

**INTERREG "Europe" PASSAGE PROJECT**  
**Cross-border local stakeholders group n° 1**  
**Dover Strait**

<b>PASSAGE partner</b>	<b>Pas-de-Calais County Council.</b> <b>Kent County Council</b>
<b>Date</b>	4 November 2016
<b>Venue</b>	Maison Départementale du Boulonnais - Wimille
<b>Number of participants</b>	28 participants
<b>Agenda</b>	<p><b>11.00am - 11.30am: Introduction</b></p> <ul style="list-style-type: none"> <li>- What is the PASSAGE project?</li> <li>- A joint engagement on the part of the Pas-de-Calais County Council and the County of Kent</li> <li>- Why form a group of cross-border stakeholders?</li> <li>- Outlines and objectives of the carbon emissions study</li> </ul> <p><b>11.30am - 12.30pm: Why this type of project in the Dover Strait? Testimonials by project holders in Kent and Pas-de-Calais</b></p> <ul style="list-style-type: none"> <li>• The low-carbon strategies and the benefits of a cross-border approach, Tanja Groth, Decentralised Energy Manager, Carbon Trust</li> <li>• Inter-departmental car-sharing scheme, Aline Desbonnets; Department of Mobility and Transport, Pas-de-Calais County Council</li> <li>• Accessibility to the inland areas and the coast (environment, attractiveness, tourism), Colin Finch, Kent County Council</li> <li>• Three experiences of car-free tourism around the Grand Site des Deux-Caps, Elisabeth Rétaux, Pas-de-Calais Tourisme</li> </ul> <p><b>Lunch</b></p> <p><b>1.30pm - 3.30pm: Thematic workshops</b></p> <p><b>Group A – Low-carbon transport</b></p> <ul style="list-style-type: none"> <li>• Presentation of the transport corridor, Cooperative Intelligent Transport Systems (C-ITS) and the Intercor project</li> <li>• Analysis of good practice and identification of additional territorial needs</li> <li>• Preparation for the European meeting on sustainable transport</li> </ul> <p><b>Group B – Environment and attractiveness</b></p> <ul style="list-style-type: none"> <li>• What are the problems faced by the Dover Strait?</li> <li>• Existing good practices</li> <li>• Perspectives for action</li> </ul>

<p><b>Summary of the discussions and conclusion</b></p>	<p><b>1) Introduction:</b></p> <p>The PASSAGE project <b>Public authorities supporting low-carbon growth in European maritime border regions</b>) is an INTERREG "Europe" project in which the Pas-de-Calais County Council is the lead. It is a four-year project (April 2016 - March 2020).</p> <p>Pas-de-Calais and Kent share common concerns on the issues forming the subject of this working group, namely sustainable transport and the attractiveness of the territory/environment. Although the challenges are not of the same intensity on both sides of the strait, both authorities are convinced of the need for a cross-border approach.</p> <p>From the first local stakeholders meeting in the Kent, barriers to achieving Low Carbon objectives came out :</p> <ul style="list-style-type: none"> <li>- Political will (e.g. get more road freight on to rail) and political uncertainty (e.g. Brexit).</li> <li>- Lack of capital to invest in infrastructure network and new technology.</li> <li>- Behavior change to change individual thinking on transport choices (mainly the public).</li> </ul> <p>The cross-border group of local stakeholders aims to create an exchange of experiences, to foster mutual emulation and to disseminate the goals of the project beyond purely institutional circles. The two-year goal of the project is to encourage local partners to develop a cross-border action plan that will involve the authorities, businesses and inhabitants of the strait.</p> <p>The development of the cross-border action plan will be supported by a European study with three objectives:</p> <ul style="list-style-type: none"> <li>- to define <b>the appropriate geographic scope</b> for estimating the carbon impact of the partner straits</li> <li>- to carry out an <b>assessment of the carbon intensity of the territories of the straits</b> included in the PASSAGE project partnership</li> <li>- <b>to encourage networks of local stakeholders to take ownership of the data and the recommendations produced</b>, with the aim of optimising the quality of the cross-border action plans.</li> </ul> <p>This will allow the group of partners and local stakeholders to enrich the study with their own contributions and to work on the basis of a consolidated diagnosis. It will also constitute a methodological support for conducting the development of its action plan.</p>
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## **2) Why this type of project in the Dover Strait?**

*Testimonials by project holders in Kent and Pas-de-Calais*

*See PowerPoint for the testimonials*

The intention is to present a set of practices around the themes adopted, both to advertise their existence and to discuss the rationales behind their development, the governance models for these projects, the difficulties encountered and any errors made, in order to inspire further initiatives.

1. The low-carbon strategies and the benefits of a cross-border approach - Carbon Trust

*Methodological elements for the establishment of a bilateral low-carbon strategy: reviewing official national strategies, identifying the risks and opportunities specific to the strait, defining priorities, identifying those responsible on either side of the strait, setting a shared calendar and defining short- and medium-term evaluation criteria.*

2. Inter-departmental car-sharing scheme - Department of Mobility and Transport, Pas-de-Calais County Council.

*First 80-space parking area in 2012 to encourage car-sharers. The scheme was adopted in 2015 and targeted an increase from 1.07 passengers per car to 1.14 on home-work commute journeys by 2025. The identified need is for 5,450 parking spaces across the Region, with priority ranking of the parking areas according to numbers of potential users... the project is run in partnership with the intercommunality and municipalities*

*There is no equivalent initiative on the Kent side. For its part, Kent offers a mobility information website <http://www.kenttraffic.info> focusing on road, rail and public transport information.*

3. Accessibility to the inland areas and the coast (environment, attractiveness, tourism) - Kent County Council.

*Improvement plan for the coastal area and coastline: cycle paths and roads in rural areas, connectivity between paths, tracks and roads Infrastructures to create connectivity between the various paths in urban and rural environments, for leisure and everyday travel purposes*

*"Explore Kent" website offering a route option*

4. Three experiences of car-free tourism around the Grand Site des Deux-Caps - Pas-de-Calais Tourisme

*Development of ecotourism around walking and cycle holidays*

*A specific offer now provided by five private operators*

***What is a good practice?*** *A good practice is one that proves to be not only good in itself but, by comparison, better than those applied in the past and which could be applied to a current problem.*

**3) Workshops:**

Shared objectives of the workshops

- Analyses of the practices presented during today's session
- Identification of other practices meriting study in order to enrich the contribution of Pas-de-Calais and Kent.
- Identification of the specific needs of the Dover Strait
- Preparation for the next two European seminars.

**Group A – Low-carbon transport**

Presentation of the **transport corridor**, Cooperative Intelligent Transport Systems (C-ITS) and the Intercor project (**see PowerPoint**) - Work on smart roads and connected vehicles: trial from Dover to London.

- ⇒ Project adopted as good practice in the Dover Strait for the sustainable transport seminar. However, the project is still in an early phase; the procedures for access to information and the roll-out of information medium are not yet operational.

The group notes that the French side of the straits does not experience congestion to such an intensity that requires traffic regulation, although this does not preclude optimisation of current traffic regulation.

- **Carbon challenges around crossings:** there is need to bring the port authorities and ferry and tunnel operators together to consider the issues such as waiting vehicles causing noise nuisance, air pollution, congestion and greenhouse gas emissions from ships..
- **Carbon challenge around road transport:** There are issues with the ability to use more than one form of transport for journeys across the straits (intermodality), and also with freight transport with empty return trips (56% of HGV traffic), and crossings by tractor units and trailers. There is a need for upstream logistics bases, awareness of incoming and outgoing flows etc.) and engagement with the carriers and/or their representatives. A possible link into those carriers is through brand image ("green" transport) as part of their corporate and social responsibility (CSR).

- Any data collated and used will have a level of commercial sensitivity and so that needs to be considered in terms of how we can securely use and apply those data. The need to have information on the baseline of cross-Channel traffic.
- The issue of **passenger traffic** is addressed, with the observation that some companies do not accept passengers without a vehicle and that it would undoubtedly be useful to promote a car-sharing initiative to reduce the number of vehicles making the crossing; it was noted that this might be in contradiction to the economic interests of the cross-Channel operators.

The group also highlights the limitations of an action restricted solely to the Strait. Although involving local action and falling within local competence, some improvements (car-sharing, carbonisation of port activity, improvement in the ships' carbon inventory etc.), some points are national and/or international in scope such as restructuring of road transport, chartering, and supply chains.

The question was also raised as to whether the scope of the problem is to be extended to air quality or whether the focus remains on low-carbon. Kent favours the air quality approach, which appears more promising politically. This also allows practices such as hybrid ferries, boats of the future etc. to be addressed. On the French side, the stakeholders to be mobilised are the ATMO agency<sup>1</sup>, which is responsible for measuring air quality, and also the Territorial Climate Energy Plans. On the British side, it is the local authorities that are responsible for monitoring air quality, in Kent this through the Kent and Medway Air Quality Partnership (KMAQP)<sup>2</sup>.

### **Group B – Environment and attractiveness**

**Why has the theme "environment and attractiveness of the territories" been chosen as part of the PASSAGE project? In what way is this a "low-carbon" issue?**

- ⇒ The territories of the straits are often perceived as hosting many polluting activities and therefore maritime borders are not always seen as attractive territories. The development of a low-carbon society can be a factor of attractiveness for these territories, enabling them to change their image.
- ⇒ Upon completion of the project, the goal is to be able to identify the increase in attractiveness associated with "low-carbon" territorial development and to counter the perception of the maritime border as an obstacle to the lower-carbon development of the territories.

<sup>1</sup> <http://www.atmo-npdc.fr/>

<sup>2</sup> <http://www.kentair.org.uk/>

### **Challenges for the Dover Strait**

The discussions between the participants brought to light several key sets of challenges:

- **The development of soft modes and sustainable touristic practices**

One solution for reducing the carbon footprint in coastal territories is to provide offers that promote soft modes (cycle tourism, walking etc.) thereby freeing tourists from the need to take their cars.

The three experiences of car-free tourism at the Grand Site des Deux-Caps (France), presented by Pas-de-Calais Tourisme, are examples of initiatives to be promoted. Pas-de-Calais Tourisme also emphasises the ongoing work around the Euro Velo routes that cross the territory:

- o Euro Velo 4, which runs along the French Channel coastline from Roscoff to Bray-Dunes
- o EuroVelo 5, which crosses the Dover Strait to Calais (the Via Romea Francigena)

For EV 4, a French route committee is currently being set up. One of the subjects of discussion is the question of France-England crossings by bike, thanks to the experience of an INTERREG VA France (Channel) England project, "Channel Tour", which was recently rejected.

Work with the transport companies (ferry operators and Eurotunnel) is needed on this subject in order to improve the offer. On this point, one good practice already exists on the Dieppe-Newhaven route –

<https://www.avenuevertelondonparis.com/>

- ⇒ On this subject, there is a need for figures on the use of the existing routes, on both the Kent and Pas-de-Calais side, to gain a better insight into cross-border demand - Pas-de-Calais and Kent are going to exchange their respective data on this subject
- ⇒ There is a need for awareness-raising and training for tourist companies on the expectations of walking/cycling visitors who are committed to nature.

- **The spatial and temporal management of tourist flows associated with coastal attractions**

The coasts of Kent and Pas-de-Calais are highly attractive and significant touristic pressure is concentrated into just a few months of the year, around the summer period. In the interests of the environment and in order to mitigate this

phenomenon, local stakeholders must mobilise around two issues aimed at reducing this pressure:

- Moving tourist flows back towards the inland areas, by offering innovative touristic products
- Shifting tourist flows to other months of the year

The management of events and activities on the coast could also be improved, by adopting a "low-carbon" approach e.g. a low-carbon label for certain events.

Improved coordination in the use of the various virtual tools already in place (Openstreet, STRAVA <https://www.strava.com>) and new technologies must also be exploited for improved knowledge and management of the flows.

#### **Green infrastructures and education on low-carbon approaches**

Another proposed focus for work is that of measures to offset carbon-heavy activities and environmental education:

For example, the development of green infrastructures is possible as part of measures to offset GHG-producing activities. How can "carbon offset credits" be developed? A carbon offset credit is essentially a service whereby the purchaser pays someone to reduce greenhouse gas emissions, on the former's behalf; for example, by investing in a wind-powered agricultural enterprise. This allows the purchasers to assume responsibility for their climate impact.

- Experiences, good practices and perspectives

Several practices and experiences exist and merit analysis:

1. Local authority practices such as TER-Mer, at Region level, which offers return train tickets from any station to the coast at weekends during the summer, and, at County level, the "MERcredis de l'été" scheme offering bus journeys to the coast for €2 on the eight Wednesdays of the school summer holidays. These are good "social" practices, but they adversely affect the coastal resorts with tourist flows concentrated into a very short period of time. How can these practices be improved?
2. Actions encouraging people to visit the inland areas: Awareness raising with seasonal staff patrolling the beaches and inviting tourists to visit the inland areas, proposals to experience more offbeat products, to reach a more environmentally-aware clientele (e.g. geocaching etc.).
3. Actions of the INTERREG VA "2 Seas" cluster, SAFE-ICE: <http://www.safe-ice.eu/>



	Website: <a href="http://www.interregeurope.eu/passage">www.interregeurope.eu/passage</a> LinkedIn group: <a href="#">LinkedIn PASSAGE project</a>
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**Attachments:**

- **List of participants**
  - **PPT**
- ⇒ **Next cross-border meeting – March 2017 in Kent**