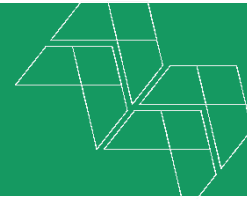


# LAST MILE

Press Release – 09/06/2017



**How sensitize people for “last mile” connections in rural areas? Communication with users and society will be the main focus of the Study Visit of the partnership of the project LAST MILE, which will take place from 19<sup>th</sup> - 22<sup>th</sup> of June 2017 in Luxemburg. The partners from 6 European countries meet to visit good practices in mobility management and discuss innovative strategies for awareness raising.**

In the sparsely populated region of the Upper Sûre Nature Park, most inhabitants and often tourists too are used to car use for most of their ways. Nevertheless, some innovative flexible transport services exist and much work is being undertaken to sensitize Luxembourgish people to sustainable mobility. On this account, project partners will stay two entire days in the region to visit some of these projects.



View of the Upper Sûre Lake

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The focal theme of the interregional exchange event in Luxembourg will

be “communication with users and society”. Against the background of the European 2020 strategy and the “Roadmap to a Single European Transport Area”, which aims at a reduction of CO<sub>2</sub>-emissions in transport by 60% in 2050 based on 1990, communication and information is crucial. A high-performance offer is only valuable if people know about it. Especially rural areas, where people are often used to their car for nearly every trip, require an attractive supply. There demand-responsive transport systems offer solutions, which can be more efficient and attractive than regular lines. Communication is here very important because the mode of operation is often not as easy as e.g. for regular lines. Another challenge are the target groups the project LAST MILE aims for. Tourists on the one hand and the local population on the other hand, require different ways of communication, because of spatial separation and because of different requirements on such systems. Finally a cultural shift towards sustainable mobility requires, besides an attractive supply, an effective communication with users and society.

This topic will be the context of a seminar taking place on the 19<sup>th</sup> of June. An interactive workshop with inputs from national experts in communication and mobility shall help project partners to develop ideas which will furthermore stimulate the forthcoming development of sustainable mobility action plans in the different regions.

Exchanging ideas is also the aim of the good practice visits in the region of the Upper Sûre and the Our Nature Park. Four flexible transport services will be presented during the exchange meeting in the Upper-Sûre Nature Park: the “night rider”, a transport offer for night owls, the “Bummelbus”, a social project occupying long-time unemployed people, the “Flexibus”, which is a Dial-a-bus-service in a municipality out of the Nature Park and the service “Rent-a-bike”. The last one is a bike rental service during summer time in different places in the Upper Sûre Nature Park and beyond.

Besides the study visits and workshops, project meetings dealing with the progressing work of different topics within the project are taking place too. Finally a full programme is foreseen with the potential to become an inspiring study trip in Luxembourg.

#### Project Details:

LAST MILE aims to find sustainable flexible solutions for regional mobility systems. It will make sure that visitors travel the 'last mile' of their travel chain sustainably, and provide alternatives to car use for residents and their daily trips as well. LAST MILE will support regions in creating tailor made solutions for multiple users, interlacing with main public transport lines and hubs and introducing low emission and energy efficient vehicles, that shall lead to sustainable and financeable regional mobility options.

Financed under the INTERREG EUROPE Programme, LAST MILE is a European wide interregional project with 7 partners from 6 countries comprising a group of about 50 regional stakeholders.

Overall project budget: 1.607.720 €

ERDF contribution (INTERREG EUROPE): 1.346.442€

Project duration: Phase 1 2016-04 to 2018-09, Phase 2 2018-10 to 2020-09

#### ALL ABOUT LAST MILE AT:

[www.interregeurope.eu/lastmile](http://www.interregeurope.eu/lastmile)

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