

Supporting sustainable mobility in European municipalities

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Low carbon
economy



**Interreg
Europe**

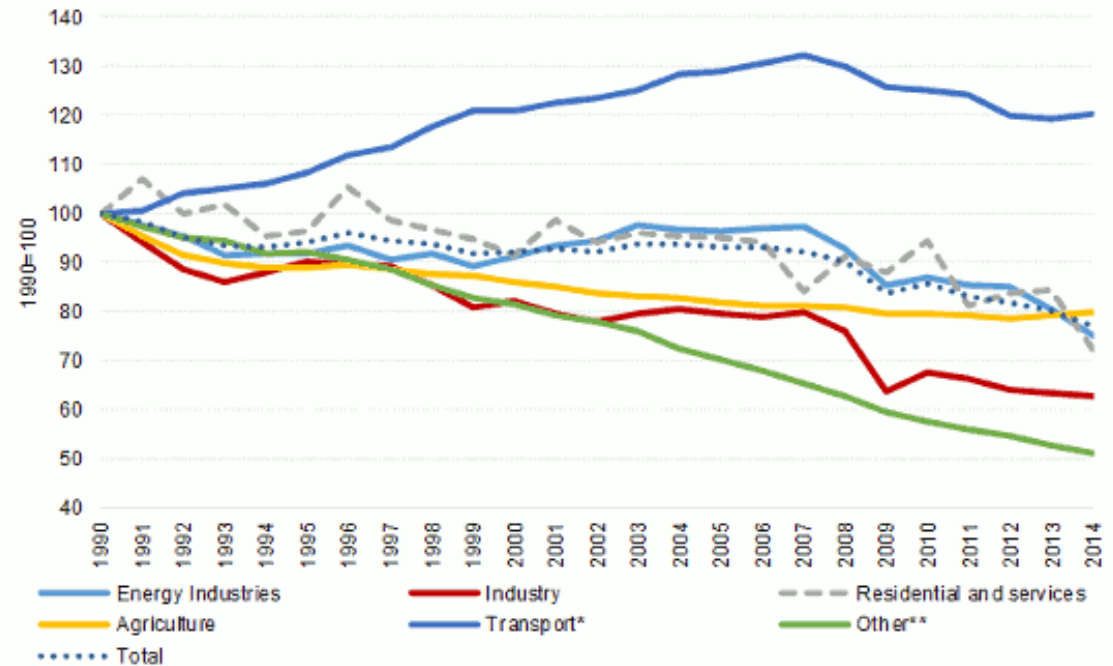
European Union | European Regional Development Fund



Low-carbon economy



- Reducing carbon emissions:
 - Tackle climate change
 - Improve human health
 - Prevent environmental degradation
- Transportation sector bucking the trend



Source: Eurostat



Are you familiar with the concept of a Sustainable Urban Mobility Plan?



Sustainable Urban Mobility Plans (SUMPs)

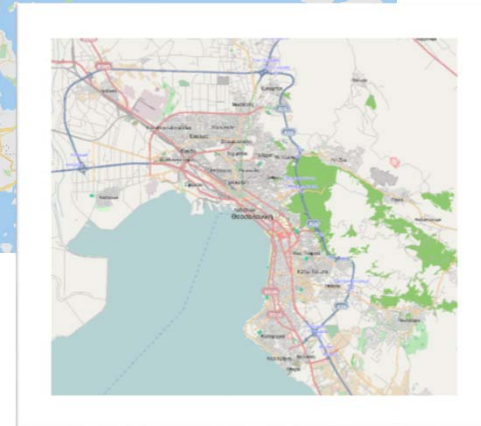
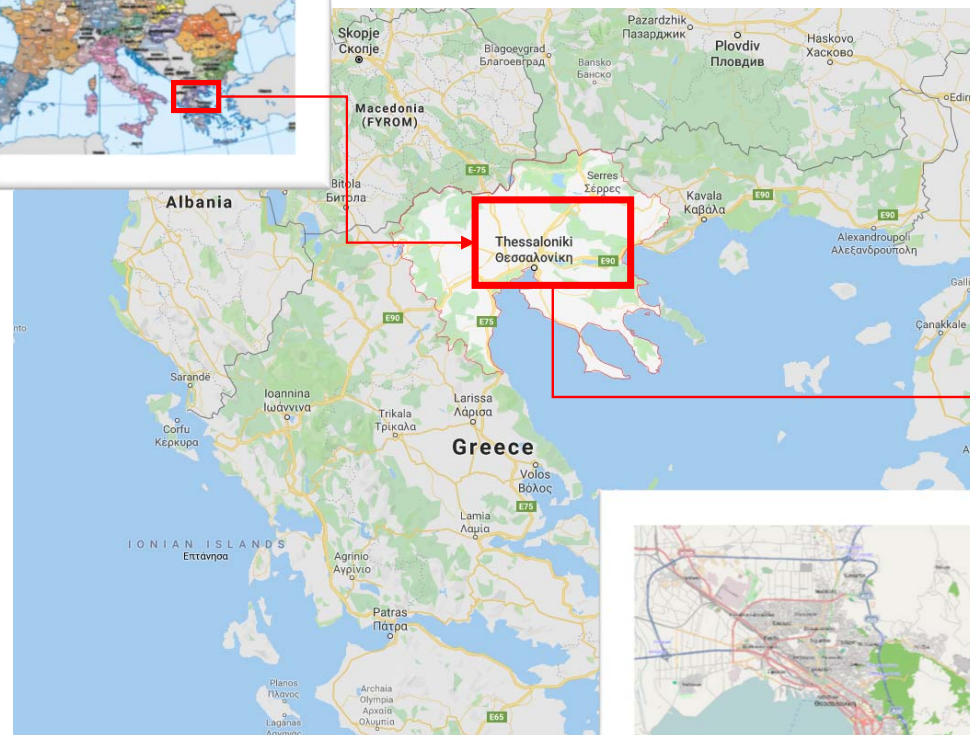


- Planning instruments to encourage long-term, joined-up decision-making
- Plenty of guidance at EU level – Eltis, CIVITAS, URBACT
- Civitas survey:
 - c.80% of French cities have a SUMP
 - c.5% in Greece

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- 1. The case for supporting sustainable mobility**
 - 2. Regional challenges for Central Macedonia**
 - 3. Interregional co-operation: The REFORM project**
 - 4. Transferring success from Italy and the UK**
 - 5. The Sustainable Mobility Observatory of Central Macedonia**

Central Macedonia

- Administrative Region
 - Largest region in Greece
 - 18,811 km²
 - 7 regional units
 - 38 municipalities
- Total population ≈ 1.9 million
 - 2nd most populous region in Greece
 - 17.4% of Greece's population
 - 54% of total population lives in the metropolitan area of Thessaloniki



Challenges for sustainable mobility



- RCM is committed to build a more **sustainable future** and to **improve transportation options** and **reduce the need for privately-owned vehicles**
 - Metro 2020, New Investment at the Port...
- The Green Fund of the Ministry of Environment launched a funding mechanism to support the **implementation of SUMP**s all over Greece
- In RCM 23 Municipalities are expected to develop their SUMPs
 - Lack of a specific national legislation framework for SUMPs
 - Individual designing by each Municipality
 - Absence of a central mechanism for monitoring and exploiting their results

Why we went into REFORM project



- Lack of know-how to develop and implement SUMP
- Lack of trust between authorities and stakeholders
- Motivation to actively participate in community

Coming together is a beginning; keeping together is progress; working together is success – Henry Ford



The REFORM Project



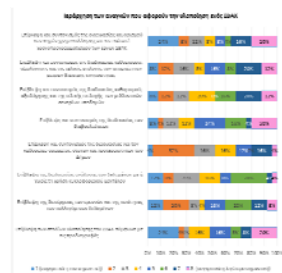
Input from conferences and discussions with high level representatives



Input from more than 90 Experts who participated in plenary meetings, Focus Groups and Scientific Cafes



Input from Learning Events for more than 150 Regional staff and other technicians



Input from Citizens/authorities surveys to assess the real needs of local municipalities and citizens

Communication:



REFORM is a member of



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REFORM Action Plans' inspiration



Emilia Romagna (RER)

Actions

1. Mobility Monitoring Center
2. Regional Mobility Observatory and Competence Center
3. SUMP implementation fostering

Parkstad Limburg (RPL)

Actions

1. Leisure Lane
2. Bike Sharing System
3. SUMP-integration 'THINK SUMP'
4. Bella Mossa

SUMP as an innovative approach to local transport planning

SUMP evidence Base

LTP & Integration with Environmental Policy Sector

Employers approach by Maastricht Bereikbaar

Cooperation for a polycentric SUMP

Scaling SUMPs: the example of micro-SUMP in Lille

TfGM-an organization to support transport delivery across the region

MaxLupoSE: mobility management and land use planning guidelines

Mobility Centre

Bella Mossa initiative: a gamification process to promote sustainable mobility

Greater Manchester (GM)

Actions

1. Regional planning instrument to integrate transport and land use planning policy
2. Localized cross boundary Micro SUMPs using a 'streets for all' approach
3. Encouraging behaviour change: reducing Greater Manchester's congestion footprint

Transferring success to Greece



Italy

- Regional funding scheme for SUMP development
- In-house company for managing traffic and mobility data

United Kingdom

- SUMP Evidence Base and Information Gathering
- LTP & Integration with Environmental Policy Sector



Regional Funding Scheme



RER used its Regional Operational Programme to incentivize cities to start their local SUMP process.

1st case
in Italy



FUNDING
€350,000 from
Emilia-
Romagna ROP
FESR 2014-
2020 AXIS 4

TECHNICAL
advice to support
cities in SUMP
development

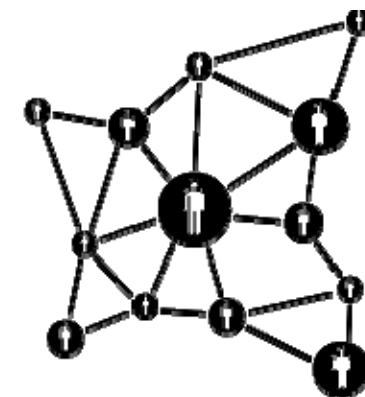


RESULTS



All 12 cities (above 50,000 inhabitants) started the SUMP development process

Creation of a
network of cities
and region on
SUMP



SUMP Evidence Base

No single dataset provides TfGM with the required level of insight – they need to combine...



Population statistics



Characteristics

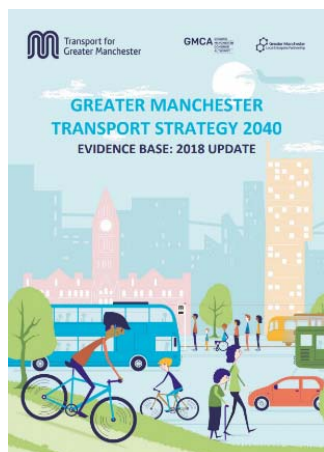


Travel behaviour



Change propensity

- Census data: 105 variables. Significance tests of all areas against Greater Manchester averages.
- Consumer Classification: Socio-economic statistics for GM residents, linked to census. Updated annually.
- Travel Diary Surveys: Main mode, journey purpose, time travelled. GM data, updated annually.
- Segmentation Study: Attitudes to travel and transport, and propensity to change travel modes of different socio-economic groups.



Lessons from co-operation



- Creation of a new scheme involving regional **technical staff, experts** and all relevant **stakeholders**
- A common understanding about sustainable regional planning
- This scheme will operate on two levels:
 - Regional level
 - => the creation of a "**Competence center**"
 - Metropolitan level
 - => the creation of the "**Urban Mobility Observatory**"

A new regional Competence Centre



A support mechanism to 38 Municipalities, with the co-operation of CERTH/HIT

- Electronic platform to provide technical information for SUMP development
- Online forum for direct communication and exchange of views between municipalities and other stakeholders
- Will act as a sustainable mobility network to support actors in local and regional planning through consultation, workshops and seminars

Sustainable Urban Mobility Observatory



For 8 Municipalities in Thessaloniki, which will collect, analyze and organize the data from the local SUMP's for:

- Designing a Metropolitan Strategic Framework for Sustainable Mobility,
- Providing data relating to common projects and actions between Municipalities, Regions, Universities & Research labs, and
- the projects to be funded on the basis of the priorities of the Regional Strategy

Expected Impact

- Objectives:
 - Permanent and institutional mechanism within the Region that will support local SUMP
 - Creating a strategic regional framework that will provide new solutions geared to integrated transport systems
 - Enhancing mutual trust between all stakeholders





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