36.5 % of the total Slovenian GDP, with its capital Ljubljana being the political, economic, administrative, scientific and cultural centre of Slovenia. A great majority of state institutions are headquartered in the region as are numerous large companies. The country's largest university, the University of Ljubljana (hereinafter: UL), also has its seat in the city.



The Ljubljana urban region is the most developed Slovenian region in economic terms and is the country's economic centre. In 2009, the companies headquartered in the region generated 43.2% of added value in Slovenia. The region generated more than a third of the total Slovenian GDP in 2011. The regional GDP per capita is the highest in Slovenia and significantly exceeds the Slovenian average. More than a quarter of Slovenia's active working population lived in the Ljubljana urban region in the middle of 2013. The share of the unemployed living in the region was somewhat less than a quarter of all unemployed person in Slovenia. When compared to other Slovenian regions, the LUR has a smaller share of the industrial sector, while market and public services are better developed (Kozina et al, 2014).

The Ljubljana Urban Region is an attractive region in terms of tourism. The region had a tenth of accommodation capacities in Slovenia in 2012 or 12,160 beds, and was fourth in terms of the number of overnight stays among twenty Slovenian regions. Foreign guests account for 93% of overnight stays in the region, with the share reaching as much as 96% in the City of Ljubljana. The average period of stay in the region in 2010 was 1.91 days (Ljubljana Tourism, 2011).

The Ljubljana urban region is located at the intersection of two corridors of the core transEuropean transport network (TEN-T): i.e. the Baltic-Adriatic and the Mediterranean corridors. The multi-modal core network corridors contribute significantly to European cohesion and the strengthening of the internal market (Sustainable urban mobility plan of the Ljubljana Urban Region <https://rralur.si/wp-content/uploads/2020/03/SUMP-LUR.pdf>).

■ *What are the specific challenges in your region with regards to the sustainable tourism-mobility nexus?*

The main challenges are:

- Lack of productive tourism development policy

In the last 25 years, tourism has not been sufficiently recognized as a driver of economic growth in the country. Due to the lack of opportunities to create a business environment and active policies in the field of tourism, which would enable a stronger impact of the potential offered by tourism, Slovenia was not as recognizable as it could be - neither as an interesting global tourist destination nor as an investment market.

- Untapped potential of already existing tourist activity

The development of tourism so far has been mainly based on a slightly upgraded structure of tourism, but due to the low-risk privatization model, the Slovenian tourist offer has not yet been



transformed into a globally competitive and diverse tourism industry. Needs for significant investments in the new tourist offer Slovenia lacks both investments in important degenerate areas (reconstructed offers and repositioning) and sustainable investments in a new, high-quality offer of accommodation (hotels and resorts), sights, visitor centers, interpretation centers, museums, congress centers, theme and amusement parks) and tourist infrastructure (thematic trails for an authentic experience of exemplary nature, cycling trails, sports infrastructure, ski resorts, etc.).

- Inefficiency of the tourism management system

In order to rationalize the development of tourism, marketing, promotion and commercialization, Slovenia needs to build a new effective management system in the field of tourism, which will harmonize and achieve synergistic effects of diverse horizontal and vertical activities in building a quality globally competitive tourism chain.

- Poor rail connections

In addition to road connections, Slovenia has paid insufficient attention to the development and / or maintenance of functional and efficient rail connections. There is also a lack of integration into European passenger railways.

#### ■ *Why sustainability is important for the tourism industry of your region?*

Much loved and admired for its natural beauty, Ljubljana region as a destination has become a mecca for outdoor lovers and adventure travellers. Its capital, Ljubljana, is widely regarded as a role model for urban sustainable development, not least thanks to its car-free inner city which brought urban life back to the centre. The development of sustainable tourism is a focus of Ljubljana region tourism. With its green image and sustainable development strategy, Ljubljana region offers excellent opportunities for sustainable tourism. Ljubljana region aims to develop as an attractive, green, environmentally friendly destination distinguished by a high quality of life both for citizens and for visitors to the city.

#### ■ *In your case, is it mobility that fosters tourism, or tourism that prompts to improve mobility?*

In Ljubljana region it is tourism that prompts to improve mobility. As sustainable tourism is becoming more and more popular among tourists, we believe that rising number of tourists in Ljubljana region is prompting the region to improve mobility towards more sustainable.



### 3.5.2. List of relevant past and ongoing projects

- **SOCIALCAR** - international project implementing business models in the field of transport: car-sharing system (also used by tourists) in Ljubljana. (<http://www.socialcar-project.eu/>). Local partner: Prometni institut Ljubljana.
- **CiViTAS ELAN** - The project addressed transport topics of specific interest to CE rural and urban regions. Project implemented innovative products and increased use of cleaner and energy-efficient vehicles in Ljubljana also for touristic and cycling purposes). (<https://civitas.eu/content/elan>). Local partners: Mestna občina Ljubljana, Telargo, Ljubljanski potniški promet, Slovenske železnice, Institut Jožef Stefan, Fakulteta za družbene vede Univerze v Ljubljani, Urbanistični inštitut RS, Prometni institut Ljubljana, Regionalni center za okolje za srednjo in vzhodno evropo - slovenija, Kmetijski inštitut RS, Etrek.
- **Connect2CE** (ongoing project) - Improves weak accessibility of regional, peripheral and cross-border areas of central Europe to and from main transport networks and hubs. PIL is leader for actions focused on Integrated ticketing and tariff schemes between SLO and ITA for commuting and touristic purposes. (<https://www.interreg-central.eu/Content.Node/CONNECT2CE.html>). Local partners: Prometni institut Ljubljana, Slovenian Railways Passenger Transport.
- **REGIO MOB** (ongoing project) - REGIO-MOB partners contributed to the consolidation of sustainable mobility in their regions by improving their policies performance as a result of a shared learning process. This improvement was materialised through the development of regional mobility strategies with an holistic approach (environmental, economic & social factors). Developed regional mobility strategies with a holistic approach (environmental, economic & social factors) that also included development of cycling actions. (<https://www.interregeurope.eu/regio-mob/>). Local partners: Prometni institut Ljubljana.
- **SUBNODES** (ongoing project) - The SubNodes project was born by the notion that many regions are seeking solutions for adapting their secondary transport network to an upgraded or new TEN-T node within or close to their territories. SubNodes concentrates on tackling the weak intermodal integration of peri-urban hinterland regions to primary TEN-T hubs. Suitable medium-sized cities in the central Europe area shall be developed into attractive intermodal secondary hubs, which better connect the hinterland to the TEN-T rail network (<https://www.interreg-central.eu/Content.Node/subnodes.html>). Local partners: Prometni institut Ljubljana, Scientific Research Centre Bistra Ptuj.



### 3.5.3. Catalogue of best practices and/or lessons learnt

<b>Title</b>	<b>SUBNODES pilot action in Central Slovenia region</b>
<b>Project</b>	SUBNODES Central-Europe 2017-2020
<b>Programme</b>	Interreg Central Europe, Priority: Transport and Mobility
<b>Short summary</b>	<p>There were two intermodal displays installed within SUBNODES pilot 4 project (Grosuplje and Škofljica).</p> <p>In order to improve public passenger transport services, useful intermodal passenger information is offered at regional passenger intermodal points through installed smart interactive displays. The pilot also includes IT integration of public passenger transport information and other data that are demonstrated on displays, such as: live train and bus arrivals, info on integrated timetables (bus, train), transport and mobility related information, weather information and tourist information.</p> <p>Smart intermodal displays demonstrated within the project attracted new passengers and better contributed to regional connection and consequently made mobility more sustainable.</p>
<b>Detailed information</b>	<p>Better quality of services was demonstrated through SUBNODES smart intermodal displays, installed within the project. The modern technology attracted new customers/passengers and contributed to better regional connection and consequently make mobility more sustainable.</p> <p>According to typology the pilot fits with two types of measures:</p> <ul style="list-style-type: none"> <li>• Type C - service, integration and improvements: Integrated transport, information, communication, rapid transit</li> <li>• Type D - digitalisation: data-management, real-time information, system architecture</li> </ul> <p>Public passenger transport data and information were integrated, including public rail and bus transport, where timetables, delays, and other transport data were</p>





	<p>included (Type C measure). Through developed system architecture and proper public passenger transport data-management, real-time information for passengers was demonstrated at the passengers' stations through smart intermodal displays (Type D measure).</p> <p>The pilot was monitored and evaluated by customers' satisfaction.</p> <p>Main objectives were achieved. This was shown also through a short evaluation survey by questionnaires where very positive feedback from users (passengers) was received. Good acceptance was also from other stakeholders (Municipalities, Region, Transport service providers).</p> <p>The implemented measures raised awareness and encouraged other stakeholders in the region and wider (public passenger operators, local authorities, Ministry...) to improve the quality of passenger transport service in the same way.</p>
<p><b>Elements of innovation</b></p>	<p>The pilot action demonstrates an innovative solution which is attractive for public transport users and other stakeholders.</p>
<p><b>Website</b></p>	<p><a href="https://www.interreg-central.eu/Content.Node/subnodes.html">https://www.interreg-central.eu/Content.Node/subnodes.html</a></p>
<p><b>Results achieved</b></p>	<p>Pilot project exhibited interchange nodes for the transfer between different services including private transport (constructional integration). Actions taken were based on identified bottlenecks and weak spots (to avoid congestion on roads near Ljubljana with using PT (a lot of daily commuters) and were appropriate for qualifying or improving the respective sub-node as intermodal transport hub (many people commute every day from selected "SUBNODES" to Ljubljana). Actions taken were to some extent capable of better responding to passengers' and tourists needs. The pilot action demonstrated an innovative solution which is attractive for Pt users and other stakeholders. The close joint work with stakeholders was important and the approach should be continued.</p> <p>The majority of PT users were satisfied with SUBNODES intermodal displays. The smart displays were used for real time train and bus arrivals (more than 90% of users) - which was the main purpose of the pilot - integrated real-time information; a half of users for news and information, 25 % for timetables and around 20 % for weather and tourist information. The key message from the survey was the fact that the majority of the respondents - PT users would more often use PT services due to the higher quality of services such as SUBNODES smart displays (94% would probably or certainly use PT more often).</p>



<p><b>Level of citizens' and stakeholders' engagement</b></p>	<p>Citizens were users of this pilot. Stakeholders were active players. The main stakeholders were PT data providers - Slovenian Railways and Ljubljana City Public Transport Company (LPP). They provided relevant data on real-time bus and train arrivals. Train arrivals data were not compatible and were modified by Slovenian Railways and selected service provider. Good acceptance was also from other non-active stakeholders (Municipalities, Region, Transport service providers). The close communication with political stakeholders was very important; mayors highly supported the pilot action.</p>
<p><b>Liaison with EU national and local policies</b></p>	<p>Best practice is linked to the encouraging sustainable mobility on all levels according to the goals of Strategy for the sustainable growth of Slovene tourism 2017-21 and to the Sustainable urban strategy for Ljubljana 2014-2020. Best practise is also linked to the SUMP of Ljubljana region, where smart stations and digitalisation on rail stations is one of the goals.</p>
<p><b>Lessons learnt</b></p>	<p>According to the pilot action plan the main goals were achieved. A new technology was demonstrated in order to provide integrated PT passenger and tourist information in one place and attract new passengers.</p> <p>The continuous close cooperation and the involvement of various stakeholders enabled successful implementation of the pilot action.</p> <p>The acceptance of all stakeholders was very positive. A regional campaign was also made to promote innovative integrated public passenger transport solution.</p> <p>A successfully implemented pilot is a good opportunity for other municipalities/regions to implement the same or similar measures for improving integrated public passenger transport.</p>

Below is an outline of good practices in the implementation of sustainable mobility measures that have been or are being implemented in individual organizations.

■ Municipalities and urban municipalities

- Introduction of a free-of-charge city bike rental and free e-car charging system;
- Introduction of an electric car for the needs of traffic wardens;
- Introduction of P+R;
- Organised free transportation - the project, "Prostofer", aims to provide a solution for people from scattered settlements using volunteer chauffeurs;
- Cooperation with schools: conducting a survey on travel habits of school children in all primary schools in the municipality. The schools found these results extremely



interesting and reported that they were very concerned about children being taken to school by car, but actually they would like to go to school by bicycle or scooter;

- Introduction of a 'walking bus' - taking children to school on foot together; closure of old town districts during the season;
- Increased number of cyclists with the expansion of cycling infrastructure;
- Successful application to EU calls tenders, and implementation of numerous SM measures (pedestrian zones, cycle routes, bicycle storages, etc.);
- Introduction of electric buses;
- Fostering of sustainable mobility mentality among employees as well as the municipality management and companies during the process of making SUMP. Certain measures were taken thanks to the successful application for EU grants;
- Possibility for tourists who stay at least two nights can buy a mobility ticket, which provides them with free public transportation throughout their stay along with other benefits;
- Introduction of integrated bus service and free regular urban passenger transport;
- Closure of certain roads, which are now intended for pedestrians only.

#### ■ State Administration

- Adopted regulation on the allocation of parking spaces, which also includes emissions of CO2 per car as a criterion;
- Preparation of a regional map of cycling routes, preparation of an action plan for cycling, promotion of cycling and e-cycling;

#### ■ Transport contractors

- Establishment of public rent-a-bike systems, and integration with PPT and urban passenger transport, the introduction of e-mobility in Slovenian towns and villages, cooperation with local communities in closing valleys and destinations for personal vehicles, participation in the EMW project;
- Supporting the Green Scheme of Slovenian tourism;
- Introducing new forms of passenger mobility, participating in the EU projects on sustainable mobility and smart cities villages, supporting the development of the concept of sustainable development management; and
- Connectivity of two modalities - bus and train, with one ticket purchased online.



## 3.6. City of Zadar, CROATIA

### 3.6.1. Territorial context

Zadar County has a total area of 7.276,23 km<sup>2</sup> (of which 3.643,33 km<sup>2</sup> is land and 3.632,9 km<sup>2</sup> is water) and it has around 170.000 inhabitants. The largest city and the capital is Zadar with its 3.000 year-old history. The tourist region of Zadar comprises, on the one side, numerous islands and islets (inhabited as well as uninhabited ones) and, on the other side, part of the coast, the region of Ravni Kotari, resembling a peninsula with the Velebit Range in its background. The peninsula, bounded in the north by the Paklenica Gorge and in the south by the river Zrmanja, abounds in highly picturesque landscapes. Countless bays, coves and inlets provide additional scenic attractions.

■ *What are the specific challenges in your region with regards to the sustainable tourism-mobility nexus?*

The main challenges in our region are rapid tourism growth and, at the same time, the sustainable mobility network that does not follow tourism development, insufficient local transport signalization (difficult for tourist to understand), lack of bicycle routes that connect main touristic points and underdeveloped and insufficient urban mobility infrastructure.

■ *Why sustainability is important for the tourism industry of your region?*

Since Zadar is facing increasing number of tourist visitors every year we are facing the problem of traffic jams, large number of cars and buses entering the old city centre. Because of this we need to improve, develop, and promote sustainable mobility network to reduce the number of vehicles which will lead to decrease of emission of CO<sub>2</sub>.

■ *In your case, is it mobility that fosters tourism, or tourism that prompts to improve mobility?*

In our case, tourism prompts to improve mobility.



### 3.6.2. List of relevant past and ongoing projects

City of Zadar is an active player in the field of transnational and cross-border cooperation with a long tradition of cooperation with numerous foreign local governments and international organizations. City of Zadar was participating in the implementation of projects, such as:

- **RUINS** (Interreg Central Europe) - which main objective is “to give the second life to medieval ruins” through modern management and attributing contemporary, socially useful functions, while preserving historical value of these sites. Alongside City of Zadar, another local partner has been involved in the project implementation - Public institution ZADRA NOVA - Zadar County Development Agency. More information on the project’s website: <https://www.interreg-central.eu/Content.Node/RUINS.html>
- **“Reconstruction and tourist valorisation of cultural and historical complex of the Rector’s Palace”** - (the Operational Programme “Regional competitiveness 2007-2013”), project that aimed at creating a recognised new integrated cultural and tourist product of Zadar through the reconstruction and tourist valorisation of the Rector’s Palace. Alongside project coordinator (City of Zadar), project partners on a local level were National Museum Zadar, Zadar Tourist Board, ZADRA NOVA - Zadar County Development Agency and the University of Zadar. More information on the project’s website: <http://www.knezeva.hr/en/about-the-project>
- **“Living streets”** - (LIFE programme) is a project with the specific objective of promoting the public area, raising awareness and developing opinion about streets as residential zones intended primarily for residents. City of Zadar is one of the seven cities that participated in the implementation of project, under the coordination of Energy Cities - a network of 1,000 local governments in 30 countries. More information on the project’s website: <https://energy-cities.eu/project/life-living-streets/>
- **LOCATIONS** - [Low Carbon Transport in Cruise Destination Cities (Interreg Mediterranean)] - overall objective is to support local public administration in drafting Low-carbon Transport and mobility Plans with measures dedicated to cruise-related passengers and freight flows, contributing to decongest the city traffic and to lower the production of greenhouse gases. Alongside City of Zadar, another two local partners have been involved in the project implementation - ZADRA NOVA - Zadar County Development Agency and Port of Zadar Authority. More information on the project’s website: <https://locations.interreg-med.eu/>



- **TOURISM4ALL** - Development of a cross-border network for the promotion of the accessible tourism destinations (Interreg Italy - Croatia CBC 2014-2020), project which goal is to develop and promote a wide cross-border network of accessible tourist destinations with natural and cultural heritage in order to reduce reliance on seasonal tourism and promote social inclusion by sharing approaches and methods and by joint-promoting tourism services for disadvantaged people and for those with special accessibility needs (e.g. disabled, elderly). City of Zadar is one of the thirteen partners that participated in the implementation of project, under the coordination of Region of Molise. More information on the project's website: <https://www.italy-croatia.eu/web/tourismforall>
- **CitiZEN** - Sustainable mobility for citizens in Europe (the Programme "Europe for Citizens") is a project with a purpose of creation of a permanent thematic working group focused on sustainable mobility in the framework of Energy Cities. The project has tackled the development and update of the local Sustainable Urban Mobility Plans by the local authorities as well as implementation of specific actions, such as: promotion of cycling, car sharing, sustainable mobility in schools (walking buses, awareness campaigns), family contests, public events (e.g. energy days/fairs, European mobility week) allowing citizens to learn about local, national and European experiences in terms of products and services related to sustainable mobility. City of Zadar is one of the six cities that participated in the implementation of project, under the coordination of Energy Cities. More information on the project's website: <https://energy-cities.eu/project/citizen-sustainable-mobility-for-citizens-in-europe/>
- **ASPIRE** - Advanced logistics platform with road pricing and access criteria to improve urban environment and mobility of goods (LIFE Programme) project for its aim has creation of an advanced logistics platform with compensation for road users and access criteria to improve the urban environment and freight transport and implement a series of measures - regulatory, organizational, operational and technological - to achieve higher standards of energy efficiency and quality of the urban environment and, accordingly, the quality of life of citizens. The main innovation of LIFE ASPIRE is the implementation of a policy which awards or penalizes transport operators on the basis of different factors (i.e. vehicle emissions and dimension, duration of the stay, trips frequency, utilized time window, use of new logistics services (LSs), etc. City of Zadar is one of five partners that participated in the implementation of project, under the coordination of City of Lucca. More information on the project's website: <http://www.life-aspire.eu/>



- **The project “Development and implementation of intelligent transport system and reconstruction of the road with the priority of public transport vehicles and the bike path in the City of Zadar”** (Operational Programme Competitiveness and Cohesion 2014.-2020.) - As the title suggests, main objective of the project is increasing the efficiency of the transport system of the urban area of Zadar. The new ITS system with the reconstructed road will enable more efficient traffic management, better information for drivers, optimization of traffic flows, integration of existing systems and prioritization of public and bicycle transport in the city of Zadar. More information on the project’s website (available only in Croatian): <https://www.grad-zadar.hr/eu-projekt/its--inteligentni-prometni-sustav-62.html>
- **OptiTrans** (Interreg Europe) project addresses policies aiming to disconnect mobility from carbon emissions in rural and suburban areas through strengthening the share of public transport in the modal split. OptiTrans therefore addresses mobility concepts or public transport strategies and, where available, ERDF financing for public transport. Currently a number of remarkable new trends and developments characterize the transport marked. Those include: better integration of different low-carbon transport modes, better ticketing options, use of ICT to react in real-time to fluctuating demands, timetable integration, higher passenger comfort and promoting better image of public transport. City of Zadar is one of six partners that participated in the implementation of project, under the coordination of Ministry for Infrastructure and Agriculture of Thuringia. More information on the project’s website: <https://www.interregeurope.eu/optitrans/>
- **Park4SUMP** - Parking management as game changer for urban mobility (Horizon 2020) is a project that aims to help cities integrate innovative parking management solutions into Sustainable Urban Mobility Plans (SUMPs) for a better mobility and quality of life. Furthermore, the project aims to help partner cities to free an average of 10% of public space currently used for parking by means of participatory planning and, finally, invest at least 10% of parking revenues into sustainable transport, active modes such as walking and cycling and develop a more human-centered neighborhoods. Park4SUMP aims at stimulating further innovation in parking management and turning parking policies from being reactive and operational as today to become more strategic, effective and holistic. City of Zadar is one of twenty-one partners that participated in the implementation of project, under the coordination of Mobiel 21. More information on the project’s website: <https://park4sump.eu/>



- SMART COMMUTING** (Interreg Central Europe) will foster a coordination structure at functional urban area level involving municipalities of surrounding territories and public transport companies. Various joint actions - SWOT analysis, institutional platform at functional urban area level, training and capacity building process, pilot actions - will support the expected change, consisting of enhancement of public sector's capacity of sustainable mobility planning, combined with some concrete solutions to make central European functional urban areas more liveable, free-carbon and attractive. Alongside City of Zadar, another local partner has been involved in the project implementation - ZADRA NOVA - Zadar County Development Agency. More information on the project's website: <https://www.interreg-central.eu/Content.Node/SMART-COMMUTING.html>
- Zadar Urban Mobility 4.0** - Through the project with work title "Development of the Concept of the Smart City", it is intended to launch a series of smaller projects from the sphere of the intelligent transport system in the area of the City of Zadar, which correlate and converge with each other, and use a common basic ICT infrastructure, developed by the City of Zadar in the previous period (e.g., its own optical network, WiFi network, server capacities etc.) and intends to further develop this project. Alongside City of Zadar, partners on the project are Innovative Zadar Ltd, Liburnija Ltd and Obala i lučice Ltd. More information on the project's website: <https://inzad.hr/en/projects-4/zadar-urban-mobility-40-30/>

### 3.6.3. Catalogue of best practices and/or lessons learnt

<b>Title</b>	<b>LOCATIONS</b>
<b>Project</b>	Project Locations
<b>Programme</b>	INTERREG MED 2014-2020 1ST CALL
<b>Short summary</b>	Locations ( <i>Low Carbon Transport in Cruise Destination Cities</i> ) overall objective is to support local public administration in drafting Low-carbon Transport and mobility Plans with measures dedicated to cruise-related passengers and freight





## Detailed information

flows, contributing to decongest the city traffic and to lower the production of greenhouse gases.

LOCATIONS project specifically addresses MED territories where there is prosperous economy based on tourism strongly connected to the cruising phenomena. Such fast growing specific sector is dramatically driving a wide range of impacts on destinations, affecting, among others, the natural environment, urban mobility and accessibility, and sometimes triggering significant multifold repercussions on cultural heritage and local communities. Departure ports and ports of call are impacted by sudden, often seasonal, heavy traffic of cars and coaches in connection with incoming and outgoing flows of passengers embarking or disembarking cruise ships, and with deliveries of goods, waste collection and provision of a range of other services. As low carbon economy is a key issue for the territorial sustainable development and for achieving the EU2020 targets, it is necessary to assist public policy makers and private operators in setting up respectively innovative co-ordinated programmes and effective tools able to better manage the urban mobility and improve attractiveness of cruise ports. Steps forward in that sense have been already put in place in the MED area: for example some of the involved public project partners have already developed SEAPs and SUMP whereas other partners have been involved in international initiatives to put in place positive territory spill-over effects. It must be mentioned that a wide range of EU project have tackled with most of the elements mentioned above, the need is to integrate them in a single approach tailored to the needs of MED cities.

LOCATIONS has devised a comprehensive package to meet the challenges set by cruise-related traffic flows, find a balance between positive and negative externalities, respond to the need to provide sustainable connections among city and port and preserve natural, cultural and environmental heritage and identity. Partners and associated partners in 5 countries share and valorise each territory's expertise and planning tradition and jointly devise a standardized, transnational, easily replicable operational model. This is tested in each of the 7 involved territories to come up with the first 7 Low Carbon Transport Plans (LCTPs), developed through an integrated, territorially based approach, benefitting from intense participation from main stakeholders and local populations.

GUTTA project will provide a contribution to decarbonization of the Italy-Croatia ferryboat transport. In fact, GUTTA will develop a decision support system for ferryboat routes of minimal CO<sub>2</sub> emissions, depending on forecast environmental conditions. GUTTA will also support and inform about the implementation of the EU-MRV regulation 757/2015 on CO<sub>2</sub> emissions from vessels. Finally, GUTTA will prepare the ground for a new maritime route between Italy and Croatia. SPECIFIC OBJECTIVE of the project is to Improve the quality, safety and environmental



	<p>sustainability of marine and coastal transport services and nodes by promoting multimodality in the Programme area.</p> <p>EU-CONEXUS - “European University for Smart Urban Coastal Sustainability” is formed of 6 European universities. All these universities share the geographical characteristic of being located at coastal areas or working on coastal issues and paying particular attention to the sustainability of the coastal area, digitalisation and blue growth.</p> <p>In 2025 the European University for Smart Urban Coastal Sustainability (EU-CONEXUS) will become the only European transnational higher education and research institution that is able to cover, in a comprehensive and interdisciplinary manner, societal challenges faced by urbanised coastal areas and sustainable development.</p> <p>STREAM trying to prevent the consequences of climate change, primarily floods. In the last decades, flooding events linked to climate change have been on the increase, rising costs and leaving consequences for communities. Cities in the program area are experiencing urban flooding problems caused by extreme weather.</p> <p>Local authorities and emergency services are not sufficiently prepared to promptly react to crisis situations due to the lack of innovative technologies and adequate equipment. Project STREAM will enhance all stakeholders' competencies to promptly respond to the flood.</p>
<p><b>Elements of innovation</b></p>	<p>N/A</p>
<p><b>Website</b></p>	<p><a href="https://locations.interreg-med.eu/">https://locations.interreg-med.eu/</a></p>
<p><b>Results achieved</b></p>	<p>Locations project produced 7 LCTP's with their measures and scenarios to decrease CO<sub>2</sub> emissions in Cruise destination cities. Each LCTP is adopted by partner institution which produced. Everything is being prepared for development of listed measures and scenarios such as optimisation of shuttle bus capacities, definition of primary and alternative routes, development of legislative regarding the amount of exhaust gases, definition of new locations for shuttle bus station, bicycle route definition from passenger terminal to city centre, etc.</p>
<p><b>Level of citizens' and stakeholders' engagement</b></p>	<p>The citizens and stakeholders were actively engaged. They were engaged in developing of Low Carbon Transport Plan.</p>



<b>Liaison with EU national and local policies</b>	<p>The main objective of the project LOCATIONS was to define plans for sustainable management of mobility flows generated through cruising tourism, in the frame of wider strategic plans of port cities, such as Sustainable Urban Mobility Plans.</p> <p>+++ <i>linked to SUMP - sustainable mobility for citizens and for tourists</i> +++</p>
<b>Lessons learnt</b>	<p>Each adopter city should take into consideration the following factors in order to maximize the services impacts and minimize the risk of low participation.</p> <ul style="list-style-type: none"> <li>• <b>Deep knowledge on the scopes of Sustainable Urban Mobility Planning and participatory planning</b></li> <li>• <b>Familiarization with marketing and crowd sourcing techniques for citizens' engagement.</b></li> </ul> <p>Another tip for increasing users and receiving more feedbacks, as revealed through the cases of Siena and Rhodes, is embedding MOTIVATE functionalities into existing apps.</p>

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## 3.7. Municipality of Tivat, ЦРНА ГОРА, MONTENEGRO

### 3.7.1. Territorial context

Montenegro is a Mediterranean country located in the Adriatic Sea. It covers 13,812 km<sup>2</sup> and, according to the most recent census in 2003, it has a population of 622,099.

In the period between February 2003 to June 2006, Montenegro was a member of the state union of Serbia and Montenegro. On 21 May 2006, after a referendum, Montenegro declared independence. On June 28, 2006, the country became the 192nd member state member of the United Nations. Since the declaration of independence, Montenegro has made significant efforts to stabilize the political and economic situation in the country. Montenegro has applied for EU membership. Although Montenegro is not a member of the EU, the official currency in the country is the euro. The Euro as a currency is allocated under the Law of the Central Bank as a replacement for the German Mark, which was previously used instead of the Yugoslav dinar.

The gross domestic product of the country in the second quarter of 2017 amounted to 947 million euros, while in the same period in 2016, it amounted to 880 million euros. The real GDP growth rate in the 2017 was 2.9%. Services account for more than 70% of GDP, followed by non-production industry with 13-14% and agriculture with 9-10%. The main business sector is tourism, followed by services and metal processing.

In the last couple of years Tivat has drastically changed its' image. From typical industrial city at the end of XX century, thanks to numerous green field investments which are being realized on the municipality territory, it becomes famous and recognized nautical and tourist destination

Tivat is located in the central part of the Boka bay, on the western slopes of the hill Vrmac (765m). Tivat bay is the largest of four bays in the Bay of Kotor. Tivat bay with "Krtole" archipelago conquers every visitor. It covers an area of 46 km<sup>2</sup>, of which is about 5 km<sup>2</sup> out on the open sea. Tivat has about 14,100 inhabitants and it is located at 42 ° 26' north latitude and 18°42' east longitude. Tivat as the city began to develop during the late XIX century when the military seaport Arsenal was established. Until the construction of "Arsenal" the land in Tivat holdings in the hands of the feudal nobility from Prcanj, Perast, Dobrota and Kotor. Today Tivat is modern city oriented to the development of tourism as a priority activity. Along the coast of Tivat is dotted with small attractive harbors, bays and numerous beaches whose area is 30 000 m<sup>2</sup>. With its location in the Bay of Kotor, with Prevlaka peninsula and the island St. Marko, a luxury marina for mega yachts



"Porto Montenegro" with its famous beach "Przno", and other investment projects, Tivat is added to the tourist map as an attractive tourist and nautical destination. Tivat has a typical Mediterranean climate with mild but rainy winters and warm summers. The mean annual air temperature is 15 ° C. This is the sunniest city of Kotor Bay with 2419.6 hours of sunshine during the year. The most frequent winds are "bura" (north-east wind) in winter and "maestral" (northwest wind) in the summer. "Jugo" is a common wind in autumn and winter, it is warm and brings a lot of rain. Precipitation in Tivat is exclusively in the form of rain, while other forms of precipitation here is a rare occurrence. Average annual rainfall is 1,755 mm. Precipitation is most characteristic for the cold time of year. Due to such climatic conditions Tivat is suitable for development summer and winter tourism. On Tivat Riviera sea is clean and the air is mild tonic. Due to the favorable climate and good geographical position, Tivat has rich horticultural potential. Apart from various local Mediterranean plants, there is also a number of exotic plants which sailors brought from all over the world. Different plant species such as magnolia, mimosa, camellia, oleander, agave, bougainvillea, eucalyptus, and other Chilean dishes, here are well acclimatized. Tivat is also well connected with the immediate and distant destinations as well as with European countries by air (via the international airport Tivat) road and maritime connections.

■ *What are the specific challenges in your region with regards to the sustainable tourism-mobility nexus?*

Montenegro is among the top ten countries according to growth forecasts for the tourism industry over the next ten years, and it represents a growing sector in Montenegro]. According to the latest data of the National Tourism Organization of Montenegro, direct and indirect travel, as well as tourism, account for about 22% of the total GDP.

Seasonality is one of the biggest problems facing Montenegrin tourism, although in recent years, the summer tourist season has been extended, beginning earlier and ending later. Based on the interviews conducted in National Tourist Organization of Montenegro and in the Ministry of Sustainable Development and tourism in Montenegro, during 2016 and 2017, tourist centers in the north have achieved significant visitor numbers during the summer months, due to improvement in the tourism sector there (including walking and cycling tours, dance competitions in Kolasin in August, and so on). High-quality tourism depends on the attractiveness of the destination throughout the year. In order for our destination to overcome the problem of seasonality or the concentration of tourists in a few months of the year, the focus of the Montenegrin tourism industry should be on innovation and on creating new tourism products and introducing new business models into the tourism industry, including marketing, organizational, and design innovations.



The promotion of tourism, both in the region and in other markets around Europe, is conducted in traditional ways—by organizing press conferences or by participating in fairs, workshops, study trips, and so on. As highlighted by the Tourism Reform Agenda, the Ministry of Sustainable Development and Tourism and the National Tourism Organization of Montenegro have defined several key measures in terms of promoting Montenegro as a tourism destination in recent years. This promotion has included campaigns through global networks, campaigns at the regional level, strengthening new forms of online promotion, and promotion through the most popular tourist promotion portals: Trip Advisor, Your Tour, Google, and the like. There is also a plan to create communication strategies for blogging and social networks, notably Facebook, Twitter, Flickr, Wayn, and so on.

For the purpose of the presentation of Montenegro as an attractive tourist destination, a new and improved web portal has been introduced: [www.montenegro.travel](http://www.montenegro.travel). (See more at: <https://www.montenegro.travel>). Through this portal, any tourist from around the world can learn about what Montenegro offers in one place. The site is designed as very easy-to-use and provides basic information about the main destinations and amenities that can be found in our country.

#### ■ *Why sustainability is important for the tourism industry of your region?*

The concept of sustainable tourism development implies a tourism sector providing high-quality products, which satisfy the current needs of tourists, while also preserving tourism resources for future generations. The United Nations World Tourism Organization (2005) defined sustainable tourism as: “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host community”. Tourist destinations are increasingly encouraged to deal with social, economic, cultural, and environmental issues. Tourism requires the interconnection of new technologies and human resources. Here, innovation can play a crucial role.

Modern economic growth and the increase of exports depend on the national capacity for innovation. Innovation is one of the most significant factors of economic development today. This has been widely recognised in both theory and policy. Many countries and groups, including the EU, have placed the promotion of innovation activities among their top priorities, so as to ensure the competitiveness of their business sector. In order for Montenegro to overcome its current economic problems and achieve sustainable tourism growth, the focus should be on innovation and on creating new tourist products, as well as on introducing new business models into the tourism industry, which should include marketing, organizational, and design innovations. Building a National Innovation Ecosystem in any country and the very complexity of innovation can be a



challenge in itself. Montenegro is at the starting point in this process. However, a modern innovation system is essential to help in the transition from a classic tourist sector based on providing simple accommodation and travel services to a more creative, sustainable tourism, based on innovative products and services of higher value added.

■ *In your case, is it mobility that fosters tourism, or tourism that prompts to improve mobility?*

The tourism sector in Montenegro has experienced a number of limitations and restrictions to its further development, limiting its capacity to achieve its potential. Most of limitations are the results of a low level of novelty and innovation activity and awareness of their importance, especially amongst the direct tourist actors. The switch from the current tourism system of Montenegro to a more sustainable tourism is only possible by becoming more innovative. Research has clearly indicated that the potential for the development of the country, based on increased non-technological innovation, lies in the progressive development of sustainable tourism.

### 3.7.2. List of relevant past and ongoing projects

- **“Zero Waste Adriatic net for events and festivals” Adriatic IPA Programme** - “Zero Waste Adriatic net for events and festivals” is an AdriaticIPA project, Cross-border Cooperation Programme of European Union, designed to create a “Zero Waste” (Project Acronym) Web-based network of events and festivals with a low impact on the environment.

In the Adriatic area, there are different events that attract thousands of people and, in turn, have a positive impact on the local economy. At the same time, however, these large gatherings produce an increase of water and energy consumption, together with a various types of waste. A sustainable tourism policy can be achieved with the adoption of “green” actions to lower the negative impact on the environment caused by large gatherings, and to transform the waste originated by tourist flows into a new resource for local communities both from a social and economic point of view.

The main goal of the project is to indicate zero amount of produced waste in festivals and events. To this aim, ICT is a precious tool; ICT is considered by the project as a strategic support to face the negative impact of tourist flows by providing tools to public and private actors in charge of organization and management of events and festivals. The Zero Waste project offers the opportunity to create a network of existing events and festivals in the Adriatic area, thanks to the adoption of green solutions through the use of ICT. Zero Waste exploits the results of experiences of some of the partners on the reduction of waste in



economic activities, and aims to bench mark the best practices with other partners - methodologies and concrete actions included.

Zero Waste is also a new cultural approach that, through the use of ICT, may favour the creation of new jobs and new skills in the recycling chain in the partners' countries.

- **ORNIBA - Bird Species Protection in Balkans: Joint Intervention by Bosnia and Herzegovina and Montenegro), IPA CBC Bosnia and Herzegovina - Montenegro 2007.-2013.**

ORNIBA project focuses on improvement of the protection of the vulnerable bird species in Balkans. Through a joint intervention between Bosnia and Herzegovina and Montenegro, Oxfam aims to contribute to the preservation of birdlife diversity in the Adriatic flyway migration route.

The two main areas of intervention under this project are: Nature park „Hutovo blato“ in Bosnia and Herzegovina and Kotor Bay, Herceg Novi, Tivat in Montenegro.

There are 346 bird species habituating temporarily or permanently in these two locations.

Based on the scientific data gathered the project team will establish main areas of intervention and will work on:

- long-term effects, through capacity building in management of the protected areas,
  - development of recommendations for birdlife legal framework to align the legislative with the European standards and requirements in both countries,
  - awareness raising campaigns on importance of bird species protection (and bird watching tourism as an alternative source of income) in policy makers, hunters, local community and other stakeholders,
  - establishment of the watchdog network through local NGOs involved in environmental protection.
- **'Sustainable development of Special interest tourism (SUD SIT), IPA CBC Croatia-Montenegro 2007.-2013** - sustainable development of special interest tourism SUD SIT, implemented within the cross-border programme Croatia-Montenegro, j under the measure 1.2.: Joint tourism and cultural space. The overall objective of the project is improved quality of life by ensuring socio economic development through tourist sector and environmental protection in the joint area of Dubrovnik-Neretva county and Boka Bay.





Specific objective of the project is to expand and make better use of diverse sustainable special interest tourist offer through joint actions on the cross border territories of municipalities of Tivat and Konavle.

The anticipated project results and activities (1. Special interest tourist products in Tivat and Konavle standardized and new joint products developed; 2. Improved infrastructure for bike tourism in Konavle and Tivat as a special interest product; 3. Joint tourist offer promoted and contacts between actors at two sides of border strengthened) offer much possibility for overlapping and synergy with the project “Heritage-Driver of Development”, especially in the segment of economic valorization of the pilot area of Vrmac.

- **“Heritage-driver of development “ Dubrovnik and Boka Kotorska region - joint cross border activities in applying new methodologies in natural and cultural heritage protection and management** - The overall objective of the project (action) was: Contribution to establishing cooperation between Institutions in charge of natural and cultural heritage protection through implementing joint programs, education, know-how transfer and awareness raising activities.

The specific objective of this project was: Improving collaboration between actors dealing with protection, planning and management of natural and cultural heritage through joint activities in applying new methodologies in the cross-border area of Dubrovnik and Boka Kotorska.

This project evoked great interest in almost all stakeholders interested in heritage protection and management. Beside that additional effect will be gained through tourism sector. Direct project participants - most active citizens, media representatives, staff of relevant public institutions and CSOs activists, has received a lot of requests to disseminate their knowledge gained through the project and to transfer and share know-how experiences with other members of their associations or organisations. The new motivation has been initiated in participating institution and organizations who expressed their interest to continue with similar activities and, if possible, create some new projects related to heritage and landscape protection.

- **BETSA-Bird-watching and Eco-tourism in South Adriatic, IPA CBC Croatia-Montenegro 2007.-2013.**

The aim of the project is to place a joint eco-tourism offer that includes bird watching and the promotion of biodiversity, based on specific domestic and foreign segments. Within the sixteen-month BETSA project, several activities was implemented that contribute to improving the situation and promoting bird watching tourism at specific project locations: Mount Biokovo, Snježnica, and the Neretva delta in Croatia, then mountain Orjen, Vrmac and special nature reserve Tivatski solila in Montenegro.



- FOST INNO- Fostering tourism innovation system in Adriatic-Ionian Region, ADRION - FIRST CALL FOR PROPOSALS**

Project FOST INNO aims to contribute to the long term growth of tourism in the Adriatic Ionian region through innovations capacity building. Common challenges of the programme area as; prolonging tourism season, improving quality in tourism and fostering better tourism employment conditions, are going to be tackled in accordance with sustainability principles to reinforce region’s competitive position. The overall objective of the project is to improve and ensure long term competitiveness of the Adriatic-Ionian area by enhancing innovation capacity in sustainable tourism. Hence, the main project intervention objective is to change current practise of insufficient incentives for innovations in sustainable tourism through main project outputs and deliverables: developed strategy for fostering innovations in sustainable tourism in Adriatic-Ionian area, established networking structure and increased knowledge transfer between business, users, academia and institutional stakeholders through Adriatic-Ionian Tourism Innovation Centre. Joint strategic framework for innovation in sustainable tourism is going to improve Adriatic-Ionian cooperation in tourism; giving common directions for policy makers’ actions and providing incentives for innovations. Networking structure embodied in future Adriatic-Ionian Tourism Innovation Centre is a multipurpose tool, foreseen as a learning and dissemination platform. Innovation incubation will be main purpose of Centre’s activities, designated to facilitate market access for innovative ideas. In order to provide valuable contribution in exchange of cooperation opportunities and best practices, networking structure has to become knowledge base and information hub for different actors such as; SMEs, universities and research centres, relevant tourism authorities, regional authorities, etc. In order to ensure sustainable competitive position of the Adriatic-Ionian area in the tourism market, transnational approach is needed for responding to challenges shared by participating countries. Given the current fragmented situation at macro-regional level, joint development of innovation system will facilitate promotion of innovative activities and transfer of project results into policies and practice. This project aims to create a long term knowledge transfer related to the innovation in sustainable tourism development in order to contribute solving tourism issues that are common for all partner countries involved.

### 3.7.3. Catalogue of best practices and/or lessons learnt

<b>Title</b>	<b>WATER SUSTAINABLE TRANSPORT- Bella Boka</b>
<b>Project</b>	Towards Carbon Neutral Tourism



<b>Programme</b>	Supported by UNDP, Ministry of Sustainable Development of Montenegro
<b>Short summary</b>	<p>Ministry of Sustainable Development of Montenegro and UNDP through innovative GEF funded project Towards Carbon Neutral Tourism in Montenegro, have identified ways to help country's transition towards carbon neutral travel by encouraging sustainability and innovation in tourism. Support was granted to 32 investment projects introducing energy efficiency measures and using renewable energy sources as well as to 21 hotels introducing green certification, thus <b>reducing CO2 emissions and helping raise awareness on nature protection and climate change</b>. The project helped establishment of <b>Eco Fund</b> set up as state-owned legal entity that would be financed under polluter pays principle and support implementation of sustainable projects. Municipality of Tivat was local partner in this project and implemented one granted investment pilot project- public transport project with ecological boats in the Bay of Kotor.</p>
<b>Detailed information</b>	<p>THE MAIN GOALS OF THE PROJECTS ARE THE FOLLOWING:</p> <ul style="list-style-type: none"> <li>Cut GHG emissions in transport sector as a way to protect the environment using RE solutions capable of strongly reducing GHG and CO2 emissions</li> <li>Guarantee Montenegro's commitment for a transition towards a low carbon and carbon resilient transport;</li> <li>Exploit RE solutions targeting GHG emission reduction in transport sector through mitigation solutions;</li> <li>Promote eco-friendly transport system capable of reducing distances from villages and therefore CO2, CH4 and black carbon emissions linked to road transport;</li> <li>Respect nature and biodiversity conservation of the protected area disciplining features of the boats used for transport;</li> <li>Create a pilot project in a pilot area to be then replicated in lakes and other areas/bays/of other countries having similar features;</li> </ul> <p>The first pilot project showing the strong benefits for climate through the reduction of GHG emissions, water quality management, biodiversity and nature safeguard capable of moving Montenegro towards a real ecological country as stated in its constitution.</p>



	<p>Create a new form of tourism focused on environmental and climate friendly solutions.</p> <p>It supports Montenegro in fulfilling its obligations towards EU in terms of:</p> <ul style="list-style-type: none"> <li>reducing greenhouse gases emissions by 30 % by 2030 against the baseline year of 1990,</li> <li>protecting water quality,</li> <li>safeguard protected areas;</li> <li>align with the intelligent transport systems</li> </ul>
<p><b>Elements of innovation</b></p>	<p>First step towards a multi modal transportation model and environmental friendly solution.</p>
<p><b>Website</b></p>	
<p><b>Results achieved</b></p>	<p>Promoting the country’s transition towards low carbon travel &amp; tourism thus enhancing Montenegro’s green reputation on the global market; Maximizing the efficient use of energy and greenfield investments in tourism; Supporting development of low carbon spatial planning and sustainable transport solutions; Introducing carbon offset schemes and other innovative financial mechanisms to compensate for the residual emissions, and to generate additional revenues for climate mitigation and adaptation actions in tourism.</p>
<p><b>Level of citizens’ and stakeholders’ engagement</b></p>	<p>The company Bella Boka organized a free ride on weekends on the line Kotor-Perast-Kotor. Locals and tourists enjoyed the ride on Elettra, solar boat and praised the action of project.</p>
<p><b>Liaison with EU national and local policies</b></p>	<p>As a driver of sustainable development tourism contributes to all SDG, benefiting economic growth, quality of life, environmental protection, diverse cultural heritage and climate change. Also, harmonizing tourism development with EU policies is one of the milestones of EU accession.</p>



### Lessons learnt

Achieving the SDGs (Sustainable Development Goals) requires the partnership of governments, local self-government, private sector, civil society and citizens alike to make sure we leave a better planet for future generations.

## 3.8. Regional Council of Berat, ALBANIA

### 3.8.1. Territorial context

The Region of Berat is one of the twelve regions of Albania located in the north of the Southern Region, spanning a surface area of 1,798 square kilometres and a population of over 230,000 officially registered inhabitants, and 122,000 according to the latest census in 2019. The region is divided in five municipalities.

The physical relief of the south of the county is dominated by Tomorr massif and Mount Shpirag. Standing at 2,416 meters above sea level the mountain is one of the highest points in Southern Albania. A deep ravine cut by the Osumi river, river on Tomorr's west side, which is 915 meters deep in a limestone formation, is where Berat is situated on stepped terraces. The north is comprised mostly by lowlands and the Myzeqe plain. The valley of the Osum river flowing from southeast to the northwest becomes also wider.

The county is home to the source of the Seman river. The river originates close to Kuçovë at the confluence of the Osum and Devoll rivers. The Osum river flows through the Osumi canyon and the city of Berat, where the river has formed the narrow Gorica gorge. The riverbanks tend to be densely forested. Other notable rivers include the Çorovoda river, passing through the town of Corovodë. The county experiences a Mediterranean and continental climate. There are diverse microclimates in the county such as alpine climate. Climate conditions near Berat are conducive to farming and related agricultural industries.

Berat is a UNESCO World Heritage site, known as the "Museum City of Albania". A 2,500-year-old castle overlooks the city with numerous, high architectural and historical stone neighborhoods below. The city forms a wonderful combination of western and eastern cultures, costumes, traditions, and outlooks. Berat is a treasure-trove of Albanian history and culture and a testament to the country's tradition of religious harmony.



The social-economic development of the region relies heavily on tourism and agriculture.

■ *What are the specific challenges in your region with regards to the sustainable tourism-mobility nexus?*

*Despite a high rise of tourism development in the recent years, compared to other Mediterranean countries, the development of tourism in Albania and the Region of Berat is still far from the potential represented by the country's natural, historical and cultural assets. A number of problems and challenges associated with tourism development have been identified over the years. The most demanding challenges of sustainable tourism are*

*Need for improvement in the tourist infrastructure:* The Region of Berat, besides the beauty of nature, can notably benefit from improved tourist infrastructure and mobility services. In particular, improved roads between the city and surrounding areas, the development and addition of bike trails, alongside with guided tours in nature are some of the most prominent examples of how an improvement in infrastructure can enhance the development of tourism.

- *Need for improvement in the accommodation capacities and the quality accommodation:* Though improved in the past years, the region of Berat can benefit from an increase of number of beds and an enhancement of the quality of services, especially in the other municipalities beside Berat. . *Short tourism season:* Although the region of Berat and Albania has a typical Mediterranean climate, which makes the region enjoy over 250 days of sunshine, the tourist season is usually limited to spring and summer. For sustainable tourism to become a crucial factor of the region economy, an increase of number of visitors, overnight stays and consequently tourism revenue is necessary.

- *Need for improvement in the tourism offers and products:* A diversification of the tourism offer and products is highly important in order to attract different type of tourists and prolong their stay in the region.

- *Need of improvement of training of employees in the tourism sector:* In terms of human resources and services offered to tourists, further training programs are needed to foster a quality leap in tourism

- *Poor use of Information Technology:* The use of information technologies in the tourism industry is limited. With the exception of a sporadic case, usually with the help of international organizations, the provision of digital services to tourists is still underdeveloped. Their use is at the same level for marketing services and products and for selling in the markets

*These factors have inhibited the sustainable and consistent development of tourism in Albania, leaving room for uncontrolled development that has actually kept this industry in operation, but endangering its sustainability in the long run*



■ *Why sustainability is important for the tourism industry of your region?*

The UNESCO site describes Berat as a “rare example of an architectural character which bears witness to the coexistence of various religious and cultural communities down the centuries”. The city and the region offers a huge potential for historical, cultural and adventure tourism.

Sustainability is a key component of the tourism industry in Berat because it can help expand a huge positive impact from by assisting travelers and engaging the local community. Responsible tourism will further increase the potential of the region; highlight the main touristic sites; help local communities to develop (e.g., artisans, service providers, local food providers, etc), and create a momentum of positive development.

The tourism industry in the region of Berat relies heavily on good relationships between tourists, service providers and local communities. Sustainable tourism will improve these relationships and will help to extend the duration of stay in the Region. Furthermore, the surrounding areas of Berat offer numerous opportunities for nature and adventurous tourism. Sustainable tourism that is environmentally friendly will shed a better light and attract more visitors to such touristic destinations.

A large number of people from the region are self-employed working in agriculture, small businesses that are food related and other units that have a direct impact from the tourism development. In that context, sustainable tourism would mean to support and further develop the local economy by tourism initiatives. This in turn helps to counteract the social problems that result from a lack of employment.

Ecotourism in the region of Berat is another important aspect of sustainable tourism focusing particularly on the conservation of the area’s resources, land and wildlife. In that case, sustainable tourism means supporting initiatives which provide an alternative economy for communities that may otherwise be destroying their natural resources to make a living.

■ *In your case, is it mobility that fosters tourism, or tourism that prompts to improve mobility?*

In the region of Berat, it is tourism that prompts to improve mobility. Being an ancient city, with rich history and culture, Berat has always attracted tourists and visitors. Nevertheless, the poor mobility services and damaged infrastructure have significantly reduced the number of potential tourists. For that reason, the sustainable tourism development will prompt the improvement of mobility services, as the latter is a pre-condition and requirement of good quality tourism.

### 3.8.2. List of relevant past and ongoing projects



- **TACTICAL - TOURISM PROJECT: Targeted ACTIons for the preservation, rehabilitation and promotion of historical, Cultural and naturAL assets encouraging TOURISM, in the entire GR-AL cross-border area** - The TACTICAL TOURISM project, part of the IPA CBC Interreg Greece - Albania 2014 - 2020 programme aims to unify all the Regions of the Cross-Border area by creating a network of bodies capable of materializing policies and actions for the preservation of the cultural and natural resources in the interests of touristic development.

It includes seven regional authorities of the region (Regional Councils of Vlore, Berat, Gjirokaster and Korce in Albania, Regions of Ionian Islands, Epirus and Western Macedonia in Greece). Another unifying aspect of this project is that it brings together all the UNESCO protected cities in the cross-border region (Corfu, Gjirokaster & Berat), creating another important cluster along with the city of Kastoria, aiming to join them through the actions of this project. *The main novelty about the project is that for the first time all cross-border regional authorities come together to work on a single cause: assisting touristic development by creating the infrastructure and basis for it to flourish.*

*Local partner: the Regional Council of Berat*

- **Project e-Nature part of the IPA CBC Interreg Greece - Albania 2014 - 2020 programme** is an ongoing project whose main objective is to sustain and develop eco-tourism. The project will promote various eco-touristic activities, while developing a mobile application used for bike reservations. The project consists also on developing 4 bike trails in the surrounding areas of the city towards touristic destinations, enhancing eco-tourism and biodiversity. The expected results include:
  - Development of four interconnected bike trails for an overall length of over 100 km
  - Organization of two athletic and sport events that will promote the project
  - Organization of six bike major events that will aim to promote the usage of bikes

*Local partner: municipality of Berat*

The project is highly connected to SUSTOURISMO as they both promote sustainable, eco friendly tourism and rely on the usage of bike trails and mobile applications for increasing sensibility in the community and for promoting common objectives.

- **#DynaMob 2.0 - Dynamic MOBILITization 2.0, part of the Interreg IPA CBC Italy - Albania - Montenegro programme** - #DynaMob 2.0 aims to promote the use of environmentally friendly forms of transport in the Programme area, focusing on electric car sharing and bike sharing. The project wants to improve public infrastructures (points for electric supply vehicles) and eco-services (bike-sharing) for road transportation in the municipality areas, introduce eco-innovative technologies in traditional transport with low impact, promote a network between municipalities and public administrations for policies peer-review, and increase citizens' awareness





about smart and green mobility. The desired result is to make cities more attractive and sustainable.

**Main Outputs:**

- *Dyn-APP mobility app*
- *#DynaMob 2.0 integrated action plan*
- *#DynaMob 2.0 roads*
- *Cross border bike-sharing on site action*

**Local Partner: Municipality of Skrapar**

The project is highly connected to SUSTOURISMO as they both promote sustainable, eco friendly tourism and rely on the usage of bike trails for increasing sensibility in the community and for promoting common objectives

- ***Eco Touristic Trails - Castle of Gorica*** - The Municipality of Berat aims to rehabilitate the area around the Castle of Gorica. The Project aims to rehabilitate the slippery zones along the Trail, by making possible the leveling of the small ditches and by filling them with proper and sustainable materials. Along the natural turnings that actually might be dangerous for the visitors, is aimed to be placed the wooden benches that will have a double function: the increase of security for the visitors and the increase of the image and of natural environment quality

The project relates to SusTourismo as both focus on the development of sustainable tourism and mobility services such as the usage of bike trails for pleasure, sport and other types of activities.

**Local partner: municipality of Berat - project developed by own funds**

- ***Integrated waste management facilities for boosting recycling and composting in 7 Regions through cross-border activities part of the IPA CBC Interreg Greece - Albania 2014 - 2020 programme***

The overall objective of the project is to boost recycling and composting through planning, construction and supply activities in 7 Regions in Greece and Albania. The main outcomes to be delivered in the project include among others: a new separate collection scheme for recycling in schools and other key areas in the 4 Region of Albania; - a waste monitoring platform for educational and informational purposes as well as for monitoring waste management initiatives and the performance of municipalities; technical guidelines and specifications on waste management for municipalities and wide environmental awareness campaign targeted to different groups (schools, local businesses, citizens etc.)

Though not directly related to SusTourismo objectives and action plan, both projects share common objectives as a green environment is a precondition for sustainable tourism development.

**Local partner: Regional Council of Berat**



- Virtual tour on the “Onufri” and “Ethnographic” museum** - The National Iconographic Museum “Onufri” is an Albanian national museum dedicated to Byzantine art and iconography in Berat, Albania. The museum is located inside the Church of the Dormition of St Mary in the castle quarter Berat. The museum was named to honor Onufri, an Albanian painting Headmaster of the 16th century. The museum features on display 173 objects chosen among 1500 objects belonging to the found of Albanian Churches and Monasteries as well as to Berat.

The National Ethnographic Museum of Berat, situated within a striking, typical 18<sup>th</sup> century two-story Berat residence, is a pleasant immersion into the lifestyle traditions of this fascinating town.

The Virtual Tour of the “Onufri and *Ethnographic*” museum project applies information technology systems to offer a 3D virtual tour on the premises of the museum. The tour allows visitors to take self-guided, room-by-room tours of select exhibits and areas within the museum from their desktop or mobile device. Visitors can also access selected collections, navigate between adjoining rooms in the tour, and relive a unique experience, regardless of their physical location.

The SUSTOURISMO application can be interconnected with the virtual tour in order to include the experience and to provide a mapping towards the most important cultural landmarks of the region.

### 3.8.3. Catalogue of best practices and/or lessons learnt

<b>Title</b>	<b>Virtual Tour 3D</b>
<b>Project</b>	<b>Virtual Tour 3D: Onufri and Ethnographic museums in Berat</b>
<b>Programme</b>	Ministry of Culture of Albania, fund for culture
<b>Short summary</b>	The Virtual Tour of the “Onufri and Ethnographic” museum project applies information technology systems to offer a 3D virtual tour on the premises of the museums. The tour allows visitors to take self-guided, room-by-room tours of select exhibits and areas within the museum from their desktop or mobile device.
<b>Detailed information</b>	The city of Berat is a UNESCO world heritage site inscribed as “a rare example of architectural character. Located in central-south Albania, Berat has borne witness to the coexistence of various religious and cultural communities down the centuries.” The city is well known for its rich culture, history and tradition.



Two of the most prominent cultural sites are the “Onufri” and “Ethnographics” museums.

The Onufri Museum is situated in the Kala quarter's biggest church, the Church of the Dormition of St Mary. The church itself dates from 1797 and was built on the foundations of an earlier 10th-century chapel. Today Onufri's spectacular 16th-century religious paintings are displayed along with the church's beautifully gilded 19th-century iconostasis. Onufri is the most distinguished Albanian painter, active in the 16th century. His works are characterised by post-Byzantine and Venetian influences. The ethnographic museum of the famed town of Berat reveals wonderful details about the lifestyle and daily traditions of its residents. The National Ethnographic Museum of Berat, situated within a striking, typical 18<sup>th</sup> century two-story Berat residence, is a pleasant immersion into the lifestyle traditions of this town.

Considering these sites to be of high importance for the sustainable cultural tourism in the Region, the Virtual Tour of the “Onufri and Ethnographic” museum project applies information technology systems to offer a 3D virtual tour on the premises of the museum. The tour allows visitors to take self-guided, room-by-room tours of select exhibits and areas within the museum from their desktop or mobile device. Visitors can also access selected collections, navigate between adjoining rooms in the tour, and relive a unique experience, regardless of their physical location.

The main purpose is to engage a wider range of tourists and to provide them with an opportunity of “visiting” the most interesting cultural sites of the region at their own pace, without being limited by “physical” boundaries.

Furthermore, such experience is directly linked to an increased number of tourists as the virtual tour fascinates them.

This practice, as data from the Regional Directorate of Museums illustrates, has been valuable in increasing the number of tourists visiting the museum, but also in enriching the museum experience in itself.

The usage of the required technology does not require advanced technical skills. The application is very user friendly and can be used both on mobile and desktop devices.

The main stakeholders, beneficiaries and interested parties include tourists of various nationalities, local visitors, and public or private institutions.

This project offers the possibility of engagement for a wide range of stakeholders, because similar virtual tours are offered in other cities and regions of Albania considering their unique cultural landmarks and sites.

Creating a wide network of interconnected virtual tours provides the tourist with the possibility to explore the cultural riches of the country in depth.



<p><b>Elements of innovation</b></p>	<p>The practice is considered innovative, at least in comparison to the state-of-the-art usage of technological tools for the development of sustainable tourism in the region. It provides tourists with an opportunity of self-guided 3D virtual tours in two museums of the region and interconnects well with other cultural sites of the country. Though the underlying technology applies state-of-the-art methodologies, the application is very user friendly.</p>
<p><b>Website</b></p>	<p><a href="https://kultura.gov.al/3dsite/gallery-item/muzeu-ikonografik-onufri/">https://kultura.gov.al/3dsite/gallery-item/muzeu-ikonografik-onufri/</a></p>
<p><b>Results achieved</b></p>	<p>The Virtual 3D Tours of Museums was launched in 2019. Since then, tourists and users in general have shown a great interest in using this technology. It has aided tourists in knowing the region better as well as serving as a tool for increasing interest in the region. Estimated results show an increase of 10-15% of tourists in museums because of the usage of this technology.</p> <p>The practice is considered good because it makes usage of innovative technologies and integrates them into the concept of sustainable tourism development.</p>
<p><b>Level of citizens' and stakeholders' engagement</b></p>	<p>The users of this technology can be considered as active key players. They have been approached and engaged firstly in the usage of technological tools such as virtual 3D tours in museums. The key objective is to identify possibilities of creating an effective network of tourists that can further explore the other points of interest in the city and remain longer in the region.</p>
<p><b>Liaison with EU national and local policies</b></p>	<p>The 1.1.1 report aims to perform a thorough state-of-practice on sustainable tourism and mobility in the ADRION areas. One needs to continue to pursue sustainable tourism in order that it can be compatible with the principles of sustainable development, i.e., environmentally friendly, culturally appropriate, economically viable, and socially just.</p> <p>In that context, the discussed practice relates, sustains and applies the above-mentioned concepts. It sheds a better light on the cultural riches of the region, while being environmentally friendly. As a matter of fact, since it is a desktop or mobile application its effect on the environment is almost non-existent. This tool,</p>



however, allows for reaching a wide range of tourist, despite their physical location, which makes the application economically viable (in fact, it is free).

The described service is not directly linked to mobility planning. In fact, to date, there are no completed initiatives on innovative mobility services in the region. There are few currently existing projects that aim to achieve such results.

### Lessons learnt

The described service, however, can be integrated with other sustainable mobility services (such as bike tours, green transportations modes, and others) if a creative and effective collaboration between stakeholders is achieved.



## 3.9. University of Belgrade, SERBIA

### 3.9.1. Territorial context

The City of Belgrade is the capital city of the Republic of Serbia with over 1.6 million inhabitants. The City is located at the confluence of two rivers. The oldest archaeological finds from its area date back to the fifth millennium BC. Members of the Celtic tribe founded Singidunum in the 3rd century BC, while the first mention of Belgrade dates from 878. Belgrade is the capital of Serbian culture, education and science. It has the largest concentration of institutions in the field of science and art of national importance. It has first-class traffic importance, as a significant road and railway hub, as well as an international river and airport and a telecommunications centre. Belgrade has the status of a special territorial unit in Serbia, which has its own autonomous city administration. Its territory is divided into 17 municipalities, which have their own local authorities.

■ *What are the specific challenges in your region with regards to the sustainable tourism-mobility nexus?*

Challenge of sustainable tourism promotion is adoption. Tourism is a complex within each of organizations (ministry, city secretariat, tourist organizations hotels, transport providers, locations of the attraction etc.), individuals also must learn and apply new ways of doing things in order to contribute to the sustainability of the system with many independent actors. Awareness of sustainable tourism should be at a high level. Of course, in addition to awareness, a willingness to act in a sustainable way is also necessary.

■ *Why sustainability is important for the tourism industry of your region?*

Sustainable mobility is certainly a priority in Belgrade, with tendencies to take care of air quality in the urban area. Transport, therefore, is a key area to pay attention and find a solution that will reduce emissions. Tourists who use passenger cars are also part of this, so raising their awareness and stimulating the use of an environmentally friendly way of mobility is certainly one of the priorities. The estimated benefits are to raise awareness of the importance of the environmental impact of mobility when visiting one city's landmarks. In our case it is mobility that fosters tourism.

■ *In your case, is it mobility that fosters tourism, or tourism that prompts to improve mobility?*

In our case it is mobility that fosters tourism.



### 3.9.2. List of relevant past and ongoing projects

#### ■ Projects of the Interreg ADRION Programme

Serbia is participating in several cross-border and transnational cooperation programmes. Interreg ADRION is one of those programmes. In addition to SUSTOURISMO project, within it, there are some other projects dealing with the **sustainable development of tourism** in Adriatic-Ionian region.

- **ADRION 5 SENSES** - The objective of the project ADRION 5 SENSES (Building the ADRION Brand Name in Tourism: Indulging all Five Senses) is to build and promote the ADRION brand name in tourism by indulging all five senses of tourists. The participant is the Regional Agency for Economic Development of Šumadija and Pomoravlje  
<https://adrion5senses.adrioninterreg.eu/>
- **Adriaticaves** - (Sustainable management and tourist promotion of natural and archaeological heritage in the Adriatic Caves) focuses on the sustainable development of accessible caves. Its goal is to establish and promote natural and archaeological heritage in caves of the ADRION as an alternative all year long tourism product. City of Čačak is participant of the latter project.  
<https://adriaticaves.adrioninterreg.eu/>

Within the Interreg ADRION Programme, among the projects that deal with **sustainable transport development** and in which partners from Serbia also participate are, for example, Inter-Connect, SMILE, EnerMOB, ISTEN and ADRIPASS.

- **Inter-Connect** - (Intermodality Promotion and Rail Renaissance in Adriatic - Ionian Region), in which Chamber of Commerce and Industry of Serbia - Chamber of Commerce and Industry of Belgrade appears as partner, seeks new solutions tailored to ADRION's specificities for the promotion of intermodal transport and guides the respective actors on how to turn connectivity plans into reality.  
<https://interconnect.adrioninterreg.eu/>
- **EnerMOB** (Interregional electromobility networks for interurban low carbon mobility) project aims to promote the use of electric vehicles in the existing regional/local



transport systems of the ADRION area as well as to develop pilot actions to test longer connections between different cities with the use of electric vehicles. One of the project partners of the EnerMOB is Regional economic development agency for Sumadija and Pomoravlje.

<https://enermob.adrioninterreg.eu/>

- **SMILE** project (First and last mile inter-modal mobility in congested urban areas of Adrion Region) is focused on first and last mile of mobility in some variegated and paradigmatic urban areas of Adrion Region, embracing coastal, inland and bordering cities of different size. Regional Agency for Socio - Economic Development - Banat Ltd. is a participant of the project.  
<https://smile.adrioninterreg.eu>

#### ■ Projects of the Danube Transnational Programme

- **AoE Bike Trail** - Of particular importance is AoE Bike Trail (Amazon of Europe Bike Trail), one of Danube Transnational Programme project, in which five countries seek to create a recognizable cycling product along the Mura, Drava and Danube rivers while, bearing in mind that it is a route that passes through the UNESCO biosphere reserve, preserving the environment. Project partners are Municipality of Apatin, City of Sombor, Provincial Secretariat for Regional Development, Interregional Cooperation and Local Self-Government and Danube Competence Center.  
<http://www.interreg-danube.eu/approved-projects/amazon-of-europe-bike-trail>
- **Ecovelotour** - On the other hand, Danube Competence Centre and Fund for Microregional Tourism Cluster Subotica Palić are participants in the project Ecovelotour (Fostering enhanced ecotourism planning along the Eurovelo cycle route network in the Danube region) that aims to facilitate the development of sustainable tourism in the Danube region along EuroVelo routes.  
<http://www.interreg-danube.eu/approved-projects/ecovelotour>
- **CityWalk** - (Towards energy responsible places: establishing walkable cities in the Danube Region) project helps cities in the Danube Region to reduce emissions, noise and to make these cities more safer and liveable through increasing the role of active modes of transport (especially walking and cycling) in the urban transport mix. Ministry of Construction, Transport and Infrastructure, Chamber of Commerce and industry of Serbia and City of Valjevo are partners in the project.  
<http://www.interreg-danube.eu/approved-projects/citywalk>





- **INSIGHTS** - (Integrated slow, green and healthy tourism strategies) also belongs to this programme. It aims to foster sustainable utilisation of natural and cultural heritage of the involved areas in the Danube Region and to make them, on that way, suitable for the development of slow, green and healthy tourism. Project partner is Regional Economic Development Agency for Šumadija and Pomoravlje.  
<http://www.interreg-danube.eu/approved-projects/insights>
- **eGUTS** - The same Agency is a partner in the project eGUTS (Electric, Electronic and Green Urban Transport Systems) which strives to exploit potentials of e-mobility in eight Danube cities, regions and beyond. Project partner is Regional Economic Development Agency for Šumadija and Pomoravlje.  
<http://www.interreg-danube.eu/approved-projects/eguts>

Various Interreg IPA CBC programmes support the development of different border regions of Serbia. Of particular importance are projects that contribute to the development of a sustainable tourist offer along the Danube, as well as projects that contribute to the development of a network of bicycle paths, which together with three routes of the European cycle Route network - EuroVelo, that go through our country (two of them through Belgrade), promoted Serbia as a recognizable destination for cycling tourism and Belgrade itself as a perfect place for a break for this type of tourist.

#### ■ Interreg IPA CBC Hungary - Serbia Programme

One of the cross-border cooperation programmes is Interreg IPA CBC Hungary - Serbia. Among other projects of interest are **Danube Wine Route** (Creation and Positioning of Danube Wine Route as a Touristic and Cultural Brand In the Cross-Border Region) which main goal is to create a sustainable thematic wine route along the Danube river as well as projects that promote the development of cycling like ongoing project **OPTI-BIKE** (Optimising traffic in the border zone, planning and construction of bicycle paths) or previous project **HUSERIDE** (Ride across Europe - Construction of bicycle lead up roads for better physical connections in the Hungarian-Serbian border region). Beneficiaries are the Provincial Secretariat for Culture, Public Information and Relations with Religious Communities, Municipality of Sremski Karlovci and Association "Fruška gora cluster of viticulturists and wine producers Alma Mons" Sremski Karlovci, for the first project and City of Subotica for the second, while partners for the third project were Public Utility Company City Roads and Public enterprise for City Construction and Development Novi Sad.

- **Danube Wine routes** - <http://www.interreg-ipa-husrb.com/en/projects/danube-wine-route-husrb1602310209/>
- **Opti Bike** - <http://www.interreg-ipa-husrb.com/en/projects/opti-bike-husrb1602210102/>
- **HUSERIDE** - <https://keep.eu/projects/6531/>



## ■ Interreg IPA CBC Croatia - Serbia Programme

Within the Interreg IPA CBC Croatia - Serbia Programme, both countries strive to use the amusing historical, cultural and natural heritage through several projects as a promotional tool which provides a rich authentic and at the same time sustainable tourist offer of this cross-border area. For example, project **Central Danube Tour** (Enhancing the tourism development in the Central Danube cross-border region) aimed to develop new cross-border thematic routes along the Danube, project **Horis** (Horse Ride in Srijem) aimed to emphasizing the development of equestrian tourism, while project **Panona net** (Panona net - destination management model) enrich and diversify eco-tourism, cycling, hiking, wine, gastro and rural tourism offer of this region. Project partners are Provincial Secretariat for Regional Development, Interregional Cooperation and Local Self-Government and Danube Competence Center for the first, Municipality of Ruma, Secondary School od Food and Agriculture “Stevan Petrović-Brile” and Horse breeding association Srem for the second and Open university Subotica Ltd. and Fund for micro regional tourism cluster Subotica-Palić for the third project.

- **Central Danube Tour** - <https://www.interreg-croatia-serbia2014-2020.eu/project/central-danube-tour/>
- **Horis** - <https://www.interreg-croatia-serbia2014-2020.eu/project/horis/>
- **Panona net** - <https://www.interreg-croatia-serbia2014-2020.eu/project/panona-net/>

## ■ Interreg IPA CBC Romania - Serbia Programme

Within the Interreg IPA CBC Romania - Serbia Programme, there are numerous projects aimed at development of the **local tourism economy** based on the improvement of the quality of tourism services or sustainable use of the natural and cultural heritage as well as projects aimed at the creation of the conditions for innovative cross border partnerships or capacities and skills for high quality tourism services. Among them are projects **Tour de Banat** and **Challenge and opportunity for tourism development in our common county**. The objective of the former is the creation of cross-border partnership network and innovative package of tools and services in order to support development and promotion of cyclotourism while the latter support the development of cross-border tourist offers, creation of a common brand and the improvement of quality standards of the services offered. Project Tour de Banat, in which partners were Municipality of Nova Crnja and Regional Agency for Socio - Economic Development - Banat Ltd, included the development of



a mobile application that has been offering both information about new cycling routes and tourist locations and attractions. The municipality of Veliko Gradište participated in the second project.

For more information on both projects: [http://www.romania-serbia.net/?page\\_id=218](http://www.romania-serbia.net/?page_id=218)

### ■ Interreg IPA CBC Bulgaria - Serbia Programme

Interreg IPA CBC Bulgaria - Serbia programme supports the development of sustainable tourism in this cross-border area through realisation of various projects that, for example, support the development of gastro tourism (Bulgarian-Serbian **GourmeTrain** project) or winter tourism (Improving the winter tourist offer in Sokobanja and Varshets municipalities - **Winter Cross-Border Tour: Varshets-Sokobanja**). Also, of special importance is the project **Tourism and futurism** which should result in the development of a web and mobile application named Tourist Guide Sokobanja-Varshets. In this project, the Tourism Organization of Sokobanja appears as a partner.

For more information:

- <http://www.ipacbc-bgrs.eu/projects-funded/bulgarian-serbian-gourmetrain>
- <http://www.ipacbc-bgrs.eu/projects-funded/improving-winter-tourist-offer-sokobanja-and-varshets-municipalities-winter-cross>
- <http://www.ipacbc-bgrs.eu/projects-funded/tourism-and-futurism>

Serbia participates in three more bilateral cross-border cooperation programmes with Bosnia and Herzegovina, Montenegro and North Macedonia. For example, **White sport and 19th century common cultural and historical heritage** as touristic offer of the “Municipalities Rudo and Priboj” is a project in the field of tourism within the first programme. The beneficiary is Tourist organization of Priboj.

Fore more information: <https://srb-bih.org/en/project/white-sport-and-19th-century-common-cultural-and-historical-heritage-as-touristic-offer-of-the-municipalities-rudo-and-priboj/>

### ■ National Projects

- **“Sustainable agriculture and rural development in terms of the Republic of Serbia strategic goals realization within the Danube region”** is national project related to the sustainable development of tourism. In the field of tourism, this project aims to segment and define key tourism products, develop new types of tourism, include in



cross-border cooperation and transnational cooperation programmes on the Danube and Carpathians, especially those related to sustainable nature-based tourism in protected areas, wine, agro and rural tourism. Partners are Institute of Agricultural Economics in Belgrade, Institute for the Application of Science in Agriculture in Belgrade, Faculty of Economics in Subotica, Faculty of Agriculture in Belgrade, Faculty of Agriculture in Novi Sad, Faculty of Business Studies, Faculty of Biopharming, Megatrend University in Belgrade, Faculty of Management of Small and Medium Enterprises in Belgrade University of Business Academy in Novi Sad, PDS Institute “TAMIŠ”.

About the project: <http://147.91.185.20/rezultati2/detalji.php?id=1358>

#### ■ Global environmental Facility (GEF)

- **“Support to Sustainable Transport in the City of Belgrade”** - The aim of the project “Support to Sustainable Transport in the City of Belgrade” was to reduce emissions in the City of Belgrade by improving the public transport scheme, reinforcing the participation of cyclists in the traffic and providing the policy framework for sustainable urban transport development. Project partners are the City of Belgrade through the Land Development Agency and the Secretariat for Transport.  
<https://trimis.ec.europa.eu/project/support-sustainable-transport-city-belgrade#tab-outline>

#### ■ German Technical Cooperation - Open Regional Energy Efficiency Fund

- **“Sustainable Urban Mobility in Serbian Cities and Municipalities”** - Another project concerning urban mobility has started in March 2019. The project “Sustainable Urban Mobility in Serbian Cities and Municipalities” focuses on strengthening the capacity of local governments in Serbia to actively deal with urban traffic problems. The aim of the project is to support local governments in Serbia in better understanding the importance of the concept of sustainable urban mobility, and to strengthen their capacities in order to better deal with this issue. It sets out a concept for the development of Sustainable Urban Mobility Plans that has emerged from a broad exchange between stakeholders and planning experts across the Union.  
<http://www.skgo.org/en/projects/details/57/odrziva-urbana-mobilnost-u-gradovima-i-opstinama-srbije>



- **SUMSEEC 2** - The previously mentioned project is a part of a wider initiative - regional project “Sustainable Urban Mobility in South East European Cities - Phase II. Solving the mobility challenge in SEE countries and cities require coordinated actions from all stakeholders toward new “multimodal” services—those that facilitate journeys combining walking, cars, buses, bikes, and trains—as well as shared transportation services. Technological advances and commercialization, funding, intelligent policies, and business-model innovation will be needed to realize productivity improvements while creating more sustainable environments in our cities. Partner in this project were the City of Belgrade and Standing Conference of Towns and Municipalities in the Republic of Serbia.

[https://balkangreenenergynews.com/wp-content/uploads/2018/11/SUMSEEC-Roadmap-for-SEE\\_en.pdf](https://balkangreenenergynews.com/wp-content/uploads/2018/11/SUMSEEC-Roadmap-for-SEE_en.pdf)

#### ■ Horizon 2020 Programme

- **TRACE H2020** - The project targeted established measures to promote cycling and walking to the workplace, to school, for shopping purposes or simply for leisure. TRACE assessed the potential of ICT-based tracking services to optimise the planning and implementation of such measures and enhance their attractiveness and potential impact. TRACE developed two types of tracking tools, according to the final objective they pursue: (1) behaviour change and (2) mobility planning. Local partner was University of Belgrade - Faculty of Transport and Traffic Engineering

<http://h2020-trace.eu/>

<https://cordis.europa.eu/project/id/635266>



### 3.9.3. Catalogue of best practices and/or lessons learnt

<b>Title</b>	<b>Positive Drive tool, The Traffic Snake Gamen, Biklio app, TAToo tool</b>
<b>Project</b>	<b>TRACE H2020 2014-2020</b>
<b>Programme</b>	European Union’s Horizon 2020 research and innovation programme under grant agreement No 635266
<b>Short summary</b>	<p><b>Positive Drive</b> is an existing mobility behaviour change tool. Positive Drive is based on “doing and rewarding the right transport choice”. It uses only positive nudges (coaching, prizes, social status, achievements, etc).</p> <p><b>The Traffic Snake Game</b> encourages primary school pupils to travel more sustainably to school.</p> <p><b>Biklio</b> is a mobile application that creates a network of recognition and benefits to bicycle users, linking them to local businesses and the cycling community for the good of their city.</p> <p><b>TAToo</b> - the Tracking Analysis Tool - transforms GPS cycling and walking data into meaningful indicators on the local mobility network.</p>
<b>Detailed information</b>	<p>The TRACE project targeted established measures to promote cycling and walking to the workplace, to school, for shopping purposes or simply for leisure.</p> <p>1. The behaviour change tools are three:</p> <p><b>Biklio</b> encourages citizens to ride their bikes near checkpoints positioned at urban local shops, assigning a score (cycle-and-score scheme) to each participant to reward him. TRACE created an open paradigm to promote the involvement of local businesses as checkpoint providers, making it more appealing to join for both citizens as well as local businesses.</p> <p><b>Positive Drive</b> is based on “doing and rewarding the right transport choice”. It uses only positive incentives, such as coaching, prizes, social status, achievements. TRACE extended and improved Positive Drive to offer users better feedback on walking and public transport, in addition to bikes and cars.</p> <p><b>The Traffic Snake Game</b> encourages primary school pupils to travel more sustainably to school. TRACE developed a Traffic Snake Game tracking app, in order to digitalise the campaign and therefore improve the campaign’s ambitions and impact.</p>



	<p>2. The Tracking for planning tool is an instrument for tracking data analysis for urban mobility planning and policy making purposes. There is a lack of data on cycling and walking, they are too complex and their meaning is often not easily perceived by planners and policy makers. The tool supports them in interpreting the most relevant information produced by tracking systems, allowing them to identify and rank issues and monitor specific space and time frames.</p>
<p><b>Elements of innovation</b></p>	
<p><b>Website</b></p>	<p><a href="http://h2020-trace.eu/">http://h2020-trace.eu/</a></p>
<p><b>Results achieved</b></p>	<p>After initial problems were overcome, the behaviour change campaign, the Tracking campaign was accepted. The positive results obtained during the campaign were substantially confirmed by the survey made afterwards. Walking modality increased most significantly in all schools during and after the campaign. Campaign called “Promeni trag”, targeting students in the city. The campaign started on 22 May 2017, in the biggest student campus “Studentski grad”, ended on 21 July 2017. More than 300 students in Belgrade actively used Positive Drive app within the “Promeni trag” campaign.</p>
<p><b>Level of citizens’ and stakeholders’ engagement</b></p>	<p>While the adherence of people and even the media to initiatives based on incentives for active mobility are rather positive, and in some cases there is a reasonably impressive number of people downloading the applications, the engagement of users throughout the lifetime of the initiative may be considered low. Users forget about the application, or do not find the value it provides important enough to keep them engaged. If the app is promoting a more intangible value, it must be very simple and intuitive to use, otherwise users will be discouraged and will stop using the app quickly.</p> <p>While engaging users in a rewards and information scheme may prove effective, it can only work if the user experience of the app, and the gaming dimension if envisaged, are well designed. For example, in Routecoach8 most users indicated they participated in the campaign because they wanted to share their data with policy makers in order to change policies in their favour.</p>



**Liaison with EU national and local policies**

Local planners and policy makers can benefit in various ways from tracking travel movements. First, automated tracking may increase the efficiency of a behaviour change campaign: by registering travel movements without laborious input from target individuals or manual counting procedures, one can efficiently reward sustainable travel behaviour or efficiently measure the effect of particular behaviour change messages. Second, tracking allows to collect data for urban mobility planning. Urban planners may learn about the type of roads and routes that are preferred by cyclists and walkers, and identify the bottlenecks that cyclists and walkers encounter, providing them with input for walk and bicycle plans. By further optimising the environment for cycling and walking, these sustainable modes of transport are likely to increase.

**Lessons learnt**

The more a tracking app is good at changing travel behaviour, the less the tracking app is suitable for measuring user needs or for learning and evaluation. Local authorities are relevant stakeholders, both in terms of active campaigning and in benefiting from the tracking data. **ADDING VALUE FOR USERS:**

- the most successful apps will not just track and reward good behaviour, additional services will convince people to download an app.
- the possibility to provide in-app feedback on the travelled routes increases engagement of users.

**INCENTIVE AND REWARD** - critical aspect for an effective and long term engagement is the value of the benefits offered to the users.

- The TRACE project promote a declaration to put walking and cycling on an equal footing with other transport modes to reduce congestion
- data is essential to understand travel behaviour and to make informed choices in urban and mobility planning.
- incorporate data collection and analysis in the Sustainable Urban Mobility Plan





## 4. Catalogue of practices proposed by partners - Strengths and weaknesses

The combination of mobility and sustainability is not always visible in the results of the collection of good practices, but research has revealed some strengths and weaknesses. The analysis of these points, in a next step, could contribute to lay the foundations for the development of the final output of the project, the App Sustourismo which will better reconcile the two elements in favour of a sustainable tourism and a consequent mobility which, while taking into account the primary needs, could also be calibrated for this purpose.

The partners who have proposed experiences of European project interest are:

1. Centre for Research and Technology Hellas, GREECE
2. Regional Union of Municipalities of Epirus, GREECE
3. Institute for Transport and Logistics Foundation ITALY
4. Central European Initiative - Executive Secretariat, ITALY
5. Institute of Traffic and Transport Ljubljana l.l.c., together with Regional development agency of Ljubljana urban region, SLOVENIA
6. City of Zadar, CROATIA
7. Municipality of Tivat, MONTENEGRO
8. Regional Council of Berat, ALBANIA
9. University of Belgrade, SERBIA

A total of 13 projects were presented which address the following areas of intervention:

- a) Cycle tourism and mobility by e -bike;
- b) Walking;
- c) Intermodal transport;
- d) Interactivity and communication towards users;

### 4.1. Strong points

Summary assessments of the areas of intervention:

- **Cycle tourism and mobility by e. bike** - the aim is to support the increasing flow of travellers and tourists who travel by bicycle and use e.bike. bike by improving, in particular, accessibility to mountain and disadvantaged areas also through the installation of assisted cycling bike recharges; this direction also serves to make accessible and more competitive less frequented places; one of the orientation envisaged by the projects



presented is related to the creation of the "cross-border Alpine network" of recharging stations and supported by a multi-lingual and multifunctional App that allows to manage routes via GPS; other mobile applications will help to recognise the benefits that users may have when cycling, while monitoring, analysis and interpretation of the data collected by GPS will be carried out in order to acquire information useful to understand the behaviour and preferences of users during their journeys, the development of local networks and to plan urban mobility;

- **Walks** - the enhancement of the proposed Walks is supported in some cases by "train + foot" inter-modality and by Apps through which it is possible to organize the route, monitor one's position, obtain information about locations, destinations, accommodation facilities; applications are provided for monitoring, analysis and interpretation of data collected by GPS in order to acquire useful information to understand the behaviour and preferences of users during the walk, the trend of local routes and to plan networks; the projects aim to develop the promotion of local territories and economies, in particular agriculture and crafts, supporting the discovery of places by focusing on the history of spirituality, ancient streets and art; in some cases the projects focus on the organization of "cross-border spaces", characterized by the presence of natural, cultural and historical heritage, within which to develop the "art of walking";
- **Intermodal transport** - the projects have set the objective of moving from plans on intermodal transport to operational connectivity projects, both by identifying the poles capable of generating mobility (trips, journeys) and by carrying out surveys of users so as to understand their actual needs in terms of mobility services to be set up and the organisation of integrated timetables and tickets and harmonised procedures between the various transport methods;
- **Tourism** - it is important to have a relevant amount of data and information addressed to tourist destinations to be made available to operators and therefore to encourage innovation interventions to improve their business; the projects were aimed at promoting activities of analysis of the characteristics of demand, tourism behaviour and markets in the pre Covid-19 phase; an "Observatory" was foreseen as a platform equipped with a "Decision Support System for Tourism Innovation" useful to configure a tourism model and to evaluate the impacts determined by the interventions on competitiveness and sustainability;
- **Interactivity and communication towards users** - all projects are aimed at communicating and informing users, providing useful elements for those who travel by bike, on foot, train, ferry and public road transport; monitoring flows and movements; the effort has been to provide physical elements (displays, turrets, panels) and immaterial elements (QR -codes, ICT solutions, Applications, interoperable and interactive technologies) within the main intermodal hubs (train stations, bus stations, airports, ports) and along the routes; the set of devices has improved the quality of mobility and the safety of users in their journeys by



providing a wealth of information that can allow effective orientation and choose the most convenient or appropriate routes;

## 4.2. Weaknesses

Summary assessments of the areas of intervention:

- **Cycle tourism and mobility through e. bike** - the link between cycling and tourism is not always well structured and the spill over effects and outputs in economic terms, growth of the various sectors and enhancement of the assets that derive from the relationship between the two components are not represented; neither the new interventions nor the transformations that are necessary for the type of networks, physical and economic structures to cross this type of flow in continuous growth and create territorial value (benefits for the territory and businesses) appear to be specified; the ICT solutions and the Apps, prepared from time to time by each of the projects, favour the management of routes and the acquisition of information on user behaviour and, however, do not allow integration with specifically tourist-related aspects (such as knowledge of timetables and costs, reservations of accommodation, cultural and artistic facilities; greater weight must be given to the need to ensure the integration and continuity of the networks against fragmentation;
- **Walks** - the Walks are not considered in their complexity, religious, experiential, authentic and value, which increasingly distinguishes the flows of wayfarers and walkers; they are mainly considered as paths of a thematic nature (mostly religious pilgrimage routes); the transformations that are necessary in terms of organization and physical and economic structures to better cross this type of flow and obtain and distribute benefits do not appear to be specified; the function of associations and volunteers, essential to organise groups, accompany wayfarers along the route, arrange and maintain routes, does not appear to be a priority of the projects; greater weight should be given to the need to ensure the continuity of the Path against the fragmentation of routes and routes;
- **Intermodal transport** - the transport chains (sea, rail, road) to be constantly interconnected in order to ensure effective inter-modality and, therefore, to concretely facilitate the movement of people from one place to another, between ports and hinterland, between cities, inland and international, in medium and long distances, do not appear well defined; the projects do not fully specify the nature of the interventions of requalification, efficiency and innovation of the physical structures and organisational methods used to develop inter-modality; the synergy between the tourism and transport sectors should also be deepened in view of the fact that there are competences distributed between different administrative and territorial bodies and levels, different rules and



operational requirements, and the need to attract tourists from the rest of the world and easily circulate people between and with EU Member States.

- **Tourism** - without prejudice to the effects produced on the sector by Covid 19, which requires a review of the analyses and operational guidelines previously identified, the links between tourism and connectivity and between tourism and accessibility represent a strategic issue for the development of the sector and the competitiveness of cities and territories, in particular marginal, peripheral and internal areas; this part is not fully addressed by the projects presented; the different types of “tourisms” represent the natural evolution of the sector towards more and more differentiated, specialised and targeted forms where the new behaviour of travellers and tourists calls for the adaptation of tourism products, structures, services, ICT solutions and the interoperability of technologies, transport networks and access to cities and new places of destination; the nexus of competences of the two sectors distributed between different administrative and territorial levels should be further deepened, for example through the establishment of interdisciplinary working groups and technical cooperation to define common long-term strategies, or by a shared vision of how hubs (ports, airports, railway stations) should be transformed;
- **Interactivity and communication to users** - the availability of applications, digitisation and the provision of real-time information within hubs and along routes, regarding transport and mobility, climate and meteorology, cultural events and tourist information, have not been accompanied by the concrete interaction between the two sectors and the possibility for the user to interact with each other when purchasing integrated tickets and booking services and accommodation.