



**Interreg
Europe**

European Union | European Regional Development Fund



Policy Learning Platform

Low-carbon economy

Event report

Sustainable Mobility

21 November 2018

Old Trafford Stadium, Manchester



Summary

The Interreg Europe Policy Learning Platform organised a thematic workshop on the topic of sustainable mobility, which was held in Manchester on 21 November 2018. It brought together 38 individuals from the Interreg Europe community, including representatives of sixteen low-carbon economy (TO4) mobility projects, as well as one project each from the environment and resource efficiency (TO6) and research and innovation (TO1) sectors.

The workshop was divided into four main sessions, the key points of which are summarised below.

Welcome and Introduction

- A presentation on Policy Learning Platform (PLP) services was given to highlight benefits for Interreg Europe projects;
- Recommendations for the development of Sustainable Urban Mobility Plans (SUMP) were made, drawing from the [PLP Policy Brief](#) and conclusions from the [REFORM project](#).

Behavioural Change for Sustainable Mobility

- Many factors influence travel behaviour including time, infrastructure availability, awareness and education, safety, price and convenience;
- Good practices were presented highlighting solutions for these factors, focusing particularly on providing information when most likely to trigger change;
- Working sessions on incentives, communications campaigns and infrastructure development highlighted several relevant good practices and stressed the importance of all three issues being tackled together for long-term change.

Sustainable Transport for Tourism

- Tourism, particularly in rural areas, is often reliant on carbon intensive transport modes, and tourists, who are unfamiliar with local transport options, may rely on private cars;
- Good Practice presentations demonstrated the development of new ticketing systems, demand-responsive transport for rural areas and the development of new tourism destinations and mobility routes;
- Working sessions focused on the development of new tourism destinations, mobility offers and demand-responsive solutions.

Action Plan Development for Transport Policies

- Action Plans must be drawn up by regions involved in Interreg Europe projects; this session gave insights into the process of doing so;
- The JS emphasised that there is a great deal of flexibility in Action Plan formats, indicators and even targeted policy instruments, as long as action plans integrate lessons learnt in the project and can effectively tackle the regional challenge identified.

A number of follow-up actions have been defined for the Policy Learning Platform and can be found in the conclusion of this document.

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Introduction












The Interreg Europe Policy Learning Platform organised a thematic workshop on the topic of sustainable mobility, which was held in Manchester on 21 November 2018. The aim for the workshop was to pave the way for synergies between the Interreg Europe projects working on the theme and to hold working sessions for the projects to identify good practices and discuss key challenges and solutions.

Participation

The workshop targeted participants of Interreg Europe projects working in sustainable mobility and attracted 38 participants, including representatives from all sixteen low-carbon economy (TO4) mobility projects, as well as one project each from the environment and resource efficiency (TO6) and research and innovation (TO1) sectors.

The following projects were represented.

 <p>CISMOB Interreg Europe</p>	<p>Cooperative information platform for low carbon and sustainable mobility www.interregeurope.eu/cismob</p>
 <p>CYCLEWALK Interreg Europe</p>	<p>Sharing best practices and experience on data collecting and processing and involvement of users in order to improve planning of cycling and walking as modes of transport in urban and functional urban areas www.interregeurope.eu/cyclewalk</p>
 <p>DEMO-EC Interreg Europe</p>	<p>Development of sustainable mobility management in European Cities www.interregeurope.eu/demo-ec</p>
 <p>e-MOPOLI Interreg Europe</p>	<p>Electro Mobility as driver to support Policy Instruments for sustainable mobility www.interregeurope.eu/e-mopoli</p>
 <p>EV Energy Interreg Europe</p>	<p>Electric Vehicles for City Renewable Energy Supply. www.interregeurope.eu/ev_energy</p>
 <p>InnovaSUMP Interreg Europe</p>	<p>Innovations in Sustainable Urban Mobility Plans for low-carbon urban transport www.interregeurope.eu/innovasump</p>
 <p>LAST MILE Interreg Europe</p>	<p>Sustainable mobility for the last mile in tourism regions www.interregeurope.eu/last_mile</p>

 <p>MATCH-UP Interreg Europe</p>	<p>The role of modal interchange to foster a low-carbon urban mobility www.interregeurope.eu/match-up</p>
 <p>OptiTrans Interreg Europe</p>	<p>Optimisation of Public Transport Policies for Green Mobility www.interregeurope.eu/optitrans</p>
 <p>PROMETEUS Interreg Europe</p>	<p>Promotion of E-mobility in EU regions www.interregeurope.eu/prometeus</p>
 <p>REFORM Interreg Europe</p>	<p>Integrated Regional Action Plan For Innovative, Sustainable and Low Carbon Mobility www.interregeurope.eu/reform</p>
 <p>REGIO-MOB Interreg Europe</p>	<p>Interregional Learning towards Sustainable Mobility in Europe: the REGIO-MOB Experience www.interregeurope.eu/region-mob</p>
 <p>RESOLVE Interreg Europe</p>	<p>Sustainable mobility and the transition to a low-carbon retailing economy www.interregeurope.eu/resolve</p>
 <p>School Chance Interreg Europe</p>	<p>SCHOOL mobility Challenge in regional policies www.interregeurope.eu/school_chance</p>
 <p>SMART-MR Interreg Europe</p>	<p>Sustainable measures for achieving resilient transportation in metropolitan regions www.interregeurope.eu/smart-mr</p>
 <p>TRAM Interreg Europe</p>	<p>Towards new Regional Action plans for sustainable urban Mobility www.interregeurope.eu/tram</p>
 <p>INNOTRANS Interreg Europe</p>	<p>Enhancing transport innovation capacity of regions www.interregeurope.eu/innotrans</p>
 <p>SHARE Interreg Europe</p>	<p>Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe www.interregeurope.eu/share</p>

Sessions

The workshop was divided into an introductory session and three working sessions. The key points are summarised below. [All presentations are available at the Interreg Europe website.](#)

Introduction

Participants were welcomed by the Thematic Experts and the Policy Learning Platform was presented by Thorsten Kohlisch, Project Manager for the Platform. The Interreg Europe Policy Learning Platform (PLP) aims to promote the outcomes and achievements of interregional co-operation projects funded by Interreg Europe, highlighting key lessons and helping to spread impact to policy-makers within and beyond the Interreg Europe community. A number of services are provided, including access to expert support, community activities, a knowledge hub and the good practice database.

The thematic sessions were kicked off with a presentation of the Policy Learning Platform's [policy brief on Sustainable Urban Mobility Plans](#) (SUMP). The policy brief was written with input from the REFORM project, and a joint presentation was given by Simon Hunkin of the Policy Learning Platform and Maria Morfoulaki, Lead Partner of the REFORM project. The presentation highlighted the importance of national and regional guidelines and funding for successful SUMP production, as well as recommending that regions develop competence centres on SUMP development to guide and oversee the process of SUMP development.

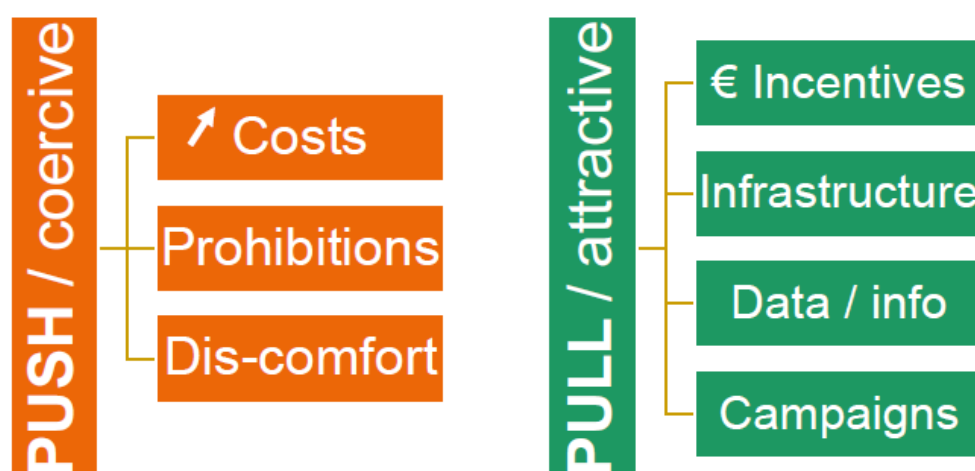
Behaviour Change for Sustainable Mobility

The second session presented challenges and good practices related to changing behaviour. A keynote speech was given by Athanasios Kolyvas from Nicosia Municipality ([InnovaSUMP](#)), on determining and changing travel behaviour. He emphasised that there are many factors that determine passenger behaviour including time, infrastructure, safety, price and convenience. Understanding these factors, and what drives regional transport users to make specific choices, can help to define interventions to change behaviour, requiring consultation, surveys and statistical evaluation.

Offering practice-proven solutions, three good practices were then presented:

- [Bicipolitana Pesaro](#) – Presented by Luca Barbadoro from Regione Marche (TRAM project). Pesaro has introduced cycle paths in the city, using the design of a metro map to make travel by bike more intuitive and easy to navigate, with routes set out as lines, each with a different colour, and with destinations and stops signposted.
- [Exeter Engaged Smart Transport](#) – Presented by Jamie Hulland, Devon County Council (InnovaSUMP). This practice was a trial of a system to inform people by text message to promote alternative transport modes. The first step in the process was a survey and workshops to find out what determined user behaviour.
- [Real-time crowding information](#) – Presented by Jorge Bandeira, University of Aveiro (CISMOB). This practice provides information at the platform regarding how busy train carriages are in the Stockholm metro, to improve comfort for passengers, with the overall aim of increasing use of the metro.

The moderator made a summary of instruments to change behaviour (push and pull measures), and polled the attendees to determine which instruments there was most interest in. The three leading options were selected as topics for parallel sessions in small working groups. The main outcomes of each group discussion are presented below.



Incentives

Group one looked at incentives for behaviour change. The participants started off by considering some of the challenges:

- Communication of an incentive scheme is difficult, and must take account of a number of factors, such as social status, age and gender. In particular, reaching *new* users is difficult, and incentive schemes should aim to not just reward those who already act as desired;
- Budget constraints limit the reach of incentive systems that rely on monetary rewards;
- Stakeholder interest is difficult to gauge and significant effort needs to be put into piloting incentives before they are launched;
- Incentives schemes must be easy to access and use to have the desired effect;
- Impact can be difficult to measure, but must be recorded to ensure long-term support for the incentive scheme from political decision-makers;
- On the legal side, legislation needs to be put in place to enable incentive schemes, and must take account of user privacy.

Participants emphasised that incentives should aim to be available to everyone, however, in some cases, targeted incentives may be needed, such as specific ticketing for the elderly or for students.

Incentive schemes need to be thoroughly tested before launch to ensure that they do not waste money or have a negative impact upon public finances, whilst also avoiding fraud and misuse. Actual cash transfers should be avoided, with a preference for reducing costs for users and increasing convenience for them. Good practices included introducing tax reductions for electric vehicle users, preferential access to roads (e.g. use of bus lanes), and free parking. Free services, including park and ride services into city centres, were also discussed.

Campaigns and awareness raising

The second breakout group looked at awareness raising and behaviour change campaigns, which play a role in triggering and supporting long-term behaviour change. The participants in this session identified a number of initial barriers and challenges that campaigns need to overcome:

- Impact indicators are needed to demonstrate the effectiveness of campaigns, but it is not always clear what indicators are needed or how to collect data;
- It can be challenging to demonstrate to policy-makers why a campaign is needed, and why funding should be allocated;
- Campaigns do not work in the short-term, but need to operate in the long-term, requiring long-term funding and political commitment, which can be affected by political priorities changing;
- It is difficult to reach all target groups, each of which will need specific, tailor-made campaigns, using language that is non-technical and appropriate for the group;
- Regional authorities can struggle to involve businesses and the private sector in campaigns, but their involvement is needed to trigger change.

Participants emphasised a number of guiding principles for behaviour change campaigns. Firstly, the need to map and identify all relevant stakeholders and include them in the process, identifying key messages for targeting them and considering the best approach for reaching them (newspapers, social media, events, radio, etc.). Building trust is essential, and using well-known public figures as champions for a cause should be encouraged. Continuously reinforcement was discussed in depth, including rewards and congratulation for those who change behaviour, making links with the subtopic on incentives. Participants also stressed the link with infrastructure development, highlighting that communications campaigns should accompany infrastructure development. Pilot projects and trial campaigns were noted as being particularly promising for supporting infrastructure development.

Participants also mentioned that campaigns should avoid using jargon and data, but instead focus on principals and feelings to motivate change whilst avoiding negative feedback. Campaigns also need to be well planned, avoiding short-term engagement and taking account of both political and seasonal changes, for example, being aware of the election cycle and changes in transportation use linked to the weather.

Infrastructure

The third group considered the implications of infrastructure in changing behaviour; that is, roads, cycle lanes, railways, stations, airports, etc., as well as traffic management and information systems.

- Infrastructure creation can be disruptive and face resistance from citizens and businesses who will be affected by the change, or face competition from new options;
- Many regions find that their financial resources are scarce, and it can be difficult to secure funding for infrastructure investments, which are often expensive;
- Whilst infrastructure is owned by the municipality, it is businesses that will often provide services. Infrastructure development must therefore involve a large number of stakeholders, including everyone from operators to end-users.

Participants made the point that regions should join spatial and mobility planning together, to ensure that public transport and building policies are interlinked and can support long-term sustainability. It was also emphasised that participatory planning is essential, and that this must start early in the process, engaging crucial stakeholders and being aware of the role each participant has. Mobility planning, for example through SUMP, should also involve neighbouring municipalities and avoid short-term thinking with a minimum 5-10 year perspective.

Finally the discussion touched upon the importance of ensuring there is demand for infrastructure before it is created and how to ensure that resources are well used. The Amsterdam demand-driven charging infrastructure strategy was highlighted as a good practice in this regard.

Sustainable Transport for Tourism

The next session explored key conditions and good practices related to sustainable transport for tourism regions. A keynote speech was given by Agnes Kurzweil from the Environment Agency of Austria, the Lead Partner of the [LAST MILE project](#). Tourism mobility is highly influenced by season, and often involves access to remote regions. This means that for many regions private or rental cars are the main mode of transport, and can be difficult to replace with public options due to variable demand. The presentation emphasised the importance of flexible transport systems, including demand-responsive and shared modes of transport, making use of new technologies, digital platforms and ICT-driven transport management.

Three good practices were then presented:

- [Integrated ticket](#) – Presented by Andy Fryers from Equal State (SHARE). This practice is an integrated ticket for the whole of the Umbria region, which can be used on all existing means of public transport. The system makes it easier for tourists to use public transport, but also delivers benefits for inhabitants.
- [DefMobil shared taxi for an alpine valley](#) – Presented by Agnes Kurzweil (LAST MILE). This demand-responsive transport solution developed by three municipalities provides links between existing transport hubs and tourist destinations, needing to be called an hour in advance for pick up.
- [St Francis Way](#) – Presented by Chiara Dall’Aglio from Sviluppumbria (SHARE). This practice involves the development of a new touristic offer by linking up sites related to St. Francis of Assisi, including the development of walking routes, maps and guidebooks to boost use of active modes of transport (walking and cycling). Sites which were little visited are now more frequently visited, easing pressure on other sites.

According to personal interest, the participants split into three parallel working sessions to explore topics of their choice in more detail.

Alternative destination development

Many cities and regions are facing saturation of their tourism destinations. Developing new destinations can help to take pressure off of existing destinations, extend the tourist season and also allows for the introduction of new low-carbon mobility services to link travel hubs with these new destinations.

Participants in the discussion on this topic highlighted a number of challenges to setting up new destinations. Firstly, engaging stakeholders and particularly private companies can be very difficult, but is required in many cases. Securing the political will is vital and must involve all those concerned through horizontal and vertical governance models. This will be made harder due to competition in the region for limited resources.

Development of new locations and linked tourism transport offers should be integrated into overall regional strategy documents, highlighting the benefit for villages and rural areas from the development of new income sources, as well as highlighting the benefits for regions which face a strain from tourism. New transport links can unlock the potential of rural cultural heritage, and wherever possible, transport solutions should bring as much benefit to inhabitants as to tourists, for

example, demand-responsive services and cycle paths. Small scale systems for tourists can increase the attractiveness of new destinations and serve as testbeds for wider roll-out to existing populations, for example, the network of e-bikes in Exeter which served not only the local population, but also supported new tourism offers such as city tours. The network has been greatly expanded in recent years to respond to local demand.

Planning needs to be a participatory process, involving local populations and businesses, as well as policy-makers. Efforts need to be made to build connections and commitment between different actors in the tourism and transport sectors, considering full tourism packages that involve both infrastructure and services.

Demand-responsive transport

Demand-responsive transport (DRT) can play a role in sustainable mobility for tourists, particularly in rural areas where public transport may not be widely available. Participants discussed electric vehicle sharing and rental, with hubs at hotels. An existing practice from the Brecon Beacons national park (Wales, UK) was discussed, and Marche region (Italy) is looking into this solution as well. Introducing limitations was also discussed as a method of boosting DRT. For example, closing off parts of the city centre and making them accessible only to DRT and shared vehicles.

Some regions highlighted that they face major challenges in linking up different modes of transport, often from different providers, as well as linking up rural and urban areas. Cities may have e-bikes or shared e-cars, but they are not linked in a single accessible app. Mobility-as-a-Service (MaaS) solutions are beginning to emerge in some cities and will be promising solutions for the future, but application to rural areas may be limited. New challenges are introduced for rural areas where tourism is affected by seasonality, making year-round solutions challenging to introduce. Participants discussed that many cities and regions have developed methodologies for overcoming these challenges, but they are not widely shared, sometimes not even with neighbouring regions and cities.

Demand-responsive transport was also discussed as being a solution for businesses and for city logistics, not only for tourists and citizens. Examples were given of on-demand e-bikes for parcel delivery, and the use of e-bikes by the postal service in rural areas, which enable faster and cleaner transportation of post from a central hub than using a single van. On-demand waste collection using e-vehicles has also been implemented in some cities.

New tourism mobility offers

The third group considered the provision of new mobility offers for tourists. Numerous challenges were raised, including the provision of financial resources, an enabling legal framework, infrastructure, communications campaigns and political leaderships; issues that were raised and discussed in many other sessions. Issues of accessibility were also discussed, including multilingual information provision.

Many existing and proven practices were brought up by this session, including:

- Shared taxis for tourists to attractions, as used already in Central Macedonia;
- Electric vehicle sharing and rental, as used in parts of Lithuania and in Rome;
- Bike-carriers for buses so that tourists can cycle, but know that they can switch to public transport when needed. This is used already in parts of Slovenia;
- Nicosia Municipalities offers free guided bicycle tours of the historic city centre to boost low-carbon active mobility options;

- Klagenfurt in the region of Carinthia in Austria has trialled an autonomous, self-driving, bus system to take tourists from mobility hubs to their hotels. The region has also trialled a system where tourists can get free mobility options for handing in their car keys.

Action Plan Development

The final session of the day focused on action plan development. All regions involved in interregional co-operation projects funded by Interreg Europe must develop an Action Plan outlining how the lessons learnt from the interregional exchange of experience will be transferred and implemented. Two keynote presentations were given by Charo Camacho from the Interreg Europe Joint Secretariat and Magda Lungu from the Regional Development Agency of South-West Oltenia (Romania), which has already developed an Action Plan under the REGIO-MOB project.

The first keynote outlined what is expected of an Action Plan; it must set out the lessons learnt from co-operation and how they will be implemented to improve the policy instrument selected by the region. It must set out the nature of actions to be implemented, the timeframe, relevant stakeholders to be engaged, as well as any costs and their funding sources. It was emphasised that the action plan should be relevant for the region and not just be a box ticking exercise. Whilst plans must contain a minimum amount of information, as set out in the programme's template, they should contain as much information as is needed to be helpful for the region.

The second presentation gave an example of a strong action plan, demonstrating clearly how to break down lessons into concrete actions. In the given example, the regional development agency worked closely with stakeholders, giving them the chance to make suggestions and comment on proposed actions. The process resulted in five actions, each illustrated with good practices from other project partners.

The participants split into two working groups to discuss Action Plan development. The TRAM project emphasised that it has developed a central methodology for its partners to follow, which may be of use for other projects.

The Joint Secretariat clarified a number of points for participants. Firstly, that indicators as proposed for the implementation period can be changed at the end of the first period, as long as new indicators are proposed and it is clearly explained why the existing indicator is no longer suitable. It was also discussed that the policy instrument being targeted may also be changed, as long as it is still tackling the regional challenges identified. Several participants pointed out that due to the planning cycle for Operational Programmes, these instruments are very difficult to change. The JS also emphasised that action must begin within the monitoring period, but it is understood that impact may not be seen until afterwards.

Conclusions

Reflecting on all sessions organised throughout the day, the feedback from participants was very positive, and a number of follow-up actions have been identified as a result of the event:

- The session on developing alternative tourism destinations proposed an online discussion to delve deeper into the discussion and presented good practices;
- Further exploration of demand-responsive transport and mobility-as-a-service was proposed, looking specifically at methodologies for getting companies to work together and share costs and benefits;
- Once the online forum of the Policy Learning Platform is active, it is proposed that a group is established for discussing new mobility services in touristic areas, as well as organising matchmaking sessions;

Policy Learning Platform – Low-carbon economy

- The PLP was requested to assist in finding more good practices related to improving tourist accessibility, and successful awareness raising campaigns;
- A policy brief was proposed looking into how to develop successful incentive schemes for behaviour change. (A policy brief related to behaviour change for energy efficiency has already been produced and many of the principles explored can also be applied to the transport sector, but new good practices can be sought by the PLP).

Contacts

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Annex – Agenda

9h45	Registration and Coffee
Welcome & Introduction	
10h00	<p>Themes of the day</p> <p><i>Katharina Krell & Simon Hunkin, Thematic Experts – Low-carbon economy, Interreg Europe Policy Learning Platform</i></p>
10h15	<p>Introduction to the Policy learning Platform</p> <p><i>Thorsten Kohlich, Thematic Manager, Interreg Europe Policy Learning Platform</i></p>
10h30	<p>Policy Brief on Sustainable Urban Mobility Plans and insights from the REFORM project</p> <p><i>Simon Hunkin, Interreg Europe Policy Learning Platform & Maria Morfoulaki, CERTH (REFORM)</i></p>
10h50	Coffee break
Session I: Behavioural Change for Sustainable Mobility	
11h20	<p>Keynote: Determining and changing user behaviour</p> <p><i>Athanasios Kolyvas – Nicosia Municipality (InnovaSUMP)</i></p>
11h30	<p>Good Practice Pitches</p> <p>Bicropolitana Pesaro (Tram) – Luca Barbadoro, Regione Marche</p> <p>Exeter Engaged Smart Transport (InnovaSUMP) – Jamie Hulland, Devon County Council</p> <p>Real-time crowding information (CISMOB) – Jorge Bandeira, Universidade de Aveiro</p>
12h00	<p>Free Working Time (Parallel Sessions)</p> <p><i>Participants will split into three groups to discuss and develop ideas on instruments to influence travel behaviour. They will work together to develop dos and don'ts and collect good practice inspiration.</i></p>
12h45	Reporting back: groups report back to plenary
13h00	Networking Lunch
Session II: Sustainable Transport for Tourism	
14h00	<p>Keynote: Framework conditions and barriers for sustainable transport in touristic regions</p> <p><i>Agnes Kurzweil – Environment Agency Austria (LAST MILE)</i></p>
14h10	<p>Good Practice Pitches</p> <p>Integrated ticket (SHARE) – Andy Fryers, Equal State</p> <p>DefMobil - a hailed shared taxi for an alpine valley (LAST MILE) – Agnes Kurzweil, Environment Agency Austria</p>

	St Francis Way: development of an intangible cultural history asset to drive rural tourism (SHARE) – Chiara Dall’Aglio, Sviluppumbria
14h40	<p>Free Working Time (Parallel Sessions)</p> <p><i>Participants will split into three groups for an interactive knowledge exchange on specific aspects of sustainable transport for tourism.</i></p>
15h25	Reporting back: groups report back to plenary
15h40	Coffee Break
Session III: Action plan development for transport policies	
16h10	<p>What is expected from a Regional Action Plan</p> <p><i>Charo Camacho, Interreg Europe Joint Secretariat</i></p>
16h20	<p>What a MA needs from a transport policy action plan</p> <p><i>Magda Lungu, Regional Development Agency South-West Oltenia</i></p>
16h30	<p>Free working time (Parallel Sessions)</p> <p><i>Participants will be split into three thematic groups. They will work together to define important takeaways which they can incorporate into their action plans.</i></p>
17h30	Reporting back: groups report back to plenary
17h40	<p>Concluding Remarks & End</p> <p><i>Thematic Experts will outline the next steps, from the reports to plenary</i></p>
18h00	End of Workshop and Cocktail